

Release Notes

FROM THE COMPANY MAKING MARKETERS POWERFUL.

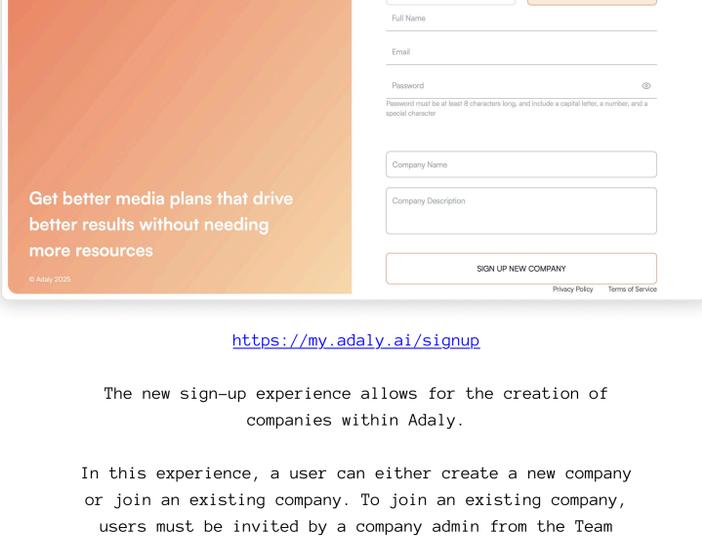
Date: Mar 31, 2025
Version 1.0.0

Summary

In this release, we introduce @Search and @General, Team Management, and the ability to access, enable, and permission data sources from the Integrations page. We debut a new sign up experience that allows the creation of company accounts with role based account control. We also introduce the concept of a brand voice: a data source filtering mechanism that propagates through the chat experience.

New Features

NEW SIGN-UP



<https://my.adaly.ai/signup>

The new sign-up experience allows for the creation of companies within Adaly.

In this experience, a user can either create a new company or join an existing company. To join an existing company, users must be invited by a company admin from the Team Management page.

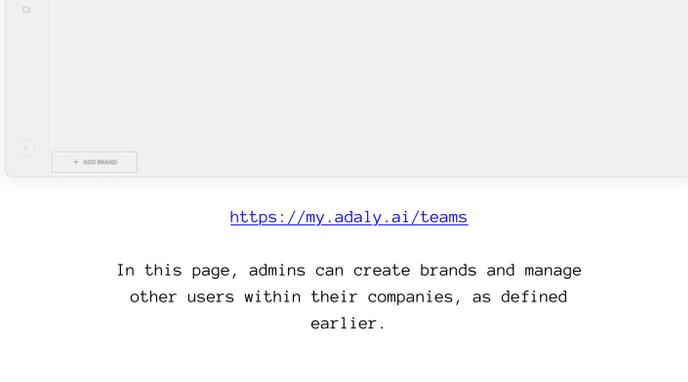
ROLE-BASED ACCESS CONTROL

In this release, Adaly introduces role-based access control across the Team Management and the Integrations page.

Adaly provisions the following permissions across the user experience:

Page	Admin	Member
Team Management	Company: <ul style="list-style-type: none"> Can invite users to join their company Can delete users from the company Can upgrade and downgrade user roles Brand: <ul style="list-style-type: none"> Can create a brand Can add users to a brand Can remove users from a brand Can rename a brand Can delete a brand 	Company: <ul style="list-style-type: none"> Can view other members of the company Brand: <ul style="list-style-type: none"> Can view other members of a brand
Integrations	<ul style="list-style-type: none"> Can approve or deny connector requests Can enable connectors Can toggle connectors on or off 	<ul style="list-style-type: none"> Can request connectors Can toggle connectors on or off

TEAM MANAGEMENT



<https://my.adaly.ai/teams>

In this page, admins can create brands and manage other users within their companies, as defined earlier.

INTEGRATIONS

The Integrations page enables data source access and permission management. Users can click on a brand to access connectors available within that brand.

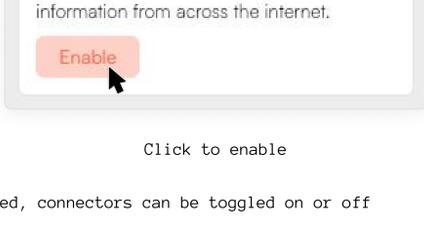


Click on a brand to view connectors

ADMINS: ACTIVATING A DATA CONNECTORS

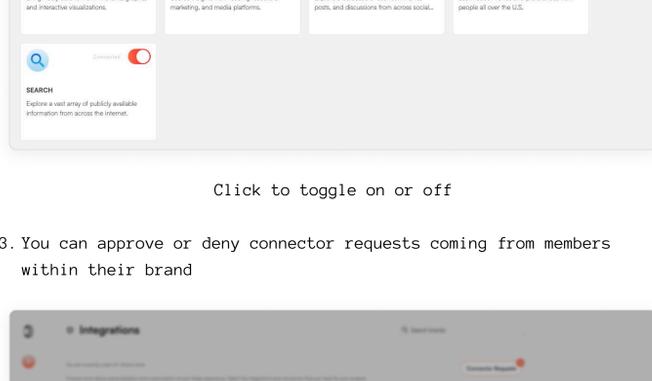
Admins can enable connectors as follows:

- Simply click on the data source to enable



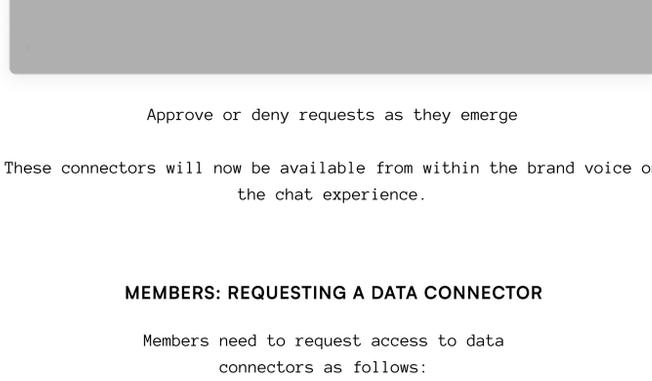
Click to enable

- Once enabled, connectors can be toggled on or off



Click to toggle on or off

- You can approve or deny connector requests coming from members within their brand



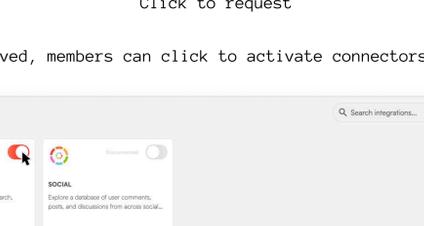
Approve or deny requests as they emerge

These connectors will now be available from within the brand voice on the chat experience.

MEMBERS: REQUESTING A DATA CONNECTOR

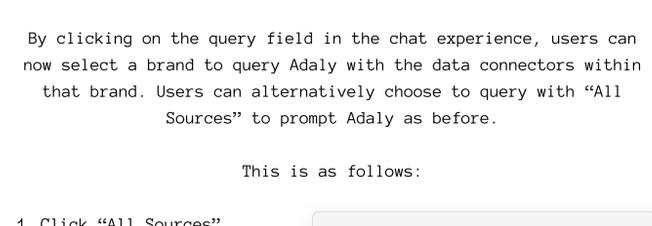
Members need to request access to data connectors as follows:

- Click to "Request Access" on a data connector



Click to request

- Once approved, members can click to activate connectors

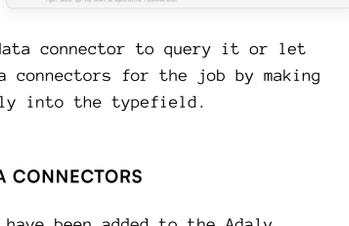


BRAND VOICE

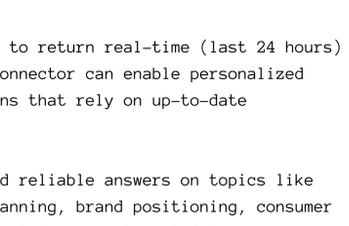
By clicking on the query field in the chat experience, users can now select a brand to query Adaly with the data connectors within that brand. Users can alternatively choose to query with "All Sources" to prompt Adaly as before.

This is as follows:

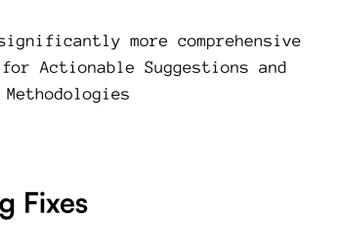
- Click "All Sources"



- Select a brand



- Type @ to see all the activated data sources within that brand



You can either click on a data connector to query it or let Adaly decide on the best data connectors for the job by making the query directly into the typefield.

NEW DATA CONNECTORS

Two new data connectors have been added to the Adaly experience: @Search and @General.

@Search gives users the ability to return real-time (last 24 hours) data from the internet. This connector can enable personalized insights for marketing campaigns that rely on up-to-date information.

@General Help provide quick and reliable answers on topics like marketing strategies, media planning, brand positioning, consumer psychology, and more, without relying on external data sources.

Feature Enhancements

@Social responses are now significantly more comprehensive with a dedicated section for Actionable Suggestions and Analysis Methodologies

Bug Fixes

- Exports to PowerPoint and PDF have now been fixed
- Minor cosmetic changes on source cards

And that's it for now!