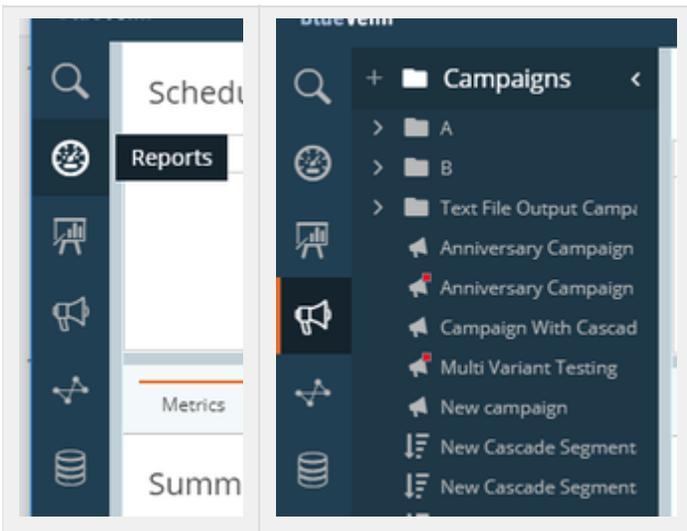


## Engage 2019.1 New Features

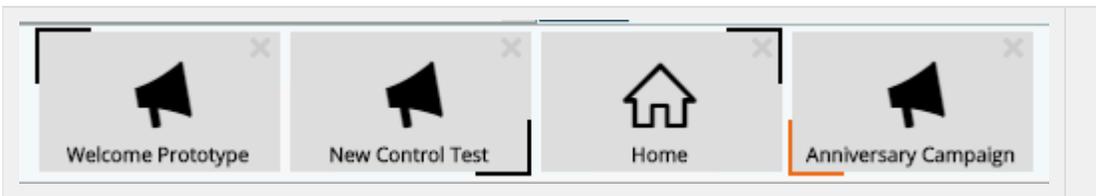
- Updated and Restyled UI
- Improved Campaign History Metrics Reporting
- The system now offers the ability to create report that shows information about campaign history tables.
- Improved Cascade Segmentation Preview (Licence Required: Chargeable Module)
- Improved Control Group Handling
- Improved Post Processing Configuration
- Channel Suppression Functionality
- Channel Suppression Visibility
- Improved Visibility Of Channel Fetch Response Tasks
- Campaign Attribution Preview (Licence Required: Chargeable Module)

### Updated and Restyled UI

The navigation tree has change in order than in consumes less screen spaces.



Improved window identification on the tab bar. The active window will now have an orange highlight.



### Improved 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.



General

Data Credits

Campaign Usage

Table Level:  
Customer

Total Rows in Table: 54,205 Rows

Campaign Name	Last Run Date	Last Run Number	History Dependencies	Actual Records	Trial Records	Total History Records	Deleted
Anniversary Campaign (2)	04/07/2016 09:00	104	1	47,899	0	47,899 (88%)	<input type="checkbox"/>
Campaign With Cascade	29/01/2019 12:43	3	None	3,004	0	3,004 (6%)	<input type="checkbox"/>
1000 Records	06/02/2019 17:15	1	None	2,000	0	2,000 (4%)	<input type="checkbox"/>
New campaign	24/03/2017 15:07	15	None	470	0	470 (1%)	<input type="checkbox"/>
User Group AB Example	14/02/2019 17:28	3	None	200	200	400 (1%)	<input type="checkbox"/>
SFMC SubIDTest	05/12/2016 16:32	5	None	135	0	135 (0%)	<input type="checkbox"/>
SFMC EmailTest	28/11/2016 11:27	5	None	135	0	135 (0%)	<input type="checkbox"/>
New Control Test	28/01/2019 11:51	6	None	45	0	45 (0%)	<input type="checkbox"/>
New Control Step Example 2	24/01/2019 14:18	3	None	33	0	33 (0%)	<input type="checkbox"/>
S3 Bucket Test	05/02/2019 09:52	4	None	28	0	28 (0%)	<input type="checkbox"/>
Text File Test 2	01/02/2019 10:05	1	None	28	0	28 (0%)	<input checked="" type="checkbox"/>
Text File Test	29/01/2019 12:27	4	1	28	0	28 (0%)	<input type="checkbox"/>

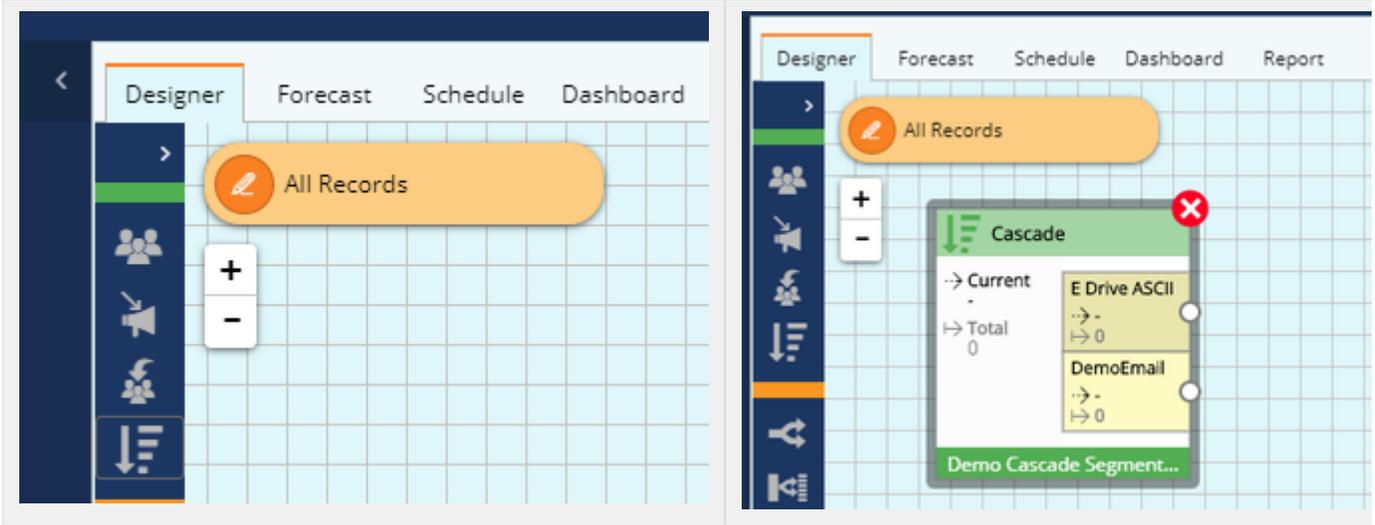
## Improved Cascade Segmentation Preview (Licence Required: Chargeable Module)

An enhanced preview version of Cascade Segmentation functionality is available within this releases.

The image shows two parts of the BlueVenn interface. On the left is a navigation sidebar with options like Home, Reports, Analysis, and Campaigns. The 'Campaigns' section is expanded to show options for creating new campaign types, including 'New Cascade Segmentation'. On the right is a 'TRIAL RUN' table showing the results of a segmentation process.

Type	Query	Table Count	Pool Count	Segment Output
Output	M 17,903	17,903	5,380	4,510
Output	M 15,881	15,881	3,223	2,157
Output	W 12,048	12,048	2,240	983
Output	English 37,790	37,790	85	2,155

It is now possible to add Cascade Segmentation objects into a campaign. When included as part of a campaign the campaign history will be updated.

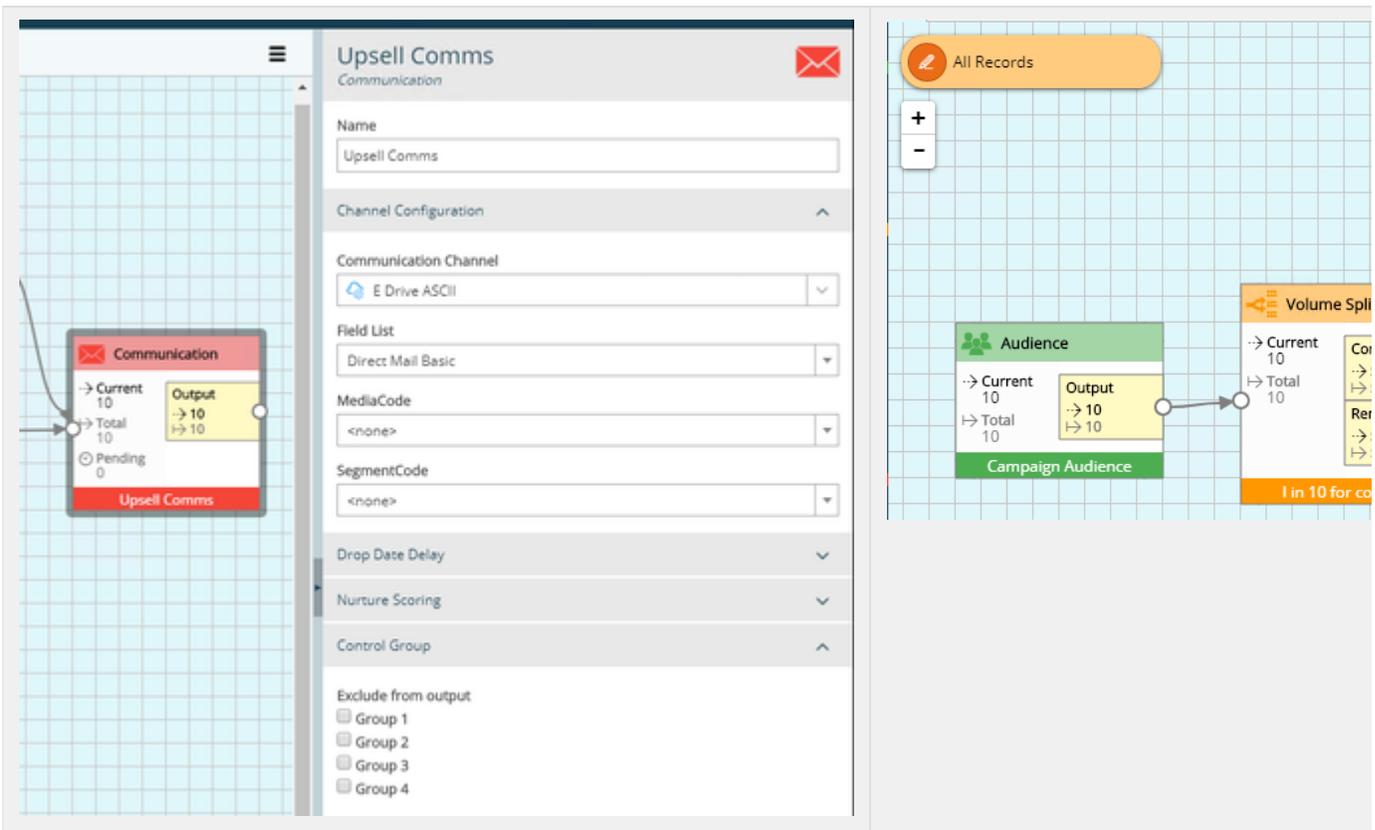


Please contact your BlueVenn account manager to establish if you are eligible to preview this functionality.

## Improved Control Group Handling

The behaviour and usage of control groups has been improved and updated.

The communication step has been altered so that inclusion or exclusion of control records can be configured within the control step. Historically control records would need to be passed around a communication step.

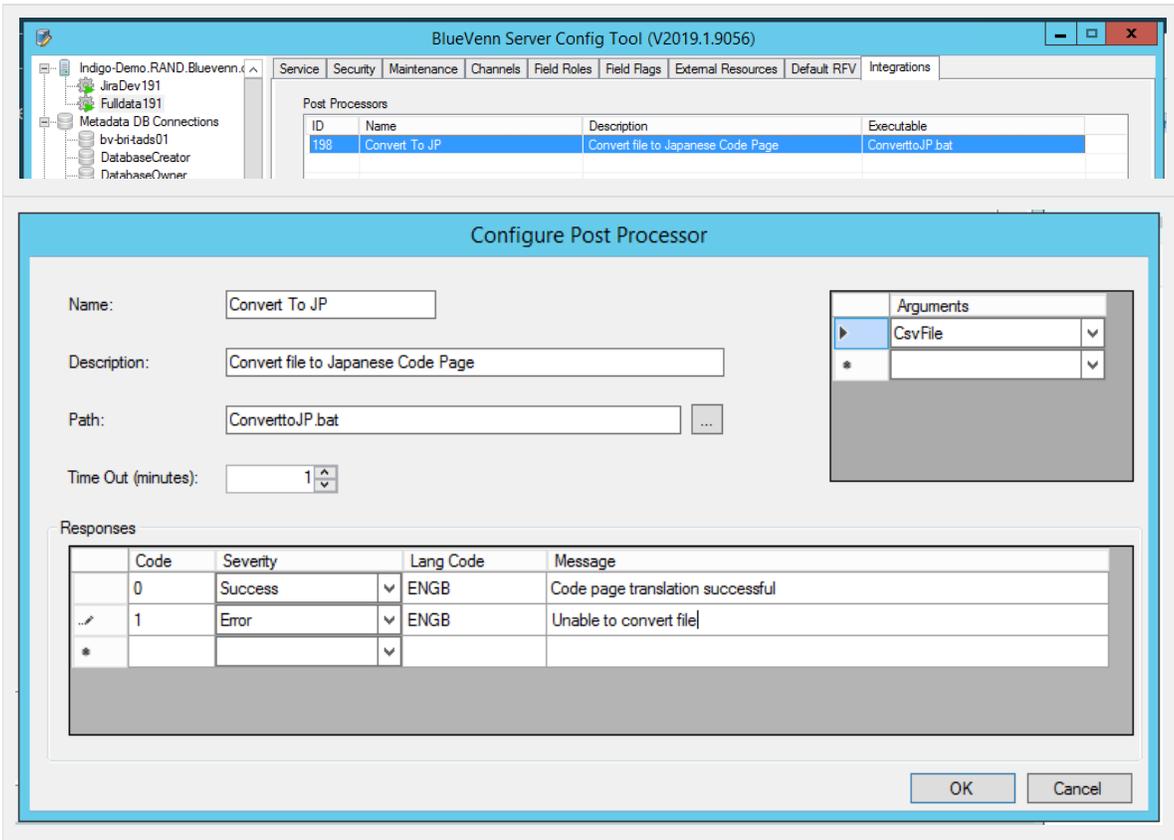


Passing records through the communication steps without sending will support more accurate campaign analysis.

```
Table( ( CampaignSelection( Count( ThruCampaignId = 197 AND ThruStepNodeId = 4.1 and IsControl1=1 ) >= 1 ) ), [Customer] )
```

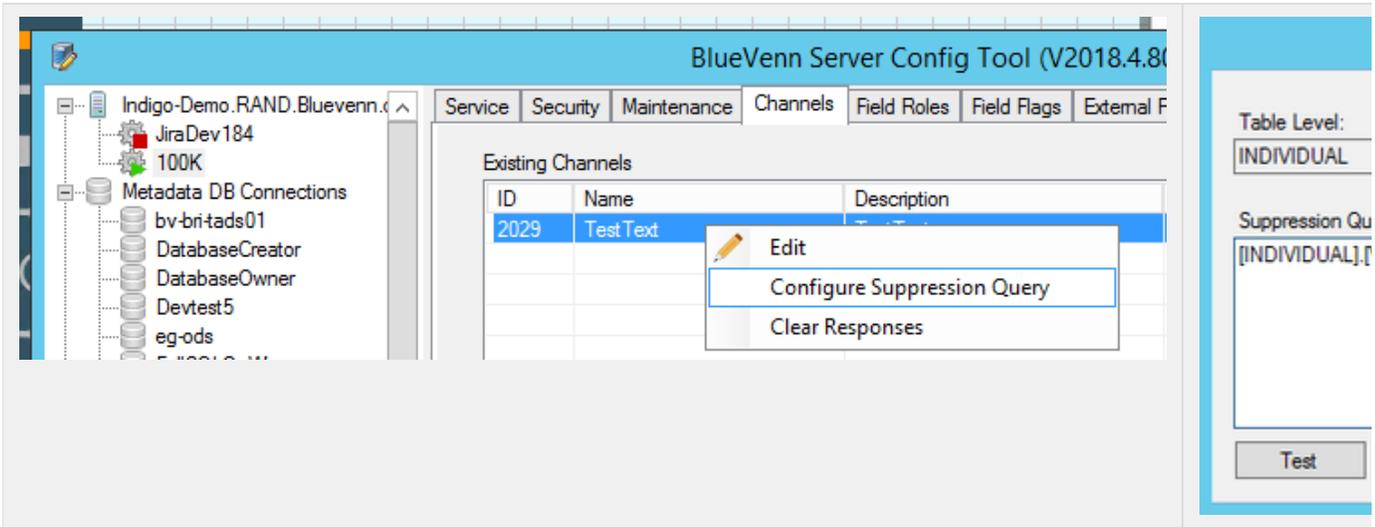
## Improved Post Processing Configuration

The server config tool now offers an additional tab and dialog to allow easy configuration of post processing without the need to edit XML files.



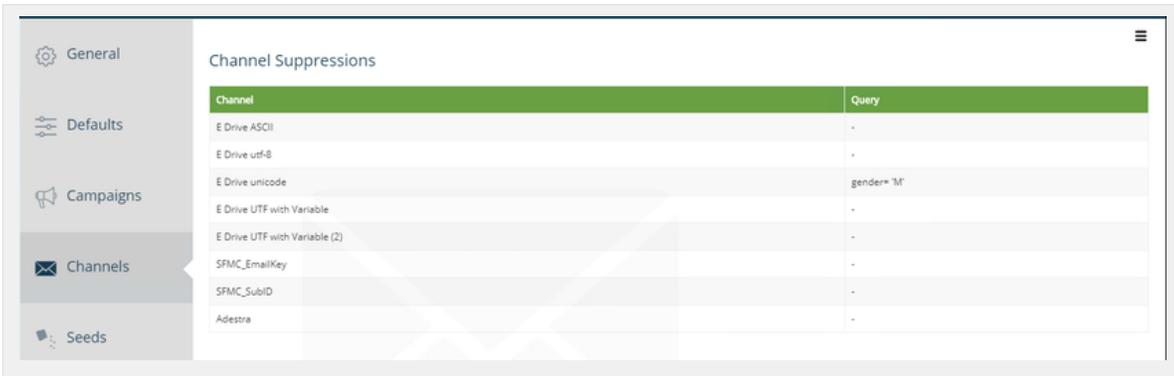
## Channel Suppression Functionality

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.



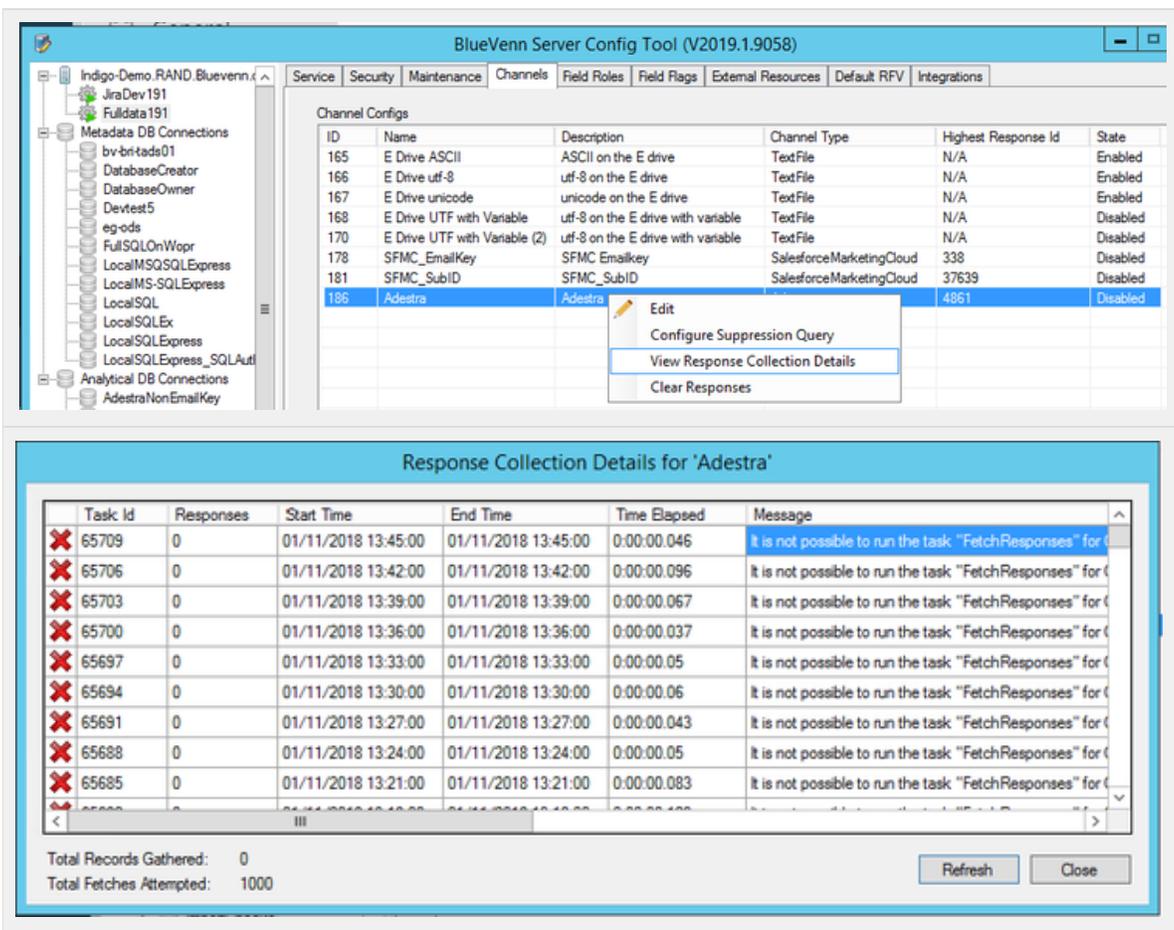
## Channel Suppression Visibility

It is now possible to view the channel suppression queries on the settings page.



## Improved Visibility Of Channel Fetch Response Tasks

Within the server config tool it is now possible to view the a history of the response tasks.



## Campaign Attribution Preview (Licence Required: Chargeable Module)

The solution now contains a preview only version of "Campaign Attribution" functionality.

Within Engage you can create and configure attribution sets, and the associate campaigns with the attribution set.

## New Attribution Set

*Attribution Set*

**Table**

Customer
▼

**Query**

Luxury Purchases

**Purchase Date Field**

PURCHASE\_DATE
▼

**Purchase Value Field**

0.1 Purchase Price
▼

**Valid Hours From Comms Drop Date**

240

## Test Campaign

*Campaign*

**Table**

Consumer
▼

**Properties**

**Settings**

**Audience**

**Attribution**

**Attribution Sets**

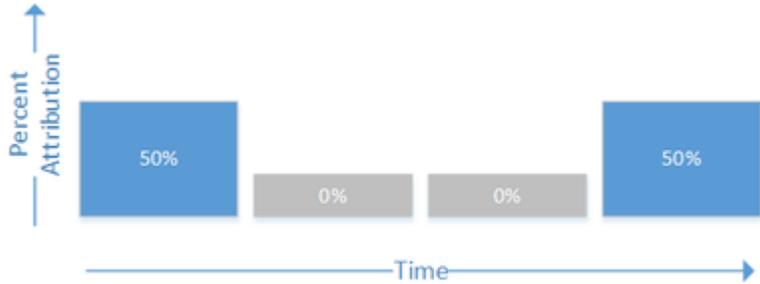
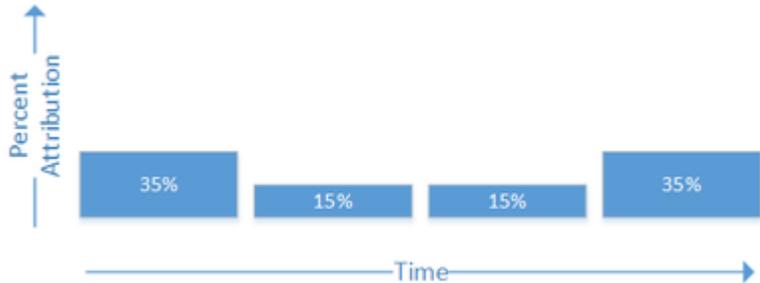
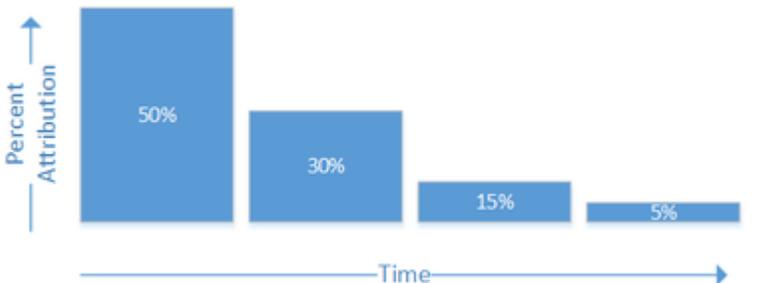
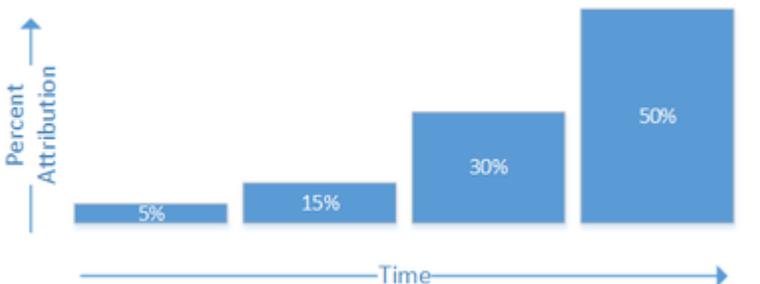
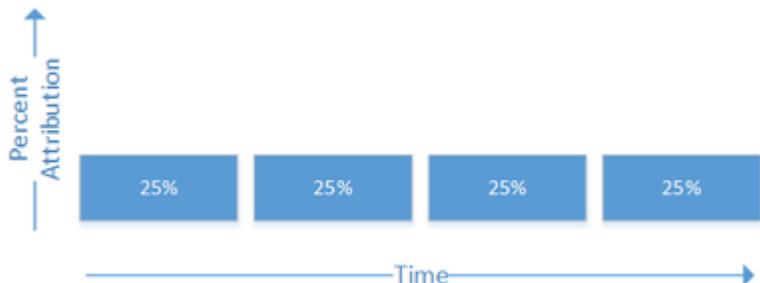
LuxuryPurchases ×
|

LuxuryPurchases

Onboarding

This functionality provides the capability to apply a number of different campaign attribution algorithms to help measure the effectiveness of your campaigns.

Name	Description	
First Touch	Any matching purchases will be attributed to the first qualifying campaign received by the individual.	<p>The chart shows a vertical axis labeled 'Percent Attribution' and a horizontal axis labeled 'Time'. A blue bar at the start of the timeline is labeled '100%'. Three subsequent grey bars are each labeled '0%'.</p>
Last Touch	Any matching purchases will be attributed to the last qualifying campaign received by the individual.	<p>The chart shows a vertical axis labeled 'Percent Attribution' and a horizontal axis labeled 'Time'. Three grey bars at the start of the timeline are each labeled '0%'. A blue bar at the end of the timeline is labeled '100%'.</p>

Positioned First Last Multi Touch	For any matching purchases and campaigns 50% will be attributed to the first touch and 50% will be attributed to the last touch.	 <p>A bar chart with 'Percent Attribution' on the y-axis and 'Time' on the x-axis. There are four bars representing touches. The first and fourth bars are blue and labeled '50%'. The second and third bars are grey and labeled '0%'.</p>
Position Multi Touch	U Curve	 <p>A bar chart with 'Percent Attribution' on the y-axis and 'Time' on the x-axis. There are four blue bars. The first and fourth bars are labeled '35%'. The second and third bars are labeled '15%'.</p>
Time Growth	Decay from most recent	 <p>A bar chart with 'Percent Attribution' on the y-axis and 'Time' on the x-axis. There are four blue bars of decreasing height. The first bar is labeled '50%', the second '30%', the third '15%', and the fourth '5%'.</p>
Time Decay	Opposite	 <p>A bar chart with 'Percent Attribution' on the y-axis and 'Time' on the x-axis. There are four blue bars of increasing height. The first bar is labeled '5%', the second '15%', the third '30%', and the fourth '50%'.</p>
Linear	Any matching purchased will be equally split between all the qualifying campaigns.	 <p>A bar chart with 'Percent Attribution' on the y-axis and 'Time' on the x-axis. There are four blue bars, all of equal height, each labeled '25%'.</p>

The results can be viewed in a number of different ways.



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

