

DREAMmail 5.0 Release Notes

Introduction

Epsilon is proud to announce the next release of its digital marketing platform, DREAMmail 5.0. DREAMmail 5.0 introduces a new user interface that performs faster and includes usability enhancements and new features to create new campaigns more efficiently and communicate with subscribers more effectively. The DREAMmail 5.0 release introduces functional enhancements including Share to Social integration in the new HTML editor and dynamic hosted email. The DREAMmail 5.0 release will be released to Epsilon's European data center (EMEA clients) on September 23, 2011 and to the Denver Data Center (North American and APAC clients) on October 15, 2011.

This document contains the following information specific to this release:

- [New Features](#)
- [Global Usability Enhancements](#)
- [Browser Support](#)
- [Frequently Asked Questions](#)
- [Resources](#)

New Features

New features available in DREAMmail 5.0 include:

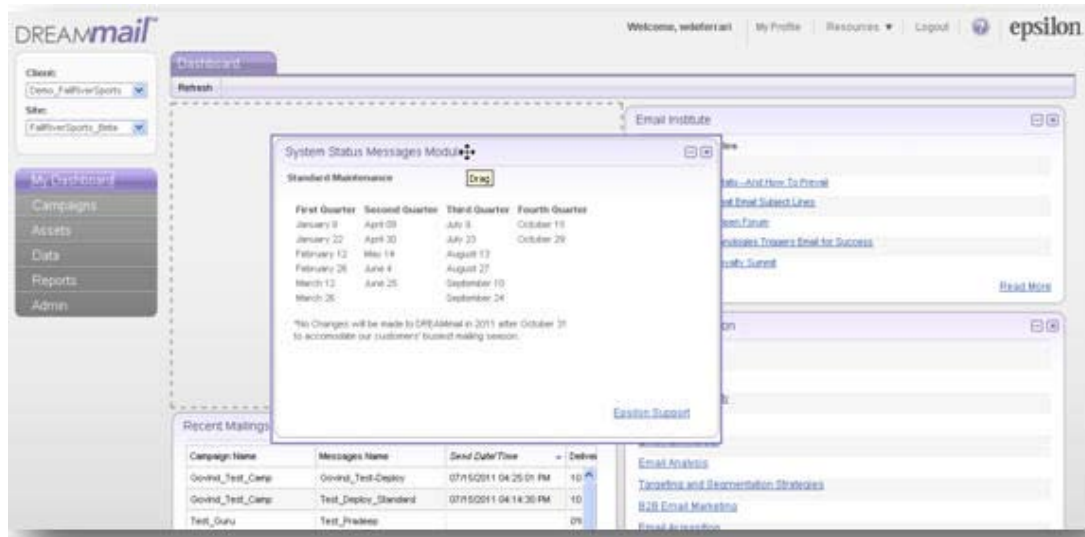
- [Dashboard](#)
- [Tabular Navigation](#)
- [Improved Navigation](#)
- [Dynamic Hosted Email](#)
- [Share to Social Button Integration](#)
- [Standardized Filter, Rule, and Query Builder](#)
- [Display Asset Relationships to Messages and Campaigns](#)
- [Consolidated Content Segment Type](#)
- [New HTML Editor](#)

Dashboard

The DREAMmail Dashboard, illustrated below, provides an array of information. From the Dashboard, you can:

- View statistics on recently sent messages
- View the schedules of messages to be deployed
- Monitor statistics for recent imports

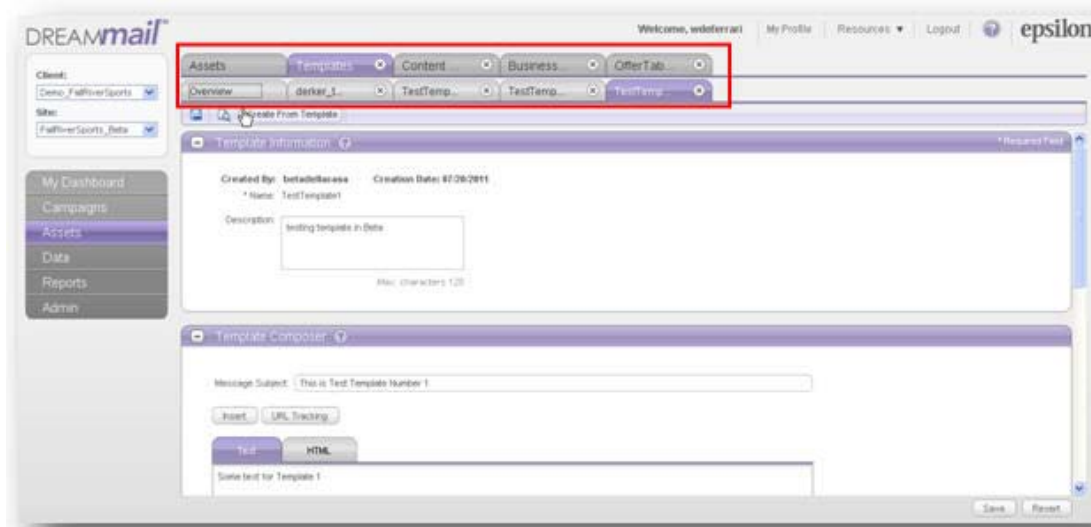
The DREAMmail Dashboard is customizable at the user account level, and allows you to drag, drop, rearrange, and remove modules to create custom views.



DREAMmail 5.0 Dashboard

Tabular Navigation

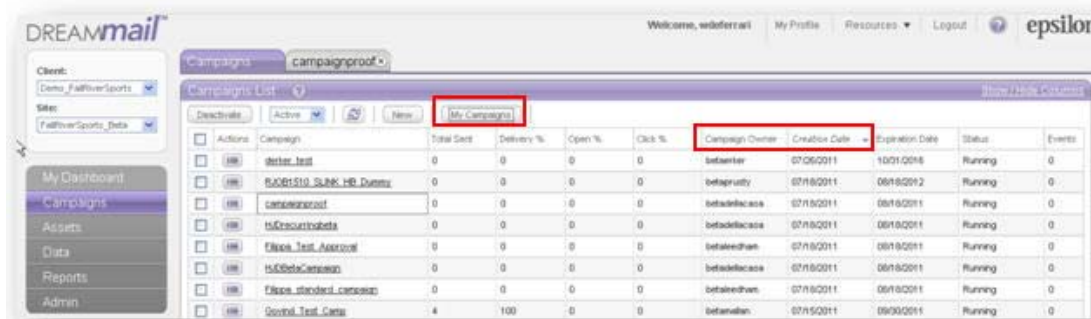
A new navigation model has been introduced in the DREAMmail 5.0 release. You are now able to open multiple tabs; allowing you to multitask. You can toggle between different sections of the application using the consolidated navigation menu located on the left of the user interface and toggle within sections using the navigation tabs located in the navigation bar at the top of each section, as illustrated below.



DREAMmail 5.0 Tabular Navigation

Improved Navigation

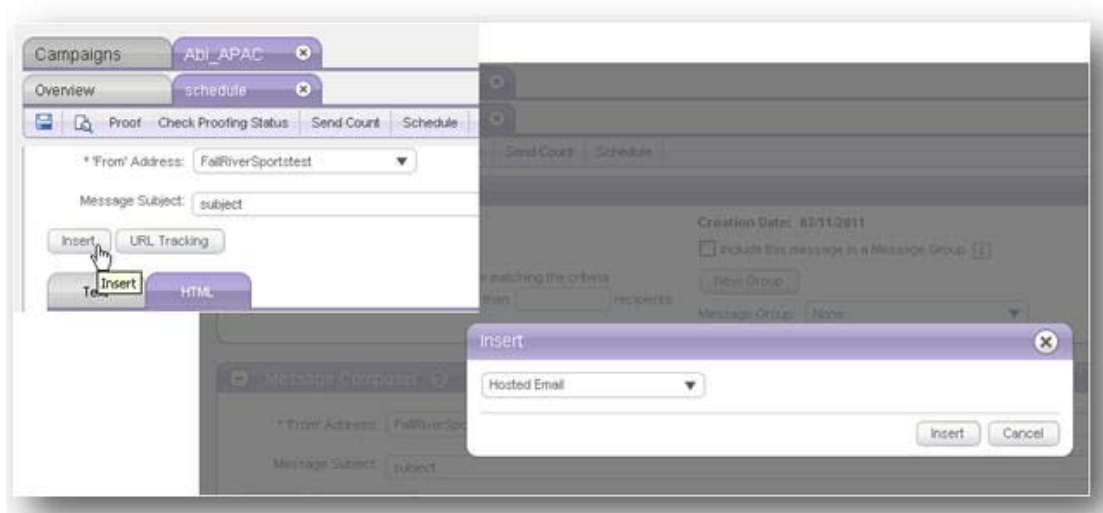
Use the My Campaigns functionality to quickly locate campaigns where you are the assigned owner, or navigate to your most recent campaigns, messages, or assets utilizing the new Campaign Owner and Creation Date fields, illustrated below.



DREAMmail 5.0 Improved Navigation

Dynamic Hosted Email

Dynamic hosted email is now a feature available through the user interface. Clicking the Insert button located in the Template and Message Composer screens inserts a tag for hosted email into the contents of the message. When the message is deployed, the tag is converted to a URL, that when clicked, displays a dynamic hosted copy of the message—including any personalization.



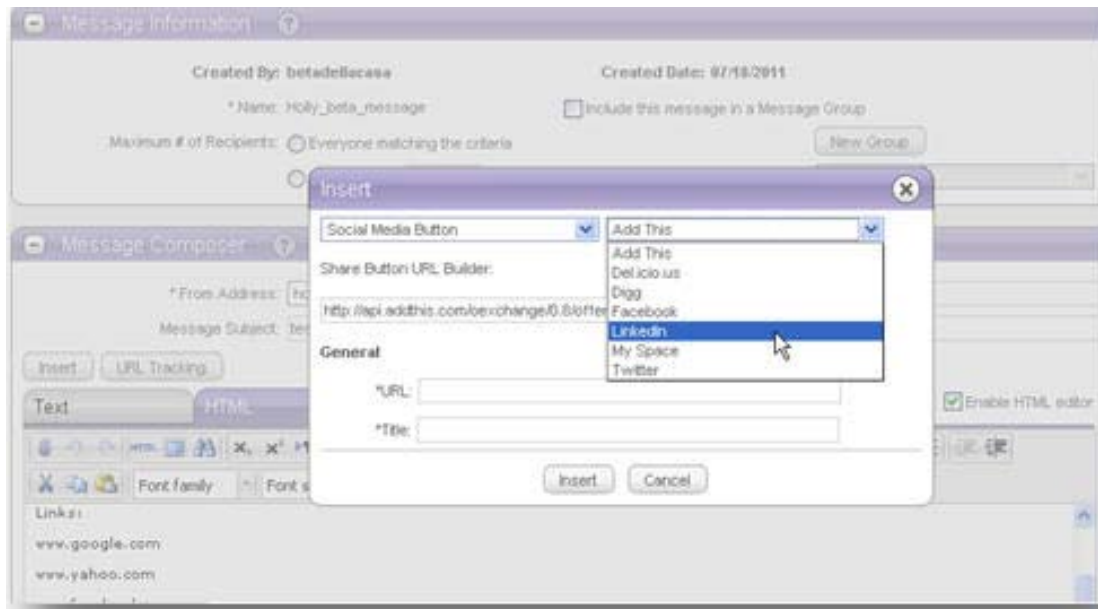
DREAMmail 5.0 Dynamic Hosted Email

Note: The hosted email tag can only be inserted into the body of Standard, Standard Recurring, and Approval messages. When a subscriber clicks the link, all personalization and dynamic content is rendered according to the current user profile at the time the subscriber clicks the link. Hosted messages are rendered dynamically; they are not available for previewing or proofing prior to deployment.

Share to Social Button Integration

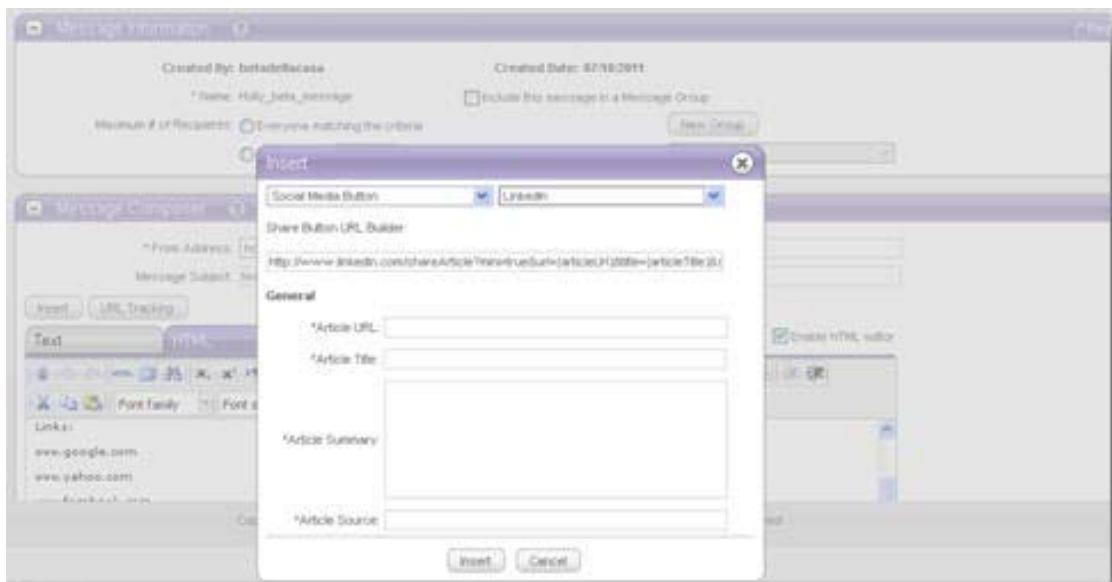
Use the new Social Media Button integration feature available in DREAMmail 5.0 to get your campaigns to go viral. Social Media buttons can now be added to HTML message content by:

1. Clicking the **Insert** button in the Message Composer.
2. Selecting the **Social Media Button** option.
3. Selecting a social media site.
4. Defining the links and metadata you want your subscribers to share with on their social networks.



DREAMmail 5.0 Share to Social Button Integration

When you select the Social Networking button option, you are prompted to enter the information required by the specific social media site. The URL builder generates the URL that is represented by the social media button image.

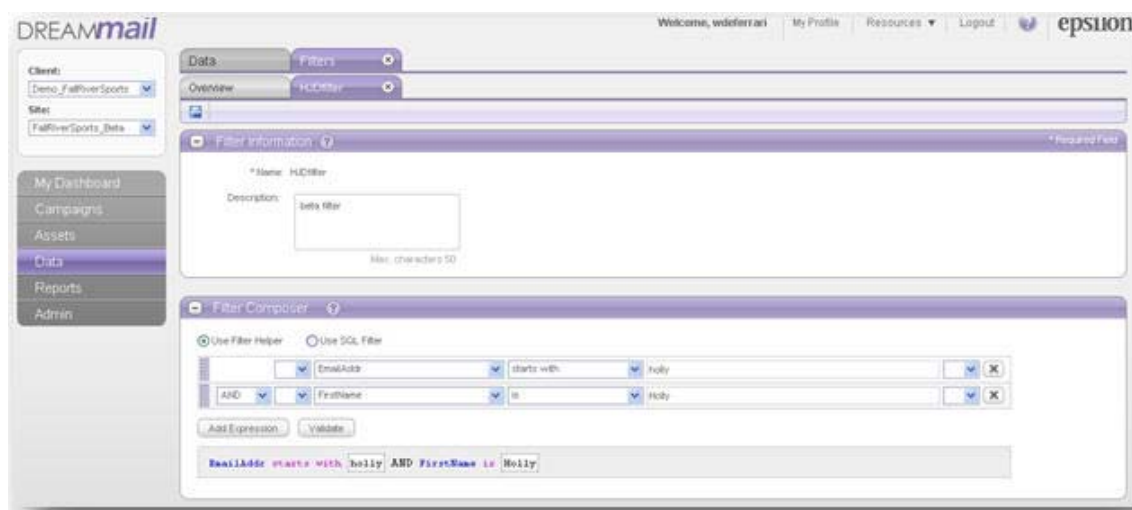


DREAMmail 5.0 URL Builder

Standardized Filter, Rule, and Query Builder

The functionality of the Rule builder has been vastly improved and standardized across the DREAMmail application. You can use the updated Filter, Rule, and Query Builder to:

- Create complex queries to target your deployments
- Specify dynamic content
- Filter your subscriber profiles



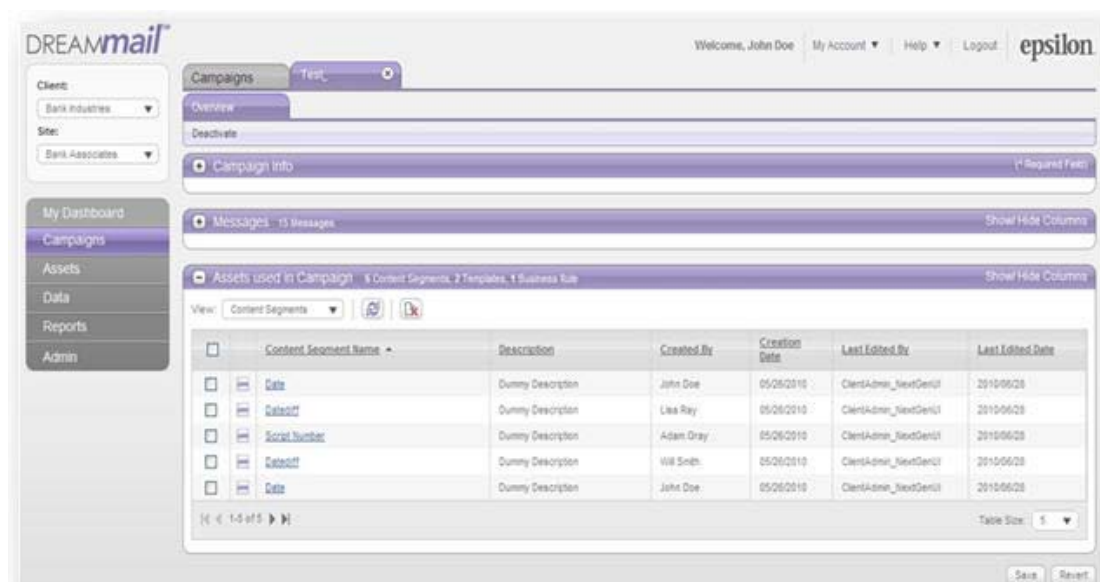
DREAMmail 5.0 Filter, Rule, and Query Builder

Improved enhancements to the Rule Builder include:

- Intuitive filters – Choose from lists of intuitive fields and operators when creating an expression.
- Improved usability – Use the side grips to drag, drop, and rearrange the order of the statement.
- Data validation – Validate expressions to ensure you have not entered a filter incorrectly.

Display Asset Relationships to Messages and Campaigns

DREAMmail 5.0 includes a new window, the Assets used in Campaign window. This window allows you to identify the business rules, content segments, offer tables, and templates used in each campaign. Using the context menu for these assets, you can also select to display all the messages and campaigns in which the specific asset is used. You are now able to clearly understand the ripple effect changing an independent asset may have on other messages that are scheduled for deployment.

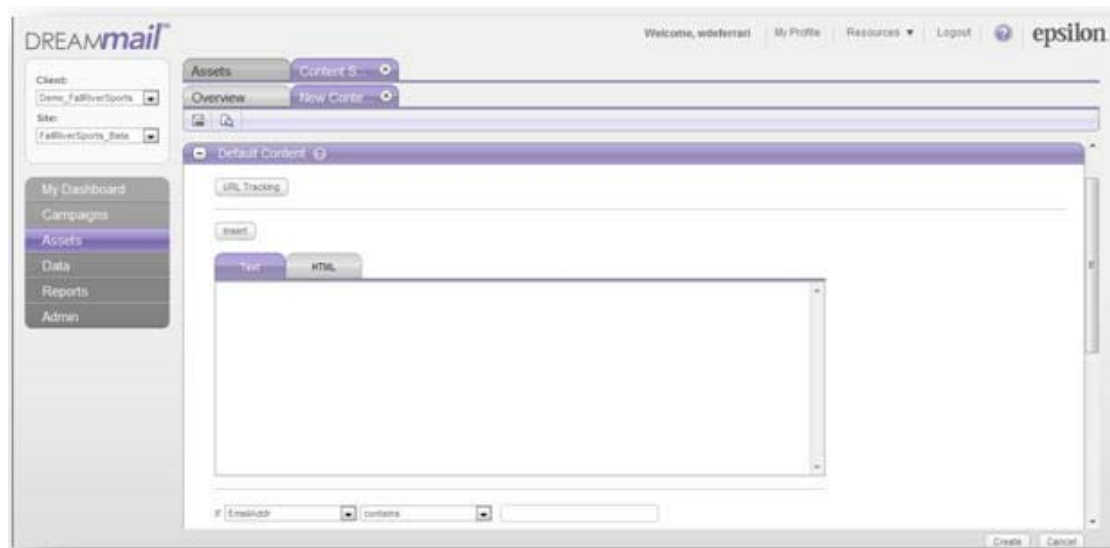


DREAMmail 5.0 Assets used in Campaign Window

Note: This section only includes assets that were created using the user interface. Assets created using DMConnect do not display in this window.

Consolidated Content Segment Type

DREAMmail 4.9.7 utilizes four types of content segments. DREAMmail 5.0 consolidates these four content segments – Conditional, Multi-format, Script, and Text – into a single content segment type.



DREAMmail 5.0 Consolidated Content Segment Type

Note: Script and Text content segments created using the DREAMmail 4.9.7 user interface and migrated to DREAMmail 5.0 will continue to display in both the Text and HTML portion of the messages.

However, once Script and Text content segments that have been migrated to DREAMmail 5.0 are edited, the HTML portion of the message must be updated to display content for the content segment for HTML recipients.

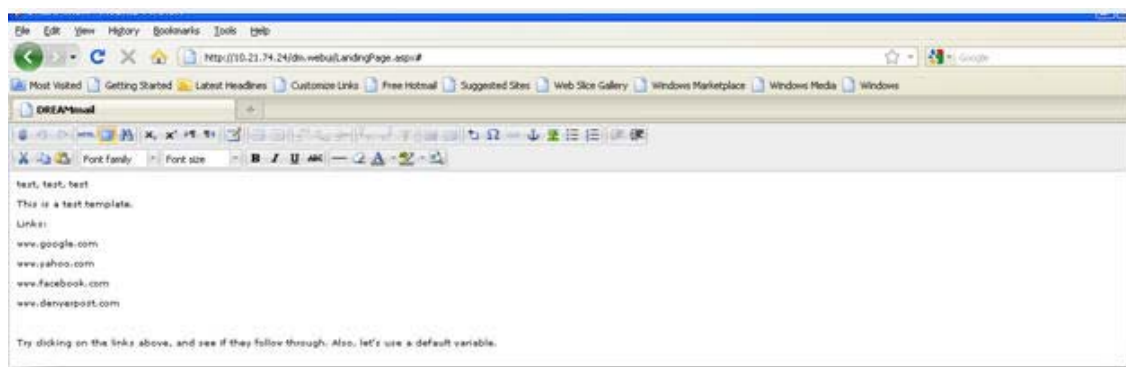
New HTML Editor

The HTML editor available in DREAMmail 5.0 includes:

- Full screen mode
- Spell check

Edit in Full Screen Mode

The DREAMmail 5.0 HTML editor allows you to edit in full screen mode, as illustrated below.

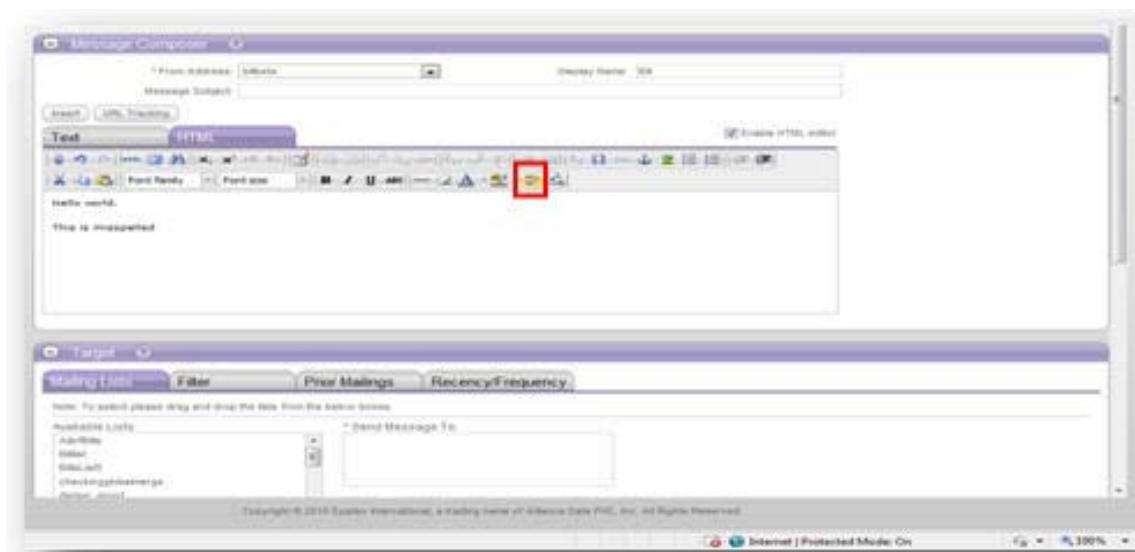


DREAMmail 5.0 HTML Editor—Full Screen Mode

Spell Check

Spell check is now available for the HTML editor. Click the Spell check button in the HTML editor to download the feature.

Note: The spell check functionality may need to be installed as a download separate from DREAMmail.



DREAMmail 5.0 HTML Editor Spell Check

To check the spelling of your content, right-click the content of the HTML message and select the Check Spelling menu option.

Global Usability Enhancements

DREAMmail 5.0 global usability enhancements include:

- [Drag and Drop](#)
- [Expand and Collapse](#)
- [Modal Layers Replacing Pop-Ups](#)
- [In-Screen Success and Error Messages](#)
- [Visual Icons and Action Toolbars](#)
- [Track URLs by Default](#)
- [User-Friendly Vernacular](#)
- [Contextual Help](#)

Drag and Drop

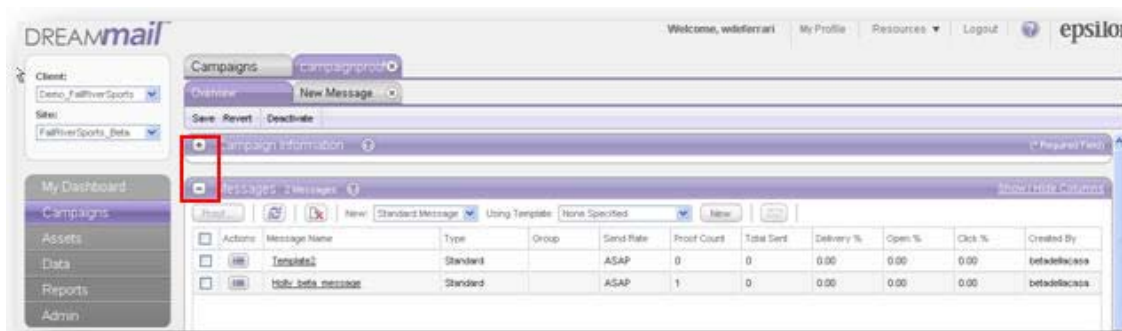
Throughout the application, drag and drop features are available to reduce the number of clicks required to select items.



DREAMmail 5.0 Drag and Drop Functionality

Expand and Collapse

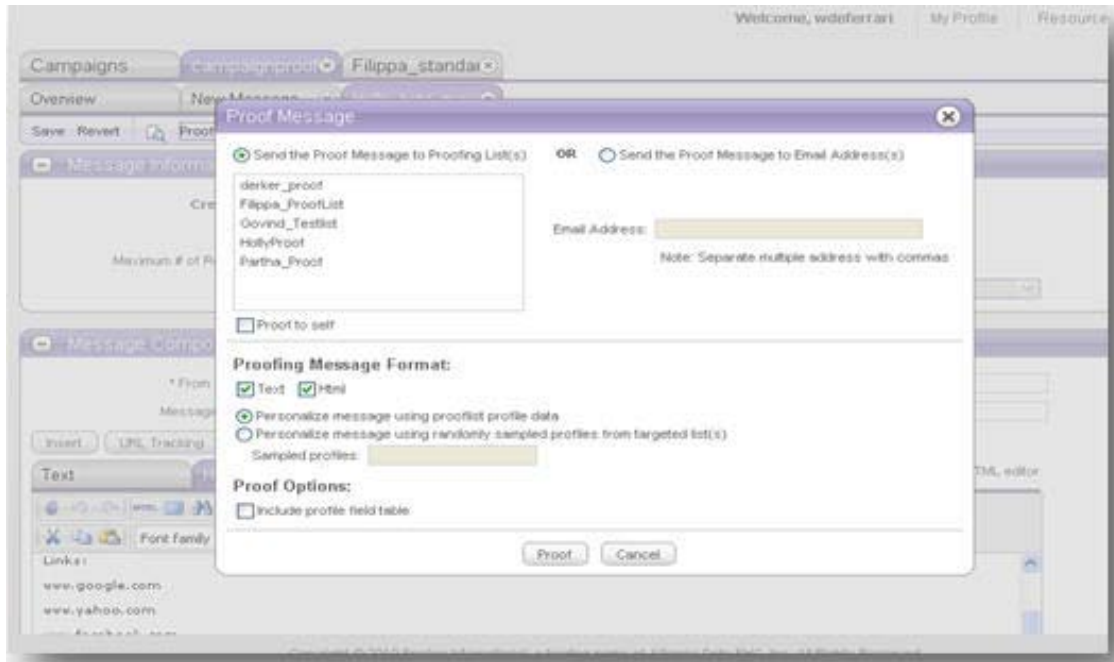
Expand and collapse windows are located on nearly every panel to maximize the workspace available to you.



DREAMmail 5.0 Expand and Collapse Functionality

Modal Layers Replacing Pop-Ups

DREAMmail 5.0 replaces pop-up windows with modal layers in order to remove the clutter from your desktop. Modal layers provide clear guidance to the additional information you must enter before moving to the next step in the creation process.



DREAMmail 5.0 Modal Layer

In-Screen Success and Error Messages

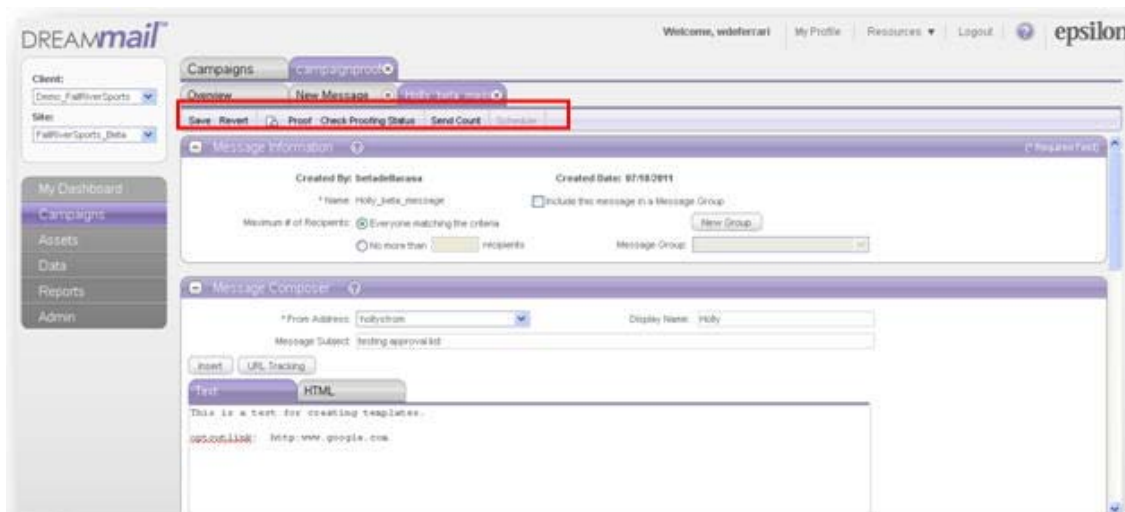
User-friendly and descriptive success and error messages are available in DREAMmail 5.0. You can quickly identify the fields you need to update in order to successfully save an element. An example of a descriptive message available in DREAMmail 5.0 is illustrated below.



DREAMmail 5.0 Message

Visual Icons and Action Toolbars

Take actions on a message while you are working in the message. You can view the content of the message and perform an action on it all at the same time. You can update content, proof it, receive a send count, and deploy the message, without ever having to leave the Message Composer.

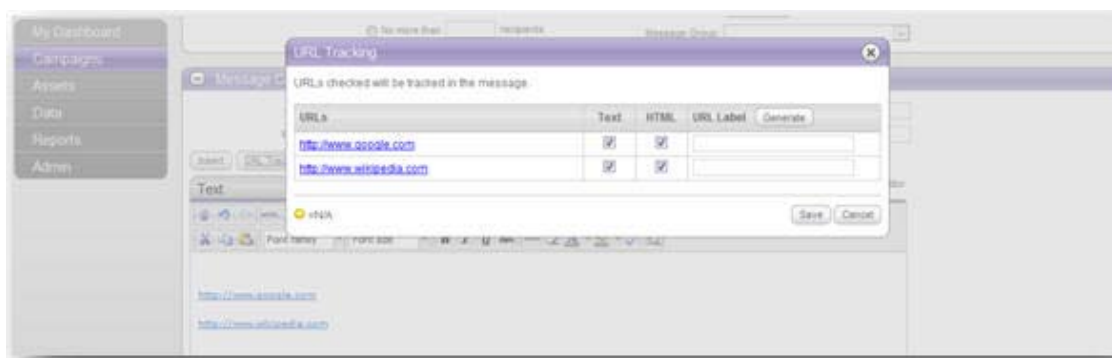


DREAMmail 5.0 Visual Icons and Action Toolbar

Track URLs by Default

Now, when you enter http:// URLs in your messages, those URLs are enabled, by default, for URL tracking. If you do not want to track a URL, you can access the URL Tracking dialog box and disable that URL from tracking. No longer do you need to spend time manually enabling URL tracking.

Note: When tracking URLs in the HTML editor using Mozilla® Firefox®, you must create hyperlinks for the links to be available in the URL Tracking model layer.



DREAMmail 5.0 URL Tracking

User-Friendly Vernacular

An updated user-friendly vernacular improves the transparency of campaign configuration. Examples of Windows containing updated vernacular are illustrated below.

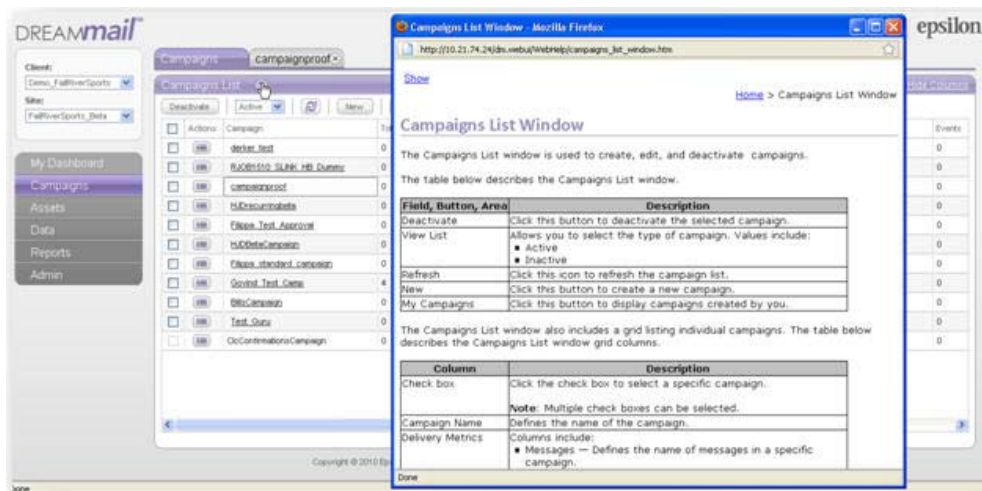
The screenshot shows the 'Offer Table Composer' window. It features a table with two rows of criteria and offers. The first row states: 'If subscriber(s) match criteria of: PRODUCT_1_DESC_Offer1, then the subscriber(s) will receive: Brand_CS_bgfest'. The second row states: 'If subscriber(s) match criteria of: PRODUCT_2_DESC_Offer2, then the subscriber(s) will receive: Offer_2_DESC'. Below the table, there is a note: 'Note: Drag and drop the table row to reorder the expression(s)'. At the bottom, there are two radio buttons: 'Send subscriber only the first offer they match.' (selected) and 'Send subscriber all offers that match the subscriber's profile.'.

The screenshot shows the 'Target' window with tabs for 'Mailing Lists', 'Filter', 'Prior Mailings', and 'Recency/Frequency'. The 'Recency/Frequency' tab is selected. Under the 'Recency' section, there are two radio buttons: 'No Recency Limit' (selected) and 'Do not include recipients that have been mailed from this Site/Client [Site] within the past [] days'. Under the 'Frequency' section, there are two radio buttons: 'No Frequency Limit' (selected) and 'Subscribers should not be able to receive more than [] from Site/Client [Site] within this time [this calendar week] days'.

Updated Vernacular in DREAMmail 5.0

Contextual Help

Contextual help is now available in nearly every screen of DREAMmail. You no longer need to search through help files to locate the information you need. Fewer embedded links have been used, resulting in the display of all relevant information in a single location.



DREAMmail 5.0 Contextual Help

Browser Support

Currently, DREAMmail supports Microsoft® Internet Explorer® 7 and Microsoft® Internet Explorer® 8.

DREAMmail 5.0 supports:

- Microsoft® Internet Explorer® 8
- Mozilla® Firefox® 3.6
- Google Chrome™ browser 13
- Safari® 5 (on Mac OS® only)

DREAMmail 5.0 is not longer supported on Microsoft® Internet Explorer® 7.

Because they have not been altered as part of the DREAMmail 5.0 release, the following sections of the DREAMmail application are supported by Microsoft® Internet Explorer® 8 only:

- Reports
- List Generator

Frequently Asked Questions

What are the DREAMmail 5.0 Release Dates?

DREAMmail 5.0 release dates include:

- EDC – September 24, 2011
- DDC – October 15, 2011

What will happen to DREAMmail 4.9.7 when DREAMmail 5.0 is released?

DREAMmail 5.0 will be released in parallel with DREAMmail 4.9.7, and both instances of the application will exist and function. When you are ready to migrate to DREAMmail 5.0 and have taken all the necessary training, you must request that your site be migrated to DREAMmail 5.0. Once your DREAMmail site(s) have been migrated, any new data created in the DREAMmail 5.0 user interface will **not** be created in DREAMmail 4.9.7 and any new data created in DREAMmail 4.9.7 will **not** be created in DREAMmail 5.0.

How much time do I have to migrate?

DREAMmail 5.0 will be released to early adopting customers in late September/early October of 2011. Epsilon does not release software, nor do our applications undergo maintenance, after the month of October to ensure the most stable platform for you during your busiest season. Since maintenance is required for migration, migrations to DREAMmail 5.0 will begin again in the first quarter of 2012 and resume through the second quarter of 2012 until all translated versions become available in the user interface. DREAMmail 5.1, scheduled for release in the first quarter of 2012, will provide all translations.

Were there any changes made to DMConnect?

No changes were made to DMConnect in this release. All current DMConnect requests will remain identical and will remain supported.

What if I experience problems with DREAMmail after the release?

Standard support escalations procedures apply. If you experience issues with DREAMmail, contact Support at DREAMmail@epsilon.com or follow up with your Account team.

Will there be training or new documents associated with DREAMmail 5.0?

DREAMmail includes a new online contextual help.

Resources

For the latest version of DREAMmail guides, visit the [Epsilon Learning Center](#).