

September 2025

11/07/2025 12:12 pm EST

Audiences

- In the **Audience Size** column, a tooltip with the last run date appears for all audiences once they are created or updated.
- Adding a template now displays a dialog warning that any existing filters will be overridden.
- You can now add [date modifiers](#) to target most recent email or SMS/MMS opt-in or unsubscribe events within a specific timeframe.

SMS/MMS

You can now [insert your contact card](#) in Tap to Join messages.

Email

Smart Content is now [reusable as Global Widgets](#).
