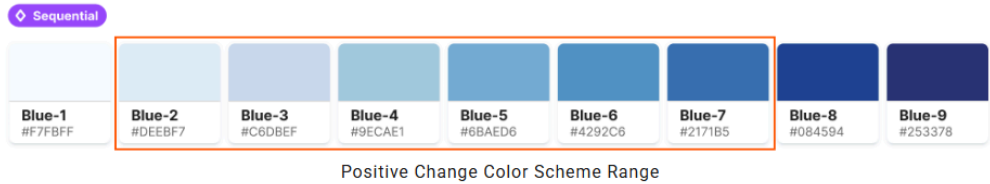


This Release Note provides details on the additions and updates done to the Pulse application released on October 07, 2024. In-depth information on Pulse application is available in the [Pulse Client Document](#).

### 3x3 Grid in Activation Overview Screen

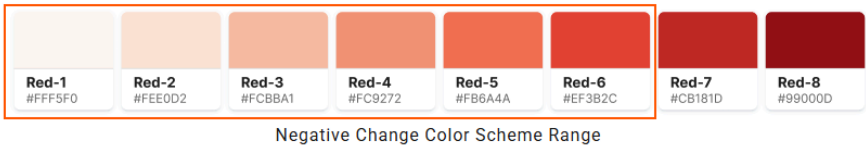
The 3x3 grid in Activation Overview screen provides a view of the change in customer behavior due to the scheduled activation campaign. The vertical axis represents the Customer Lifetime Value (CLV) and the horizontal axis represents the customer cadence, i.e. the repeat purchase cycle (CC). The grid will use a color scheme to indicate whether the change is positive (Blue) or negative (Red).

#### Positive Color Scheme



The color scheme consists of 6 shades of blue, ranging from Blue-2 to Blue-7. These colors represent the positive changes in the customer behavior where Blue-2 represent the lowest positive change while Blue-7 represent the highest positive change.

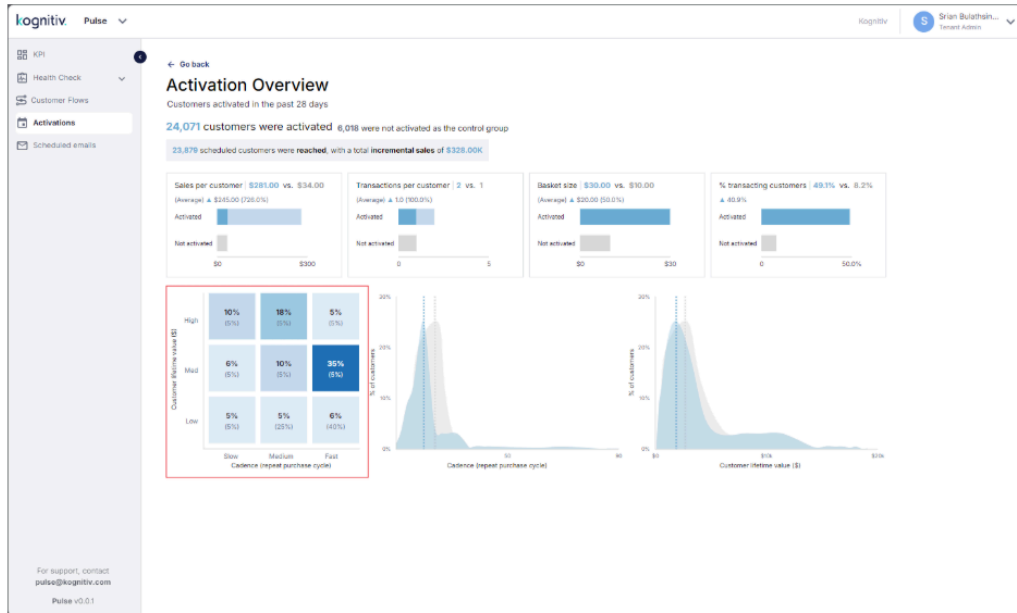
#### Negative Color Scheme



The color scheme consists of 6 shades of red, ranging from Red-1 to Red-6. These colors are used for indicating any negative changes in the customer behavior. The Red-1 color represents the lowest/slightest negative change and Red-6 representing the most severe negative change.

#### Data Displayed in the Grid

The grid will display the data on how the customer behavior changed due to the activation campaigns. The figures in **boldface** are used for the activated customers (customers that were included in the activation campaign) and *normal* text in gray color for the unactivated customers (control group which will not be included in the campaign).



3x3 Grid in Activation Overview Screen

Each box in the grid represent a group of customers. For instance, the bottom left box represents the customers that have the lowest CLV and the longest CC while the top right box represents the ideal customer group for a brand which would be the high-spending customers that have a high positive transaction count.

**NOTE:** The 3x3 grid is built as a reusable component which can be deployed on other Pulse screens and in other Kognitiv applications.

## Display Control Group and Customer Segments for Scheduled Activations

The control group information and customer segments which will be included in the activation campaign will be displayed in the detailed view of the scheduled campaign.

The scheduled activations list is accessed via the **Activations** link displayed in the left menu. Click the view icon alongside an item in the list to view the details of that scheduled activation campaign.

**Audiences for activation**  
Monitor activation flows created from audience exports, or manage saved audience files

**Your scheduled activation flows**

Audience name	Platform	Activation start	Activation end	Status	Last run	Actions
yes87	[Icon]	Oct 3, 2024		Active	Oct 26, 2024	[Icon] [Icon]
yes567	[Icon]	Oct 3, 2024		Active	Oct 26, 2024	[Icon] [Icon]
test	[Icon]	Oct 3, 2024		Active	Oct 26, 2024	[Icon] [Icon]

**Audience source**

Engagement  
Is the spend per customer growing?

**Segment size**  
79,048K

**Activation measurement parameters** (Selected during export set-up)

Run test vs. control: Yes  
Test sample size: 15  
Control sample size: 25  
Send and flag control audience: Yes

**More details**  
Data first exported: Jun 10, 2024

**VIEW ACTIVATION REPORT**

TW_TEST	[Icon]	Oct 2, 2024		Active	Oct 26, 2024	[Icon] [Icon]
qa789	[Icon]	Oct 2, 2024		Active	Oct 26, 2024	[Icon] [Icon]

Rows per page: 5 1-5 of 167

For support, contact pulse@kognitiv.com  
Kognitiv Pulse v1.0

The **Audience Source** section will display the customer segments and the counts. If the audiences of the campaign are made from SmartJourney customer segments, Pulse will display the SmartJourney segments. If the audiences are chosen via Diagnose screen, the diagnostic questions will be displayed in this section.

The **Activation Measurement Parameters** section will display the details of the control group used in the activation campaign. If the activation measurement parameters are not defined during the campaign set up, then this section will be omitted from the detail view.

## Removal of Activation Overview Link from Left Menu

The **Activation Overview** link which was previously featured in the left menu of the Pulse application is removed. The **VIEW ACTIVATION REPORT** link is used for accessing the **Activation Overview** screen which provides a report of the particular scheduled activation campaign.

## Enable Basic Authentication for Pulse BFF Endpoints

All frontend calls to Pulse backend for frontend (BFF) endpoints must include basic authentication credentials in the request header. This will strengthen the security of the Pulse frontend-BFF communication and protect sensitive data. Any requests without the basic authentication credentials will be rejected by the BFF layer.

## Integrating Partner Applications

The Home application is used for integrating external applications with the Kognitiv applications. Once the applications are partnered with the Kognitiv system, they will be accessible for Kognitiv applications.

The partners are defined in the Integrations tab of the Home application. Go to the Home application and open the **Settings/Integrations** screen by clicking on the gear icon. Select the **Integrations** tab to view the list of the existing integrated applications.

The screenshot displays the 'Settings / Integrations' page in the Kognitiv application. The page title is 'Settings / Integrations' with a subtitle 'Configure your external partner integrations'. There is an 'ADD' button in the top right corner. Below the title, there are tabs for 'Applications', 'Integrations' (which is selected), 'Notifications', 'Tenants', and 'Permissions'. The main content area is titled 'Partner integration list' and contains a table with the following data:

Partner name	Status	Currently connected	Actions
Google Ads	Enable	<input type="checkbox"/>	
Facebook	Failed	<input type="checkbox"/>	
Braze	Available	<input type="checkbox"/>	

At the bottom of the table, there are pagination controls: 'Rows per page : 3', '1-3 of 9', and navigation arrows. The top right of the page shows the user profile 'Srikan Bulathsin...' and a dropdown arrow.