

Intelligence Feb '23 Release





Connect & Unify Updates



Processing Queue



What's new?

The processing queue gives Admins enhanced capabilities to better view, control, and prioritize data stream processing activities.

Tell me more

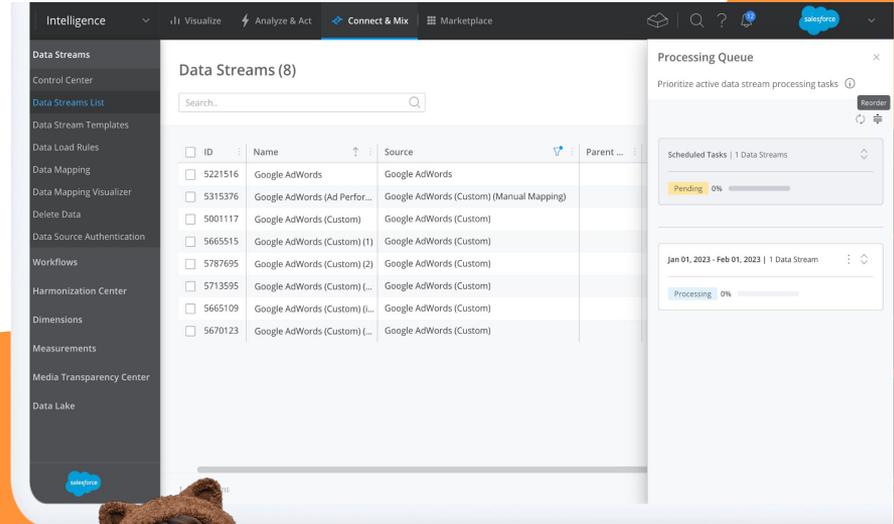
It is challenging to manage processing data streams at scale. Previously, Intelligence admins that wanted to process more than 180 days of data had to reach out to support. With the new processing queue, you can process 365 days of data, easily track active processing tasks, and set priorities according to business needs.

Where can I find it?

Connect & Mix > Data Streams > Processing Queue

Resources

[Salesforce Help](#)



MDP This feature is available in MDP

Data Stream Control Center



What's new?

The Data Stream Control Center centralizes data stream management into a single view with actionable insights. You can easily understand stream status, evaluate data quality, and identify and resolve ingestion issues.

Tell me more

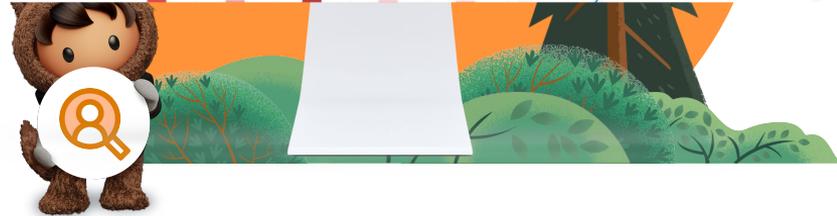
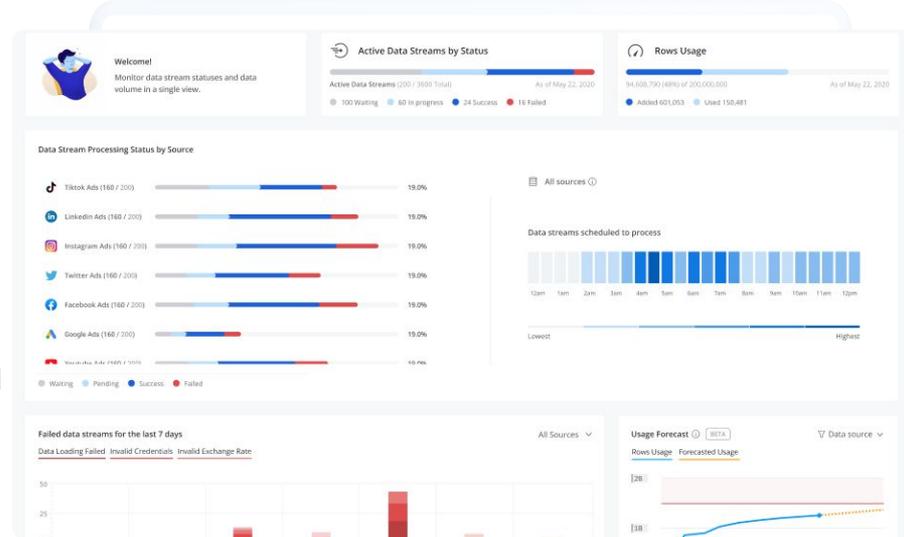
The Data Stream Control Center is our new data management console that allows Intelligence admins to monitor data quality, gain clarity into their data ingestion activities, and act accordingly. Admins can identify data anomalies, get consumption insights, and make informed decisions to improve data health within a few seconds.

Where can I find it?

Connect & Mix > Data Streams > Data Stream Control Center

Resources

[Salesforce Help](#)



Adobe Analytics 2.0 Custom



What's new?

The new Adobe Analytics connector integrates with the latest Adobe API endpoints - Adobe Analytics 2.0.

Tell me more

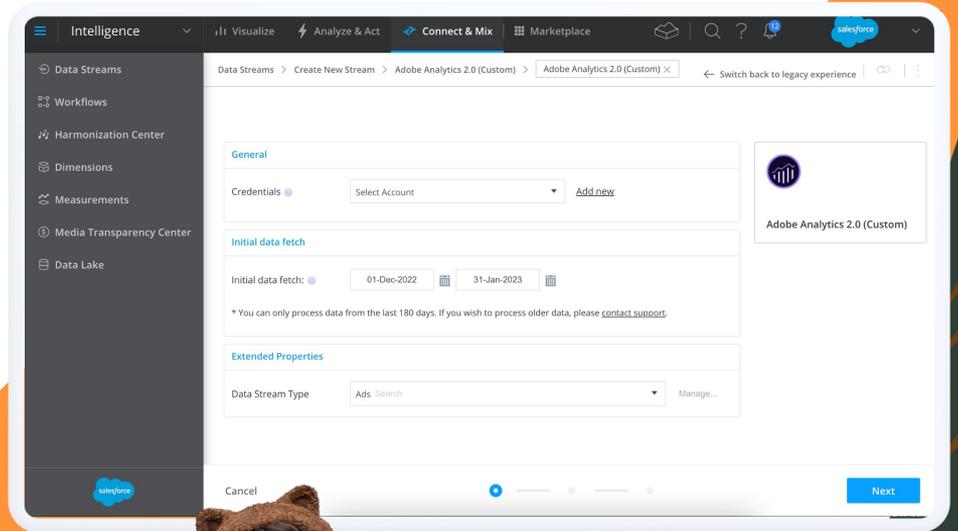
Adobe has released a new API version, providing a more straightforward and efficient query method with increased capacity for multiple breakdown reports. The new connector utilizes these new endpoints, making it especially valuable for customers with high-volume use cases.

Where can I find it?

Connect & Mix > Data Streams > Adobe Analytics Custom 2.0

Resources

[Salesforce Help](#)



MDP This feature is available in MDP

Google Ads Manager Custom



What's new?

With the new Google Ad Manager Custom connector, our customers can select which measurements and dimensions to pull, allowing our integrations with Google Ad Manager to cover a much more comprehensive range of use cases.

Tell me more

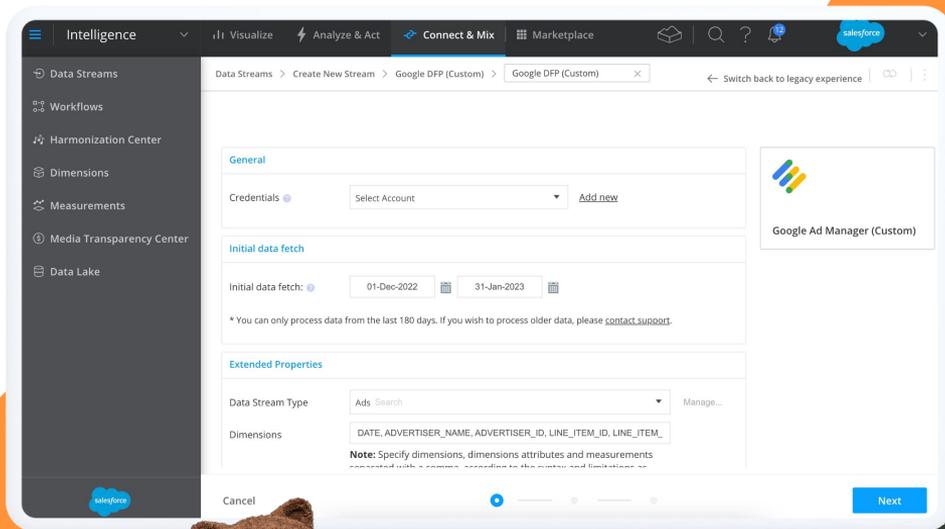
A simple no-code integration lets Intelligence admin users select a combination of fields and measurements they'd like from Google Ad Manager. In addition to specifying the dimensions and measurements, users can also filter the report so that the requests are already filtered - very useful for customers that are impacted by performance issues with the standard connector.

Where can I find it?

Connect & Mix > Data Streams > Google Ad Manager Custom

Resources

[Salesforce Help](#)



MDP This feature is available in MDP

Google Analytics | GA4 Enhancements



What's new?

We've extended the flexibility of the standard Google Analytics connector for GA4 properties, as well as adding metrics.

Tell me more

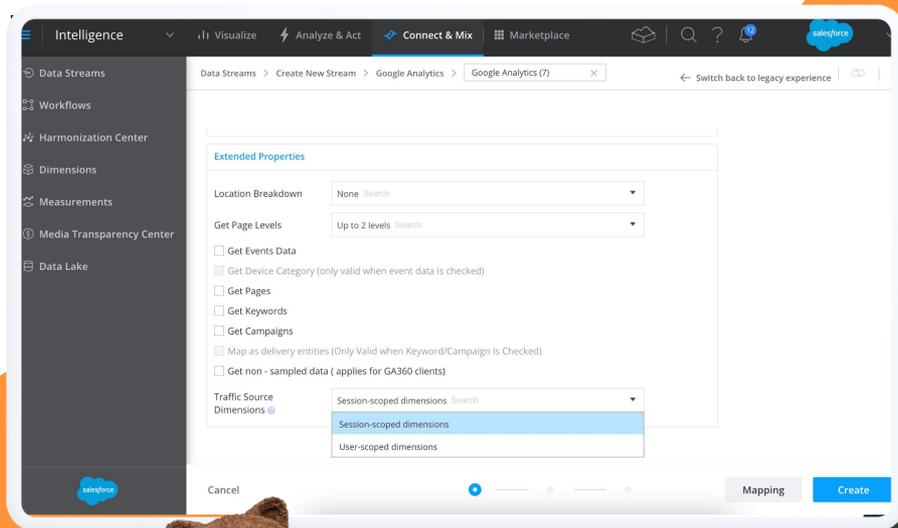
With a new dropdown, customers can choose between Session-scoped or User-scoped dimensions for the traffic-source dimensions. In addition, the 'engaged sessions' and 'new users' metrics have been added to the data set.

Where can I find it?

Connect & Mix > Data Streams > Google Analytics

Resources

[Salesforce Help](#)



MDP This feature is available in MDP

Connector Enhancements



What's new?

New capabilities and improvements added to our API connectors.

Tell me more

- **Snapchat Ads** - Audience breakdown is now supported.
- **Amazon DSP** - Geo breakdown is now supported.
- **Pinterest Ads** - there are now more options in the attribution settings dropdown and an additional video-views measurement is now available.
- **Salesforce SOQL** - now supports the latest SOQL version (v52).
- **AppNexus for Network** - 'Feature Costs' and 'Segment Data Costs' measurements are now available.

Where can I find it?

Connect & Mix > Data Streams > Create New > Connector tiles.



API Connector Version Updates

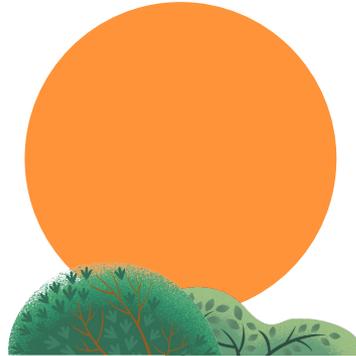


What's new?

These API connectors were updated and now comply with the latest API version.

Tell me more

- Google Analytics
- Facebook Ads
- Innovid
- Google Campaign Manager
- Outbrain
- Integral Ad Science
- Google Ads
- Amazon Ads
- Yahoo Japan Ads



MDP This feature is available in MDP

CDP Connector Enhancements



What's new?

You can now pull your CDP data into a data stream, using a free SQL query on top of CDP. Your CDP data can be ingested into both the Granular Data Center and TotalConnect.

Tell me more

The old connector only supported 2 types of data sets: calculated insights and predefined insights. While little technical knowledge was needed to pull the data, the options were limited.

The new connector allows you to pull any type of data from your CDP instance. The new CDP connector doesn't create any pre-set visualizations but allows for customized queries to support your unique use cases. For more information on limitations, see [Salesforce Help](#).

Where can I find it?

[Connect & Mix](#) > [Granular Data Center](#) > [Data Streams](#) > [Technical Vendors](#)

[Connect & Mix](#) > [Data Stream List](#) > [Create New](#) > [Technical Vendors](#)

Resources

[Salesforce Help - Granular Data Center](#) | [Salesforce Help - TotalConnect](#)



Data Lake Renaming



What's new?

We are excited to announce that moving forward, Marketing Cloud Intelligence Data Lake will now be the Marketing Cloud Intelligence Granular Data Center.

Tell me more

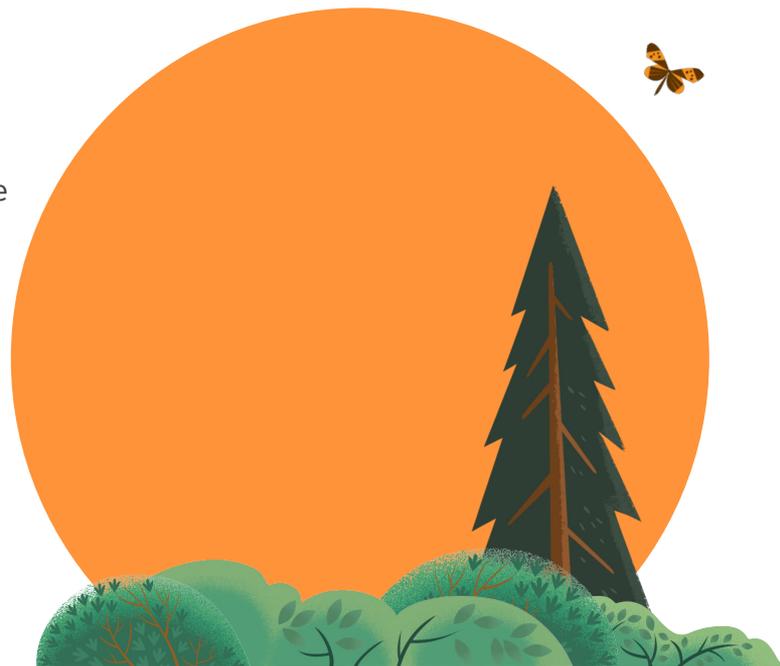
Data Lake was launched in 2020, and since then it has become our top performing premium add-on. In order to better communicate the value of the feature and simplify sales and client conversations, we have decided to rename Data Lake to “Granular Data Center”.

Where can I find it?

Connect & Mix > Granular Data Center

Resources

[Salesforce Help](#)



Delete Dimensions and Orphan Keys for Admins



What's new?

We are excited to share that Admin users can now delete any unused dimension values and orphan keys.

Tell me more

Customers occasionally want to delete data that is no longer in use. To do that they can either delete data streams or use the Delete Data feature to delete measurement data. However, there are instances where dimensional data needs to be deleted manually, for example, a lot of orphan keys that can impact performance. Historically, customers had to reach out to support to perform that task on their behalf.

Starting this release, Admin users are becoming more independent and can now delete dimensions and orphan keys on their own.

Where can I find it?

Connect & Mix > Dimensions > Dimension Explorer

Select the relevant entity and click the Show Orphan Keys button to view and then delete the orphan keys.

Resources

[Salesforce Help](#)



MDP This feature is available in MDP



Platform & Visualize Updates



Pivot Tables List Update



What's new?

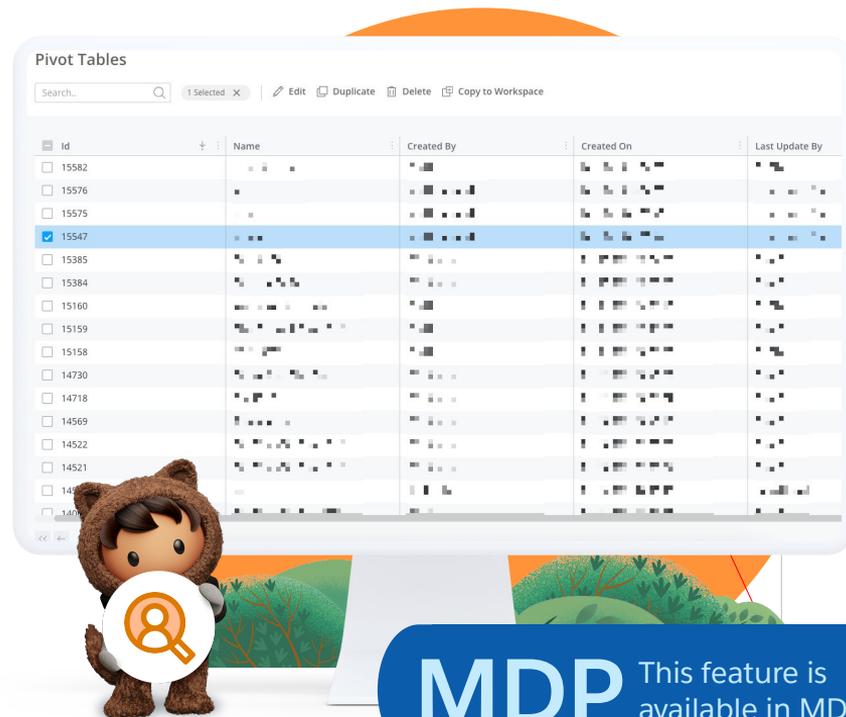
A brand new look and feel for the pivot tables list.

Tell me more

Similarly to the Data Streams list, actions that can be performed on a pivot table appear once a pivot table is selected.

Where can I find it?

Analyze & Act > Pivot Tables



MDP This feature is available in MDP

Visual Pivot



What's new?

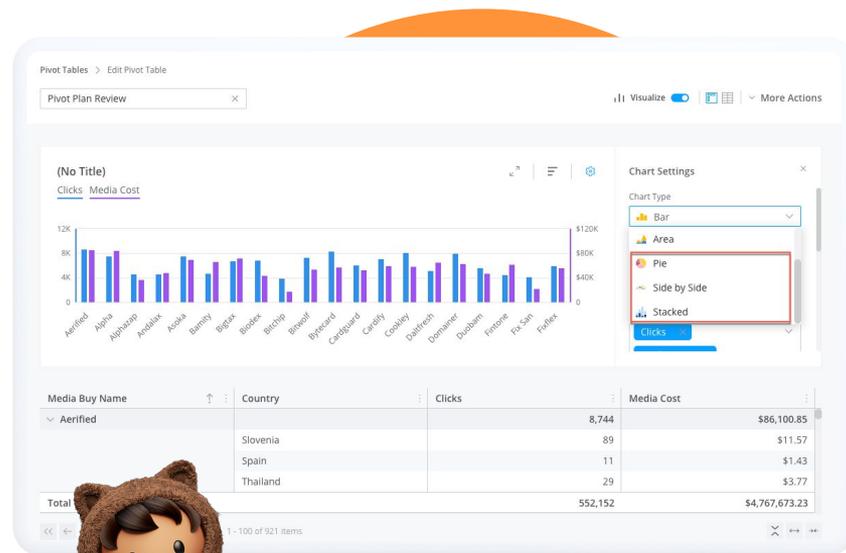
You can now visualize your data with pie charts, side-by-side charts and, stacked charts.

Tell me more

In addition to the current available chart types, pie, side-by-side and stacked have been added to allow even more visual exploration of your data.

Where can I find it?

Pivot Table > Edit Pivot Table > Visualize > Chart Settings > Select Chart Type



MDP This feature is available in MDP

Multiple Widget Selection



What's new?

Select multiple widgets in a single dashboard page.

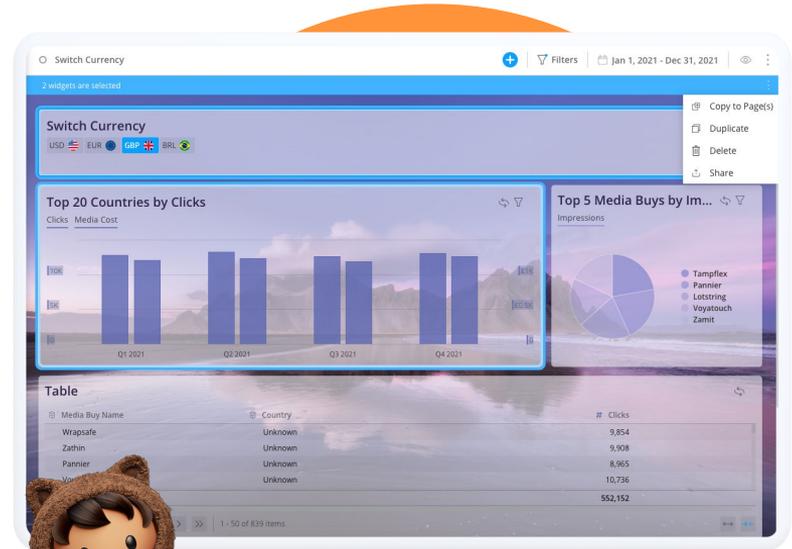
Tell me more

While in edit mode, select multiple widgets in a dashboard page and you can perform these actions:

- Duplicate
- Delete
- Copy to page(s)
- Share

To select multiple widgets:

- **Mac users** - Click on widgets while pressing the **command** key.
- **PC users** - Click on widgets while pressing the **shift/CTRL** key.



Dashboard Page Filtered Link



What's new?

Customize your dashboard with interactive filters and share the page with interactive filters already applied.

Tell me more

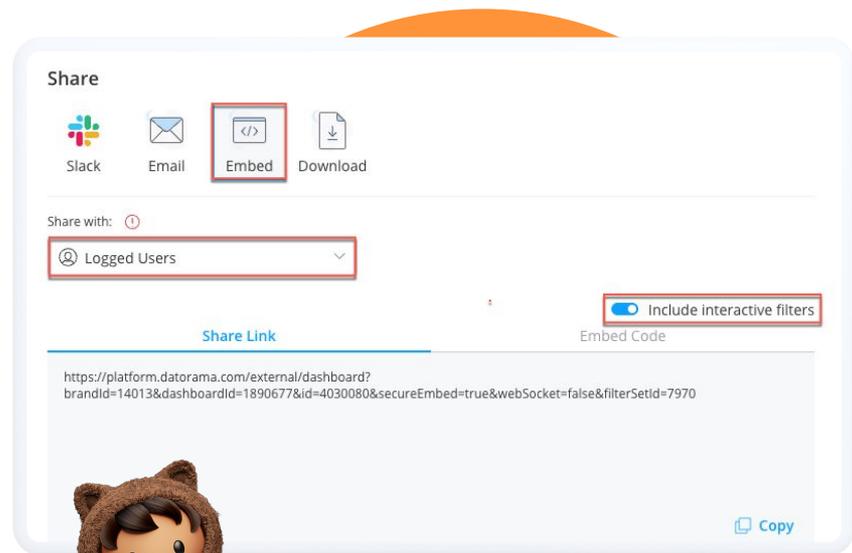
Select values in interactive filters and create a filtered link to share with other users.

Where can I find it?

Admins & Power Users, after clicking share, click **Embed** and then select **Logged Users**.

Toggle on **Include interactive filters** and then click **Copy**.

All users with a **Slack** integration - under the Slack option, select **Include interactive filters**, and then select the **Add page link** option.



Automatic Disabling of Reports



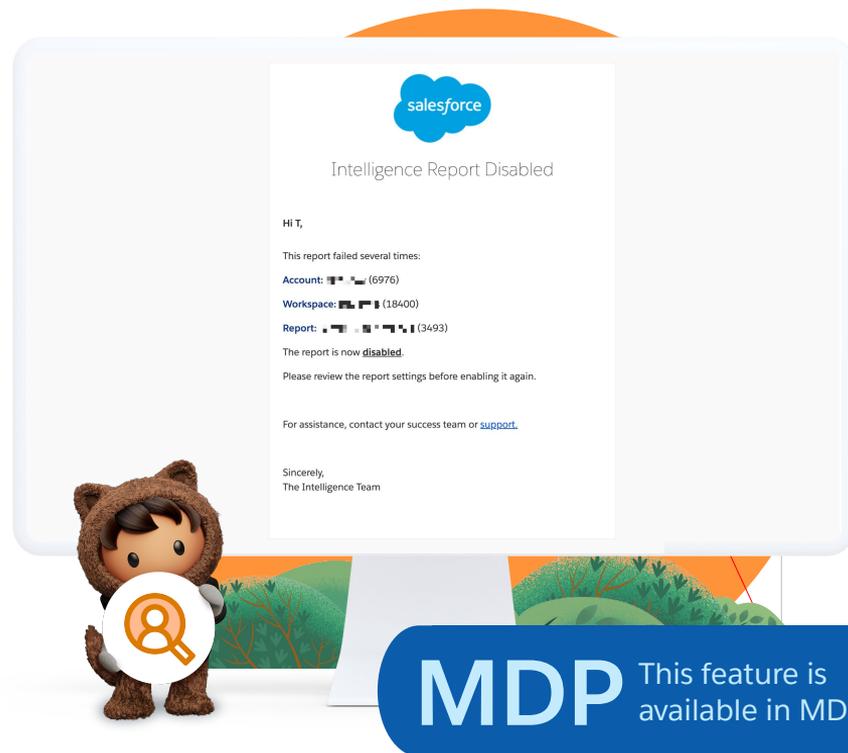
What's new?

Reports with 5 consecutive failures are automatically disabled.

Tell me more

If a report fails 5 times in a row, it is automatically disabled and the following takes place:

- Any Data Stream that is defined to pull data directly from a disabled report is also disabled.
- The report creator receives an email when a report is disabled. The email contains report details and affected workspaces.
- If the report creator is not an active user, all admins with access to the report workspaces receive an email.
- A notification appears in the affected workspace.



Improved Workspace Settings



What's new?

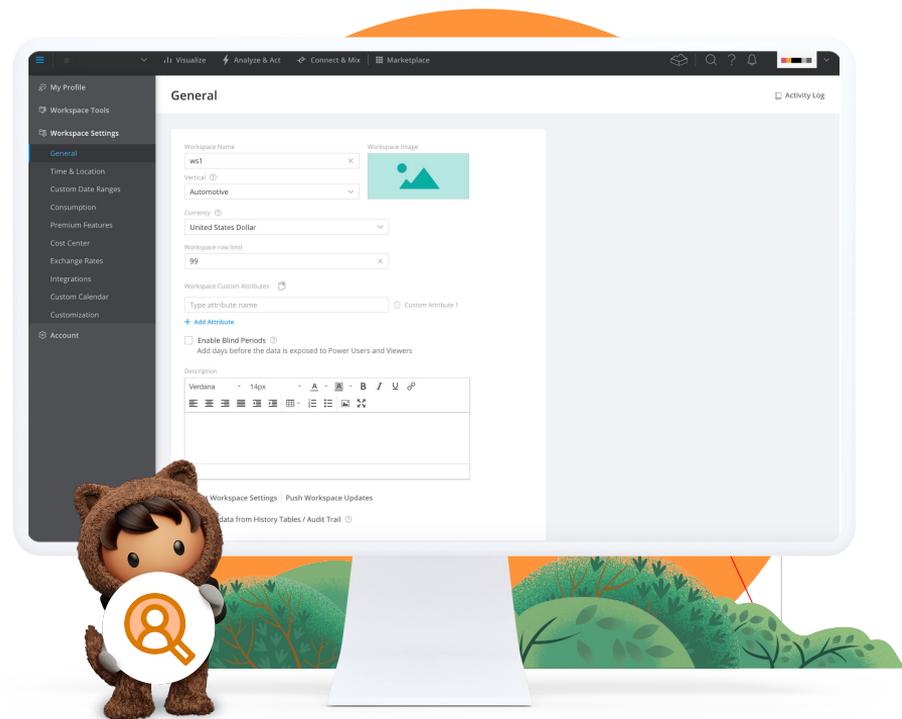
The workspace settings UI has a brand new look and feel.

Tell me more

Easily find the workspace settings that you need with the new layout.

Where can I find it?

Workspace name > Workspace Settings gear icon



Invite Users to Access Your Workspaces



What's new?

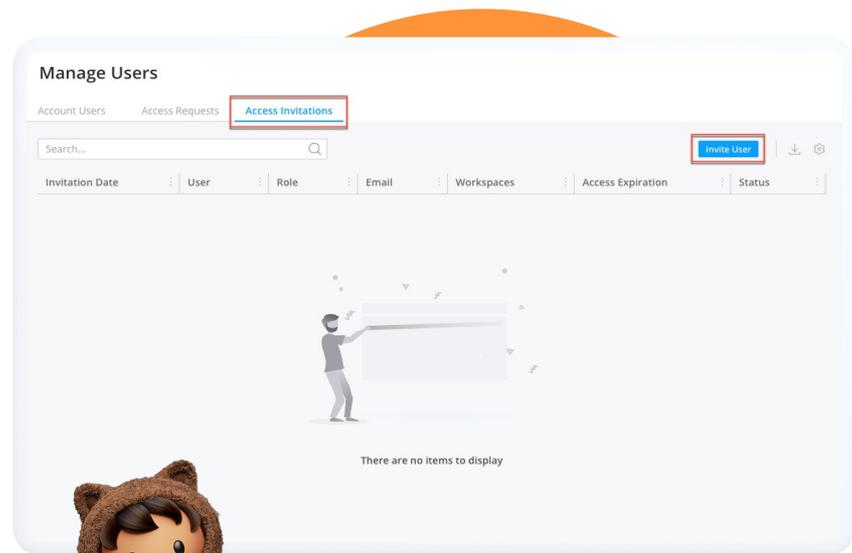
Intelligence users can now invite other Intelligence users to access their workspace using the Access Invitation tab.

Tell me more

View and manage your list of invitations, revoke existing invitation, and send new invitations. Invited users receive an email invitation where they can accept or decline the invitation within two weeks.

Where can I find it?

Manage Users > Access Invitations tab



Session Timeout



What's new?

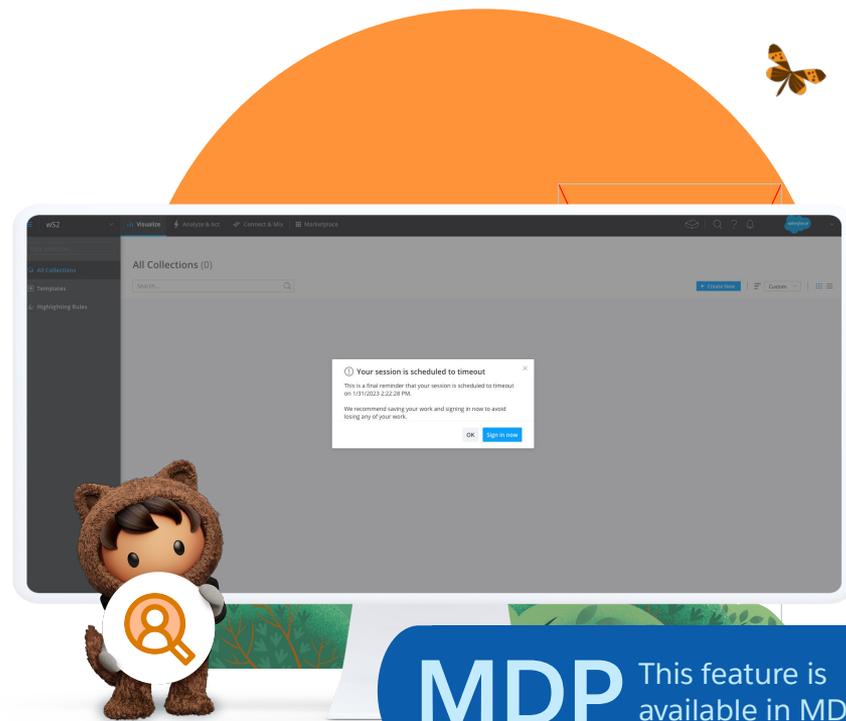
Regardless of activity, users are now forced to sign into the platform after five days.

Tell me more

Session timeout is the amount of inactive time after which a user is logged out of the platform.

The session timeout period can be set in the account settings. There is now a forced timeout after five days regardless of inactivity.

Users for whom this is relevant will be notified multiple times before the forced timeout.



MDP This feature is available in MDP



Marketplace and Apps Updates



Scenario Planning & Media Lift Reporting



What's new?

Marketing Evolution enables marketers to drive sales, understand customers and make better decisions faster with AI algorithms for tactical and strategic media mix measurement and optimization in MC Intelligence

Tell me more

Planner - Optimize media budgets for every channel (and placement) via the 'always on' Scenario Planner to plan the most effective advertising campaigns and adjust them while they're running to improve Return On Advertising Spend.

Reporting - A customizable pivot builder of granular marketing/media mix placement incremental attribution data.

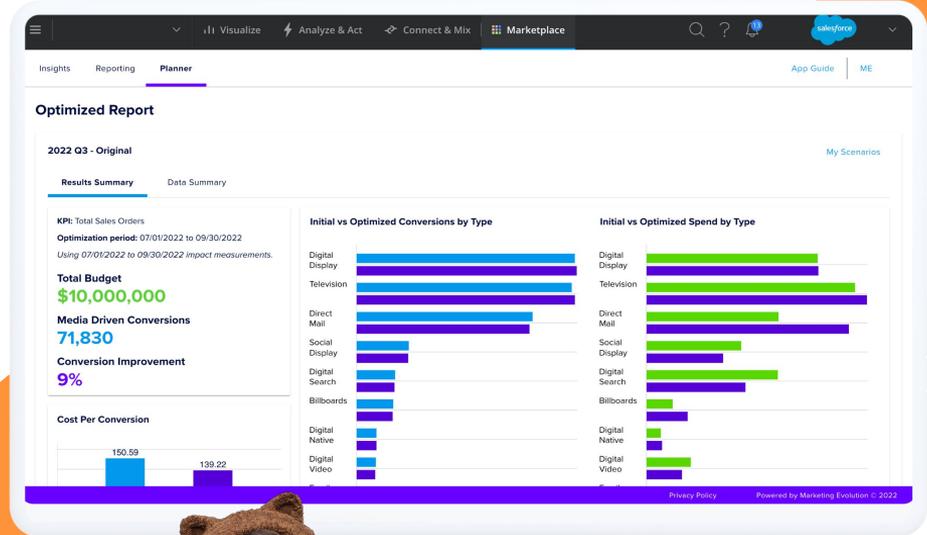
Insights - An overview of media activity with incremental attribution results by mix via interactive charts

Where can I find it?

Marketplace > Scenario Planning & Media Lift Reporting for Marketing Cloud Intelligence (Paid)

Resources

[AppExchange Listing](#) | [Get It Now](#) | [App Guide](#)





Thank you

