

Release Notes

FROM THE COMPANY MAKING MARKETERS POWERFUL.

Date: Sep 17, 2025

Version 2.4.4

Summary

This week's update is short and sweet—but a meaningful one for anyone using YouGov data on the platform.

Feature Enhancements

BETTER INSIGHTS FROM

We've improved how our **YouGov connector** works behind the scenes to help you get **sharper, more relevant answers** when asking about consumer opinions and behaviours.

What this means for you:

- Faster, more focused responses when using YouGov data
- Better alignment between your questions and the insights returned
- No change to how you use the tool—just a better experience overall

Whether you're exploring brand perception, campaign testing, or audience sentiment, you'll now get clearer, more actionable insights.

And that's it for now!