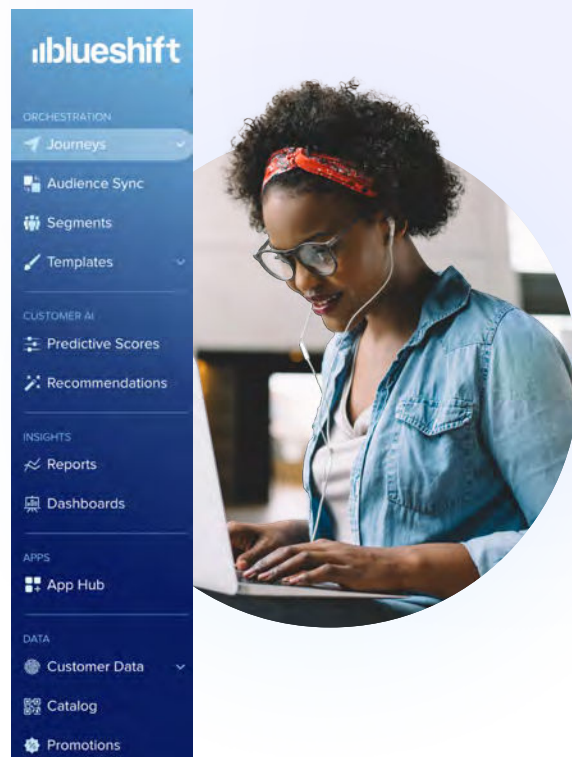


NAVIGATION REFRESH

What You Should Know

We are introducing a navigation refresh to enhance the user experience on the Blueshift Platform. Our primary goal is to simplify navigation, create more logical menu organization, and improve overall discoverability.

As part of this update, we will revamp the left-navigation panel to better align with the specific functions of Blueshift's features. You'll notice that features will be organized into sections: **Orchestration**, **Customer AI**, **Insights**, **Data**, and **Apps**. Additionally, items under the Setup (gear) menu in the top navigation panel will move to the left-navigation panel. You can find the details of the changes listed below.



It's important to note that this refresh will focus solely on reorganizing the navigation menu. It will not impact any functionality.

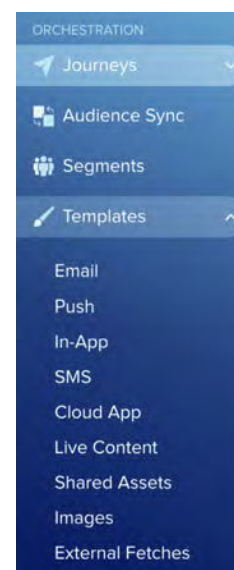
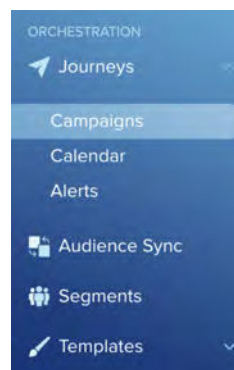
We will be rolling out this change on January 17 2024. In the meantime, please let us know if you have any questions or feedback about the upcoming navigation changes.

Orchestration Section

The orchestration section will group all the Blueshift features that you would use to create engaging cross-channel journeys for your customers.

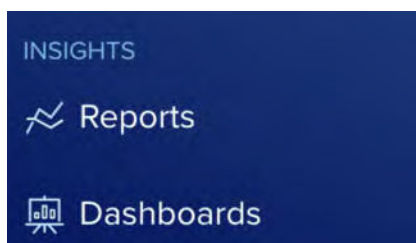
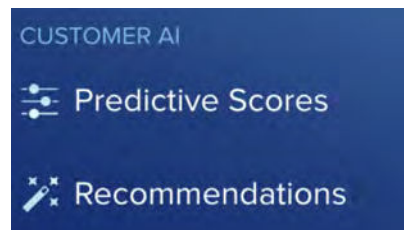
Key changes to note here are:

- **Campaigns**, **Calendar** and **Campaign Alerts** will now be grouped under **Journeys**
- **Campaign Alerts** will be renamed to **Alerts**
- **Syndications** will be renamed to **Audience Sync**
- **Creatives** will be renamed to **Templates**



Customer AI Section

Recommendations and **Predictive Studios** will be brought together under the Customer AI section. As part of this change, **Predictive Studio** will be renamed to **Predictive Scores**, aligning its name with the value it provides.

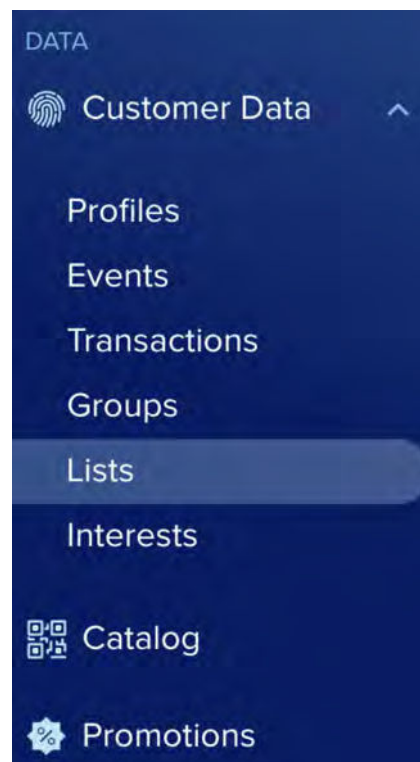


Insights Section

Now, both **Insights Reports** and **Dashboard** will be directly accessible from the left navigation panel.

Data Section

All data and setup-related menus will be consolidated within this new section to enhance discoverability and foster a sense of cohesion among these features. This section will encompass pre-existing left navigation items such as Customers and Promotions, as well as Setup menu items like Events, Catalog, and Transactions.

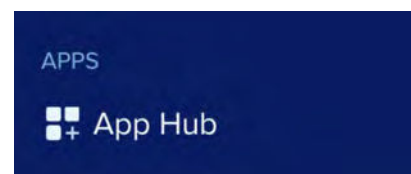


Key changes to note here are:

- **Customer Attributes** will be renamed to **Profiles** under **Customer Data**
- **Events, Transactions** and **Interests** menu items from **Setup** menu will now be available under **Customer Data**
- **Catalog** and **Promotions** will now be easily accessible as a top-level item in the **Data** section

Apps Section

App Hub will continue to be directly accessible from the left navigation panel.



Setup Menu Rationalization

As mentioned above, items from the 'Setup' menu will be moving to the left navigation panel.

Here's a quick reference to help you find where they will be moving to:

- **Events, Transactions, and Interests** will move to **Customer Data** in the **Data** section
- **Catalog** will move to the **Data** section
- **Campaign Alerts** will move to **Journeys** in the **Orchestration** section

