

Release Notes: Winter '17

The following features are included in the Winter '17 release. Check your Marketo edition for feature availability.

Please click the title links to view detailed articles for each feature. **Note:** If a topic has multiple subheadings, the links are placed there.

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Advanced Matching for Facebook Custom Audiences

Basic Matching uses email addresses only, but new Advanced Matching uses an additional seven fields, increasing the match rate for more conversion.

Facebook Custom Audiences ✕

Facebook Account:  Steve Schebsches RE-AUTHORIZE

Matching Mode:

- Basic Matching
Matches Facebook users by email address
- Advanced Matching
Uses additional fields including Email, Phone, First Name, Last Name, City, State, Postal Code and Date of Birth

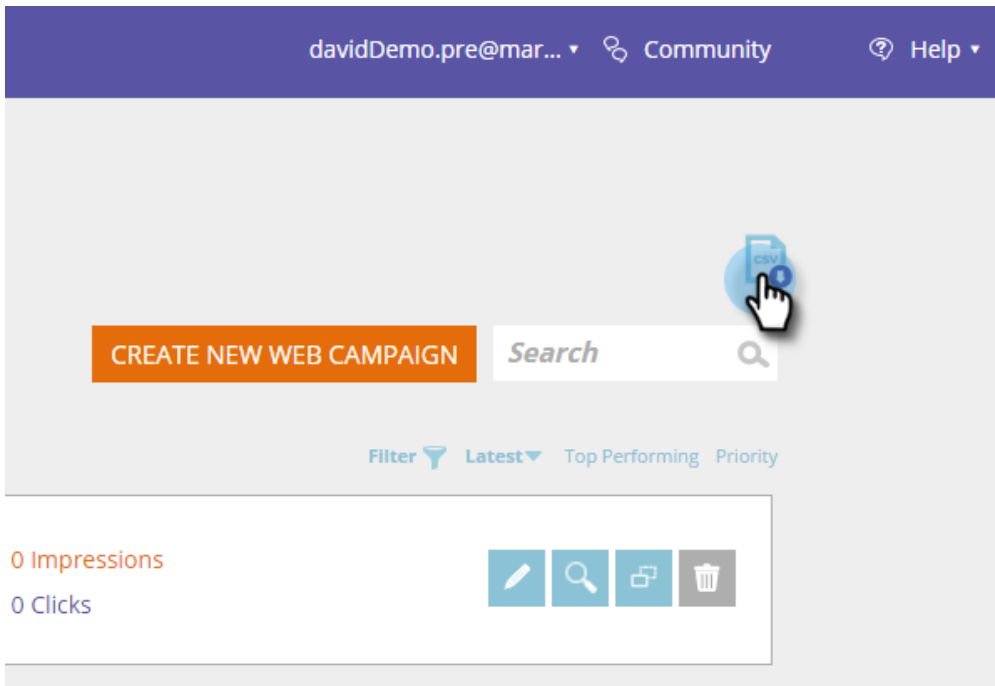
CANCEL CREATE

Custom Object Import API

This API provides a faster interface to synchronize custom objects into Marketo. You can import CSV, TSV, or SSV spreadsheet files into Marketo as custom objects.

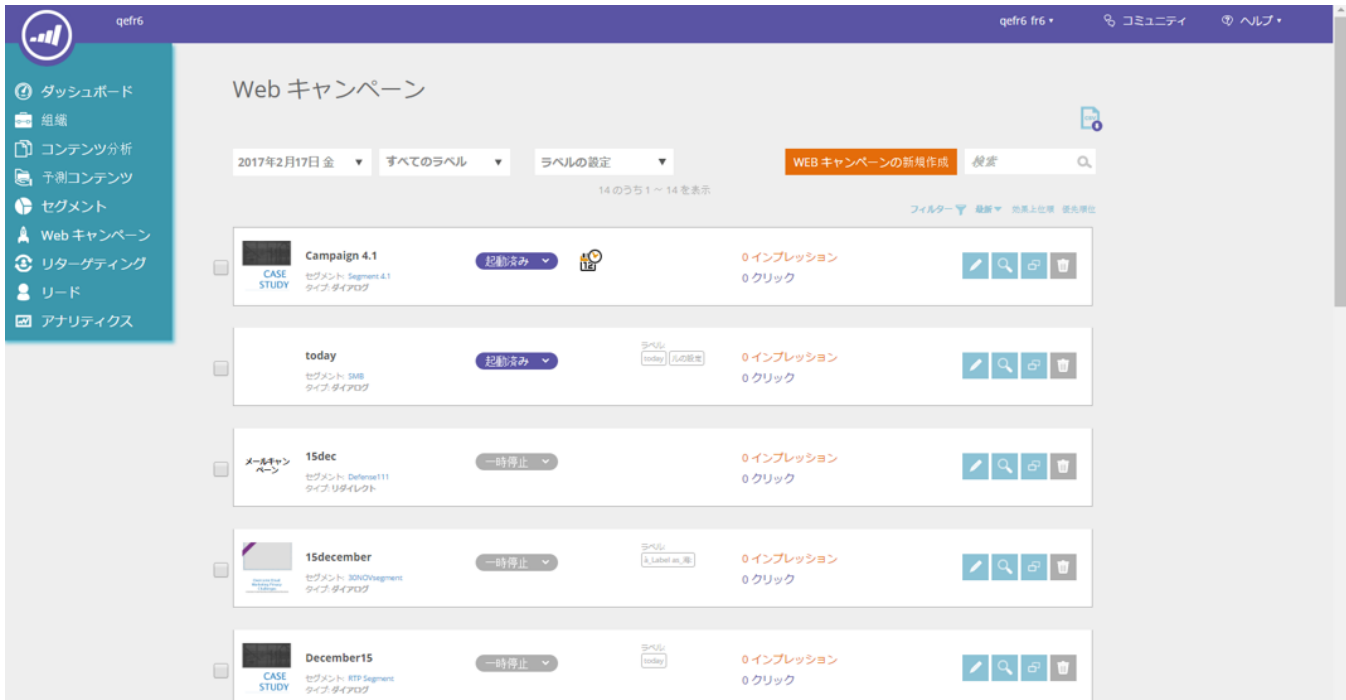
Web Personalization Campaigns Export

Export all of your Web Campaign details and analytics in a CSV format. You then can view your data in a convenient layout.



Localization

The Web Personalization, Predictive Content, and Email Insights apps are now available in Japanese, German, and Spanish. You [select your language and locale](#) to view your content in these languages.



Account Based Marketing Enhancements

Import Named Accounts

With the Named Account Import option, create or update multiple records at once via CSV upload.

Community Help

Import

NEXT

1 Import

2 Field Mapping

3 Preview

Create or update Named Accounts by importing a CSV file. You have the option to create a new account list or add accounts to an existing account list. [Learn More](#)

File: *

Modes:

De-duplicate Named Accounts by **Account Name**

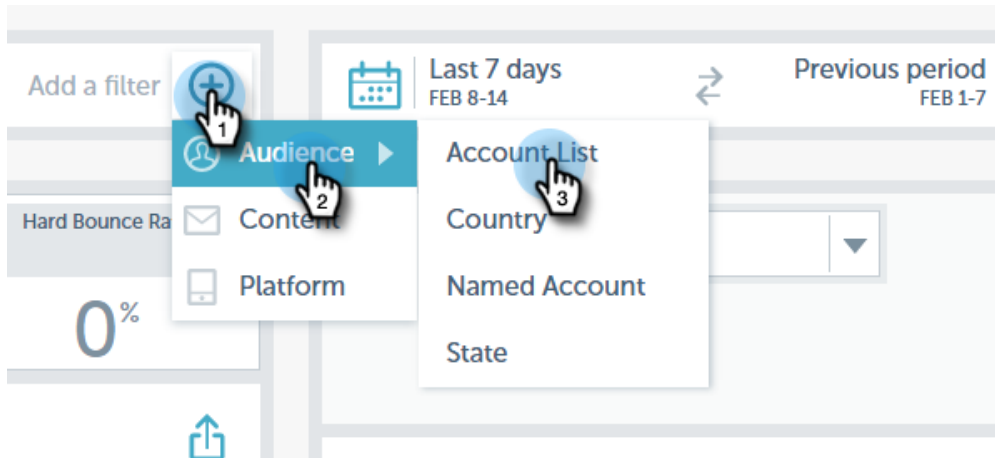
Update Named Account attributes

Account List:

Send Alert to:

Email Insights Support

Use Named Account or Account List as dimensions in Email Insights.



Predictive Content Enhancements

Filter by Enabled Source

Filter Predictive Content pieces that are enabled for Email, Rich Media, or the Recommendation Bar.

PREDICTIVE CONTENT

Filter icon | Last 7 days FEB 8-14




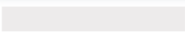







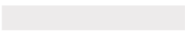
- Category
- Enabled Source ▶
 - Email
 - Rich Media
 - Recommendation Bar
- Analytics by Source

Enabled By Source	Categories	Clicks			
	(3) Presentation, Blog, Auto	1	<div style="width: 100%;"></div>		
	Blog	0	<div style="width: 100%;"></div>	0	Feb 9, 2017
		0	<div style="width: 100%;"></div>	0	Feb 13, 2017

Filter Analytics by Source

Filter Predictive Content analytics for specific sources — Email, Rich Media, or Recommendation Bar.

PREDICTIVE CONTENT






Enabled By Source	Categories	Clicks	Conversion	Date Discovered
  	(3) Presentation, Blog, Auto	1		
  	Blog	0		Feb 9, 2017
  		0		Feb 13, 2017

🔍 Last 7 days FEB 8-14
🏷️ Category
📅 Enabled Source
📊 Analytics by Source ▶️

- Email
- Rich Media
- Recommendation Bar


Predictive Content Editor

There's an improved editing experience and layout that splits content preparation by source — Email, Rich Media, or Recommendation Bar.

 Welcome to Marketing In The Engagement Economy    Blog 0  0 Feb 1, 2017

EMAIL **RICH MEDIA** BAR

Rich Media Image Preview



Title*

URL*

Image URL*

Description

Categories

Enabled for Predictive Content in Rich Media

Auto-Discovery Content for Predictive

Image URL and metadata are now used in the content auto-discovery process.

SDK Enhancements

Developers now have additional control over the delivery of Push Notifications with the addition of a new SDK API call that allows developers to remove push tokens.

Vibes SMS LaunchPoint Integration

Improve your targeting with a new filter option, "Member of Vibes List."

Legacy Rich Text Editor and Form Editor 1.0 Deprecation

Starting August 1, 2017, customers still using the legacy Rich Text Editor and Form Editor 1.0 will be automatically transitioned to the new experience.

Marketo Activity APIs

An important change is coming to Marketo's activity APIs. Are you prepared?