

Pinuts media+science

Universal Messenger

*FirstSpirit Module "Realtime Targeting On-Premise
Edition"*
Release Notes

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see documentation

1 Release Notes

1.1 Version 3.0.0, 06.06.2016

- Add-On is now using the new Universal Messenger Framework for configuration dialogs, so Universal Messenger version 7.12.0 Build 1020 or up is required
- Support for PostgreSQL database

1.2 Version 2.0.0, 12.01.2016

- Additions and optimizations for Customer Analytics and revised tracking algorithm
- Distinction between lists and segments in FirstSpirit Module
- Update User Agent parser
- Configuration options for merge pseudonymous user profiles
- Campaign Tracking for the evaluation of URL parameters for content scoring, eg Google AdWords campaigns
- Additions of the REST API to set the postal code



The format of the identifier for the lists and segments, which are passed from the universal Messenger to FirstSpirit and are chosen by the editor to select the target audience has changed. Starting with this release 2.0.0, the identifiers contain an additional prefix to differentiate between lists and segments. This update therefore requires the editor to re-edit all target group selections made in FirstSpirit

1.3 Version 1.0.6, 21.08.2015

- Bug Fix Release

1.4 Version 1.0.5, 14.08.2015

- Adjustments in the content scoring and the interface between module and Universal Messenger
- Minimum requirement is Universal Messenger version 7.7.2 Build 772

1.5 Version 1.0.4, 08.05.2015

- Additional functions for Content Scoring
- Bugfixes and improvements for certification

1.6 Version 1.0.3, 01.04.2015

- Examples for Content Scoring

- Bugfixes and improvements for certification

1.7 Version 1.0.0, 02.03.2015

- First release ready for production