

RELEASE NOTES

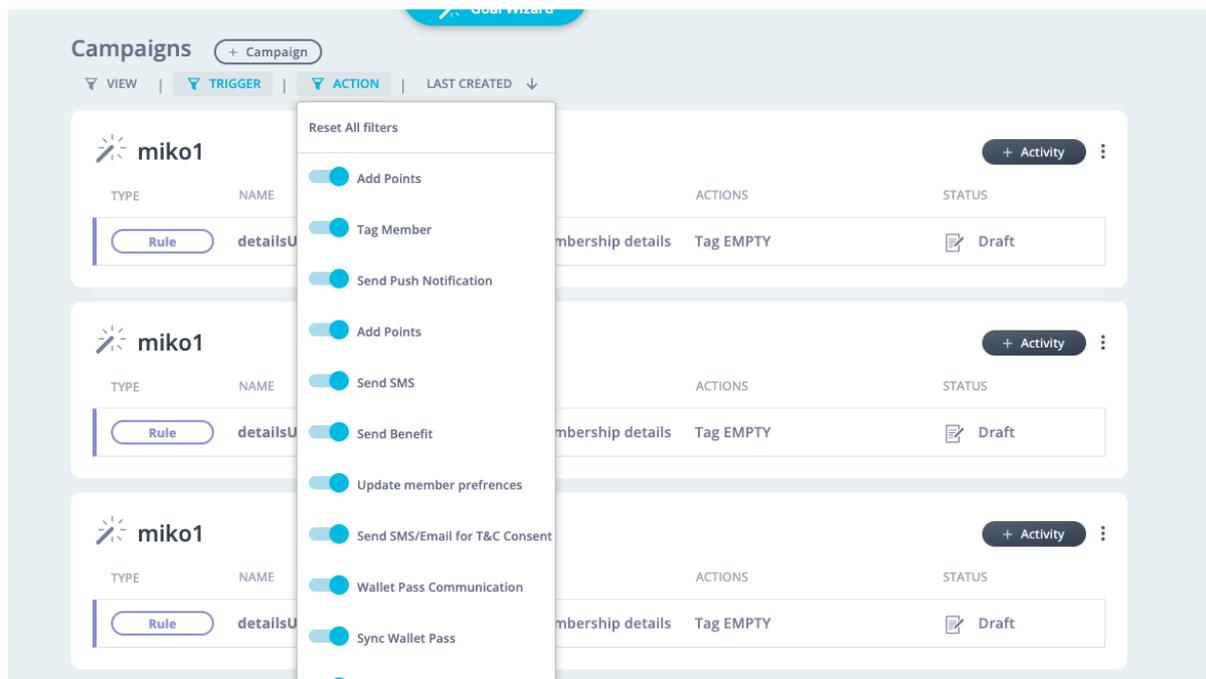
October & November 2022



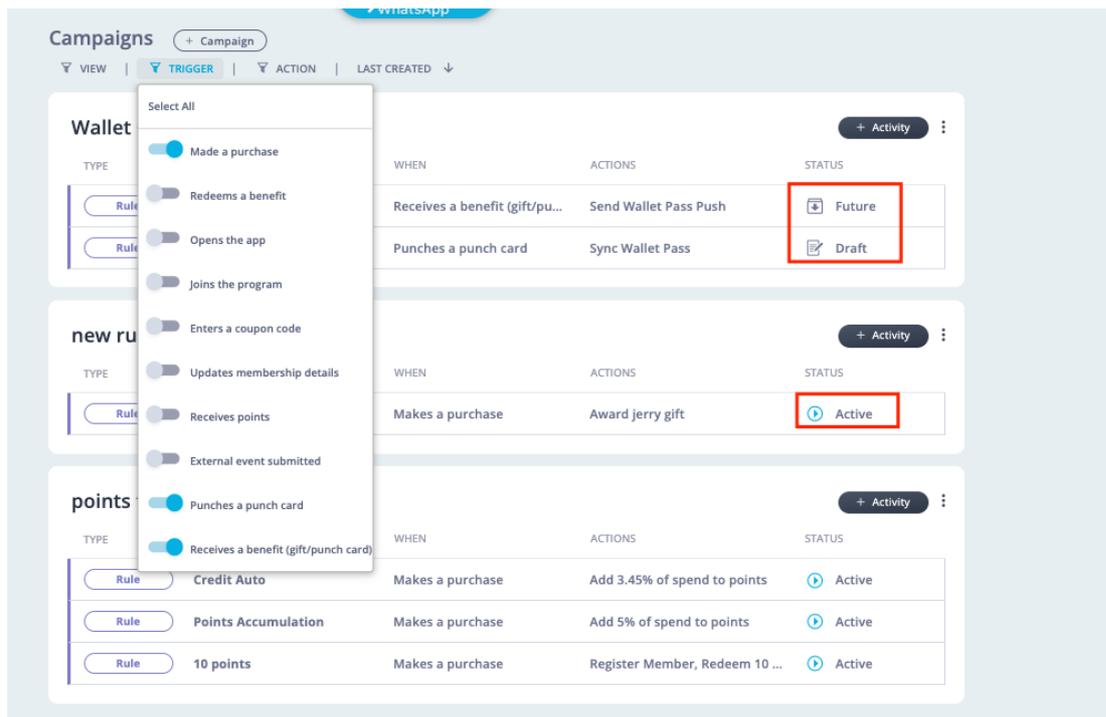
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Action Filter

A new Action Filter has been added within the Campaigns section of the HUB. Select all, one or multiple Filters to adjust the results according to your needs. Unlike Triggers which only show Rules, the Action Filter will show all types of Campaigns based on the filtered action.

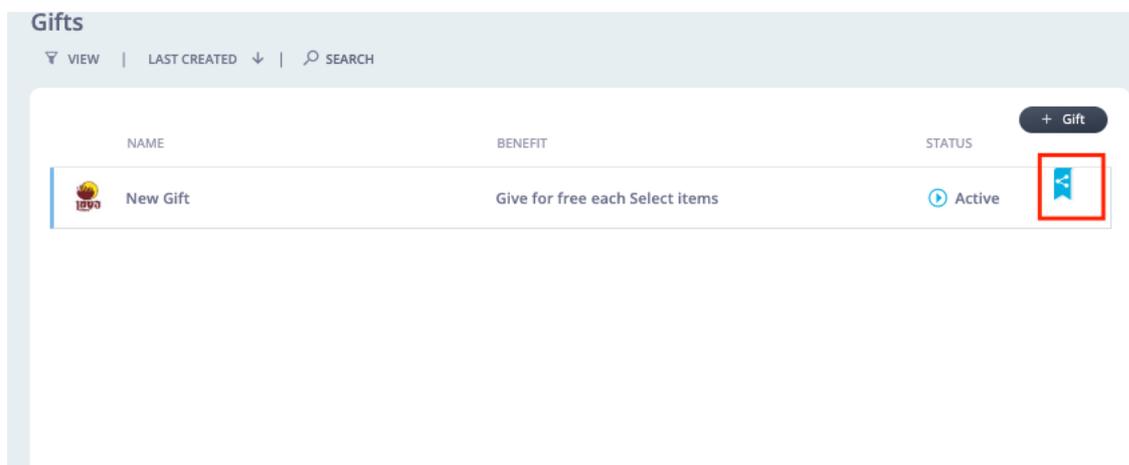


Keep in mind, when using the Trigger Filter, it will return only Rules with the status of Active, Future or Draft.



Share Icon on Gifts using Share Functionality

A new Share Icon will appear on gifts that currently have the share functionality enabled, allowing them to be easily identified.



Support for Multiple Custom Headers and Bodies within an Export Event

Further enhancements have been added to the Export Event action to allow for use of multiple headers and bodies. Extremely useful as it will allow the business to add more

information within the exported event which otherwise may not be sent by default.

Advanced

Custom Body Field Key

Details

Custom Body Field Value

Member points: Member: Point Balance

Tip: Type @ to add dynamic text (like member's first name).

⊕ Add Custom Body

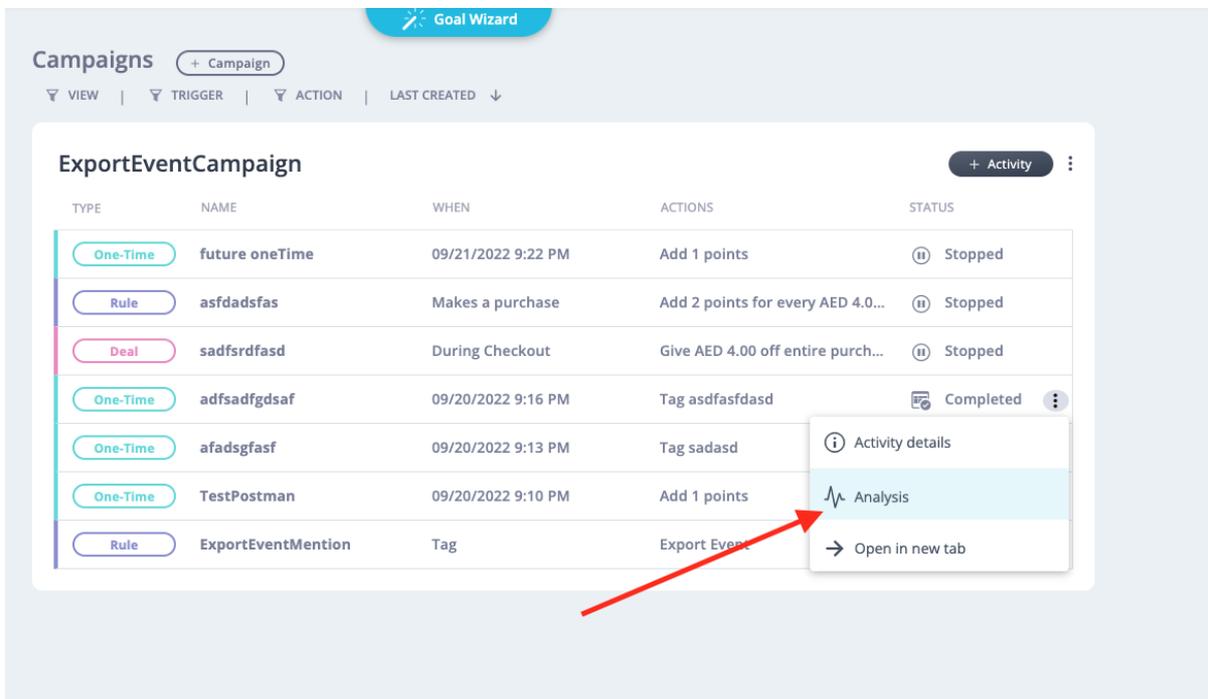
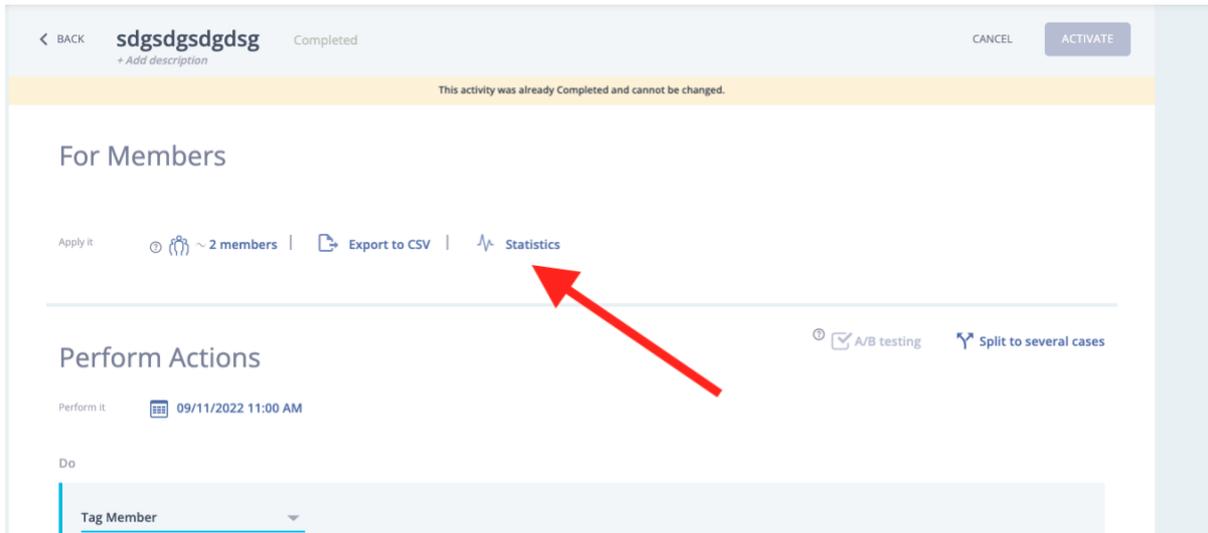
13/11/2022 1:31 PM Event Received a Gift exported to - <https://eogcmwk5tyr6iiv.m.pip...>

HubRule | export receive gift | automation_ec1a1045

```
{
  "c_f2b8f18ddb3f2e1a7d91fb3dee85aab1": "987.61",
  "pointsFactor": "100",
  "BusinessName": "La Burger R",
  "BusinessLogo": "https://keeprzapp.s3.amazonaws.com/photos/7771/original",
  "UserKey": "g9CRQwCiJwxil9AGLB9BSxllcr7MNeYygAyap7NBg88",
  "LocationID": "7771",
  "MembershipKey": "ft9BLuyOEvhOG612eE17NMJEFbt1LquASSHyu4hNFe7DpIluTyvw8",
  "CurrencyIsoCode": "USD",
  "TimeStamp": "13.11.2022 18:14:41",
  "Source": "Hub",
  "CurrencySymbol": "$",
  "TimeZone": "America/New_York",
  "TextDirection": "ltr",
  "Details": "Member points: 987.61",
  "pointsPrecision": "2",
  "MemberAssets": [
    {
      "template": "smartAsset_8c2316e4",
      "name": "Birthday Gift",
      "type": "gift",
      "key": "yyyYCHDRc0y9DMpcLap7TAz1so9BMENGeZyv4uZpY8",
      "status": "Active"
    },
    {
      "template": "smartAsset_7aaf9219",
      "name": "share gift",
      "type": "gift",
      "key": "9BVbCMpr7NXbpXME11Mj9CNGaf0Ac9AcqveEk19Ctuo8",
      "status": "Active"
    }
  ]
}
```

Added One-time Analysis on Activities and Activities Table

Easily view results of a one-time activity by navigating into the completed activity and selecting the “statistics” button. Alternatively, in the Table View you can select the “3-dotted button” and then “analysis” to view the results.



Completed One-Time action Hint

The Completed One-Time Action hint serves as an indicator to let the business know that additional members may have been adjusted to the one-time, since the initial filter.

< BACK futuer o Completed CANCEL ACTIVATE
+ Add description

This activity was already Completed and cannot be changed.

For Members

Total member count may not be updated since this activity was created.

Apply it ~ 110810 members | Export to CSV | Statistics

Perform Actions

Perform it 09/30/2022 6:09 PM

Do

Add Points

Fixed number of points

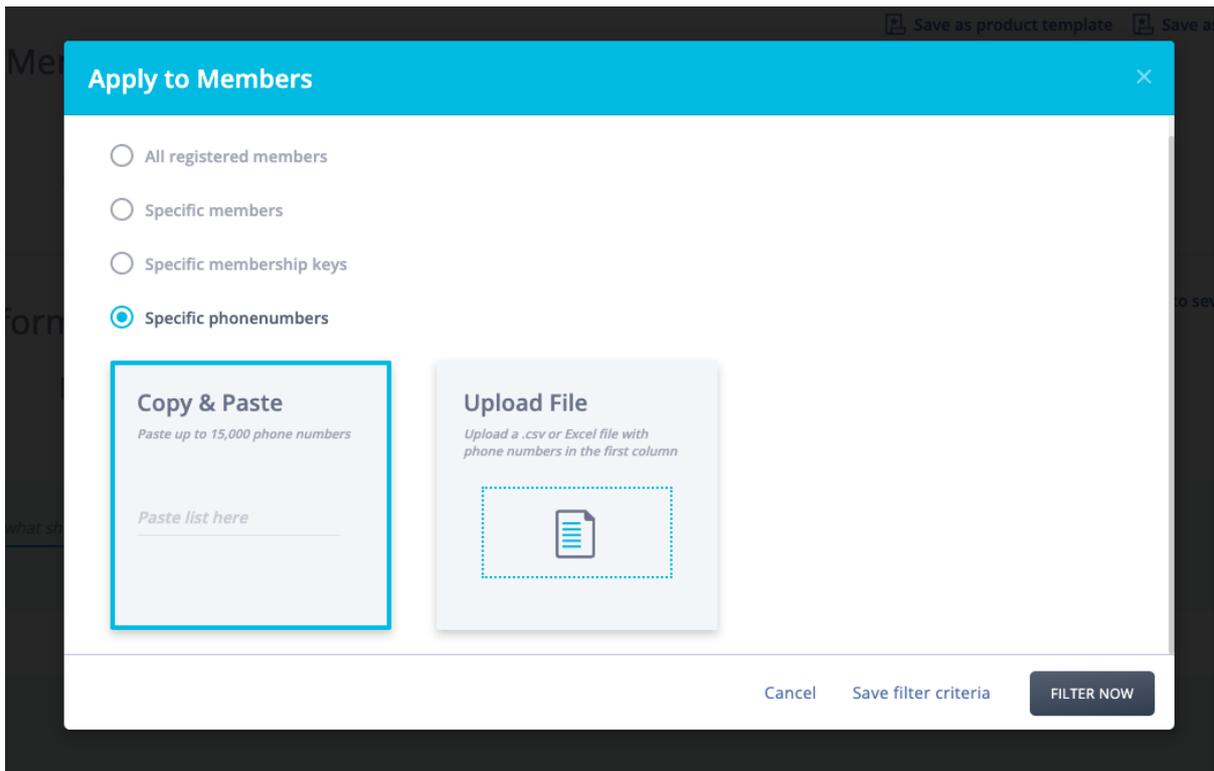
Add 1.00 to Points

And do

A/B testing Split to several cases

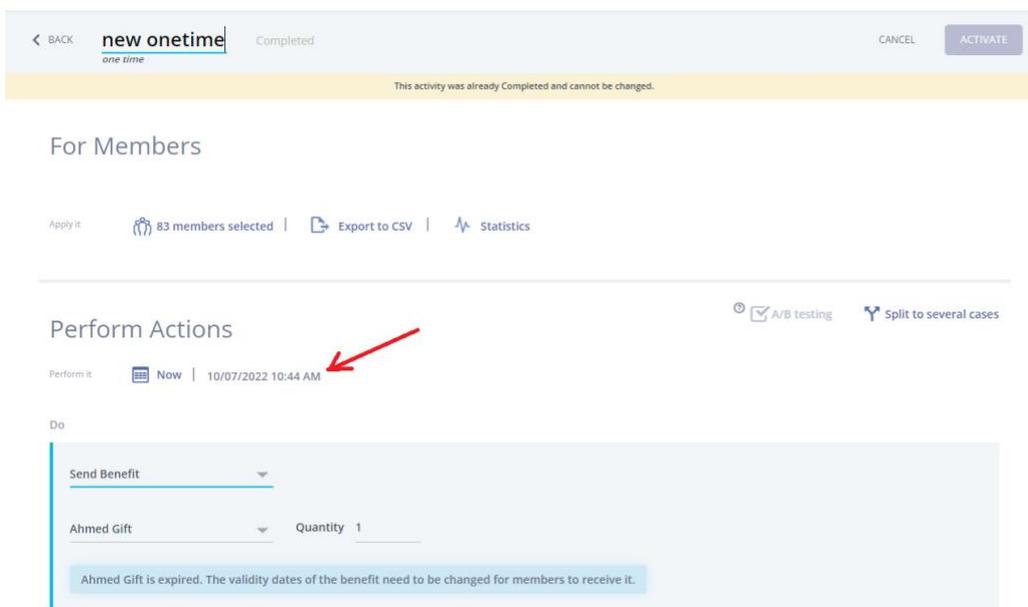
Phone Number List added to Filter on One-time Action

Businesses can now use the Specific Phone Number Filter to define a population. Phone Number can be pasted (up to 15k) or uploaded via a file (CSV or Excel file.)



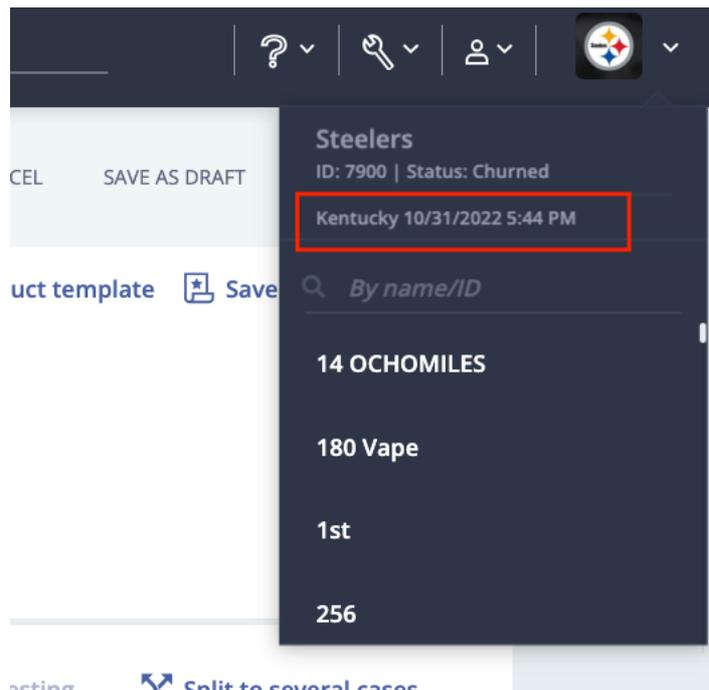
Date & Time Display for Actions set to “Now”

One-time actions set to perform “Now” will display the current date and time for additional transparency.



Business Time has been added to the Header of the HUB

Easily view a Business's time zone, date format and current time directly in the header of the HUB. This feature is great for Businesses that stretch across multiple time zones where it may have not been clear as to the time activities were set for.



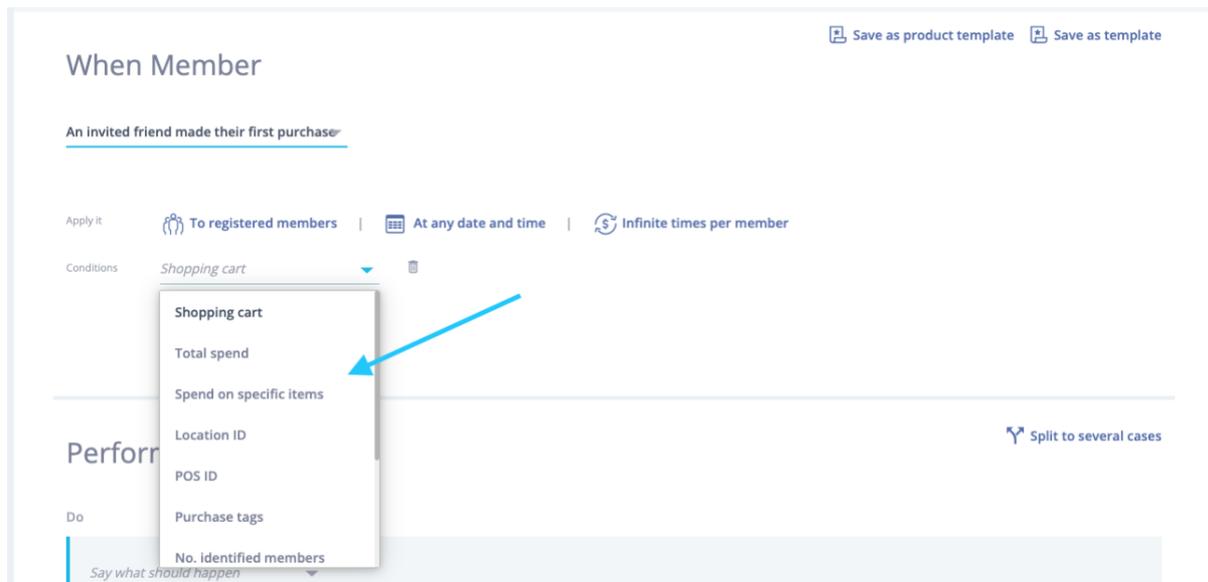
Added Autofocus Textbox on Business Profile Dropdown

Within one click a Hub user can now search for a business. The text cursor is ready for text input as soon as a click on the header dropdown.

[Demo:](#)

Conditions Added to Trigger of “An Invited Friend Made their First Purchase”

Previously, when selecting the trigger of “an invited friend made their first purchase” there were no conditions available to select for that first purchase. Now, transaction conditions have been added for further customization.



URL Text Validation for Export Event Actions

When setting up an export event and defining the URL, the system will check to see if the URL format input is correct. If not, an error will appear upon saving.

The screenshot shows a configuration page for an 'Export Event'. At the top, a red banner reads: 'There are some issues in your activity. Fix them so you can activate it.' Below this, the 'Simple mode' tab is selected. The 'Do' section is expanded to 'Export Event'. The 'Event Name' field contains 'abcdef'. The 'URL' field is empty and has a red error message: 'URL string' and 'Address must begin with http:// or https://'. The 'Custom Header Key' and 'Custom Header Value' fields are also empty. A tip below these fields says: 'Tip: Type @ to add dynamic text (like member's first name)'. At the bottom right, there is a 'No Delay' icon.

Registration Form Initialized Upon Hub Creation

Previously, when a new business was added to the HUB the registration fields of the form were not initialized. Now the fields First Name, Last Name, Birthday, Phone Number and Email Address are activated by default.

The screenshot shows the 'Registration Form' configuration page. On the left, a list of fields is shown with their respective labels and active status (indicated by a blue toggle switch): 'First Name - FirstName', 'LastName - LastName', 'Phone Number - PhoneNumber', 'Email - Email', and 'Birthday - Birthday'. A '+ Field' button is visible at the top right of this list. On the right, a preview of the 'Sign Up' form is shown. The form includes a profile icon, and input fields for 'First Name', 'LastName', 'Phone Number', 'Email', and 'Birthday' (with a date format 'dd/mm/yyyy'). At the bottom of the form, there is a checkbox and text: 'By registering I hereby agree to the Terms&Conditions, Privacy Policy and Lovaltv'.

Ability to Change the Date Format for a Hub User

The updated date format gives a HUB user the ability to change their preference of how the date is displayed. This will affect how the date is displayed within HUB 2 for the HUB user. Please note, this does not actually change the Date Format setting of the business.

My Hub Preferences [X]

Email: **Jeremiah@como.com**

First Name: **Jeremiah**

Company: *Selected items*

Languages: **English** ▼

2FA Enabled: **2FA Enabled**

Phone: *Selected items*

Last Name: **Shabtai**

Title: *Selected items*

Date Format: **MM/DD/YYYY** ▼

Scan using Google Authenticator



Cancel **SAVE**

“External Registration Form Field” Validation

Upon saving the registration form, the validation will ensure that the External Registration Form Field is not left blank.

The image shows a configuration interface for a registration form on the left and a preview of the form on the right. The configuration interface, titled "Registration Form", includes a list of fields: LastName, Phone Number, Email, Birthday, and AllowSMS. The Email field is highlighted with a blue border, and its configuration details are shown below it. The details include an "Optional Description" field, "Min Characters" and "Max Characters" fields, and a "Regex Pattern" field. The "External Registration Field Name" field is highlighted in red with the text "This field is required". There are also checkboxes for "Show in update details", "Show in the registration form", "Required", and "Verify value". The preview of the form, titled "Sign Up", shows input fields for First Name, LastName, Phone Number, Email, and Birthday (with a date format dd/mm/yyyy). There is also an "AllowSMS" checkbox. At the bottom of the configuration interface, there is a red error message: "There are some issues in your form. Please resolve them before saving". Below the error message are "Cancel" and "SAVE" buttons.

SMS Status: Processing by Carrier

The SMS action log status “Processing by Carrier” has been added, as previously SMS were marked as “delivery success” as soon as the SMS were accepted by carrier. This will give the business more transparency and accuracy as an SMS can still fail after being accepted by the carrier. SMS will still be marked as “Delivery Success” following “Processing by Carrier” upon confirmation from the carrier.



Validation added on Filters for Rules

When selecting specific members within the filter for rules, if an attribute is not selected and defined the filter will not execute.

Apply to Members

Value is required

This activity applies to:

All registered members

Specific members

Member whose Select member attrib...

Cancel **SAVE**

Apply to Members

Value is required

This activity applies to:

All registered members

Specific members

Member whose Birthday Month is one of Select

Add member attribute

Cancel **SAVE**

Toggles to Remove Ad and Footer Indication

Toggles have been added to enable/disable the entire email footer or just the “This is an advertisement” message within an email. Based on our knowledge, all footer content is legally required in some countries including the US. Having said that, we have received few requirements from customer to remove it. If they wish to do it, it is their own responsibility, and they can remove it themselves from the hub. Do not do this action on behalf of the business.

Click here to get a code



Click here to get a code



“Automated” option added for Consent Communications

The “Automated” option will send the consent communication based on the preference of the user.

- If the user is allowing both sms and email, the consent will be sent via SMS. .
- If the user is allowing only email and not sms , the consent will be sent via Email.
- If the user is only allowing sms and not email, the consent will be sent via SMS.
- Lastly, if the user is not allowing both SMS and Email, the consent will be sent via SMS.

Send SMS/email when imported member with no consent identifies

SMS Email Automated

SMS Content

Welcome back! To earn rewards, you'll need to complete your registration to the @BusinessName loyalty program by clicking this link: @Consent.LandingPageLink

Length: 157 Charged messages: 2

Note: The actual charge for messages that include dynamic text (like member name) may vary based on the actual length of the dynamic text (like Alexander vs. John). This SMS is sent without an unsubscribe option since it notifies the member of a change in terms. However, it may be considered as a marketing SMS if sent too often per member

Last Store Visit Count Looker

The last store visit count will allow for a business to view the number of members who last visited a particular location. This is useful as the business can set a campaign to attract them back to the store where they last purchased.

22 rows · 7.5s · 3m ago Run

Filters (3) Custom Filter

- Members Status Required is equal to +
- Purchases (Ticket) Purchase Status Required is equal to +
- Purchases (Ticket) date Required is in the past days +

Visualization

Data Results Add calculation Row Limit Totals

Purchases (Ticket) Location Name	Purchases (Ticket) # Last Visits (Count) ↓
1 Rubaiyat Ladies Department Store - Stars Avenue	484
2 Rubaiyat Department Store - Riyadh	439
3 Yves Saint Laurent - Faisaliyah Mall	78
4 Emporio Armani - Panorama Mall	57
5 Armani Exchange - Red Sea MALL	55
6 Giorgio Armani Men - Boulevard	52
7 Boucheron - Olaya Street	40
8 Armani Junior - Boulevard	32
9 Boucheron - Faisaliyah	27
10 Armani Exchange - City Center	25
11 Emporio Armani - City Center	25
12 Armani Junior - Centria Mall	21

Latest App Version

Android Version: 3.0.6 - new version (minimum Android OS version supported - 5)

iOS Version: 3.0.6 - new version (minimum iOS version supported - 12)

Phoenix Version: 2.2.30 - new version

- Minimum binary version iOS: 3.0.6
- Minimum binary version android: 3.0.6

Bug Fixes

- AI campaign on Hub 2 - When you select a test user to send email, email was not sent before. Now it is sent.
- When you create a new member with an anniversary date on Hub 2, the anniversary date did not appear before. This has been resolved.
- Clicking on any view filter other than Rule and Deal is showing all actions
- When the rule is in draft mode and whether you add a trigger or not in that rule, the rule does not appear in draft status in activities list.
- Purchase action log fails to open in the member section. This is due to the fact that all the transactions have been removed from datastore prior to 2019.
- Rule case probability condition CSS is not properly aligned.
- In a Rule if you change the highlighted global conditions, there is no way to know whether someone changed the condition or not.
- Promo code view filter is not working.
- One time action with less than 5000 members was getting saved.