Release Notes - January 16 2014

Analytics: Link Accounts, hide report suites, new search engine reports, updated reports and Tableau integration in data warehouse. Social: VK support, ctx.ly support, Code Block functionality. Target: Estimate revenue lift, Undo/Redo, compression for mbox responses, and more. Search&Promote updates. Audience management DIL 4.8.

Latest updates:

- February 6 2014: Released an update to AppMeasurement for JavaScript and the Audience Manager DIL to resolve a compatibility issue. See AppMeasurement and Mobile SDKs.
- January 28 2014: See What's New in Dynamic Tag Management
- January 20 2014: See *Link Accounts* in New Features in Analytics

Release date: **January 16 2014**

- Marketing Cloud and Shared Capabilities
- Adobe Analytics
- Adobe Social
- Adobe Target
- Media Optimizer
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Capabilities

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Collaboration and Sharing Interface (Feeds and Boards)
- Dynamic Tag Management
- Adobe Mobile services
- Data Connectors

Collaboration and Sharing Interface (Feeds and Boards)

Features and fixes for the January 2014 release:

- Release 14.1.1 is a maintenance release that focuses on speed, stability and security.
- URLs from sites supporting oEmbed such as Youtube, Twitter, etc. can be dragged into Marketing Cloud boards.

Analytics users: See *Link Accounts* in New Features in Analytics for new information about linking Analytics with the Adobe Marketing Cloud.

See Release Notes in the Marketing Cloud for cumulative release notes.

See Getting Started with Adobe Marketing Cloud for more help.

Dynamic Tag Management

Note: Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for the most current release information.

Fixes for the **January 21 2014** release:

Fixed Issue	Description
Fixed UI bugs with Scheduling feature.	The Scheduling feature had a number of UI bugs relating to element styling, etc. which have now been fixed.
User can now correctly set global campaign in Adobe Analytics tool.	Fixed issue where campaign values set in the Adobe Analytics tool were not being retained when the tool was saved.
Fixed formatting of tool-tips.	Fixed display formatting issues relating to tool-tips.

Fixes for the **January 16 2014** release:

Fixes for the January 16 2014 release: Fixed Issue	Description
Akamai hosting is the default embed option for new web properties.	DTM is migrating from Amazon S3 to Akamai as the primary external hosting option in efforts to provide DTM customers a more reliable hosting experience. We encourage all current customers utilizing Amazon S3 hosting to transition to Akamai as soon as possible, so that they may take advantage of increased performance due to Akamai's globally distributed network. All *new companies* created after January 15, 2014 will have Akamai as their external hosting option by default. Companies created prior to January 15, 2014 will be able to choose between Akamai and Amazon S3 until this option is deprecated on December 31, 2014. Any new *properties* created within DTM companies that existed prior to January 15, 2014 will also have the option of choosing between Amazon S3 and Akamai.
Paginated user lists.	User lists for companies and web properties are now paginated (if the company or web property has more than 25 users). This change was done to improve both user experience and platform performance.
Company administrators may delete web properties.	Use caution when taking this action, because deleting the web property removes all tools, rules, and settings and **cannot be undone**.
Multiple rules containing custom Adobe Analytics code now fire correctly.	Previously, if multiple page load rules fire and they all had custom code for Adobe Analytics, only one of the rules would take effect.

Fixes for the January 16 2014 release: Fixed Issue	Description
Batch deactivation of rules now working.	Fixed an issue that was causing batch deactivation of rules to show as having taken effect in the UI, but were not actually deactivated in the library.
Login page reskin.	Login via Adobe ID now looks identical to the login page for `marketing.adobe.com`.
Opt-out of nonessential emails.	Users will now see an option on their Account Settings page to opt out of non-essential emails, such as approval and publish notifications, note creations, and so on. Essential emails, such as invitations to new companies, properties, and password resets are still sent.

See Dynamic Tag Management Help for more information.

Adobe Mobile services

Adobe Mobile services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the Mobile service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions.

Learn more at Adobe Mobile services documentation.

Feature	Description
Custom data content page	This page lets you view and manage Analytics variables directly in Adobe Mobile, and easily map context data variables to Analytics variables.
Filter enhancements	Filters now include all variables available in your report suite. You can now create filters using the contains operator, and multiple filters can be connected using and-or statements.
Performance enhancements	Several performance enhancements, including reduced App load times on initial launch.

Fixes for the January 16 2014 release:

- Added friendly names for new iOS devices, such as iPhone 5s, to the device filter list.
- Fixed an issue that caused a blank login page to appear if you logged in with your Adobe ID to marketing.adobe.com or to adobe.com before Adobe mobile services.
- Target campaigns are now created as landing page campaigns instead of A/B campaigns.
- Settings are preserved if you re-add an app after it is deleted. This preserves configuration data if an app is deleted accidentally.
- Fixed an issue that prevented creating a report suite for login companies that did not have ad hoc analytics enabled.
- Fixed an issue that caused a crash when a filter was applied to the Overview Report.
- Removed Chrome browser navigation warnings from pages when data was not at risk of being lost. Chrome browser warnings now appear only when form data has been entered but not saved.

- Fixed an issue that prevented filtering using *city*.
- Graphs now show labels with appropriate granularity instead of always using seconds.
- Fixed an issue that caused activation dates in Target campaigns to sometimes be set with an incorrect time zone.
- Removed unusable options from the entry page on a pathing reports.
- Fixed an issue where autocomplete was populating filter values with friendly names instead of the associated value.
- The App Overview Report in marketing reports & analytics now uses the unique visitors metric instead of the daily engaged users metric.
- Fixed an issue where a graph displayed rounded values while the data table displayed exact values. The graph now displays the value as listed in the data table.
- Fixed an issue that caused a new experience to be inadvertently created when renaming experiences.
- Fixed an issue that caused the key color to not align with the value on some pathing reports.
- Fixed an issue that caused the sidebar to move content to the left even when the sidebar was closed.

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Data Connectors

Feature	Description
Take Over option added to General Settings.	(Admins) Added the **Take Over** option on the Configure tab, under General Settings. When you click this feature, you become the administrator of an integration. This feature lets you remove the integration if necessary. It is useful if the administrative user who created the integration was changed to a non-administrative user.
Reusable reserved variables for mapping.	If reserve variables exist, the Variable Mappings menu now displays the **Reserved Variable** feature. This selection displays all the available, existing reserved variables for mapping. If a reserved variable is in use, the system issues a warning that you are about to reuse and potentially rename a variable used in other integrations **Note:** Reusing a shared variable applies the name change to all the integrations using the variable.
Keep the reserved variable menu item.	Added this option to the Deactivate Integration pop-up. This feature lets you keep the related menu item in marketing reports & analytics when deactivating an integration that uses a reserved variable. (Previously, reporting menus generated by an integration were deleted when the integration was deactivated.)

Analytics

New features and fixes in Analytics.

- New Features in Analytics
- Fixes:

- Marketing Reports & Analytics
- Report Builder
- Ad Hoc Analysis
- Data Workbench (Analytics Premium)
- Data Warehouse
- Clickstream Data Feeds
- AppMeasurement and Mobile SDKs

New Features in Analytics

Note: Important note for all customers using data feeds: Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics, but the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

Feature	Description
Link Accounts (updated January 20)	Adobe Marketing Cloud gives you one login for all your Adobe Digital Marketing services and provides new tools for collaboration. When you click **Link Accounts**, you can create an Adobe ID (or use your existing Adobe ID), and then link your Analytics solution to the Marketing Cloud. Linking accounts enables you to: • Sign in to marketing.adobe.com using your Adobe ID. • Access the Analytics solution from the Marketing Cloud. • Use your Adobe ID to automatically sign in to Analytics (and other solutions) from the Marketing Cloud. **Note:** *Link Accounts* displays in marketing reports & analytics after your log-in company has been enabled by Adobe in the Adobe Marketing Cloud. See Administrators - Getting Started in Marketing Cloud help for more information.
Ability to hide report suites in marketing reports and analytics.	You can prevent report suites from being shown in the report suite selector drop-down menu.
New search engine reports in data warehouse	The following search engine reports are now available in data warehouse: • Search Engines - Paid • Search Engines - Natural • Search Keywords - Paid • Search Keywords - Natural

Feature	Description
Updated data warehouse reports	The following data warehouse reports were updated to match the logic used by marketing reports & analytics and ad hoc analysis: • Referrers • Referring domains • Referrer type • Search Engines - All • Search Keywords - All These updated reports work with past date ranges, and all scheduled reports will be automatically switched over to use the new logic.
Updated breakdowns in the data warehouse web services API	In conjunction with the change described in *Updated data warehouse reports*, you must use new elements in your data warehouse web services API requests to report breakdowns that match the logic used by marketing reports & analytics and ad hoc analysis. See data warehouse API on Developer Connection.
Tableau Integration with data warehouse	Data warehouse can now export data in Tableau TDE format. To request a report in Tableau format: 1. In the **Schedule Delivery** section of a **Data Warehouse Request**, click the **Advanced Delivery Options** link. 2. Select **Tableau Format (TDE)** as the **Report Format**.

Marketing Reports & Analytics

Fixes for the January 2014 release:

- Fixed an issue where the Key Metrics Report displayed incorrect totals for calculated metrics. Calculated metrics now always show "N/A" for the total in this report. This is consistent with all other reports, where calculated metrics are used.
- Fixed an issue where, in Internet Explorer 8 and 9, the dashboard did not display fallout reports.
- Fixed an issue where the correlation between Referrer Type and Referring Domains was not available in the Data Extract wizard.
- Fixed an issue where the breakdown of a classification by a root value worked, but breaking down the root value by a classification did not work. The fix works only for version 15 data.
- Fixed an issue that prevented new BOT rules from being created in Internet Explorer 9 or 10.
- Fixed an issue that caused a database error when a report suite ID started with a number.
- Fixed an issue that caused scheduled reports to fail for trended reports that had no data, and where the delivery format was HTML.
- Fixed an issue where multi-byte characters strings that were sent to the *s.pageName* variable were truncated to 100 bytes. This prevented the character from being visible in the Pages Report.
- Fixed an issue that prevented SearchCenter reportlets from showing up in dashboards.
- Data sources can now import data for all Marketing Channel types. Previously data sources import was limited to Marketing Channels with a channel type of "offline".

- Web log data sources now properly recognize the URL parts provided in the log files. This resolves issues where URL prefixes were not being recognized correctly.
- A new version of Visitor Click Map was released that works on the latest versions of Firefox, starting with Firefox v22.

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Report Builder

Fixes for the January 2014 release:

- Fixed an issue that caused VBA macros to return right away instead of waiting for the VBA macro to complete.

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Ad Hoc Analysis

Fixes for the January 2014 release:

- Non-administrators logging in with the legacy single sign-on (SSO) feature were unable to create a new schedule for reports. After attempting to schedule reports, the standard user would receive an error stating "Ad Hoc Analysis is unable to submit this request at this time. Please try again later." This is now fixed to allow all users the ability to create new report schedules.
- For appropriate fields, an **Other** item was added to Ad Hoc Analysis identical to the same fields displayed in Marketing Reports and Analytics.
- The **Searches** field will no longer search for "page views" in Ad Hoc Analysis, behaving similar to the **Searches** metric in Marketing Reports and Analytics, which does not search for "page views."

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Data Workbench

No updates in this release.

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Data Warehouse

Fixes for the January 2014 release:

- Transactional data sources data (offline data uploaded using a transaction ID) is no longer included in the Visits-All Visitors and Visitors metrics. This was changed to match marketing reports & analytics.
- Case sensitivity for page name-based dimensions (next page, previous page, and so on) now use the same case-sensitivity setting as page name (Page column in reports).
- A change was made to increase performance when reporting multi-valued variables. In reports, each value that is contained in a multiple-valued variable is broken down by every other value, which often results in extremely large data sets and was causing report delivery failure in some circumstances. This change limits the number of breakdowns returned for a list variable to 1000 per hit, instead of limiting the number of multi-valued variables that can be included on a report.
- Added support for adding non-conversion breakdowns (such as props) to a report that includes participation metrics (either event participation or eVar instance participation.) This change matches ad hoc analysis. Previously, the metric reported in this type of report configuration was not a participation metric.

- When applying a segment based on a conversion classification that uses the *is null* and *is not null* operators, line items where a key value has been set but no classification value exists were incorrectly filtered. When the *is not null* filter was applied, these values were excluded. Wen the *is null* filter was applied, these values were included. These line items are now included and excluded as expected.

- When calculating Time Spent on Page, data warehouse now recognizes when a hit was received with an older timestamp than the previous hit (out-of-order). When this occurs, time spent is now considered to be 0 rather than a negative number.

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Clickstream Data Feeds

Note: **Important note for all customers using data feeds:** Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics, but the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.2.2

Updated February 6, 2014

- Fixed a compatibility issue with the Audience Manager DIL module. Audience Manager customers must also update to version 4.8 of the DIL module.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social

Features and fixes for the January 2014 release.

New Features and Enhancements

Feature	Description
VK support	VK (VKontakte) is a supported listening provider. VK, similar to Facebook, is used primarily by Russian-speaking users around the world. With the 2014 Winter Olympics in Sochi, Russia, this feature provides clients with an opportunity to enter and play a role in social areas that were previously untapped.
ctx.ly link shortener support	Social now supports ctx.ly short URLs using custom domains.
Enhanced Code Block element support in the Application Builder	Enhanced the Code Block element functionality. There are now separate input boxes for HTML/CSS and JavaScript. You can also enable or disable JavaScript from running in the Social Application Builder.

Fixes

- Made more than 185 back-end fixes to improve the performance, usability, and reliability of the product.
- Fixed an issue that caused inconsistencies when customers in areas that do not observe Daylight Saving Time (Arizona, for example) set their time zone preferences in Settings > Preferences and when publishing posts and applications.
- Fixed an issue when editing the settings for a Facebook page that caused the Owner, Moderation and Insights, and Prediction settings to not respect their previous settings.
- Fixed an issue that prevented Social campaigns from displaying in the Overview Dashboard'sCampaign reportlet, even though the campaigns displayed correctly in the Social Campaigns report.
- Fixed an issue with the Overview Dashboard that caused data to be missing from its Social Buzz reportlet, even though data displayed correctly in the Social Buzz report.
- Fixed an issue that caused the Overview Dashboard and Social Buzz report to contain no data when customers with a large number of listening rules had some empty Display Name classifications.
- Fixed an issue on the Overview Dashboard'sSocial Buzz reportlet that sometimes caused "unspecified" to display as a listening rule.
- Fixed an issue that caused the Overview Dashboard's Campaigns reportlet to be blank when Instances was the selected metric.
- Made changes to the Social Buzz report so that if an incompatible classification and display name are used as filters, the report is blank (no metric data displays). This change ensures that the expected results display.
- Fixed a display issue where the Real-Time selector was misaligned in a minimized Social Buzz report window.
- Made changes to the metric selector in the Social Buzz report so that it contains all active listening rules, even if rules have no mentions.
- Fixed issue where the Display Name and Post by Platform reportlets on the Social Buzz report displayed inconsistent numbers.
- Fixed an issue that prevented data from displaying in the Social Buzz report if classifications did not have display names.
- Fixed an issue where removing filters from the Social Buzz report incorrectly sorted the displayed results.

- Fixed an issue that sometimes caused the trendline to not display correctly in the Social Buzz report.

- Fixed an issue that prevented the Related Terms reportlet in the Social Buzz report from populating correctly when filtering by two display names.

- Fixed an issue that caused incorrect sorting in the Social Buzz report after removing filters.

- Fixed an issue that caused the Social Buzz report to display data from a blacklisted term.

- Follower Count has been added to the Excel spreadsheet that you can export from the Social Buzz report.

- The display name that captured data for each verbatim has been added to the Excel spreadsheet that you can export from the Social Buzz report.

- Fixed an issue where Adobe Analytics campaigns were incorrectly displayed in the Social Campaigns report for those customers that had not yet published to an Adobe Social campaign.

- Fixed an issue that caused metric number discrepancies between the different reportlets on the Campaigns Details report.

- Fixed an issue that prevented all post types from displaying in the Campaign Timeline reportlet in the Campaign Details report.

- Fixed a navigational issue when viewing an individual post from the Post Analytics report. When users close the post to return to the Post Analytics report, the report now displays in whichever mode the user previously was viewing (list view or roll-up view).

- Fixed an issue that prevented users from sorting the Clicks column in the YouTube section of the Post Analytics report in roll-up view.

- Fixed an issue that caused inconsistent numbers reported for ctx.ly links in the Post Analytics report.

- Fixed an issue that caused discrepancies in engagement numbers between the Post Performance reportlet on the Post Analytics report and the engagement numbers in the posts's Post Details report.

- Fixed an issue that caused tags to not display in the Post Details report.

- Fixed an issue that caused the incorrect number to display for New Followers in the Property Details report.

- Changed the column header on the Twitter tab in the exported Post Performance report from Followers to Reach.

- Fixed an issue that caused the wrong notification email message to be sent when posts are approved.

- Changed the notification messages so that the text is more understandable for users when a post fails.

- Changed how Social reports errors to the administrator when a post fails. The actual error message from the platform is used in the notification message.

- Fixed an issue that caused links pasted into the Publisher to be added in the wrong place (at the beginning or middle of the post's text).

- Fixed an issue that caused broken links after customers copied shortened URLs from the Publisher and pasted them elsewhere (in a reply, for example).

- Fixed an issue with the Facebook API that was causing posts to fail.

- Fixed an issue that caused links displayed in the Publisher preview and in the Content Calendar to be different than the links in the posts after being published to Facebook.

- Fixed an issue that prevented changes made by the auto-correction feature in the Content Calendar from persisting in the published post.

- Fixed an issue that caused images to be rotated after being published.

- Fixed an issue that caused unreliable video posting to Facebook.

- Fixed a display issue that some customers experienced when creating posts in the Content Calendar. In some situations, this issue caused edited posts to contain the original text after being published.

- Fixed an issue with the Predictive Publisher feature that sometimes caused it to recommend odd times (during the night, for example) or times in the past.

- Fixed an issue that caused discrepancies in the number of engagements displayed on an application's tile on the Apps Overview page and the number reported after exporting the application's results by clicking the wrench icon.

- Fixed an issue that caused the Share Story pop-up for mobile applications to use stock information rather than customized text.

- Fixed an issue that prevented the Twitter backfill feature from working correctly for a few customers.

- Fixed a problem that prevented expired campaigns from displaying on the Campaigns page (Settings > Campaigns) even though the Show Expired option was enabled.

- Changed the column header on the Users & Groups page (Settings > Marketing Cloud Users and Groups) from Last Login to Last Visit to more accurately describe the expected behavior.

- Added a warning message when a users attempts to reauthorize a Twitter account other than the account that the user is currently logged in to.

- Fixed an issue that caused Social to display Twitter reauthorization warnings too frequently (when accounts do not need to be reauthorized).

- Fixed an issue that prevented certain actions, such as reply, from the Twitter Moderation module.

- Changed the behavior when users log in to Social from one computer or browser and then subsequently log in to the same account using a different computer or browser. The previously selected report suite automatically loads regardless of the computer or browser used.

- Fixed an issue that caused Social to load exceptionally slow for certain customers, which made it appear that the product wasn't functioning correctly.

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Target

New features and fixes in Target.

- Target Standard
- Target Advanced
- Recommendations
- Search&Promote

Target Standard

Target Standard 1.4 (releasing January 20, 2014) contains the following features, fixes, and known issues.

New Features

Feature	Description

Feature	Description
Estimate revenue lift	Target can estimate the revenue lift you would attain if all users view the winning experience. This estimate calculates the amount of lift achieved by the winning experience and your total number of visitors over the life of the test, and shows the lift you might achieve if every visitor sees the winning experience, if the trends continue as they have during the test. The accuracy of the estimate depends on a number of factors, including projected figures if current trends continue. These values are estimates based on past performance and should not be used for financial guidance. Future results may vary.
Undo/Redo	You can undo changes you make to your activities during an editing session. You can also redo undone changes.
Move element	You can move elements on your page. Unlike Rearrange Elements, the **Move** option does not shift other elements to make room for the element being moved. Use your arrow keys to fine tune the move.
Resize element	You can resize an element on your page. When you select **Resize**, a handle appears in a corner of the element that lets you drag that corner to resize.
Target a location when setting up an audience	When creating an audience, you can select a location (mbox) and specify parameters for that location.
Preview links	Preview links work as expected.

Fixes

- Fixed issues that prevented preview links from working as expected.

Known Issues

This release includes the following known issues. These issues will be fixed in an upcoming update.

- Click tracking does not work on elements that have been rearranged using the Visual Experience Composer. Avoid setting up click tracking on rearranged elements until this is bug is fixed.

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Target Advanced

This release includes the following enhancements.

New Features

Feature	Description

Feature	Description
Enabled compression for mbox responses.	All mbox responses with content greater than 2K will be compressed. Any response smaller than 2K won't be compressed. This option can be changed to a lower value.
	The difference in size due to compression depends on the data.
	This compression occurs on all common browsers. There are no changes required on the client side.
	There are no changes in `mbox.js`, so no update is required.
Added button on the Profile Attributes page to refresh in-mbox profile attributes.	Allows you to refresh the profile attributes now instead of waiting for the automatic refresh.

Fixes

This release includes the following fixes:

- Fixed an issue where a dynamic offer stored on the client's site did not display properly if `display:none` was not set.
- Updated mobile device database so recent devices, including the Samsung Galaxy S4 are targeted properly.
- Fixed an issue where multiple periods in a domain prevented user creation.
- Fixed an issue where an offer name with multibyte characters was unreadable when passed to Adobe Analytics.
- Fixed an integration issue between Target and Insight (data workbench) that resulted in some segment settings not being saved.
- Fixed an issue that caused some parameters to be reset when the visitors' host changes include a subdomain change.

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Recommendations

Recommendations 14.1-TR-2.15.5 (releasing January 21, 2014) contains the following enhancements and fixes.

Enhancements

Enhancement	Description
Increase the number of data feeds shown to users on the **Product** > **Feeds and Uploads** page.	Previously, Recommendations displayed the last five data feeds on the Feeds and Uploads page, although the entire history was stored. You can now use a URL parameter to configure how many days back are shown in the data feed history.

Fixes

- Fixed an issue where different versions of the Recommendations algorithms returned different information.

- Improved the report suite feeds using a new compression technique. This fixes an issue where report suite feeds sometimes failed due to an unexpected EOF error.

Search&Promote

New Features

Feature	Description
Stemming dictionaries added	Stemming dictionaries were added for Indonesian and Turkish languages.
Export reports	You can now export data to CSV from the Terms Report, the Null Search Terms Report, and the Search Requests Report.
Do not associate	You can now control which two words should not be associated together in search results, such as "Sweatshirt" and "Shirt". **Note:** This feature is not enabled by default. Contact Adobe Customer Care to activate the feature in Search&Promote for your use.

Fixes

- You could not add results in a Recommended zone that were outside the currently selected faceting criteria.
- You could not save results-based rules for an account with HTTPS-only searching.
- Setting up a Business rule for "is not a mobile phone" did not work.
- Performing an inventory filter search did not return results.
- The Size facet order was not getting updated.
- Added the option for a "custom" rule definition to the Query Cleaning page.
- The Terms report was repeating entries if there was not enough data.
- Pushing a single business rule live was working in Staging mode, but failing in Live mode.
- Auto-complete edits to Include or Exclude lists were not saved in History and, therefore, could not be reverted.

See also Adobe Search&Promote Help.

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Media Optimizer

New features and fixes in Media Optimizer.

Audience Management DIL 4.8

Updated February 6, 2014

- Released DIL 4.8 to fix a compatibility issue with the AppMeasurement for JavaScript library. Analytics customers must also update to version 1.2.2 of AppMeasurement for JavaScript (this change does not impact customers on H code).

- Audience management release notes.

- Advertising management Help for advertising management is available in the product at **Help** > **Help Contents**.

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Experience Manager

New features and fixes in Experience Manager.

- Adobe Experience Manager
- Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - February 20 2014

Marketing Cloud: OEmbed feature; Analytics: Join Marketing Cloud button, processing rules updates, Heartbeat video measurement, data warehouse hourly reports, and more; Social 3.2; Target Advanced 3.9 and Target Standard 1.5; Audience Management DIL 4.8.

Release date: **February 20 2014**

- Marketing Cloud and Shared Capabilities
- Adobe Analytics
- Adobe Social
- Adobe Target
- Media Optimizer
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Capabilities

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Collaboration and Sharing Interface
- Dynamic Tag Management
- Adobe Mobile Services
- Data Connectors

Collaboration and Sharing Interface (Feeds and Boards)

Planned release date: February 24, 2014 release.

Feature	Description
OEmbed	OEmbed sharing is now supported on more sites. See Embedding Content in Marketing Cloud help.
Refresh Data	The **Refresh Data** icon for a graph on a card is now hidden if the solution does not allow a data refresh.
Join Marketing Cloud	See Join the Marketing Cloud for information about linking your solution accounts (Analytics, Social, and Target) with your Adobe ID.

Fixes:

- Fixed an issue that prevented shared Analytics reports from applying segment filters.
- Fixed an issue causing solutions to display on the Marketing Cloud Solutions page as linked, even if the solutions accounts were not linked.
- Fixed an issue that prevented Adobe Target customers in Asia from being able to click the **Continue to Marketing Cloud** button on the linking page.

- Fixed an issue that prevented the sharing of Youtube videos.

See Known Issues for more information.

See Getting Started with Adobe Marketing Cloud for product help.

Dynamic Tag Management

Note: Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for the most current release information.

See Dynamic Tag Management Help for more information.

Adobe Mobile services

Adobe Mobile services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the Mobile service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Fixes for the February 2014 release:

- If you log in using an Adobe ID that is not yet mapped to an Analytics account, you are now redirected to Marketing Cloud to map your accounts.
- Fixed an issue that caused the chart to not display in some circumstances on a totals report.
- Added a "starts with" filter using the caret (^) character, so you can now filter on var contains "^value" to match values starting with "value".
- Fixed an error that occasionally occurred when using Target functionality for the first time.
- Changed the default privacy status in the mobile SDK configuration file to opted in (Send data until the user opts out).
- Corrected the SDK documentation to indicate that the configuration value for opt unknown is "optunknown".
- Changed behavior of help tooltips to close on second click.
- Fixed View States report interactions on iPad.
- Made output form fields, such as rsid, selectable.
- Fixed getting an unnecessary "Are you sure you want to leave?" prompt.

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Data Connectors

Features added to the February 20, 2014 release.

Feature	Description
Paid Keywords and Natural Keyword breakdown data	Customers can grant partners the access permission to Paid Keywords and Natural Keywords breakdown data.
Separating optional variables	Partners can separate the optional variables in different processing rule groups. This prevents the mutual effect between multiple processing rules when customers do not specify any mapping variables for the optional ones.

Feature	Description
Silverpop - Client-specific tracking code	When customers activate a Partner Silverpop integration in data connectors, a client-specific tracking code (tag) from Silverpop will be provided. You can also import the tag into Adobe Tag Manager.

Web Services

The Reporting and Admin 1.4 web services APIs are now available, and were enhanced with the following capabilities:

- oAuth Authentication
- Pathing support (Next/Previous Page, Next/Previous Page Flow, Path Finder, Fallout)
- Enhanced permissions
- Robust error reporting with more descriptive messages. Over 50 new error messages were added to the Reporting API.
- Additional enhancements, including simplified report definitions, and better consistency across the API.
- Smarter defaults to make it easier to get started.
- Major rework of many of the methods to make them easier to use.
- Hundreds of bug fixes.

See Reporting API 1.4 What's New and Admin API 1.4 What's New for details.

API version 1.3 continues to be supported, though we encourage customers to migrate to the 1.4 API to leverage these improvements.

API version 1.2 is now deprecated (security fixes only) and is scheduled for end-of-life early 2015.

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Analytics

New features and fixes in Analytics.

- New Features in Analytics
- Fixes:
    - Marketing Reports & Analytics
    - Report Builder
    - Ad Hoc Analysis
    - Data Workbench (Analytics Premium)
    - Data Warehouse
    - Clickstream Data Feeds
    - AppMeasurement and Mobile SDKs

New Features in Analytics

Note: **Important note for all customers using data feeds:** Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

Feature	Description
Processing Rules enhancements	Processing rules have been enhanced with the following new features: • Max rules increased from 50 to 100 for each report suite. UI enhancements were also made to improve performance when displaying large numbers of rules. • "Else" condition support for rules lets you take action when a condition is not met. • When copying rules between report suites, you can now append rules to the target report suite rather than overwriting all rules. • When setting an event value with context data, empty context data variables no longer increment events.
Data warehouse hourly reports	Hourly reports that contain the previous hour of data can now be scheduled in data warehouse.
Analytics Reporting and Admin 1.4 APIs	The Reporting and Admin Web Services APIs were updated with several new features. See Web Services for details.
Additional browser and OS types available in clickstream data feeds	The browser and OS type data feed columns have been expanded to provide additional mobile browser and OS types. The corresponding lookup files were also updated to provide details on the new types.
Heartbeat Video Measurement	Heartbeat Video measurement was updated with a simplified API structure and additional support for video players on iOS and Android.
Join Marketing Cloud (Link Accounts)	Joining the Marketing Cloud lets you link your solution account (such as Analytics, Social, and Target) to your Adobe ID. After you join, you can use one login (`<your company>.marketing.adobe.com`) to access all of your Adobe Digital Marketing products and services. The *Join Marketing Cloud* button displays in marketing reports & analytics after your administrator adds you as a user to a group in the Marketing Cloud. (You may already have received an email invitation to the Marketing Cloud and linked your accounts.) See Join Marketing Cloud for more information. Administrators, see Administrators - Getting Started.

Marketing Reports & Analytics

Fixes for the February 2014 release:

- Alerts for hourly visits were erroneously sending out alerts, even though the alert condition was not met. Alerts for hourly visits now work correctly.
- Fixed permission issue for Marketing Channel Overview report.
- Fixed an issue that prevented searching when a report was sorted by a numeric classification and was displaying a calculated metric.

- Adding bounce rate to a classification report caused the last line item to appear twice in the report.
- Fixed an issue in Classification Rule Builder that caused a "There are not classifications available" error to display and custom variables names to be changed when rules were edited after selecting a different UI display language.

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Report Builder

Not updated in this release.

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Ad Hoc Analysis

Fixes for the February 2014 release:

- Reports that end in the future—such as "this week" or "this month" —where the ending date was in the future would append with the wrong filename. Dates from the past—such as "last week" or "last month"—reported as expected. Both future and past date ranges are now appended correctly and work as designed.
- When creating reports for specific pages with the same name but not the same case, such as adding "Payday-Server-login" and then adding "payday-server-Login" would not be allowed. Report names are now case-sensitive to allow both of these reports to be added.
- Certain projects where dates were explicitly identified in the side panel would not open. This has been fixed.

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Data Workbench

No updates in this release.

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Data Warehouse

Fixes for the February 2014 release:

- Fixed an issue that caused some Japanese characters to display incorrectly when the UI language was set to English.

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Clickstream Data Feeds

> **Note: Important note for all customers using data feeds:** Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

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- The browser and OS type data feed columns have been expanded to provide additional mobile browser and OS types. The corresponding lookup files were also updated to provide details on the

new types.

AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

No updates in this release.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social 3.2

Features and fixes for the February 2014 release.

New Features and Enhancements

Feature	Description
WordPress support	WordPress is now a supported listening provider. WordPress, the world's largest blogging and content creation platform, is used to create more than 70 million blogs. WordPress users create more than 180,000 new posts per day.
Listening rules	All listening rules now support the use of the Any (OR) operator.
Data retention	Social now retains listening data for two years instead of two months. Archive and retrieve up to two years of social listening data beginning Jan 16, 2014 and on.
Average Sentiment gauge on Social Buzz report	Added a new widget to the Social Buzz report to show average sentiment for the selected listening rules.

Feature	Description
Metric selector	You can now select and order the metrics that display on the Properties Overview and Post Analytics Roll-Up View reports.
Publisher usability enhancements	The Publisher includes the following usability enhancements: • Individual Social users can enable or disable the Post Predictions feature. • Improved scheduling workflow makes it easier to post content according to schedule (the default), post content using the recommended time for optimal results, or post content immediately. • Individual users can specify link-shortening preferences, including enabling or disabling automatic inline link shortening in the Publisher and selecting a default shortener to use for all inline links.
Back-end data collection improvements	Made back-end enhancements to improve the speed and reliability of the back-end data-collection processes in Social. These improvements impact the data shown in the Social Buzz report and in the Moderation module.
Improved Content Calendar response time	Back-end enhancements improve the load and response times for the Content Calendar List, Month, and Week views.
Improved error messaging in Publisher, Content Calendar, and notification email messages	Improved the error messages users can receive when publishing content using the Publisher or Content Calendar. New error messages contain detailed information about internal failures and external failures (social platform) and contain information to troubleshoot the problem, if applicable.
Important documentation updates	New topic detailing best practices for a successful experience with a new product release. Sections explain how to best manage posts before, during, and after the monthly maintenance window. New topic containing resources to help you become acquainted with the new features in each release of Adobe Social. Resources include Capability Spotlights, New Feature Guides, and quick how-to training videos demonstrating new features.

Fixes

- Made more than 500 back-end fixes and enhancements to improve performance, scalability, usability, and reliability.
- Fixed an issue that caused the Social Buzz report to time out if left open for long periods in a Chrome browser.
- Fixed an issue that caused discrepancies between the number of daily mentions reported in the Social Buzz report and the number of daily mentions reported in the Display Name custom report.
- Fixed an issue that sometimes caused discrepancies between the number of engagements reported for a post in the Post Analytics report and the number of engagements reported in that post's Post Details report.

- Fixed an issue that caused engagement numbers in the Post Details report for a retweet to reflect the original tweet's numbers.

- Fixed an issue that sometimes caused metric numbers in the Post Analytics report to not display.

- Fixed an issue that prevented the number of Facebook link clicks from displaying correctly in the Post Details report.

- Changed how the Engagement Rate metric in the Post Analytics report displays for Facebook and Google+ pages that have no engagement. In previous releases, the cells were blank. Now "--" displays.

- Fixed an issue that caused the total number of Likes and Followers in the Properties Roll-Up report to not display for Facebook and Twitter properties.

- Fixed formatting issues that caused truncated column titles in the Property Overview report for LinkedIn and YouTube properties.

- Fixed an issue that caused inconsistencies for LinkedIn properties when viewing metrics on the Properties Overview and Property Details reports.

- Fixed an issue that prevented the Properties Roll-Up report from displaying correctly on mobile devices.

- Fixed an issue that prevented LinkedIn posts from being properly filtered by Tags in the Post Analytics and Post Details reports.

- Changed the behavior of the Properties filter for Twitter accounts in the Post Analytics report. The drop-down list now displays the Twitter handle rather than the account name.

- Fixed an issue that caused Adobe Analytics campaigns to display in Social. Analytics campaigns should not display in Social.

- Fixed an issue that prevented Social from collecting Facebook insights when Daylight Saving Time starts.

- Fixed an issue that caused posting dates in an export for a Facebook property to be off by one day (actual date, minus one day) due to Daylight Saving Time issues.

- Fixed an issue that caused the order for LinkedIn and Twitter posts to sort differently by date in an exported Post Analytics report.

- Fixed an issue that prevented users from targeting more than eight states when creating a Facebook post.

- Fixed an issue that let users upload a Facebook cover-page image that did not meet the required height requirements, which caused the post to fail.

- Fixed an issue that sometimes caused Facebook photo albums to be posted multiple times.

- Fixed an issue that allowed users to upload a `.pdf` file using the image upload functionality in the Publisher, which caused the post to fail because this is not a supported file format.

- Fixed an issue that caused LinkedIn posts to display incorrectly in the preview and after posting.

- Fixed an issue that let users schedule tweets with more than 140 characters. These tweets would then fail at the scheduled time.

- Fixed an issue that caused the reported number of characters in a URL in a tweet to not match when creating the post in Social and on Twitter.

- Fixed an issue that sometimes caused posts to fail with an "undefined method 'parse_v3_params' for #" message.

- Fixed an issue that prevented users from removing tags from a post in the Content Calendar.

- Fixed an issue that prevented the link thumbnail and title from displaying when editing a post in the Content Calendar.

- Fixed an issue that caused the amount of time for an individual post to load when clicked from the Content CalenderWeek View to take longer than expected.

- Fixed an issue that caused the Content CalendarMonth View and Week View to take longer than expected to load.
- Fixed an issue that caused posts with multi-level approval workflows to take longer than expected to publish.
- Fixed formatting issues in the Content Calender user interface.
- Fixed logo display issues for LinkedIn companies and groups in the Publisher and Content Calendar.
- Fixed an issue that caused a post by the owner of a Facebook page to be marked as spam in moderation.
- Fixed an issue that prevented the Share Story pop-up from displaying after users vote for an entry in a Contest application.
- Fixed an issue that prevented listening rules from collecting data if the specified time zone in the Timezone filter includes "US & Canada" in the time zone's name.
- Fixed an issue that caused the Preview feature for inactive listening rules to not function correctly.
- Changed the behavior of the Twitter Preview feature in the Listening Rule Builder to hide and refresh when users switch tabs (from Active tab to Bulk Upload tab, for example).
- Fixed a listening-rule issue for enterprise providers that prevented collection for phrase matching.
- Fixed an issue that caused an upload error (line numbers off by one line) when performing bulk uploads of listening rules.
- Fixed formatting issues in the Approval Workflow user interface.
- Fixed an issue that caused names to be truncated in the Owner drop-down list when configuring properties (for example, Settings > Facebook Pages).
- Fixed an issue that caused users who were previously removed from Social to display in the exported report of current users (Settings > Users & Groups > Users tab > export).
- Fixed an issue that caused an error when users who do not have the appropriate permissions to change the owner of a Google+ page attempted to change a page's owner. If users do not have the appropriate permissions, they can no longer change the owner in the user interface.

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Target

New features and fixes in Target.

Target Advanced 3.9

This release includes the following enhancements:

Enhancement	Description
Added support for Cross Origin Resource Sharing (CORS) for rawbox requests	The CORS filter is enabled only for rawbox calls.
Allow campaign-level impression capping in the campaign create API	Added the ability to ban users from a campaign if they have seen the campaign a specified number of times.
Internet Explorer 11 support	Browser targeting now works corectly with Internet Explorer 11.

Fixes

This release includes the following fixes:

- Fixed a defect where the same lift calculation was shown for *visitor* and *visit*. The *visitor* number was correct, but the *visit* number was wrong, and *visit* was shown.
- Fixed an error that showed deactivated mboxes in the Mbox Usage report.
- Fixed an error that prevented the login email address from being changed.
- Fixed a user interface defect where long mbox names overlapped on the **Locations** > **Manage** page.
- Resolved a problem that caused custom pcids that did not match the default format to be rejected. These pcids are now accepted.
- Double-byte characters inside an offer did not display correctly when delivered in an AJAX mbox.

Target Standard 1.5

The following Target Standard features will be released on February 24, 2014.

Feature	Description
Preview, simulation and test validation: activity collisions	Target Standard now provides a list of activity collisions. An activity collision occurs when multiple activities are set up to deliver content to the same page. If an activity collision occurs, you may not see the expected content on your page because you've entered a different activity.
	If your activity contains collisions, a Collisions tab appears on the Activity Overview page. Open this tab for a list of activities that are colliding. Click an activity in the list to view the overview page for that activity.
New targeting options: Profile, User	You can now target profile and user parameters.
Add/Insert elements	You can add an element to an existing experience in the Experience Editor.

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Media Optimizer

New features and fixes in Media Optimizer.

Audience Management DIL 4.8

Updated February 6, 2014

- Released DIL 4.8 to fix a compatibility issue with the AppMeasurement for JavaScript library. Analytics customers must also update to version 1.2.2 of AppMeasurement for JavaScript (this change does not impact customers on H code).

- Audience management release notes.

- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Experience Manager

New features and fixes in Experience Manager.

- Adobe Experience Manager
- Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - March 13 2014

Maintenance release with Social moderation features; general fixes in Analytics, Marketing Cloud, Target, Media Optimizer.

Updated: **March 13, 2014**

- Marketing Cloud and Shared Capabilities
- Adobe Analytics
- Adobe Social
- Adobe Target
- Media Optimizer
- Adobe Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Capabilities

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Collaboration and Sharing Interface
- Adobe Mobile Services
- Data Connectors
- Dynamic Tag Management

Collaboration and Sharing Interface (Feeds and Boards)

Version 14.3.1 is a maintenance release that focuses on speed, stability and security. It does not include major new features.

Fixes

- Added the ability to remove your avatar image.
- Fixed an issue preventing you from unlinking your Adobe Media Optimizer accounts.

Known Issues

- Deleting an image in Marketing Cloud Assets does not warn if the image is used in Adobe Target Essentials.
- Refreshing a card from Analytics can sometimes lead to an empty chart in the expanded card.
- Users must log out and log back in for all permission and entitlement changes to take effect.
- When *Remember me* is not selected during login, the user will be logged out after 15 minutes.
- Analytics solution landing page shows formatting errors.
- The Comments link on asset card view is not clickable.
- Marketing Cloud interface can slow down when in parallel use by many users
- Marketing Cloud cannot be linked to Adobe Target, if the Adobe Target login can be used on multiple Target servers.

- Logging in to Marketing Cloud takes longer than a second.
- After adding a custom tag to an asset, no other metadata changes can be persisted.
- Adobe Media Optimizer does not create users automatically when user has been created in Marketing Cloud.
- Options in combo boxes for adding new users temporarily disappear while typing.
- Data shared from Media Optimizer is mis-represented in Marketing Cloud.
- Sharing Flickr images fails.
- Filters applied to trended reports from Analytics are not applied to cards in Marketing Cloud.
- Group and entitlement changes made in user management only take effect after a new login.
- Search&Promote linking is not available from Organizations & Product Access.
- User have to refresh the board to make the deleted cards disappear from view.
- Some Excel or CSV files cannot be uploaded to a board.
- Adobe Media Optimizer simulation cards are not rendering correctly.
- Some PNG files cannot be rendered on a card.
- Beta feedback cannot be submitted.

See Getting Started with Adobe Marketing Cloud for product help.

Adobe Mobile services

Adobe Mobile services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the Mobile service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Fixes for the March 13, 2014 release:

- Added support for Target Standard users.
- Fixed a Target issue that shifted the time zone for start and end dates.
- Changed *Last 30 Days* to be 30 days before today. (Previously, the setting included today.)
- Improved filtering performance on reports.
- Improved the layout of UI elements that were overlapping.
- Fixed display issues on Pathing reports.
- Fixed scrolling issues occurring on Line and Bar charts.
- Added validation for Target audience before returning to Target activity screen.
- Improved how small values display in charts.
- Fix *undefined* incorrectly showing as a heading on filtered reports, rather than the variable name.
- Fixed a line chart display issue occurring when Hourly granularity is selected and incomplete data is present.
- Fixed an issue causing the View States menu item to become unselected when you are customizing a chart.

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Data Connectors

Not updated in this release.

Dynamic Tag Management

Features and fixes for dynamic tag management:

March 11, 2014

- Fixed issue where test files (`ftp_test.txt`) were being left on FTP/SFTP servers after upload was complete. This file is now deleted once the upload is complete as it is only used to test the ability to validate user credentials and is not actually needed by DTM.
- Fixed issue where custom port for FTP/SFTP was not being saved.

March 6, 2014

Feature	Description
Added support for SFTP.	DTM now supports transmitting published files to a client's server via secure FTP (SFTP).
Added support for hierarchy delimiters.	A delimiter can now be specified when hierarchies are used in a rule that sends data to Adobe Analytics. (Previously, the behavior was that all hierarchies were comma-delimited, and any other delimiter required use of custom code.)

Fixes:

- Fixed issue with SVG images in older IE browsers. SVG images that were clicked in older IE browsers (prior to IE version 9) caused errors and would sometimes cause the browser to crash.
- Fixed issue with custom links in direct call rules. Using custom links in direct call rules would generate a Javascript error in the browser.
- Fixed issue with data element rule conditions referencing the wrong name. If a user renamed a data element, and the data element was being referenced in a rule condition, the rule would try to use the most recently specified name for that data element. This issue occurred even if the name change had not yet been published.
- Fixed issue where elements without an HREF attribute caused errors when clicked. This issue is regarding the "linker link" functionality in the DTM engine, which attempts to automatically track any clicked elements on the page. Elements without an HREF were generating errors. The "linker link" code now checks that the element is an anchor tag before attempting to track clicks on it.

Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for cumulative release notes.

Analytics

New features and fixes in Analytics.

Yahoo no longer providing search keywords

Yahoo recently made a change to remove keywords from natural searches. As a result of this change, some searches from Yahoo are not currently being identified, which is causing a drop in the number of Yahoo searches being reported.

On March 20, 2014, Adobe Analytics will implement a change to correctly identify searches from Yahoo. After this date you'll see the number of searches from Yahoo return to prior levels, and an increase in the instances of "keyword unavailable" on the Traffic Sources reports as a result of the removal of keywords

by Yahoo. Additionally, Yahoo no longer provides market or locale information in the referrer, so entries such as "Yahoo! - Japan", "Yahoo! - Brazil", and so on will no longer appear and their traffic will be aggregated with the "Yahoo!" item in reports. See Keyword Unavailable in Traffic Sources reports for more information.

Internet Explorer 8 Support in the Adobe Analytics web user interface

Beginning on April 17, 2014, Internet Explorer 8 will no longer be a supported web browser for users of the Adobe Analytics web user interface. Taking this step allows Adobe to continue to add new functionality which relies upon modern web technologies and is not available in older browsers (such as IE 8 and earlier). This change does not impact the measurement of your IE 8 web users within Adobe Analytics. Also, note that this change does not impact support for Firefox, Chrome, IE 9+, and other modern browsers. Adobe recommends installing one of these browsers for use with Adobe Analytics.

Upcoming data feed column expansion

Adobe is currently evaluating an increase to the size of many data feed fields. Increasing the field size provides additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion. Note that the column expansions that were previously scheduled for April 2014 have been postponed, and an announcement will be included in the release notes when these expansions are rescheduled.

- Marketing Reports & Analytics
- Report Builder
- Ad Hoc Analysis
- Data Workbench (Analytics Premium)
- Data Warehouse
- Clickstream Data Feeds
- AppMeasurement and Mobile SDKs

Marketing Reports & Analytics

Fixes

Fixes for the March 13, 2014 release:

- When turning on normalization for commerce metrics, the normalization factor was based on Visits and not on the specified metric. Normalization factors are now calculated per metric, instead of using the Visits factor for all commerce events.
- Global calculated metrics like Bounce Rate were not available in the Report Suite Total reportlet. Bounce Rate is now available for selection in the Company Summary, Report Suite Summary, and Metric Gauge reportlet types.
- Publishing Widgets were handling the reports & analytics calendar incorrectly. The fix applies the correct time zone to deployed publishing widgets.
- Unnamed bookmarks and dashboard reportlets could not be edited. The system now assigns the default name "Unnamed Report" to a report without a name. This allows it to be edited.
- Date format issues in Korean and Simplified Chinese that occurred with using a 2-digit year were fixed by using a 4-digit year like in other locales.
- Dashboard reportlets only showed 30 days in the reporting range. They now show all 31 days of a month.
- Garbled Japanese characters were displayed in the Correlation Filter window, and have now been fixed.

- Unlike the full report, the conversion funnel reportlet did not display conversions on the dashboard. This fix allows you to toggle summary data on and off in all funnel reportlets (**Layout** > wrench icon).

- Custom currency event values now show the decimal point on the Real Time Report.

- Fixed an issues that caused some non U.S. States to appear on the Geo > U.S. States Report.

- Fixed an issue that caused visitors to increase due to transaction ID data source uploads. Transaction ID uploads no longer increase visitor counts.

- The Next Pages and Previous Pages Reports no longer show additional report pages beyond the final page of the report.

- Current data was not being returned for some lifecycle metrics collected by the mobile SDKs.

- Fixed an issue that prevented breaking down page names by browser width.

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Report Builder

No fixes for this release.

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Ad Hoc Analysis Maintenance Release

Fixes for the March 13, 2014 release:

- Reports in ad hoc analysis displayed blank cells for about 1% of the rows in reports, but when exported into MS Excel these blank cells displayed as "n/a" or infinity characters. It was determined that these blank cell values were not actual numbers. With this fix, ad hoc analysis now reports non-number values as "N/A". This is similar to reports generated from marketing reports & analytics.

- Fixed an issue where the "none" line item was classified but would not display correctly. A classified "none" line item now displays similar to reports generated from marketing reports & analytics.

Data Workbench

No fixes for March release.

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Data Warehouse

Fixes for the March 13, 2014 release:

- Fixed an issue causing the audit log to show Complete, but no report was sent.

- Fixed an issue causing the evaluator to not return data consistently between data warehouse and ad hoc analysis.

- Fixed an issue causing segment rules using *contains one or all of* to not correctly process.

- Fixed a search keyword issue causing *::empty::* to display instead of *keyword unavailable*.

- Fixed data discrepancy issues between ad hoc analysis and data warehouse requests. These issues occurred in participation revenue reporting and in the Customer Loyalty report.

Note: Data warehouse access from Version 14 will be removed in an upcoming release. Learn more

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Clickstream Data Feeds

> **Note:** **Important note for all customers using data feeds:** Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.2.4

- Fixes for video heartbeat.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social 3.2.1

Features and fixes for the Social 3.2.1 release.

New Features and Enhancements

Feature	Description
Moderation Overview dashboard	The Moderation Overview dashboard provides a complete view of your organization's moderation efforts. You can view moderation statistics for individual members of your team, see how long it takes your team to resolve escalated issues, determine which time of day most issues are escalated, compare the number of unresolved issues to resolved issues, and more.

Feature	Description
Unified moderation	The enhanced multi-platform moderation feature lets you moderate inbound content from Facebook, Twitter, LinkedIn, and on-site social communities powered by Adobe Experience Manager. The unified moderation feature lets you create customized moderation feeds, side-by-side in one dashboard. Using auto-delete rules, inappropriate content posted to your owned Facebook pages can be automatically removed based on a fully configurable list of keywords. **Note:** The legacy Twitter moderation tool has been deprecated. Use the unified moderation tool to moderate Twitter content. The legacy Facebook moderation tool is being deprecated, but you can still access it from the left navigation menu. After you are comfortable with the new workflows for Facebook moderation within unified moderation, contact your Social Account Manager to have the legacy Facebook moderation tool removed from your configuration. You should not use both moderation tools simultaneously. Your account admin should consult the Moderation Tool Migration Guide to decide which tool to use. If you have further questions, contact your Social Account Manager.
Social Buzz report enhancements	The Social Buzz report includes the following enhancements: • **Sentiment Tuning:** Manually override the sentiment of a post from the Social Buzz report. Adjusting sentiment feeds the sentiment algorithm for a specific report suite, making the algorithm smarter and more accurate to a specific client's needs over time. • **Authors Widget:** The Authors widget in the Social Buzz report contains a list of your top authors. The widget respects currently set filters. This feature lets you see which authors are mentioning content captured by your listening rules the most. • **Post Details:** Expand a post to view more details and metadata about each post. • **New Filters:** You can now filter the Social Buzz report by Emotion, Klout Score, and Country.
Social user profiles	Obtain a cross-social network view of the people you are engaging with using Social with moderation history and internal notes on each profile.
Rule Builder enhancements	Enhancements to the Rule Builder make creating listening rules more intuitive. The Platforms section now displays above the Collection Dates section to make the workflow more efficient. In addition, the Basic tab (previously named Advanced) is now the default, which lets you create listening rules using boolean logic.
Quick-select Social Properties selector	The Social Properties selection widget in the Publisher displays the properties that you have most frequently posted to in the last 30 days. This feature lets you quickly find and publish content to those properties that are most important to you.

Feature	Description
Shorten URL feature for URLs	When Auto-Shorten is off, the Shorten URL feature lets publishers shorten links easily from the Publisher and Content Calendar. The Shorten URL feature manually triggers URL shortening for all links within the post and selects the last-used shortener by default. The user can override the last-used shortener.
Adobe Labs: Social Buzz Emotion widget	Get a sneak peek at the new Emotion widget. The Emotion wheel in the Social Buzz report contains a wheel graph that displays the percentage of captured posts in each emotion category.
Owned Social Insights	Owned Social Insights for LinkedIn and Google+ is available for select companies. Inquire with your Account Manager for more details.

Fixes

In addition to the new features and enhancements described above, enhancements and fixes in Social 3.2.1 focus on improved performance, scalability, usability, and reliability. More than 260 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Fixed a display issue in the Post Performance section of the Marketing Overview dashboard. The labels in the column headers now display correctly.
- Fixed an issue that prevented the Campaigns widget from loading on the Marketing Overview dashboard.
- Fixed an issue that caused the Posted By column to be missing from a downloaded Post Analytics report.
- Fixed an issue that caused inconsistencies for posts containing links between the Post Analytics and Post Details reports.
- Fixed an issue that caused inconsistent display issues for reach metrics between the Post Analytics and Post Details reports.
- Fixed an issue that prevented data for some tweets to be included in the Post Analytics report's exported file.
- Changed *Reach* to *Followers* for Google+ pages in the Post Analytics and Post Details reports and in their respective exported files.
- Fixed an issue that caused inconsistencies between the Link Click and Link Click (Unique) values in the Post Analytics report.
- Fixed an issue that caused duplicate tweets to display in the Post Analytics report and in its exported file.
- The first line of each post in the Post Analytics report now contains the name of the property to which the content was posted.
- Fixed an issue that caused the names of filtered properties to not display at the top of the Post Analytics report. The names of individual properties now display properly and the appropriate platform's icon (Twitter, Facebook, etc.) now displays next to each property's name.
- Fixed an issue that caused empty rows to display in the Post Analytics roll-up report for LinkedIn properties.
- Fixed an issue in the Post Details report that caused total engagement numbers for LinkedIn posts to not display.
- Fixed an issue that caused engagement number discrepancies between the Post Analytics roll-up report and the Post Details report.

- Fixed a display issue on the Property Details report for YouTube and LinkedIn properties if no posts were made to those platforms during the selected date range. The Top Post widget now displays on the right side from which you can write a new post.

- Fixed an issue where an error was thrown from the Property Details page for a Twitter account if no posts were made to that account during the selected date range.

- Fixed an issue in the Post Details report that sometimes caused posts from different companies to display if users changed companies during the same browser session.

- Reordered the filter items in the Analytics and Publish modules so they are consistent.

- Changed the chart label in the Competitor Analytics report to match the selected metric name. For example, *Post Engagements* now reads *Post Engagements (Public)*, which also displays in the metric selector.

- Fixed an issue that prevented users from adding a new competitor (**Settings** > **Competitor Pages**). After entering information for a valid property, the Save button is now enabled.

- Fixed an issue that caused photos in a Facebook album to be ordered differently than shown in the Social preview.

- Fixed an issue that infrequently caused errors when users tried to upload images using URLs.

- Fixed an issue when posting a link to a YouTube video that caused the Social preview and actual post on Google+ to differ.

- Fixed an issue that sometimes caused posts to fail with an "undefined method 'parse_v3_params' for #" message.

- Fixed an issue that caused the Delete option to incorrectly display on the master post of content posted to multiple platforms that include LinkedIn.

- Fixed an issue that caused tweets containing links to be unclassified and not display properly in the Campaign Details report.

- Reworded the message displayed when users create a template from a draft in the Publisher. The new message more accurately describes the action taken.

- Fixed an issue that caused the Google+ Pages menu item to not display in the left navigation under Settings.

- Fixed an issue that caused some listening rule variables to be truncated and not work correctly.

- Removed the number of followers for Twitter accounts from the Twitter Accounts page (Settings > Twitter Accounts). You can view the number of followers for each owned Twitter account on the Properties page (Settings > Properties).

- Fixed an issue that prevented a user from removing a Facebook account from Social if that user is the only admin linked to that account.

- Fixed an issue that caused an error when accessing Settings > Facebook pages if the report suite does not have a name.

- Changed the way ownership for a Google+ page works when a role is removed from an admin of that page. Admins are now shown as page owners and anyone who is an admin can then change the configuration for that page.

- Fixed an issue that caused users problems when selecting Owned or All in the Permission/Ownership section in AnalyticsAdmin Tools.

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Target

New features and fixes in Target.

Target Advanced 3.9.1

New information for the March 13, 2014 release.

Enhancement	Description
mbox.js improvement	mbox.js now supports using a custom global mbox name for Target Standard

Fixes

This release includes the following fixes:

- Fixed an error that caused mbox.js to fail on some product pages.

Target Standard 1.6

New information for the March 13, 2014 release:

Feature	Description
Localized versions available	Target Standard has been localized in French, German, Japanese, and Spanish
Simplified implementation	Target Standard has been improved to make it easier to implement.

Fixes

This release includes the following bug fixes:

- Fixed an issue that caused Remove Item and Edit HTML to not work in certain cases.

Known Issues

This release includes the following known issues. This issue will be fixed in an upcoming update.

- Winner works based on Goal only and does not change based on metrics selected.
- Click tracking does not work on elements that have been rearranged using the Visual Experience Composer. Avoid setting up click tracking on rearranged elements until this is bug is fixed.
- A synchronization error occurs if Geo audiences are created in Target Standard when geolocation is disabled in Target Advanced.
- Unable to swap an image when the image is referenced in CSS.

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Media Optimizer

New features and fixes in Media Optimizer.

Audience Management DIL 4.8

Updated February 6, 2014

- Released DIL 4.8 to fix a compatibility issue with the AppMeasurement for JavaScript library. Analytics customers must also update to version 1.2.2 of AppMeasurement for JavaScript (this change does not impact customers on H code).

- Audience management release notes.
- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels.

For help and support, sign in to the Adobe Campaign Extranet.

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Experience Manager

For the latest release information, see:

- Adobe Experience Manager
- Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - April 17 2014

Mobile Services 2.0; Analytics-enhanced reporting for Target; Dynamic facets in Search&Promote; Default campaigns in Social, and more.

Updated: **April 24, 2014**

- Marketing Cloud and Shared Capabilities Updated **April 24**
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Services

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Marketing Cloud Interface Updated **April 24**
- Mobile Services 2.0
- Data Connectors
- Dynamic Tag Management

Marketing Cloud Interface

Updated: April 24, 2014

Features

Feature	Description
Create cards from help topics	After you enable the Share to Adobe Marketing Cloud feature in your browser's Bookmark toolbar, you can now share help pages from the microsite URL. **To share a help topic** 1. In the Marketing Cloud, click **Tools**. 2. Drag the **Share to Adobe Marketing Cloud** button to your Bookmark toolbar. 3. Navigate to a help page (or remain on this one), then click **Share to Adobe Marketing Cloud** in your browser's Bookmarks toolbar. This step creates a card, which you can view in the Marketing Cloud.

Fixed the following issues:

- After adding a custom tag to an asset, no other metadata changes can be persisted.
- Users have to refresh the board to make the deleted cards disappear from view.
- When **Remember me** is not selected during login, the user is logged out after 15 minutes
- Analytics solution landing page shows formatting errors.
- Users must log out and log back in for all permission and entitlement changes to take effect.
- Deleting an image, Assets does not warn if the image is used in Adobe Target Essentials.
- Comments link on asset card view is not clickable.
- Options in combo boxes for adding new users temporarily disappear while typing.
- Logging in to the Marketing Cloud takes longer than a second.
- Data shared from Media Optimizer is misrepresented in the Marketing Cloud.
- Adobe Media Optimizer does not create users automatically when user has been created in the Marketing Cloud.
- The Marketing Cloud cannot be linked to Adobe Target, if the Adobe Target login can be used on multiple Target servers.
- Marketing Cloud interface can slow down when in parallel use by many users.
- Search&Promote linking is not available from the Organizations & Product Access page.
- Adobe Media Optimizer simulation cards are not rendering correctly.
- Filters applied to trended reports from Analytics are not applied to cards in Marketing Cloud.
- Some Excel or CSV files cannot be uploaded to a board.
- Some PNG files cannot be rendered on a card.
- Some users may not be able to link their audience management account with their Marketing Cloud.
- Some users may experience error when sharing Analytics segments in the Marketing Cloud.
- Some users may not be able to drill down to subfolders in Asset Selector.
- Some users are not able to share AdLens gadgets in the Marketing Cloud.

See Getting Started with Adobe Marketing Cloud for product help.

Adobe Mobile Services 2.0

Adobe Mobile Services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Mobile Services 2.0 Features

Feature	Description

Feature	Description
App Acquisition Analytics	**Mobile Services** > **Aquisition Links** > **Create New** You can create app store links that allow users to download applications directly from the Apple App Store and Google Play. The links you create enable you to attribute your success events to the downloads. In reports & analytics, when you update to App Reporting 3.0 in **Admin Tools** > **Report Suites** > **Mobile Management** > **Mobile Application Reporting**, mobile acquisition tracking codes are put into the standard campaign Tracking Code variable. See App Acquisition Analytics in Mobile Help.
Action-Based Pathing Reports	If you are sending in actions tracking, you can run path reports on view states and actions.
Audience Sunburst Visualization	**Mobile Services** > **Devices** > **Device Types** A new visualization for your existing data that lets you discover audience segments for targeting. This visualization provides, for example, the base report along with breakdowns. The visualization uses height to show the metric in focus, and the performance differences between the metrics.
Sharing to the Marketing Cloud	Mobile 2.0 supports the sharing of reports to Marketing Cloud cards. See Sharing an Analytics Report to the Marketing Cloud.
Lifetime Value Reporting	Identify key in-app activities that increase the value of an app user, assign each activity a value, and then accumulate the total value over time. You can then measure and target based on a user's lifetime value.
Improved On-boarding	**Mobile Services** > **Custom Data Content** You no longer need to access the Admin Tools interface to map props, eVars, and events to context data variables. On the Custom Data Content page, you can perform these basic mappings. The mappings you configure here will call the same API used in processing rules.
Mobile Services SDK for Mobile Apps	- App acquisition analytics - Hit batching - iBeacon support for iOS - Lifetime Value

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

Fixes

- Fixed an issue on the Custom Data Content page that prevented recognition of administrative rights.
- Fixed an issue that prevented data from returning when applying **City** in the Sticky Filter.
- Improved percentage behavior in trended reports. Previously, percentage was based on the column total (total for that value for the whole time range). It is now based on the metric total for the row's time frame.

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Data Connectors

New features for April 17, 2014

Feature	Description
Upgraded JavaScript plugins.	The JavaScript plugins generated by data connectors integrations (including DoubleClick for Advertisers, Sizmek, Adform, Atlas, Pointroll and Facebook) have been upgraded. They are compatible with `AppMeasurement.js`, which is the new JavaScript library of Adobe Analytics.

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Dynamic Tag Management

Features and fixes for dynamic tag management:

April 17, 2014

- Fixed an issue in which an error displayed when you delete data elements that were associated with rules that had already been deleted.
- Fixed an issue in which deleted data elements were still shown in the menu when you add a condition to a rule based on a data element.
- Fixed an issue where fields and values for Google Universal Analytics rules were showing as *modified* in the Approval view, even if the rules had not been changed. This issue also occurred on new rules.
- Fixed an issue where the Google Universal Analytics tool configuration allowed you to configure the cookie timeout in milliseconds, even though Google Universal Analytics does not support this.
- Changed *AdLens* to *Media Optimizer*.
- Users can now use the % syntax to view the pop-up list of data elements when sending values to Media Optimizer.
- Modified styling on tool lists to better accommodate tools with long names, and to improve readability.

April 8, 2014

- Fixed the styling on the Forgot Password page to improve appearance.
- Fixed an issue where approved/published rule conditions were being removed from production library upon deletion in staging.
- Fixed an issue where the Actions menu on the Rule List page was being cut off at the bottom, if there were less than three rules being displayed.

- Fixed alignment for the **Create Data Element** button on the Data Elements page.
- Fixed alignment for the **Create New Schedule** button on the Scheduling page.
- Fixed an issue where long rule names were breaking the Selective Publish page.
- Fixed an issue where deleting Adobe Analytics variable values would, in certain cases, result in a broken UI that required a page refresh to fix.

April 3, 2014

Feature	Description
Google Universal Analytics support.	Added native support for Google Universal Analytics.
Upgrade from Google Analytics to Google Universal Analytics	Integrated the Airlock JS library to perform automatic translation of all existing GA calls to Google Universal Analytics.

Fixes

- Fixed an issue where clicks were not being tracked in certain scenarios when the **Page code is already present** box was enabled in the Adobe Analytics tool configuration.
- Fixed an issue where all approvables were being deployed in staging, rather than just the ones that were added or modified. This issue potentially resulted in delays to seeing staging updates.
- Fixed an issue where *linkTrackVars* and *linkTrackEvents* were being overwritten by rules, rather than appending to existing values (such as those set in `s_code`).
- Fixed an issue where use of special characters (such as brackets) in data element names caused exceptions when you edited the data element.
- Fixed an issue where a lengthy shared secret for library download bundles caused exceptions (showed as a 500 Server Error).
- Fixed an issue where the *cookieLifetime* variable was being emitted to the library with incorrect capitalization, causing the corresponding setting from the interface to be disregarded when the page was loaded.

> **Note:** Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for current and cumulative release notes, and documentation updates.

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Analytics

New features and fixes in Analytics.

Yahoo no longer providing search keywords

Yahoo recently made a change to remove keywords from natural searches. As a result of this change, some searches from Yahoo are not currently being identified, which is causing a drop in the number of Yahoo searches being reported.

On March 20, 2014, Adobe Analytics implemented a change to correctly identify searches from Yahoo. After this date you'll see the number of searches from Yahoo return to prior levels, and an increase in the instances of "keyword unavailable" on the Traffic Sources reports as a result of the removal of keywords by Yahoo. Additionally, Yahoo no longer provides market or locale information in the referrer, so entries such as "Yahoo! - Japan", "Yahoo! - Brazil", and so on will no longer appear and their traffic will be

aggregated with the "Yahoo!" item in reports. See Keyword Unavailable in Traffic Sources reports for more information.

Internet Explorer 8 Support in the Adobe Analytics web user interface

Internet Explorer 8 is no longer a supported web browser for users of the Adobe Analytics web user interface. Taking this step allows Adobe to continue to add new functionality which relies upon modern web technologies and is not available in older browsers (such as IE 8 and earlier). This change does not impact the measurement of your IE 8 web users within Adobe Analytics. Also, note that this change does not impact support for Firefox, Chrome, IE 9+, and other modern browsers. Adobe recommends installing one of these browsers for use with Adobe Analytics.

Upcoming data feed column expansion

Adobe is currently evaluating an increase to the size of many data feed fields. Increasing the field size provides additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion. Note that the column expansions that were previously scheduled for April 2014 have been postponed, and an announcement will be included in the release notes when these expansions are rescheduled.

- New Features in Analytics
- Fixes:
    - Marketing Reports & Analytics
    - Report Builder
    - Ad Hoc Analysis
    - Data Workbench (Analytics Premium)
    - Data Warehouse
    - Clickstream Data Feeds
    - AppMeasurement and Mobile SDKs

New Features in Analytics

Feature	Description
Adobe Analytics-enhanced reporting for Adobe Target	After enabling Analytics-enhanced reporting, Target customers can view two new reports in marketing reports & analytics: • Target > Activities • Target > Experience Also, you can view three new reports in data warehouse: • Target Activities • Target Experiences • Target Activity > Experience The raw Target action data field is also available in clickstream data feeds and data workbench. See Target for details.

Feature	Description
New Engagements and *Marketing Channel Last Touch Instances* metrics in ad hoc analysis	Two new metrics were added to ad hoc analysis to provide additional insights into marketing channel performance: • **New Engagements**: New engagements are counted when a first touch channel is set (an instance of a first touch channel). If a visitor is new or has had 30 days of inactivity, then a New Engagement is counted when they access your site. The period of inactivity can be configured in the Marketing Channel Manager. • **Marketing Channel Last Touch Instances**: When a last-touch marketing channel is set in the Marketing channels reports, an instance is counted. Instances are not counted unless the marketing channel is set. For example, Direct and Internal are often configured to not override a previously set channel, so if someone comes directly to the site after coming from *facebook.com*, no Last Touch Instance is counted.
Renamed the *click-throughs* metric in ad hoc analysis	Renamed *Click-throughs* metric to *Campaign Click-throughs* to clarify what was represented by this metric.
Marketing Cloud Visitor ID	After you implement the Visitor ID service using a Marketing Cloud ID, data warehouse exposes the Marketing Cloud Visitor ID as a single breakdown column for reporting and segmenting. The column is called *Marketing Cloud Visitor ID* in the user interface. The Marketing Cloud Visitor ID is also available in clickstream data feeds and data workbench.
Enhanced Adobe Analytics data feed for data workbench	Adobe Analytics will update and enhance the data feed that powers Data Workbench on April 21, 2014. This takes advantage of the Master Marketing Profile within the Adobe Marketing Cloud. All Data Workbench users are required to prepare their environment for this transition. See data workbench updates for more details on updating.

Marketing Reports & Analytics

Fixes

Fixes for the April 17, 2014 release:

- When applying a breakdown by a custom conversion variable, the search text was not clearing. This caused the graph to render incorrect data for the filtered breakdown report.
- When a next custom traffic flow report was sent via CSV scheduled delivery, the next flow items were removed from the delivered report.
- The key metrics report did not have weekends highlighted if you used a vertical bar chart (or a vertical stacked bar chart).
- Scheduled dashboard arrived with some empty reportlets. If you used the **Send Now** option, they were sent correctly.
- When using the **Compare Dates** feature and sorting by the **Change** column, recalculations occur when moving between report pages that caused some of the line items to be re-ranked. A fix was made to reduce the likelihood of this occurring.

- Fixed an issue on the Hierarchy Report with the **View Current Data** setting enabled that caused the **View Next Level** button to sometimes not appear.

- Fixed an issue that caused ClickMap page metrics to show zeros for total site Revenue and Page Participation metrics in some rare circumstances.

- Updated the social networks list so that the following domains are now recognized as social networks: *answers.yahoo.com, avforums.com, friendsreunited.co.uk, mumsnet.com, yelp.co.uk*.

- Fixed an issue on the Full Paths Report where the same path was being listed twice with path metrics split between the two paths. These paths now report correctly as a single path.

- Fixed an issue that caused the forecast line to not appear in some rare circumstances on the Page Views Report.

- Updated numeric classification breakdowns to correctly recognize report filters.

- Fixed an issue on yearly reports with the **View Current Data** setting enabled. This issue caused the Page Views metric to report different totals between the ranked and trended view.

- Updated the Operating Systems Report to separate Mac OS versions by release version. These OSs now report as *[major version].[minor version].[update]*, for example: *10.9.2*.

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Report Builder

No fixes for this release.

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Ad Hoc Analysis Maintenance Release

Fixes for the April 17, 2014 release:

- Fixed an issue that caused visit totals on the Return Visits Report to display incorrect totals.

- Fixed an issue that caused the *does not contain* filter to not filter some matching line items.

- Fixed an issue that caused segments based on Search Keywords - Natural to not return data.

- Fixed an issue that caused Fallout reports to not work correctly when eVar instances were added as an event to the fallout.

- Fixed an issue that caused list variables to display an incorrect classification when used with breakdowns.

- Fixed an issue where projects in a few instances would not load in ad hoc analysis.

- Fixed an issue occurring when a Next Custom Traffic Flow report is sent via CSV as a scheduled delivery. In the issue, the child elements in the report did not appear and the report breakdowns did not display.

Data Workbench

Fixes for the April 17, 2014 release:

Adobe Analytics will update and enhance its data feed that powers Data Workbench to take advantage of the Master Marketing Profile within the Adobe Marketing Cloud. All Data Workbench users are required to prepare their environment for this transition by April 21, 2014.

The master marketing profile was introduced to provide a complete view of customers across Adobe Analytics. This new service is available within the Adobe Marketing Cloud to drive further value across analytics tools to start establishing the foundation for these features within Analytics. The new Marketing

Cloud visitor identifier will be added to the data feed, along with other enhancements and improvements to adapt to the new data feed and global visitor identifier.

See DWB updates for the updated Analytics data feed for additional information.

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Data Warehouse

Fixes for the April 17, 2014 release:

- Added the Marketing Cloud Visitor ID as a single breakdown column for reporting and segmenting. The column is called *Marketing Cloud Visitor ID* in the user interface.

- Fixed an issue that caused Referrer Type metrics, and segments that are based on Referrer Type, to not match reports & analytics.

- Fixed an issue in visitor container segments that caused some visitors to not be correctly included when visits are processed out-of-order. This might occur when offline data is enabled in a mobile app and a hits from an earlier visit are sent in after subsequent visits have already been collected.

- Fixed an issue that caused some report requests to fail when they contained multiple referrer type breakdowns.

- Fixed an issue that caused the *contains one of* segment operator to not return data when applied to multi-valued dimensions (for example, list variables).

- Fixed an issue that caused negative decimal values in events to be rounded incorrectly. Reporting for these events now matches reports & analytics.

- Fixed an issue that caused some large reports that have no metrics to not generate.

- Fixed an issue that caused invalid values to appear in reports when displaying participation on non-string values.

- Fixed an issue that caused dash characters in scheduled report names to be changed to an underscore. These reports now correctly contain dashes.

    Note: Data warehouse access from Version 14 will be removed in an upcoming release. Learn more

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Clickstream Data Feeds

Note: Important note for all customers using data feeds: Over the coming months, Adobe is increasing the size of many data feed fields. These changes provide additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

- Marketing Cloud Visitor ID and Target action columns are now available in data feeds. Marketing Cloud Visitor ID requires implementing the visitor ID service, and Target action requires implementing the Adobe Analytics-enhanced reporting for Adobe Target.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.3

- Support for the Marketing Cloud Visitor ID service.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the
following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social 3.2.2

Features and fixes for the Social 3.2.2 release.

New Features and Enhancements

Feature	Description
Default campaign in Publisher	Specify a default campaign for your report suite. When users create new posts in the Publisher or Content Calendar, the Campaign option is pre-populated with the default campaign. This setting streamlines publishing and governance by ensuring that all of your content is tagged and trackable to conversion events, even if users forget to set a campaign during the publishing process. Users can change the campaign if other campaigns are available.
Auto-shorten URLs	Specify a default link shortener. The default link shortener is used to shorten all links in the post, unless users manually override the default shortener.
Facebook moderation enhancements	**Private Messages:** Create a moderation feed that displays only private messages that have been posted to an owned Facebook page. **Audiences:** Create a moderation feed that displays only content that has been posted to an owned Facebook page from users in a specified Facebook audience. This feature helps large organizations moderate Facebook posts more efficiently using a targeted approach.

Feature	Description
Social Buzz report enhancements	**New Filters:** Filter the Social Buzz report by Followers (Twitter only), Klout Score, Language, and Geography (countries, regions, and cities). **Enhanced Posts by Geography Reportlet:** A stacked-ranked chart now displays below the map. Click the map or chart to drill down into specific geographic regions.
Publisher quick search	Begin typing a property, group, or audience in the search box to streamline publishing content using the Publisher.
Product notification system	Keep up to date with the product notification system. This feature provides relevant and timely communications from Adobe within the Social product. Notifications can include information about product releases, maintenance windows, service disruptions, platform outages, and more. The product notification system provides more details as necessary.

Fixes

Fixes for the Social 3.2.2 release:

- Fixed an issue that prevented the search box on the Social Campaigns report from working correctly.
- Fixed an issue that sometimes caused a campaign to display twice in the Social Campaigns report.
- Fixed an issue that prevented the Social Buzz report's Authors reportlet populating VK data.
- Fixed an issue with the Post Performance reportlet (Marketing Overview dashboard and Post Analytics report) that caused the date timestamp on the pop-up for YouTube and LinkedIn posts to not display.
- In the Post Details report's Comments reportlet, clicking the name of a YouTube video's author now correctly links to that author's YouTube channel.
- YouTube video comments on the Post Details report now display in reverse chronological order (most recent first) to match YouTube functionality.
- The number of comments now displays on the Post Details report for LinkedIn posts.
- When users export a report to an Excel file, calls are made to various services (for example, YouTube and LinkedIn). If one of these services is unavailable, the export cannot process correctly. The following error message now displays: "The export failed to download due to a service for one of the platforms being unavailable. Please try again later."
- Clicking the property name on the Post Details page now links to that property's Property Overview page.
- Fixed an issue that caused the Like count for companies with global Facebook pages to be the same, regardless of country.
- Fixed an issue that prevented all posts from loading when refreshing posts in a moderation feed.
- Fixed an issue that prevented filtering a Direct Message moderation feed.
- Enhanced the error messaging in the Publisher and Content Calendar when multiple posts fail to publish.
- The Post Predictions feature in the Publisher now takes scheduled posts into account when recommending the optimal time to post content. If you have a post scheduled for posting at a certain time, Social will not recommend the same posting time for another post.
- Fixed an issue that sometimes caused posts to fail with an "undefined method 'parse_v3_params' for #" message.

- Fixed an issue that caused images in the Publisher preview panel to not format correctly.

- Fixed an issue in the Publisher that sometimes caused the wrong audience to display in the most-used list.

- Fixed an issue in Publisher that caused the properties in the most-used list to display in the incorrect order. Properties now display in the order of usage, most-frequently used to less-frequently used.

- Fixed an issue that caused Facebook video titles with non-ASCII characters to be truncated and garbled after being published.

- Fixed an issue that caused published images to not be properly rotated on iPhones.

- Fixed an issue that prevented the property list from displaying correctly in the Publisher.

- Fixed an issue that caused YouTube and Sina Wiebo properties to not display in the Select Social Properties list on the Suspend Posts page.

- Fixed an issue that prevented users from targeting a tweet to a specific country.

- Due to changes in the Twitter API, you can now target tweets by country only. You cannot target tweets by city and region.

- Social now displays a warning message if a user enters a link in a post and does not shorten it.

- Fixed an issue that prevented links in Tweets from referencing a campaign correctly.

- While creating a listening rule with a geo-related filter, such as Bounding Box, an error message now displays if the user enters invalid criteria. This message displays if users use the Basic or Builder tab to create the rule.

- Fixed an issue that prevented users from deleting multiple listening rules.

- Fixed an issue that caused an error when users attempted to create a new listening rule.

- Fixed an issue that prevented a user from deleting a Facebook account if that user is the only admin linked to that page in Social.

- When users create a new user group, a green success message displays instead of the yellow warning message that incorrectly displayed in previous releases.

- While creating a new Facebook audience, double-clicking the Save button no longer creates two audiences.

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Target

New features and fixes in Target.

Target Advanced 3.10

Features for the April 17, 2014 release:

Features and Enhancements	Description

Features and Enhancements	Description
Adobe Analytics-enhanced reporting for Adobe Target	Adobe Analytics customers can select Analytics as the default reporting source during the test set-up process. Selecting all success metrics or audiences you want to use to filter your results is no longer required. Within reporting, you can select any success metric or audience segment defined in Analytics and retroactively apply it to your reporting for extensive filtering and drill-down analysis of your optimization results. **Note:** To request access to this feature, visit http://www.adobe.com/go/audiences.
Master marketing profile real-time audiences	Leverage the master marketing profile that unifies visitor IDs and data into a single, actionable profile for use across solutions. The **Make Available to the Marketing Cloud** checkbox during the segment creation process in Adobe Analytics allows the segment to be available within the Adobe Target's custom audience library. A segment created in Analytics or audience management can be used to target visitors in Target. **Note:** To request access to this feature, visit http://www.adobe.com/go/audiences.
Extended mbox usage information time frame	Previously, you could view the previous six months of mbox usage statistics. This limit has been increased to 13 months (the current month and the previous 12).

Fixes

Fixes for the April 17, 2014 release:

- Fixed an issue that prevented Adobe Analytics user names from being associated with Target.
- Fixed an issue where an Exception Error dialog was incorrectly localized in Japanese.

Target Standard 1.7

Features for the April 24, 2014 release:

Feature	Description

Feature	Description
Adobe Analytics-enhanced reporting for Adobe Target	Adobe Analytics customers can select Analytics as the default reporting source during the test set-up process. Selecting all success metrics or audiences you want to use to filter your results is no longer required. Within reporting, you can select any success metric or audience segment defined in Analytics and retroactively apply it to your reporting for extensive filtering and drill-down analysis of your optimization results. **Note:** To request access to this feature, visit http://www.adobe.com/go/audiences.
Master marketing profile real-time audiences	Leverage the master marketing profile that unifies visitor IDs and data into a single, actionable profile for use across solutions. The **Make Available to the Marketing Cloud** checkbox during the segment creation process in Adobe Analytics allows the segment to be available within the Adobe Target's custom audience library. A segment created in Analytics or audience management can be used to target visitors in Target. **Note:** To request access to this feature, visit http://www.adobe.com/go/audiences.
Experience targeting activity type	Target different experiences to different audiences in one activity. **Note:** This provides similar functionality to the Landing Page campaign in Target Classic.
Multi-page testing	Choose to run a test or targeted activity across a set of webpages. You can now deliver tests to every product page, or modify your global nav on every page of the site. Use a simple rule builder to specify what the group of pages should be.

Fixes

Fixes for the April 21, 2014 release:

- Fixed an issue that prevented `target.js` from being compressed by Edge.
- Fixed an issue in reports that prevented the conversion count in the Activity row from displaying for A/B activities.
- Fixed an issue where a report no longer displayed after an experience with data was deleted.
- Created a workaround to automatically bypass a Chrome version 34 defect that prevented pages with mixed content from displaying. All versions of Chrome can now be used.

Known Issues

This release includes the following known issues. This issue will be fixed in an upcoming update.

- Click tracking does not work on elements that have been rearranged using the Visual Experience Composer. Avoid setting up click tracking on rearranged elements until this is bug is fixed.
- A synchronization error occurs if Geo audiences are created in Target Standard when geolocation is disabled in Target Classic.
- Unable to swap an image when the image is referenced in CSS.
- If you swap an image, and then resize it, the experiences in the Experience Editor do not display correctly.

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Search&Promote 8.13.0

The following feature was released on April 9, 2014:

Feature	Description
Dynamic Facets with full table match support	Some customers have many "SKU level" attributes that they want to select and display by way of Dynamic Facets. As such, you can now optionally associate each dynamic facet field with up to one table name in a static account configuration. Those table relationships can then be applied at search-time for any dynamic facet fields involved in the search.

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Fixes

Fixes for the April 9, 2014 release:

- Changed the data view description field to use the tag `<search-display-field>` instead of the `<search-description>`.
- Added a feature into Index Connector to make the Primary Key the concatenation of two or more fields.
- Changed the AttributeLoader-Regen-Enabled script `attributeloader-regen.pl` to not HTML-encode values.
- Matched index-time and search-time whitespace treatment for "range search" queries.
- Adding a business rule sometimes resulted in an error when Dynamic Facets was enabled.
- A JavaScript error prevented adding or editing a definition in **Settings** > **SPIN** > **IndexConnector**.
- After a business rule was saved it appeared that when the time was selected during the Business Rule creation it was defaulting to the GMT time zone. After it was saved it appeared that the Time Zone of the Account then took effect.
- The sorting of business rules in Stage was not working correctly.
- Search performance reporting was enhancement by giving you the ability to schedule reports for email delivery.
- Business rule fixed schedule was automatically changing to Daylight Saving Time.
- If a large number of Dynamic Facet fields were defined, users experienced slow core search response times.
- False range index errors were occurring.
- Scene7 access in non-North American datacenters was broken.
- The SPIN XPath validation function was returning a false-positive error.
- After a SPIN enable/disable operation, the user was redirected to the member center login page.

Media Optimizer

New features and fixes in Media Optimizer.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.

- Audience management release notes.

- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

Campaign

Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels.

For help and support, sign in to the Adobe Campaign Extranet.

Experience Manager

For the latest release information, see:

- Adobe Experience Manager
- Scene7 Publishing System Release Notes

Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - May 22 2014

Analytics Spring release - unified segmentation, improved menu navigation, Report Builder 5.0, and more. Marketing Cloud - Audience Services (MMP), Exchange Marketplace. Social 3.3: Unified Moderation improvements, and more.

> **Note:** To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Latest update: **June 11, 2014**

Release date: May 22, 2014

- Marketing Cloud and Shared Services Updated **May 27**
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Services

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Marketing Cloud Interface
- Mobile Services 2.0
- Data Connectors
- Dynamic Tag Management

Marketing Cloud 14.5.1

New features and fixes in the Adobe Marketing Cloud collaboration and sharing interface.

Release date: **May 27, 2014**

Features

Feature	Description

Feature	Description
Audience Services - Master Marketing Profile	**Marketing Cloud > Audiences** Audiences are collections of visitors. Creating and managing audiences is similar to creating and using segments, and now you can publish audiences for use in the Marketing Cloud. For example, create and publish a segment from marketing reports & analytics. Then, you can: • Use the Audience Library to combine audiences and create new ones for graphical views of estimated audience sizes. • Use the audience in Adobe Target for campaign activities. • Use them in Media Optimizer audience management for segmentation. To get started, see Implementing Audiences Services (MMP) in the Marketing Cloud.
Marketing Cloud Exchange	**Marketing Cloud > Help > Exchange** The Marketing CloudExchange is a single destination where you can search, browse, select, pay, and download digital marketing extensions via apps. Partners can submit their applications to the Exchange Marketplace with their description, images, videos and documentation.
Improved permissions on card	Users who are mentioned on Marketing Cloud cards now have permissions to that card.
Scene7 account linking	New Adobe users can link their Scene7 accounts to Adobe ID as well as their team members. Administrators can unlink users from Scene7 accounts as well. See Join Marketing Cloud for information about linking accounts.

Fixes

• Marketing Cloud was not linking to Adobe Target. This issue occurred if the Adobe Target login can be used on multiple Target servers.

• Adobe Media Optimizer was not creating users automatically when the user has been created in Marketing Cloud.

• Data shared from Media Optimizer was misrepresented in the Marketing Cloud.

• Options in combo boxes used for adding new users temporarily disappeared while typing.

• The Comments link on asset card view was not clickable.

• After adding a custom tag to an asset, no other metadata changes were not persisting.

• Slow Marketing Cloud interface performance when in parallel use by many users.

• Deleting an image in Marketing Cloud Assets was not issuing a warning if the image was used in Adobe Target Essentials.

• When **remember me** was not selected during login, the user was logged out after 15 minutes.

- Users were having to log out and back in for all permission and entitlement changes to take effect.
- Logging in to the Marketing Cloud was taking longer than a second.
- For certain users, deleting files from the Marketing Cloud did not synchronizing with Digital Asset Management.
- Users were being logged out after only 15 minutes of browser inactivity.
- User were not able to share PowerPoint files on boards.
- Some users were experiencing poor visual layout in Internet Explorer 10 than other browsers.

See Getting Started with Adobe Marketing Cloud for product help.

Adobe Mobile Services

Adobe Mobile Services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Feature	Description
Auto app loading for Lifecycle report suites	When you sign in, the system checks for all of the app report suites with Lifecycle enabled, then automatically adds them to Mobile Services (if they are not already present). If you delete an added app, it is not automatically added again.

Fixes

- The preset "Last 30 days" now includes Today as a selection.
- Fixed a filtering issue occurring in Japanese geography reporting.
- Fixed a resetting issue in the date range that occurred when viewing First Launch Cohort report.
- Fixed a search issue that prevented all countries' app stores from being searched.
- Fixed filtering on multiple regions returning no data.
- Fixed unicode characters that are garbled in software development kit downloads.
- Fixed help tool-tip on Target Activities page.

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

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Data Connectors

Feature	Description
REST API support.	The data connectors API now supports REST.

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Dynamic Tag Management

Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

May 15 2014

Fixes and improvements:

- Fixed an issue where variables set in custom code were not being set on direct call or event-based rules using `s.t()`. The code contained within the custom code area for direct call or event-based rules using `s.t()` was not correctly adding any variables set to the beacon before an image request was being fired.
- Fixed and issue where the command bar was sticking to the bottom of the Approvals page. The persistent bar with the Edit and Reject commands on the Approvals page was sticking to the bottom of the page rather than following the page view upon scroll.
- Fixed an issue on the Rule List page, where a newly created rule showed Adobe Analytics in use, even if those rules were not using Adobe Analytics.
- Fixed layout issues on Selective Publish queue page. We cleaned up the layout so that it is not truncated or stretching beyond the boundary of the content area of the page.
- Data elements now display in alphabetical order in the Data Element Value criteria of a rule. They have now been alphabetized for easier viewing.
- The items on the publish history are now paginated to improve performance and user experience.
- Added password security enhancements. To ensure the security for dynamic tag management accounts, we have implemented a number of enhancements to our authentication system:
  - New passwords must meet specific criteria (minimum 7 characters, at least one number, at least one letter, at least one symbol, not one of the last 5 passwords).
  - Company admins can now see how long it has been since a user last changed their password.
  - Company admins can now force users to reset their password.
  - Users attempting to log in 5 times unsuccessfully will be locked out for 30 minutes to prevent brute force attacks (the user or their company admin can reset the password to re-enable access immediately).

May 8 2014

Fixes:

- Fixed an issue where *trackingServer* value was not being applied consistently. The value for *s.TrackingServer* should be used consistently for all types of calls throughout dynamic tag management, and the value should be pulled either from the custom code or from the UI, depending on the configuration of a specific web property. (The UI value takes precedence if set in both locations.)
- Fixed an issue where properties with a large number of items awaiting approval was causing 500 errors and timeouts. We optimized the queries for the approvals workflow to ensure that properties with a large number of items awaiting approval would load quickly and not result in timeouts, errors, or broken pages.
- Fixed an issue where pages with an existing object called 's' would cause errors in dynamic tag management. Dynamic tag management tries to initialize an 's' object on the page for Adobe Analytics tracking, and this was causing a conflict if Analytics was implemented via dynamic tag management and the *Page code already exists* box was not checked. The object is now locally scoped within dynamic tag management, so it will work in any custom code scenarios but will not conflict with any on-page code.
- We made a number of improvements to the way that hierarchies are managed in Adobe Analytics tools and rules, including ensuring that non-sequential hierarchies could be used together in a tool or rule, and ensuring that the same hierarchy could not be set more than once in a tool or rule.

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Analytics

New features and fixes in Adobe Analytics.

- New Features in Analytics
- New Features in Analytics Premium
- Fixes:
    - Marketing Reports & Analytics
    - Report Builder
    - Ad Hoc Analysis
    - Data Workbench (Analytics Premium)
    - Data Warehouse
    - Clickstream Data Feeds
- AppMeasurement and Mobile SDKs
- Analytics Web Services (SOAP and REST APIs)

New Features in Analytics

Feature	Description
Unified segmentation management and creation across Analytics	Segments are now created, managed, and used across Analytics user interfaces and across report suites. A new Segment Builder interface lets you build simple, nested, and sequential segments. You can now apply multiple segments to a single report to prevent duplicating logic in multiple segments. A new Segment Manager lets you easily manage, approve, share, and tag segments. Segments can be published to the Marketing Cloud for Analytics-powered targeting. See Unified Segmentation Transition Guide.
Segment building and managing in ad hoc analysis	Ad hoc analysis is now part of the Analytics Unified Segmentation environment that consolidates features to build, manage, and share segments using Adobe Analytics. The Segment Builder console within ad hoc analysis has been updated with new features, including updated icons, changes to console functionality, and the ability to save containers at all levels. The Segment Manager (*Organize Segments*) has been updated with new features to organize and tag segments within ad hoc analysis. See the ad hoc analysis release notes for additional information.
Improved navigation	Marketing reports & analytics now features a sliding menu instead of a fly-out menu to provide more space for menu items. Navigation search was enhanced to search all menus from anywhere in the interface, including favorites and admin tools. A search hotkey was added, you can press the slash key '/' to quickly jump to the search field. The new sliding menu also provides easy access to all Marketing Cloud solution menus. See Improved Navigation.

Feature	Description
Enhanced Scheduled Reports Management	Better queue management and advanced filtering capabilities are now provided for scheduled reports. Admin-level users can now view, manage, and filter on all reports in their organization. See Scheduled Reports Enhancements.
Custom text descriptions for reports	In marketing reports & analytics, you can now add a short description for all custom dimensions (props/eVars) and metrics (events). These dimensions are then displayed contextually in the web UI to help report viewers understand the data. See Report Descriptions.
Report Builder 5.0	Report builder 5.0 introduces several new features, including: • Support for unified segmentation and in-context segment creation (using values pulled from a range of cells) • Report Curation includes multiple features to support the creation of workbooks for business users, such as protected data blocks, interactive controls, and invoking report builder via an Excel function • Offline Mode enables offline editing of workbooks, which pauses all report requests for more efficient editing • Path and Fallout Reporting adds support for path and fallout reports within report builder. • Import Dashboards and Bookmarks allows users to import reports & analytics dashboards and bookmarks as report builder requests. • Scheduled Reporting improvements include the ability to turn of the "unsubscribe" link (useful for customers using internal email lists) and the ability to schedule workbooks with macros. See What's New in Adobe Report Builder 5.0.
New OS Types Report	Rolls up the items in the existing Operating Systems Report into operating system types (Microsoft Windows, Apple Macintosh, UNIX, and so on) for simplified reporting. **Note:** Clickstream data feed customers that are currently receiving the "os" column will automatically receive an additional lookup file for OS types starting June 19, 2014. Before this date, ensure that your processing system is prepared to receive this additional lookup file.
Statistical calculations in calculated metrics for ad hoc analysis	Ad hoc analysis can now incorporate statistical and logical functions when building calculated metrics in ad hoc analysis. Functions include mean, standard deviation, correlation, absolute value, if statements, and many more. See Statistical Calculations in ad hoc analysis documentation.

New Features in Analytics Premium

In addition to the features listed in New Features in Analytics, Analytics Premium provides these additional new features:

Feature	Description

Feature	Description
Analytics Live Stream	Analytics live stream provides a stream of partially-processed analytics data within seconds of collection, including all custom and standard variables (over 300 variables per hit) .
Decision Trees	Evaluate audience characteristics and engagements using decision trees to express the potential relationship or a particular outcome in predictive analytics.
Finder panels	Access dimensions, metrics, and filters and apply directly to visualization using a new set of Finder panels accessible from the workspace or left sidebar of the client console.
Standard Report Types	Access traditional reports used across Adobe Analytics within Data Workbench, including Page Views, Unique Visitors, Traffic, Campaign, Referring Domain, and others.
Density Map	Display comparison values as rectangular units with varying size and color on a square map. Elements are organized from top left to bottom right, biggest to smallest, lightest to darkest to approximate the density of each value.
Attribution profile	Quickly analyze attribution events and assign responsibility to first or last touch of web pages, campaigns, or other events leading to a successful conversion or sale using the new rules-based Attribution profile.

See the New Features section in the Data Workbench 6.2 release notes to view additional updates for Analytics Premium.

Marketing Reports & Analytics

Fixes

- Bounce rate did not show up as a metric for Mobile Device reports.
- Dashboards displayed in a vertical layout displayed only 28 days instead of 30 or 31.
- *Days Before First Purchase* and *Days between Repeat Purchases* reports displayed duplicate *Days* in the report output.
- Time zone for report notes defaulted to Mountain Standard Time. It now defaults to the time zone of the report suite.
- Dashboard was not showing the Hourly granularity option.
- CSV reports were not being delivered. This issue occurred when running reports with specific segments, and attempting to deliver them in email, then changing the CSV file names to the same name as the segments.
- Downloaded dashboards were showing incomplete notes.
- Text in PDF files had white lines through it and text was clipped at the top of characters.
- The attempt to edit a user group resulted in the error "Request includes invalid report ID."
- The login URL for a new user in reports & analytics is no longer data-center specific, but a generic http://my.omniture.com/login.
- Saving processing rules after having removed items from the *Otherwise do the following* section resulted the deleted items returning.
- Various Publishing widget issues were resolved:
  - Publishing Widget was not refreshing.

- Publishing Widget was working in preview only, not in a live environment.
- Publishing Widget was not showing all values for a filtered reportlet. It only showed one value.

- When logging in to edit an alert, the selected alert was blank.

- The attempt to enable App Reports for specific report suites in the Admin Console failed.

- Trying to delete classifications resulted in an error.

- Page View report did not show the forecasting line on some yearly reports.

- Fixed formatting issues on yearly Return Visits Reports with monthly granularity.

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Report Builder

Fixes

- Resolved a casing issue with the "Start with" filter operator that affected requests in a scheduling context only.

- A Page Classification report broken down by Products report, when combined with the Revenue metric returned None.

- An *Invalid Element* error was returned when breaking down a Page classification report by a Tracking Code classification report.

- Running any GeoSegmentation report on two or more conversion event metrics returned no data.

- Running any GeoSegmentation report on a custom event metric returned no data.

- A workbook could not be scheduled for delivery as a `.pdf` file; it always arrived as an Excel workbook.

- Unable to create an hourly scheduled report at the desired time.

- For the Mobile App dimension, only the App Store ID Report was available. There are now ten other reports available for this dimension.

- When filtering on a classification, data was shown in marketing reports & analytics, but not in report builder. The Selected Filter form is now populated based on the element and metric that is selected in the report builder request.

- Fixed an issue preventing you from adding recipients in the report builder's Schedule Manager. An error was thrown, stating: "The selected workbook format is not supported by Adobe Report Builder's Scheduling feature."

- When running the Site Sections report with the Referrer Types dimension on the Unique Visitor metric, an error was issued and no data was returned.

- The filter on an eVar report was not showing all available line items.

- Report builder reports contained unreadable line items when they were too long for the variable. Items were truncated in the middle of a multi-byte character.

- Requests in report builder were not returning the requested data, despite the API request containing that data.

- When running the Pages Report with a custom traffic dimension on multiple metrics, no data was displayed. However, if you selected only "Page Views" as the metric, data was displayed.

- When scheduling report in PDF format, the email sent had no report attached.

- When pulling events for a Geosegmentation Country report, report builder returned zeroes.

- Formatting issues in trended reports were fixed.

- When logged in to report builder, you could not **Save as** > **Save to PDF** in Excel. When not logged in to report builder, this action was possible.

- Formatting issues for reports with a monthly granularity spanning across the migration date were fixed.

- Running a report builder request on participation metrics with monthly granularity returned no data.

- Unable to copy/paste request in Microsoft Office 2013 when using report builder.

- The Unique Visitors metric was not available in the "Standard-commerce" metrics list.

- Running the Visit Number report in a non-English locale while specifying elements by **Filter** > **Specific** > **From list** in the Request Wizard returned no data. Localized element names were directly submitted as query conditions.

- A prop broken down by Referring Domains returned no data.

- Adding the 'Product View Custom (event7)' for the Geosegmentation country report in report builder returned no data.

- Scheduled report included the wrong start date.

- **Visitor Profile** > **Geosegmentation US DMA** report did not pull lifecycle metrics and returned no data.

- Hourly reports were failing intermittently in report builder.

- These classified reports were unavailable in report builder:

  - Mobile App > Lifecycle Reports > Lifecycle Variables > First Launch Date Reports
  - Video > Video Variables > Video > Video

- Keywords translated incorrectly when imported into report builder.

- Scheduled reports returned partial data, whereas scheduling the reports manually populated the data as expected.

- The Geocountry report with revenue did not return any data when selecting granularity other than Aggregate.

- Scheduled reports did not have all requests properly refreshed.

- Unable to download a library workbook that was uploaded by a user with a hyphenated name.

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Ad Hoc Analysis

Fixes

The following issues were fixed for this release:

- New `.jar` files were added to the ad hoc analysis install, requiring you to update your `.jnlp` file to launch.

- Tooltip text was added to the Dimension pane to identify the original parent of the dimension. If two dimensions have the same name, you can now hover over a dimension to identify its origin and differentiate it from other dimensions with the same name.

- Fixed an issue where scheduled reports with a name that begins with a multibyte character would fail to run.

Data Workbench

Fixes

- The Visual Site lookup file was updated to address search engine changes to the query search term.

- Fixed error message in the client workstation that displayed when importing a workspace, even though the import was successful.

- The "post" command can now be executed in Report Server.

- Fixed client user interface errors for Simplified Chinese.

- Adobe Analytics will update and enhance the data feed that powers data workbench to take advantage of the Master Marketing Profile that integrates with the Adobe Marketing Cloud. All data workbench users were required to prepare their environment for this transition by April 21, 2014.

  The master marketing profile was introduced to provide a complete view of customers across Adobe Analytics. This new service is available within the Adobe Marketing Cloud to drive further value across analytics tools to start establishing the foundation for these features within Analytics. The new Marketing Cloud visitor identifier will be added to the data feed, along with other enhancements and improvements to adapt to the new data feed and global visitor identifier.

See Data Workbench 6.2 updates for additional release information.

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Data Warehouse

Fixes

- Fixed an issue that caused Referring Domain dimension to not match reports & analytics in some circumstances.

- Using Revenue Participation metric resulted in data returning different revenue results when pulled at different dates/times.

- Non-Admin user was able to cancel scheduled data warehouse requests.

- Trying to access data warehouse caused a network acceleration timeout.

- Data warehouse re-added classifications of *post_tnt* (Campaign, Recipe, and Campaign > Recipe) for reporting and segmentation.

Note: Data warehouse access from Version 14 will be removed in this release. Learn more

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Clickstream Data Feeds

New OS Types Lookup File coming June 19, 2014

Clickstream data feed customers that are currently receiving the `os` column will automatically receive an additional lookup file for OS types starting June 19, 2014. Before this date, ensure that your processing system is prepared to receive this additional lookup file.

Mobile Carrier Column Now Available

Mobile carrier data is now available in clickstream data feeds (this data is currently displayed on the Visitor Profile > Technology > Mobile Carrier report in marketing reports & analytics). Contact customer care to have the carrier column and lookup file added to your data feed.

Upcoming data feed column expansion

Adobe is currently evaluating an increase to the size of many data feed fields. Increasing the field size provides additional functionality in Adobe Analytics. However, the larger fields could have an impact on customer ETL (extract, transform, load) processes that ingest data feed data. To prepare for this change, all customers should complete the changes explained in Data Feed Column Expansion.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.3.1

- AppMeasurement for JavaScript `s_gi` function was not correctly finding instances created using H code `s_gi`. Note that this issue only impacted some dual tagging implementations where AppMeasurement for JavaScript and H code were on the same page with separate instances, and `s_gi` was being used to find instances by report suite.

JavaScript H code (Legacy)

H.27.1

Released June 11, 2014

- Fixed an issue in the Analytics for Target integration that caused some hits to incorrectly be merged.

H.27

- Support for the Marketing Cloud Visitor ID service.
- Support for the Analytics for Target integration.

Marketing Cloud Visitor ID Service

1.2.2

- Fixed handling of 2 character top-level domains like ".no" and ".us" when writing cookies.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Analytics Web Services (SOAP and REST APIs)

Updates

- Real-Time reports are now supported by the Reporting API 1.4.
- The Analytics Summary Report is now available in the Reporting API 1.4.
- Report requests now support non-UTF-8 characters in element names using the `elementDataEncoding` parameter.
- Data connectors API now supports REST requests.
- The data warehouse API supports creating segments that are compatible with the Analytics unified segmentation capability, with the limitation that segments created using the data warehouse API should be edited only in the data warehouse API. If you edit these segments in the Segment Builder interface, the changes are not reflected in the API.

Social

New features and fixes in the Social 3.3 release.

New Features and Enhancements

Feature	Description
Global report suite support	Social now supports global report suites that provide an aggregate view across an organization's various properties.
Unified Moderation enhancements	The following enhancements have been made in Unified Moderation:
	Auto-Notification Rules: Create moderation rules that automatically send notification messages to one or more email addresses if a content is posted containing specified words to your owned Facebook pages.
	Twitter Conversation Feeds: Configure or edit a feed to facilitate moderation of individual tweets and their comments.
	Actionable Notification of New Content in Moderation Feeds: Manually refresh posts in saved moderation feeds using an actionable indicator that lets you know when new content is available.
	Post Type Filter: Create a Facebook or Twitter moderation feed that displays posts by post type. For Facebook, you can filter by Posts and Comments/Replies. For Twitter, you can filter by Tweet, Replies, and Retweets.
	Social User Profile: Social can automatically connect a user's various social user profiles across different platforms (Facebook, Twitter, and LinkedIn) to create a unified social profile. You must contact your Social Account Manager to enable this setting. The enhanced user's author's page also now displays emotion and sentiment information and lets you moderate content without returning to the moderation feed.
	Export Moderation History Report: The Microsoft Excel file you can download from the Moderation Overview dashboard now contains a Moderation Actions History sheet that displays detailed information about every moderation action performed during the specified time period.
	Timestamp Enhancements: You can hover over the timestamp on any tweet to view the complete timestamp and display the listening rule that captured the content. You can also click the timestamp to open Twitter to view the content.
Send reports via email according to schedule	Schedule and send a report in Microsoft Excel format to one or more email addresses, immediately or according to schedule.

Feature	Description
Edit posts in Publisher Preview	You can now edit posts for all platforms (Facebook, Twitter, Google+, and so forth) in the Publisher's Preview panel.
Set Social home page	Set a default home page that automatically displays whenever you log in to Social. You can set the default home page from the pop-up that displays when you log in to Social or in Preferences.

Fixes, Enhancements, and Deprecations

In addition to the new features and enhancements described above, enhancements and fixes in Social 3.3 focus on improved performance, scalability, usability, and reliability. More than 460 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- The Share a SWF feature in the Content Calendar and Publisher has been deprecated.
- LinkedIn recommends that companies publish to groups natively using LinkedIn. LinkedIn group support in Social has been deprecated.
- Fixed an issue that caused "mixed content" warnings on the Marketing Overview dashboard.
- Fixed an issue that prevented users from updating sentiment on the Social Buzz report.
- Fixed an issue where the change to Daylight Saving Time caused some Facebook data to not display correctly in the Social Buzz report.
- Fixed an issue that caused some metric data in the Social Campaigns report to be incorrect.
- Fixed an issue when searching for campaigns in the Social Campaigns report that caused campaigns that did not contain the search term to display as results. "No Results" now displays if the search term is not contained in any campaign names.
- Fixed an issue that caused metric discrepancies for post engagements in the graph and chart on the Competitor Analytics report.
- Fixed an issue that caused inconsistent metric numbers in the Properties report's roll-up view and in the property's Property Details report.
- Images now display in the Properties and Posts reports for age-gated pages.
- Fixed an issue that prevented time stamps from displaying on the Post Analytics report for LinkedIn and YouTube posts.
- Fixed an issue that caused Twitter replies to not display in the donut chart on the Post Details report.
- Fixed an issue that caused some campaigns to display twice in the Social Campaigns report.
- Fixed an issue that prevented the YouTube channel name from displaying on a post's Post Details report.
- Changed the tool tip for the YouTube engagement metric to not include subscribers in the calculation.
- Fixed an issue that prevented Social from performing large report downloads.
- Geo-target data in downloaded reports is no longer truncated.
- Fixed column label issues for New Page Likes and Total Page Likes in the downloaded Excel file for the Competitor Analytics report.
- Fixed an issue in the Publisher when users create a draft Facebook post with more than 140 characters and then switched the target platform to Twitter prior to publishing. Even if users cleared all text to conform to the Twitter 140-character limit, an error displayed stating that the tweet contained too many characters.

- Fixed the error message that displays when users attempt to post the same content twice. The error message now states that the post is a duplicate rather than the previous message that stated "Social n/w is experiencing issues."

- The notification email sent when a Facebook page needs to be reauthorized now includes the page name.

- Enhanced the Publisher to retry failed posts immediately and then retry for 15 minutes instead of seven minutes, if necessary.

- Fixed an issue that occurs in Chrome browsers running on Windows. This issue prevented users from typing text after a link copied from Excel is manually shortened.

- Fixed an issue that prevented users from copying text from Word and pasting it into the Publisher when using Internet Explorer 11 running on Windows.

- Fixed an issue that allowed Social to accept animated gifs for Twitter posts, which caused a "media_ids parameter is invalid" error message to display. Twitter does not support animated gifs.

- Changed the error message and email message sent when a post fails that contains a link to a site that Facebook has blocked.

- Fixed an issue that caused Facebook posts with links to fail with Facebook error 206.

- Fixed an issue that caused Google+ posts to fail with a "connection refused" or "backend error" message.

- Enhanced the message emailed to users when a Google+ post fails to explain the reason for the failure.

- Fixed an issue in the Publisher that caused properties added and subsequently removed to remain in the targets list.

- Fixed an issue that prevented the Properties & Audiences list in the Publisher from loading and also prevented users from deselecting properties and audiences.

- Fixed an issue that caused draft posts to load slowly in the Publisher.

- Enhanced the Publisher to post larger thumbnails for links in Facebook posts. The thumbnail is now the same if you post the link from Social or post the link directly using Facebook.

- Fixed an issue that caused tweets containing links to fail with the following error message: "Character limit has been exceeded after auto-shortening."

- Fixed an issue that prevents Social from hitting rate limits for YouTube video analytics.

- Fixed an issue that prevented links containing pipes (|) in URLS to be shortened.

- Fixed an issue that caused rule variables with hyphens (-) in the name to fail.

- Enhanced the error messaging when listening-rule bulk uploads fail to more adequately explain the reason for the failure.

- Fixed an issue that caused an apostrophe (') to display at runtime when using the Zip/Postal Code form element in an application.

- Fixed an issue that caused an approver to be automatically added when reauthorizing a Twitter account in Social.

- A green badge now displays in Social after a page group is successfully created.

- Fixed an issue that prevented users from removing a user group from Social that contains many users.

- Fixed an issue when deleting a user group with ownership of a social property to grant ownership of the property to the next user group in the list.

- Fixed an issue that prevented users from sending metadata to SAINT due to SSL errors.

- Added functionality to help developers determine what caused Adobe Analytics to sometimes display an invalid application error if a post has campaign tracking associated with it.

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Target

New features and fixes in Target.

Target Standard

Fixes:

- Fixed an issue where previewing an experience did not work as expected.

Recommendations

Added support for Past Behavior-based recommendations. These recommendations work across sessions, and include recently viewed items.

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Search&Promote 8.14.0

Fixes

- If `sqlite_open` fails, the old sqlite database file is moved out of the way and a new one is created from scratch.
- Core search results were inconsistent when the same search was repeated.
- Performance improvement of template processing when there are many fields being output per search result.
- Added Notes to Business Rule History.
- Performance of the result-based triggers and actions preview-index regeneration phase, during indexing operations, steadily degraded over time.
- Changed **Reset SPIN cache** option from boolean no/next-run to a tri-state: no/always/next-run.

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Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.
- Audience management release notes.
- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined

by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - June 19 2014

Marketing Cloud 14.6; Social 3.3.1; Analytics - Visitor ID Service CNAME support, conditional actions in processing rules, and more.

Note: To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Release date: June 19, 2014

- Marketing Cloud and Shared Services
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Services

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Marketing Cloud Interface
- Mobile Services 2.0
- Data Connectors
- Dynamic Tag Management

Marketing Cloud 14.6.1

New features, fixes, and known issues in the Adobe Marketing Cloud collaboration and sharing interface.

Feature Improvement

Feature	Description
Save button in Audience Library	When you create an audience, the Save button on the Create New Audience page is now disabled until all the required fields are completed.

Known Issues

- Files deleted from Marketing Cloud are not being deleted from Digital Asset Management.
- Uploading files allows more file types than the drag-and-drop method. For best results, upload using Assets.
- The Search&Promote linking is not available from the Organizations & Product Access page.
- Filters applied to trended reports from Analytics are not applied to cards in the Marketing Cloud.

- Some users are not able to link their audience management account with their Marketing Cloud account.
- You will be logged out after 15 minutes of inactivity. Also, logging out in one location will log you out of the Marketing Cloud.
- Some PNG files cannot be rendered on a card.
- Marketing Cloud interface can slow down when in parallel use by many users

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services

No updates this release.

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

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Data Connectors

Feature	Description
Upgraded JavaScript plugin compatibility with AppMeasuremt	The data connectors JavaScript plugins for integrations available in production and beta are now compatible with AppMeasurement library.

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Dynamic Tag Management

See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

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Analytics

New features and fixes in Adobe Analytics.

- New Features in Analytics
- New Features in Analytics Premium
- Fixes:
  - Marketing Reports & Analytics
  - Report Builder
  - Ad Hoc Analysis
  - Data Workbench (Analytics Premium)
  - Data Warehouse
  - Clickstream Data Feeds
- AppMeasurement and Mobile SDKs
- Analytics Web Services (SOAP and REST APIs)

New Features in Analytics

Feature	Description
Conditional actions in processing rules	Any action taken in processing rules can now have its own condition, in addition to the overall condition that causes the rule to be triggered. This update lets you set multiple variables and events in a single rule, and group similar actions in a single rule. With this change, the number of variables and events that can be set will no longer be limited by the maximum number of processing rules.
Visitor ID Service CNAME Support	The visitor ID service now supports existing Analytics CNAMEs and SSL certificates that were configured as part of a first-party cookie Implementation. Companies collecting data from multiple domains in a single report suite will have better cross-domain visitor identification in some circumstances because of CNAME support.
Visitor ID Service implementation grace period	When implementing the visitor ID service, companies that have multiple JavaScript files sending data to a single report suite can now request a configurable period to update all properties rather than updating them simultaneously. When this grace period is active, all new visitors continue to receive an Analytics ID instead of receiving only a shared Marketing Cloud ID.
OS Types now available in clickstream data feeds	Clickstream data feed customers that are currently receiving the OS column will automatically receive an additional lookup file for OS types starting June 19, 2014. OS Types roll up the items in the existing OS lookup into operating system types (Microsoft Windows, Apple Macintosh, UNIX, and so on) for simplified reporting. **Important:** If you are currently receiving the OS column, you must make sure your process is prepared to receive this additional lookup file before June 19, 2014.
New Video Chapter reserved variable now available in report builder.	Heartbeat video solution will use (reserved) variables to track chapters within a video playback as defined by ad/commercial breaks. eVar: Chapter ID Events: Chapter view, Chapter complete, Chapter time spent
New rules in data warehouse	Data warehouse now supports 'Event Exists' rules outside of Hit containers.
Nested containers in data warehouse	Data warehouse now supports containers of equal scope to be embedded directly within one another.

New Features in Analytics Premium

In addition to the features listed in New Features in Analytics, Analytics Premium provides these additional new features:

Feature	Description

Feature	Description
Latitude and longitude support in Analytics live stream	Latitude and longitude fields are now available in Analytics live stream, and are derived from the IP address. When graphing live stream data, customers can very easily plot activity on a map, rather than looking up the latitude and longitude value for a given City.

Marketing Reports & Analytics

Fixes

- In the Pages Report, the Compare Dates feature was not working properly with the Average Time Spent metric.
- There was a discrepancy between the on-screen version and downloadable version of the **Mobile > Devices** report. The on-screen version displayed "Non-Mobile" for non-mobile devices, while the downloadable/scheduled version displayed "unspecified". The problem only appeared in the `.pdf` and `.csv` downloadable versions.
- Mobile reports did not display the Bounce Rate metric as one of the options in the list of metrics.
- Classifications of Marketing Channels were listed twice (for First Touch and for Last Touch) in drop-down lists. This resulted in users being unable to distinguish between first and last touch reports.
- Customers were unable to edit alerts.
- After attempting to edit a report in **Favorites** > **Targets** > **Manage Targets** and saving it, access to the report was denied.
- Formatting issues with reports in `.csv` format.
- When attempting to add bookmarked reports from the **Add Content** area of the Dashboard Layout page, these bookmarks did not appear as available choices to add to the dashboard.
- When comparing two report suites with different report suite currencies, the numbers for the second report suite were not converted to the same currency as the first report suite.
- The date range for the whole dashboard was not consistent with the date ranges for the respective reportlets.
- After deleting a dashboard, its weekly scheduled report continued to deliver. The attempt to edit the schedule resulted in not being able to find it in the schedule manager.
- Changing the date range changed what variable values showed up in the Fallout Builder interface.
- Wrong localized message under **Admin Tools** > **User Management** > **Manage Ad Hoc Analysis Users**.
- Redirect error while linking to a report in Reports & Analytics.
- Layout functionality for dashboards failed in Internet Explorer 9.

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Report Builder

Fixes

- Report Builder v5.0 was not compatible with the concurrent use of web debugging tools such as Charles or Fiddler.
- A request with an empty segment parameter caused the corresponding scheduled task to fail.
- Percent metrics were shown as 100 times their values.
- The **Hide unsubscribe in email** option was not working.

- Could not log in to Report Builder 5.0 using customer-provided Single Sign-On (SSO).
- Could not log in to Report Builder 5.0 using Marketing Cloud credentials.
- Site Metrics > Site Metric did not support aggregated granularity - it does now.
- Some segment requests created in Report Builder 4.7 could not be edited in Report Builder 5.0, and new requests could not be created in the same workbook for that segment.

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Ad Hoc Analysis

Fixes

- Fixed issue where some metrics returned 0's (zeroes).
- Fixed issue where the *Country* dimension when building a segment would not auto-fill the country name correctly and in some instances overwrite it.
- Fixed issue with Browser Height and Browser Width returning no data when running a scheduled report.
- Fixed issue for building segments using Mobile Device Types that identified them as "Unknown" and returned zeros in the report.
- Fixed error where a 302 error was thrown when generating a report.

Data Workbench

Not updated.

See Data Workbench 6.2 updates for the latest release information.

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Data Warehouse

Fixes

- When using the same segment in both reports & analytics and data warehouse for the Entry Page Report, the results were different.
- Data warehouse was not reporting Search Keywords – Paid.
- Users were unable to see the variable Page URL from the data warehouse API.
- Segments with multiple nested Visit or Visitor containers were incompatible with data warehouse.

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Clickstream Data Feeds

Fixes

- Fixed an issue that caused mobile events (7**) in the events lookup file to be incorrectly numbered.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.3.2

- Fixed handling of done and waiting flags for Visitor API fields such as the legacy Analytics Visitor ID, that was causing errors.
- Support for new features in visitor ID service 1.3.

JavaScript H code (Legacy)

H.27.2

- Fixed handling of done and waiting flags for Visitor API fields such as the legacy Analytics Visitor ID, that was causing errors.
- Support for new features in visitor ID service 1.3.

Marketing Cloud Visitor ID Service

1.3

- Support for using existing Analytics first-party data collection hostname (cname) for Marketing Cloud Visitor ID Service.
  See New Features in Analytics.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Analytics Web Services (SOAP and REST APIs)

Updates

- Added `Segments.Get` and `Segments.Delete` to version 1.4.
- Added `ReportSuite.GetVideoSettings` and `ReportSuite.SaveVideoSettings` to get and set video configuration for a report suite.
- `ReportSuite.GetSettings` now returns video settings.

Social 3.3.1

New features and fixes in Adobe Social.

Fixes and Enhancements

Enhancements and fixes in Social 3.3.1 focus on improved performance, scalability, usability, and reliability. More than 400 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Fixed an issue that caused display discrepancies for custom date ranges in the Marketing Overview dashboard after a refresh. The dashboard adhered to the date range selected in the calendar, but the date range displayed under Custom Range did not match. Both dates now match.

- Fixed an issue that caused "N/A" to display for Link Clicks in the Post Analytics roll-up view for posts that were created natively using Facebook.

- Fixed an issue that caused YouTube videos that do not contain the specified tag to display in the Post Analytics report when filtering by Tags.

- Fixed an issue that caused inconsistent time zones to be listed in the Post Analytics and Post Details reports.

- Fixed an issue that caused the downloaded Post Analytics report to not respect selected filters for YouTube accounts.

- Fixed an issue that prevented the user time-zone offset from displaying properly on the View page of the Post Details report for YouTube videos.

- Changed the way Social collects and reports Views metrics so that the Post Details report numbers match native YouTube numbers.

- Fixed an issue that caused inconsistent metric numbers to be listed in the Properties report roll-up view and the Property Details report for YouTube properties.

- Fixed a display issue that caused some dates to overlap in the Competitor Analytics report.

- Fixed an issue that caused data for two competitor pages with the same name to be combined in one row in the Competitor Analytics report.

- Enhanced the Social Campaigns report to let users view the report in list-view mode.

- Fixed an issue that prevented users from downloading the Social Campaigns report.

- Fixed an issue that caused New Page Like metrics to be inconsistent in the Competitor Analytics report and in the downloaded report.

- Fixed an issue that prevented the up/down change arrows from displaying in the Properties report for Google+ pages and Twitter accounts.

- Fixed an issue that prevented engagement data from displaying in the Property Details report's Post Performance section.

- Fixed an issue that caused Social to send a nil value for the Non-Employee Followers metric in the Property Details report for a LinkedIn page.

- Fixed an issue that prevented the link title from displaying while editing a post in the Content Calendar.

- Fixed an issue that caused the Template list in the Content Calendar to load slowly.

- Enhanced the error message that displays in the Content Calendar when a Facebook post fails due to content deemed unsafe or abusive.

- Fixed an issue that caused the Publisher to ignore line breaks in post text.

- Fixed an issue in the Publisher that prevented the image's thumbnail from displaying for a LinkedIn post even though the link to the image displays properly.

- You can now add thumbnails to Facebook videos from the Publisher and Content Calendar.

- Fixed an issue that caused posts containing images with shortened URLs to fail.

- Enhanced the link shortener feature to default to ctx.ly if an external link shortener fails. If ctx.ly fails, the post is published without the link being shortened.
- Enhanced the downloadable Moderation report to include the time zone in the Action Time and Content Time column data.
- Fixed an issue that prevented View Details from displaying information for Facebook private messages in a moderation feed.
- Enhanced the Moderation feature to display hidden Facebook posts in feeds.
- Fixed an issue that prevented all posts from loading when refreshing a moderation feed.
- Added additional permissions to moderation group permissions, including Can Access and Use Unified Moderation Stats, Can Edit Unified Moderation Settings, and Can Use Unified Moderation.
- Fixed an issue that caused listening rules with negative Bounding Box values to not validate correctly.
- Fixed an issue that prevented users from deleting and then reactivating inactive listening rules.
- Enhanced the exported file for Users & Groups to show detailed permissions information.
- Fixed an image display issue when uploading images while configuring a Sina Weibo, YouTube, or LinkedIn account.
- Users can now add owned Facebook pages as competitors even if they are not part of the ownership group for those pages.
- Fixed an issue that prevented campaign data for Social tracking codes from being added to the classification upload file.

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Target

New features and fixes in Target.

Target Premium (available June 25, 2014)

Adobe Target Premium simplifies implementation, improves usability, and automates optimization for greater revenue impact.

Target Premium is a new Adobe Target license that includes the following capabilities:

- Adobe Target Standard workflow plus Automated Personalization capability (appears as "Adobe Target Premium" in the Adobe Marketing Cloud).
- Adobe Target Classic workflow
- Adobe Recommendations

  Recommendations functionality is currently scheduled to be added to the new Target interface in an upcoming release. Until then, Recommendations is available as a separate capability with its own user interface.

- Mobile App Optimization

Optionally, Target Premium can be purchased with Adobe Search&Promote capability.

If you have a Target Standard or Target Premium license, use the Target card in the Adobe Marketing Cloud.

This release of Target Premium includes the following:

Feature	Description

Feature	Description
Automated Personalization	Automated Personalization provides advanced machine learning algorithms to drive personalized experiences and improved conversion rates for digital experiences.
	Note: Automated Personalization is available through the Target Standard workflow as part of the Target Premium solution. It is not available without a Target Premium license.

	Implement one file on your site and to enable the ability to point and click on any content and then visually create and select additional content options for that area. Then, the modeling system automatically determines which piece of content to deliver to each individual based on all behavioral data the system has about the visitor. This ability provides a personalized experience for each visitor. The marketer does not need to run a test, then analyze the results, then deliver a winner before realizing the lift found from optimization.
	
	Automated Personalization provides:
	
	• Two machine-learning algorithms:
	  • Random Forest
	  • Residual Variance Model
	• Single line of code implementation with WYSIWYG content editing
	• Primary goal for the activity currently uses the Conversion metric. Revenue and engagement are available as additional metrics.
	• Connection to the Master Marketing Profile for seamless collection of advance visitor behavioral data
	For information about using the Master Marketing Profile with Target, see Master Marketing Profile and Real-Time Audiences in the Adobe Target Integration guide.

Adobe Target Standard (available June 25, 2014)

Note: Some features in this release are available only as part of the Target Premium solution.

Feature	Description

Feature	Description
Automated Personalization (Target Premium)	Automated Personalization provides advanced machine learning algorithms to drive personalized experiences and improved conversion rates for digital experiences.
	Note: Automated Personalization is available as part of the Target Premium solution. It is not included with Target Standard without a Target Premium license. If you have a Target Standard or Target Premium license, use the Target card in the Adobe Marketing Cloud.
	Implement one file on your site and to enable the ability to point and click on any content and then visually create and select additional content options for that area. Then, the modeling system automatically determines which piece of content to deliver to each individual based on all behavioral data the system has about the visitor. This ability provides a personalized experience for each visitor. The marketer does not need to run a test, then analyze the results, then deliver a winner before realizing the lift found from optimization.
	Automated Personalization provides:
	- Two machine-learning algorithms: - Random Forest - Residual Variance Model - Single line of code implementation with WYSIWYG content editing - Primary goal for the activity currently uses the Conversion metric. Revenue and engagement are available as additional metrics. - Connection to the Master Marketing Profile for seamless collection of advance visitor behavioral data For information about using the Master Marketing Profile with Target, see Master Marketing Profile and Real-Time Audiences in the Adobe Target Integration guide.
Multiple activities on one page	Content from multiple Target Standard activities can be delivered on one page from one Target server call.
	Note: This does not affect the Target Classic priorities evaluation.
	To learn more about the Target priorities decision process, refer to the Target Standard help.

Fixes

- Fixed an issue where some shared audiences that have been deleted still show in the Audiences list.
- Fixed an error where an unexpected Save dialog box appeared in Internet Explorer 10.
- Fixed a synchronization error when saving a campaign.
- Fixed an issue where the audience for an experience was not shown on reports.
- Fixed an issue that prevented the metrics lists in Target and Analytics from matching.

- Fixed an issue that allowed users to specify their global mbox to be an mbox that is used to deliver HTML content by Target Standard. Using the global mbox in that way negatively affects content delivery and Target Classic's ability to deliver multiple campaigns to a single page in a single request.

- Fixed an error that resulted in removed items continuing to be displayed.

Target Classic (available June 24, 2014)

In this release, Target Advanced has been renamed Target Classic. The "Target Advanced" card in the Adobe Marketing Cloud has changed to "Target--Classic Workflow."

Fixes

- Fixed an issue where `mboxDebug` made an insecure request.

- Fixed an issue that caused mbox names from one account to appear, but not function, in another account.

- Fixed a defect that caused an incorrect cookie to be set in sites with two characters in their top-level domain.

- Fixed an issue where Target and Analytics did not use the same list of DMAs.

- Fixed a defect that caused the list of Visitor Behavior profile parameters not to sort under certain conditions.

- Fixed an issue that caused recent data not to display in the Audit report.

- Fixed an issue that affected the ability of an mbox to display in Internet Explorer 10 or 11 with default settings. When Document mode was set to Standards Mode, the offer code was not written to the page. The mbox call was made and the offer code was returned from the server, but it was not written to the page. Only some mboxes on some pages were affected.

Recommendations 14.6 (June 23, 2014)

This release includes the following changes:

- Adobe Analytics traffic classification at the product level is no longer supported.

- Recommendations now supports *pageURL* and *thumbnailURL* variations of *pageUrl* and *thumbnailUrl*. Additionally *entity.categoryId* is treated similarly to *entity.category* in that it supports multiple values.

Key bug fixes in this release include the following:

- Fixed a problem that caused Recommendations feeds yo stop 6unning on June 4.

- Fixed issues with entity mapping in Recommendations and CSV uploads.

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Search&Promote 8.15.0

New features

Feature	Description
Phrase stemming	Stemming of synonyms within a phrase is now supported. To enable and use this feature in Adobe Search&Promote, contact your Adobe Technical Account Manager.

Fixes

- Speed improvements were made to the overall guided search performance.

- The Attribute loader was throwing a 404 error.

- If SPIN tried to generate a template that was too large, an alert was displayed.

- Updates were made to the Chinese, Korean, and Japanese morphological analyzer.

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Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.

- Audience management release notes.

- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - July 17 2014

Mobile Services: New menus, overview reports, and context mapping for purchase variables; Dynamic tag management: audit log for administrators. Analytics: Apply segments to Anomaly Detection reports, create segments from fallout reports in marketing reports & analytics. General bug fixes.

> **Note:** To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Latest Update: **September 18, 2014** (Analytics)

Release date: July 17, 2014

- Marketing Cloud and Shared Services
- Analytics
- Social
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Shared Services

New features and fixes in the Adobe Marketing Cloud and shared capabilities.

- Marketing Cloud Interface
- Mobile Services 2.0
- Data Connectors
- Dynamic Tag Management

Marketing Cloud 14.7.1

New features, known issues, and fixes in the Adobe Marketing Cloud collaboration and sharing interface.

Known Issues

- Files deleted from Marketing Cloud are not being deleted from Digital Asset Management.
- Some Exchange users may find their names in the comments to be a long string ID instead of the friendly name.
- Some .png files cannot be rendered on a card.
- Uploading files allows more file types than the drag-and-drop method. For best results, upload using Assets.
- The Search&Promote linking is not available from the Organizations & Product Access page.
- Exchange users must clear their cookies to improve their experience.
- Marketing Cloud interface can slow down when in parallel use by many users.
- You will be logged out after 15 minutes of inactivity. Also, logging out in one location will log you out of the Marketing Cloud.

- Some users may not be able to link their audience management accounts to Marketing Cloud.
- Exchange users can only see English in language selector.

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services

New features and fixes for July 17, 2014 primarily include menu streamlining and the combining of various reports into Overview reports. The new Standard Variables and Metrics page is available for mapping in Custom Data Content.

Feature	Description
New *All Apps* menu	The App Selector menu now has an item called *All Apps*. The selector also lets you type to easily search for applications.
New *Manage App Settings* menu.	The *Settings* menu is now called *Manage App Settings*. It has been reorganized and streamlined, along with *Usage*, *Acquisition*, and *Location* submenus.
All Apps Overview	When you click All Apps, the menu options are: • **Overview**: Displays a report for key metrics for each your apps. This Overview report is one of several new Overview reports available in this release. • **Manage Apps**: Displays the Manage Apps page. • **Manage Target Activities**: Lets you log into your Target account and create Adobe Target activities.
Overview reports	In addition to menu streamlining and organization changes, many reports have been combined into Overview reports. For example, reports for countries, regions, and cities have been combined into a **Location** > **Overview** report, which displays a sunburst visualization and breakdowns for Countries, Regions, and so on.
Changes to App Information	The App Information page previously in **Settings** > **About***<app name>* is now in accessed by clicking **Manage App Settings** in your appp. Child pages in your app are now accessible from the top of the App Information page. These pages have been renamed as follows: • *Custom Data Content* is now *Manage Variables & Metrics*. (New feature. See *Standard Variables & Metrics* below for more information.) • *Acquisition Links* is now *Manage Acquisition Links*. • *Points of Interest* is now *Mange Points of Interest*.

Feature	Description
Manage App Settings > Manage Variables & Metrics	The former *Custom Data Content* page (now called *Manage Variables & Metrics*) has been expanded to include three tabs for context data mapping: • **Standard Variables & Metrics**: (**New**) Lets you specify context data mapping for standard purchase variables and metrics (shopping cart and purchase activities). You can also enable or disable whether the variables and metrics are visible in Mobile Services. • **Custom Variables**: Lets you map Analytics properties to a text value, and the context data variable that you would like mapped. (Not new functionality.) • **Custom Metrics**: Lets you select the context data metric event that you would like mapped. (Now new functionality.)
Usage > **Action Paths**	The ranked Actions report now displays pathing information. (Click **Customize** to display a ranked report.)
Language support	French, Chinese, German, Korean, Spanish, and Portuguese are now supported.

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

Improvements and Fixes

- When you create a report suite, the company prefix is now displayed automatically on in the **Report Suite ID** field. This improvement removes the need for you to enter the ID, and reduces the potential of having double prefixes added to report suites.
- You can now copy acquisition links on iOS devices.
- Bulk uploading is no longer supported on Safari 5 and IE 9 and older.
- Added the option to cancel actions to most settings pages.
- Renamed *Location Map* report to *Map*.
- *Zip Code* is no longer shown by default in the menu, and is no longer shown as a map when you run through Customize panel.
- Made the details labels more clear (More Details | Fewer Details).
- Improved the appearance of reports when using the browser's print functions.
- Improved compatibility with password managers.
- Show *modified* or *created by* information on the Acquisition Links page.
- Improved messaging when switching to an app that does not support the current report.
- Fixed a JavaScript error on the Custom Data Content page.
- Fixed "undefined" being briefly shown on page titles when the page was loading.
- Fixed an error when part of a multi-ranked report has no data.
- Fixed validation messages and interface cleanup on the Points of Interest page.
- Fixed an error occurring when saving custom data content.
- Fixed a freeze issue in Firefox occurring on the Points of Interest page.

- Fixed an issue that was preventing the correct currency symbol from being used on the All Apps overview.
- Fixed an issue occurring in the total for the Instances metric on ranked reports.
- Fixed improper pop-up occurring when canceling from the Manage App Settings page.
- Fixed an issue occurring when switching from pathing to ranked reports in the Customize panel.
- Fixed a bug on the Delete Selected button on the Manage Apps page.
- Fixed key metrics not being saved properly.

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Data Connectors

Fixes

- Fixed an issue that caused duplicate segment rules to be created when editing an integration configuration.
- Fixed an issue that prevented you from adding custom segments to Email Marketing integrations in Data Connectors.

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Dynamic Tag Management

Features and fixes for dynamic tag management.

July 24 2014

Feature	Description
Adobe Analytics account and report suite synchronization.	Report suites are automatically synchronized via a Marketing Cloud login or Web Services ID. Once the accounts are connected, dynamic tag management pulls the Adobe Analytics report suite IDs and names into the tool configuration interface, allowing for increased speed in tool deployment with less possibility for user errors.
Adobe managed measurement library option.	You can let dynamic tag management loads and manage the base library directly. You no longer need to cut and paste library code from the Adobe Analytics administration tools. This feature also makes upgrades to new versions of AppMeasurement easier, because the base code and custom code are stored separately.
Custom Code timing.	You can now select whether you want the code in the Adobe Analytics code panel to fire before or after the interface settings for more implementation flexibility.
Interface improvements.	The groups (General, Library Management, and so on) on the Tools page for Adobe Analytics has been reorganized and streamlined to simplify configuration.

See Adobe Analytics Settings in Dynamic Tag Management help.

July 10 2014

Features and fixes planned for July 10, 2014:

Feature	Description
Audit Log for Administrator	Click **Log** in the left-hand rail to view the Audit Log page. Company administrators can view, filter, and export a list of all activities that take place within companies and web properties to which they have access. This feature is helpful both for auditing and troubleshooting purposes. For example, you can view and filter by: • Successful logins • Account names • IP addresses • Companies • Web Properties (and see who created them and when) • Roles, and more. You can also export the log data to `.csv`.
Language Selector	Dynamic tag management is now available in the same languages (English, French, Spanish, German, Korean, Portuguese, Japanese, Traditional Chinese, and Simplified Chinese) as the rest of the Marketing Cloud. In Account Settings, click the **Languages** menu to specify the language.
Synchronous loading of the Adobe Target tool.	To enable this feature: 1. Navigate to the Target tool configuration page. 2. Enable **Load Adobe Target Library synchronously**. **Note:** This value is enabled by default for new instances of the Adobe Target tool, and disabled by default for existing instances of the tool. Existing instances of the Adobe Target tool will continue to load asynchronously until you change the setting to *synchronous*.

Fixes

- Fixed an issue where disabling and then enabling a property caused the items in the approvals queue to be automatically published by the system when the property was re-enabled.
- Added a message to the Embed tab for company administrators. This message is a reminder that no code is published to the production environment until someone explicitly clicks **Publish**. This fix was done to help avoid confusion by some users who were seeing *404 Not Found* errors on the production library, because they had not yet published.
- Fixed an issue where duplicate registrations were possible for the same user using a differing case. (For example, `user@DOMAIN.com` vs `user@domain.com`).

- Fixed an Adobe Analytics issue that prevented you from re-adding or editing an *eVar* or *prop* value after deleting that specific variable or property.
- Fixed an issue where rejecting an approved or published tool, and then updating that tool, did not cause a new entry to be generated in the approvals queue.
- Fixed an issue where the Adobe Analytics tool configuration options for *Always Track* and *Never Track* did not emit the correct values to the library and therefore did not have any effect on data collection.
- Fixed an issue where entering invalid regular expressions caused a broken interface and required you to reload the page.
- Google Analytics event tag: Fixed an issue where a *Fill in all fields* error appeared on a rule, but you were unable to save the rule or make any additional edits and was required to reload the page.

Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

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Analytics

New features and fixes in Adobe Analytics.

- New Features in Analytics
- Fixes:
  - Marketing Reports & Analytics
  - Report Builder
  - Ad Hoc Analysis
  - Data Workbench (Analytics Premium)
  - Clickstream Data Feeds
- AppMeasurement and Mobile SDKs

New Features in Analytics

Feature	Description
Processing rules now support "does not equal"	You can now trigger actions in processing rules using a "does not equal" operator.
Change to login process	Instead of locking users out after a number of unsuccessful attempts, the login process starts taking longer to try the password for each attempt. The 5th attempt takes 15 seconds and that number doubles with each failed try until a maximum wait time of 120 seconds.
Ability to apply segments to Anomaly Detection reports	Added the new segment selector rail to Anomaly Detection. This means that segments can now be applied to Anomaly Detection reports.
Marketing Reports & Analytics: Ability to create segments from fallout reports	Added a *Create Segment From Path* link in the Fallout reports that goes to the Segment Builder. Clicking the link results in an auto-created sequenced segment definition that uses the checkpoints from the Fallout report.

Virtual Focus Group Report

In an upcoming release, the Virtual Focus group report will be removed from ad hoc analysis.

New Features in Analytics Premium

In addition to the features listed in New Features in Analytics, Analytics Premium provides these additional new features in the release of Data Workbench 6.2.1:

New Features	Description
Vertical Scroll Bars in Text and Wrapping Text features.	Text and Wrapping Text boxes now have vertical scroll bars.
Sorting Thumbnails on the worktop	Names sorted on the worktop are now insensitive to the case of the character, sorting alphabetically ABCcDd instead of ABCDcd .
Searching dimensions based on the parent dimension.	In the Finders panel, you can now right-click on the Dimensions tab and click select Dimension Type > By Parent. A list of top-level countable dimensions will display. When you select one of these parent dimensions, a list of its subordinate dimensions will appear in the search results.
Dialog asking to open an external application.	You will now be presented with a dialog box the first time you open an external application in Data Workbench. For example, the first time you open a text file using Notepad. This will also create a local file called `InsightSES.dat` placed in the client install folder.
Changing Toolbars to Buttons	You can opt out of using the new toolbar icons provided in Data Workbench 6.2. by changing the `Toolbar Icons` argument in the `insight.cfg` file to `false`. ``` Toolbar Icons = bool: false ``` You will need to restart the client for the change to take effect.
Reset options in Scoring and Decision Trees visualizations	In the Propensity Scoring (`Tools > Predictive Analytics > Propensity Score`) and Decision Tree (`Visualizations > Predictive Analytics > Classifications > Decision Tree Builder`) tools and visualizations, you now have two reset options: **Reset Models**—Clears out the model but maintains the settings and inputs. Makes the **Go** button selectable. **Reset All**—Resets all settings (previous design).

See the **New Features** section in the Data Workbench 6.2.1 release notes to view additional updates for Data Workbench in Analytics Premium.

Marketing Reports & Analytics

Fixes

- (**Added 9/18/2014**) On July 29, 2014, additional checks were implemented to ensure that Adobe-generated IDs and custom visitor IDs are correctly identified. Previously, all visitor IDs that

contained a hyphen were identified as generated by Analytics (hyphen is used to separate the two sections of Adobe-generated IDs, and is an unsupported character in custom IDs). After this update, an ID is identified as Adobe-generated only if the ID:

- Contains hyphen character
- Starts with hex digit
- Contains only hex digits and hyphen
- Low starts with hex digit (section after the hyphen)
- Low contains only hex digits (section after the hyphen)

IDs that do not meet this criteria are considered to be custom visitor IDs. Clickstream data feeds customers should refer to Identifying Visitors for additional details on how visitor IDs appear in data feeds.

- Fixed an issue that caused filters to not be applied to the Mobile App > App Activity Reports > Action Name report. Filters are now applied to this report as expected.

- Fixed an issue that caused calculated metrics on report suite summary dashboards that are configured to report High/Low dates and values to occasionally report a high or low date that is outside of the selected date range. Calculated metrics now report high and low dates that are within the selected date range on these dashboards.

- Fixed the Return Visits report to include return visits that occur in the same day.

- Fixed an issue on the Operating Systems report that caused some versions to appear twice.

- Fixed numeric 2 classifications for hinge events above event 50.

- Fixed an issue that prevented new segments from being used by the Adobe Analytics and Adobe Campaign data connector. New segments now appear on the Configure > Data Settings tab in the data connector as expected.

- Single Access metric is now supported by overtime traffic reports.

- Fixed an issue that caused the Average Page Depth metric to potentially include some incorrect pages, and as a result, appear higher in some circumstances. You might see an decrease in this metric after this release.

- Fixed an issue that occurred when changing the date range on a custom report. The report name changed from the custom report name to the default report name.

- Fixed an issue where the "Referrer Type" report could not be broken down by "Referring Domains".

- Fixed a formatting issue with fallout reports in a downloaded dashboard report.

- Fixed issues that occurred when trying to change the position of processing rules in Marketing Channels processing rules.

- Fixed redirect errors that happened while opening links to any reports within Reports & Analytics.

- Fixed an issue where users were unable to add recipient emails to scheduled reports from Admin Tools.

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Report Builder

Fixes

- Fixed an issue where the Mobile > Device Type 'Other' showed no data with granularity in a breakdown report.

- Fixed an issue where a multi-dimensional request with metric headers as row labels did not return all items for the first dimension.

- Fixed an issue that prevented an Excel file containing a report builder request from being saved in Excel. This happened only after logging in to a company that had access to a report suite with a null label.

- Fixed an issue that prevented users with hyphenated names from downloading shared library workbooks.
- Fixed an issue with editing report builder requests that had "inaccessible/deleted segments" listed under segments. This resulted in an error message.

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Ad Hoc Analysis

Fixes

- The Virtual Focus Group in ad hoc analysis will be removed in the October release. A notification now appears at the top of the VFG report about removal of this feature in the future, as well as a tool tip presented in the report screen when hovering over the VFG report icon.

Data Workbench

Fixes

- The **Browsers** and **Operating Systems** lookup files will not be updated within the legacy **Traffic** profile (for example, `Lookups\Traffic\Browsers.txt`). Instead, configuration of the **Traffic** profile will utilize the DeviceAtlas bundle (`Lookups\DeviceAtlas\DeviceAtlas.bundle`).
- Data Workbench 6.2.1 will be the last release to provide a download of the 32-bit client application (`Insight32.exe`). All future client application downloads will be the 64-bit application (`Insight.exe`) and continue to require Windows 7 or newer.

  > **Note:** Memory limitations of the 32-bit application are addressed with the introduction of the 64-bit application beginning with the 6.1 release. The 32-bit version of the Data Workbench client application may experience potential issues related to memory limitations when running predictive models using the clustering and scoring features.

See Analytics Premium for new feature updates and additional release information.

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Clickstream Data Feeds

Not updated in this release.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

Not updated in this release.

JavaScript H code (Legacy)

Not updated in this release.

Marketing Cloud Visitor ID Service

Not updated in this release.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social

Fixes and enhancements in Adobe Social 3.3.2.

Fixes and Enhancements

Enhancements and fixes in Social 3.3.2 focus on improved performance, scalability, usability, and reliability. Nearly 150 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Added the ability to evaluate owned social property and post KPIs alongside site KPIs in Adobe Analytics. This data can be integrated into Analytics dashboards, pulled into Report Builder, and is available in Ad Hoc Analysis and Data Warehouse.
- Fixed an issue that prevented the Social Buzz report's Related Terms reportlet from loading if your account is using the Singapore data center.
- Fixed an issue that caused a "file format or file extension is invalid" error message when attempting to export the Social Buzz report.
- Fixed an issue that caused an error message or prevented the file from opening after exporting data from the Social Buzz report.
- Fixed an issue that caused an error message to display when attempting to update sentiment on the Social Buzz report.
- Fixed an issue that prevented the Marketing Overview dashboard's Campaigns reportlet from loading if your account contains many campaigns.
- Fixed an issue that prevented users from being able to click **View Post** in the Content Calendar to display a Facebook Photo Album or Facebook Cover Photo post.
- Enhanced the Content Calendar so that users can view a post on its platform (Facebook, Twitter, Google+, and so forth) from the List View, Month View, or Week View.
- Enhanced the Publisher and Content Calendar to support animated `.gifs` on Twitter.
- Fixed an issue that caused the Content Calendar to not respect certain filters. For example, if a user specified one or more properties, then specified a Pending Approvals filter, the Content Calendar displayed posts for more properties than were selected in the Social Properties filter.
- Enhanced the Publisher and Content Calendar to display an icon to indicate that the post will fail because the associated social property needs to be re-authorized. Users can hover over the icon to display a message and a link to authorize the property.

- Updated to the latest Twitter library so that all domains are shortened correctly (the number of characters is accurate).
- Fixed an issue that caused the hashtag to display in Facebook and Google+ posts even though the hashtag was added in the Twitter preview.
- Fixed an issue that caused the bulk delete function for listening rules to not respect search results. For example, if a user specified a search term on the Active Rules page (**Settings** > **Listening Rules** > **Active**), clicked the checkbox at the top of the list to select all returned listening rules, then clicked **Delete**, more rules were deleted than expected.
- Fixed an issue that caused a longer than expected delay before data collection started for a newly created listening rule.
- Fixed an issue that prevented tracking codes being sent to the classification importer (SAINT) even though a Facebook post had an associated campaign.

Top

Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.
- Audience management release notes.
- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

Top

Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - August 21 2014

Adobe Social 3.3.3 release; Dynamic tag management - Marketing Cloud ID Service; Analytics - HTTP POST support for data collection, file name added to the Schedule Manager; general maintenance release fixes and improvements in the Marketing Cloud and solutions.

> **Note:** To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Release date: August 21, 2014

- Marketing Cloud and Core Services
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Core Services

New features and fixes in the Adobe Marketing Cloud and core services.

- Marketing Cloud Interface
- Mobile Services 2.0
- Dynamic Tag Management

Marketing Cloud 14.8.1

New features and fixes in the Adobe Marketing Cloud collaboration and sharing interface.

Feature	Description
Mobile Services	You can now access Adobe Mobile Services from the left-hand navigation.
New documentation URL.	Marketing Cloud help landing is now at: https://marketing.adobe.com/resources/help/en_US/mcloud/ Please update your bookmarks.

Known Issues

- Group and entitlement changes made in user management only take effect after a new login.
- Some users may not be able to create a card from a PDF and share it to a board.
- Some users may have trouble uploading assets to a board.

- Some users may not be able to log in from Target to Marketing Cloud.
- Some audience management users cannot log into the Marketing Cloud.
- Some users are able to delete an out-of-date asset instead of receiving an error notification.
- Files deleted from Marketing Cloud are not being deleted from Digital Asset Management.
- User are not able to share PowerPoint files on boards.
- Some `.png` files cannot be rendered on a card.
- Marketing Cloud interface can reduce in performance when in parallel use by many users.
- The Search&Promote linking is not available from the Organizations & Product Access page.

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services

Adobe Mobile Services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Fixes and Improvements

- The Mobile help landing is now at:

  https://marketing.adobe.com/resources/help/en_US/mobile/

  Please update your bookmarks.
- Updated interface colors to increase contrast for accessibility.
- Added the ability to create offline-enabled report suites. Meaning, if you copy from an offline-enabled (time-stamped) report suite, the new report suite is offline-enabled. The Mobile App Template is offline-enabled as well.
- Log improvements: The logs now show that report suites with mobile application reporting enabled are automatically added to Adobe Mobile Services when you log in.
- Fix an issue causing incorrect sorting on trended reports.
- Fixed a layout issue of Manage Points of Interest page on iPads.
- Improved the validation of acquisition links to prevent links from failing to show a status of *Ready*.
- Fixed an issue preventing tracking codes from showing up in Analytics. This fix automatically populates *s.campaign* with acquisition tracking codes
- Fixed an issue preventing list variables from being copied when creating a new report suite.
- Fixed a search issue for Organizations in the Account Settings dialog box.
- Improved automatic Chinese detection in Internet Explorer for Windows 8 and 8.1.
- Mobile now does not allow you to disable eVars when there are custom processing rules that rely on the eVars.
- Fixed a scrolling issue in the store app search list in Internet Explorer.
- Fixed an issue causing Chinese and Korean characters to truncate in Internet Explorer.
- Fixed a sorting issue in the First Launch Cohorts Report.
- Fixed an issue causing spaces to be encoded as plus signs (+) in acquisition links.
- Fixed phantom clicks occurring on iPads
- Fixed minor display and behavior issues in the Notifications list.

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

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Dynamic Tag Management

> **Note:** Dynamic tag management releases weekly. See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

August 21, 2014

Fixes and improvements:

- The help landing for dynamic tag management is now at:
  https://marketing.adobe.com/resources/help/en_US/dtm/
  Please update your bookmarks accordingly.
- Fixed an issue where re-enabling a previously disabled property caused all approved items to be immediately published. A property will now be enabled, but published assets will not be affected until a publish request is explicitly requested by a user with appropriate permissions.
- Fixed an issue where custom code editors in dynamic tag management were truncating the last few lines of displayed code.
- Fixed an issue where reverting a tool to a previous version did not revert all settings for that tool.
- Users can now force a data element's value to be automatically converted to lowercase before it is returned and used.
- Fixed issue where a race condition in the dynamic tag management engine prevented data from being sent correctly to audience management.

August 7, 2014

Feature	Description
Marketing Cloud ID Service	You can automate the deployment of the Marketing Cloud ID Service using dynamic tag management. See Marketing Cloud ID Service in *Dynamic Tag Management Help*.

Fixes and improvements:

- The help landing for dynamic tag management is now at:
  https://marketing.adobe.com/resources/help/en_US/dtm/
  Please update your bookmarks accordingly.
- Fixed an issue where reverting an Analytics account to a previous version resulted in a 404 error.
- Fixed an issue where Approvers trying to view details on a previous version, while reviewing an approvable item, were unable to expand the appropriate sections.
- Added support in Adobe Analytics tool configuration for visitor namespace.
- Upgraded the code editor used throughout dynamic tag management, which provides additional features, including support for extra-long lines of code.
- Fixed an issue where events set in the Analytics rule UI were not being sent as part of data collection when the rule was set to use *s.t()*.
- Fixed an issue where the Force Lowercase option was not working in Google Universal Analytics.

- Fixed an issue where the default value was not returned when specifying a DOM element that did not have the attribute defined as specified in the CSS selector for the data element.
- Fixed an issue where reverting an Analytics tool to a previous version did not revert all elements of that account, resulting in a mixture of old and new settings for the tool.

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Analytics

New features and fixes in Adobe Analytics.

- New Features in Analytics
- Fixes:
  - Marketing Reports & Analytics
  - Report Builder
  - Ad Hoc Analysis
  - Data Warehouse
  - Clickstream Data Feeds
- AppMeasurement and Mobile SDKs

New Features in Analytics

Feature	Description
Support for "matches" and "does not match" in data warehouse segments	Data warehouse now supports "matches" and "does not match" in segment definitions. (Reports & Analytics and Ad Hoc Analysis already support this.) Segments that were previously incompatible with data warehouse because data warehouse did not support "matches" and "does not match" will become compatible after the release (assuming that's the only reason the segment was incompatible.) Additional segments may appear in the data warehouse segment list after the release.
Report File Name added to Scheduled Reports Manager	Scheduled Reports Manager now includes a **File Name** column.
Segments.Save in Web Services API	Segments.Save was added to the 1.4 Web Services API to save segments that are compatible with the recently updated segment builder interface.

Marketing Reports & Analytics

Fixes

- When downloading the Next Page report to Excel or CSV, the report did not show the correct data. PDF and Word did show the correct data.
- Users were unable to download **Marketing Channels** > **Marketing Channel Overview Report** in Excel format.
- After the user deleted a dashboard, scheduled reports kept delivering but could not be found in the Schedule Manager.
- When copying a shared dashboard through **Copy me** in Manage Dashboards, the copied dashboard inherited the scheduling of the original dashboard and the original dashboard lost it.

- Segmentation: Exclude sub-containers did not show up as red in Internet Explorer.
- List variables were not available in Data Extract reporting.
- Users were unable to use correlations even if they had access to traffic.
- Publishing widgets did not show correct date ranges.
- Report suite selection search field was not working for certain report suites.
- After applying a segment to a dashboard, the **Save** button was not available.
- Scheduled Reports Manager did not display any scheduled reports.
- When searching within **Scheduled Reports Manager** > **Report Logs**, the filter did not honor the date range selected and defaulted back to May to July 2014.
- Fixed an issue that caused the Amazon Kindle Fire HD to be incorrectly identified on the Device Type Report. This device is now reported correctly.
- Fixed an issue that caused some Android 4.4.2 phones to be reported as Linux OS on the Device Type Report. These devices are now reported correctly.

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Report Builder

Fixes

- Current Day reports did not refresh correctly for some time zones. Current Day reports will refresh based on report suite time zone.
- Retrieving bookmarks and dashboards slowed down report builder authentication. Moving the retrieval of bookmarks and dashboards to Request Wizard Step 1 solved this issue. Bookmarks and dashboards are now imported only when users click the bookmark or dashboard.
- Refreshing some workbooks with a number of requests resulted in an error.

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Ad Hoc Analysis

Fixes

- In May 2014, Single Page Visits was inadvertently renamed to Single Access. In August 2014, this name change was reverted.
- A new Single Access metric was added. This metric allows you to view the number of visits where there was only one value in a visit, and is also available in Report & Analytics.
- Current Day reports did not refresh correctly for some time zones. With this fix, the Current Day reports will refresh as designed.
- Instance metrics for Marketing Channels were not displaying in the left pane of Ad Hoc Analysis. The Instance metrics now display correctly.
- The Save Project As feature was not working in earlier versions. This has now been fixed.

Data Warehouse

Fixes

- Referrer report was incorrectly reporting internal referrers.
- Running a data warehouse report on a currency metric with a visit-level breakdown resulted in incorrect data.

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Clickstream Data Feeds

Not updated in this release.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.4

- Removed tracking of browser plug-ins (p query parameter) as plug-ins are no longer reported in version 15.
- Addition of the audience management module in the download zip.

JavaScript H code (Legacy)

H.27.3

- Internal changes to support upcoming features.

Marketing Cloud Visitor ID Service

1.3.1

- Added a `cookieDomain` configuration variable to let you specify the domain on which the cookie is set for domains that cannot be determined automatically.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social

New features and fixes in the Adobe Social 3.3.3 release.

Feature	Description
New Social User interface	The Social 3.3.3 release (08/21/14) introduces a new user interface (UI) with some subtle differences that you need to be aware of. See New Social Interface Changes in *Adobe Social Help*.
New documentation URL	The Social documentation has been moved to the following location: https://marketing.adobe.com/resources/help/en_US/social/ Please update your bookmarks.
New training videos	Added 14 new training videos and removed a few outdated videos. New videos include the following: • New User Orientation: Adobe Social • New User Orientation: Publishing • New User Orientation: Content Calendar • New User Orientation: Moderation • New User Orientation: Analytics • New User Orientation: Social Campaigns • How to Monitor and Respond to Conversations • How to Pull and Customize Property and Post Analytics • How to Troubleshoot a Post that Failed to Post • How to Set Up Social Campaigns • How to Pull and Customize Social Campaign Reports • How to Reauthorize a Social Account • How to Create a Listening Rule • How to Create a Moderation Feed See Social Training Videos.
Unified Moderation	**Tune Sentiment:** You can now tune a post's sentiment from a moderation feed. **Stream Moderation Feeds:** You can now stream a moderation feed to automatically refresh the feed with new content. **View Machine Translation:** If you create a feed in a language other than the language you are viewing in the Social UI, or if a post in a different language displays in an existing moderation feed, you can click Show Translation in each post's tile to display a machine-generated translation of that post's text. **In-Feed Search:** Search each moderation feed by clicking the magnifying glass icon and typing content into the search box.

Fixes

In addition to the new features and enhancements described above, fixes in Social 3.3.3 focus on improved performance, scalability, usability, and reliability. More than 570 back-end fixes and

enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Enhanced the Moderation Overview dashboard's exported file to include the time zone in the Action Time and Content Time columns.
- Fixed an issue that prevented YouTube data from displaying in the Properties and Posts reports due to disabled account tokens.
- Fixed an issue that caused the Posts report's exported file to not respect filter settings.
- Fixed an issue that caused an error message to display when exporting the Post Analytics report, even though the export was successful.
- Fixed an issue that caused the Social Buzz report's export to fail when requesting a high number of post results.
- Fixed an issue that caused revenue discrepancies between the Social Campaign and the Campaign Details reports.
- Fixed an issue that caused discrepancies in the number of mentions across various reports in Social.
- Fixed an issue that prevented the tracking code for Facebook posts with an associated campaign from being sent to SAINT.
- Fixed an issue that caused internal notes added by customers using the Content Calendar from saving.
- Fixed an issue that caused filters and tags configured in the Content Calendar to be reset after a browser refresh.
- Filtering the Content Calendar now respects the user's time zone.
- Fixed a formatting issue in the UI when targeting LinkedIn posts by geography.
- Fixed an issue in the Publisher and Content Calendar that caused unexpected characters to display after inserting a hashtag (#) followed by Japanese, Traditional Chinese, Simplified Chinese, or Korean characters.
- Fixed an issue that caused moderation notification email messages to fail.
- Fixed an issue that caused the Escalation status to remain as Claimed even though escalation was marked Resolved.
- Fixed an issue that prevented an inactive rule from displaying on the Inactive page (Settings > Rules > Inactive tab).
- Fixed an issue that caused an email notification to be sent to customers when a draft post was created, even though they had set email notification to *minimal*.
- Fixed an issue that sometimes caused a blank page to display after customers clicked the View this Template link and logged in to Social after receiving an email message stating that a new template is available for publication.
- Fixed an issue that prevented Facebook pages that do not have Facebook admins from displaying on the Facebook Pages page in Social (Settings > Facebook Pages).

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Target

New features and fixes in Target.

Target Standard

This release includes the following new features and enhancements:

Feature/Enhancement	Description

Feature/Enhancement	Description
Enhanced syncing of HTML offers with Target Classic by increasing the character limit.	Raised the character limit of an HTML offer created under Content to align with the 256 KB limit of HTML offers synced to Target Classic.
Improved user experience when an error is created in the Experience Editor.	The Experience Editor displays a message when DOM structure changes on the page breaks the selectors.

Fixes

- Fixed an issue where the Reporting graph was not generated while navigating between activities.
- Fixed a problem where selected links were not marked as *selected* when users clicked **Select Link** on the Goals and Settings page.
- Fixed an error that prevented a new activity from appearing in the Activity List after being activated on the Overview page.
- Fixed a problem that prevented users from selecting a link for click tracking.
- Fixed an issue that caused duplicate offers to appear in an offer-level report.
- Fixed an issue that prevented mbox elements from being inserted.
- Fixed an error that caused link click conversions not to work.
- Fixed a click-track conversion error that negated `target="_blank" functions.`
- Fixed a problem where click tracking was navigating off the page.

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Target Classic

This maintenance release of Target Classic includes significant updates to profile datastore support for third party id, REST API improvements, and customer-reported bug fixes. This release also contains an important improvement to the edge cache consistency, which resolves ongoing issues reported by customers.

Features and Enhancements

Feature/Enhancement	Description
API authentication	Added authentication for the Profile Update, Batch Profile Update and Profile Fetch APIs.
Improved display of Lift and Confidence bars.	The Lift and the Confidence bars for AOV and RPV only display when there are at least 30 conversions and 30 non-conversions in both the Testing and Targeted columns.

Fixes

This maintenance release includes the following fixes:

- Fixed an issue that resulted in the Target Standard graph not appearing for users who have changed their *Default for Reporting* setting.
- Fixed a problem that caused the `mbox.js` reference to appear outside the `<Head>` section of the page.

- Fixed an issue that caused *bullseye_api* to appear in the Target Classic history. *bullseye_api* has been changed to *System*.

- Fixed a problem in IE 9 and 11 that caused Adobe Analytics tracking to not work due to `mbox.js` inclusion.

- Fixed an error where geotargeting with a zip code did not work.

- Fixed a problem in IE where downloading a CSV file for the Success Metric report did not work.

- Fixed an issue where trailing spaces in targeting options caused data to not appear in reports. Spaces are now trimmed from targeting options.

- Fixed an error that caused the confidence interval appear when mousing over the Sales column.

- Fixed an issue that prevented the Help menu from appearing in German-localized browsers.

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Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.

- Audience management release notes.

- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

Top

Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - September 18 2014

Analytics: new reports navigation menu. Social: enhancements to the Social Buzz Report and Moderations. Recommendations 14.8. General fixes.

> **Note:** To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Release date: September 18, 2014

- Marketing Cloud and Core Services
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Core Services

New features and fixes in the Adobe Marketing Cloud and core services.

- Marketing Cloud Interface
- Mobile Services 2.0
- Dynamic Tag Management

Marketing Cloud 14.9.1

New features and fixes in the Adobe Marketing Cloud collaboration and sharing interface.

Fixes and Improvements

- When you navigate to `marketing.adobe.com`, the login experience is now consistent with Adobe's Creative Cloud login.
- On the Manage Organizations page, the account linking experience is now consistent for each solution.

Known Issues

- Group and entitlement changes made in user management only take effect after a new login.
- Some users may not be able to create a card from a PDF and share it to a board.
- Some users may have trouble uploading assets to a board.
- Some users are able to delete an out-of-date asset instead of receiving an error notification.
- User are not able to share PowerPoint files on boards.
- Some `.png` files cannot be rendered on a card.

- Marketing Cloud interface can reduce in performance when in parallel use by many users.
- The Search&Promote linking is not available from the Organizations & Product Access page.

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services

Adobe Mobile Services bring together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud. Initially, the service provides seamless integration of app analytics and targeting capabilities from the Adobe Analytics and Adobe Target solutions. Learn more at Adobe Mobile services documentation.

Fixes

- Fixed an issue preventing some customers from successfully logging in.
- Updated help links to point to https://marketing.adobe.com/resources/help/en_US/mobile/.
- Minor change to background image displayed on login page.

See Adobe Mobile Services for product documentation. To see the release notes for previous releases, expand *Previous Release Notes* in the left pane.

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Dynamic Tag Management

Not updated in this release.

See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

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Analytics

New features and fixes in Adobe Analytics.

New Features in Analytics

Feature	Description
New Reports Navigation Menu	New, easier-to-use Reports menu that provides quick access to all reports.

Feature	Description
Consistently named segmentation operators	Reports & analytics and ad hoc analysis now use consistent operators and operator names when creating segments. **New operators** The *exists*, and *does not exist* operators were added to reports & analytics when segmenting based on enumerated strings. The *does not contain all of* and *does not contain any of* operators were added to ad hoc analysis when segmenting based on string values. **Renamed operators** In reports & analytics: *does not contains all of* was renamed to *does not contain all of* *does not contains any of* was renamed to *does not contain any of* In ad hoc analysis: *contains one of* was renamed to *contains any of* *is not null* was renamed to *exists* *is null* was renamed to *does not exist* *equals (with wild cards)* was renamed to *contains* *does not equal (with wild cards)* was renamed to *does not contain* *event exists* was renamed to *exists* *event does not exist* was renamed to *does not exist*
HTTP POST support for data collection	AppMeasurement for JavaScript and Flash now send image requests using POST in some circumstances to avoid request truncation that occurs at 2000 bytes in some browsers. After this update, Internet Explorer 8+ will no longer truncate request data at 2000 bytes, reducing errors and data loss for some variables. For example, if the browser is Internet Explorer 9 and the image URL is 1900 bytes, then the request is sent using HTTP GET. If it is 2100 bytes, the request is sent using HTTP POST. Note that the Adobe Debugger does not inspect hits sent using HTTP POST. If the Adobe Debugger doesn't show data in Internet Explorer, use a packet analyzer or the built-in network tools to examine the network traffic directly, or inspect the hit in a browser that does not truncate URLs, such as Chrome or Firefox. This functionality requires AppMeasurement for JavaScript 1.4.1+ and the visitor ID service 1.3.2+.
Coach marks for new features	When you log in after the release, you will see coach marks describing the new features in Analytics. After you click **Exit** or **Done**, the coach marks do not display again.

Marketing Reports & Analytics

Fixes

- Fixed an issue where the Search Keywords - All reportlet reported in a currency that was different from the base currency set for the report suite.

- Fixed an issue where a user who had access to the Site Hierarchy Report on two report suites was unable to switch between the two report suites. An Access Denied error was displayed.

- Fixed an issue that occurred when creating a segment from a Fallout Report. The container changed from Visit (parent report) to Visitor.

- Fixed an error that occurred with a segment that was created in ad hoc analysis and subsequently copied in reports & analytics.

- Fixed the segment preview in Segment Builder to show the correct number of hits, visits, and visitors for the selected date range.

- Fixed an issue that caused Romania to appear twice on the countries list in Segment Builder.

- Fixed an issue with the time selector not working in real time reports on iPads or iPad minis.

- Fixed an issue where menu customizations could not be saved in any language other than English.

- Fixed an issue when breaking down a hierarchy report by page names on reports that cross the Version 15 upgrade date that caused the data to not be correctly sorted.

- Fixed an issue on hourly reports that contain the bounce rate metric to increase the accuracy of bounces reported each hour. Note that this did not impact non-hourly reporting of bounce rate.

- Fixed an issue that caused the total revenue shown for the referring domains report to change when the data comparison feature is used.

- Fixed an issue in the Analytics for Target integration that caused the total count for Activity Conversions to be reported incorrectly in Analytics. The total was reported correctly in the Target Standard.

- Fixed an issue that some numeric 2 classification values to report as 0.

- Fixed an issue that caused instances of referrer types to be reported differently between the Referrer Type Report and Referring Domain Report. The allocation setting for Referrer Type Report now matches the setting for Referring Domain causing instances to be reported consistently between these two reports.

- Fixed an issue that caused Average Time Spent on page to report incorrectly when reporting date ranges that cross the Version 15 upgrade date.

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Report Builder

Not updated in this release.

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Ad Hoc Analysis

Fixes

- Fixed an issue that occurred after changing the Count Repeat Instances setting from "No" to "Yes" in the Next Pages Flow Report. Repeated items did not show up.

- Fixed a discrepancy between the bounce rates reported by the Site Analysis Report versus the Pages Report.

- Fixed an issue that occurred when creating a segment in reports & analytics using the "does not contain any of" operator. The Segment Builder preview showed this segment as being compatible with ad hoc analysis. However, the segment could not be found in ad hoc analysis.

Data Workbench

Not updated in this release.

See Data Workbench 6.2 updates for additional release information.

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Data Warehouse

Not updated in this release.

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Clickstream Data Feeds

Not updated in this release.

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AppMeasurement and Mobile SDKs

AppMeasurement for JavaScript

1.4.1

- Added a `tagContainerMarker` variable that allows the implementation to specify up to 4 characters that are appended to the version string along with an additional dash character delimiter. This is used by dynamic tag management.

```
1.  // JavaScript
2.  s.tagContainerMarker = "D1.0";
3.
4.  // Data Collection request
5.  //.../b/ss/myrsid/1/JS-1.4.1-D1.0/s43317392037311?...
```

  The 4 characters are limited to characters that are allowed in URL file paths, such as alpha-numeric and period.

- On pages that are dual-tagged with H Code, fixed a loop that might occur during automatic link tracking (download and exit) with when forced link tracking is enabled (default in Webkit browsers). Additionally, added a general safeguard around automatic link tracking to prevent similar loops. This safeguard limits automatic link tracking of repeated clicks to the *same* object to once every 10 seconds. This safeguard applies only to automatic link tracking, so manual link tracking (s.tl) calls are not limited. Clicks to different objects are also not impacted by this safeguard and will be tracked.

- Fixed handling of clicked object when a delay is needed.

- Fixed an issue that caused a double page-view count when s.t was called from a link onclick function, if the Visitor API does not have the needed values yet.

- HTTP POST support.

JavaScript H code (Legacy)

H.27.4

- Added a `tagContainerMarker` variable that allows the implementation to specify up to 4 characters that are appended to the version string along with an additional dash character delimiter. This is used by dynamic tag management.

```
1.  // JavaScript
2.  s.tagContainerMarker = "D1.0";
3.
4.  // Data Collection request
5.  //.../b/ss/myrsid/1/JS-1.4.1-D1.0/s43317392037311?...
```

Marketing Cloud Visitor ID Service

1.3.2

- Fixed an issue that might cause an invalid Marketing Cloud Visitor IDs to be generated by the fallback mechanism when handling timeouts.

AppMeasurement for Other Platforms

See AppMeasurement Release History the following for a release history of AppMeasurement on the following platforms:

- JavaScript
- iOS
- Android
- Flash-Flex
- OSX
- Windows Phone, XBOX, Silverlight, and .NET
- BlackBerry
- Java
- PHP
- Symbian

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Social

New features and fixes in the Adobe Social 3.3.4 release (09/18/2014) .

New Features and Enhancements

Feature	Description
Social Buzz report enhancements	The Social Buzz report includes the following enhancements: **Image Button:** Display or hide images in the Posts feed. **Play/Pause Button:** View the Posts feed in real-time mode or pause the feed to examine an individual post. **Retweet Filter:** Display or hide retweets in the Posts feed using the Retweet filter option.

Feature	Description
Moderation enhancements **Note:** These moderation enhancements will be available September 25, 2014.	**Hide Facebook Posts:** Display or hide individual Facebook posts in a moderation feed instead of deleting them. **Quick-Action Buttons:** The quick-action buttons in moderation feeds have been simplified. The most frequently used buttons display below the text for each post or tweet. The less frequently used buttons are accessed by clicking the More drop-down list.

Fixes

In addition to the new features and enhancements described above, fixes in Social 3.3.4 focus on improved performance, scalability, usability, and reliability. More than 300 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Fixed an issue that caused some customers to receive a "Service Error" when logging in to Social.
- Fixed an issue that prevented the user's specified home page from displaying after logging in to Social.
- Fixed an issue that prevented data from being collected for LinkedIn posts.
- Fixed an issue that caused display problems in the Social Buzz report's Display Name reportlet.
- Fixed an issue that caused users to receive an error message while attempting to tune sentiment on the Social Buzz report.
- Fixed an issue in the Social Buzz report that caused inconsistent metric numbers when adding the number of posts by platform and then comparing that number to the total number of mentions.
- Fixed an issue that caused link-click reporting inconsistencies in downloaded reports.
- Fixed an issue that prevented Publisher templates from loading for some users.
- Fixed an issue that caused Facebook posts with video attachments to sometimes fail, even though the Content Calendar indicated that the post was successful.
- Enhanced the Publisher and Content Calendar to display a warning if an image posted from an iPhone is upside down. Previously, it was difficult to determine whether the image was properly oriented because the device automatically rotated the image in the Preview pane.
- Fixed an issue that prevented posts from needing re-approval after adding or editing an image, video, or link using the Publisher or Content Calendar.
- Fixed an issue that caused an incorrect error message to display when a Facebook post failed due to unsafe or abusive content.
- Fixed an issue in the Content Calendar that caused selected filters to not be saved after a browser refresh.
- Fixed an issue in the Publisher that caused an error message to display when users entered the letter "M" followed by a space in a tweet. The Publisher incorrectly recognized the text as a Twitter command.
- Fixed an issue that sometimes prevented shortened bit.ly URLs from retaining tracking codes.
- Fixed an issue that caused a deleted-post notification to be sent when a social property was removed from a draft post.
- Fixed an issue that prevented users from escalating posts in Moderation when there are Reasons configured but no Suggestions configured.
- Fixed an issue that caused an inactive listening rule to display on the Inactive page after being reactivated unless the user reloaded the page.

- Fixed an issue that caused "Invalid date - Invalid Date (backfill)" to display in Social after backfilling data for a listening rule.

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Target

New features and fixes in Target.

Target Standard (September 19 2014)

This release includes the following features and enhancements:

Feature/Enhancement	Description
Allow insertion and editing of JavaScript	Added the ability to edit and inject custom JavaScript in the experience editor when you choose **Edit HTML** from the actions menu.
Automatic audience import	Audiences are automatically imported in the background when a user opens the audience list and the imported audiences are more than 10 minutes old.
Increased size of HTML offers than can be synced to Target Classic	Increased the former 64KB limit to 256KB.

This release includes the following fixes:

- Fixed an issue where video offers were not delivered correctly on Firefox.
- Fixed an issue that prevented an undo on Edit Link from showing as undone in the Visual Experience Composer.
- Fixed an issue in the Automated Personalization experience editor that caused a changed video offer to not appear as changed.
- Fixed an error that caused an activity's Collision page from displaying in Google Chrome as a blank page.

Target Classic (September 15 2014)

This release includes the following features and enhancements:

Feature/Enhancement	Description
Improved Recommendations support	Added `mboxTrace` support for Widget Offers, and added monitoring around widget offer serving.

Fixes

This maintenance release includes the following fixes:

- Fixed a defect that resulted in campaign-level targeting not being reflected in the UI.
- Fixed an issue where badly formed IP addresses used during testing can turn off profile scripts.

Recommendations 14.8 (September 10 2014)

This release includes the following enhancements:

Enhancement	Description
CSV download performance has been improved.	Algorithm name and environment ID details are included when there is only one algorithm returned.
Backup recommendations are included for Report Suite data sourced Affinity algorithms.	This enhancement fixes an issue that sometimes prevented backup recommendations from being served.

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Search&Promote 8.16.0

New features

- Caching of search results in Guided Search 3 (GS3) – To have this custom feature setup for you so that you can use it in your account, contact your Adobe Technical Account Manager.
- Vertical updates for frequently changed fields. You now have the ability to quickly update all the values for a set of metadata fields without the need to completely reindex your content.

  This feature can only be used on Adobe Search&Promote accounts that use Index Connector. To have this custom feature setup for you so that you can use it in your account, contact your Adobe Technical Account Manager.

Fixes and enhancements

- Corrected the Index Connector parsing of XML feeds that contained `?>` string.
- Fixed Index Connector SFTP feeds when the minimum document count was enforced.
- Report export to Microsoft Excel now supports UTF8.
- Guided Search: facets compile was slow.
- Attribute Loader: aggregate data had duplicate keys.
- Fixed wrong Business Rule run order when pushing an individual rule live.
- The wrong facet Undo links were getting generated by Guided Search.
- New remote control operation added (`sp_lines=N`) that lets you check the progress and status of a currently running index crawl.
- Need to send auth information when fetching deletes information during Index Connector incremental.
- The Change Log report now identifies the user who initiates a manual index operation.
- When you export a Terms Report, you are no longer limited to 500 or less items in the report.
- The Index Connector **Strip HTML** setting was always displaying as checked.
- Inconsistent search results were experienced with the **Common Phrases** feature.
- Display of attribute names were getting truncated in the Rule list summaries.
- Pushing an individual Business Rule live was pushing all Business Rules live.

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Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.

- Audience management release notes.

- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- 6.0 Service Pack 1 Release Notes
- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - October 2014

Dynamic tag management - Target update; Mobile Services Fall release; new features in Analytics Premium, Social 3.3.5, and Target Classic.

To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Release date: October 16, 2014

Last update: **October 28, 2014** (Dynamic Tag Management)

- Marketing Cloud and Core Services
- Analytics
- Social
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Marketing Cloud and Core Services

New features and fixes in the Adobe Marketing Cloud and core services.

- Marketing Cloud Interface
- Mobile Services
- Dynamic Tag Management

Marketing Cloud 14.10.1

New features and fixes in the Adobe Marketing Cloud collaboration and sharing interface.

Feature	Description
Edit User Permissions	Owners of a board can now edit user permissions on the particular board. 1. On the board, click **Settings**. 2. Next to each owner, specify **Owner**, **Viewer**, or **Editor**.

Fixes

- Creating a card from a PDF and sharing it to the board was returning an error message.

Known Issues

- Some users may have trouble uploading assets to a board.

- Some `.png` files cannot be rendered on a card.
- Group and entitlement changes made in user management only take effect after a new login.
- Some users may not be able to create a card from a PDF and share it to a board.
- Some users are able to delete an out-of-date asset instead of receiving an error notification.
- User are not able to share PowerPoint files on boards.
- Marketing Cloud interface can reduce in performance when in parallel use by many users.
- The Search&Promote linking is not available from the Organizations & Product Access page.

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services Fall 2014

The Mobile Services Fall 2014 release provides In-App Messaging features and reporting.

Feature	Description
In-App Messaging	In-app messages are delivered to users in real-time, based on their actions and traits. Supported message types are custom and themed, full-screen, native alerts, and local notifications. Messages are triggered from Analytics data already tracked by the SDK. • Requires SDK v4.2. • Once a message is approved, the message is published automatically to the application. • The SDK presents the message to users when the message parameters (traits, trigger, and schedule) are met. • Messages can contain custom HTML or an image, using an online URL. A backup or alternative image from the app bundle can also be specified for messages triggered while offline. • Active and completed messages provide reports on total views, click-through rates, and so on. (Described below.) • Templates are available for custom messages, enabling you to easily build your own in-app message. For more information , see In-App Messaging in Mobile Services Help.

Feature	Description
App Messaging Reports	**Messaging Performance Metrics:** Displays cross-app promotion, total users, number of views, and click-throughs. You can run a report on any activated message. A KPI table is available to see what's important in your app messaging. **In-App Messaging Names:** A ranked report of your most popular messages by users, message views, and message click-throughs. If your message has never been shown, it does not show up in the list. The baseline tracking for messages is built-in. If a message was shown, and the user dismissed it or clicked-through it, Adobe Analytics collects that data automatically. This report is populated based on a ranked list of in-app message names. The names are a classification of the message ID. If you change the message name, the data updates retroactively. **Note:** Because this is a classification report, it can take several hours for an updated message name to be reflected in the report.
Dynamic updates to the remote Points of Interest list.	Using SDK 4.2, you no longer need to submit an app update to the store to update your points of interest. On the Manage Points of Interest page, clicking **Save** packages any changes to the Point of Interest list, then updates the configuration file in (App SDK Downloads) for the live app. Saving also updates the list of points in your app on the user devices, as long as the app uses the updated SDK and configuration with a remote points-of-interest URL.

Mobile SDK 4.2 Documentation

- iOS
- Android

Fixes

- Fixed a delete error on the App Overview page, which affected the ability to delete an app.
- Renamed *Title* to *Subject* on the Feedback page.
- Fixed an issue preventing the configuration file from being readable when packaged with the SDK.
- Fixed an issue causing overview KPI sparkline and totals to show up as blank cards.
- *Product* is now localized after changing the language.
- Fixed an issue preventing friendly names from displaying for Action Instances.

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Dynamic Tag Management

New features in dynamic tag management released on October 28, 2014:

Feature	Description

Feature	Description
Adobe Target integration	Updated the Adobe Target tool to enable automatic deployment via dynamic tag management. See Adobe Target Settings for configuration information.
Enable support for Google Universal Analytics Premium features	Added a checkbox for premium Google Universal Analytics features in the tool (General group). This option enables the max dimensions and metrics increase from 20 to 200.

Fixes and Improvements

- Fixed an issue where the Tracking Server value automatically determined by dynamic tag management for the Adobe Analytics tool sometimes set an incorrect value.

- Fixed an issue where a restored data element had the name appended with "(Restored)," which caused previous references to that data element to be broken. (The appended value is now added only if restoring the data element would create a naming conflict with an existing data element.)

- Fixed an issue caused when triggering an event-based rule on a click event. If the click event had a delay link activation on an anchor tag with no HREF, the issue forced the browser to attempt to navigate to a blank HREF location.

- Fixed an issue where dynamic tag management was no longer saving global variables configured in an Analytics tool when changes to that tool had been rejected and then restored.

- Implemented significant performance improvements in the library generation process, which should result in a shorter wait for changes to appear in production, especially during peak usage hours.

- Fixed an issue where company administrators were unable to export their activity log to CSV when there was a large amount of data present.

- Added the ability to use custom HTML data attributes with CSS selector-based data elements.

See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

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Analytics

Note: The following Adobe Analytics capabilities were not updated in this release:

- Marketing reports & analytics
- Report builder
- Ad hoc analysis
- Data warehouse
- Clickstream data feeds
- AppMeasurement
- Web services

New Features in Analytics Premium

Feature	Description

Feature	Description
Best Fit Attribution	Best Fit Attribution provides a machine learning approach to determine the varying levels of influence that customer interactions contribute to a successful conversion event, and then assigns the appropriate level of attribution to each event. Best Fit Attrition lets you evaluate touches over a window of time before the successful conversion event occurred, and then employ the Data Workbench algorithm to build an attribution model based on your data with results specific to your marketing campaigns and internal workflow.
Integration with Master Marketing Profile	Share rich customer segments created in Data Workbench to the Adobe Marketing Cloud. Integrating with the Master Marketing profile enables the Adobe Marketing Cloud and other Adobe Analytic capabilities the opportunity to leverage rich audience segments created in Data Workbench. This feature requires you have the Marketing Cloud configured and running. Integrating with the Master Marketing Cloud lets you run predictive features such as clustering or propensity scoring, and then push out segments to the larger Adobe Marketing Cloud or other products, such as Adobe Target and Adobe Experience Manager.
Segment Export Format Options	Added industry-standard format options for segments for direct integration with other capabilities, without additional file manipulation. This provides a more seamless workflow and quicker analysis.
Clustering 2.0	Includes a new KMeans++ algorithm (KMeans is currently supported) that uses a faster approach to finding centers for an expedited cluster-generation process. This also allows for a balanced clusters option that lets you set the size of the largest cluster at a certain percentage (60, 70, 80 percent) to balance clusters.
Trend Lines	Present a very visual and easy-to-interpret depiction of the data.
Regression Analysis graph	Provides the ability to compare the impact of one factor to another directly within the analyst workflow.
Pie Chart update	Updates to the Pie Chart visualization lets you use default colors identified in a legend, or set colors based on the color chart.
Chord Visualization	The Chord Visualization provides another view of the Correlation Matrix .
Query String Grouping	If you have many fields with custom eVars, props, and variables, during log processing you can build a name value pair to combine fields in a report.
Latency	Allows you to choose both a time dimension and a countable dimension (day, month for example).
Keyboard Shortcuts	New keyboard shortcuts in Data Workbench allow you to navigate across the main worktop window and individual workspaces using the arrow keys. In addition, the toolbar in the workspace is now displayed on the worktop window.

Mobile SDKs

Version 4.2 of the iOS and Android Mobile SDKs are now available to support the features in Adobe Mobile Services Fall 2014. For details, see the following:

- iOS
- Android

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Social

New features and fixes in the Adobe Social 3.3.5 release (10/16/2014).

Feature	Description
New campaign parameters	Added three new URL parameters to tie your campaign to your social engagement data visible in Adobe Analytics. In addition to the campaign tracking code (`adbsc`) that is automatically appended to the post's URL, Social also appends three additional parameters: • `adbid:` The post's native post ID (for example, its native ID assigned by Twitter). • `adbpr:` The post's property ID (for example, the Twitter account's ID). • `adbpl:` An abbreviation for the post's platform identifier (for example, tw).
Listening rule enhancements	Added safeguard to prevent users from backfilling large amounts of data by mistake.

Fixes

In addition to the new features and enhancements described above, fixes in Social 3.3.5 focus on improved performance, scalability, usability, and reliability. More than 525 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Fixed two export issues with the downloaded Posts report. The first issue caused only one Facebook post link to display in the export even though two links were specified. The second issue prevented Google+ post links from displaying in separate rows, one row for each link.
- Fixed an issue that prevented the downloaded Post report from honoring filter settings.
- Fixed an issue that caused an error when filtering templates by Tags in the Publisher.
- Fixed an issue that caused an error when filtering templates by Post Type in the Publisher.
- Fixed an issue that caused the type-ahead, auto-fill feature for tags in the Publisher to not function as expected.
- Fixed an issue that caused group posts to a large number of pages to fail.
- Fixed an issue that caused problems when using hash tags in the Publisher. Suggestions were not provided and hash tags failed to display in the post.
- Fixed an issue that prevented bit.ly links from adding campaign tracking codes to published posts even though they had an assigned campaign.

- Fixed an issue that caused the first message in Facebook private message conversations to not display on the Content Details page.
- Fixed an issue in Unified Moderation that caused URLs in retweets to be truncated if the expanded retweet exceeded the character limit.

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Target

New features and fixes in Target.

Target Classic

Feature	Description
Whitelisted hosts to limit mbox call sources.	Specify hosts (domains) that are authorized to send mbox calls to Target. All other hosts generating calls will get a commented out authorization error response. By default, any host that contains an mbox call will register with Target in the "Production" host group, and have access to all active and approved campaigns. If this is not the desired approached, you can instead record specific hosts that are eligible to make mbox calls and receive Target campaign content. Multiple hosts can be listed, each on its own line on the host groups page. All hosts will continue to appear in the host group list, and host groups can still be used to group these hosts and assign different levels to each, such as whether the host can see approved and/or unapproved campaigns.
Add Support for 3rd Party IDs	Adobe Target now supports 3rd Party IDs in addition to the mbox PCID and Marketing Could Global Visitor Id. This will allow organizations to tie their own customer IDs to identify users and tie them to existing PCIDs or Marketing Cloud Global Visitor IDs. This new feature is backward compatible so that profiles can be found using different combinations of 3rd Party ID, mbox PCID, and Marketing Cloud Global Visitor Id.
Add support for Marketing Cloud Global Visitor ID	In addition to supporting 3rd party IDs and mbox PCID, Adobe Target now supports the Marketing Cloud Global Visitor ID. The Marketing Cloud Global Visitor IDs provides the ability to share profile data across solutions within the Adobe Marketing Cloud. This feature is backward compatible enabling profile lookups to use any combination of the 3rd Party ID, Marketing Cloud Global ID, or the mbox PCID.

Fixes

- Fixed an issue where "" or carriage return was treated as a proper targeting value.
- Fixed an issue where an API-only setting, *ban from campaign*, appeared on the campaign edit page.
- Fixed winner information in 1:1 reports.
- Removed deactivated mboxes from the mbox lists on the campaign edit page.

Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.

- Audience management release notes.

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For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.

Release Notes - November 13 2014

Minor updates to dynamic tag management, Mobile Services, and Target. No updates to Analytics and Social this month.

> **Note:** To receive release notes one week prior to the monthly product update, subscribe to the Adobe Priority Product Update. Release information in the Priority Product Update comes one week in advance of the release date. Please check back at release time for updates.

Release date: November 13, 2014

- Key Features in 2014
- Marketing Cloud and Core Services
- Analytics
- Social 3.4
- Target
- Media Optimizer
- Campaign
- Experience Manager

Parent topic: 2014

Key Features Released in 2014

Marketing Cloud key features released in 2014.

Solution	Features	Release Notes
Marketing Cloud	Marketing Cloud Audiences: Enables you to create, edit, and manage audiences, similar to how you work with segments. You can share audiences for use in solutions like Analytics, Target, and audience management.	May 2014
	Exchange Marketplace: A single destination where you can search, browse, select, pay, and download Digital Marketing extensions via apps.	May 2014
	Linking Accounts: Lets users access the Marketing Cloud by linking or mapping solution account with the Adobe ID.	February 2014
	Mobile Services - Fall 2014: In-app messaging and app message reporting.	October 2014
	Dynamic tag management: Adobe Target Settings updated for automatic deployment of Adobe Target. See the FAQ for Adobe Target Deployment for more information.	October 2014

Solution	Features	Release Notes
Analytics	**Unified Segmentation**: Segments are now created, managed, and used across Analytics interfaces and across report suites.	May 2014
	Report Builder 5.0: Includes new segment management, pathing reports, access to dashboards and bookmarks from reports & analytics, and more.	May 2014
Social	**Social 3.3**: Global report suite support; unified moderation enhancements.	May 2014
Target	Renaming: *Target Advanced* has been renamed *Target Classic*. The Target Advanced card in the Adobe Marketing Cloud has changed to *Target - Classic Workflow*.	June 2014
Media Optimizer	**Master Marketing Profile Integration**: Send data directly from Adobe Analytics to Audience Management rather than using the Data Integration Library (DIL).	August 2014
	Profile Merge: Combines profile from authenticated accounts and anonymous devices into a single profile to deepen segmentation and targeting.	September 2014
Campaign v6.1	**Campaign v6.1**: Integration with Adobe Experience manager; Distributed Marketing campaigns; Typology of standard reports, and more.	July 2014
Experience Manager v6.0	The Adobe Experience Manager (AEM) v6.0 release provides a complete suite of applications for the Web Experience Management (WEM) of organisations. Help for AEM was moved to a new location at: **docs.adobe.com**.	May 2014
Help and Community	**Help Home**: The new help domain is **https://marketing.adobe.com/resources/help/en_US/home/**. Please update your bookmarks. (Content will be migrating on a solution basis throughout the year, so you may see the previous domain for some content.)	Ongoing

See **Previous Release Notes** for more information about past releases.

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Marketing Cloud and Core Services

New features and fixes in the Adobe Marketing Cloud and core services.

- **Marketing Cloud Interface**
- **Mobile Services**

- Dynamic Tag Management

Marketing Cloud 14.11.1

Known issues:

- Some users are able to delete an out-of-date asset instead of receiving an error notification.
- Some `.png` files cannot be rendered on a card.
- Some users may have trouble uploading assets to a board.
- Group and entitlement changes made in user management only take effect after a new login.
- Admins must log out and back in to see a some changes made in Account Settings.
- User are not able to share PowerPoint files on boards.
- Marketing Cloud interface can reduce in performance when in parallel use by many users.
- Adobe Experience Manager to Creative Cloud synchronization is not working.

See Getting Started with Adobe Marketing Cloud for product help.

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Adobe Mobile Services

Fixes:

- Fixed garbled text for Japanese characters in Sticky Filter.
- Fixed an issue causing the Last Updated text (in Manage Apps) to always display today.
- Fix an issue causing the in-app message preview to disappear in some European locales.
- Login fields are no longer auto-corrected on iOS devices.

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Dynamic Tag Management

November 13 2014:

- Fixed an issue where rule copying did not work after the release of the Adobe Media Optimizer integration on 10/30/2014.
- Added the ability to specify name/value pairs for general settings and customer-specified IDs in the Marketing Cloud ID tool.
- Added option for the Marketing Cloud ID tool to trigger the initial API call. This call enables support for Adobe solutions that do not currently trigger this call already in your own code.
- Fixed an issue where the browser version tracked by dynamic tag management for certain versions of Internet Explorer was returned as *Unknown* instead of *Internet Explorer*.
- Adobe tools will now be displayed first in the listing of installed tools on a given web property.

October 30, 2014:

Feature	Description

Feature	Description
Adobe improved our dynamic tag management integration with Adobe Media Optimizer, including.	- Default delivery of the latest (v3) Media Optimizer tag - Support for a data-element based SKU - Suppression of unneeded beacons - Minor enhancements

October 28, 2014:

Feature	Description
Adobe Target integration	Updated the Adobe Target tool to enable automatic deployment via dynamic tag management. See Adobe Target Settings for configuration information. See FAQ for Adobe Target Deployment for more information.
Enable support for Google Universal Analytics Premium features	Added a checkbox for premium Google Universal Analytics features in the tool (General group). This option enables the max dimensions and metrics increase from 20 to 200.

See What's New in Dynamic Tag Management for current and cumulative release notes, help, and documentation updates.

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Analytics

Note for all users of report builder: As of January 30, 2015, only the current version of report builder will be able to connect to Adobe Analytics; previous versions will cease to connect. This change is the result of a number of security enhancements being made on that date. All users must update to version 5.0.50 or higher (released October 21, 2014) before January 30, 2015. See upgrading report builder to find out how to upgrade to the latest version.

Social 3.4

The Social 3.4 release (11/20/2014) includes the following changes:

New Features and Enhancements

Feature	Description
Unified Property Management	Display Facebook, Twitter, Google+, LinkedIn, YouTube, and Sina Weibo properties you manage in a unified view within Social. Add new properties to be managed and change property settings, including thumbnail image, owner, report suite, publish approval, and prediction (Facebook only).
Send to CRM	Added a Send to CRM option available when moderating content to send the content to your Customer Relationship Management (CRM) system for further action or tracking.

Feature	Description
Custom time frame	Added the new Custom time-frame option available while configuring moderation feeds.
New Social API methods	Added the following new Social API methods: **CreateTagGroup:** Creates a tag group with the specified parameters. **GetTagGroups:** Returns all tag groups belonging to a user's account. **GetTagGroupTags:** Returns all tags in a specified tag group. **UpdateTagGroup:** Updates an existing tag group with the specified parameters. **AddPropertyTags:** Adds tags to an existing tag group with the specified parameters. **RemovePropertyTags:** Removes tags from an existing tag group with the specified parameters. **GetPropertyList:** Returns data for all properties, including type, name, ID, and associated tags.
Localized documentation	The *Social Users Guide* documentation for the Japanese, German, and French languages has been updated to the Social 3.3.4 level.

Deprecated Functionality

- As of November 5, 2014, Facebook Platform Policy no longer allows you to gate applications or application content based on whether or not a person has liked a page. The Social 3.4 release reflects this change by removing Like Gate and non-fan splash page functionality from the Application Builder. For more information about Facebook's policy change and how you will be affected, see Facebook Like Gate Deprecation in the Adobe Social Forum.
- The legacy Facebook Moderation tool has been deprecated. Use the Unified Moderation tool to moderate content for all platforms, including Facebook.

Fixes

In addition to the new features and enhancements described above, fixes in Social 3.4 focus on improved performance, scalability, usability, and reliability. More than 625 back-end fixes and enhancements address these areas. The fixes highlighted below describe resolutions for the more important customer-reported issues.

- Fixed a display issue when filtering the Social Buzz report using the Show Spam option.
- Fixed an issue that caused metrics numbers in the Social Buzz report's trend graph and Display Name sections to not match.
- Fixed a display issue in the Social Buzz report's Display Name section that caused the bars on the chart to display out of order and some metric values to display as 0.
- Fixed an issue that caused direct messages to not display in the relevant posts feed.
- Fixed an issue with moderation feeds that caused the Read flag to not work as expected in direct-message feeds.
- Fixed an issue in moderation feeds that sometimes caused numbers to display as "####" instead of the actual numbers.
- Fixed an issue that caused an "Uncaught TypeError" message to display after setting filters in the Content Calendar then navigating away from and then back to the Content Calendar.

- Fixed an issue with the Content CalendarWeek View that caused the Post Status filter to not be respected.
- Fixed an issue that prevented a post from failing when a linked image could not be retrieved.
- Fixed an issue that caused content with the Post Immediately setting to take longer than expected to post.
- Fixed an issue that caused an incorrect follower count to display when using a LinkedIn targeting parameter.

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Target

New features and fixes in Adobe Target.

Target Standard

For information about the most recent Target Standard release, see the release notes in the Target Standard help.

Target Classic

For information about the most recent Target Classic release, see the release notes in the Target Classic help.

Recommendations

For information about the most recent Recommendations release, see the release notes in the Recommendations help.

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Search&Promote 8.17.0 (released October 30, 2014)

New Features

- Debugging of the Simulator – provides additional information concerning the placement of each individual visible search result.
- Tags for business rules – Added ability to tag business rules with specific labels thereby letting you filter for rules that match a given label.

Fixes and Improvements

- Vertical update-based re-ranking – faster re-ranking of the index now results in performance that is better representative of what your real web traffic experiences.
- When **Ignore Apostrophes** and **Ignore Hyphens** is enabled in **Linguistics** > **Words & Language**, auto-complete now removes apostrophes and hyphens from the query data as expected.
- Process monitor now restarts apache processes.
- Implemented a *Reveal Facet Item* action in Business Rules.
- On the Adjust Ranking Weights page, you now have the ability to adjust the **Rule & Relevancy Balance** setting in 1% increments.
- Apache was crashing with Kindle Fire's Silk browser user-agent.
- An indexing failure issue was fixed.

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Media Optimizer

New features and fixes in Adobe Media Optimizer.

Adobe Media Optimizer accurately predicts the impact of changes to your search, display, and social ads, then helps you manage and automate the campaigns, freeing resources for other high-impact initiatives.

- The Data Integration Library (DIL) has been updated (v4.9) to use the Adobe Marketing Cloud Visitor ID. You must use Visitor Service v1.2.1 or later.
- Audience management release notes.
- Advertising management – Help for advertising management is available in the product at **Help** > **Help Contents**.

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Campaign

New features and fixes in Adobe Campaign.

Adobe Campaign provides an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. You can now anticipate what your clients want using experiences determined by their habits and preferences.

For product documentation, see: Adobe Campaign Documentation.

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Experience Manager

New features and fixes in Experience Manager and Scene7.

Adobe Experience Manager is an enterprise web content management system that lets you author, manage, develop, and publish your web sites.

For product documentation, see:

- Release notes: Adobe Experience Manager 6.0 Release Notes
- Help home: Adobe Experience Manager Help Home
- Scene7 Publishing System: Scene7 Publishing System Release Notes

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Important: Content on this page is subject to change with each monthly release. Visit regularly for the latest information.