

Release Notes

FROM THE COMPANY MAKING MARKETERS POWERFUL.

Date: Aug 20, 2025
Version 2.4.0

Summary

This week we're giving you smarter insights, better organization, and more flexibility. CivicScience data is now live in Adaly, Shelves make it simple to capture and reuse your best responses, and CSV uploads expand the ways you can bring your own data into the platform.

New Features

CIVIC SCIENCE

- Access survey questions, trend scores, and audience segments.
- Spot market shifts, track sentiment, and compare brand favourability.
- Make faster, data-backed decisions powered by fresh consumer insights.

Feature Enhancements

SHELVES

Shelves let you organize and reuse your best responses, automatically tied to the Brand Voice you queried with. They're always accessible in your Library, making it easy to build and apply context across projects.

Here's how to use them:

- Create a Shelf: Select the New Shelf button, give it a name, and it will receive a custom colour tag for easy association.
- Save a Response to a Shelf: Click the Save button in the top-right of an Adaly response, then choose the shelf you'd like to save it to.
- Edit a Shelf: Navigate to the Library page, select a Brand Voice, then select Shelves. From there, you can open any shelf to preview saved responses and make edits.

With Shelves, organizing insights is simple. This lays the groundwork for even more powerful features coming soon.

CSV UPLOADS

- Just like Excel uploads, you can now import CSV files straight into Adaly.
- Upload and query them instantly.
 - Works seamlessly alongside your other data sources.

UPVOTE / DOWNVOTE IN CHAT

- We've reintroduced the thumbs up / thumbs down feature in chat.
- Quickly rate the quality of Adaly's responses.
 - This feedback helps Adaly better understand your intent and refine future outputs.

And that's it for now!