

Release Note

Horizon 3.13

New Features, Improvements & Bug Fixes



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What's New

The following are key new features and capabilities that have been delivered with HTK Horizon 3.13:

New dashboards and analytics

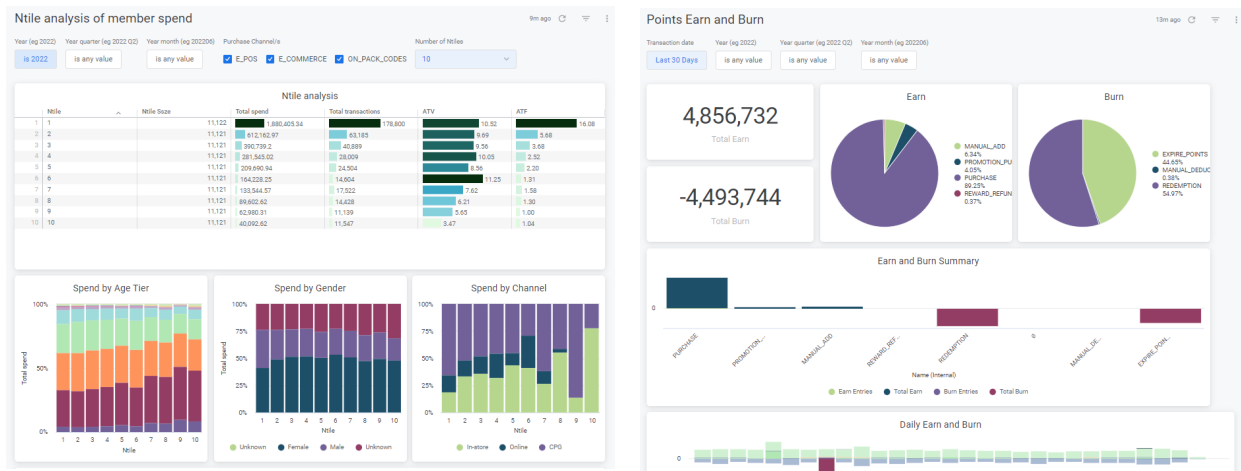
The Horizon user interface now supports the display of embedded dashboards and analytics, powered by Google Looker and the Horizon AutoPilot data lakehouse.

The first new dashboards to be made available include:

- Campaign Activity Dashboard
- Member Redemption Analysis
- Member Purchase Analysis
- Ntile Analysis of Member Spend
- Monthly Period-on-Period for Loyalty Members
- Quarterly Period-on-Period for Loyalty Members
- Points Earn and Burn

To support this capability, a new User Role permission (“Looker Viewer”) has been introduced. This permission and the new dashboards will be rolled out to existing accounts over the next few days.

Additional dashboards and analytics will be rolled out in the coming months, and this new capability also enables fully bespoke dashboards to be created on a per-account basis. For Horizon AutoPilot customers, these dashboards and analytics can include insights based on machine learning inferences and other external data sources. **If you're interested in co-creating new Horizon dashboards and analytics with our data team, please let us know!**



Configure products to not earn points

The Product Catalogue can now be used to configure individual products (such as gift cards) so that they do not earn any loyalty points when purchased.

Improvements

The following are some key improvements that have been delivered with HTK Horizon 3.13;

- **Offer and reward stock levels:** The remaining 'stock level' for offers and rewards (including physical stock and total remaining voucher codes) is now shown on the main Offers screen.
- **Improved API support:** The Horizon Admin API now provides better support for Contact management, including the ability to look up a Contact by email address and the ability to set an External Reference for an existing Contact.
- **Link tracking on triggered messages:** Link clicks on triggered messages that contain Link Categories are now available for search and segmentation.
- **Smart Stream visible to all users:** The Horizon real-time Smart Stream can now be enabled for non-loyalty accounts.
- **Group Manager performance improvements:** Groups that do not require reevaluation can now be marked as such, helping overall Group Manager performance for accounts that have a lot of Groups.
- **Group Manager segmentation improvements:** Groups containing "next N days" search conditions and/or Persona and Lifecycle Stage rules are more consistently re-evaluated.
- **Security updates:** As part of our ongoing commitment to data security, we've made several behind-the-scenes updates.