



Product Release Notes for ACTIVEWorks Endurance – January 9, 2018

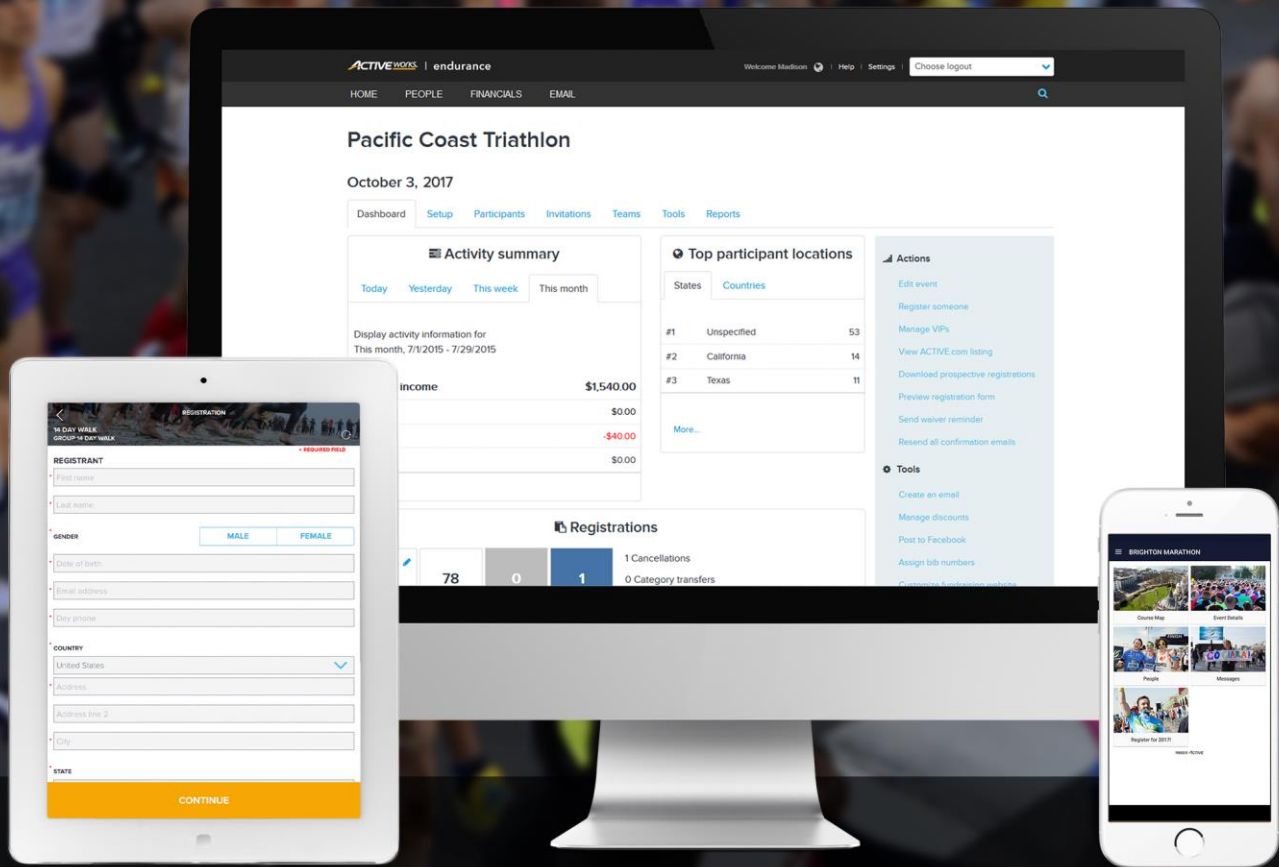


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Registration workflow improvements

We made improvements to the registration workflow to make it smoother for your customers to register for your events:

- Existing customers with missing personal information are taken directly to the **YOUR INFORMATION** section after logging in, so that they can quickly complete any missing information before proceeding with the registration:

- Your customers can now progress quickly from field-to-field on the registration form by pressing the **Tab** key, and select or unselect checkboxes or radio buttons by tapping the space bar:



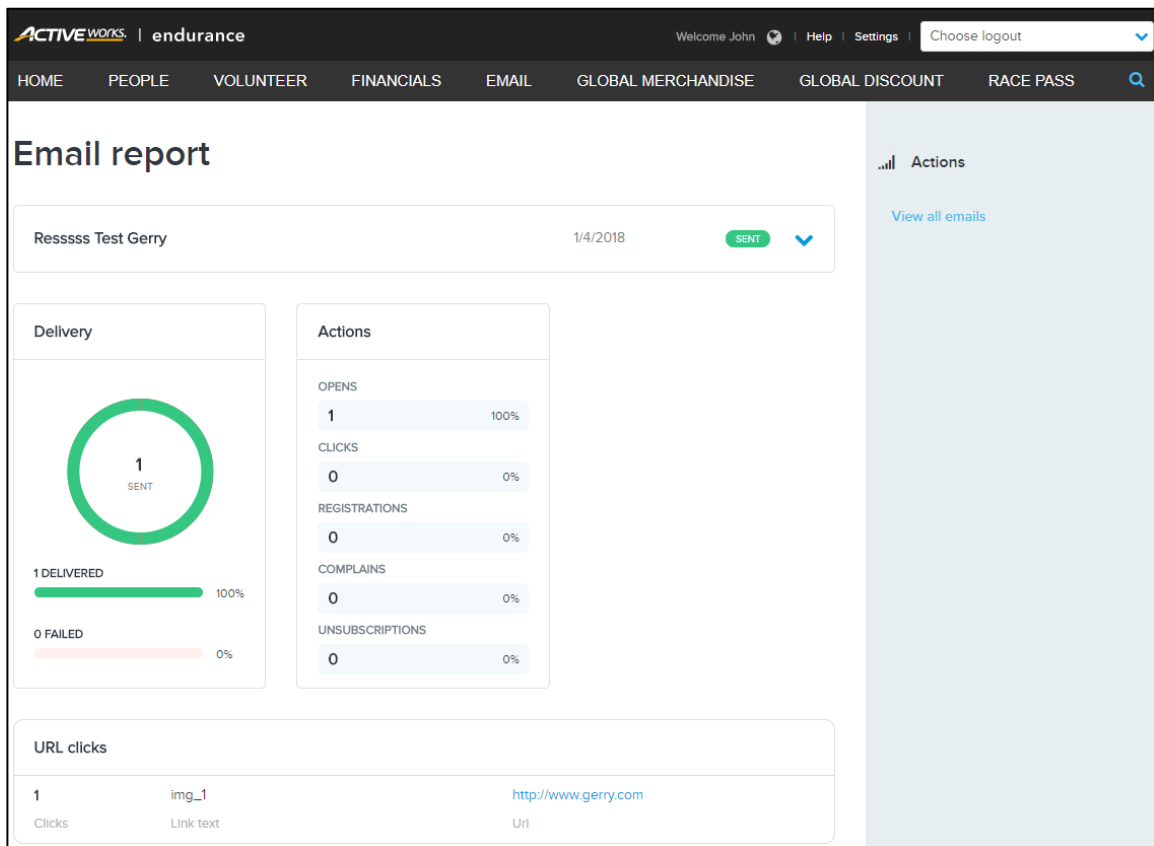
New email report

The new **Email report** (a Premium-tier feature) presents you with a clearer view of how your customers engage with one of your emails:

- In the **Delivery** pane, see how many and the percentage of emails that were **DELIVERED** or **FAILED** to be delivered due to an invalid address.
- In the **Actions** pane, see how many and the percentage of email recipients who:
 - Opened the email.
 - Clicked a link in the email.
 - Registered for an event via a link in the email.
 - Complained about the email by marking it as junk.
 - Clicked the unsubscribe link in the email.

A high rate of opened emails or clicks indicates that recipients are interested in your events, but a low registration rate could indicate issues with event pricing or other details (such as too many form questions). Conversely, a high rate of marking as junk or unsubscribes could indicate that this group of recipients are not finding value in the emails.

- In the **URL clicks** pane, view the number of clicks on each link in the email. You can easily determine which links were of most interest to your recipients.





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About ACTIVE Network, LLC

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit ACTIVEnetwork.com.

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