

# TABLE OF CONTENTS

<b>UPDATE 19C</b> .....	2
<b>Revision History</b> .....	2
<b>Overview</b> .....	2
<b>Feature Summary</b> .....	3
<b>Audience</b> .....	4
Audience Designer User Interface Updates .....	4
Sending New Profiles and Attributes from CX Audience to Responsys .....	4
Waterfall-Based Segmentation .....	4
<b>Data</b> .....	5
New Text Field Data Type .....	5

# UPDATE 19C

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## REVISION HISTORY

This document will continue to evolve as existing sections change and new information is added. All updates appear in the following table:

Date	Feature	Notes
30 AUG 2019		Created initial document.

## OVERVIEW

This guide outlines the information you need to know about new or improved functionality in this update.

### GIVE US FEEDBACK

We welcome your comments and suggestions to improve the content. Please send us your feedback at [omcdocumentation\\_ca@oracle.com](mailto:omcdocumentation_ca@oracle.com)

## FEATURE SUMMARY

*Column Definitions:*

**Report** = New or modified, Oracle-delivered, ready to run reports.

**UI or Process-Based: Small Scale** = These UI or process-based features are typically comprised of minor field, validation, or program changes. Therefore, the potential impact to users is minimal.

**UI or Process-Based: Larger Scale\*** = These UI or process-based features have more complex designs. Therefore, the potential impact to users is higher.

**Customer Action Required** = You MUST take action before these features can be used by END USERS. These features are delivered disabled and you choose if and when to enable them. For example, a) new or expanded BI subject areas need to first be incorporated into reports, b) Integration is required to utilize new web services, or c) features must be assigned to user roles before they can be accessed.

Feature	Ready for Use by End Users (Feature Delivered Enabled)			Customer Must Take Action before Use by End Users (Feature Delivered Disabled)
	Report	UI or Process-Based: Small Scale	UI or Process-Based: Larger Scale*	Customer Action Required
<b>Audience</b>				
<a href="#">Audience Designer User Interface Updates</a>		✓		
<a href="#">Sending New Profiles and Attributes from CX Audience to Responsys</a>		✓		
<a href="#">Waterfall-Based Segmentation</a>		✓		
<b>Data</b>				
<a href="#">New Text Field Data Type</a>		✓		

## AUDIENCE

### AUDIENCE DESIGNER USER INTERFACE UPDATES

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The Audience Designer user interface has been updated to look more similar to the Responsys Audience Designer. Updates include:

- modifying the background color for the filter type dropdown
- moving the Name and Description on the canvas to inside the filter tile
- fixing alignment issues

#### STEPS TO ENABLE

You don't need to do anything to enable this feature.

#### KEY RESOURCES

Visit our [Help Center](#) to learn more.

### SENDING NEW PROFILES AND ATTRIBUTES FROM CX AUDIENCE TO RESPONSYS

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New profiles uploaded to CX Audience are now available in Responsys when audiences containing the new profiles are published to Responsys. This enables you to only have to upload profile records to CX Audience, and not to both CX Audience and Responsys. The match conditions defined during the Responsys integration setup on CX Audience are used to identify the new profiles.

#### STEPS TO ENABLE

You don't need to do anything to enable this feature.

#### KEY RESOURCES

Visit our [Help Center](#) to learn more.

### WATERFALL-BASED SEGMENTATION

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Waterfall-based segmentation is now generally available. It was previously part of our controlled availability program. Waterfall-based segmentation allows you to create and prioritize segments within an audience.

Several enhancements include:

1. Ability to refresh the segments selected for the waterfall audience so the calculations can consider the latest values of the segments. By default, the waterfall calculations will use the results of the last time the audience or filter was run as members of the segment.
2. Infographic that helps explain the concept of waterfall
3. Improved error handling

#### STEPS TO ENABLE

You don't need to do anything to enable this feature.

## KEY RESOURCES

Visit our [Help Center](#) to learn more.

## DATA

### NEW TEXT FIELD DATA TYPE

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You can now use the MOBILE\_NUMBER\_ field to join custom tables. A new data type Text Field (to 50 chars) has been introduced for custom tables to make this possible.

### STEPS TO ENABLE

You don't need to do anything to enable this feature.

## KEY RESOURCES

Visit our [Help Center](#) to learn more.

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