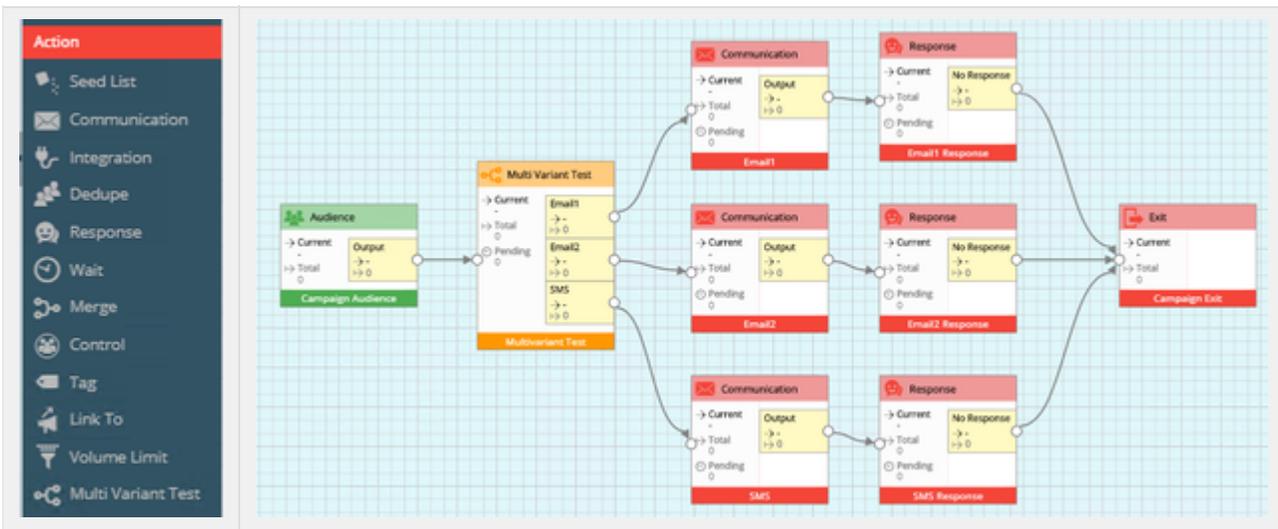


# BVMP 2018.4 New Features

- Multi channel multi variant testing
- Campaign History Metrics Reporting
- The system now offers the ability to create report that shows information about campaign history tables.
- Improved Graphical Queries
- Improved Dynamic File Naming and Override Capability
- Improved FTP Connectivity
- Channel Suppression Functionality
- Customer signup campaign support
- Facebook Campaigns (Beta)
- Cascade Segmentation (Preview Only)

## Multi channel multi variant testing

BVMP now offers the ability to carry out multi variant testing across multiple channels.



A multi-variant campaign will check the responses across the channels and communications that are sent out to establish the best communication to send.

User may configure the following settings.

### Test Size:

The system will equally distribute the specified records across the communication variants in order to establish a winner.

### Response Type:

The system will check response type specified to establish the winning communication.

### Response Wait Period:

The system will allow the user to specify a period of time to run for or to run until a specified date.

## Multivariant Test

*Multi Variant Test*



Name

Test Configuration ^

Communications Add

×

×

×

Test Size

Response Type

 ▼

Wait For:

Days

Hours

Minutes

Wait Until:

📅

## Campaign History Metrics Reporting

The system now offers the ability to create report that shows information about campaign history tables.

The report can be accessed from tools option within the application and will display information related to the size of your campaign history tables.



**Campaign Usage**

**Table Level:**

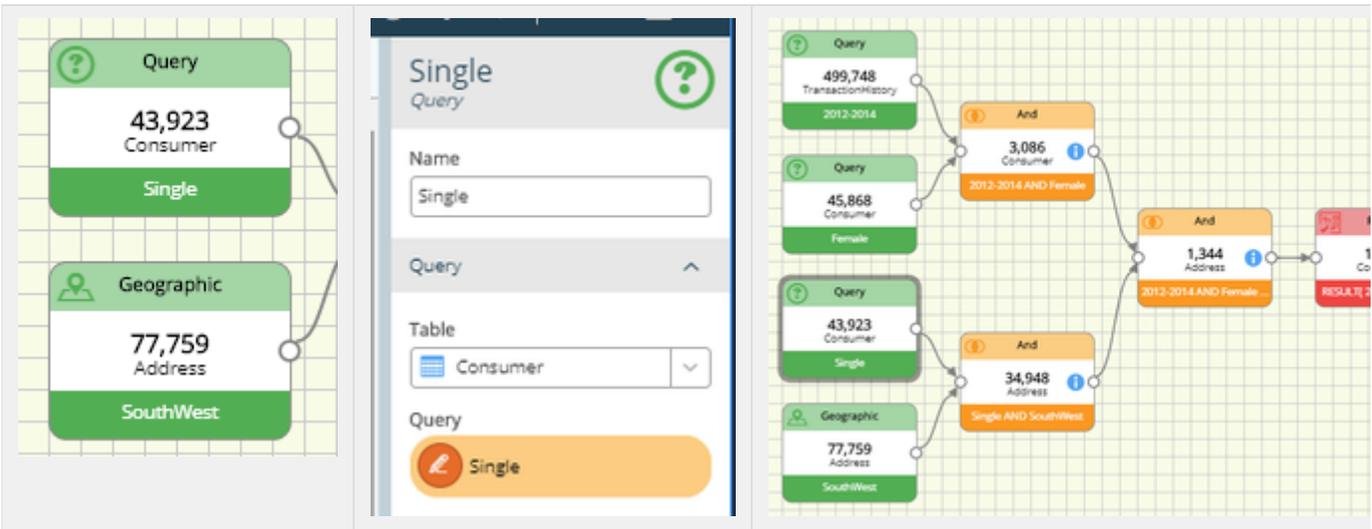
Customer

Total Rows In Table: 48,639 Rows

Campaign Name	Last Run Date	Total History Records
Anniversary Campaign (2)	04/07/2016 09:00	47,899 (98%)
New campaign	24/03/2017 15:07	470 (1%)
SFMC SubIDTest	05/12/2016 16:32	135 (0%)
SFMC EmailTest	28/11/2016 11:27	135 (0%)

## Improved Graphical Queries

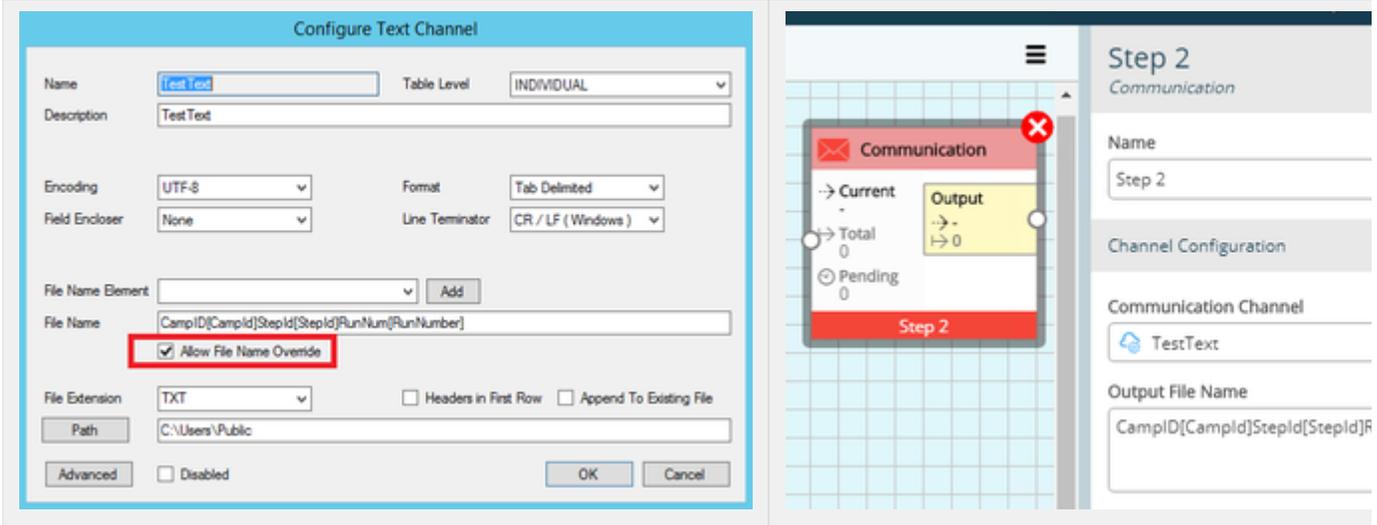
The system will now display the and allow the table level to be set on each query node, display an information icon where selection are combined at different levels.



Additionally the speed of calculation has been improved for selections when they are calculated on the designer tab.

## Improved Dynamic File Naming and Override Capability

It is now possible to configure Text, FTP and S3 channels so that user can override the file name created on output.



Additionally a number of new variables have been added to allow greater flexibility when naming files.

It is now possible to output to more than one file per communication step as the system will automatically create files based on the variables. It is also now possible to use database fields as variables to define file names

FileName Variable	Description	New for 2018.4
CampId	The internal ID of the campaign	
CampaignName	The name of the campaign	
StepId	The ID of the output step	
StepName	The name of the output step	
RunNumber	The run number of the campaign	
RunDate (yyyyMMdd)	The campaign run date	
RunDateTime (yyyyMMdd_HH_mm_ss)	The campaign run date	
Run_Time (HH_mm_ss)	The campaign run time	
RunDay (dd)	The campaign run day (of the month)	
RunMonth (MM)	The campaign run month	
RunYear (yyyy)	The campaign run year	
RunTime (HHmmss)	The campaign run time	
Creative	The creative chosen for the output step	
Workspace	The workspace chosen for the out step (Aestra Channel only)	
List	The list chosen for the output step	
Segment		
Custom Codes 1-8		Y
IsControl1-4	Y or N value based on the control flags	Y
IsSeed	Y or N value based on seed setting	Y
IsExited	Y on N value based on the exit setting	Y
IsImplied	Y or N value based on the implied setting	Y
ChannelCode		Y

ActivityID	A long value that uniquely represents the output activity. (Changes for each record that is output.	Y
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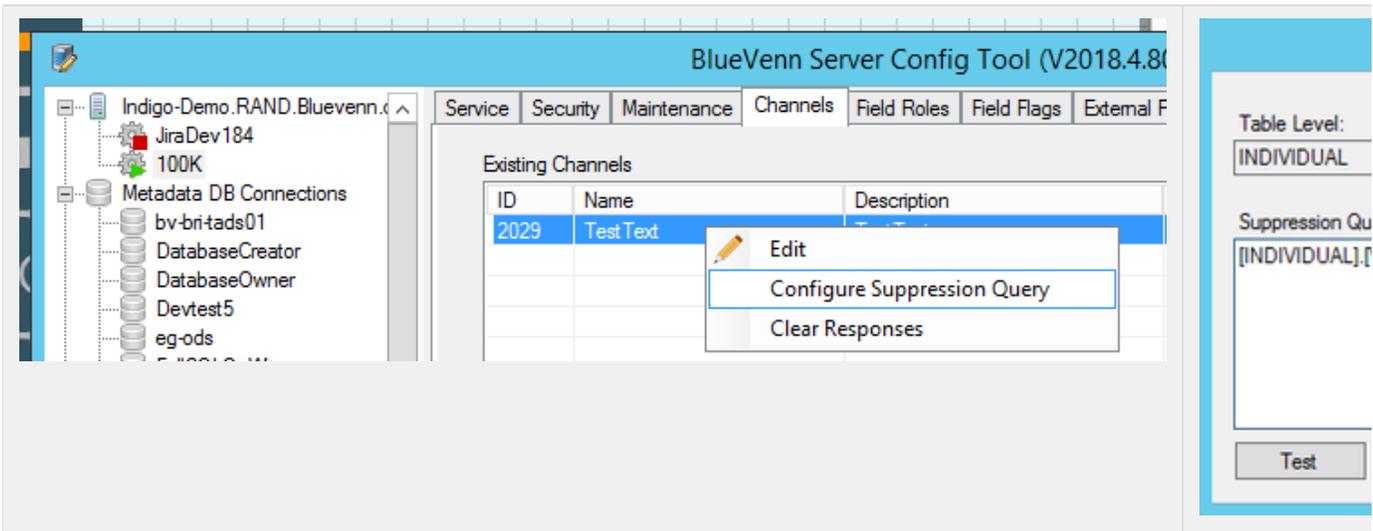
## Improved FTP Connectivity

The FTP channel can now be configured to create folders as part of campaign output.

Additionally the server config tool now offers a "AutoConfig" that can be used to obtain encryption details.

## Channel Suppression Functionality

The server config tool now offers the ability to set a suppression query on each channel, so that you can easily prevent invalid records being output via a channel.



## Customer signup campaign support

BlueVenn marketing platform now offers the ability to campaign to records that have not yet been loaded in the ODS or ADS.

Typically this functionality can be used to allow 'new' customers to be sent records from the BlueVenn Marketing Platform.

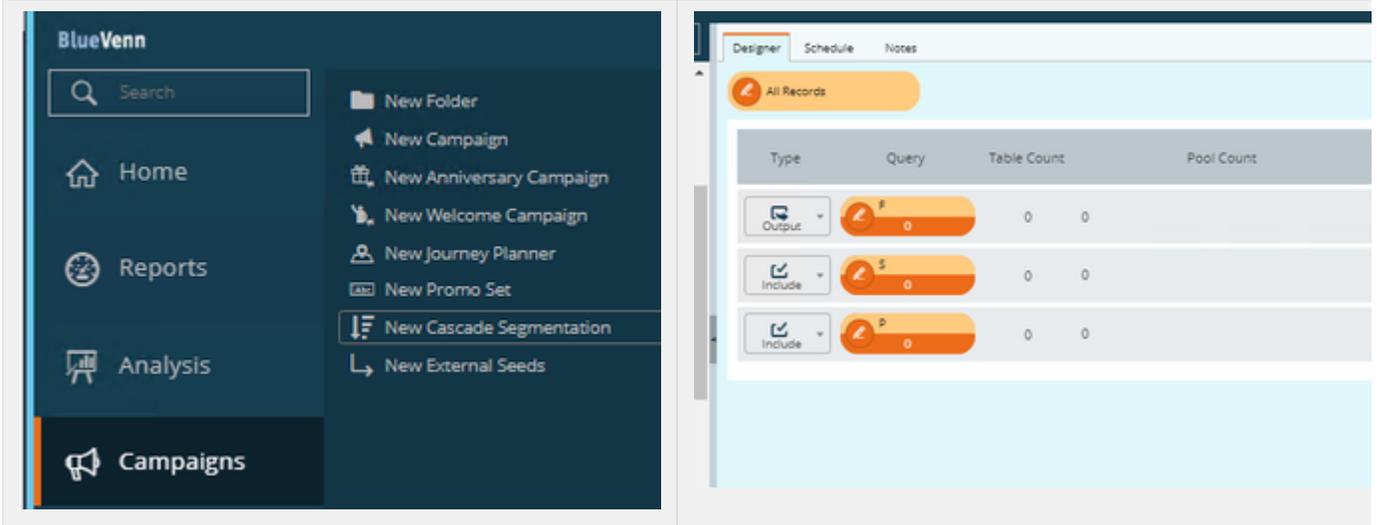
## Facebook Campaigns (Beta)

It is now possible to run Reach and Brand Awareness campaigns from within the BlueVenn Marketing Platform.

## Cascade Segmentation (Preview Only)

The solution now contains a preview only version of "Cascade Segmentation" functionality.

This functionality provides the capability to easily dedupe records between large numbers of different segments in a cascade manner.



Please contact your BlueVenn account manager to establish if you are eligible to preview this functionality.