RELEASE NOTES

January 2022

Version Content

Data

New sales data templates

New Advanced sales data reports are now available in your data explorer.

For example, same month last year- compare your sales from the last complete month to the same month last year. Also, you can add the location dimension to compare it between the locations.

Data & BI -> Data Explorer -> Report -> "Explore our out of the box reports"

Comillia AI report

You can now send automatic AI weekly or monthly reports to your customers to follow the results of their Comillia AI campaigns.

These reports will provide KPIs, such as the total and monthly added revenue, the number of redeemed benefits or the redeem rate.

It will help the business to assess the performance of their AI campaign and adjust it for better results.

Notice: the configuration is from the backend and not directly from the hub.
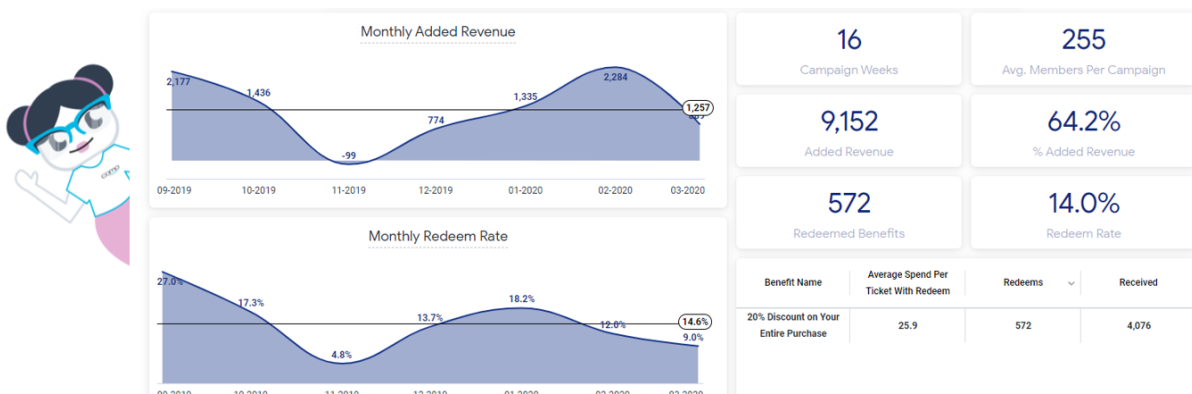
Punch card, deal and gift analysis

New KPIs added to active deals, gifts, and punch cards.

These new KPIs give the business more detailed information on their performance and help them to measure their success.

For example: full redeemed punch cards, average spend per visit, average number of days between receive and redeem, etc.

(Punch Card) Ice Cream Shakes Analysis ✖

PUNCH CARDS SENT	831
PUNCH CARDS REDEEMED	30
TOTAL PUNCHES	1,317
FULL UNREDEEMED PUNCH CARDS	16
TOTAL SALES WHEN PUNCHING OR REDEEMING CARDS	$15,311,065
AVERAGE SPEND PER VISIT	$11,400.6
AVERAGE SPEND PER VISIT WITH REDEEM	$2,772
AVERAGE DAYS BETWEEN RECEIVE AND REDEEM A PUNCH CARD	208.4

Last 15 mins might not yet be reflected

Got it

🏆 Analysis: Happy Birthday ✖

Created On: 10/12/2020 9:52 PM

GIFTS SENT	8,736
MEMBERS THAT RECEIVED	1,526
GIFTS REDEEMED	1,552
GIFTS REDEEM RATE	17.8%
TOTAL SALES WITH REDEEMED GIFTS	$11,536.8
TOTAL VISITS WITH REDEEMED GIFTS	1,535
AVERAGE SPEND PER VISIT	$7.5
AVERAGE SPEND PER MEMBER	$7.6

Last 15 mins might not yet be reflected

Got it

(Deal) Analysis: Beneficio Permanent... ✖

Created on: 11/29/2019 10:22 PM

TIMES APPLIED	111
NUM OF MEMBERS	60
TOTAL DEAL SALES	$1,585,859
AVERAGE SPEND PER VISIT	$14,287
AVERAGE SPEND PER MEMBER	$26,431
TOTAL DISCOUNT APPLIED	$40,500
AVERAGE DISCOUNT PER VISIT	$364.9
AVERAGE DEALS APPLIED PER MEMBER	1.9

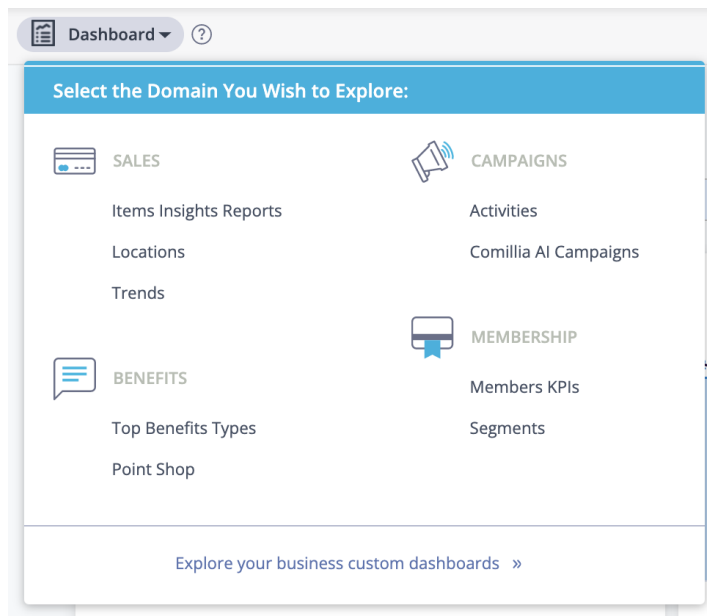*Last 15 mins might not yet be reflected*

Got it

New Dashboards

A New pre-built and thematic Data Dashboards available in the data explorer.

The new dashboards are based on specific domains – sales, previous & current campaigns, benefits, and membership.

Also, there is an option to create custom dashboards with specific KPIs with different order and filters.
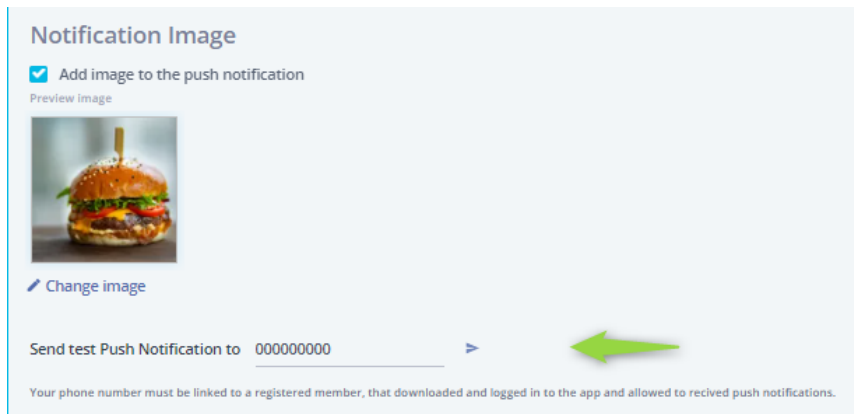

You can find more information in the Knowledge Center article.

Campaign Center

Push notification tester

Check the content and the structure of your push messages before you send them to your members by using "Send Test Push Notification" button.

(It was available only in the SMS and Email communication previously).


Add point / credit to mention

Add dynamic text with the accumulated points of the member after he received points.

Notice: * It supports only after the 'receives points' trigger.

      * It supports all the communication tools (SMS, Email, etc.)

For example, after a member purchased and accumulated points, create a rule with the trigger 'receives points' and the action 'send SMS'. Add to the SMS the mention: @points transaction: accumulated points.
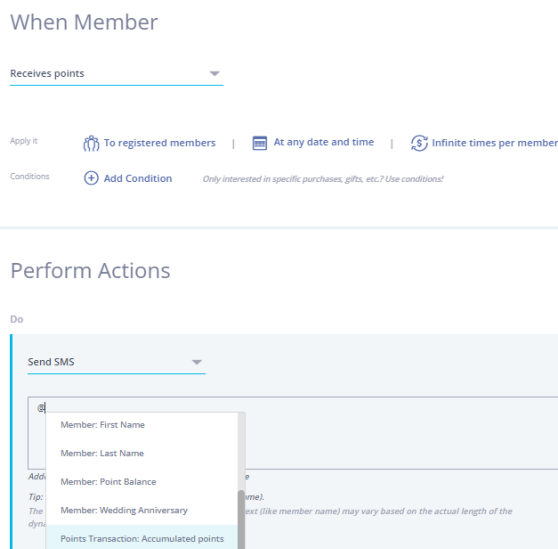
Ability to customize no consent email

Add your business branding and customization to your no consent email and increase your open rate.

To activate it:

1. Go to campaign center -->Emails,

2. Create a new email template with the name - "como-member-consent-override"

3. Create the email with the design and branding you desire. Be sure to add the link for consent within the text of the email for the user to click on.
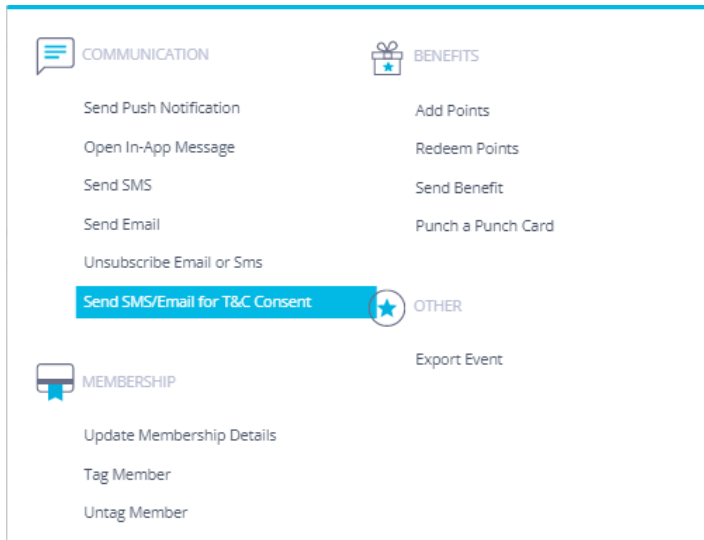
To remove the template and revert to the original consent email, simply deactivate the template and the default email will be activated instead.
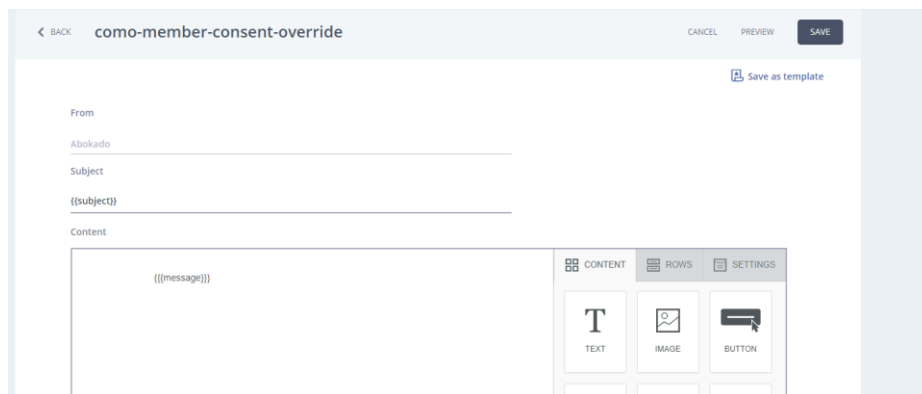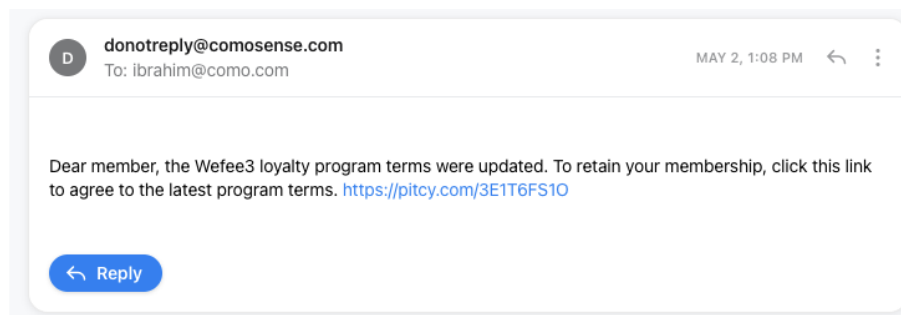
Send consent action

Send SMS/Email for T&C consent from your campaign center.

Create a campaign and trigger your customers to approve the T&C.

Member Anniversary

From the campaign center, create a new rule to automatically send member gifts / personalized messages on their membership anniversary.
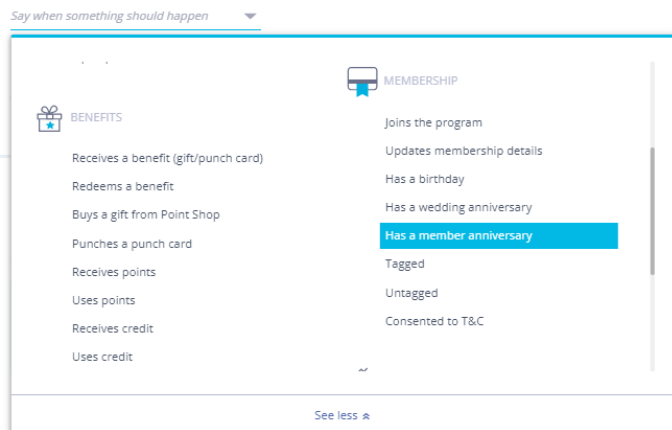
Celebrate the member's anniversary by sending them a gift every year or limit it to one time in total.

If you choose to send it only one time- you can select when you want to send it (after X days/ weeks/ months/ years).

Also, you can define the hour the members receive the gift.

For example, when a member celebrates an anniversary, send him 100 points one time, or send him every year 50 points.

Notice: it is limited up to 1 time within one year.

Export Event -custom HTTP headers

Add a Custom header key to an export event to know what the purchase source is.

Define the header key, for example: source, and the header value, for example: Como.

Submitted Event- tagging based on event content

You can now tag a member automatically when an external event is submitted directly to Como based on a defined value.

The dynamic tag field allows you to tag members based on parameters we receive from the event without the need of defining the tag on the Como side.

Simply define the string value for the dynamic tag, and the value which is passed over will tag the user.

For example, tag the members as VIP if string value 1 is VIP.

Member Profile

Cancelled purchase indication

A new mention in the purchase details screen informs you if a purchase was cancelled.
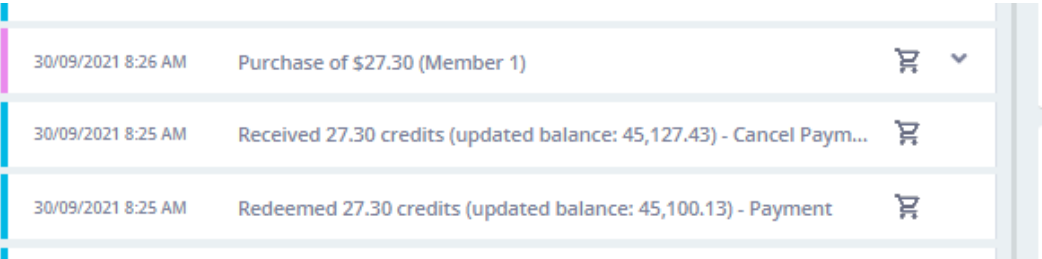
Status: Cancelled

Pay with points indication

Pay with points indication in the member activity gives you more information from where the points/ credit originates or how they are retrieved: payment, accumulation, cancelled payment, etc.

Show purchase redeem asset

In the purchase detail screen, you can now see if there was a redeem action and which gift was redeemed.

Subscription

Support multi-tier and different period

Provide multiple subscription packages at different tier levels.

A user can select a subscription plan which best fits their needs.

For example, a simple package of $10 includes unlimited coffee for a week, while a premium package of $15 includes both unlimited coffee and 5 sandwiches for a week.

The multi-tier model is a great way to incentivize your customers to purchase more while receiving additional discounts.

Previously, the subscription feature was available for only monthly plans. Now we support multiple recurring subscription models including daily/ weekly/ monthly/ yearly.
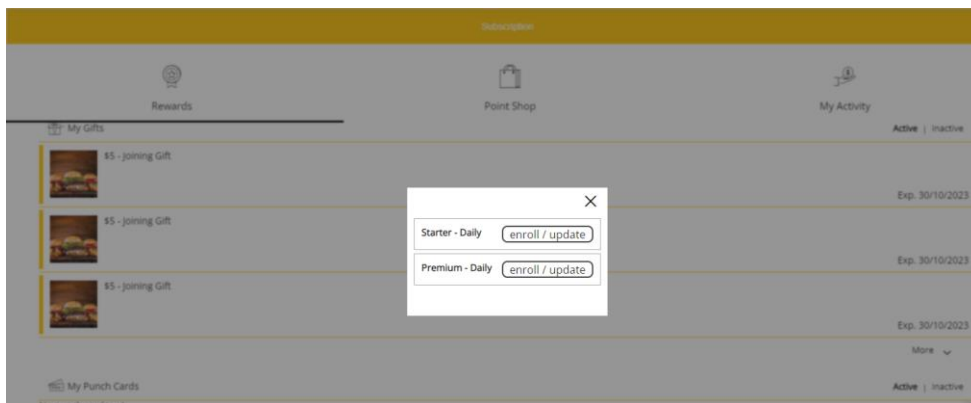
Customer portal

App

You can find more information in the [Knowledge Center article.](#)

API improvements

Point Shop - enable/disable by API Key

Enable/disable your point shop by API key instead of business level.

For example, the point shop feature is available only in your POS and not on your ordering web.

Notice: It is available only if you use different APIs.

The activation process is by a Postman call.

Give consent per API key or joining source

Use multiple flows to give consent to your members:

1. 3rd party API: If the 3rd party source is already collecting consent from the members, they can send us the information in the API call, and we can disable the consent flow from our end.
2. Joining source: give consent to members based on the joining source, for example, if the joining source is 'ordering' provide automatic consent to the member.

This is a hub configuration enabled only by the support team.

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Bug fix

- Comilia draft crashed when no gift was selected

- One time campaign failed to run when created from Dashboard Insights

- Member Profile - update membership log may cause a crash when expanded

- Deals not reported well when used with app client id