

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.

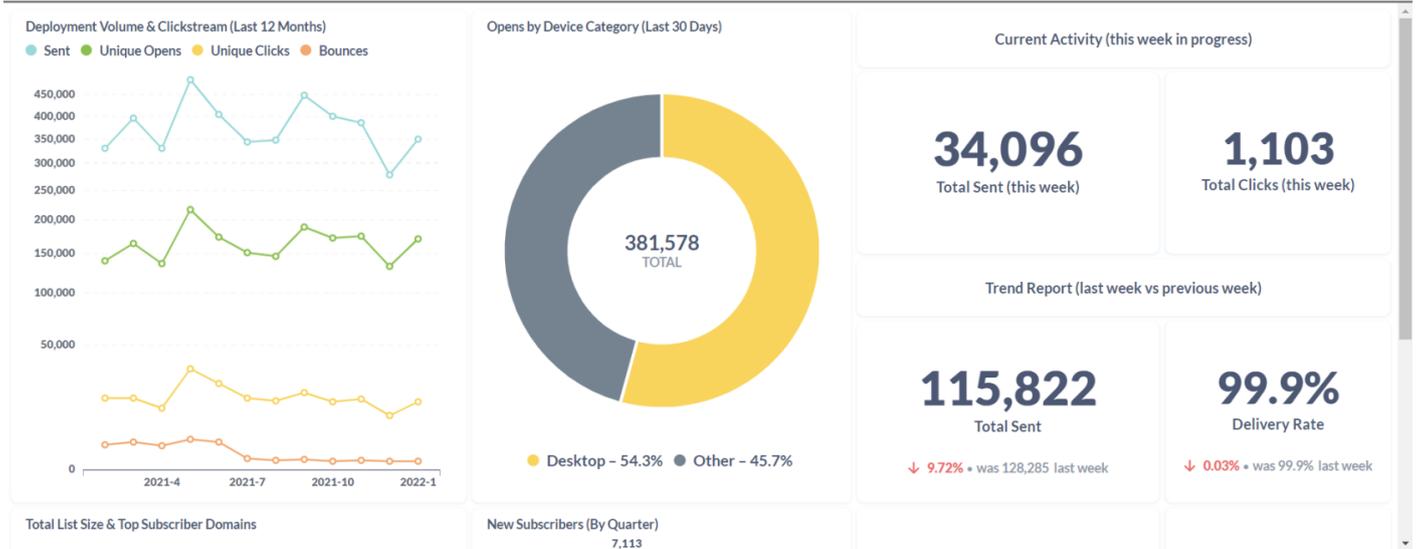
These extensions are a great way to not only manage your separate lists of information, but insert that information into your creative for more personalized content - the type that converts.

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



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