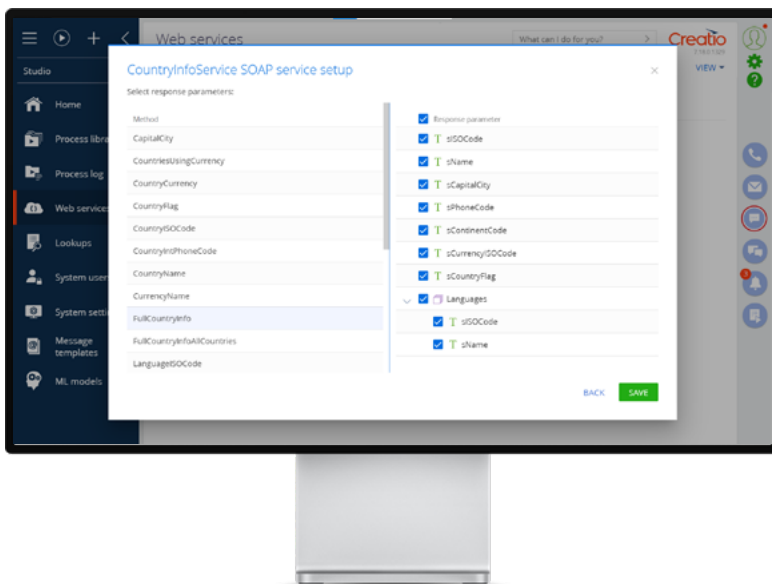


# WHAT'S NEW IN VERSION 7.18

Creatio major software update provides more powerful low-code/no-code tools along with enhanced UX and UI for Creatio platform and across all products. These updates will empower users to build and manage apps and business processes even faster to accelerate results of marketing, sales, service, operations, and IT teams.

## Enhanced low-code/no-code and developer tools that empower users to accelerate app and process design and management, and the system administration:

- New low-code capabilities and visual drag-and-drop elements for a more intuitive UI design experience.
- Extended functionality for analytics and reporting that allows users to more effectively keep track of key performance indicators.
- Completely revamped homepages across all our core products with no-code tools that offer robust customization opportunities, designed to aggregate dashboard information for the workforce.
- Upgraded ML tools with batch data predictions and improved prediction data transparency to streamline data classification and model setup.
- Upgraded administration tools and access rights management for better governance with streamlined user authentication.



## The updated BPM engine to accelerate process automation:

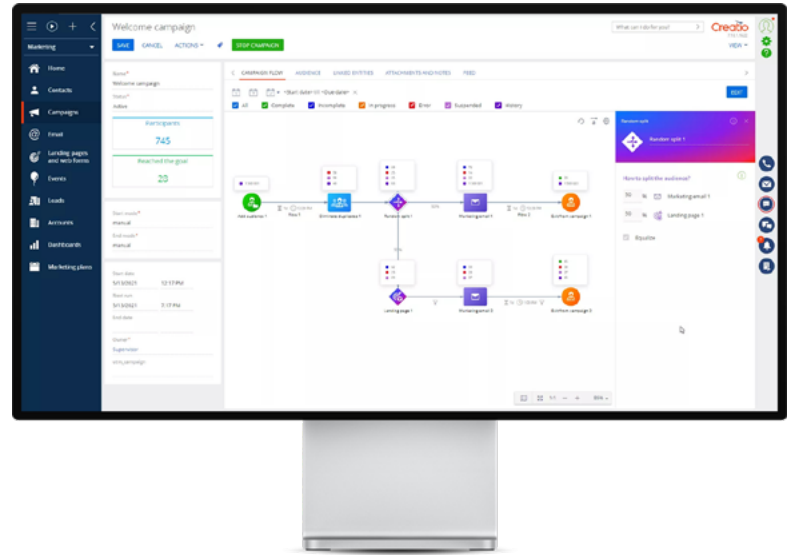
- Advanced low-code capabilities to speed up configuration and testing of SOAP web services.
- No-code tools for simplified file management and reporting in business processes.
- Improved UI and capabilities of access management in business processes.



## REVAMPED CRM TOOLS TO ACCELERATE SALES, MARKETING, AND SERVICE:

### Numerous enhancements to marketing campaign management functionality:

- Target audience management enhancements:
  - Ability to create campaign audiences using custom objects such as Lead, Account, and Order, enables for more targeted timing and tracking.
  - Ability to pass object data to communication elements for content generation. For example: as soon as a Next Best Offer is created, it can be transferred to an email for content generation.
- Analytics improvements:
  - Ability to view the number of participants who visited each step of the campaign over the entire period of its activity.
  - Option to create funnel dashboards by elements.
  - Revamped campaign analytics.
- Email element:
  - Option to transfer participants based on their response to specific marketing email(s).



### Upgraded email marketing capabilities:

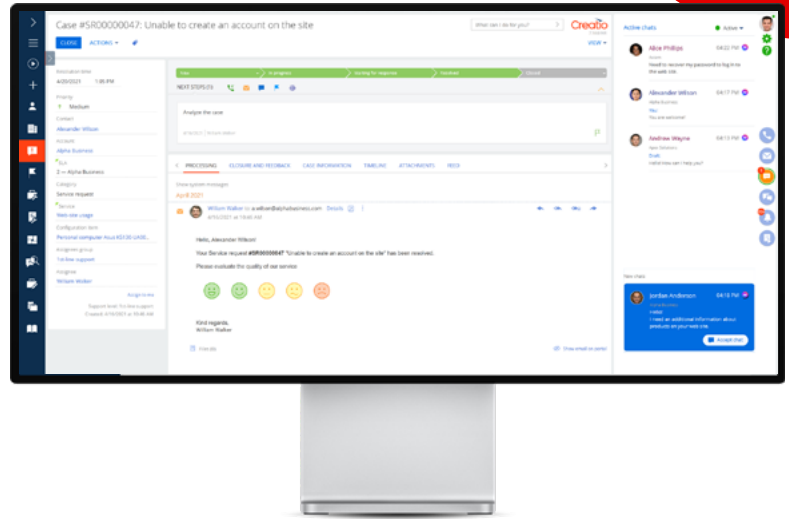
- Sending engine and email parameters:
  - Ability to easily customize the frequency of sending emails with the new email throttling functionality. For example: email could be sent during work week based on daily limits. This feature enhances deliverability.
  - Controls to define delivery window: weekdays and hours based on time zone.

	March 2021			April 2021			May 2021			Expected
	Expected	Actual	Actual %	Expected	Actual	Actual %	Expected	Actual	Actual %	Expected
United Kingdom	23,000	23,000	100.00	24,000	343,300	1,431.25	24,000	278,500	1,160.42	
United States	176,700	208,600	118.05	180,800	385,550	213.25	180,800	359,810	199.06	221,000
Canada	100,200	91,100	90.92	101,200	162,200	160.28	121,000	125,000	103.31	120,000
France	9,700	15,500	159.79	11,000	11,000	100.00	14,500	14,500	100.00	17,000
Germany	20,000	24,000	120.00	20,000	32,200	161.00	24,000	34,500	143.75	25,000
Italy	8,000	8,000	100.00	8,000	8,000	100.00	12,000	13,000	108.33	13,000
Japan	9,700	9,700	100.00	9,700	9,700	100.00	9,700	22,000	226.81	22,000
<b>Total</b>	<b>387,300</b>	<b>483,500</b>	<b>124.81</b>	<b>413,000</b>	<b>1,007,750</b>	<b>244.00</b>	<b>413,000</b>	<b>1,007,750</b>	<b>244.00</b>	<b>500,000</b>

- Ability to track the number of replies in marketing emails.
- Email address validation connector to keep your database clear and up-to-date.
- Option to specify raw HTML version of email.

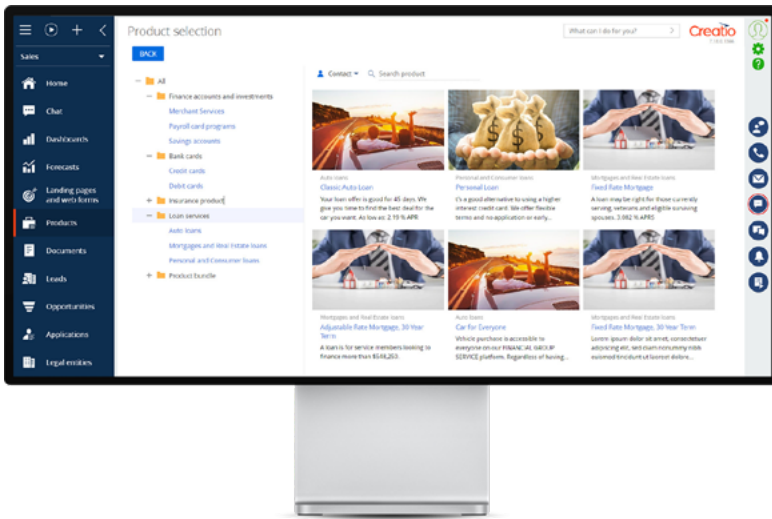
Revamped sales force automation tools with the ability to apply a new drill-down feature to view the data that is used to calculate the sales forecast metrics.

- Enhancements to omnichannel chat messaging:
  - New support for WhatsApp and Telegram.
  - Integration with chatbot add-ons for Facebook Messenger.
  - Quick response templates with macros for action automation in chats to save operators' time.
  - Updated agent UI to increase the efficiency of your service teams.
  - Chat improvements that enable service reps to respond faster and more accurately.
- Enhancements to Cisco Finesse call center connector for Creatio.



## Financial Services Creatio, a vertical solution for banks and financial institutions, has been updated to accelerate the automation of front-and back-office workflows:

- AI-driven NBO (Next Best Action) recommendations that enable financial services companies to build a more personalized approach to customer acquisition.
- Improved search capabilities in the banking product catalog for improved user experience.
- Ability to select a product according to the conditions specified by a customer.
- Ability to go to the request to complete the registration process of the selected product.



## To help our customers maximize results with Creatio, we've released numerous new solutions available on the Creatio Marketplace for different use cases. Among the major ones:

- **SalesAccel for Creatio**, a geo-powered iOS application for managing customer relationships that simplifies the work of sales reps.
- **Keen Solution Sales**, a pre-configured enterprise-grade application powered by the low-code Creatio platform to help companies in selling their B2C, B2B, and B2G solutions.

