Q4: November 1 - January 31, 2019

09/19/2025 3:49 pm EDT

- Campaign Workflow Enhancements (January 14)
  Over the new few weeks, we're releasing exciting new workflow features which are the first of many features coming your way this year, all to help you drive performance through personalization at scale.

  Build personalized campaigns faster. Our legacy campaign builder got a facelift. We've combined multiple steps into one easy to use Campaign Settings page.

  Flexible journey building. Journey building is now seamlessly integrated into our standard campaign builder. You no longer have to choose between a single-touch and a multi-touch campaign – additional touches can be added any time, even after the campaign has been launched!

  Reach more customers. New OR Statement functionality is now embedded within the campaign flow for more inclusive audiences.