

December

12/18/24

What's New

- **Ascent360 ESP**
 - In addition to scheduled, recurring, and one-time sends, users can now send an email on an event-basis by triggering a webhook associated with the email. Webhook-triggered emails also allow users to provide information in request payloads that would otherwise not be available in the CDP at time of send. For more information, see [Trigger Emails via Webhook](#).

November

11/25/24

What's New

- **Ascent360 ESP**
 - Email reports now display the names of Seed and Suppression lists when associated with a send.

Bug Fixes

- **Customer Lookup**
 - Resolved an issue where exporting Reservation History from Customer Lookup failed.

11/19/24

What's New

- **Ascent360 Forms**
 - We've added ReCaptcha V3 to all Landing Pages. ReCaptcha V3 monitors user behavior without intervention; users will get the benefit of increased security without needing to decide what is or is not a bicycle.
- **SMS**
 - Opt-out language ("Reply STOP to end") can now be optionally added to each individual text message created in the SMS Composition Tool. Ascent360 recommends sending opt-out instructions at least once a month or every 6 messages; if you have the character space, we recommend adding language to

the text message as a best practice.

- **General**

- After 30 minutes of inactivity, users will be automatically logged out and redirected back to the login page.

11/12/24

What's New

- **Ascent360 ESP**

- Emails that contain page scrape merge tags can now include other email design elements around the merge tag (previously, additional email elements were disregarded during the send).

Bug Fixes

- **SMS**

- Various fixes and tune-ups related to SMS Keywords (text-to-join).

October

10/21/24

What's New

- **SMS**

- SMS users can now create custom text-to-join keywords to grow subscriber counts and send custom responses. For more, see [SMS Keywords \(Text-to-Join\)](#).

- **Data Dictionary**

- We've updated the look and feel of the Data Dictionary to ensure the best experience.

September

09/03/24

What's New

- **General**

- We've been busy upgrading our backend technologies to ensure a secure and uninterrupted platform experience.

August

08/26/24

What's New

- **SMS**
 - Send & subscriber reports are now available for SMS & MMS sends! Texting reports provide information on KPIs relating to message sends, including Delivery, Failure, and Unsubscribe events.

08/13/24

What's New

- **Customer Lookup**
 - In addition to an improved detail tab navigation experience, Customer Lookup now accommodates smaller screens better

08/05/24

Bug Fixes

- **Audience Builder**
 - Resolved an issue where universe counts were running especially long for SMS.

July

07/02/24

Bug Fixes

- **SMS**
 - Fixed an issue where messages could not be sent at the beginning of a new credit cycle.

June

06/26/24

What's New

- **Ascent360 Forms & Preference Center**
 - Forms that include checkbox (multiple-select) questions now force a vertical orientation of the checkboxes on the form.

06/13/24

Bug Fixes

- **Ascent360 ESP**
 - Fix for issue caused by a Microsoft bot automatically unsubscribing individuals from email. This fix replaced the Unsubscribe form appended onto emails with one that won't be affected by bot clicks. For more, see [6-11-2024 Microsoft Issue Announcement](#)
 - Changes to merge tag processing order in support of opt-out issue outlined above.

06/12/24

What's New

- **Ascent360 ESP**
 - New "Shared" templates folder in Template Library where clients with multiple linked CDPs can share email templates across CDPs.

Bug Fixes

- **Ascent360 ESP**
 - Fix for a bug causing appended UTM values to duplicate in some cases.
- **Customer Lookup**
 - Fix addressing values to not cache on the Reservation History page.

February - May 2024

February through May of 2024 involved lots of work on our exciting new feature, SMS! We also addressed some miscellaneous bugs in the CDP, as well as issues impacting specific clients.

January

01/08/24

What's New

- **Ascent360 Preference Center**
 - New ability to manage Subscriber Groups and Preference Center form in Ascent360. For more information, see [Preference Center Overview](#)
- **Integrations Catalog**
 - UI/UX enhancements to the Ascent360 Integrations Catalog.
- **General**

- Font & Icon updates throughout the Platform.

Bug Fixes

- **Customer Lookup & Campaigns Page**
 - Fixed issues where the date columns on these pages were improperly sorting.