

# 2018

## December 11, 2018

### Feature Enhancements

#### Platform

##### Administrator Lock For Experiences

- Added the ability to administrators to control which users can modify experiences.

##### View High Impact Experiences in Engine Dashboard

- Added impact cards to the Engine Dashboard. This allows you to easily view high impact experiences in the Engine API

### Bug Fixes

#### Customer Views Collectors Page Inaccessible

- Fixed a bug that led to a blank screen when you clicked on the "Collection Methods" portion of a Customer View

#### Recommendation Interaction Metric Issue

- Fixed an issue where recommendation interactions don't populate for the non-daily runs of the query that updates recommendation interaction metrics (clicks, carts, purchase, and revenue)

#### Event Conditions Issue

- Fixed an issue that impacted your ability to edit event conditions after you use them in an experience

#### Analytics Rendering Issue

- Fixed a bug that prevented the "Traffic By Location" widget from populating with data on the Real-time Counts page

#### Actions List Page Issue

- Fixed an issue where the Actions List page clears when you click the "type" filter

## November 13, 2018

## Feature Enhancements

### Intelligent Recommendations

#### "Recently Viewed" Algorithm

- Added the ability to recommend recently view products to customers to increase the relevancy of recommendations and interest in buying

## October 30, 2018

### Feature Enhancements

#### Intelligent Recommendations

##### New Static Filters

- Added "not startswith" to the `product_type` Recommendation Static Filter so you can exclude products based on categories further up the hierarchy

##### Consistent Recommendation Field Casing

- Added a feature that makes the casing of recommendation fields consistent between track, engine, and content API. This introduces consistent casing across the stack to enable better traceability.

##### Legacy JSON Action Template Support

- Added functionality that allows older JSON action templates to work with the legacy layout now that Monetate introduced a new layout that includes custom fields

##### `product_type` Operators in Recommendation Strategies and Dataset Search UI

- Reduced the number of operators to 2 that both operate on "starts with" and "doesn't start with" logic. You can apply this to part of the `product_type` hierarchy or the full string.

##### Enable Autocomplete to Work With All Product Type Operators

- Currently, autocomplete only works with "starts with" logic. If you use the "equals" conditional operator, it may incorrectly select a value that will never resolve as true

### Bug Fixes

#### Incorrect Revenue for Recommendations

- Fixed a bug for the revenue calculation on the Recommendation Overview page

# October 16, 2018

## Feature Enhancements

### Intelligent Recommendations

#### Add to Cart Rate Widget

- Added a widget to the Recommendations overview page to visualize the total "Add To Cart" rate for products that customers clicked in a recommendation over the specified time range

#### Conversion Rate After Click Widget

- Added a widget to the Recommendations overview page to visualize the total "Conversion" rate for products customers clicked and purchased in a recommendation over the specified time range

#### Total Revenue After Click Widget

- Added a widget to the recommendations overview page to visualize the total "Revenue" for products customers clicked and purchased in a recommendation over the specified time range

#### Return Custom Catalog Fields

- Added the ability to return any field in the catalog in the API response. This provides you with the ability to render any values provided in the catalog on the page (via the Engine API or a JavaScript Action). Examples include: star ratings or brand.

#### Product Type Predicates Using "starts with"

- Updated the "product type" predicates to evaluate with "starts with" conditional logic instead of equals conditional logic. This provides you with the ability to select categories further up the hierarchy

#### Configurable Product Type Conditions for Badges

- Added the capability for you to list, view, and edit "product type" condition configurations

#### Show Relevant "Base Recommendations On" Options

- Added a constraint to only present options that are relevant for the recommendation type that you selected

#### Recommendation Strategy Header Metadata (dates/status)

- Added notifications to Recommendation Strategies to indicate when Monetate computes data for the strategies and they are ready for use

### **Show Fallback Recommendations When Missing Lookup Keys**

- Add functionality that presents the fallback set to a customer even if there is no lookup key present. This guarantees that a fallback recommendation fires even if a lookup key is not present. For example, when you use a "Viewed also Viewed" strategy based on the first item on the page when there is no `viewProduct` event. This also guarantees that recommendations render in all scenarios in an email. For example, if no customer ID is provided.

### **Allow Filters for Onboarded Recommendation Strategies**

- Added the ability to apply filters to Recommendation Strategies that are powered by client-onboarded Recommendation Datasets

## **Bug Fixes**

### **Recommendation Strategy Select Labels Do Not Retain State**

- Fixed a bug in the Recommendation Strategy builder where button text did not display the attribute selected post-selection

### **Partial Update For Product Catalog Results In Full Update**

- Fixed a bug where partial uploads overwrote the full catalog

### **Connected Domains Catalog Select Menus Do Not Retain State**

- Fixed a bug in the connected domains modal where clicking on another drop-down or the confirmation checkbox after selecting a catalog from the drop-down caused the selected option in the menu to change back to "Choose a Default Catalog"

## **October 2, 2018**

### **Feature Enhancements**

#### **Platform**

##### **Last Product Purchased Recommendation**

- Added the ability to configure recommendations to consider the last product a user purchased

##### **Default Catalog Configuration Screen**

- Added the ability to prompt you to upload and configure a default catalog if one is not present

##### **Configurable Product Type Interface**

- Added the ability to leverage the "Product Type" field in action conditions

#### **Filter product type field using "starts with"**

- Added the ability to filter the "Product Type" field using "starts with" logic to enable selection of categories further up the hierarchy

#### **Autocomplete "starts with" logic for product type filter**

- Added autocomplete to the "starts with" logic for the product type filter to more easily select categories further up the hierarchy

#### **Default Product Recommendations**

- Added a feature that recommends a specific set of products based on your own supplied recommendations

## **Bug Fixes**

#### **Product Catalog Dataset Search**

- Fixed the product catalog dataset search to search the correct product catalog

## **September 18, 2018**

### **Feature Enhancements**

#### **Platform**

##### **Custom Event Increase**

- Increased the maximum number of custom events allowed per account from 100 to 300

### **Bug Fixes**

#### **SFTP User Name Creation**

- Resolved a bug that only allowed you to type 1 character at a time when you created an SFTP username

#### **Named Segments**

- Fixed an issue where Named Segments appeared multiple times within the WHO part of an experience
- Fixed an issue where unused Named Segments did not populate within the WHO part of an

experience

### **Action Conditions**

- Resolved a bug that prevented actions from firing when you used the action condition for "Page includes products where merchandise set ="

### **Individual Fit Experiences**

- Fixed a bug that appeared to change the WHY part of your experience to a test when you added a variant to an Individual Fit Experience

## **Documentation Updates**

### **Engine Customers**

- Intelligent Recommendations: Overview
- Intelligent Recommendations: Overview Dashboard
- The Recommendations List Page
- Create A Recommendation Strategy
- Configure Your Intelligent Recommendations Action
- Intelligent Recommendations Product Feed
- Recommendations Dataset Specification

### **A Brand New Home for Our Knowledge Base**

We recently re-platformed the Monetate Knowledge Bases and improved/added the following functionality:

- Improved search functionality and article tagging
- Improved information architecture and section granularity
- Expanded documentation and training offerings
- Automatically detect which documentation version to display based on the product that you've purchased

General availability for the new Knowledge Base will occur for all customers on October 2, 2018.

## **August 21, 2018**

### **Feature Enhancements**

#### **Platform**

##### **Updated Operating System Target**

- Added new OS targeting options that include iOS 9, iOS 10, iOS11, Windows RT, Windows 10, specific

Android versions through 8.0 (Oreo), and Chrome OS

### **Removed "AdWords" Target**

- Adwords data is no longer provided by Google on click-through. Monetate recommends using URL parameters to target traffic from Google's Paid Search

### **Experience Prioritization within Folders and Filters**

- Added the ability to change Experience Prioritization from within a folder or filtered view. You no longer have to edit prioritization from the full experience list

### **Populate "Third-Party Analytics" Label instead of "undefined"**

- Updated the Third-Party Analytics label to automatically populate with the experience name to make reporting setup more accurate and easier to use

### **QR Code Preview for Mobile**

- Added the ability to preview an Experience via a QR code to make it easier to preview on mobile devices

### **Surface Custom Target Descriptions in WHO**

- Added descriptions for custom targets listed within the WHO part of your experience to make it easier to understand what each target does

### **Updated HTML Editor**

- Updated and simplified the HTML WYSIWYG editor. Manually written code now wraps within the editor

## **Intelligent Recommendations**

- Created a "Recommendations" dashboard with recommendation usage widgets
- Added the ability to use a dynamic filter on product pages that don't pass Monetate any SKU information
- Added the ability to use dynamic price filtering based on the price of the product on the Product Detail Page, the highest priced item in the cart, and lowest priced item in the cart
- Added the ability for you to upload a dataset that contains "Recommendations" output by your own algorithms or merchandisers to run in a Monetate experience
- Added the ability to see matching results as you type values for static filters in the "Recommendations" interface

## **Bug Fixes**

### **Action Conditions Dropdown Flicker**

- Resolved a bug where Action Conditions drop-downs were cut off at the bottom of the page

### **Dataset Errors Notifications**

- Resolved a bug that intermittently prevented Monetate from sending a dataset upload error notification email

### **Named Segments Duplication**

- Resolved a bug where duplicating Named Segments between accounts changed OR operators to AND

### **Duplicate Experiences setup as Test Break when Removing Splits**

- Resolved a bug where the WHY part of a duplicated experience did not update when you changed from a test to a 100% Experience

## **Documentation Updates**

### **Engine Customers**

- Intelligent Recommendations Product Feed

### **A Brand New Home For Our Knowledge Base**

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- Automatically detect which documentation version to display based on the product that you've purchased

## **February 6, 2018**

### **Feature Enhancements**

#### **Platform - The Engine**

##### **Individual Fit Experiences**

- Updated the **Analytics** page to increase your visibility into the performance of an Individual Fit Experience and provide you with in-app guidance for next steps for an experience
- Created Individual Fit Experience Insights which will give you a view into how the Engine leverages context to make Intelligent Decisions
- With Individual Fit Insights, you gain:
  - Experience level insights of top context categories for individual decisions across the entire experience



- Variant level insights of the most influential values for determining whether to show the variant or divert from it

## Bug Fixes

The only good bug is a dead bug—or no bug at all.

## Documentation Updates

### Engine Customers

We added or updated the following documents on the Knowledge.Monetate KB:

- Individual Fit Experiences: Insights
- Individual Fit Experiences: FAQs

### All Customers

We added or updated the following documents in the Developer's Hub:

- Recommendations REST API: Overview

# January 30, 2018

## Feature Enhancements

### Platform

#### Increased visibility into experience set-up across actions and variants prior to activation

- Consolidated "Built-In" and "Optional" action conditions. This allows you to view all of the conditions for an action without having to scroll through all of the action inputs.
- Added the "Run Site-Wide" condition selection. This allows you to state that an action should run site-wide when no built-in conditions exist to ensure experience quality.
- Added a scannable view of conditions within a variant. This allows you to easily check experience set-up to identify problems.

## Bug Fixes

The only good bug is a dead bug—or no bug at all.

## Documentation Updates

## **All Customers**

We added or updated the following documents in the Developer's Hub:

- Purchase Page Example
- QA Your Pages
- Step 10: QA Your Implementation

## **Engine Customers**

- Use Action Conditions in the "What" Panel Of Your Web Experience

## **Test & Segment Customers**

We added or updated the following documents on the Support.Monetate KB:

- Use Action Conditions in the "What" Panel