

# Clang 1.4.0

Release Notes





# Release 1.4.0

As of November 2 Clang is expanded with unique capabilities in the mix of email and social media. It will then be possible to automate the following:

- Announce your campaigns through various Social Networks;
- Respond to incoming (social) messages;
- Enrich your database with data from social profiles;
- Let customers use their Facebook profile to sign up for campaigns;
- Have real-time statistics on the reach of your message, including tweets and retweets;
- And there's more.

## Introduction

Social Media are becoming a normal part of our life. They're here to stay. Clang, as an all-round communication platform, leads the way towards integrating both channels. You want to be where your customers are, and Clang will help you achieve that.

We have taken a good look at Clang's true strengths: enrich your customer data, slice and dice your selections, personalize your message and communicate in a true 1-on-1 fashion. With that in mind we searched for the best way to enrich these strengths using all the new possibilities Social Media provide.

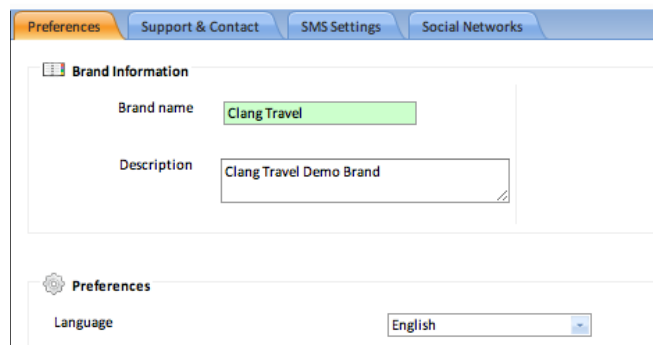
The result of this search can be found in Clang 1.4.0, in which we have realized a unique integration of Social Media and E-mail and we have created a bridge between the two worlds.

Announce your campaigns on various Social Networks, react to incoming messages, enrich your database, let your customers use Facebook to enroll into your campaigns and view the results of your efforts with our reporting module. Just a few of the highlights in Clang 1.4.0.

Available on November 2 for all our existing customers, free of charge.

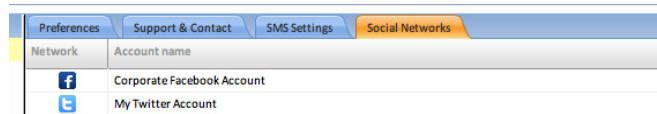
## 1. Social Media in Clang

### 1.1 Brand Manager



The Brand Manager has a revamped layout. All settings are now conveniently separated in tabs.

Also, we added the Social Networks tab.



On this page we have made it possible to connect Clang to your own social network accounts. Right now Twitter, Facebook and Hyves are supported, but there are more to follow. This feature allows Clang to communicate to your social network accounts, by sending (and receiving!) messages.

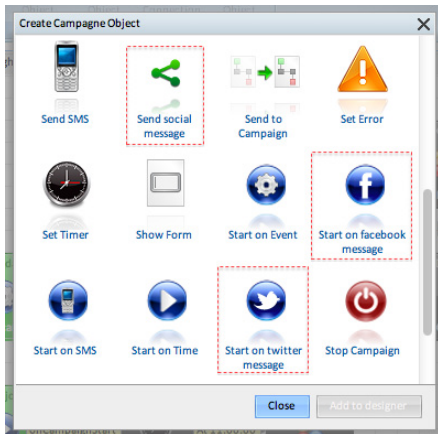
We also added several ways to connect social network accounts of your customers to the customer record in Clang. These connections are visible in the detail page of your customer record.

When available, the avatar of the customer will automatically added to the customer record.

### 1.2 Dashboard

The Dashboard now has a new Twitter widget, to view your timeline or the results of a search query in real-time.

### 1.3 Campaign Designer

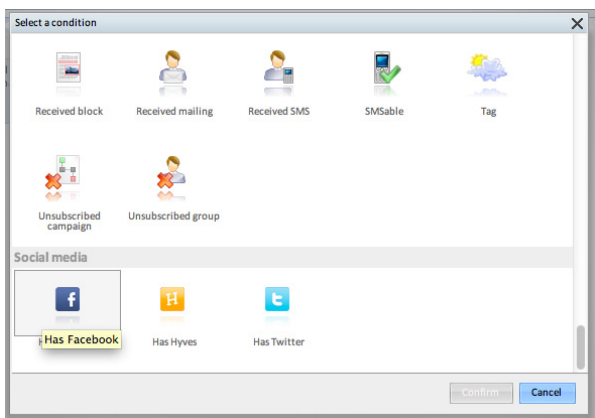


The Campaign Designer now has two new objects: One to send messages to your connected Social Networks and another to receive messages.

These new objects allow you to engage in a dialogue with your customers through your social network of choice. It is now possible to automatically react to a tweet from a customer and redirect them to your Clang campaign.

Sending and receiving messages from social networks will be registered as a transaction, just as list e-mails and SMSes.

### 1.4 Profiles

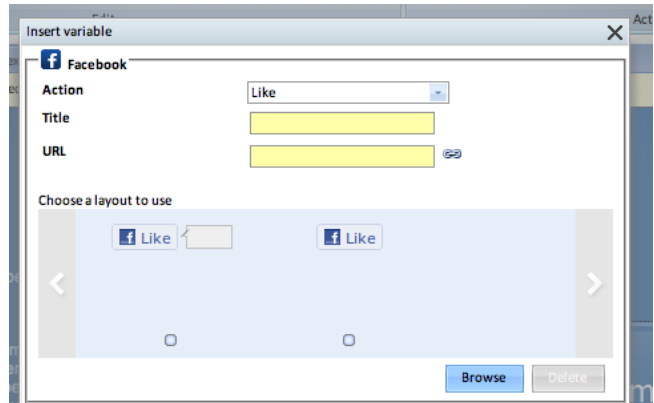


Clang automatically remembers which Social Network account belongs to your customer you communicate with. This information then can be used in profiles or as block conditions. This way you can change your message when someone is following you on Twitter or when someone isn't a fan (yet) of your Facebook page.

### 1.5 Real-time Shares and Likes in E-mail

Inserting share and like-buttons to your e-mail is upgraded.

Not only are more types of buttons now supported and is it possible to upload your own customized images, Clang 1.4.0 makes it possible to display the real-time share- and like-counts of your links! When the customer opens your e-mail, real-time information is fetched from the Social Network and displayed.

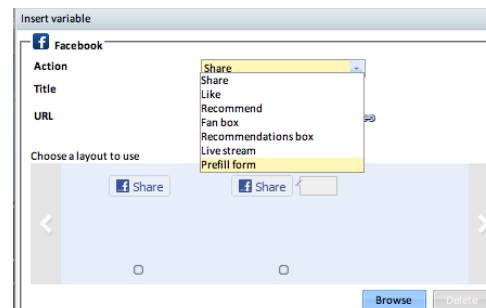


### 1.6 Forms

In Forms we added the same features as we did with e-mail, but here we can go a step further.

We added a way to let your customers prefill Clang subscription forms using their Facebook account. Simply add the button to your form and Clang takes care of the rest. It's now easier than ever to fill in subscription forms. In the meanwhile, Clang remembers the connection to the Facebook account for easy segmentation in the future.

It is also possible to add dynamic widgets to your forms and landing pages, for instance, a Facebook Live Stream or Fanbox.



### 1.7 Statistics

Last, but not least, the reporting module of Clang has been enhanced as well in version 1.4.0.

It is already possible to see real-time statistics about share/like-behaviour of your customers, but in Clang 1.4.0 you get even more insight in the performance and reach of your campaign.

Tweets are streamed live on your dashboard, based on hashtags associated with your campaign. Retweets and mentions are counted automatically, including an estimate of the number of followers. This way you get a clear view of the reach of your message and recognize your top influencers.

## 2. Features

### 2.1 Comparing Single- en CampagneMails

In Clang 1.3.0 we introduced the compare mode for comparing different mailings. Until now this was only available for Quickmail. In Clang 1.4.0 we enhanced the compare mode to allow for single- and campaignmails.

### 2.2 Google Chrome officially supported

Google Chrome, the web browser built by Google, has gained popularity in the last few years. At E-Village, we were already using Google Chrome to work with Clang and now deemed it stable enough to release to the general public. From Clang 1.4.0 on we officially support Google Chrome, next to Firefox and Safari.

## 3. Bugfixes

Besides the new features, we also worked on the general stability of Clang. See below for a selection of the most visible bugfixes or changes with the biggest impact.

### 3.1 Webservice API (SOAP)

While requesting customer data from the database with invalid UTF-8 content, the webservice previously responded with NULL, which is an invalid SOAP response. From now on, all illegal data will be stripped from the response, resulting in valid data.

The version number of the Webservice API has been incremented to 1.10 to allow for new methods to be added. We have added methods to communicate with your database based on Social Network ID's, allowing for deeper integration with external apps running on Social Networks.

For a detailed description of these methods, please refer to the API Manual which can be downloaded from Clang (look for the Support-tab).

### 3.2 CRM – Data Management

The password-field, which is available for all customer-records, was visible in the userinterface. We have now hidden this field to prevent unauthorized access. It is still possible to change the value of import/export the data from your database.

The way the import module works has been enhanced. When selecting fields for deduplication, the import module will now check if all records have a value defined for these fields, thus preventing empty or mistakenly overwriting existing customer data.

The plug-in for e-mail validation has been enhanced with an extra setting to allow or deny empty addresses. This will only have effect on newly created imports. Existing imports are not modified.

### 3.3 Campaign Designer

The Timer-object has been changed to display a warning when the "Continue" connection is chosen. Sometimes the wrong connection was selected by mistake, allowing for never ending loops in the campaign.

The minimum allowed interval in het Timer-object has been incremented to 5 minutes, instead of 1. This has no impact on running campaigns and only applies to new campaigns.

### 3.4 Profiles

When confronted with a large number of campaign- and singlemails, it was not possible to select URL's from these mailings using the Clickthrough-condition. This has now been resolved.

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