



The Engagement Data Platform (EDP) Release 8 began rolling out on March 29th. This release is extensive and includes the following features:

- Support for Propensity within the Machine Learning console.
- We now expose control over raw parameters on Triggered Actions and allow activity creation from events.
- Outbound HTTP Connector for Integrations
- New format for Activities and Orders

...and more!

FEATURES AND ENHANCEMENTS

Machine Learning: Propensity.

The ML console now supports Propensity (predictions).

This empowers marketers to predict future customer behavior. The propensity model produces a score for each customer from 0 to 100%, this score indicates how likely that customer is to engage in the predicted behavior in the future.



ANALYTICS AUDIENCES DATA DEFINITIONS INTEGRATIONS ADMIN MACHINE LEARNING QA Master No Bu

Edit Machine Learning Model

Display Name

Internal Name Edit Internal Name

Type

Description 250 characters left

Outcome to predict

Likely in the next Days

Data Frame

Input Attributes

Activities

EDP supports the following default propensity types:

- Open
- Click
- Unsubscribe
- Unengage



Edit Machine Learning Model ✕

Display Name:

Internal Name: Edit Internal Name

Type:

Description: 250 characters left

Business Units:

Outcome

Likely to the next

Data Platform: Multi-Business Units - Transparent Usage of Business Unit Specific Attributes

The marketer now can be able to use the attribute name that the system transforms into the appropriate BU prefixed name depending upon the BU context.

This applies to:

- Segmentation
- Queries
- Import
- Export

Choose a Member Attribute, select "BU Specific" then click "Save". That member attribute will be a BU Specific.



Edit Member Attribute

Name: Aaa.Jegos Attribute

Internal Name: aaajegos_attribute [Edit Internal Name](#)

Description: Enter Description (250 characters left)

Type: String

Domain: Enter Domain List

Default Value:

Categories: JEGOS TESTING | Basic Information

Max length:

Read-Only:

Required:

Write once:

API Visible:

Static:

Calculated:

Use as Dimension (People Explorer):

BU Specific:

Expression: Enter Expression

TTL (s): Enter Time-to-Live

Condition: Include customers that meet all of the following

ADVANCED EXPRESSION
dddd

[Delete](#) [Close](#) [Save](#)

API Server: Expose control over raw parameters (Trigger Actions)

URL headers and Raw Parameters have been added to Triggered Actions



URL headers

+ Add

Enabled	Name	Value	Static	
<input checked="" type="checkbox"/>	Content Type	application/json	<input checked="" type="checkbox"/>	

Custom **Raw**

Raw Parameters

```
{
  "meta": {
    "environment_id": "1"
  },
  "client": {
    "ip_address": "50.4.173.91",
    "identifier": {
      "id": "david.sanjose+135@stellarloyalty.com",
      "id_field": "email"
    },
    "queue_message_id": "test"
  },
  "event": {
    "type": "open",
    "iso_time": "2020-03-21T00:00:00.003Z"
  },
  "campaign": {
    "ext_parent_id": "30312",
    "camp_id": "10101",
    "camp_version": "20202"
  }
}
```

API Server: Activity creation from Events (Trigger Actions)

Activity submission from events can now be read from a yml file where a yml file can be read from an external path relative to the API Service JAR File. For each event type, the user can specify which activity type they wish to submit and may list the header-event_column mapping.



Metrics

Expiration Period Start: --
Next Expiration Date: --

Metric	Earn Total	Redeem Total	Expire Total	Balance
Point	0	0	0	0
Cash	0	0	0	0
Weight	0.0	0.0	0.0	0.0
Some	0.00	0.00	0.00	0.00

Activities

All Activity Type
With Primary Metric Change
All
Last1M

* default activity date range is last 3 months

DATE	TYPE	DESCRIPTION	POINTS	BALANCE
+ 03/18/2020	Update Member Attribute	Update Member Attribute	0.0	0.0
+ 03/18/2020	Update Member Attribute	Update Member Attribute	0.0	0.0
+ 03/18/2020	Update Member Attribute	Update Member Attribute	0.0	0.0
- 03/18/2020	Unsubscribe	Unsubscribe	0.0	0.0

Transaction Details

SYSTEM ATTRIBUTES

```

SL Type: sl_unsubscribe
SL Subtype: null
SL Context: null
SL Metric: null
SL Value: null
SL Integration ID: 1584505800-sl_unsubscribe
SL Ext ID: 1584505800-1584505800000-sl_unsubscribe
SL Trigger Action: null
SL Trigger Name: null
SL ID: 5
SL Activity TS: 2020-03-17T20:30:00.000Z
SL First Processed TS: 2020-03-18T08:26:01.069Z
SL Processed TS: 2020-03-18T08:26:01.069Z
SL Activity Timezone: UTC
SL Parent ID: null
SL Parent Name: null
SL Label: null
SL Submitter: null
SL Client: null
SL Comments: null
SL Beginning At: null
SL Expiration At: null
SL Schedule: null
SL Loc: null
SL Location: null
SL Place ID: null
SL Place Name: null
SL Place Integration ID: null
SL Place Distance: null
SL Region Name: null
SL Creator Type: null
SL External Integration ID: null
SL Client IP: null
SL Client User-Agent: null
SL Prev Tier: null
SL New Tier: null
SL Business Unit: null

```

HEADERS

```

Campaign ID: 184953
Campaign Version: 184953
Campaign Name: Lexington Herald-Leader Afternoon Newsletter_25-07-2018_02:00:14_PM_710241390 (2018-07-25 18:00:37.3797257) (2077682481)
Campaign Type Name: Regular (one-time)
Channel Type Name: Email Message
Unsubscribe Type Id: 1000

```

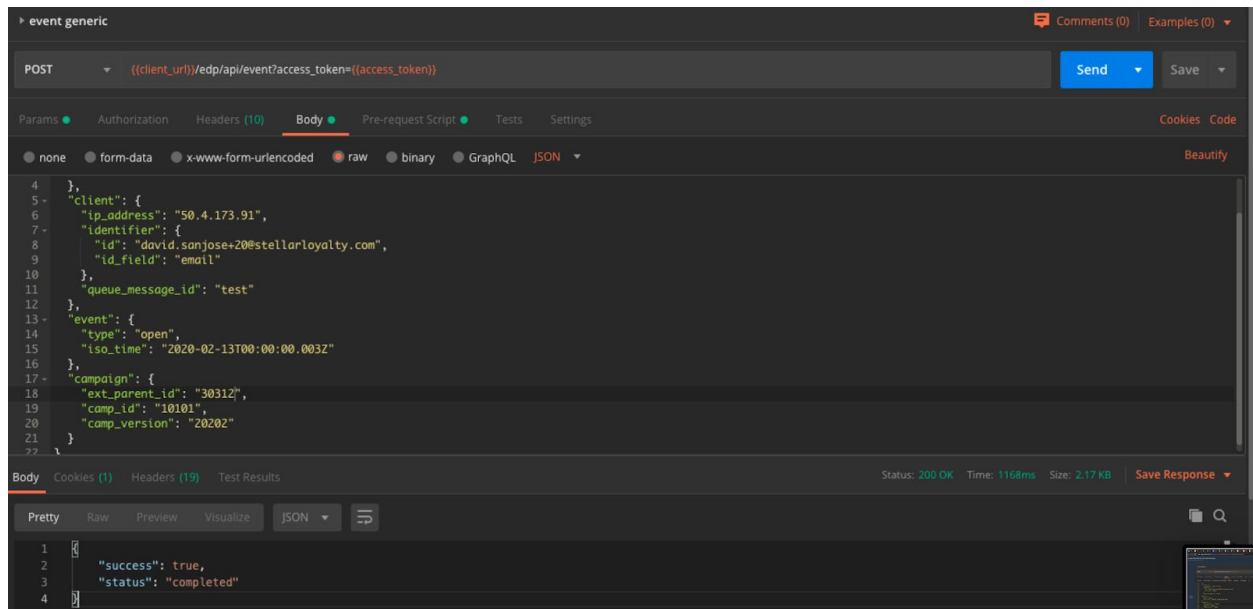
API Server: API support for Web clients using device_token and user_token

We have added support for a dedicated "device_token" so that there is no longer a need to use integration_id. The device_token will be unique and the Events API should create a new member if a new device_token is submitted.



API Server: Web events security enhancement

The API to submit events no longer requires the web to publicly host Program API client id and secret.



Integration: Outbound HTTP Connector

In export definitions, upon creating a query then selecting a query in the destination tab, and selecting the http API connector.



Export Definition - query_export [↗](#)

[← Back to Exports](#)

• Draft • Last saved: less than a minute ago (All Changes Saved)

1 Query 2 Destination 3 Job History 4 Schedule

Query

Bigdata query

- ✓ Oculus: Program Statistics
- Report: Date Sent Summary of Messages
- Email KPIs**
- Emails by Month
- Summary by Email
- Push Notifications KPI

Activity / Order Import: New CSV format for activities and imports

Changes have been made to CSV imports which now consist of order, purchase, and activity.

This includes the following order line items:

- INTEGRATION_ID
- TRANSACTION_ID
- TRANSACTION_DATE
- PLACE_ID
- TERMINAL_NAME
- EMPLOYEE_IDENTIFIER
- ORDERED_AT
- MEMBER_EMAIL
- SUBTOTAL
- TOTAL_AMOUNT
- SOURCE
- ORDER_ITEM
- PARENT_INTEGRATION_ID
- ORDER_ITEM_LINE_NUMBER
- ORDER_ITEM_DESCRIPTION
- ORDER_ITEM_QUANTITY
- ORDER_ITEM_BASE_PRICE
- ORDER_ITEM_NET_PRICE
- ORDER_ITEM_AMOUNT
- ORDER_ITEM_SKU

Sample CSV



```

INTEGRATION_ID,TRANSACTION_ID,TRANSACTION_DATE,PLACE_ID,TERMINAL_NAME,EMPLOYEE_IDENTIFIER,ORDERED_AT,MEMBER_EMAIL,SUBTOTAL,TOTAL_AMOUNT,SOURCE,ORDER_ITE
M_PARENT_INTEGRATION_ID,ORDER_ITEM_LINE_NUMBER,ORDER_ITEM_DESCRIPTION,ORDER_ITEM_QUANTITY,ORDER_ITEM_BA
SE_PRICE,ORDER_ITEM_NET_PRICE,ORDER_ITEM_AMOUNT,ORDER_ITEM_SKU
88344,88344,2019-08-07T08:07:01+02:00,9,20,0,2019-08-07T08:07:01+02:00,dan.endrinal+test990@stellarloyalty.com,0,"5.90","5.90",POS,88344,1,Macchiato,100
0,1.30,"1.30","1.30",10001
88344,88344,2019-08-07T08:07:01+02:00,9,20,0,2019-08-07T08:07:01+02:00,dan.endrinal+test990@stellarloyalty.com,0,"5.90","5.90",POS,88344,2,Muffin
VAN,1000,2.50,"2.50","2.50",23032

```

Activity / Order Import: Enhanced controls for Activity Import and Order Import

The user now has choices for a list of Activities in Import Definitions.

The screenshot shows the 'Import Definitions' screen. At the top, there is a header 'Import Definitions' and a sub-header 'Use this screen to specify settings for importing data into Stellar Objects.' Below this is a form with a 'Activity' dropdown menu, a 'Enter Display Name' text box, and a '+ Create' button. The dropdown menu is open, showing a list of activities such as Assurance, Augmented Reality, Basketball, Beacon Location Event, Bounce, Cancel a Past Earn, Cancel a Past Redeem, Cancelled Offer Response, Challenge, Check-in, Client Event, Code, Confirm Member Account, Contest Response, Coupon, Custom, Earn Adjustment, Email, Event, Expire Adjustment (highlighted), External API, Flight, Friend Receive, Friend Send, Game, Gift Card, Hotel Stay, Import Earn, Import Redeem, Inbound SMS Activity, and Initial Load. Below the dropdown is a table with columns 'NAME', 'RESULT', 'LAST RUN', and 'DURATION'. The table contains two rows of data. The first row is for 'SP_720585_Import Definition - Marketing Event' with 'Imported Rows: 2', 'Failed Rows: 0', 'Skipped Rows: 0', '04/03/2020 9:28 AM (+08)', and '1 minute'. The second row is for 'DANE BU MEMBER IMPORT - Member' with 'Imported Rows: 1', 'Failed Rows: 0', '3 days ago', and 'less than a minute'.

The user can add rows, enter field name, and select specific activity in the destination column.



Import Definitions

+ More Import Objects

Use this screen to specify settings for importing data into Stellar Objects.

Order + Create Sort by Date Created Q X

NAME	UPDATED BY	FILENAME	RESULT	LAST RUN	DURATION	STATUS	NEXT RUN	BUSINESS UNIT	ACTION
order - Order							None	none	
sample - Activity							None	none	
activity - Activity							None	none	
order - Activity							None	none	
order - Order							None	none	
sign-up - Activity							None	none	
SP_720585_Import _Definition - Marketing Event	Sam	SP-720585- 20200403T092446Z.csv	Imported Rows: 2 Failed Rows: 0 Skipped Rows: 0	04/03/2020 9:28 AM (+08)	1 minute	Completed	None	none	
code - Activity							None	none	
check in - Activity							None	none	

The user can add rows, enter field name, and select specific orders in the destination column.

ADDITIONAL FEATURES

Release 8 includes a number of additional features designed to enhance the Engagement Data Platform experience:

- Machine Learning: Enhanced Operational Pipeline: Attribute Import
- API Server: Batch creation of members in Batch event API
- API Server: Enhanced sanitization on Event API error handling
- API Server: Activity creation from an API that runs as API_Service will now work with JAVA in addition to Rails
- API Server: email_alias has now been added as a member attribute

PERFORMANCE OPTIMIZATIONS

In our continued effort to deliver performance improvements:

Lookups: Enhanced Lookup Support for Large Tables



Attaching a larger Look-up file won't slow down validation/deployment of metadata.
Look-up configuration options: MySQL Mode, Redis Mode.

DEFECT RESOLUTIONS

This release contains a number of defect resolutions, of which the notable ones can be found below:

- Integration: Importing a member would now include a member attribute of boolean type.
- Integration: Upon uploading a member import, the status column in Job History will now change the status into “completed” whenever the member import has been completed.
- Integration: Fields specified in “Match Records” will now determine if there are errors and any such errors will be stored in the log files.
- Integration: When member pipeline is enabled, it will no longer create a new entry in console/imports. When member pipeline is disabled, it will create a new entry in console/imports.
- Integration: In-progress member imports will no longer display status as “complete” but “queued_resque” only status will change to “complete” when member import has been completed.
- Lookups: Attaching a large Look-up file won't slow down validation/deployment of metadata. Look-up configuration options: MySQL Mode, Redis Mode.
- API Server: email_alias has been added as a member attribute.
- EDP Core: Fixed errors within external list by showing the correct list and find import definition details.
- EDP Core: For the external list. The user is now able to upload members that don't exist in our database and populate value for all attributes that have default values.
- EDP Core: Estimated panel UI now reflects the period selected in conditions.
- EDP Core: List of queries now generating correct results.
- EDP Core: Fixed error due to refreshing query in Orders>Frequency.
- EDP Core: For Groovy Expression, setting a Trigger action with syntax “isWithinRadius” will now work.
- EDP Core: For Groovy Expression, upon creating a rule with conditions, the user would now be able to identify the invalid expression if there's any.
- Delivery: Export jobs will no longer be stuck in queue status. Additionally the start and end timestamp will be displayed in the job history.

That's all for now!