

July 2021 Release Note

These are the Treasure Data features and improvements released during the month of July 2021.

As always, submit any product feature requests to feedback.treasuredata.com.

Beta Releases

Audience Studio (v5) BETA

Treasure Data is excited to announce the BETA release of our new Audience Studio (v5). Our new Audience Studio is designed to help global marketing teams deal with their organizational complexity and segmentation needs and offers the following new features:

- Folder-Based Permissions - Now you can flexibly organize segments (and corresponding marketing data e.g., funnels, activations, and predictive models) in the form of folder trees and control governance at an individual folder level. Learn more about [folder-based permissions](#).
- Advanced Segment Editor - We redesigned the whole segmentation experience by (1) introducing an intuitive and interactive rule builder, (2) supporting the ability to define a more complex, realistic set of segmentation rules with a combination of AND/OR operators, (3) enabling users to group and organize a number of attributes depending on their characteristics and finally supporting timestamps in wider segmentation scenarios. Learn more about [Segment Editor](#).
- Funnels - Funnel Dashboards are now available for marketers to track the effectiveness of a funnel by easily viewing how customers are moving through the funnel stages. Learn more about [Funnels](#).
- Localization - Japanese localization is now available for our new Audience Studio (v5) console, which will improve user experience through localization of the console for non-native English users.
- Predictive Scoring - With enhanced usability, you will now see two separate tabs for Model Performance & Predictive Scores, and the new user-friendly UI guides you "what to do next" from model creation to scoring. Model Performance also becomes available right after training an ML model. Learn more about [Predictive Scoring](#).
- A/B Testing - Easily split customers from a batch segment into multiple groups so that you can run A/B test campaigns and compare the performance of the campaigns. Learn more about [A/B Testing](#).

Learn more about our [new Audience Studio](#). To participate in this beta, contact your Customer Success representative.

Schema Annotation Events for Premium Audit Log BETA

Treasure Data enables [Schema Annotation](#) in the Data Workbench and through APIs. This allows you to search for certain types of identity data across multiple tables. The Premium Audit Log now adds the following events for schema annotation:

- Column annotation updates on schema editor
 - `column_annotation_create`
 - `column_annotation_delete`
- Annotation type updates via the API
 - `annotation_type_create`
 - `annotation_type_delete`

Verizon Media Export Integration BETA

The Verizon Media integration exports customer segments for advertising purposes. Verizon Media's content delivery network (CDN) is trusted by some of the world's largest brands for online banking, e-commerce, and media distribution because it offers high quality, performance, reliability, and scale that improve the customer experience and increase loyalty.

With this Integration:

- Match your customer base with the fan base of Verizon Media to deliver the best-personalized experience.
- Synchronize the segments created on TD with Verizon Media, including custom attributes to provide better categorization and build performance test campaigns.
- Upload or remove audiences to or from Verizon Media segment for Verizon Media DMP ads targeting.

This integration is now [Yahoo! Export Integration](#). To participate in this beta, contact your Customer Success representative.

Amazon S3 v2 Export Integration BETA

The new S3 output connector is now released with the latest security enhancements and highly requested features, including a new authentication method, SSE-KMS support, and quote policy.

Amazon Simple Storage Service (Amazon S3) is an object storage service that offers scalability, data availability, security, and performance. You can use it to store and protect any amount of data for things such as data lakes, websites, mobile applications, backup and restore, archive, enterprise applications, IoT devices, and big data analytics. Amazon S3 provides features for data organization and configuration of access controls for your business, organization, and compliance requirements.

Both S3 connectors continue to be available. Your existing S3 output jobs don't require any modifications.

Treasure Data suggests that you create new jobs in the new S3(v2) to experience the latest features.

Learn more about [Amazon S3 v2 Export Integration](#).

Pardot Export Integration Improvement BETA

We have enhanced the Pardot export integration to support upserting a large batch of prospects using only their emails to specific lists, as well as removing them in a parallel processing mechanism.

Learn about how to [integrate with Salesforce Pardot's marketing automation platform](#), which can help you create more leads, generate more pipelines, and empower sales to close more deals.

GA Releases

Iterable Export Integration

Iterable is a cross-channel marketing platform that allows you to create, optimize, and measure the interaction across the customer journey. With the import integration, you can ingest campaign metrics and user email lists from Iterable.

Learn more about [Iterable Import Integration](#).

Oracle Netsuite Bronto Export Integration

Oracle Netsuite Bronto is a Marketing Platform that combines email, mobile, and social messaging to design and execute personalized campaigns. You can use the export integration to upload contact lists to add/replace/update the specified contact lists to Bronto.

Learn more about [Oracle Netsuite Bronto Export Integration](#).

MS Dynamics Import Integration

You can use the import integration to ingest contact data and transactional data (including quotes, sales orders) from MS Dynamics 365 to Treasure Data.

Learn more about [MS Dynamics 365 Sales Import Integration](#).

Upcoming

Granular Permissions for Authentications

This feature enables our customers to secure their data integrations by provisioning fine-grained controls for authentications at an individual authentication level or at a global level, depending on their business needs. Learn more about these [permissions for authentications](#).

Master Segment Workflow moving to Hive 2/Tez

In mid-August, Treasure Data is changing the Hive query engine version for all master segments to Hive 2/Tez. This next step toward the scheduled platform-wide deprecation of Hive 0.13 follows the announcement in our [May Release Note](#) as well as email communications sent to affected users.

Although Hive 2/Tez is stable in our master segment configuration view and your master segments will remain operational after the transition is complete, we encourage you to manually switch to the latest engine before our bulk operation. By making the manual switch before we officially change the version, you can verify the new query engine works as expected.