

Redpoint Interaction Version 6.4 – Release Note

1 About this Document

This document describes Redpoint Interaction (RPI) version 6.4. It contains the following sections:

- Major Features: this section describes the most significant enhancements to RPI introduced in the new release.
- RPI Realtime Enhancements: this section describes enhancements made to RPI Realtime in RPI v6.4.
- Plugins: this section details new, and changes to existing, plugins included in RPI v6.4.
- Other New Features: this section describes other features added in RPI v6.4.
- Upgrade Considerations: this section describes considerations that should be borne in mind when upgrading to RPI v6.4.

2 Major Features

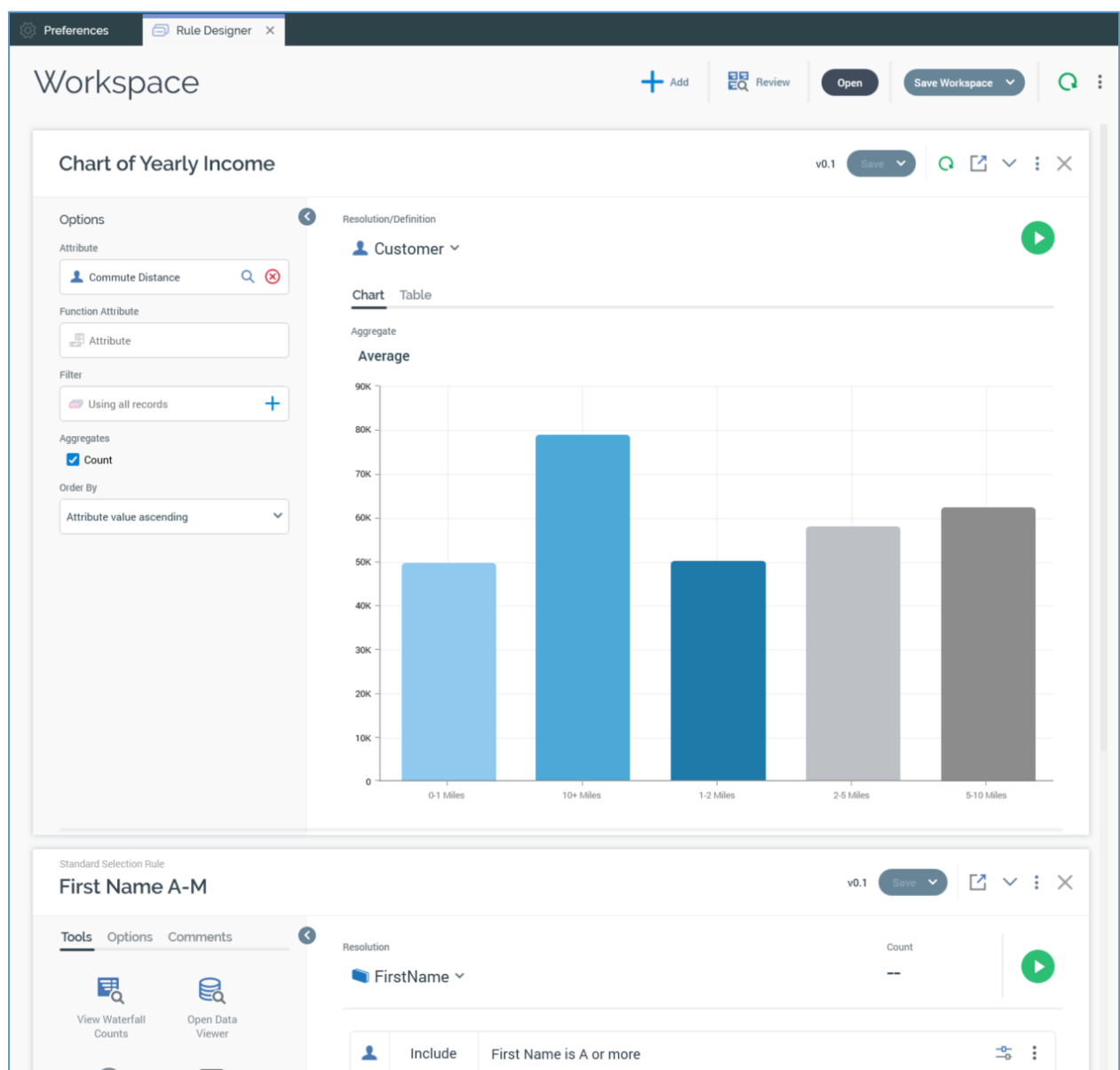
The following section documents the major enhancements that have been introduced in RPI v6.4.

Rule Designer – Side-by-Side View

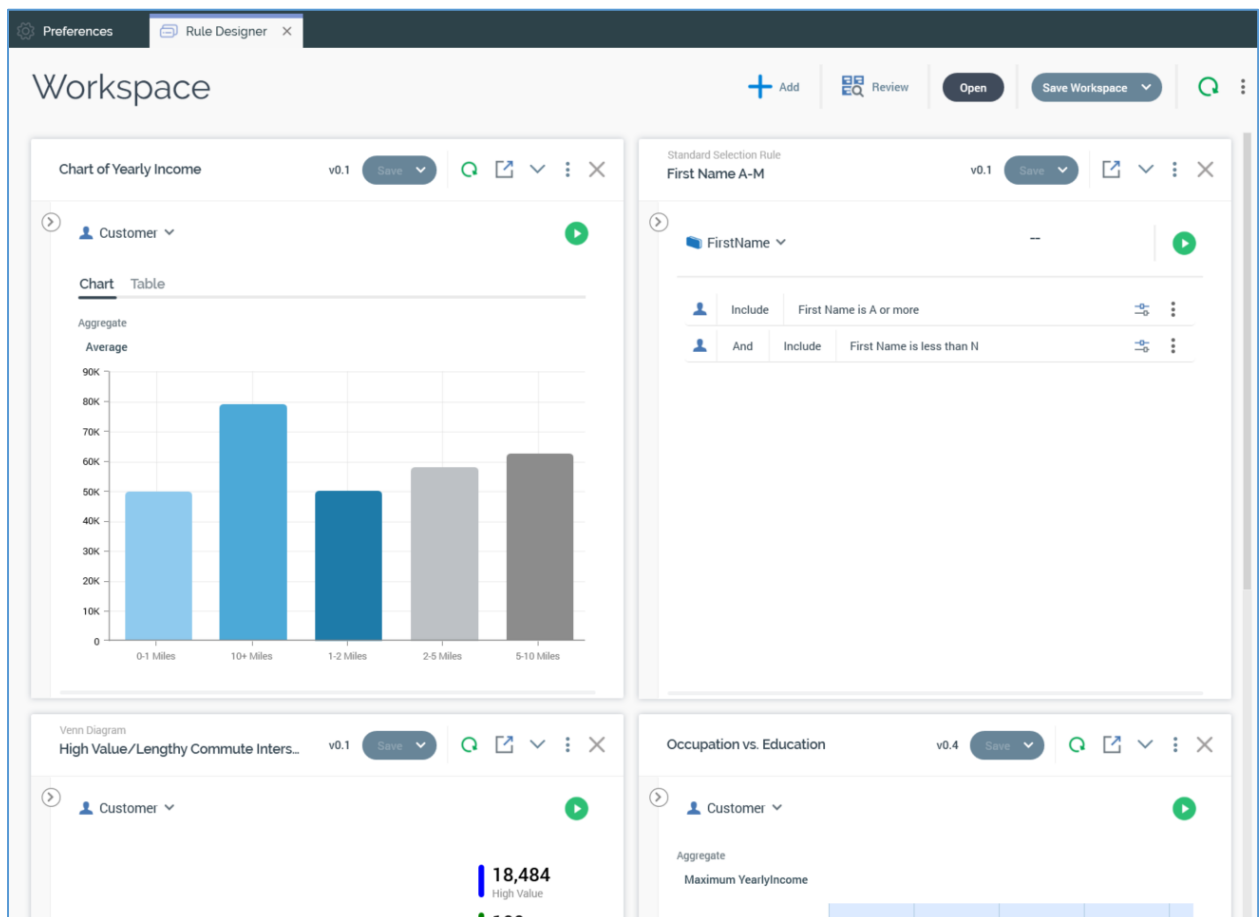
Note that this feature was initially patched into RPI v6.3, but has been enhanced for v6.4.

Two new user preference options have been made available, which facilitate the side-by-side viewing of editable rules and panels in the Rule Designer, and the display of text within the same using a smaller font.

To date, expanded rules and panels have been shown in a single vertical list in the Rule Designer:



The new Side-By-Side View option facilitates the horizontal display of multiple expanded rules and panels:



The feature provides users with an alternative way of concurrently editing rules without popping them out into separate Windows.

Note that the monitor within which RPI is running must be of a sufficient width to support side-by-side mode.

Also, to date, the font size used at the Rule Designer has been as per this example:

Resolution

FirstName

	Include	First Name is A or more	
	And	Include	First Name is less than N

The new Compact Font option facilitates the display of rules and panels using a smaller font size:

FirstName ▾

Include

First Name is A or more

And

Include

First Name is less than N

Note that, if side-by-side view is selected, compact font will automatically be used.

User story references: 14188, 14625

Selection Rule Review Window

Note that this feature was initially patched into RPI v6.3.

A new Selection Rule Review Window allows for the side-by-side display of multiple selection rules' waterfall counts in an independent, modeless Window:

Selection Rule Review

Medium Panels ▾

☒ Refresh All on Open

SR Example 1

Criterion

Count

Drop Off

Commuter Distance is 1-2 Miles

3,232

And English Education is Partial College

958

2,274

And English Occupation is Manual

134

824

134

TOTAL COUNT

SR Example 2

Criterion

Count

Drop Off

Income Band is Medium

10,233

And New Criteria List

5,235

4,998

Product Standard Cost is more than £...

5,235

Or NumberCarsOwned is less than 2

11,065

11,065

TOTAL COUNT

User story references: 14552

3 RPI Realtime Enhancements

The following features have been introduced in the context of RPI Realtime:

- The caching of visitor profile logic in memory. This feature is designed to increase the performance of operations upon visitor profiles, as it reduces the number of calls to the realtime cache. It should only be used in environments where only a single system is interacting with a particular visitor profile at a time, and, in the case of a multi-node RPI Realtime setup, the load balancer should have sticky sessions enabled (user story reference: 14529).
- Deployment of an example post-decision plugin calling a web service using POST. This will facilitate the prototyping of realtime customizations that call an external web service requiring a request payload (user story reference: 13758).
- Support for calls to the RPI Realtime API leveraging 'do not track' functionality. Coupled with the RPI Web Client's ability to detect a browser's Do Not Track setting, this will help organizations ensure they respect customer's anonymity preferences. (user story reference: 13684).
- Provision of appsettings that control whether profile parameter values/database values are to be merged on the occurrence of a ProfileMerge event. This provides for more granular control of the data that is carried over when a realtime visitor moves from an anonymous to a known state (user story reference: 13857).
- Provision of a new 'Matches Values' operator at Event criteria in a Web realtime decision, which determines whether values provided are matched exactly, or are contained anywhere within the event detail provided (user story reference: 14548).
- Exposure of a new 'Realtime Decision Default Map Location' user preference, used to define the default location to show when creating new Geolocation criteria in a Web Realtime Decision (user story reference: 13174).

4 Plugins

Email Service Providers (ESPs)

The following changes have been made in the context of RPI's ESP connectors:

New ESP

Support has been added for a single new ESP:

- Amazon Simple Email Service (SES) (user story reference 593).

Salesforce Marketing Cloud (SFMC) Enhancements

The following changes have been made in the context of RPI's SFMC ESP plugins:

- The capture of emails' sent times at the SFMC email channel (user story reference: 14577).
- Support for the import of PGP- and GPG-encrypted results data at the SFMC data transfer channel (user story reference: 14039).
- Specification of the retention period for data extension file transfers at the SFMC email channel (user story reference: 14088).
- Use of OAuth authentication at SFMC Email and Data Transfer channels (user story references: 14686, 14687).

SendGrid Enhancements

The following changes have been made in the context of RPI's SendGrid ESP plugin:

- The addition of a new field to the SendGridEvents table for 'Non-Human' open events (user story reference: 14689)
- Deprecation of the 'Classic' Callback Service (user story reference: 14763)
- New Manage Processed Files housekeeping task (user story reference: 14338)
- Open-track pixel support (user story reference: 14449)
- The ability to override the default processed event files location (user story reference: 14337)

LuxSci Enhancements

The following changes have been made in the context of RPI's LuxSci ESP plugin:

- Unsubscribe support (user story reference: 14567).
- The ability to specify FTP settings to be used by the provider at the channel level (user story reference: 14014).

Deprecated ESP

Support for the following RPI ESP has been deprecated:

- Bronto (user story reference 14744).

Database Provider

PostgreSQL

Support has been added for the following in the context of RPI's PostgreSQL database plugin:

- Use of REPLICA IDENTITY when creating RPI-generated audience tables (user story reference: 14972).

Data Connector

Support for the follow database connectors has been added in RPI v6.4:

- Microsoft Dynamics CRM (user story reference: 13469).
- Google Ads Customer Match (user story references: 14421, 14479).

Social Providers

Facebook Enhancements

Support has been added for the following in the context of RPI's Facebook plugin:

- Compatibility with the Facebook REST API v12.0 (user story reference: 14989).

Twitter Enhancements

Support has been added for the following in the context of RPI's Twitter Tailored Audiences plugin:

- Compatibility with the Twitter Ads API v10 (user story reference: 14568).

SMS Provider

Support has been added for a single new SMS provider:

- Vibes (user story reference 14441).

Push Notification Providers

New Push Notification Provider

Support has been added for a new push notification provider:

- Amazon Pinpoint (user story reference 6751).

Note that RPI's integration with the provider covers only Push notifications, and not the other delivery methods it supports

Google Firebase

The following change has been made in the context of RPI's Google Firebase plugin:

- Enhancements to API logging (user story reference: 14704).

Authentication Providers

The following authentication providers have been certified for use with RPI:

- Gigya (user story reference: 6849).
- Ping Identity (user story reference: 14455).

CRM Provider

Salesforce

The following change has been made in the context of RPI's Salesforce CRM plugin:

- Support for the tracking of accounts as campaign members (user story reference 14532).

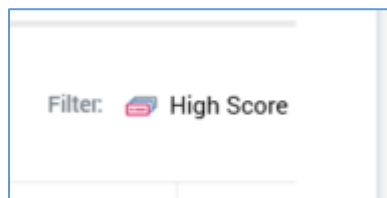
5 Other New Features

The following features are also introduced in RPI v6.4:

Rule Designer Enhancements

The following enhancements to Rule Designer functionality have been added in v6.4:

- A property is displayed at analysis panels to emphasize that a filter has been applied.



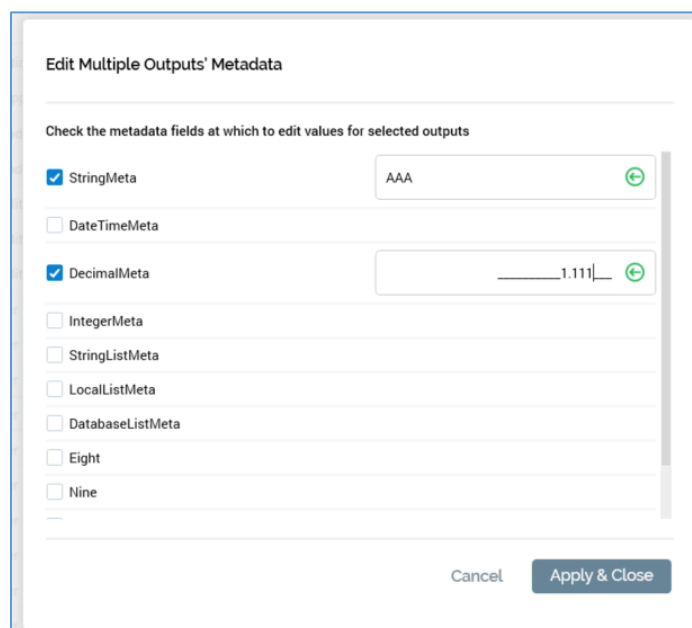
User story reference: 13017

- Placeholder values can now be used when viewing data in the Data Viewer (user story reference: 14489).

Audience Designer Enhancement

The following enhancements to Audience Designer functionality have been added in v6.4:

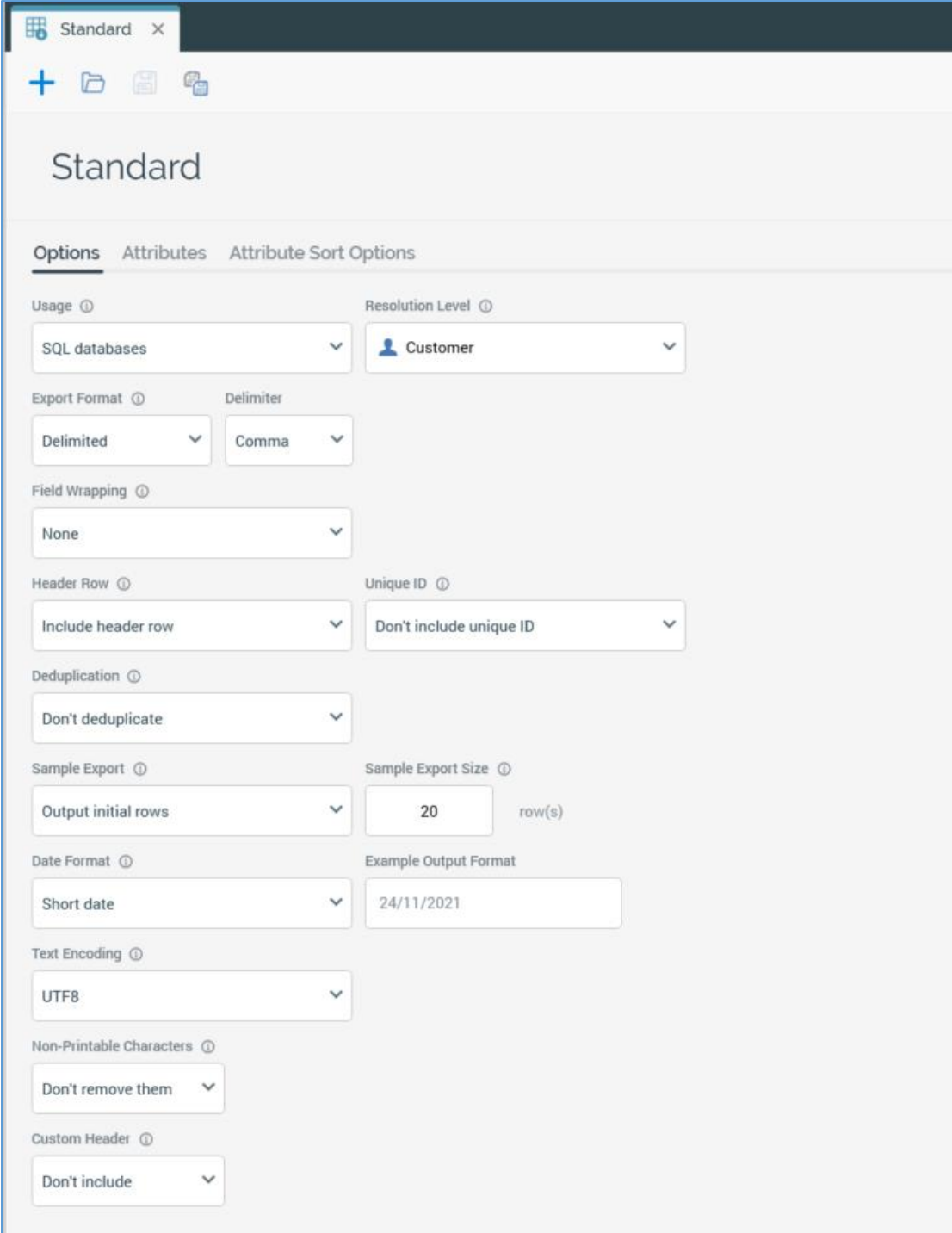
- Multiple outputs' metadata values can now be edited simultaneously in the Segment Summary.



User story reference: 13896

Export Template Designer

The look and feel of the Export Template Designer's Options tab has been reappraised, bringing it into line with the latest RPI standards.



The screenshot shows the 'Standard' export template configuration window. The 'Options' tab is selected, displaying various settings for the export process. The interface is clean and modern, with a dark header bar and a light gray background. The settings are organized into a grid-like layout with labels and dropdown menus.

Standard

Options | Attributes | Attribute Sort Options

Usage ⓘ: SQL databases

Resolution Level ⓘ: Customer

Export Format ⓘ: Delimited

Delimiter: Comma

Field Wrapping ⓘ: None

Header Row ⓘ: Include header row

Unique ID ⓘ: Don't include unique ID

Deduplication ⓘ: Don't deduplicate

Sample Export ⓘ: Output initial rows

Sample Export Size ⓘ: 20 row(s)

Date Format ⓘ: Short date

Example Output Format: 24/11/2021

Text Encoding ⓘ: UTF8

Non-Printable Characters ⓘ: Don't remove them

Custom Header ⓘ: Don't include

Work item reference: 15021

Results Window Enhancement

The following enhancement to Results Window functionality has been added in v6.4:

- A new system configuration setting has been added, which allows for specification of the number of days' worth of general telemetry data to capture when workflow diagnostics files are generated (user story reference: 12721).

Realtime Layouts Enhancement

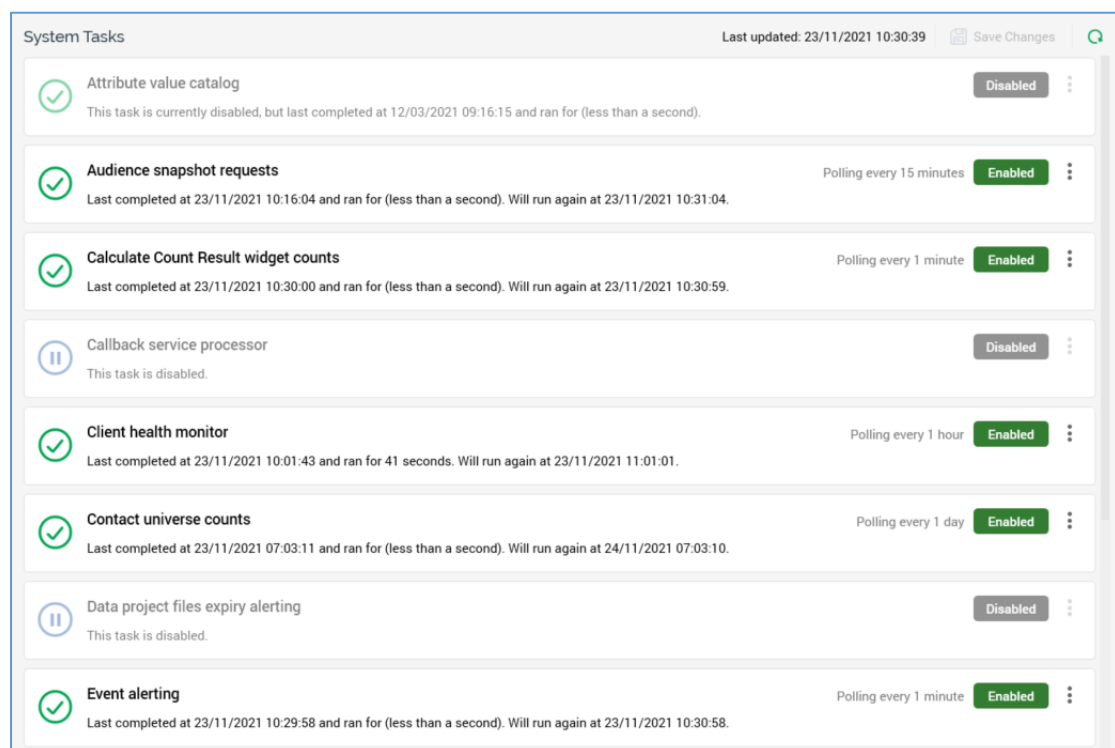
The following enhancement to Realtime Layouts functionality has been added in v6.4:

- The ability to export and import realtime layouts (user story reference: 14398).

Operations Enhancement

The following enhancement had been made within the Operations interface in v6.4:

- A refresh of the System Tasks operations interface has been carried out.



User story reference: 13441

Deployment Enhancement

The following deployment enhancement has been added in v6.4:

- RPI Realtime Agent files are now updated automatically when an RPI Realtime instance with an in-process Agent is upgraded. (user story reference 14060).

Channel Enhancements

The following miscellaneous enhancements have been added in the context of RPI channels in v6.4:

- With their respective configuration interfaces, channels' Authorize buttons will always be enabled. If unable to proceed with authorization due to channel invalidity, the user will be made aware of why this is the case (user story reference 14443).
- All changes of state that occur in respect of an Outbound Delivery channel message recipient are now saved in the Offer History States table (user story reference: 9557).

Seeds Enhancements

The following enhancements have been added in the context of Seeds configuration in v6.4:

- Category properties have been exposed at seeds and seed attributes, which allow for the filtering of the same (user story reference 10663).
- A user can now specify the delimiter to be used when exporting and importing seeds (user story reference: 8902).

Miscellaneous Enhancements

The following miscellaneous enhancements have been added in v6.4:

- An optional user notification email address can now be specified, which can be used instead of the email address associated with their sign in credentials (user story reference: 14267).
- Additional OpenID connect authorization settings have been exposed (user story reference: 14516).

6 Upgrade Considerations

The following should be borne in mind when upgrading to RPI v6.4:

- Please note that the SendGrid 'Classic' Callback service has been deprecated. Only the Web API Callback service is now supported.