

Marketing Cloud | June New Feature Webinar and State of Marketing Report ^[1]

July 5, 2017 by [Kate O'Connell](#) ^[2]

June was a busy month for Marketing Cloud! At the beginning of the month, Marketing Cloud released their State of Marketing report. This was then followed by a webinar highlighting the June 2017 new feature release. Both of these resources include helpful information for marketing and the technical functionality of the Marketing Cloud platform.

State of Marketing:

| Full Report ^[3]

Highlights include:

- Importance of customer experience
- Marketing and the AI revolution
- Coordination of marketing across channels

New Feature Overview:

^[4] **| June 2017 Webinar** ^[4]

Highlights include:

- 17:38 | Block settings; show & hide content
- 38:00 | Journey tags in Journey Builder
- 51:30 | Data extension run verification activity

Questions? Send Kate an [email](#) ^[5].

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Links

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[2] <https://www.cu.edu/blog/set/author/292> [3] http://www.huffingtonpost.com/entry/2017-state-of-marketing-ai-is-highest-tech-investment_us_593eea47e4b014ae8c69e2fd

[4]

<http://event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=1422763&sessionid=1>

[5]

<mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20TaskRay%20Webinar%20and%20>