

See What's New in Evergage



This page highlights noteworthy Evergage product announcements. Updates posted here will also be communicated to customers via email. If you'd like to see more frequent updates, including bug fixes, please request access to the [Evergage Users LinkedIn Group](#).

This Article Explains

This article details Evergage product announcements.

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Product Update Table

DATE	RELEASE	DESCRIPTION
6/28/18	Evergage Smart Surveys	<p>We have significantly enhanced the ability for customers to build and deploy "Voice of the Customer" surveys across channels. From within Evergage, you can design simple one-question surveys or more advanced surveys that use multiple questions, different question types and branching logic. Question types supported included radio buttons, checkbox, boolean, dropdown lists, text fields, ratings and more. And like any Evergage campaign, surveys can be targeted to very specific audiences.</p> <p>What's particularly unique about SmartSurvey is that the response data can be used to improve a visitor's experience in real time. Response data collected is immediately stored as attributes in each visitor's unified customer profile. These attributes can then be used to deliver a relevant experience based on the feedback a visitor has provided. In that sense, SmartSurveys are not just about collecting and storing Voice of the Customer data but, more importantly, improving customer relationships.</p> <p>For more information, visit the SmartSurveys web page.</p>
2/7/18	New Navigation and Interface Changes	<p>The Evergage user interface (UI) has been updated. The most notable change is the new left-hand navigation menu which logically groups related capabilities of the Evergage platform. It is designed to provide faster access to important screens, reports and campaigns. Other changes include:</p> <ul style="list-style-type: none">• A revamped campaign list screen with additional data columns with a new search bar for filtering results• An improved date picker to more efficiently select date ranges for reporting and analysis• A new export feature for downloading campaign statistics so data can be analyzed and shared via Excel or other tools <p>For more information, see our knowledge base article.</p>
9/15/17	Evergage for Email – Triggered Email	<p>You can now use Evergage to create and schedule triggered email messages based on specific visitor actions, cumulative behavior, or environmental changes. Within the Evergage platform, end users can build an email campaign, define trigger events, and then determine when an email should be sent (e.g., immediately, a specific time or within a defined date/time range). We believe this new capability has broad implications. Retailers, technology providers, and financial services companies can all benefit from using triggered emails to improve their communication initiatives. Furthermore, Evergage for Email – Triggered Email works seamlessly with Evergage's open-time email capabilities. For more information, visit our support page.</p>
8/15/17	Promoted Items Report, In-app Search, and more	<p>We recently introduced a number of product enhancements that improve usability and campaign management within the Evergage Platform. This includes an improved "promoted items" report, better in-app search capabilities, unique testing URLs and more granularity around cloning segment rules. For more information, see this blog post.</p>

4/3 /17	Campaign Scheduling & Campaign Debugger	We added a way to granularly schedule campaigns and a campaign debugger. The scheduling feature enables customers to specifically choose the day(s) of the week and the time(s) when their campaigns should appear. For example, you can schedule a campaign to only appear on Tuesdays or from 8 am to 5 pm Monday-Friday, etc. The debugger, which is part of Evergage Tools , provides valuable campaign troubleshooting insights. For more information, check out this blog post or visit the scheduler and debugger support pages.
2/6 /17	Visual Editor Enhancements	The Visual Editor now enables marketers to more efficiently preview and edit campaigns designed for different screen sizes (e.g., desktop, tablet and smartphone). The update also improves the way users access and interact with a campaign's source code. For example, the source code can now be accessed from an expandable area on the bottom of the page and, within this window, users are free to make HTML, CSS and JavaScript changes. For more information visit this support page .
1 /24 /17	Evergage SmartNav & SmartTrends	SmartNav and SmartTrends are now available as part of Evergage Recommend. Where SmartNav allows marketers to utilize machine learning to customize a visitor's onsite navigation, SmartTrends can be used to promote a product or content item's overall popularity based on how often it has been viewed or purchased within a specific timeframe. SmartTrends also includes "badging" whereby marketers can draw attention to a product/piece of content (e.g., recently added, reduced price, closeout, etc.).
11 /16 /16	Evergage Guardian	Evergage Guardian is an advanced machine learning capability that continuously monitors thousands of campaign and website/mobile app metrics and automatically uncovers opportunities and potential issues. The exciting new capability, which is included as a part of Evergage Core, is designed to help marketers more efficiently manage their digital marketing initiatives and know what to prioritize. For more information, read this blog post or visit the Guardian product page .
10 /26 /16	Evergage for Mobile Apps – Android support	In addition to iOS support, Evergage for Mobile Apps now includes support for the Android operating system! Once our SDK has been added to your Android app, Evergage will begin tracking the behaviors and actions of each mobile app user. With a detailed understanding of each user, you can then provide superior in-app experiences for your Android app users, and leverage user activity and intent data to personalize experiences across all channels – including web applications and websites. As part of this release, Evergage for Mobile Apps also supports mobile in-app messages, which provide a simple and straightforward way for marketers to build and deploy messages – to mobile app users – from within the Evergage platform. For more information, please visit our support page
10 /19 /16	Improved Google Analytics Integration	Evergage now includes first-class support for integrating with Google Analytics (GA). Though we've provided the ability to integrate with GA for over a year now, there were some limitations in terms of how marketers could customize the setup. With this enhancement, clients can configure their setup with significantly less effort. This includes the way Evergage populates GA event properties for actions and campaign impressions, clicks or dismissals. For more information, visit our Google Analytics support page .
9 /28 /16	Item Blocks	Available within the Evergage Visual Editor, item blocks help streamline the process of adding dynamic content – including product and content recommendations – to web pages. For more information on how to use item blocks, see our support page or read this blog post .
7 /26 /16	Evergage Data Hub	With the Evergage Data Hub, Evergage clients can use out-of-the-box integrations or custom integrations to synchronize customer information – collected and stored in other solutions – with Evergage so it can be used to deliver real-time personalized experiences across channels. Additionally, in-depth behavioral data captured by Evergage can be passed to other solutions – like a BI tool – to improve their value and benefits. For more information, visit our product web page , read about our third-party integrations and/or schedule a call with your Customer Success representative.

7 /26 /16	Unified Customer Profile (aka user detail screen)	Improving upon February's enhancements to our user detail screen, we have significantly improved the "Unified Customer Profile" view within the Evergage platform. The new screen offers unprecedented insights into the activity, history, characteristics and preferences of each and every visitor, customer and account. Customer profiles can also be enhanced with data from third-party systems – such as CRM and email marketing systems – via out of-the-box or custom integrations using Evergage Data Hub. For more information, visit our unified customer profile support page or web page .
5 /24 /16	Evergage for Email	<p>With Evergage for Email, Evergage customers can deliver up-to-the-second personalized content and recommendations to email campaigns – when the emails are opened, not when they are sent</p> <p>This solution takes into consideration each individual's unique intent and preferences, and provides a straightforward way for marketers to personalize email campaigns for each and every user. And because personalization is delivered when an email is opened, messages can account for a customer's latest actions (e.g., visited certain pages, purchased an item, registered for an event, downloaded an eBook, etc.), offer expiration dates, or even a company's product inventory levels. For more information, visit our support page or product web page.</p>
3 /15 /16	Evergage Smart Search & Evergage Smart Sort	<p>Two new capabilities – Evergage SmartSearch and Evergage SmartSort – have been released. The features utilize the machine learning and predictive intelligence of Evergage Recommend to help companies promote the most relevant products and content – in search results and category page views – to individual shoppers and visitors.</p> <ul style="list-style-type: none"> • With Evergage SmartSearch, shoppers or visitors who begin typing a term into a website's existing search bar, will see auto-suggested product images and details. • With Evergage SmartSort, after searching for an item or going to a category page or listing, shoppers or visitors will see products organized and prioritized by relevance according to their individual preferences and intent. <p>Like with Evergage Recommend, SmartSearch and SmartSort utilize each customer's current/past session behavior, purchase history and preferences (e.g., brand, price, favorite author etc.). Customers are also free to build, deploy, test and refine "recipes" to optimize results. For more information, see the SmartSearch and SmartSort web pages.</p>
2 /12 /16	Updated User Detail Screen	<p>In the first of several planned updates to the User Detail screen, the latest view includes most of the same information as the previous design – user details, engagement, favorite products, category affinities, attributes, and segments. On the right side of the updated screen (screenshot on left below), however, you'll notice that rather than a bar chart with a user's engagement score (screenshot on right below), the new view shows a sequence of squares, each representing a different day. A blue square indicates when a user has been on your site; hovering over it reveals how much time the user spent on your site that day.</p> <p>Customers can access this screen by selecting a "User ID" from any number of Evergage reports such as:</p> <ul style="list-style-type: none"> • Visits > Recent Visitors > select a user from the list then select "Details" (on the right) • Activity > Event Stream > select a user from the list then select User ID (on the right) <p>Also, the previous "engagement score over time" chart – which used to be included in this screen – can now be accessed from the Segment Compare tab within the User Detail screen, which is seen in the left navigation in both screens below.</p>
1 /20 /16	Manual Segments	Manual segments are a type of segment with a fixed manually-specified list of members, as opposed to rule-based segments, whose members are determined dynamically based on a set of rules. Manual segments allow customers to easily segment users or accounts based on data that is not natively collected by Evergage or available via Evergage third-party integrations (e.g., pulled Salesforce fields). For more information, visit the manual segments page.
12 /22 /15	New & Updated Reports	We recently added several new reports and updated a number existing reports. See chart below an overview of what's changed. For additional details of the different report in the Evergage Platform, see the reporting screen overview page.