

Interaction Studio Knowledge Base



New Name: Marketing Cloud Personalization

Interaction Studio (formerly Evergage) is now known as Marketing Cloud Personalization. The new name reflects our mission and vision for innovation in Salesforce Marketing Cloud. We wish we could snap our fingers to update the name everywhere, but you can expect to see the previous name in various places until we replace it.

[Get updates](#) on what's been released in Interaction Studio.

Interaction Studio Classic Customer? View [Interaction Studio Classic documentation](#).



Get Started

- [Navigate Interaction Studio](#)
- [Glossary](#)



Manage Users

- [Grant Access to Salesforce Employees](#)
- [Grant Permissions in Marketing Cloud](#)
- [Add, Edit, and Delete Users and Roles](#)
- [Manage SFTP Users](#)



Integrations

- [Web SDK](#)
- [ETL Overview](#)
- [Integrations with Salesforce](#)
- [Integrations with Third Party Applications](#)
- [Mobile SDK](#)



Catalog and Profile Objects

- [Catalog Object Setup](#)
- [Promotions](#)
- [Create a Static List](#)
- [Configure Static Relationships](#)



Profiles

- [Unified Customer Profile](#)
- [Unified Account Profile](#)
- [Modify Attributes](#)



Identity Management

- [Configure Identity Types and Attributes](#)
- [Configure Identity for Web SDK](#)
- [Configure Identity for Email](#)



Audiences

- [Understand and Build Segments](#)
- [Segment Usage](#)



Machine Learning

- [Einstein Recipes](#)
- [Einstein Decisions](#)



Channels and Campaigns

- Web Campaigns and Templates
- Surveys
- Server-Side Campaigns
- Triggered Campaigns
- Email Campaigns
- Mobile Campaigns

Use Case Library

- Web Use Case Library
- Open-Time Email Use Case Library
- Journey Builder Triggered Email Use Case Library
- Sales to Service Cloud Use Case Library
- Triggered Campaigns - Use Case Library

Reports and Analytics

- Dashboard
- Activity
- Results
- Visits
- Data Warehouse
- Data Science Workbench

Account Settings

- Manage Datasets
- API Tokens
- Export Events
- User Blocklist



Interaction Studio Classic

This section contains articles and playbooks for customers using the Interaction Studio Classic Web Campaign system not Web Campaigns and Templates.

