Q3: August 1 - October 31, 2019

09/19/2025 3:27 pm EDT

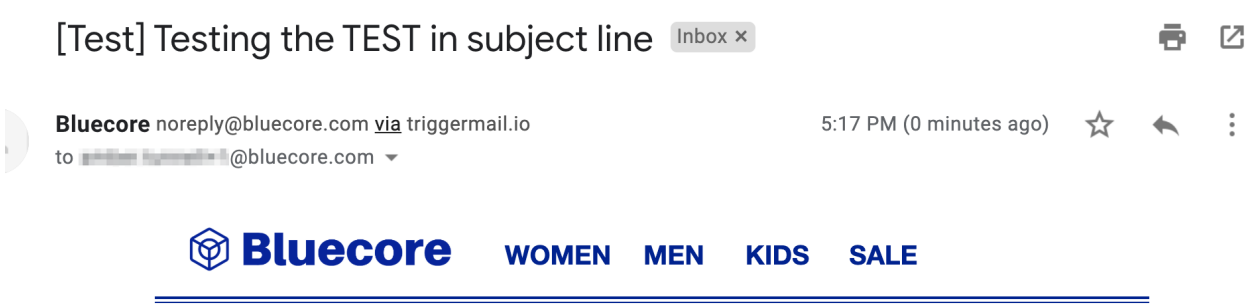
- Redesign and Workflow Optimization Updates (August 27)
  Starting *August 28th*, all customers will have access to several exciting updates including:

  Redesigned Navigation Bar: Save valuable time with our newly redesigned vertical navigation that automatically expands and collapses to require one less click to accomplish your goals.

  Better Global Widgets Management: We have improved the usability of Global Widgets, including the ability to proof updates across all active campaigns before publishing and type-tagging functionality for better categorization of headers, footers and more.

  Easy Customer Attributes Insertion: Dynamic VTE and subject-line buttons allow you to easily insert customer attributes in your email templates and subject lines.

  Immediate Sending for Data Exports : Following up on the April 2019 release to enable immediate sending for email campaigns, users who have access to our Data Exports feature can now configure a Data Export to deploy immediately.
- [Test] in Email Subject Line (September 30)
  When sending a test email, [Test] appears in the subject line. Quickly identify the test email that was just sent within your inbox.



- October Releases (October 14)
  Get ready for the holiday season with our October releases!

  Smart Content/Smart Campaigns: Deliver highly personalized content at an individual level all within the same email. Set rules within your content to personalize based on customer attributes such as: gender, loyalty member status, or nearest store location.

  More Options for Google and Facebook Audience Syncs : Target your customers in the channels they are most active. Email eligibility is now available within journeys to allow targeted social touchpoints with email.

  Upload Static Email Lists: Upload a static email list for one-time use via the file import tool.

  Estimated Audience Size: View an at-a-glance estimate of the amount of people this campaign will be delivered to.

More Audiences Per Campaign: Add up to 10 audiences for a campaign send.

Default Tracking Parameters: Set default tracking parameters at the account-level for your batch or triggered email campaigns.

New Campaign Classification: Select promotional/batch or triggered when creating a campaign to manage frequency capping, email eligibility criteria, and tracking parameters at the campaign-level.

Re-designed Campaign Library Page: The campaign library page has a whole new look and feel! The library is now separated by campaign categories by section.

Click Tracking Widget: Stay up-do-date on how you're pacing against your click package.