



Marketing Cloud Engagement Release Notes

Salesforce, Spring '24

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MARKETING CLOUD ENGAGEMENT RELEASE NOTES

Check out our latest features and updates from Marketing Cloud Engagement!

 **Important:** Marketing Cloud Engagement release notes have moved! View the Summer '24 release notes [here](#). View the archive of past release notes [here](#).

Spring '24 Release

The Spring '24 Marketing Cloud Engagement release occurs February 16, 2024 through March 8, 2024. Some features are made available to your instance within a week of the release.

 **Important:** Marketing Cloud Engagement release notes have moved! View the Summer '24 release notes [here](#). View the archive of past release notes [here](#).

Get an exclusive, in-depth look at our new features by tuning into the Spring '24 Marketing Cloud Release New Feature Overview. Join this [webinar](#) on March 7, 2024 at 11 AM CDT.

Release Edits

Date	Reason for Edit
February 5, 2024	Original Publish Date

Date	Reason for Edit
February 19, 2024	<ul style="list-style-type: none"> Added release note Transfer a WhatsApp Conversation from Marketing Cloud to Service Cloud with Journey Builder about WhatsApp Session Transfer Activity for Journey Builder. Added clarifying details to Process Builder is Retiring for Marketing Cloud Connect and Data Extension Field Limits. Added release note Set an Expiration Time for Asynchronous SOAP API Requests about the RequestExpirationTime parameter in asynchronous SOAP API requests. Added release note AMPscript RetrieveSalesforceObjects() Function Rowset Limit about a change to the AMPscript RetrieveSalesforceObjects() function.
March 4, 2024	Removed a duplicate release note about viewing WhatsApp reports in Marketing Cloud Intelligence.
March 11, 2024	<ul style="list-style-type: none"> Corrected Upload the New Authentication for Android Applications in MobilePush to clarify that you use the Service Account JSON file, not the Google Services JSON file. Added release note Shorten SMS Links in MobileConnect and Journey Builder about shortening links in MobileConnect and Journey Builder for orgs on Hyperforce.
April 1, 2024	Added release note Fine-Tune Permissions for SFTP Users about improved SFTP account permissions.
April 1, 2024	<ul style="list-style-type: none"> Added release note Simplify SMS Messaging by Using DLT Templates in MobileConnect about DLT Templates support in MobileConnect for orgs on Hyperforce in India. Added release note Secure a Custom Domain for SMS Link Shortening in MobileConnect about securing a custom domain for shortened links in MobileConnect for orgs on Hyperforce.
April 8, 2024	Removed a date for authentication pattern changes from Upload the New Authentication Pattern for Android Applications in MobilePush .
May 6, 2024	Added release note Repeat Automations More Frequently about shorter intervals for repeating scheduled automations.

[Marketing Cloud App, Setup, and Security Spring '24 Release Notes](#)

This release brings blank file import options, improved performance, and other general enhancements to Automation Studio. To continue receiving notifications from Event Notification Service, update your event listener allowlist. Also, the Marketing Cloud Engagement mobile app is retiring.

[Marketing Cloud Engagement Content Builder and CloudPages Spring '24 Release Notes](#)

Restore deleted content in CloudPages using the recycle bin. CloudPages Collections are now called folders.

[Marketing Cloud Engagement Cross-Cloud Spring '24 Release Notes](#)

Process Builder is retiring. Review data extension field restrictions and data retention policy updates in Contacts. Use the Phrase block in Distributed Marketing to create a single template to reuse for similar emails.

[Marketing Cloud Data Management Spring '24 Release Notes](#)

Review Contacts data retention policy and the data extension field limits.

[Marketing Cloud Developers Spring '24 Release Notes](#)

New REST API routes are available for single-use imports. We've also added support and documentation for 17 REST API endpoints.

[Marketing Cloud Engagement Einstein and Analytics Spring '24 Release Notes](#)

Einstein Probabilistic Opens is now called Einstein Metrics Guard. Intelligence Reports now supports WhatsApp, including new dimensions and measurements, and 5 predefined dashboards. You can now use generative AI to build targeted audience segments in Data Cloud for Marketing with Einstein Segment Creation.

[Marketing Cloud Engagement Journeys Spring '24 Release Notes](#)

The Journey History dashboard now includes the Activity ID. Pause and resume multiple running journeys at one time. Get a better view of email engagement with specific URL tracking, and send more emails with high-throughput sending.

[Marketing Cloud Engagement Messaging Spring '24 Release Notes](#)

Automatically send transactional messages using WhatsApp Transactional API. Upload the new authentication pattern files to continue sending push notifications to Android devices.

Marketing Cloud App, Setup, and Security Spring '24 Release Notes

This release brings blank file import options, improved performance, and other general enhancements to Automation Studio. To continue receiving notifications from Event Notification Service, update your event listener allowlist. Also, the Marketing Cloud Engagement mobile app is retiring.

[Configure Blank File Imports in Automation Studio](#)

You can now configure how blank files are handled for each import activity. Choose to skip the import, overwrite existing data, or end the automation when a blank file is encountered during import. If you're overwriting data during the import and blank file processing and skip bad data are turned on, make sure that you're using a truly blank file or a file with valid data. A file with bad data can't overwrite.

[General Enhancements to Automation Studio](#)

We've improved automation performance and made a few other updates.

[Update IP Addresses for Event Notification Service](#)

If your event listener allowlist includes Salesforce IP addresses, update them to continue receiving event notifications from Event Notification Service. The added IP addresses depend on your Marketing Cloud Engagement stack.

[Prepare for End of Life for Marketing Cloud Engagement Mobile App](#)

The Marketing Cloud Engagement mobile app will be retired on May 5, 2024. If you already have the app installed on your mobile device, you can keep using it until it's retired. After this date, access Marketing Cloud Engagement on a mobile device by using a browser.

[Fine-Tune Permissions for SFTP Users](#)

Improve security by granting your SFTP users different levels of access. At the user level, assign access to view, edit, download from, and upload to top-level SFTP folders. You can also apply an additional layer of access by customizing each user's home directory.

[Repeat Automations More Frequently](#)

Schedule repeating automations as often as every 15 minutes. Previously, the minimum interval for scheduled automations was 1 hour.

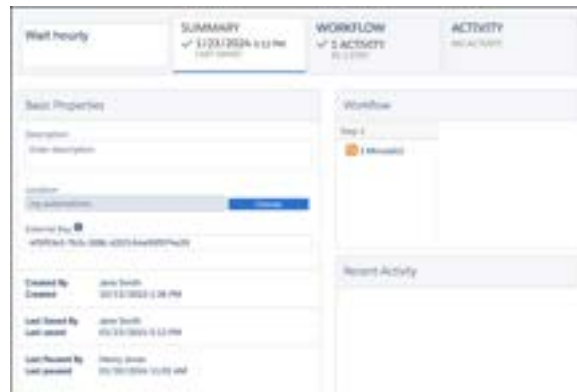
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General Enhancements to Automation Studio

We've improved automation performance and made a few other updates.

- Scheduled automations are 62% more on time.
- You can now view the customer key in the [data extension storage](#) CSV file. Use the Customer Key column to search for automated scripts that use a specific customer key.
- The content type is recognized when you transfer unencrypted files to Amazon Simple Storage Service (S3), Google Cloud Storage, and Microsoft Azure Blob Storage.
- New validation on file drop API prevents you from mistakenly specifying unmonitored folders.
- See who last paused an automation in the automation's summary.



Update IP Addresses for Event Notification Service

If your event listener allowlist includes Salesforce IP addresses, update them to continue receiving event notifications from Event Notification Service. The added IP addresses depend on your Marketing Cloud Engagement stack.

Who: Work with your IT networking team to make this change.

How: To access Event Notification Service settings in Setup, you need the Event Notification Service permissions.

SEE ALSO:

[Event Notification Service](#)

Prepare for End of Life for Marketing Cloud Engagement Mobile App

The Marketing Cloud Engagement mobile app will be retired on May 5, 2024. If you already have the app installed on your mobile device, you can keep using it until it's retired. After this date, access Marketing Cloud Engagement on a mobile device by using a browser.

Fine-Tune Permissions for SFTP Users

Improve security by granting your SFTP users different levels of access. At the user level, assign access to view, edit, download from, and upload to top-level SFTP folders. You can also apply an additional layer of access by customizing each user's home directory.

When: This feature is available to Marketing Cloud Engagement admins on March 25, 2024.

SEE ALSO:

[Manage Marketing Cloud Engagement SFTP Accounts](#)

Repeat Automations More Frequently

Schedule repeating automations as often as every 15 minutes. Previously, the minimum interval for scheduled automations was 1 hour.

When: This feature is available on a rolling basis in May 2024.



SEE ALSO:

[Configure a Scheduled Automation](#)

Marketing Cloud Engagement Content Builder and CloudPages Spring '24 Release Notes

Restore deleted content in CloudPages using the recycle bin. CloudPages Collections are now called folders.

[CloudPages Collections Are Now Called Folders](#)

Using the same framework featured in Content Builder, you can move CloudPages from one Folder to another, as well as nest Folders within one another. The updated user interface makes it easier to manage your Folders and their respective CloudPages assets.

[Restore Deleted Content in CloudPages](#)

You can now restore items sent to the CloudPages Recycle Bin without calling Support. Using the CloudPages recycle bin requires Delete permission, and only the user who owns the content can recycle it.

CloudPages Collections Are Now Called Folders

Using the same framework featured in Content Builder, you can move CloudPages from one Folder to another, as well as nest Folders within one another. The updated user interface makes it easier to manage your Folders and their respective CloudPages assets.

When: This feature is available on a rolling basis through April 15, 2024.

SEE ALSO:

[Create a CloudPage Folder](#)

Restore Deleted Content in CloudPages

You can now restore items sent to the CloudPages Recycle Bin without calling Support. Using the CloudPages recycle bin requires Delete permission, and only the user who owns the content can recycle it.

When: This feature is available on a rolling basis starting with the Spring '24 release.

Marketing Cloud Engagement Cross-Cloud Spring '24 Release Notes

Process Builder is retiring. Review data extension field restrictions and data retention policy updates in Contacts. Use the Phrase block in Distributed Marketing to create a single template to reuse for similar emails.

[Personalize Distributed Marketing Emails with New Objects](#)

You can now personalize Distributed Marketing sends with data from the Opportunity, Account, Quick Send, Campaign, and Case objects.

[Simplify Distributed Marketing Email Sending with Phrases Content Blocks](#)

Create a single template to reuse for similar emails with the new Phrases content block in Distributed Marketing.

[Analyze Customer Engagement with Campaign Dashboards](#)

Create Campaign dashboards in Distributed Marketing to monitor user engagement and determine their effectiveness. Activate individual email results in Marketing Cloud Connect to populate a Campaign dashboard.

[Review Data Sources Object Synchronization Setup Improvements in Contact Builder](#)

To improve object synchronization, entities are now listed alphabetically on the Setup Object page, rather than based on availability, in your Sales Cloud or Service Cloud account.

[Process Builder Is Retiring for Marketing Cloud Connect](#)

To support the migration to Flow, Process Builder processes used by Marketing Cloud Connect are being automatically migrated to record-triggered flows. The migration to record-triggered flows occurs automatically for each Salesforce object when a journey that uses a Salesforce activity to access the object is stopped or published. When a Salesforce Data Entry journey is published using a Salesforce object, all journeys that depend on the same Salesforce object are migrated to record-triggered flows.

Personalize Distributed Marketing Emails with New Objects

You can now personalize Distributed Marketing sends with data from the Opportunity, Account, Quick Send, Campaign, and Case objects.

Simplify Distributed Marketing Email Sending with Phrases Content Blocks

Create a single template to reuse for similar emails with the new Phrases content block in Distributed Marketing.

SEE ALSO:

[Distributed Marketing Phrases Content Block](#)

Analyze Customer Engagement with Campaign Dashboards

Create Campaign dashboards in Distributed Marketing to monitor user engagement and determine their effectiveness. Activate individual email results in Marketing Cloud Connect to populate a Campaign dashboard.

Review Data Sources Object Synchronization Setup Improvements in Contact Builder

To improve object synchronization, entities are now listed alphabetically on the Setup Object page, rather than based on availability, in your Sales Cloud or Service Cloud account.

When: This change is rolled out in two phases. In the first phase from November 2023 to February 2024, the feature is enabled for customers with more than 300 objects in Sales and Service Cloud. It's enabled for all other customers in March 2024.

Process Builder Is Retiring for Marketing Cloud Connect

To support the migration to Flow, Process Builder processes used by Marketing Cloud Connect are being automatically migrated to record-triggered flows. The migration to record-triggered flows occurs automatically for each Salesforce object when a journey that uses a Salesforce activity to access the object is stopped or published. When a Salesforce Data Entry journey is published using a Salesforce object, all journeys that depend on the same Salesforce object are migrated to record-triggered flows.

When: For customers who have enabled **View All** permissions, the retirement is being rolled out in phases, starting after the Spring '24 release through the end of April 2024. After Process Builder is retired in an account, the migration occurs when journeys that use a Salesforce activity to access the object are stopped or published. The second phase for customers who don't have **View All** permission enabled starts after the Summer '24 release.

How: To move to record-triggered flows, enable **View All** permission to the integration user in your account. After Process Builder is retired in an account, the migration occurs when journeys that use a Salesforce Data Event to access the object are stopped or published.

Marketing Cloud Data Management Spring '24 Release Notes

Review Contacts data retention policy and the data extension field limits.

[Contacts Data Retention Policy Has Changed](#)

To improve performance, data extensions with the "All records and data extensions" retention policy are no longer linked to the Contact model in Data Designer. Your existing data extensions remain linked to the Contact model unless you unlink them. You can't relink after they're unlinked. You can't delete data extensions linked to the Contact model in Contact Builder or by using APIs.

[Data Extension Field Limits](#)

To improve performance when using sendable data extensions in new and existing sends and journeys, the length of the field chosen in the send relationships is now limited to 254 characters. This limit is enforced in new and updated data extensions with the Summer '24 release.

Contacts Data Retention Policy Has Changed

To improve performance, data extensions with the "All records and data extensions" retention policy are no longer linked to the Contact model in Data Designer. Your existing data extensions remain linked to the Contact model unless you unlink them. You can't relink after they're unlinked. You can't delete data extensions linked to the Contact model in Contact Builder or by using APIs.

After the Spring '24 release, new data extensions created are ready for data retention and include a hidden **_CreatedDate** column. This scenario can cause failures in queries that use `SELECT *` and run UNIONS between data extensions created before and after the Spring '24 release. [To resolve this issue, check out Errors in Joining Queries That Use Select *](#).

SEE ALSO:

[Link Data Extensions in Contact Builder](#)

[Create an Attribute Group in Contact Builder](#)

Data Extension Field Limits

To improve performance when using sendable data extensions in new and existing sends and journeys, the length of the field chosen in the send relationships is now limited to 254 characters. This limit is enforced in new and updated data extensions with the Summer '24 release.

Marketing Cloud Developers Spring '24 Release Notes

New REST API routes are available for single-use imports. We've also added support and documentation for 17 REST API endpoints.

[Create Single-Use Data Extension Imports](#)

Use a new REST API route to create a single-use data extension import without an import definition. You can use an existing file transfer location or a pre-signed URL to access data stored in Amazon Simple Storage Service (S3), Google Cloud Storage, and Microsoft Azure Blob Storage.

[More REST API Endpoints are Supported for Automation Studio](#)

We now support these REST API endpoints.

[AMPscript RetrieveSalesforceObjects\(\) Function Rowset Limit](#)

The AMPscript `RetrieveSalesforceObjects()` function returns data from Salesforce objects based on criteria that you specify. To maximize performance, the rowset that this function generates is now limited to 1,000 rows. Previously, there was no limit to the size of the rowset.

[Set an Expiration Time for Asynchronous SOAP API Requests](#)

You can apply an expiration time to asynchronous SOAP API requests. An asynchronous API request isn't processed if the expiration time has passed when the request is picked up for processing. This feature prevents requests from being processed if they become stale. You can't add an expiration time to asynchronous REST API requests, multi-part conversation API requests, or synchronous API requests.

Create Single-Use Data Extension Imports

Use a new REST API route to create a single-use data extension import without an import definition. You can use an existing file transfer location or a pre-signed URL to access data stored in Amazon Simple Storage Service (S3), Google Cloud Storage, and Microsoft Azure Blob Storage.

SEE ALSO:

[Data Extension Imports](#)

More REST API Endpoints are Supported for Automation Studio

We now support these REST API endpoints.

Automations

- [GET /automation/v1/automations](#)—Retrieve all existing automations.
- [GET /automation/v1/automations/{id}](#)—Retrieve details about a specific automation.
- [POST /automation/v1/automations/{id}/actions/runallonce](#)—Queue an automation to run one time.
- [GET /automation/v1/folders](#)—Retrieve Automation Studio folders.

Activities

- [GET /automation/v1/scripts](#)—Retrieve all script activities.
- [POST /automation/v1/scripts/{ssjsid}/start](#)—Queue a script activity to run one time.
- [POST /automation/v1/automations/trigger](#)—Start an automation using a trigger start source.
- [GET /automation/v1/automations/trigger/status/{requestid}](#)—Check the status of a trigger API.
- [GET /automation/v1/filetransfers](#)—Retrieve all file transfer activities.
- [POST /automation/v1/filetransfers](#)—Create a file transfer activity.
- [DELETE /automation/v1/filetransfers/{filetransferid}](#)—Delete a file transfer activity.
- [GET /automation/v1/filetransfers/{filetransferid}](#)—Retrieve the details of a file transfer activity.
- [PATCH /automation/v1/filetransfers/{filetransferid}](#)—Update a file transfer activity.
- [POST /automation/v1/filetransfers/{filetransferid}/start](#)—Queue a file transfer activity to run one time.

Custom Object Data

- [GET /data/v1/customobjectdata/{id}/rowset](#)—Retrieve custom object data based on an ID.
- [GET /data/v1/customobjectdata/key/{key}/rowset](#)—Retrieve custom object data based on a customer key.
- [GET /data/v1/customobjectdata/token/{token}/rowset](#)—Retrieve custom object data based on a request token.

AMPscript RetrieveSalesforceObjects() Function Rowset Limit

The AMPscript `RetrieveSalesforceObjects()` function returns data from Salesforce objects based on criteria that you specify. To maximize performance, the rowset that this function generates is now limited to 1,000 rows. Previously, there was no limit to the size of the rowset.

When: This change becomes active in the Summer '24 release.

Set an Expiration Time for Asynchronous SOAP API Requests

You can apply an expiration time to asynchronous SOAP API requests. An asynchronous API request isn't processed if the expiration time has passed when the request is picked up for processing. This feature prevents requests from being processed if they become stale. You can't add an expiration time to asynchronous REST API requests, multi-part conversation API requests, or synchronous API requests.

When: This change becomes active in all orgs in March 2024.

Marketing Cloud Engagement Einstein and Analytics Spring '24 Release Notes

Einstein Probabilistic Opens is now called Einstein Metrics Guard. Intelligence Reports now supports WhatsApp, including new dimensions and measurements, and 5 predefined dashboards. You can now use generative AI to build targeted audience segments in Data Cloud for Marketing with Einstein Segment Creation.

[Einstein Probabilistic Opens Has a New Name](#)

Einstein Probabilistic Opens is now called Einstein Metrics Guard. The model still uses the blended metric of opens and clicks combined with probabilistic capabilities to discern a machine-generated bot open from a subscriber open.

[Enhance Your Intelligence Reports with WhatsApp Dashboards](#)

View your WhatsApp-First Business Messaging (Meta) data and see which messages were more successful, which campaigns performed better, and how your customers engaged with your WhatsApp messages.

[Expand Mobile Reporting with New Dimensions and Measurements](#)

Analyze your WhatsApp engagement and delivery data with more fields in reports, pivot tables, and dashboards. The new fields include the activity name, send name, deliveries, and more.

[Reach the Right Audience with Einstein Segment Creation](#)

Use generative AI to build targeted audience segments in Data Cloud for Marketing with Einstein Segment Creation. Describe the target audience, and Einstein Segment Creation produces a segment in seconds using trusted customer data available in Data Cloud. You can also edit and fine-tune the segment as needed.

Einstein Probabilistic Opens Has a New Name

Einstein Probabilistic Opens is now called Einstein Metrics Guard. The model still uses the blended metric of opens and clicks combined with probabilistic capabilities to discern a machine-generated bot open from a subscriber open.

SEE ALSO:

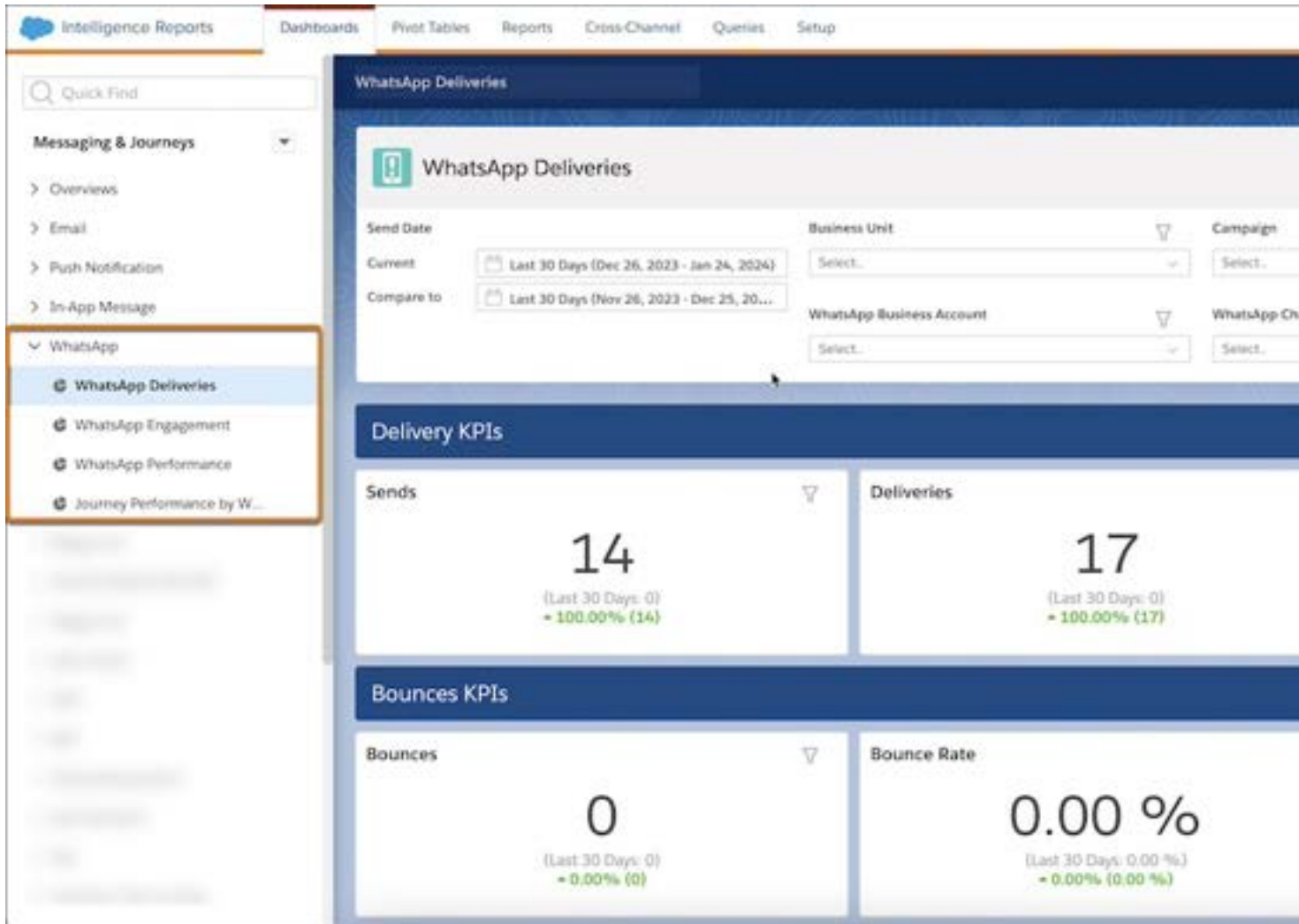
[Salesforce Help: Einstein Metrics Guard Model Card](#)

Enhance Your Intelligence Reports with WhatsApp Dashboards

View your WhatsApp-First Business Messaging (Meta) data and see which messages were more successful, which campaigns performed better, and how your customers engaged with your WhatsApp messages.

Where: This change applies to Intelligence Reports for Engagement in Pro, Corporate, and Enterprise editions.

How: On the Dashboards tab, expand WhatsApp Dashboards.



Expand Mobile Reporting with New Dimensions and Measurements

Analyze your WhatsApp engagement and delivery data with more fields in reports, pivot tables, and dashboards. The new fields include the activity name, send name, deliveries, and more.

Where: This change applies to Intelligence Reports for Engagement in Pro, Corporate, and Enterprise editions.

Reach the Right Audience with Einstein Segment Creation

Use generative AI to build targeted audience segments in Data Cloud for Marketing with Einstein Segment Creation. Describe the target audience, and Einstein Segment Creation produces a segment in seconds using trusted customer data available in Data Cloud. You can also edit and fine-tune the segment as needed.

Where: This change applies to Data Cloud in Developer, Enterprise, Performance, and Unlimited editions. Einstein Segment Creation requires a Data Cloud Starter license. Einstein generative AI is available in Lightning Experience.

When: This functionality is available on a rolling basis starting in Spring '24.

How: In Data Cloud, create a segment and then select **Create with Einstein**. In the Einstein panel, describe your segment using simple text. Review the draft, and make changes as needed.

Create Segment with Einstein

Segment Preview

Review the segment and its attributes and make changes if needed. You can always edit your original prompt and then regenerate the preview.

North American Outdoor Enthusiasts
✎

Edit Segment Rules

Count Population

Segment Description

This audience segment consists of individuals residing in Canada or the United States who enjoy outdoor activities such as camping, cycling, fishing, hiking, and have a primary hobby of mountaineering, rafting, skiing, snowboarding, or surfing. They have a strong interest in sports and prefer outdoor activities such as cycling, fishing, camping, and hiking.

▼ Unified Individual

Attributes	Possible Values
<input type="checkbox"/> Residence Country Name	Is In Canada,United States
<input checked="" type="checkbox"/> Primary Hobby	Is In Camping,Cycling,Fishing,Hiking,Hunt...

▼ Preferences¹

Previous

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Suggested Actions

Refine Segm

Marketing Cloud Engagement Journeys Spring '24 Release Notes

The Journey History dashboard now includes the Activity ID. Pause and resume multiple running journeys at one time. Get a better view of email engagement with specific URL tracking, and send more emails with high-throughput sending.

[Send a Larger Volume of Emails with High-Throughput Sending](#)

To increase sending throughput by two times or more, select High-Throughput Sending for Journey Builder Emails in the Journey Settings panel.

[Pause and Resume Multiple Journeys from the Journey Dashboard](#)

Manage your journeys more easily from the Journey dashboard. You can select up to 10 journeys at one time and pause or resume the current version or all versions. You can still pause and resume journeys and versions from the canvas or the version dashboard.

[Distinguish Between Activities in the Journey History Dashboard](#)

Easily identify specific activities of the same type on the Journey History dashboard using the new Activity ID. For example, if you have two Wait By Duration activities, each one has a unique Activity ID to distinguish them from each other.

[Improve Journey Performance with Recommendations](#)

During journey validation, Journey Builder proactively surfaces configuration recommendations that can impact performance. The recommendations don't prevent you from activating your journey. The recommendations include canvas activity count, reused entry definition count, Wait by Duration activity when used with the Engagement Split activity, back-to-back Decision Split activities, and Salesforce Data Entry object count.

[Track URL Interactions in Engagement Split Activities](#)

When using the Engagement Split activity to track links clicked in an email, you can now enter any URL to track for path evaluation. Previously, you could only select the URLs fetched from the email content, but some configurations weren't returned.

[Transfer a WhatsApp Conversation from Marketing Cloud to Service Cloud with Journey Builder](#)

You can transfer a WhatsApp conversation from a Marketing Cloud Engagement interaction to a Service Cloud interaction. Place the WhatsApp Session Transfer activity after a Wait Until Chat Response or an Inbound Chat activity. The information passed as part of the transfer includes conversation history, journey data, the recipient's WhatsApp number, and the cross-cloud WhatsApp phone number.

Send a Larger Volume of Emails with High-Throughput Sending

To increase sending throughput by two times or more, select High-Throughput Sending for Journey Builder Emails in the Journey Settings panel.

When: This feature is available after March 18, 2024.

SEE ALSO:

[Journey Builder High-Throughput Sending Considerations](#)

Pause and Resume Multiple Journeys from the Journey Dashboard

Manage your journeys more easily from the Journey dashboard. You can select up to 10 journeys at one time and pause or resume the current version or all versions. You can still pause and resume journeys and versions from the canvas or the version dashboard.

SEE ALSO:

[Bulk Actions in Journey Builder](#)

Distinguish Between Activities in the Journey History Dashboard

Easily identify specific activities of the same type on the Journey History dashboard using the new Activity ID. For example, if you have two Wait By Duration activities, each one has a unique Activity ID to distinguish them from each other.

SEE ALSO:

[Journey History](#)

Improve Journey Performance with Recommendations

During journey validation, Journey Builder proactively surfaces configuration recommendations that can impact performance. The recommendations don't prevent you from activating your journey. The recommendations include canvas activity count, reused entry definition count, Wait by Duration activity when used with the Engagement Split activity, back-to-back Decision Split activities, and Salesforce Data Entry object count.

SEE ALSO:

[Journey Configuration Recommendations](#)

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When using the Engagement Split activity to track links clicked in an email, you can now enter any URL to track for path evaluation. Previously, you could only select the URLs fetched from the email content, but some configurations weren't returned.

SEE ALSO:

[Configure an Engagement Split](#)

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You can transfer a WhatsApp conversation from a Marketing Cloud Engagement interaction to a Service Cloud interaction. Place the WhatsApp Session Transfer activity after a Wait Until Chat Response or an Inbound Chat activity. The information passed as part of the transfer includes conversation history, journey data, the recipient's WhatsApp number, and the cross-cloud WhatsApp phone number.

SEE ALSO:

[Salesforce Help: Create a WhatsApp Session Transfer Activity](#)

Marketing Cloud Engagement Messaging Spring '24 Release Notes

Automatically send transactional messages using WhatsApp Transactional API. Upload the new authentication pattern files to continue sending push notifications to Android devices.

[Send WhatsApp Messages with WhatsApp Transactional API](#)

Automatically send non-promotional messages outside of Journey Builder using WhatsApp Transactional API. And keep customers updated on their deliveries with event-based messages, including order confirmations and shipping notifications, by using Marketing Cloud Event.

[Upload the New Authentication Pattern for Android Applications in MobilePush](#)

On March 22, 2024, the authentication pattern for Android apps integrated with Marketing Cloud Engagement is changing to stay compliant with requirements for Google Firebase Cloud Messaging. To send push notifications to Android devices after this date, upload the Service Account JSON file for each active Android app before June 1, 2024.

[Shorten SMS Links in MobileConnect and Journey Builder](#)

Reduce SMS size and minimize cost by shortening SMS links with the Marketing Cloud Engagement link shortener. Measure subscriber-level engagement and campaign effectiveness through link tracking.

[Simplify SMS Messaging by Using DLT Templates in MobileConnect](#)

Use Digital Ledger Technology (DLT) templates to ensure that you comply with the Telecoms Regulatory Authority of India (TRAI) regulations. Simplify your campaign process and reduce spam messages by using the templates for your messages in MobileConnect and Journey Builder.

[Secure a Custom Domain for SMS Link Shortening in MobileConnect](#)

Enhance subscribers' user experience and brand recognition by using a custom domain in your shortened links in Mobile Connect. To use a custom domain, shorten the links with the Marketing Cloud Engagement shortener.

Send WhatsApp Messages with WhatsApp Transactional API

Automatically send non-promotional messages outside of Journey Builder using WhatsApp Transactional API. And keep customers updated on their deliveries with event-based messages, including order confirmations and shipping notifications, by using Marketing Cloud Event.

Where: This feature applies to Marketing Cloud Engagement Corporate and Enterprise editions with WhatsApp Business Messaging.

When: This feature is available after the Spring '24 release.

Upload the New Authentication Pattern for Android Applications in MobilePush

On March 22, 2024, the authentication pattern for Android apps integrated with Marketing Cloud Engagement is changing to stay compliant with requirements for Google Firebase Cloud Messaging. To send push notifications to Android devices after this date, upload the Service Account JSON file for each active Android app before June 1, 2024.

When: The authentication pattern changes on a rolling basis after the Spring '24 release is complete. Complete all uploads by June 1, 2024.

How: To upload Service Account JSON files, go to the Administration tab in MobilePush after it's available. Only admins can access the Administration tab in MobilePush.

Shorten SMS Links in MobileConnect and Journey Builder

Reduce SMS size and minimize cost by shortening SMS links with the Marketing Cloud Engagement link shortener. Measure subscriber-level engagement and campaign effectiveness through link tracking.

Where: This feature is available to orgs on Hyperforce.

When: This feature is available on March 11, 2024.

SEE ALSO:

[Salesforce Help: Link Tracking](#)

[Salesforce Help: Shorten URLs in an SMS Message](#)

Simplify SMS Messaging by Using DLT Templates in MobileConnect

Use Digital Ledger Technology (DLT) templates to ensure that you comply with the Telecoms Regulatory Authority of India (TRAI) regulations. Simplify your campaign process and reduce spam messages by using the templates for your messages in MobileConnect and Journey Builder.

Where: This feature is available only for orgs using Hyperforce in India.

When: This feature is available on April 1, 2024.

SEE ALSO:

[Salesforce Help: DLT Template Setting for SMS Messages in India](#)

[Salesforce Help: Upload a DLT Template](#)

[Salesforce Help: Use a DLT Template in an SMS Message](#)

Secure a Custom Domain for SMS Link Shortening in MobileConnect

Enhance subscribers' user experience and brand recognition by using a custom domain in your shortened links in Mobile Connect. To use a custom domain, shorten the links with the Marketing Cloud Engagement shortener.

Where: This change applies to orgs using Hyperforce.

When: This feature is available on April 1, 2024.

How: Contact your Account Executive or Salesforce Customer Support to enable this feature.