

Offermatica Release Notes

February 2007

A. Campaign Labels

Labels allow you yet another way to sort, tag, and easily find campaigns. [Learn more about Labels.](#)

B. Campaign 'Start and End Dates' changes

Start and end dates now include support for **time of day**. The time zone is determined when you create your account, and can be changed by contacting your CSM. When you create a new campaign, the default is now set to '**When Approved**' and '**When Deactivated**.' This ensures that your campaign begins and lasts for the duration of your test. [Learn about creating campaigns and tests.](#)

C. Reports enhancements

- **Counting Methodology.** You can now generate reports based upon the number of page impressions *or* the number of times a user visits the entry page of a campaign using the new **Landing** option. [Learn more.](#)
- **Graph Reports.** In addition to weekly and cumulative reports, graphs can now show your data hourly and monthly. [Learn more.](#)
- **Audit Reports.** A new column in the Conversion Auditing page now lists product IDs passed via the ProductPurchasedId mbox parameter. A pop-up window next to the product ID allows you to see all the data for the product gathered via the productPage mbox. [Learn more about audit reports.](#)

D. Segmenting and Targeting enhancements

- You can now add as many conditions as necessary to define your segment for reporting purposes, including [comparison operators](#) like "contains, does not contain, etc." [Learn more about segmenting enhancements.](#)
- Targeting groups is even more powerful now that you can use **regular expressions**. [Learn more.](#)

Past Releases

[October 2006](#)

[July 2006](#)

[April 2006](#)

[January 2006](#)

Targeting Groups

About Targeting Groups

Targeting groups provide a means for you to reuse commonly created targeting rules. You can use them anywhere you would normally do targeting: in your campaign population selection, in your recipe population selection, or in your steps. To access targeting groups, go to the "mboxes" tab and then click the "targets" tab.

New in the February 2007 release! Custom target groups can also accept regular expressions.

Using regular expressions in Targeting Groups

Definition. A **regular expression** is a set of letters, numbers, and special characters that together specify a pattern of text. Using regular expressions to match text patterns is very similar to wildcard searching, but far more powerful and flexible. Take a look at this example:

Regular Expression: `google\.com\/\?.*q=([^\&]*)`

Matches: `http://www.google.com/search?hl=en&q=my+product`



Using the regular expression in our example, we can match any Referring URL that comes from a Google search query containing "google.com/" and "?" and "=" even with unspecified text in between.

Regular Expression References

- [A nice walk-thru for understanding and using regular expressions](#) (external link)
- [Regular Expression Quick Reference](#) (pdf)