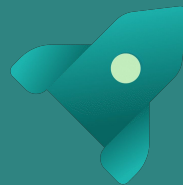


# Stay Ahead:

Omnisend's Q1 Feature Drop



# Speakers



**Vai**

Ecommerce  
Marketing Expert



**Marty**

Director of Sales and  
Agency Partnerships

# Things to know

- Session is being recorded
- Recording will be available shortly
- Ask your questions in the Q&A tab

# We've got presents for you!

WORTH OVER  
**\$3,679**



- 1X one-year access to the eCom Email Certified Community.
- 1X access to the eCom Email Certified program, all the bonuses, certification, and the Community.

# Agenda

- **Product reporting enhancements**
- **Forms upgrades & customization**
- **Email builder updates**
- **Automation advancements**
- **Platform-wide usability enhancements**

# New Reports Fully Launched

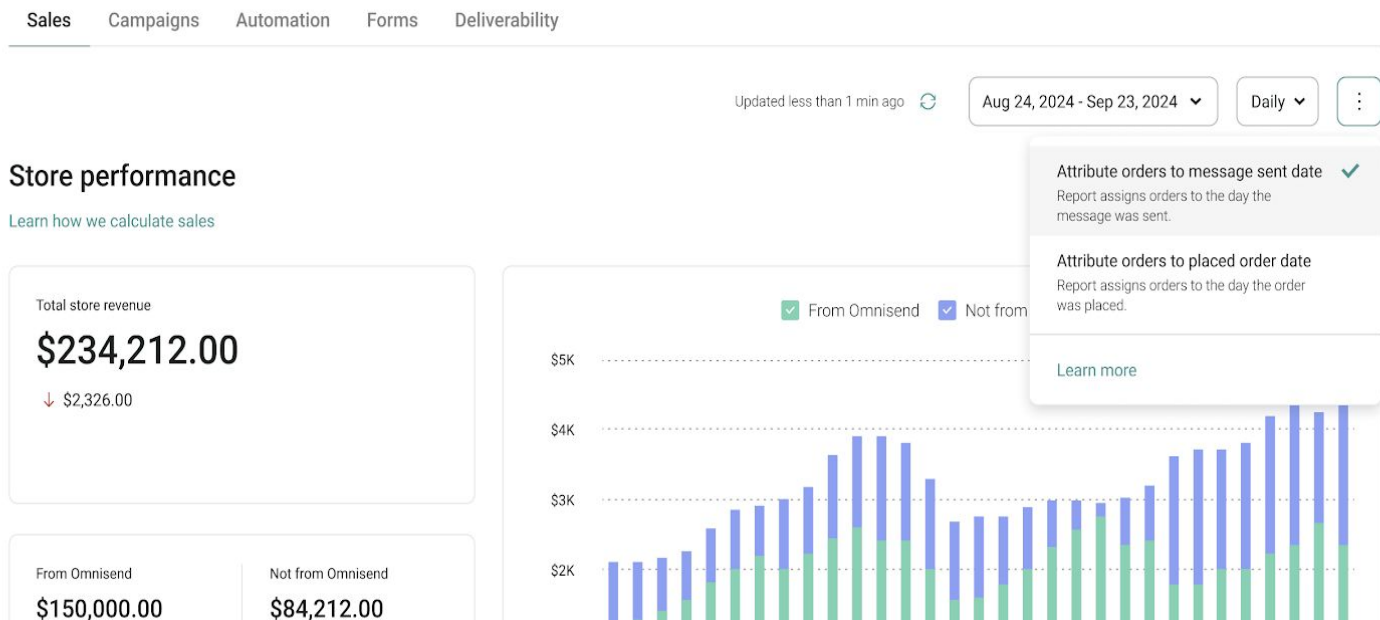
## What's new with the full launch?

- **Campaign/Workflow exports:**  
Export your data for deeper analysis or share reports effortlessly with your team.
- **Contact activity lists:**  
Dive into detailed insights about individual contact activity directly from reports of your campaigns and automations.

# Report Updates

# Improved Sales Reports Capability

By default, all attributed revenue and order counts are linked to the day the message was sent.










# Export Campaign and Workflow Performance

You can now export Campaign and Workflow performance data right from your Report.

## Workflow performance


[Learn how we calculate sales](#)


Export data



| WORKFLOW NAME ↑   | STATUS ↓ | MESSAGES SENT ↓ | OPEN RATE ↓   | CLICK RATE ↓ | PLACED ORDER RATE ↓ | REVENUE ↓    | FAILED DELIVERY RATE ↓ | MAR    |
|---|----------|-----------------|---------------|--------------|---------------------|--------------|------------------------|--------|
|    | Enabled  | 459             | 64.7% (297)   | 7.4% (34)    | 0.65% (3)           | \$384.92 (3) | 0% (0)                 | 0% (0) |
| Abandoned Checkout  | Enabled  | 579             | 34.5% (176)   | 4.4% (26)    | 0.34% (2)           | \$235.26 (2) | 1.2% (7)               | 0% (0) |
|    | Enabled  | 1,300           | 82.4% (1,012) | 2.1% (28)    | 0% (0)              | \$0.00 (0)   | 0.53% (7)              | 0% (0) |
|   | Enabled  | 1,726           | 46.5% (469)   | 12.9% (223)  | 0% (0)              | \$0.00 (0)   | 1.2% (22)              | 0% (0) |
|    | Enabled  | 165             | 76.3% (126)   | 4.2% (7)     | 0% (0)              | \$0.00 (0)   | 1.8% (3)               | 0% (0) |
|   | Enabled  | 43              | 57.6% (15)    | 0% (0)       | 0% (0)              | \$0.00 (0)   | 4.6% (2)               | 0% (0) |
|    | Enabled  | 9               | 66.6% (6)     | 0% (0)       | 0% (0)              | \$0.00 (0)   | 0% (0)                 | 0% (0) |
|   | Enabled  | 8               | 66.6% (4)     | 0% (0)       | 0% (0)              | \$0.00 (0)   | 0% (0)                 | 0% (0) |
|  | Enabled  | 722             | 68% (491)     | 8% (58)      | 0.55% (4)           | \$618.61 (4) | 0.41% (3)              | 0% (0) |

# Contact Activity List Exports

New exporting feature will allow you to export the contact activity list from all individual campaign and workflow reports.

 Dashboard Campaigns Automation Forms Audience **Reports** Reviews

Help  Basic Piece  
arnes.z@omnisend.com

  12/27 - Basic Piece New Year Sale View click map

Sent on: Fri, Dec 27, 2024 at 9:08 PM  
Sent to: Current @ Omnisend.com (ONLY SEND TO THIS SEGMENT!)  
Campaign ID: 676f168d468fda0e1b6ad507

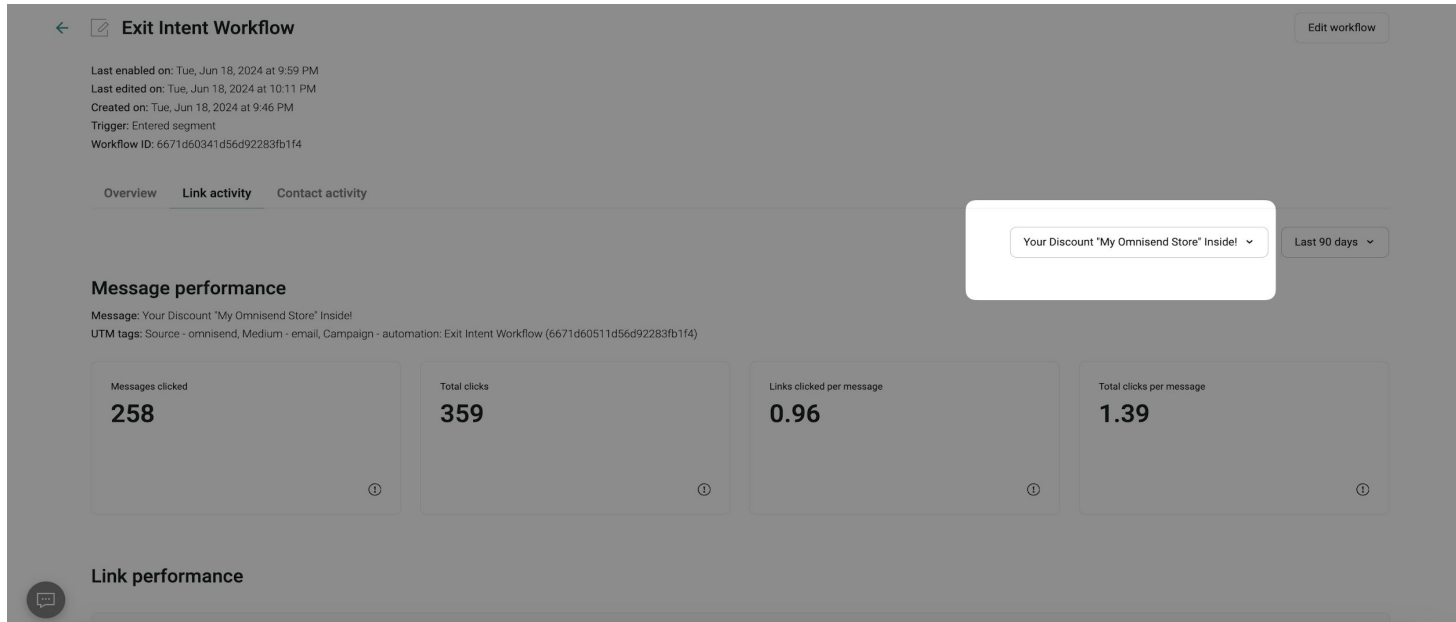
**Overview** Link activity Contact activity

**Sales**  
[Learn how we calculate sales](#)

|                               |                           |   |   |
|-------------------------------|---------------------------|---|---|
| Revenue<br><b>\$34,505.00</b> | Placed orders<br><b>6</b> | Revenue per placed order<br><b>\$5,750.83</b> | Revenue per message sent<br><b>\$259.44</b> |
|-------------------------------|---------------------------|---|---|

# Link Activity Reporting

You can now track link activity for SMS and push notification campaigns, as well as for all workflows.



# Completed A/B Test Reports for Forms

You can now access reports for completed A/B tests.

## ← Invite to the club with Teaser

Form type: Popup form

Enabled on: Tue, Jan 7, 2025 at 4:31 PM

Launched on: Tue, Jan 7, 2025 at 4:29 PM

Form ID: 677d3a5aa34356f0e0817a73

Overview **A/B test** Contact activity

### A/B test results

Data is available from Jan 7, 2025

A/B test is completed

Version B was selected as the winner on Jan 7, 2025 at 4:31 PM.

A/B test on Jan 7, 2025 - Jan 7 and 2025 ▾

A/B test on Jan 7, 2025 - Jan 7, 2025

A/B test on Jan 7, 2025 - Jan 7, 2025 ✓

| VERSION   | NAME                                       | SPLIT | VIEWS | INTERACTIONS | SUBMITS | SIGNUPS | INTERACTION R... | SUBMIT RATE | SIGNUP RATE |
|-----------|--|-------|-------|--------------|---------|---------|------------------|-------------|-------------|
| Version A | Invite to the club with Teaser (Version A) | 50%   | 0     | 0            | 0       | 0       | 0%               | 0%          | 0%          |
| Version B | Invite to the club with Teaser (Version B) | 50%   | 3     | 2            | 1       | 1       | 66.67%           | 33.33%      | 33.33%      |

# Wheel of Fortune Updates

# The Wheel of Fortune Updates

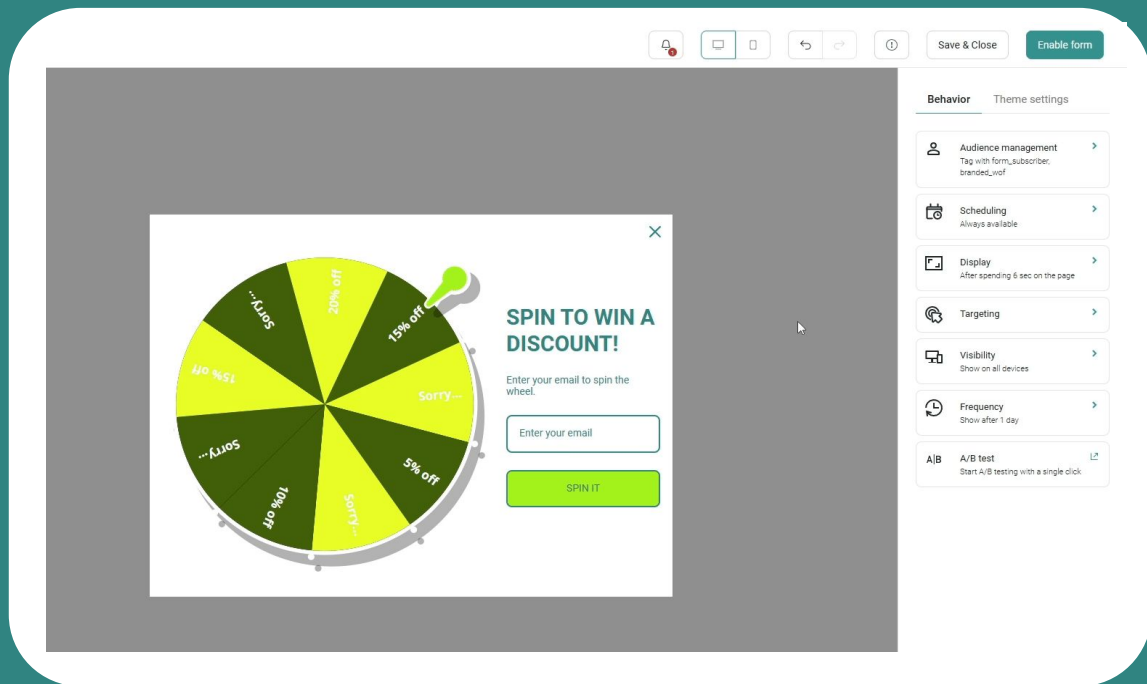
These changes give you greater control and flexibility to design a wheel that truly works for your marketing strategy:

Customizable slices


Text or images on slices

Add or remove slices

No losing slices



We are excited to introduce the Wheel of Fortune integration with multi-step forms based on feedback collected from you.

 Email & SMS branded Multi-step welcome discount Edit

EmailLegal consentPhone numberInputDateDropdownRadio buttonCheckboxTextButtonImageLine / SpaceWheel ofCountdown

GET 10% OFF YOUR FIRST ORDER

And be the first to hear about our new product drops!

Enter your email

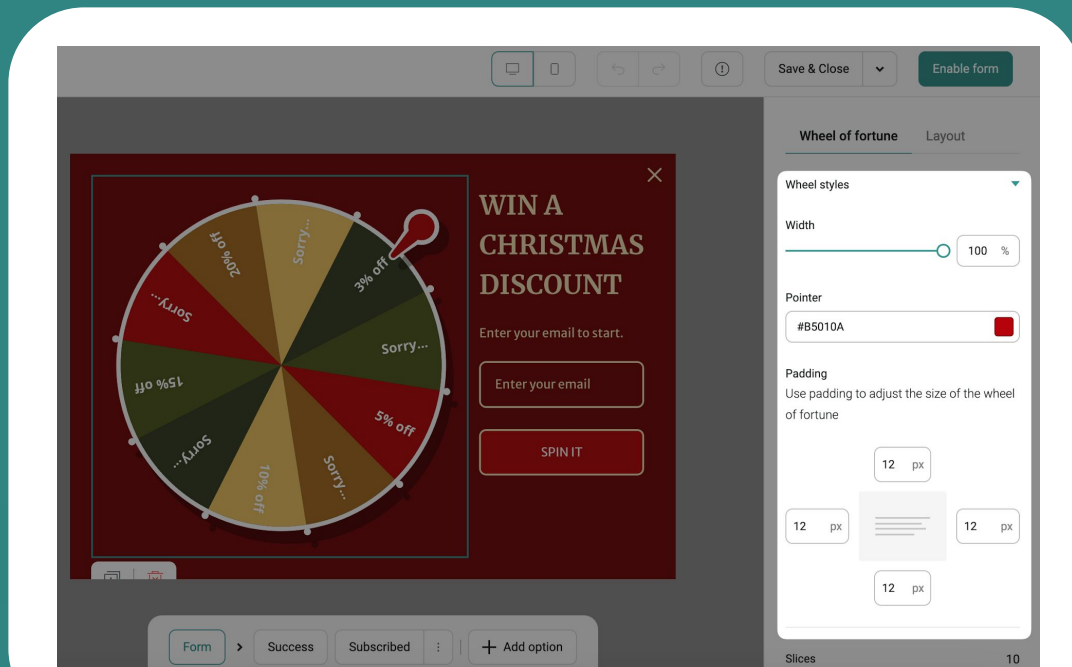
GET 10% OFF

Step 1 Step 2 Success Subscribed Add option

BehaviorTheme settingsAudience managementSchedulingDisplayTargetingVisibilityFrequencyA/B test

# New Width Setting for Wheel of Fortune

You now have explicit control over how your wheel looks, making it even easier to fit your design needs.

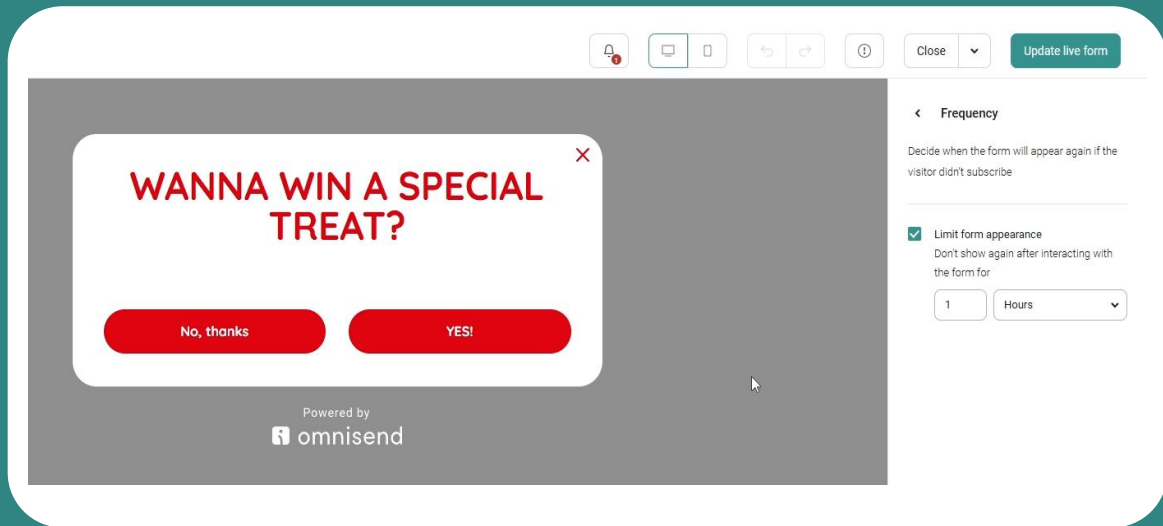




# Form Updates

# New Frequency Settings

- **New Logic:**  
If you turn off the frequency option, the form will now always appear.
- **Expanded Options:**  
You can now choose from four frequency options: seconds, minutes, hours, and days.



# Multi-Step Forms Improvements

This new feature allows you to skip steps in multi-step forms while still being able to submit successfully.

**Note:** A skip button can't be added if there are any required fields in that step.

The screenshot displays a multi-step form interface. At the top, there is a navigation bar with icons for a bell, a monitor, a mobile phone, and buttons for navigation (back, forward), information, 'Save & Close', and 'Enable form'. The main content area features a modal window titled 'Oh, and one more thing...' with a close button (X). Inside the modal, there is a text input field for a phone number, a checkbox for 'Receive offers via text message', and a 'Submit' button. Below the 'Submit' button is a 'Skip' button. The modal also includes a consent statement: 'By checking this box, I consent to receive marketing text messages through an automatic telephone dialing system at the number provided. Consent is not a condition to purchase. Check our privacy policy.' To the right of the modal, there is a sidebar with 'Behavior' and 'Theme settings' tabs. The 'Behavior' tab is active, showing a list of settings: Audience management, Scheduling, Display, Targeting, Visibility, Frequency, and A/B testing. Each setting has a right-pointing arrow. The 'A/B' setting is expanded, showing 'A/B test' and 'Start A/B testing with a single click'.

Oh, and one more thing...

Enter your number and be the first to know about our limited time deals.

+1 Phone

☒ Receive offers via text message

By checking this box, I consent to receive marketing text messages through an automatic telephone dialing system at the number provided. Consent is not a condition to purchase. Check our privacy policy.

Submit

Skip

Powered by omniscend

Behavior Theme settings

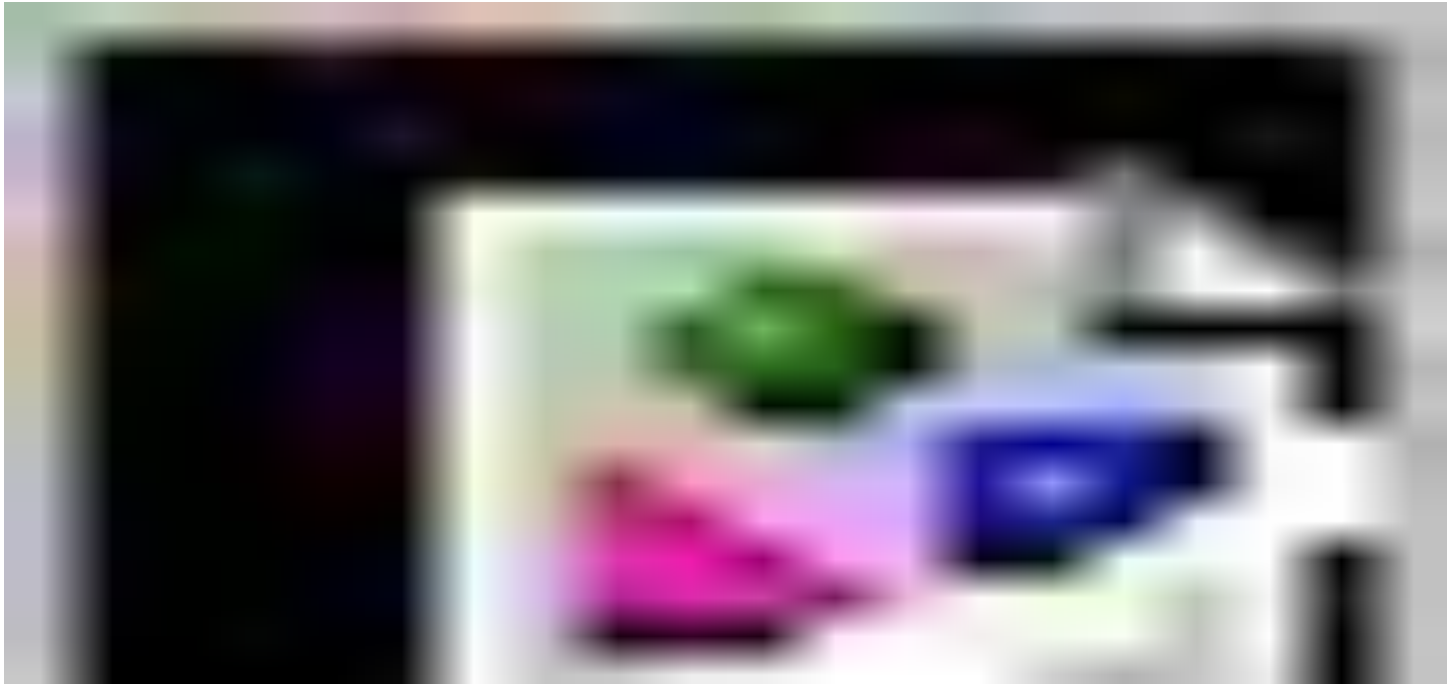
- Audience management  
Tag with form\_subscriber, special\_treat\_wof
- Scheduling  
Always available
- Display  
After spending 3 sec on the page
- Targeting
- Visibility  
Show on all devices
- Frequency
- A/B A/B test  
Start A/B testing with a single click

# Form Builder Improvements



# Expanded Contact Properties

Now, all default contact profile properties are available for selection when creating forms, giving you even more control over how you collect and use customer data.



# Step Switching in Form Builder

With our new Switch Steps control, you can effortlessly switch the steps in your multi-step forms with just a click.



# We've got presents for you!



Under what condition can a skip button not be added in the multi-step forms?



12-month access to the eCom Email Certified Community.

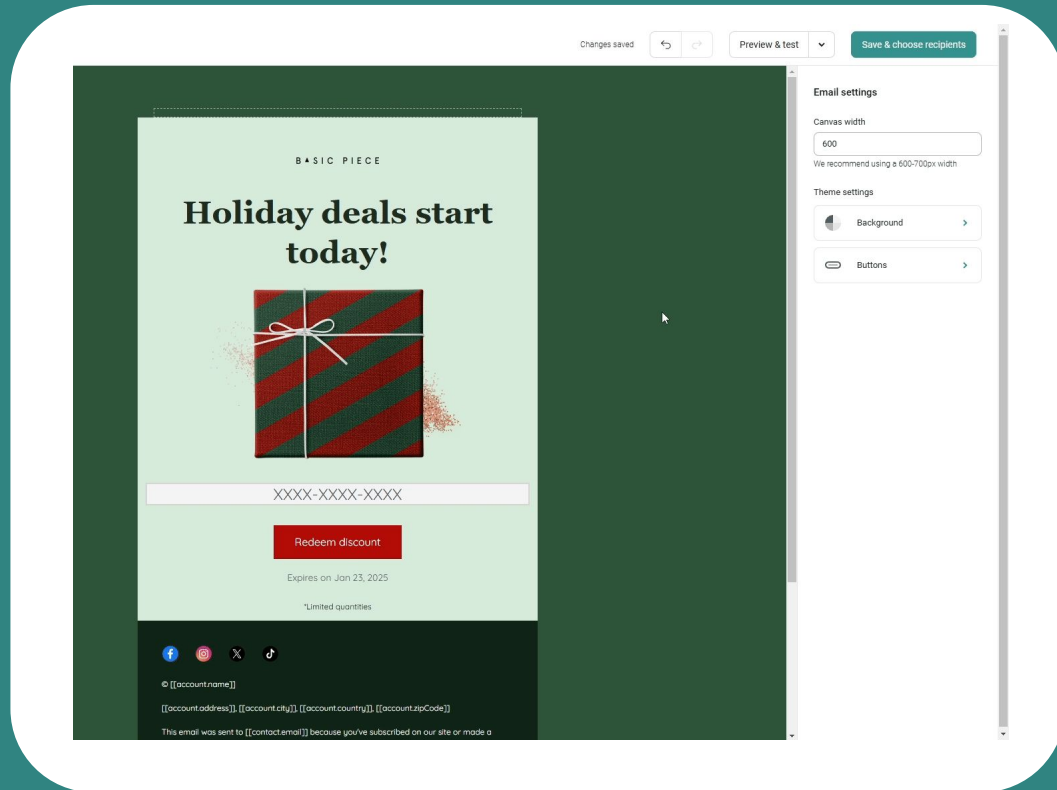
# Email Builder Updates



# Shopify Discount Links Made Better

Editing Shopify discount links is now easier and more flexible. Here's how it works:

- If you enable the “Apply Shopify discount link” option, links must match your Shopify store URL.
- If a mismatched link is entered, users will be redirected to the homepage of your store.
- If the option is disabled, you can add any link of your choice.



# Time Zone Optimization (TZO) Campaign Control

We've added the ability to cancel TZO campaigns, even if they've already started.

The screenshot displays the 'Campaigns' management interface. At the top right is a '+ Create campaign' button. Below the header, there are filters for 'Any type' and 'Any status', and a search bar labeled 'Search campaigns'. The main table lists campaigns with columns: MY CAMPAIGNS, TYPE, STATUS, DATE, SENT, OPEN RATE, CLICK RATE, and SALES. The second row, 'TZO to Cancel', is highlighted. Its status is 'Started' (indicated by a green box). A context menu is open for this row, showing 'Preview', 'Copy', and 'Cancel' (highlighted in red). A green arrow points to the 'Cancel' option.

| MY CAMPAIGNS                                     | TYPE   | STATUS  | DATE                     | SENT | OPEN RATE | CLICK RATE | SALES |
|--|--------|---------|--------------------------|------|-----------|------------|-------|
| [Campaign Name]                                  | [Icon] | [Icon]  | Dec 10, 2024 at 11:16 AM | -    | -         | -          | -     |
| TZO to Cancel<br>Started sending to All contacts | Email  | Started | Dec 10, 2024 at 10:25 AM | 24   | 0%        | 0%         | €0.00 |
| [Campaign Name]                                  | [Icon] | [Icon]  | Dec 10, 2024 at 10:20 AM | 27   | 0%        | 0%         |       |
| [Campaign Name]                                  | [Icon] | [Icon]  | Dec 6, 2024 at 2:52 PM   |      |           |            |       |

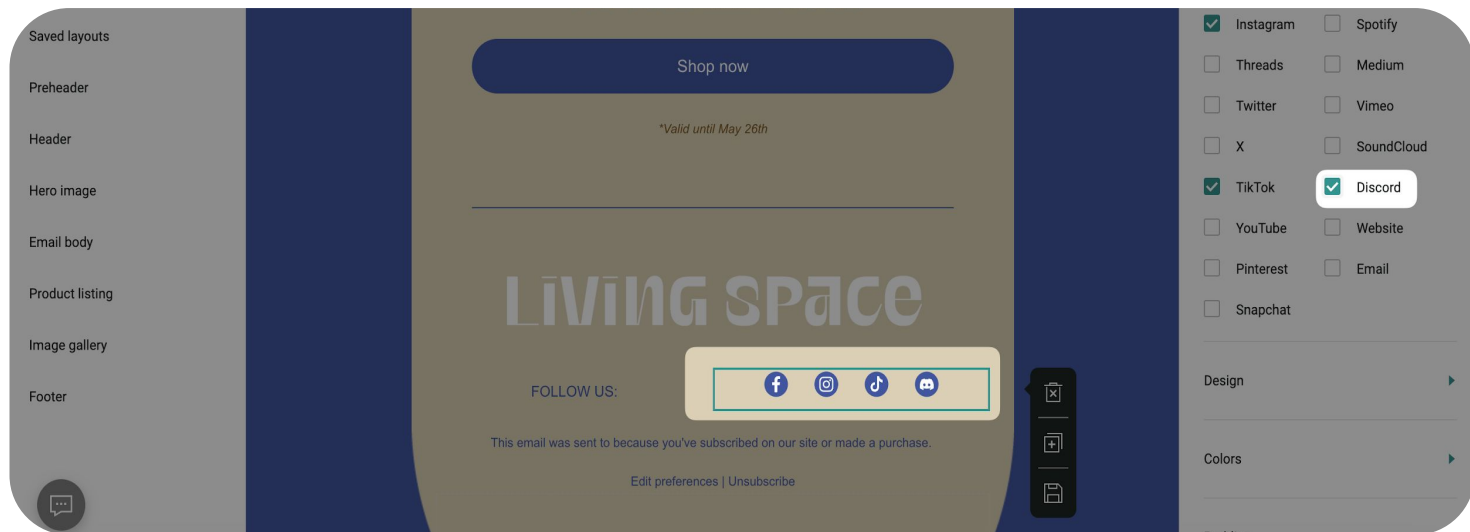
# Omnisend Badge Functionality Improvements

Now, when you upgrade from a free to a paid plan, Omnisend will automatically remove badges from all your previously created content.



# Discord Icon Now Available

We've also added the Discord icon to our social icon selection in email templates.



# AI Subject Line Generator Expanded

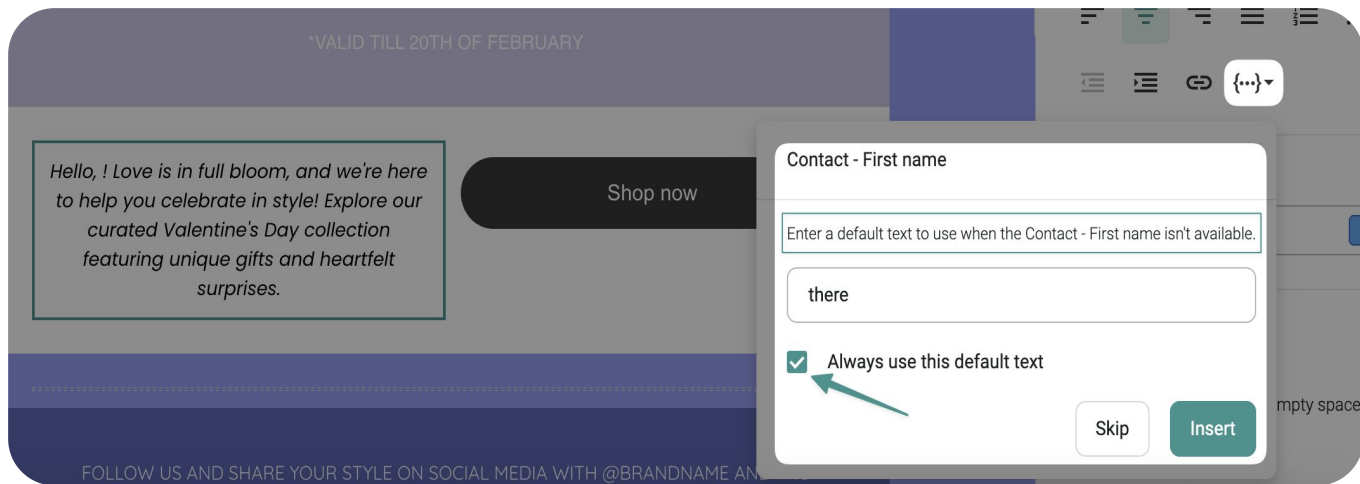
AI Subject Line Generator now supports A/B testing for email campaigns.



# Default Text Personalization

With our new default (fallback) personalization, if certain data is missing, you can now set a default value.

This ensures your messages always look complete, and you can even save these defaults for future use.



# New Integrations

# Now Available in The Omnisend App Market

- **Poper:**

An AI-powered onsite engagement platform that helps boost website interactions and conversions. With this tool, you can elevate customer engagement effortlessly.

- **Joy Loyalty:**

It simplifies customer retention with rewards programs, points, VIP tiers, and referrals. Build meaningful relationships and encourage repeat purchases with these features.

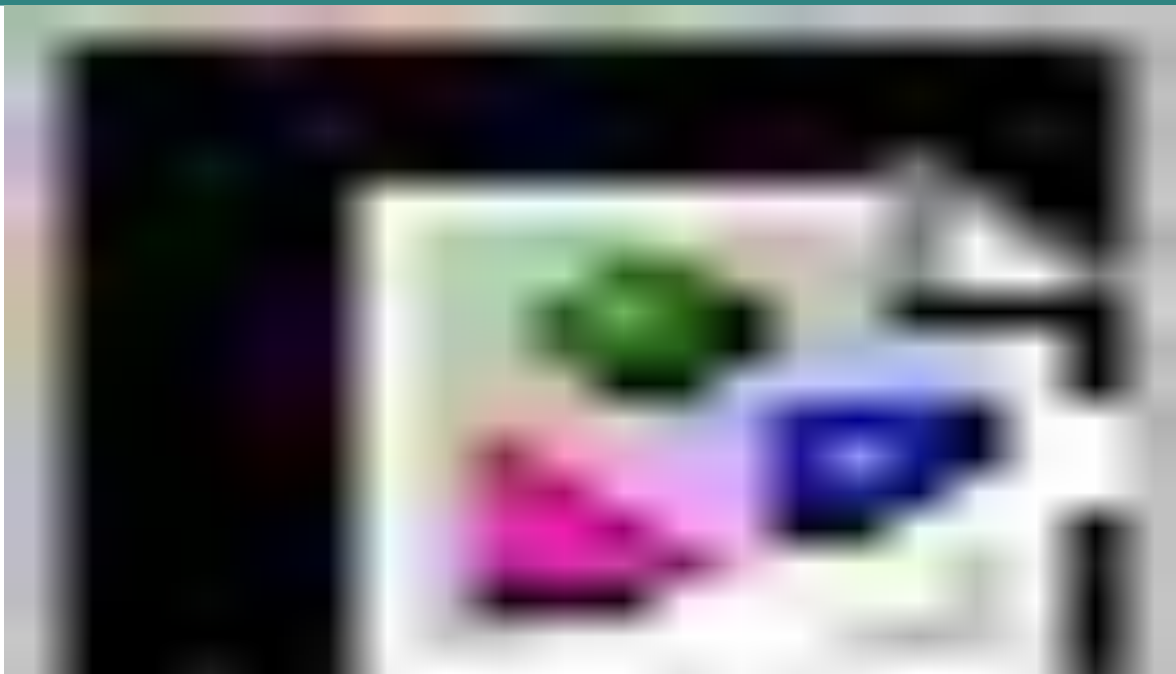




# Automation Updates

# Workflow Channel Settings: More Control & Compliance

Our new Workflow Channel Settings feature allows you to manage which contacts receive automated messages based on their subscription status.



# Trigger Workflow for Contacts in the Segment

Now, you can trigger a workflow for all contacts who already meet your segment filters – not just those who enter the segment after the workflow starts.



# Segmentation Updates

# Improved Segmentation for Missing Country Data

We now display the last detected location based on IP, so you can still target your customers based on their last known city or country.

## Segments

← Jane Doe

📍 Last location: Germany, Frankfurt am Main

Added: Apr 7, 2023

Lifecycle stage: - ⚠️

Contact list

**Segments**

Customer breakdown

Imports

Exports

Tags

All contacts whose

Last detected country ▼

is ▼

United States ▼



and ▼

Last detected city ▼

is ▼

New York ▼



Subscription status

Email address

First name



Add filter



# Ecommerce Platforms Updates

# WooCommerce Plugin Update: **Filter Hooks**

The latest update to the WooCommerce plugin brings Filter Hooks, allowing you to:

- Modify contacts before sending them to Omnisend
- Customize how cart data is sent during checkout and cart recovery
- Gain more control over your store's data sync with Omnisend

# Usability Improvements



Automatic Delay  
for Campaigns

Push Notification URLs

All-time filter in Automations

Segment Copying

Quick Filter Reset in Forms List

Spam Risk Warning

SMS Pricing Transparency

Date Range Persistence in Reports

Alignment Options in Forms

Custom Sender Domain Notices

Contact Exports

Copy Templates  
in Saved  
Templates

Font Picker Update

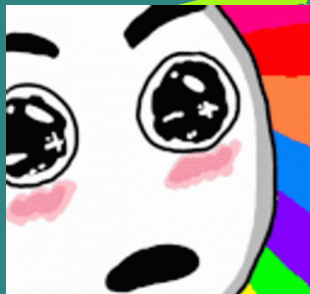
Enter Tool Fix

SMS Character Count

Custom API Error Notifications

Password & 2FA Updates

Country  
Selection When  
Adding Contacts



nd

# We've got presents for you!



**What segmentation improvement was introduced this quarter?**



Access to the eCom Email Certified program, all the bonuses, certification, and the Community.

# Q&A

# Thank You

