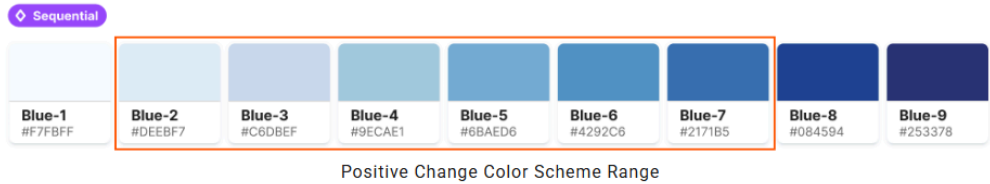This Release Note provides details on the additions and updates done to the Pulse application released on October 07, 2024. In-depth information on Pulse application is available in the Pulse Client Document.

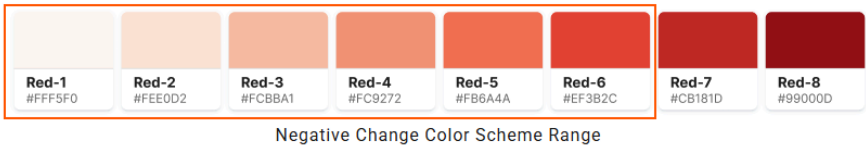## 3×3 Grid in Activation Overview Screen

The 3×3 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

◇ Sequential

| Blue-1 #F7FBFF | Blue-2 #DEEBF7 | Blue-3 #C6DBEF | Blue-4 #9ECAE1 | Blue-5 #6BAED6 | Blue-6 #4292C6 | Blue-7 #2171B5 | Blue-8 #084594 | Blue-9 #253378 |

Positive Change Color Scheme Range

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

| Red-1 #FFF5F0 | Red-2 #FEE0D2 | Red-3 #FCBBA1 | Red-4 #FC9272 | Red-5 #FB6A4A | Red-6 #EF3B2C | Red-7 #CB181D | Red-8 #99000D |

Negative Change Color Scheme Range

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).
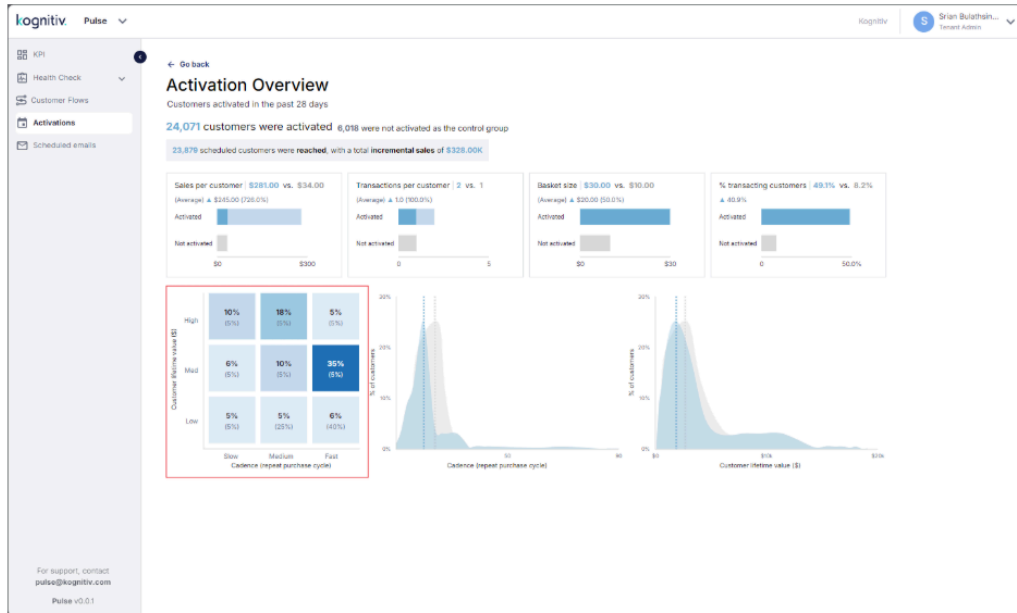
3×3 Grid in Activation Overview Screen

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 3×3 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.

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 A**ctivation 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.