

# Release Notes

FROM THE COMPANY MAKING MARKETERS POWERFUL.

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## Summary

In this release, we introduce @Search and @General, Team Management, and the ability to access, enable, and permission data sources from the Integrations page. We debut a new sign up experience that allows the creation of company accounts with role based account control. We also introduce the concept of a brand voice: a data source filtering mechanism that propagates through the chat experience.

## New Features

### NEW SIGN-UP

The screenshot shows the Adaly sign-up interface. It features a large orange header with the Adaly logo and a sub-header: "Discover the future of dynamic information...". Below this, a call-to-action button says "Get better media plans that drive better results without needing more resources". The main form is titled "Sign Up" and includes fields for "Looking for?", "Email", "Password" (with a note about length and complexity), "Company Name", and "Company Description". At the bottom are "SIGN UP NEW COMPANY" buttons and links for "Privacy Policy" and "Terms of Service".

<https://my.adaly.ai/signup>

The new sign-up experience allows for the creation of companies within Adaly.

In this experience, a user can either create a new company or join an existing company. To join an existing company, users must be invited by a company admin from the Team Management page.

### ROLE-BASED ACCESS CONTROL

In this release, Adaly introduces role-based access control across the Team Management and the Integrations page.

Adaly provisions the following permissions across the user experience:

Page	Admin	Member
Team Management	Company: <ul style="list-style-type: none"><li>Can invite users to join their company</li><li>Can delete users from the company</li><li>Can upgrade and downgrade user roles</li></ul> Brand: <ul style="list-style-type: none"><li>Can create a brand</li><li>Can add users to a brand</li><li>Can remove users from a brand</li><li>Can rename a brand</li><li>Can delete a brand</li></ul>	Company: <ul style="list-style-type: none"><li>Can view other members of the company</li></ul> Brand: <ul style="list-style-type: none"><li>Can view other members of a brand</li></ul>
Integrations	<ul style="list-style-type: none"><li>Can approve or deny connector requests</li><li>Can enable connectors</li><li>Can toggle connectors on or off</li></ul>	<ul style="list-style-type: none"><li>Can request connectors</li><li>Can toggle connectors on or off</li></ul>

### TEAM MANAGEMENT

The screenshot shows the Adaly Team Management interface. It displays a list of users under a company named "Example Company" (1 brand, 2 members). The users are listed with their names, emails, and status (ACTIVE or INVITED). A search bar at the top right allows users to search for team members. A "CONNECTOR REQUESTS" button is visible in the top right corner.

<https://my.adaly.ai/teams>

In this page, admins can create brands and manage other users within their companies, as defined earlier.

### INTEGRATIONS

The Integrations page enables data source access and permission management. Users can click on a brand to access connectors available within that brand.

The screenshot shows the Adaly Integrations interface. It lists several data sources: ANALYTICS (Connected), RESEARCH (Connected), SOCIAL (Disconnected), and YOUTUBE (Disconnected). Each source has a brief description and a status indicator. A search bar at the top right allows users to search for integrations. A "CONNECTOR REQUESTS" button is visible in the top right corner.

<https://my.adaly.ai/integrations>

Click to toggle on or off

3. You can approve or deny connector requests coming from members within their brand

The screenshot shows the Adaly Integrations interface with a modal window titled "CONNECTOR REQUESTS" for "Brand 1". It lists two requests: "Research" (from John Doe, Mar 25, 2025) and "Social" (from John Doe, Mar 26, 2025). A "APPROVE" button is visible in the modal.

Approve or deny requests as they emerge

These connectors will now be available from within the brand voice on the chat experience.

### MEMBERS: REQUESTING A DATA CONNECTOR

Members need to request access to data connectors as follows:

1. Simply click on the data source to enable

The screenshot shows the Adaly search interface. It features a search bar with a magnifying glass icon and the word "SEARCH". Below it, a section titled "SEARCH" describes exploring publicly available information from across the internet. A large red "Enable" button is highlighted with a cursor.

Click to enable

Click to enable

2. Once enabled, connectors can be toggled on or off

The screenshot shows the Adaly integrations interface. It lists data sources: RESEARCH (Connected), SOCIAL (Connected), and YOUTUBE (Connected). A cursor is hovering over the "SOCIAL" connector, which is currently connected. A "CONNECTOR REQUESTS" button is visible in the top right corner.

Click to toggle on or off

3. You can approve or deny connector requests coming from members within their brand

The screenshot shows the Adaly integrations interface with a modal window titled "CONNECTOR REQUESTS" for "Brand 1". It lists two requests: "Research" (from John Doe, Mar 25, 2025) and "Social" (from John Doe, Mar 26, 2025). A "APPROVE" button is visible in the modal.

Approve or deny requests as they emerge

These connectors will now be available from within the brand voice on the chat experience.

### BRAND VOICE

By clicking on the query field in the chat experience, users can now select a brand to query Adaly with the data connectors within that brand. Users can alternatively choose to query with "All Sources" to prompt Adaly as before.

This is as follows:

1. Click "All Sources"

The screenshot shows the Adaly chat interface. It features a text input field with the placeholder "Ask anything...". Below it, a dropdown menu shows "All Sources" selected. A tip at the bottom says "Tip: use @ to ask a specific resource."

Click to enable

Click to enable

2. Select a brand

The screenshot shows the Adaly chat interface. It features a text input field with the placeholder "Ask anything...". Below it, a dropdown menu shows "Example Brand" selected. A tip at the bottom says "Tip: use @ to ask a specific resource."

Click to enable

Click to enable

3. Type @ to see all the activated data sources within that brand

You can either click on a data connector to query it or let Adaly decide on the best data connectors for the job by making the query directly into the typefield.

### NEW DATA CONNECTORS

Two new data connectors have been added to the Adaly experience: **@Search** and **@General**.

**@Search** gives users the ability to return real-time (last 24 hours) data from the internet. This connector can enable personalized insights for marketing campaigns that rely on up-to-date information.

**@General** helps provide quick and reliable answers on topics like marketing strategies, media planning, brand positioning, consumer psychology, and more, without relying on external data sources.

## Feature Enhancements

**@Social** responses are now significantly more comprehensive with a dedicated section for Actionable Suggestions and Analysis Methodologies.

## Bug Fixes

- Exports to PowerPoint and PDF have now been fixed
- Minor cosmetic changes on source cards

And that's it for now!

