

Release Notes

FROM THE COMPANY MAKING MARKETERS POWERFUL.

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Version 2.5.1

Summary

This release brings two major upgrades: a redesigned Sign Up / Sign In experience and the launch of the Bloomfire Connector, enabling deep research-driven insights inside Adaly. We've also improved UI consistency, strengthened Salesforce reliability, and resolved several visualization and data display issues.

New Features

NEW SIGN UP / SIGN IN PAGE

You can now connect your Bloomfire knowledge library to Adaly. This lets you ask questions grounded in your organization's research, reports, and insights—making it easier to uncover trends, understand consumers, and support smarter decision-making.

Examples of what you can ask:

- What consumer trends are emerging in our category?
 - How do we stack up against key competitors?
- What product ideas are resonating with consumers?
 - How are different channels performing?
- What drives brand preference and purchase intent?

Bloomfire brings your internal research directly into Adaly, so answers are faster, richer, and always evidence-based.

NEW SIGN UP / SIGN IN PAGE

We've redesigned the onboarding flow to make creating and accessing your Adaly account smoother, more intuitive, and personalized.

Providing a bit more context during setup helps us tailor your workspace with smarter suggestions, relevant data insights, and improved task recommendations.

Improvements & Bug Fixes

- Salesforce: Improved integration reliability and fixed several underlying bugs.
- Drop-downs & Checkboxes: Polished styling for visual consistency across the platform.
- Data Visualization & File Viewing: Enhanced performance and usability within MyDataVisualizationModal.
- Data Source Responses: Improved accuracy and consistency in returned results.
- Error Handling: Strengthened Salesforce error handling for a smoother experience.
 - Visualization Stability: Fixed an issue that caused certain visualizations to collapse or not display properly.
- Data Tables: Minor fixes to improve rendering and interactivity.

And that's it for now!