

Product update - 3.20.2018 - Data Extensions



Data Extensions allow you to connect values from your contacts with additional data, such as assigned agent information and preferred store information.

These extensions are a great way to not only manage your separate lists of information, but insert that information into your creative for more personalized content - the type that converts.

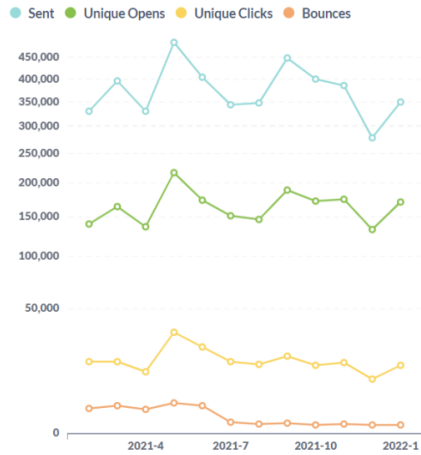
For example, let's say you have a contact with Vaughan Mills as their favourite store, ID #503. An extension gets created called Store Information, which has records that might look like the following:

Store_id	Store_name	Store_address	Store_phone	Store_email
503	Vaughan Mills	123 Street Rd.	123-123-1234	vmills@domain.com
208	Richmond at the Hills	536 Road St.	321-321-4321	rhills@domain.com

Using these records, you can display any of the information related to the Vaughan Mills store in your message.

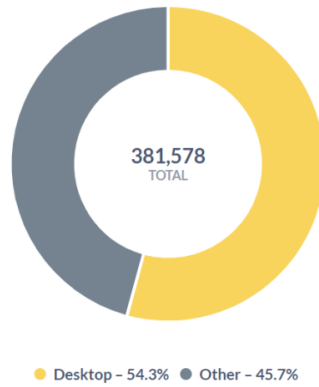
Refreshed Interface

Deployment Volume & Clickstream (Last 12 Months)



Total List Size & Top Subscriber Domains

Opens by Device Category (Last 30 Days)



New Subscribers (By Quarter)

7,113

Current Activity (this week in progress)

34,096

Total Sent (this week)

1,103

Total Clicks (this week)

Trend Report (last week vs previous week)

115,822

Total Sent

↓ 9.72% • was 128,285 last week

99.9%

Delivery Rate

↓ 0.03% • was 99.9% last week

Along with Data Extensions, a refreshed user interface is coming to CONNECT. The changes include a new color theme, rounded header buttons and tabs.

Revision #4

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Updated 31 October 2023 19:48:42 by Matthew Monteiro