



MessageGears Launches Data Variables

How Technical and Non-Technical Users Leverage Data Variables

You may be familiar with launch variables today in MessageGears! We've given them a facelift, and a streamlined workflow to elevate the experience of our enterprise marketers and IT teams alike. Most notably, we are now calling them data variables to highlight their versatile nature across the MessageGears platform.

These data variables allow users more control over their queried data, and we've updated them to enhance the user experience and value add to your marketing campaigns.

With the added guardrails in the platform, the data administrator is able to control what the marketing campaign administrator can enter. For instance, say there is a certain number range that is applicable for this campaign — they can use the range to set the data variable.



Technical User Benefits

Better ability to define and expose the correct data variables to the marketer, with guardrails around how the marketer can change the query



Marketing User Benefits

Better understanding of how to apply data variables from additional information + definition on the data variable provided by the technical user

ACTIVATE CUSTOMER DATA QUICKLY AND EASILY



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