



Highlights of Marketing Cloud Spring '22 Release

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Putting the spotlight on the most exciting new Marketing Cloud features

The moment we have all been waiting for is almost upon us:
The Spring '22 Release of Salesforce Marketing Cloud!
In this article, two of our Marketing Cloud experts will guide
you through the exciting new features & changes coming up.

Read on to get an exclusive, in-depth look at the most
relevant new Marketing Cloud features and updates, available
in your orgs during the Spring '22 (Feb 5-18)!



First of all...

pay attention to some permanent changes that were already being announced in earlier 2021 releases:

- ▶ Multi-factor authentication (MFA) is now automatically enabled for all applicable Marketing Cloud tenants created before the August 2020 Release. With this change, the login process invites users to register a verification method and receive MFA challenges. If users weren't ready for MFA, they can temporarily skip the invitation. However, as of February 1, 2022, all customers are contractually required to use MFA when accessing Marketing Cloud.
- ▶ Marketing Cloud is gradually retiring Email Studio classic Web Tools including landing pages and microsites in future releases. You can still view and edit any existing landing pages and microsites in the classic Web Tools and continue migrating existing items to CloudPages, as needed. Classic landing pages and microsites are fully retiring in June 2022.
- ▶ You can migrate all Discover reports to Datorama Reports before Discover's end-of-life on April 1, 2022.

Interesting new releases for **Datorama Reports**:

Expanded Email Reporting with new email fields in Datorama Reports and Datorama Reports Advanced:

Create new types of breakdowns with the expanded list of email dimensions and measurements. For example, create a report on send performance by device type or compare open and click totals. Users with a Datorama Reports Advanced license can use the new measurements and dimensions when customizing dashboards and when creating calculated measurements and dimensions.

Exclude emails Configured to Suppress from Send Reports in Datorama Reports:

Previously, Datorama Reports included Marketing Cloud sends that were configured with the Suppress from Send Reports option. Now, emails configured with this option are no longer included in Datorama Reports.

Use new measurements and dimensions when customizing dashboards



Updated and released new features for Einstein

Use Einstein Send Time Optimization with Automation Studio:

Now you can use Einstein Send Time Optimization for your bulk and batch send emails from Automation Studio. This feature sends the emails to your contacts at the best predicted time for each individual to maximize engagement. Configure your Einstein Send Time Optimization in the Automation Studio Send Email Activity. You select the best send window, and Einstein does the rest.

Get Einstein Messaging Insights in Slack:

The beta version of the Einstein Messaging Insights Slack integration shows notifications from Journey Builder messages. Information includes open rates, click rates, and unsubscribe rates that you can also view in the Einstein Messaging Insights

dashboard. It's available to all customers who have an active Slack workspace, use Marketing Cloud Journey Builder to send messages, and have Einstein Messaging Insights enabled. By using Slack to offer Einstein Messaging Insights for journeys, marketers can view insights at a glance without accessing the Einstein Messaging Insights dashboard. A marketer configures a Slack channel to include everyone who must see and quickly address messaging anomalies.

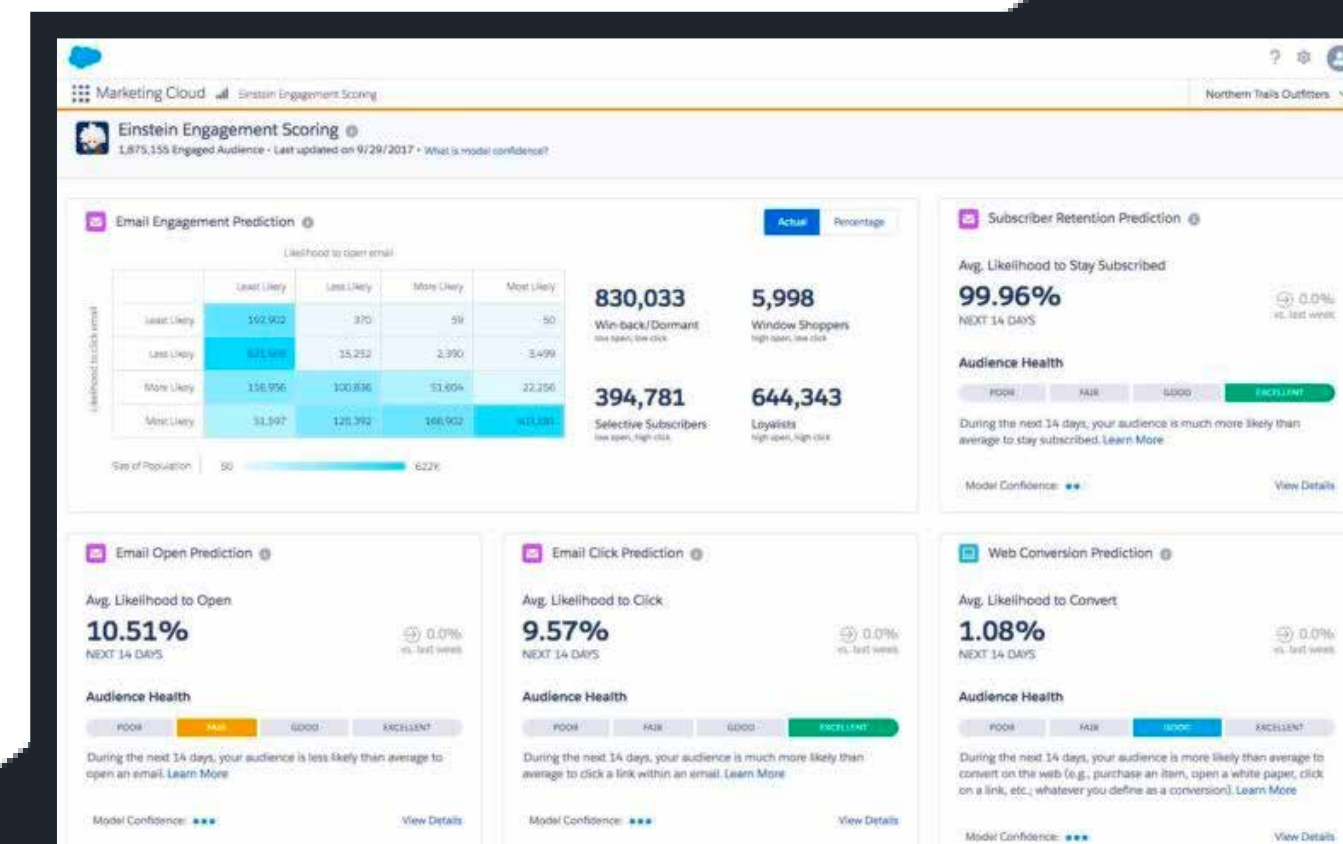
Explore the New Model Card for Einstein Email Engagement Scoring:

MarketingCloud's Einstein Email Engagement Scoring model card provides insight into how AI model analyzes messages and the factors that it uses. Factors include the types of inputs the model uses, the best applications for the model, and ethical considerations it use.

A new Business Unit Aware integration for CDP

Another feature that is currently being tested by early adopters (with expected full release to follow) involves the new Business Unit Aware integration for CDP. This feature enables marketers to maintain brand and geographical boundaries when integrating CDP and Marketing Cloud Journey Builder. In addition, the latest Marketing Cloud Release Mobile Enhancements allow the usage of customer behavior from mobile

push notifications and in-app engagement for orchestrating customer journeys. This enables reacting in real-time and ensuring messages stay relevant by exiting a user from a journey or entering them in a journey from a push notification or in-app behavior.



Let's **connect**

We hope this article already gives you a good view of all inspiring new functionalities in the Spring '22 Release.

Keep in mind we're here to guide you through change, so don't hesitate to reach out to us for any questions you might have about these new functionalities.



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