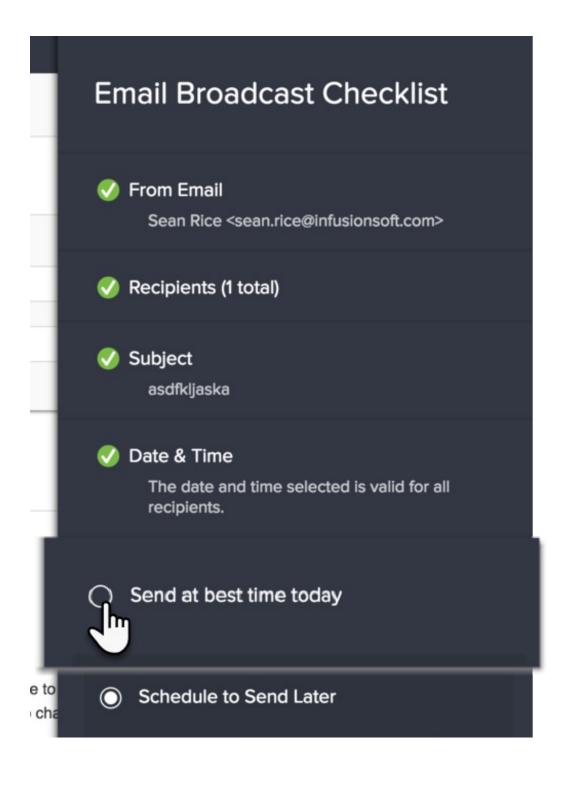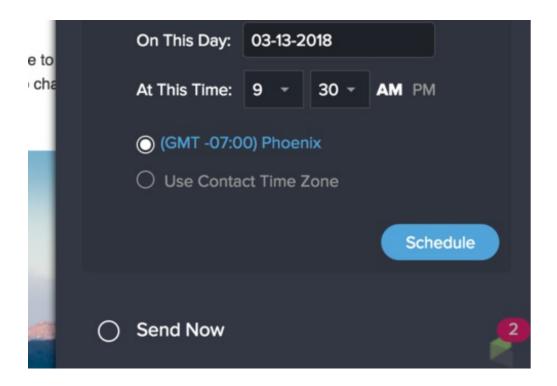# May Update 2018 | Classic Infusionsoft⚭

Email Broadcast - Best Send Time

Infusionsoft can now calculate the best time to send an email to a given group of recipients. Infusionsoft will attempt to calculate the ideal send time for your selected audience when a confidence of at least 75% is met. If the confidence level is lower that 75%, we will send the broadcast based on the best send time for the average customer. Click here to watch the video and read the step-by-step article.

Anonymize a Contact

There are some new featues (coming May 22) that will help you comply with GDPR regulations:

- How to Enable GDPR Settings
- How a Contact May Exercise Their Right of Erasure
- How to Anonymize (Redact) a Contact Record
- How Anonymous Records Work

Also, be sure to check out the GDPR Readiness Guide !

API Additions & Changes

- 5-15-2018
- 07-13-2018