

What's new? Version 14

Zero Friction, Maximum Productivity

Product Marketing Team



The theme of this launch is *Zero friction, maximum productivity*



Giving you clarity, consistency
and AI powered tools so you
can maximize your impact

Everything in this release is focused on maximizing productivity.

- Delivering a consistent experience across the platform
- Providing greater access to AI, insights and integrations

All so you gain back time towards high value, strategic work

V14: Zero friction, maximum productivity

Updates to the platform

A unified creation flow

One intuitive experience for all content types: tasks, communications and courses

- A single, simple flow across the whole platform
- See the content preview, categories, settings and audience, all on one screen
- Clear default settings, reducing the workload
- Easy to create, both on desktop or mobile
 - ◆ Mobile optimized for Quick Tasks only

The screenshot displays a campaign creation form with the following sections:

- Campaign description:** Includes fields for Cover, Name, Due Date (Today 11:40 AM), Category (Category name X), Priority (P1, P2, P3, P4), Tag (Tag name X), and Description. A Recurrence section shows 'Task frequency: Activated' with 'Edit' and 'Remove' buttons.
- Preview:** A mobile device mockup showing a 'Quick Start with Campaigns' screen with the text 'Save time by starting from an existing campaign or creating a new one tailored to your needs.' and buttons for 'Build with Form Creator' and 'Select Existing Campaign'.
- Target:** Includes 'Task designation' (One task per site, One task per user), '14 tasks will be published at 14 sites', and 'Define your campaign target' (Choose who should receive this campaign).
- Settings:** Includes 'I want to target site by:' (All sites in my Area), 'And Users by:' (Role: Store manager X), and 'Start from existing Audience'.

At the bottom, there are buttons for 'Saved as draft', 'Schedule', and 'Publish'.

Audience builder, now, everywhere

A simpler, clearer targeting experience, so building audiences is fast, intuitive and easy

- New targeting experience, expanded from tasks and newsfeed to courses
- Default compact view, that covers 80% of use cases
- Save and re-use audiences
- Easy to switch to advanced targeting, with flexible filtering and logic, when you need it
- Fully compatible with existing audiences,

5 5 Preview

I want to target site by:

Type UK X

And Users by

Role Site manager

+ Add a criteria

Define your campaign target +

Choose who should receive this campaign.
Start with an existing audience or define your own with custom criteria.

Store Manager UK Only

3 10 Preview

Sites criteria:

Site name includes any of France

And

Tag does not include any of Scotland

Users criteria:

Role includes any of Store manager

And

User name does not include any of John Smith

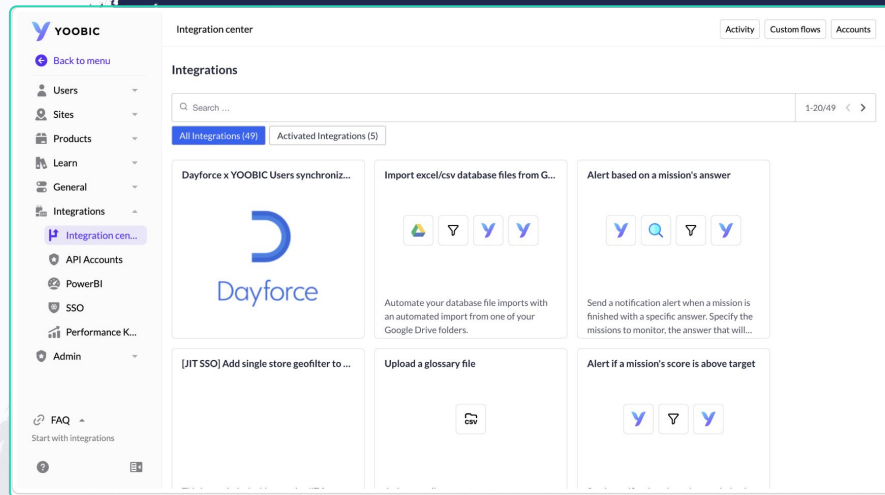
User name is empty Marcel Thomson

Save as custom audience

A more intuitive Integrations Centre

Making it easier for you manage your own integrations and automations

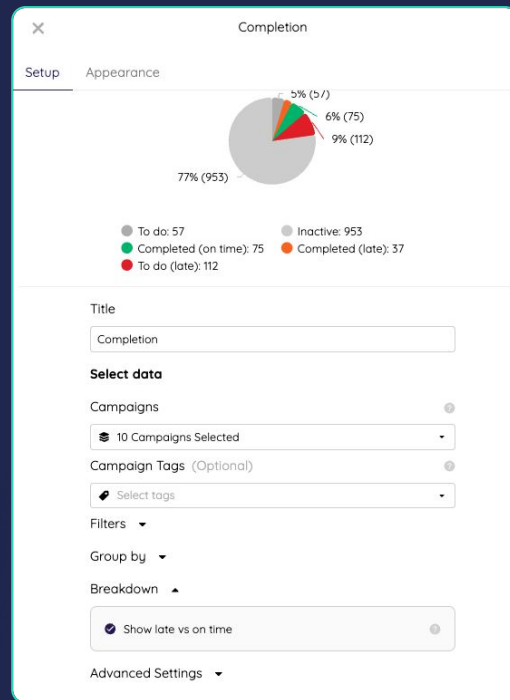
- Bolder text and visual icons make templates more intuitive and usable.
- YOOBIC API credentials are now automatically populated for you, so you no longer need to reach out to IT to get login or passwords



Data you need, where you need it

Ensuring you have the insights you need to fix what's broken and scale what's working

- Break-down campaign completion by on-time versus late
- Simple to track lateness and spot blockers to timely execution



V14: Zero friction, maximum productivity

Updates to Work

Campaign creation, streamlined

A new creation experience that's simple, and easy to adopt - all the same capabilities, in less tabs

- Everything you need, now in one screen
- A cleaner, simpler layout makes it easy to understand and control key settings at a glance
- Instantly preview main campaign settings before publishing for extra peace of mind.
- Share button for quick sharing others
- Easier for mobile-first managers to send tasks

The screenshot displays a user interface for creating a campaign, organized into three main sections: Campaign description, Preview, and Target/Settings.

- Campaign description:** This section contains fields for 'Cover' (with a name input), 'Due Date' (set to 'Today 11:40 AM'), 'Category' (with a dropdown and a '+' button), 'Priority' (with buttons for P1, P2, P3, P4), 'Tag' (with a dropdown), 'Description' (a text area), and 'Recurrence' (set to 'Task frequency: Activated' with 'Edit' and 'Remove' buttons).
- Preview:** This section shows a mobile device screen displaying a campaign card. The card has a header 'Quick Start with Campaigns' and a sub-header 'Save time by starting from an existing campaign or creating a new one tailored to your needs.' Below the text are two buttons: 'Build with Form Creator' and 'Select Existing Campaign'.
- Target/Settings:** This section includes a 'Target' tab and a 'Settings' tab. Under 'Target', there's a 'Task assignment' section with a dropdown for 'One task per site' and 'One task per user', and a note '14 tasks will be published at 14 sites'. Below this is a 'Define your campaign target' section with a dropdown for 'I want to target site by:' (set to 'All sites in my Area') and a section for 'And Users by' with a dropdown for 'Role' (set to 'Store manager'). At the bottom of this section is a button 'Start from existing Audience'. At the very bottom of the interface are three buttons: 'Saved as draft', 'Schedule', and 'Publish'.

How will changes to campaign creation occur?

- **3 weeks of preview:** You will have full access to the new campaign experience for three weeks prior to the official launch day
- **No impact on launch day:** You will have access to the legacy flow, existing campaigns will remain active
- **Transition at your own pace:** You have full flexibility - start creating campaigns with the new experience, or stay with the legacy flow

The screenshot displays the new campaign creation interface, divided into two main sections: 'Campaign description' and 'Preview'.

Campaign description:

- Cover:** A field for the campaign name.
- Due Date:** A date picker set to 'Today 11:40 AM'.
- Category:** A dropdown menu with 'Category name X' and a plus icon to add more.
- Priority:** A row of buttons labeled P1, P2, P3, and P4.
- Tag:** A dropdown menu with 'Tag name X'.
- Description:** A text area for the campaign description.
- Recurrence:** A section with 'Task frequency: Activated' and buttons for 'Edit' and 'Remove'.

Preview:

- Background color:** A button to change the background color.
- Cover image:** A button to change the cover image.
- Quick Start with Campaigns:** A section with the text 'Save time by starting from an existing campaign or creating a new one tailored to your needs.' and buttons for 'Build with Form Creator' and 'Select Existing Campaign'.

Target:

- Task designation:** A section with the text 'Based on your target do you want to assign task of the campaign to sites or to users?' and buttons for 'One task per site' and 'One task per user'.
- 14 tasks will be published at 14 sites:** A status message.
- Define your campaign target:** A section with the text 'Choose who should receive this campaign. Start with an existing audience or define your own with custom criteria.' and a 'Preview' button.
- I want to target site by:** A dropdown menu with 'All sites in my Area'.
- And Users by:** A section with a 'Role' dropdown menu set to 'Store manager X' and a '+ Add a Criteria' button.
- Or:** A section with a 'Start from existing Audience' dropdown menu.

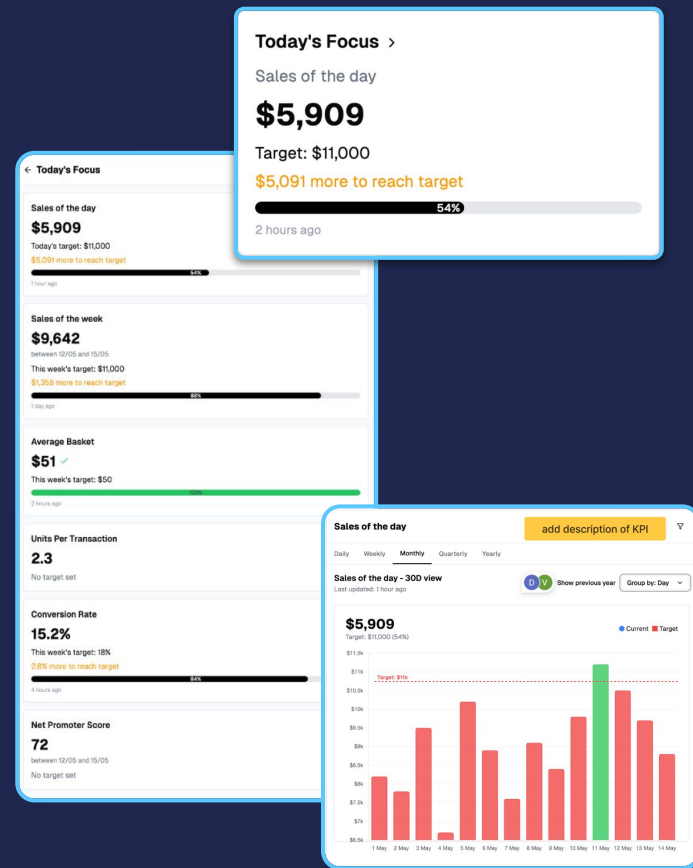
Bottom Bar:

- Saved as draft:** A button.
- Schedule:** A button.
- Publish:** A button.

All new, Business KPIs

Drive a culture of performance by giving all your teams access to real time sales data

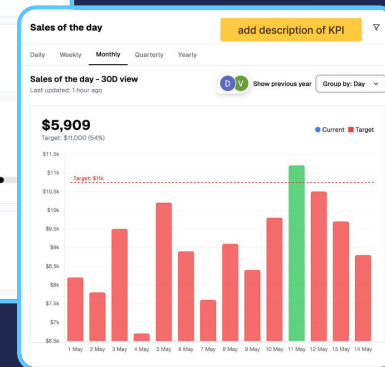
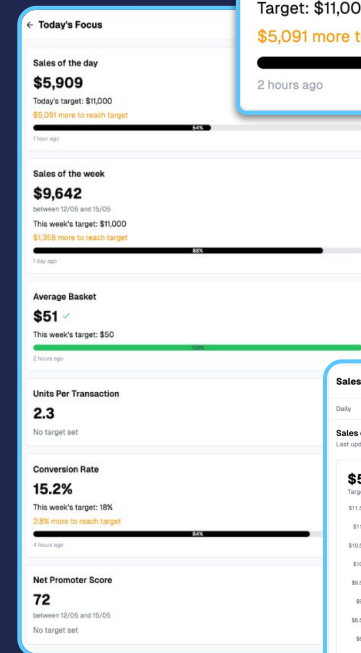
- Give managers real-time insight on their site's performance, progress and targets
- Allow regional managers to compare core KPIs across sites
- Access the KPIs directly from the Activity Hub
- Click into the KPI cards to see detailed trends



Setting up Business KPIs

- **Getting data into YOOBIC:** Discuss with your IT teams whether you will integrate via our Public API, or import data via SFTP on a schedule
- **Tailor the KPI:** Go to configuration and choose which KPIs, how they are named, their frequency and precision
- **Decide where they go:** KPIs will be in Activity Hub by default. For frontline teams, it's easy to add a Today's Focus widget to their home page

More technical version



V14: Zero friction, maximum productivity

Updates to Communications

AI Post Formatting

Make posts brand consistent and optimized for engagement in just one click

- AI suggests posts formats (font, color, weight, alignment, etc)
- Possible to edit and preview text with AI suggested formatting
- Suggestions are based on your top performing content, with ongoing learning & refinement

*AI features are offered with a fair use policy to ensure the best experience for all customers

Confidential © 2025 Yoobic LTD

Want to improve the
formatting of the post ?

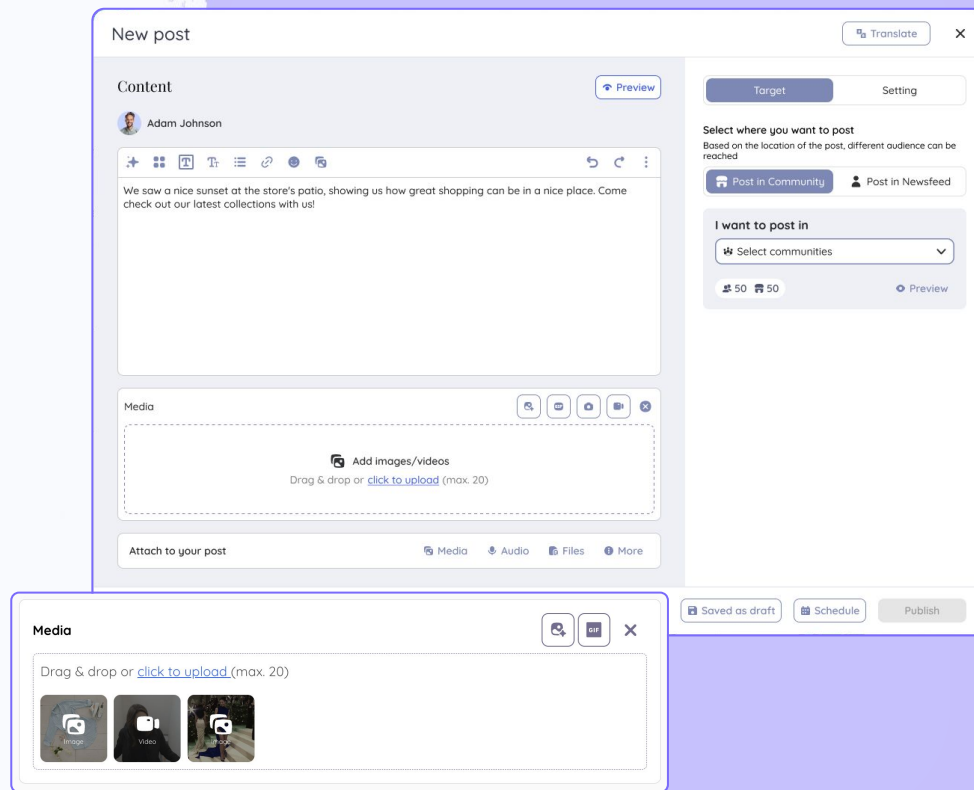


Suggest format

New posting experience

A faster, smoother creation flow, with less steps and more clarity

- New streamlined creation flow, with everything you need on a single screen
- Consistent process across the platform
- Leverage the new audience builder for all your use cases
- Upload media into posts in a single click



V14: Zero friction, maximum productivity

Updates to Learn

Updates to the course creation flow

A simple content creation experience, consistent with the rest of the platform

- All-in-one creation flow, so you can build and publish content faster, with everything you need on one screen
- Auto-assign courses using rule-based filters (with the new audience builder)
- Target courses by user, site, site type and so on!

Define custom target

Advanced mode

Use sites and/or users criteria to define who will assigned to your content. [Show tips](#)

Sites Criteria

Country is All sites

+ Add a criteria

Users Criteria

User name is All users

+ Add a criteria

37 users selected from 10 sites

Site User

Site	Client ID	
Kyoto	Bh_Kyoto	×
London	Bh_London	×
France	Bh_France	×
Invalides	Bh_Invalides	×
Victoria	Bh_Victoria	×
Breteuil	Bh_Breteuil	×
Concorde	Bh_Concorde	×
Canada	Bh_Canada	×
Espagne	Bh_Espagne	×
Paris	Bh_Paris	×

[Save and use this audience](#) [Use this target](#)

AI-led lesson creation

Let AI do the heavy lifting of formatting, writing and designing lessons & quizzes

- AI seamlessly integrated into the creation flow
- Guide AI so it creates what you need - lessons, quizzes, longer or shorter content
- Validate structure first and then content
- Prompt using text, files or web-pages links
- Use AI to re-work generated content

*AI features are offered with a fair use policy to ensure the best experience for all customers

Confidential © 2025 Yoobic LTD

The screenshot shows a web application window titled "What would you like to create today?". It features four main buttons at the top: "Build with Neo Creator" (highlighted in purple), "Create from a blank page", "Use an existing lesson or template", and "Upload a SCORM package". Below these buttons, the text reads: "Create your next learning experience — with a little help from Neo 🌟" and "Describe your idea — Neo will do the heavy lifting." The interface is divided into three sections: 1. "Tell Neo what to build" with a dropdown menu set to "Lesson and Quiz" and a size selector set to "Medium size lesson • 5 to 8 steps". 2. "Describe what you want to build" with a text input field containing the prompt: "Teach new beauty advisors how to handle customer objections using a friendly, peer-like tone. Beginner level." 3. "Make it visual" with a dropdown menu set to "Generated by Neo". Below this is an "Upload your content" section with a dashed box for file uploads and a note: "You can add PDFs, videos, or documents. Neo will use them to help shape your content." At the bottom, there is a "Scan a webpage to turn it into learning content" section with a text input field and a "+" button, and a "Choose a base language" dropdown. The bottom right corner has a "Learn more" link and a "Let's get started" button.

Updates to learning

Simpler to find and share courses, with granular insights on learner's performance

- Simple to reorder courses in the discovery section with drag and drop
- Share the link to the course category, for easy access to course types
- See learner's answers to questions asked in content lessons, in addition to quizzes
- Points tracked at lesson level to spot top learners by topic

