

Redpoint Interaction Version 6.6 – Release Note

1 About this Document

This document describes Redpoint Interaction (RPI) version 6.6.

It contains the following sections:

- RPI Realtime Enhancements: this section describes enhancements made to RPI Realtime in RPI v6.6.
- Plugins: this section details new, and changes to existing, plugins included in RPI v6.6.
- Other New Features: this section describes other features added in RPI v6.6.

2 RPI Realtime Enhancements

Cached Attribute Lists/Database Decisions

Support for the following has been introduced in the context of cached attribute lists, and their utilization at database realtime decisions:

- Transactional decision support: the ability to specify behavior when decisions are made on multiple transactions has been added via a new cached attribute list checkbox property. When checked, a criterion will be evaluated on each transaction individually. For example, assuming that separate transactions with Color 'Red' and 'Silver' exist:
 - When checked: Color = Red AND Color = Silver gives a FALSE result
 - When unchecked: Color = Red AND Color = Silver gives a TRUE result

User story reference: 15966

- A property to allow specification of the maximum number of rows to be returned per lookup has been added at the cached attribute list.

User story reference: 16232

Cache Enhancements

- Support for a visitor read-only parameter cache has been added. This will typically be populated by external processes. When a visitor profile is loaded into memory, the profile and visitor read-only parameters are loaded in parallel and merged. Visitor read-only parameters can be leveraged in realtime decisions, but cannot be used to personalize content.

User story reference: 15950

- Support for the Amazon MemoryDB for Redis cache provider has been added.

User story reference: 14907

- Configuration enhancements have been introduced at the CosmosDB cache provider.

User story reference: 16090

Miscellaneous Realtime Enhancements

Support for the following has also been added:

- The Realtime API's Status endpoint has been enhanced to check the actual queues defined in appsettings, in addition to testing test queues.

User story reference: 16032

3 Plugins

Database Providers

Azure SQL DB

- Support for configuration setting DatabaseInsertBatchLimit.

User story reference: 16302

- Support for the auditing of joins at providers other than SQL Server.

User story reference: 16153, 16154

Cassandra

- Support for relative date criteria at the Cassandra auxiliary database.

User story reference: 16185

Email Service Providers (ESPs)

Acoustic

- Use of OAuth 2.0 for authentication.

User story reference: 16254

Amazon Pinpoint

- Support for the utilization of Amazon Pinpoint as an RPI ESP has been added.

User story reference: 16151

Cordial

- Support for the batching of exported CSV files.

User story reference: 16039

- Exposure of a Send Threshold channel setting, allowing for specification of the maximum number of concurrent connections to be used to send emails.

User story reference: 16038

- When creating merge fields, ensuring that the length thereof is accordant with their definitions within the RPI catalog.

User story reference: 16103

LuxSci

- Support for the provision of custom headers at channel configuration.

User story reference: 16351

- The deletion by housekeeping of expired campaign templates.

User story reference: 16318

- Provision of a 'sandbox' mode. When enabled, messages are validated, accepted, and queued for sending within LuxSci but are not actually sent to recipients.

User story reference: 16211

Salesforce Marketing Cloud (SFMC) Data Transfer

- The ability to design the name format for data extensions.

User story reference: 15816

- The ability to design the name format for emails at the email Offer Designer.

User story reference: 15802

SendGrid

- Support for the provision of an email unsubscribe subject.

User story reference: 16146

SparkPost

- Capture of SparkPost bounceback reasons and accompanying messages.

User story reference: 6136

SMS Providers

Amazon Pinpoint

- Support for the utilization of Amazon Pinpoint as an SMS provider has been added.

User story reference: 16150

Twilio

- Capture of Twilio SMS failed/undelivered states' reasons.

User story reference: 16130

Social Provider

Facebook

- Facebook Marketing ODAX campaign objective support.

User story reference: 15836

4 Other New Features

Database Table Extract Location

- At data extract offer or export activity execution, providing the ability to write data to a database table, rather than a file.

User story reference: 16111

Allow Save at Unauthorized Channels

- Provision of the ability to save a channel without having to authorize it first.

User story reference: 15456

Fail If No Mail Merge files

- The ability to specify, at an outbound channel, that execution should fail if no mail merge files are generated.

User story reference: 16008

Offer Purpose Functional Permission

- Addition of a functional permission to control access to an offer's Purpose (Marketing/Operational) property.

User story reference: 15424

Data Project – Add/Remove Column at Existing Table

- At data project execution, the ability to add or remove a column at an existing table.

User story reference: 15947

Machine Code Utility

- Provision of a command line utility to provide an RPI license's associated machine code.

User story reference: 16034