

Release Notes

This section lists all newly released features and products. In addition, you will be informed about current changes and additions to the online documentation so that you are always up to date.

If you want to keep track of release notes updates subscribe to our RSS-feed. Please note that you will need an RSS-newsreader to read a feed.

Mapp Engage: Old Selection phase-out

Feb 14, 2020

About the change Mapp has started phasing out the Selections feature in Mapp Engage. This is part of a planned transition to our Segmentation Builder. The Segmentation Builder has been available in Mapp Engage for a while now. It offers an intuitive drag ...

WEBTREKK BECOMES MAPP

Jan 30, 2020

Webtrekk, one of the market-leading Customer Intelligence Platforms in Europe, will continue to operate under the Mapp brand with immediate effect. We will answer the important questions on our FAQ page. Webtrekk becomes Mapp Publication date: January 30,...

Mapp Intelligence: Q3 Report Migration Improvements

Jan 30, 2020

This release contains several improvements for the Q3 report migration overview page. You have now the ability to specify the target report folder in the overview screen. The Q3 folder name is selected by default. If there is no folder with such name in M...

Mapp Intelligence: New notification area

Jan 30, 2020

Mapp Intelligence has now a dedicated area for analyses related notifications. This is most beneficial for the report view, since the message is now shown directly next to the affected element instead of the top right screen corner. Notification shown in ...

Tag Integration: Usercentrics Support

Jan 16, 2020

It is now possible to integrate Usercentrics in our Tag Integration web containers. To do so, you need to include the Usercentrics Javascript code in our Tag Integration and set up rules for each of your services connected to Usercentrics. Our tool will t...

Webtrekk Suite: Download Report Metadata

Jan 08, 2020

With this release, Webtrekk Users with the Admin-role will receive new functionality. It is now possible to download report metadata from the User Management function in Excel (.xlsx) format. To access the new functionality, click on your user name in the...

Analytics: (Smart) Alerts

Dec 17, 2019

Webtrekk released a new alert function, which makes it possible to automatically monitor metrics and dimensions. There are two kinds of alerts, Regular Alerts and Smart Alerts. Regular Alerts send an e-mail if all rule-based conditions are met. Smart Aler...

Analytics: Cross Table Analysis

Dec 16, 2019

With this release, Webtrekk Analytics provides you with an additional analysis variant by introducing the cross table. The cross table enables you to analyze the relationship between two dimensions in relation to a metric. Imagine you want to find out at ...

Mapp Empower: New statistics

Dec 12, 2019

New statistics will be added to Mapp Empower, to provide additional insights on the delivery performance of messages. They allow customers to understand if there is an issue with specific internet or email service providers. The stats are presented in an ...

Mapp Engage: Whiteboard Updates

Dec 09, 2019

Whiteboard is the Mapp Engage tool to automate marketing campaigns. New Whiteboard jobs, events, and redesigned functions now help you use the Whiteboard more effectively. New Scheduled/Recurring Job: Generate Report For the time-based whiteboards (schedu...

Mapp Engage: Best Sendout Time

Dec 09, 2019

We are thrilled to announce that Mapp is taking a big leap towards creating AI-driven campaign management by introducing the "Best sendout time" feature. The Best Sendout Time uses artificial intelligence to select the optimal time to send an e-mail to ...

Android SDK v5: Out of Beta

Dec 04, 2019

We are officially releasing our Android SDK v5 out of beta and into the wild. During the beta phase we detected some hick-ups that we solved in the meantime and also gave the code a nice clean polish along the way. Additional Tracking Function In the firs...

iOS SDK v4: Debug Mode

Dec 03, 2019

Our latest version introduces debug functionality for the iOS SDK v4. The debug functionality makes it possible to check the request URL sent to Webtrekk as well as information about the request queue. Please find the documentation of the debug functional...

Audience API v2

Nov 08, 2019

Audience API allows you to link Webtrekk to your onsite personalization systems. With this release, we added a second version of it. Audience API v2 delivers more specific error messages compared to v1 in the following cases: There is no cookie available ...

Webtrekk Suite: Optimized My Profile Section

Nov 06, 2019

With this release, all users will receive an optimized "My profile" Section. You are now able to access and change your user profile settings and password from the same screen. To reduce errors when entering passwords, you can now make your inputs visible...

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