

RELEASE NOTE #1:

Client Messaging Update 1.20.1.31.1

[Naming protocol for production update naming: Version.year.month.day.release#]

This release note covers significant improvements to the REACH™ platform that positively impact the client email experience and overall outcomes for salon and spa users. All improvements to system functionality, personalization, and design are a result of rigorous ongoing testing.

This update includes, but is not limited to:

- Improved email deliverability:
 - Improved email deployment and adherence to updated SPAM filters and NO-SPAM requirements
- Greater email personalization:
 - Enhanced dynamic assignment of email content
- Enhanced email designs:
 - Increased readability
 - New email templates:
 - Last-minute appointment alerts