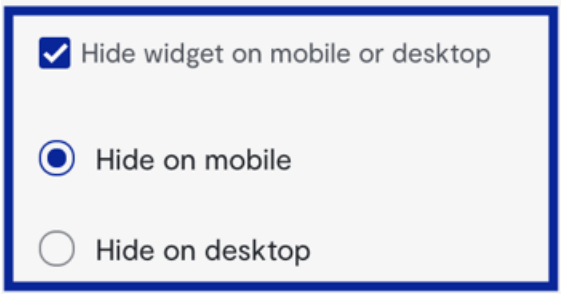
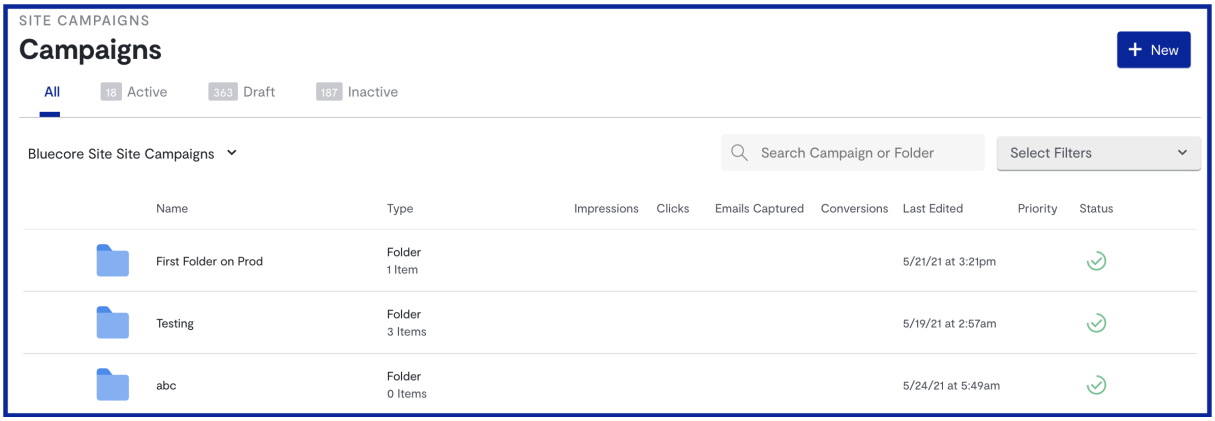
Q2: May 1 - July 31, 2021

09/19/2025 3:25 pm EDT

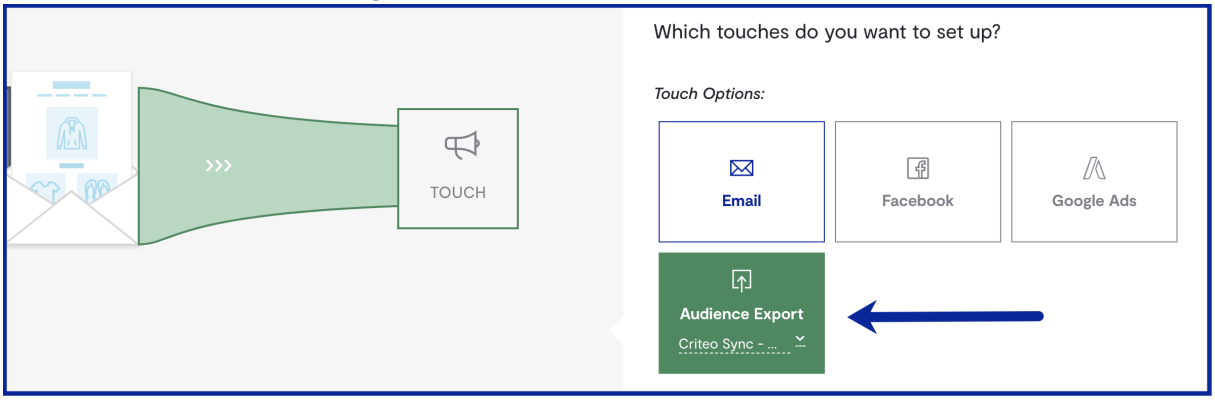
- **Communicate: Time Frame Added to Customer 360** (July 21)
  When searching for a specific email address in the Customer 360, you can now select a time frame to narrow results. The available time frames are: all time, this month, last three months, last six months, or last year.
- **Communicate: Month over Month and Year over Year Metrics Added to Enhanced Analytics** (July 21)
  You can now view month over month (trailing 12 months) and year over year (trailing 3 years) comparisons when analyzing metrics from the Campaign Comparison and the Global Campaign Comparison reports. Navigate to the bottom of these reports to view metrics specific to MoM/YoY. Export this report to easily customize the MoM or YoY view.
- **Communicate: Hide Widgets on Mobile or Desktop** (July 15)Design an email specifically for a mobile or desktop device by using the new hide widget functionality within VTE. This option is available when using the image, button, multi-column, space, divider, social, and text widgets. After a widget has been added to the canvas, select the checkbox and then determine to hide the widget on mobile or desktop.



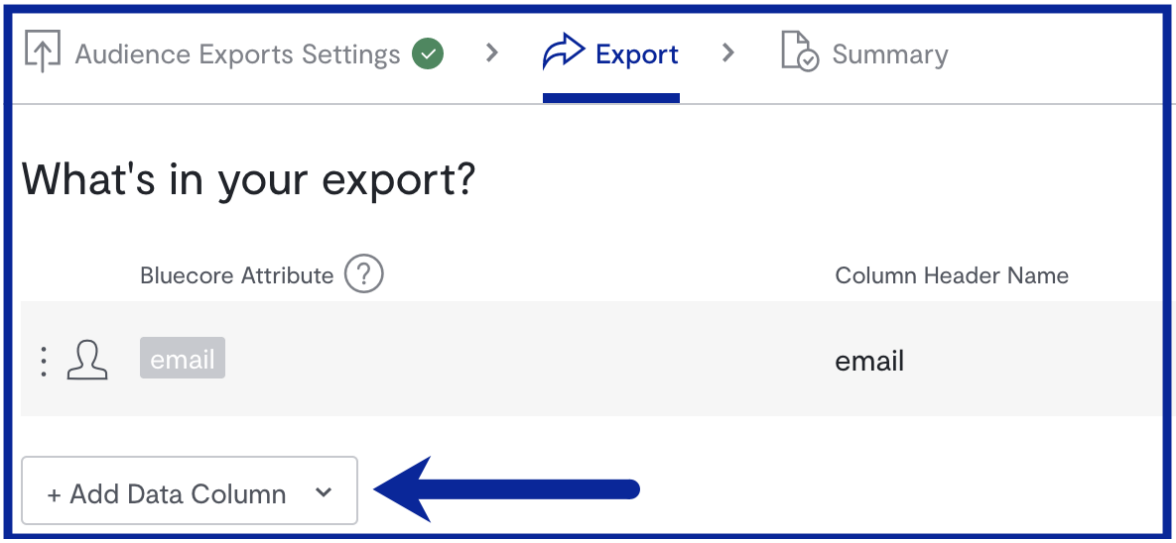
- **Maintenance: Email VTE Multi-Column Widget Layout** (June 30)In an effort to continuously improve VTE, we've made optimizations to reduce the size of the HTML code to help reduce clipping in Gmail when using the multi-column layout.
- **Communicate: Custom Audience Transactional Campaigns** (June 28)
  Use Bluecore audiences to trigger one-time and recurring transactional email campaigns to unlock more customer loyalty driven use cases without the need for IT support.
- **Communicate and Site: Coming Soon and Back in Stock Campaigns** (June 28)
  Drive a seamless cross-channel experience with our Coming Soon and Back in Stock campaigns. Set up an on-site campaign to allow customers to enter their email address, in which they will receive an email when the item they're interested in is back in stock or now available.
- **Communicate: Smart Content Reporting** (June 28)
  We've added Smart Content Reporting into our suite of Enhanced Analytics. View a granular breakdown of how many customers received each eligible piece of content and their engagement.
- **Site: Campaigns Foldering** (June 28)
  Our new folding capabilities have been extended to Bluecore Site™! You can now create folders, create hierarchal structures within folders, and move campaigns into folders.



- **Communicate: Audience Exports in Experience Designer** (June 28)
  Export audience data from automated or one-time multi-touch campaigns. Use this data with other vendors, such as Criteo, to target customers in other channels outside of Bluecore.

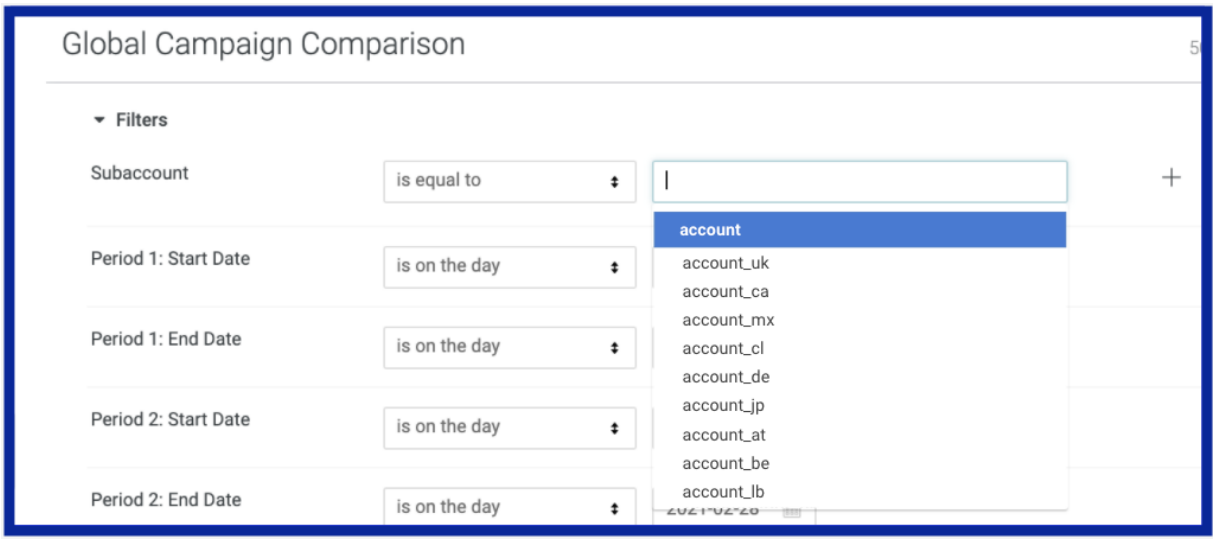


- **Maintenance: Updated Template Search in Email Campaigns** (June 9)We've addressed an issue with the searchability of email templates when selecting a template from another email campaign. You can now search for the template for any previous or current email campaign.
- **Maintenance: Removed the Add Data Column Button in Audience Exports** (June 8)The **Add Data Column** button in the audience exports feature has been temporarily removed. This button previously allowed you to add additional metadata to exports, such as a plain text field. Please check our release notes page to see when this option becomes available again.

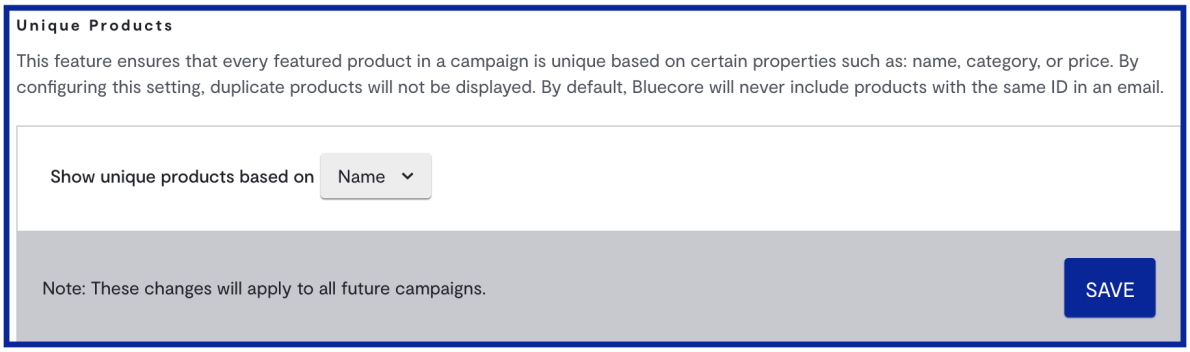


If you'd like to add a Bluecore attribute to your export, you can still do so via the exports settings within integrations. Navigate to the applicable integration, click the Definitions tab, select the additional data fields, and click Save. The additional fields will now be available within the audience export.

- **Communicate: Removed Email Testing Support** (June 4)The following devices will no longer be supported for email testing: iPhone 11 - iOS 13, Pro and Pro Max iOS 13, iPhone XR - iOS 13, Dark Mode iOS 13, and Max iOS 13, iPhone 7 and Plus iOS 12, iPhone 8 iOS 12 and iOS 13, iPhone 8 Plus iOS 12 and 13, iPhone 8 Plus iOS 12 and 13, iPhone SE iOS 12, iPhone X iOS 12, and iPhone XS iOS 13.
- **Communicate: Email Open Pixel Update** (June 1)To improve email open reporting, we've moved the Bluecore open pixel to the top of all Bluecore Communicate™ emails. Previously, if the opened email exceeded 102 KB, Gmail prevented the open pixel from firing by clipping the email. This update ensures the most accurate email open reporting and tracking.
- **Maintenance: Email VTE Hero Product Widget Layout** (May 26)In an effort to continuously improve VTE, we've made optimizations to reduce the size of the HTML code and streamline the configurable settings to help reduce clipping in Gmail. With this effort, link wrapping is no longer available when using the hero product layout. The product image and the call-to-action will still link to the product page.
- **Maintenance: Email VTE Feature Left/Right Widget Layout** (May 20)In an effort to continuously improve VTE, we've made optimizations to reduce the size of the HTML code and streamline the configurable settings to help reduce clipping in Gmail. With this effort, link wrapping is no longer available when using the feature left/right layout. The product image and the call-to-action will still link to the product page.
- **Maintenance: Email VTE List Widget Layout** (May 18)In an effort to continuously improve VTE, we've made optimizations to reduce the size of the HTML code and streamline the configurable settings to help reduce clipping in Gmail. With this effort, link wrapping is no longer available when using list widget layout. The product image and the call-to-action will still link to the product page.
- **Maintenance: Email VTE Single Row Layout** (May 12)In an effort to continuously improve VTE, we've made optimizations to reduce the size of the HTML code and streamline the configurable settings to help reduce clipping in Gmail. With this effort, link wrapping is no longer available when using product attributes in the single row. The product image and the call-to-action will still link to the product page.
- **Communicate: Multi-Account Reporting** (May 10) Easily understand performance across your entire multi-brand and multi-geo account through rolled up reporting. Simply navigate to Enhanced Analytics to view the Campaign Comparison, Email Report Card, and Personalization Performance reports. These reports are displayed with *Global* in the title, indicating that they have multi-account capabilities.



- **Communicate: Global Unique On** (May 10)Use this feature to globally set a unique attribute for your campaigns, rather than having to configure this on each template of your campaigns.



- **Site: Additional Campaign Targeting Criteria** (May 10)
  There are two new campaign criteria added to Bluecore Site™: Product Interaction and Cart Based Criteria. Trigger a Bluecore Site™ with product interaction conditions that are based on a shopper's interaction with a product category or brand, price, out of stock, or coming soon. Use the cart based criteria to trigger a campaign based on a specific cart value.

