Market Insight Release Notes

2026 - November

Table of Contents

1. **Executive Summary** 3
1.1 Target Audience 3
2. **Features** 3
2.1 Alternative method for adding variable categories as query statistics on a cube 4
2.2 Saved files in selections 5
2.3 Best fit all columns for data grids 6
2.4 Multi-factor authentication 6
2.5 New expression functions 7
2.6 Performance improvements 8
3. **Market Insight Orbit** 9
3.1 Scheduled data exports 9
3.2 Custom variables 10
3.3 Behaviours 11
3.4 Export data grid tiles 12
3.5 Inline renaming 13
3.6 Temporary session workspace 13
3.7 Full-screen option for Category variables 14
3.8 Variable location in search 14
3.9 A redesigned homepage 15
3.10 Grid and list view across Dashboards and Audiences 15
3.11 Data dictionary 16
3.12 Resources 16
3.13 Multi-factor authentication 17
3.14 Analyse a chart, cube, or data grid in more detail 18
3.15 Orin improvements 18
4. **Support** 19

1. Executive Summary

This document outlines the Market Insight (MI) features that are scheduled to be released to production in November 2026.

The key functional areas affected by this release are:

- **MFA:** Market Insight now supports MFA and this can be enforced at a system, group or user level.
- **Selection Improvements:** New functionality now lets you add a saved .XML file by reference using the right-drag context menu.
- **Expressions**: Improvements to expressions.
- **Various Improvements in Market Insight Orbit:** Orbit is updated on a different schedule to Market Insight, but recent changes include scheduled data exports, custom variables, behaviours, export data grid tiles, inline renaming, MFA and more.

1.1 Target Audience

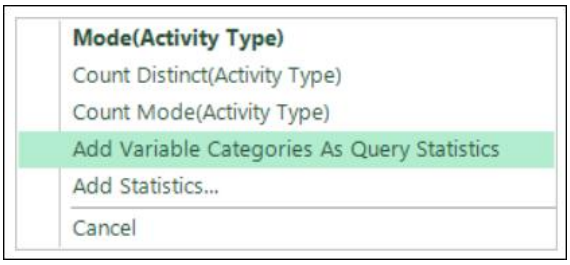
This document is intended for all users of Market Insight.

2. Features

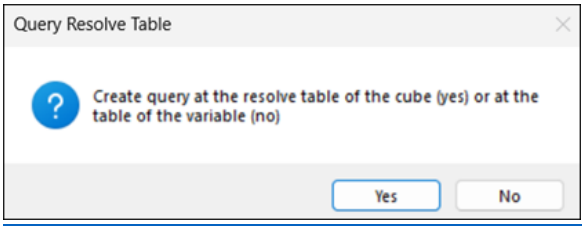
This section outlines the new features and improvements to Market Insight.

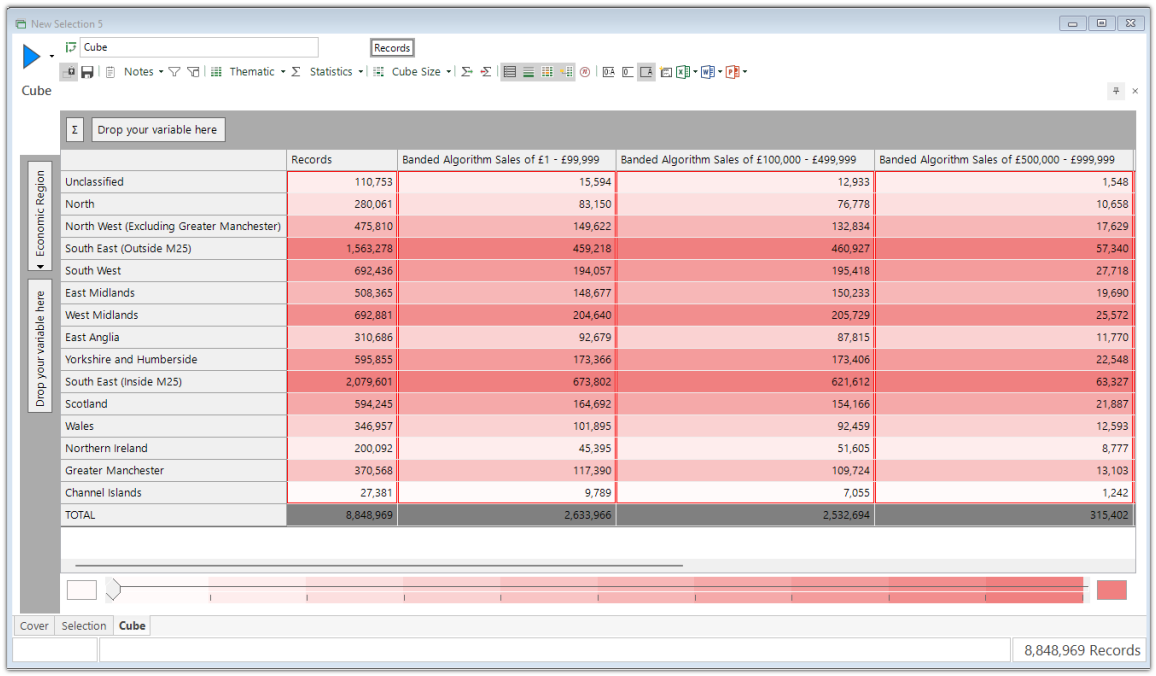
2.1 Alternative method for adding variable categories as query statistics on a cube

You can now quickly add selection measures to a cube based on the categories in a single selector variable, using a new right-drag option. This gives you more flexibility, saves time, and removes the need to generate multiple separate selections for this type of analysis.



You can choose to add the query statistics at the cube's resolve table level or at the variable's own table level:





	Records	Banded Algorithm Sales of £1 - £99,999	Banded Algorithm Sales of £100,000 - £499,999	Banded Algorithm Sales of £500,000 - £999,999
Unclassified	110,753	15,594	12,933	1,548
North	280,061	83,150	76,778	10,658
North West (Excluding Greater Manchester)	475,810	149,622	132,834	17,629
South East (Outside M25)	1,563,278	459,218	460,927	57,340
South West	692,436	194,057	195,418	27,718
East Midlands	508,365	148,677	150,233	19,690
West Midlands	692,881	204,640	205,729	25,572
East Anglia	310,686	92,679	87,815	11,770
Yorkshire and Humberside	595,855	173,366	173,406	22,548
South East (Inside M25)	2,079,601	673,802	621,612	63,327
Scotland	594,245	164,692	154,166	21,887
Wales	346,957	101,895	92,459	12,593
Northern Ireland	200,092	45,395	51,605	8,777
Greater Manchester	370,568	117,390	109,724	13,103
Channel Islands	27,381	9,789	7,055	1,242
TOTAL	8,848,969	2,633,966	2,532,694	315,402

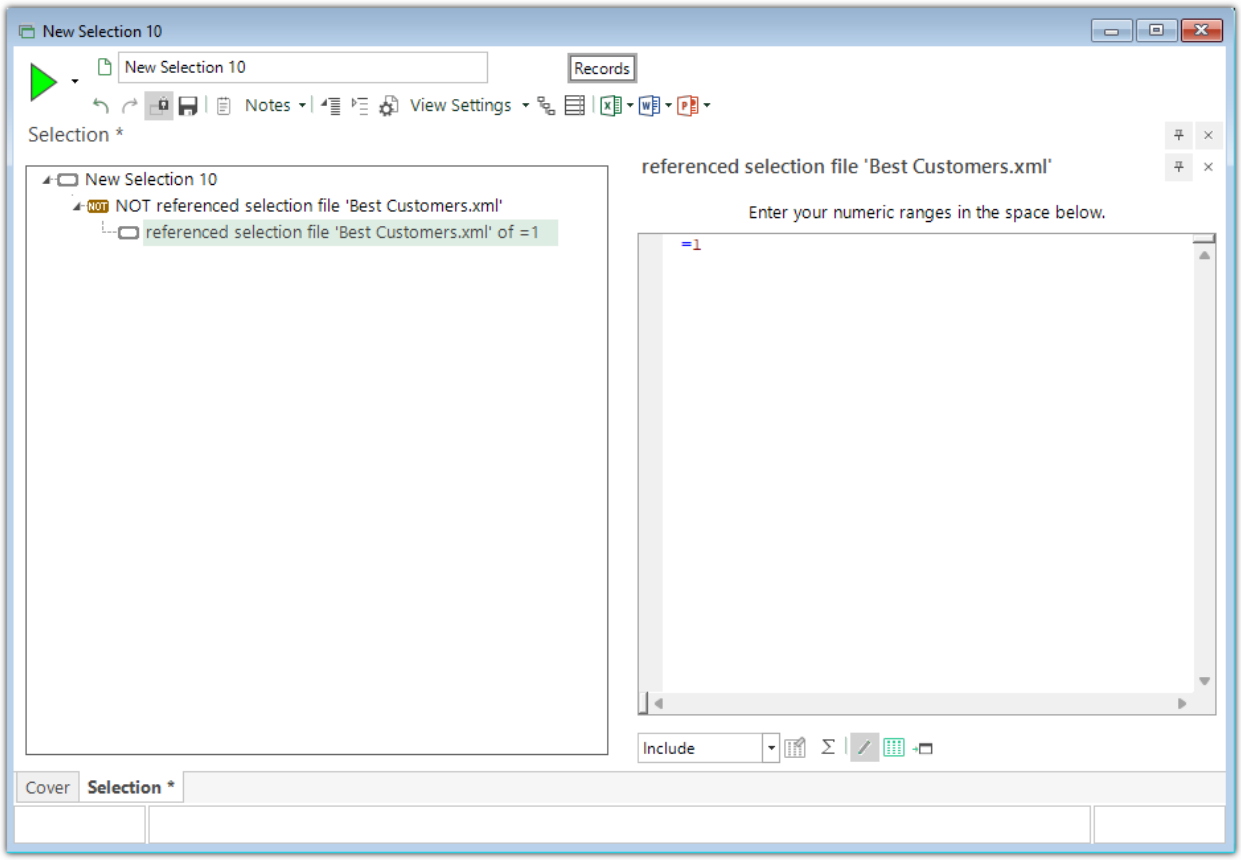
2.2 Saved files in selections

In Market Insight, left-dragging a saved .XML selection file into another selection copies the selection logic into the new query. After this point, any changes made to the original query logic don't affect the new selection. This differs from left-dragging a .URN file, which uses a Unique Reference Number (URN). This creates a reference to the original file within the new selection. As a result, any changes made to the original URN file automatically apply to all queries that reference it.

New functionality now lets you add a saved .XML file by reference using the right-drag context menu. With this approach, the new selection reflects changes to the source selection, and so do any other selections that reference the same XML file.

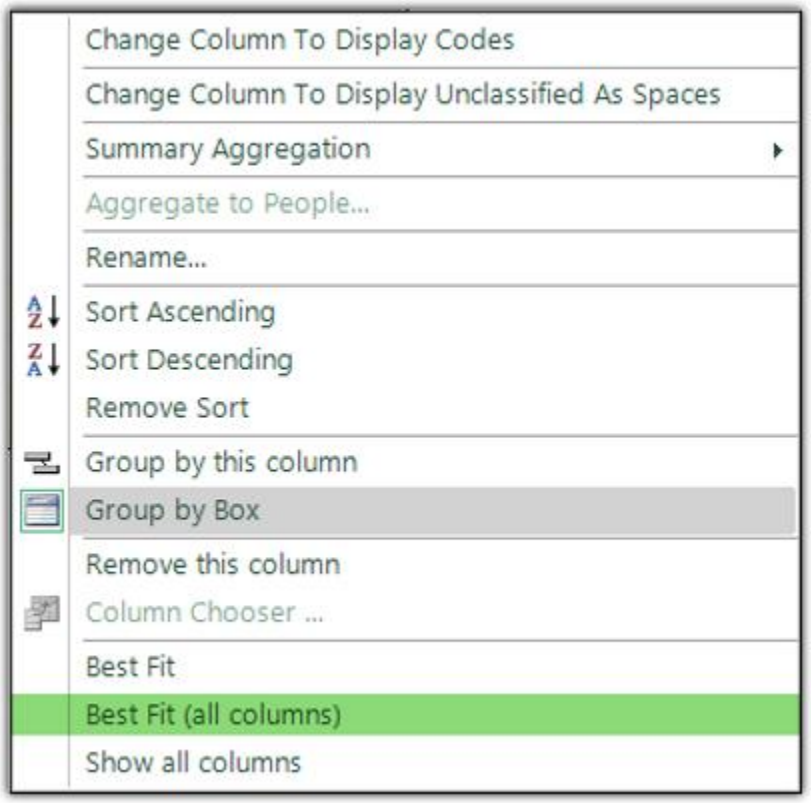
You can use saved .XML selections by reference throughout your analysis, including in:
- Cube dimensions and measures
- Data grid columns
- Expression filters
- Virtual variable selections

They're particularly useful for aggregations with transactional filters, or for exclusion groups shared across multiple analyses, that need regular updating.



2.3 Best fit all columns for data grids

Data grid column headers now include a new right-click context menu option. This option automatically resizes all columns so they best fit the data they contain.



2.4 Multi-factor authentication

Market Insight now supports Multi-Factor Authentication (MFA) using One-Time Passcodes (OTP). When you enable OTP, logging in requires your password and a time-limited code from an authenticator app, such as Microsoft Authenticator or Google Authenticator. This protects your account from password theft, reuse, and brute-force attacks, since each code is valid for a single session only.
Any user can self-enrol by scanning a QR code from the Manage OTP option in Change Password. Market Insight generates recovery codes at setup, which you should store securely. These let you log in if you lose access to your authenticator app. Administrators can force MFA at user, group, or system level, and can reset OTP for individual users if needed. Service accounts used for automated processes shouldn't have OTP configured.

2.5 New expression functions

VarCode() expression function for selector variables
Expression
VarCode([selector variable], desc or index)
Returns the code for a selector variable category.
You can identify the category by:
• Description: To return the code for the category with the given description.
• Index number: To return the code at the specified index position.

Example:
Expression

```
VarCode([Legal Status Code],"Partnership")
```

This returns the code for the Legal Status Code category with the description "Partnership".
When used with a flag array variable, the final parameter can also be a numeric set. In this case, the function returns a delimited list of codes corresponding to the indexes in the set.

CodeOf() second parameter option
Previously the CodeOf() expression accepted only one parameter and its output differed depending on the variable type:
• Flag arrays returned a text string of 0s and 1s indicating which flags were on.
• Arrays returned a delimited list of selected values.

Expression
CodeOf([selector variable], "style")
You can now add an optional second parameter to make the output for flag arrays match the array format.
Example:
Expression

```
CodeOf([Global Group within Country Criteria Variable], "codes")
```

For the chosen records, this returns a delimited list of all the codes selected.

Wider default date range for date expressions
Date and datetime expressions now default to a start year of 2000, rather than five years before the current year, so fewer dates fall outside the range. If a date does fall outside the range, Market Insight now warns you when you set up the expression.

2.6 Performance improvements

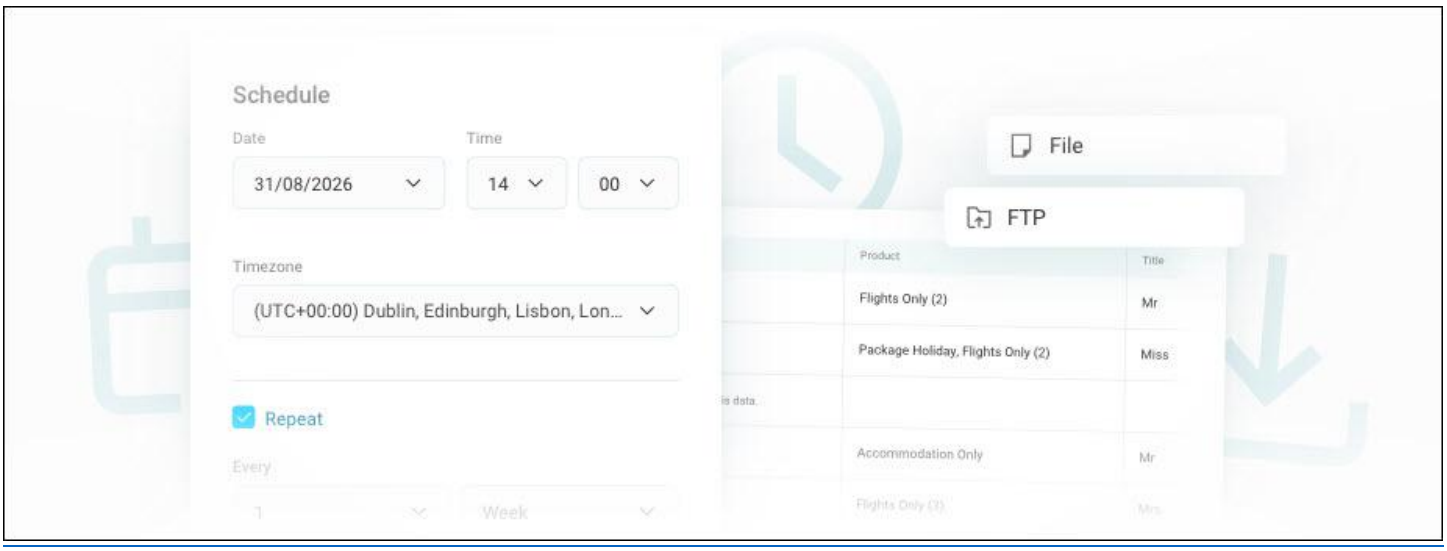
Query optimisation defaults to level 5
The Apteco engine's query optimisation setting now defaults to level 5.
This change takes effect automatically with no configuration required.

Extended support for optimised queries
The Apteco engine's query optimisations now cover more scenarios, including bitmapped and primary selector variables across both single-table and multi-table queries.

3. Market Insight Orbit

3.1 Scheduled data exports

Instead of exporting an audience manually every time, you can now schedule a File or FTP export of it. Set it to run once in the future, or repeat on a daily, weekly, monthly, or other recurring basis.



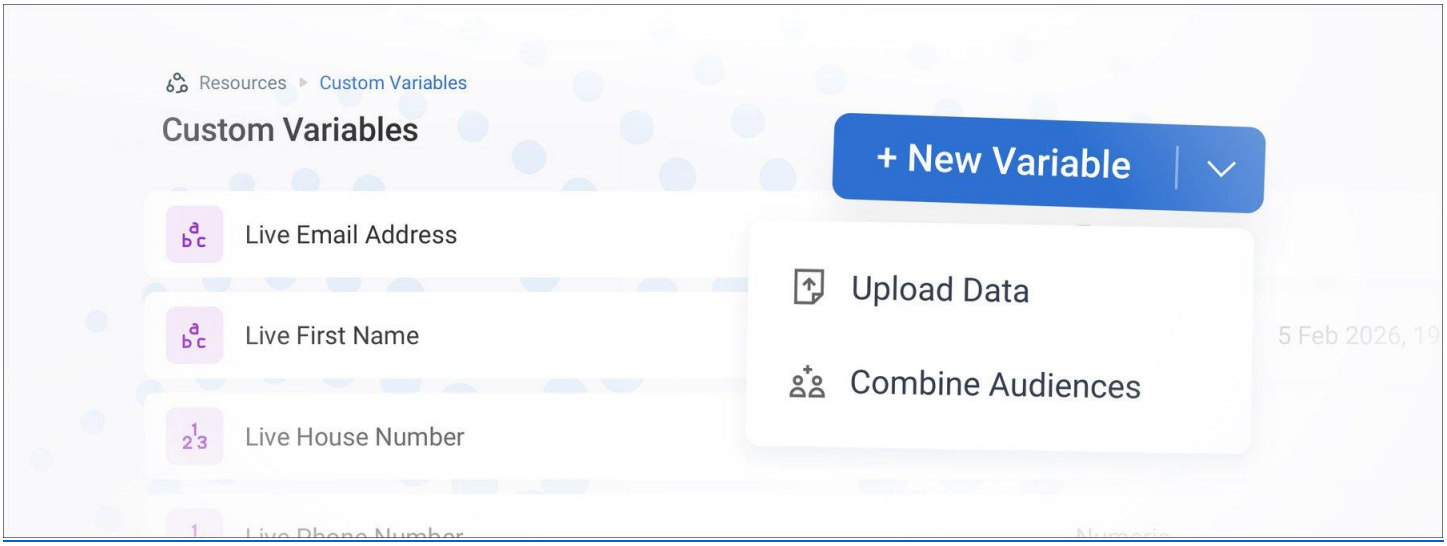
Once you've set up a scheduled export from a data grid:
• An indicator next to the Export button shows the result of the most recent run and the predicted date and time of the next one

• Orbit flags audiences with a scheduled export in your audiences list, so you can spot them without opening each one

• You can output a separate Unique Reference Number (URN) file alongside a scheduled File export

3.2 Custom variables

Custom variables are user-defined variables you build from your own data, without needing to wait for it to become part of your system build or touch the underlying system at all.



Build a custom variable in two ways:

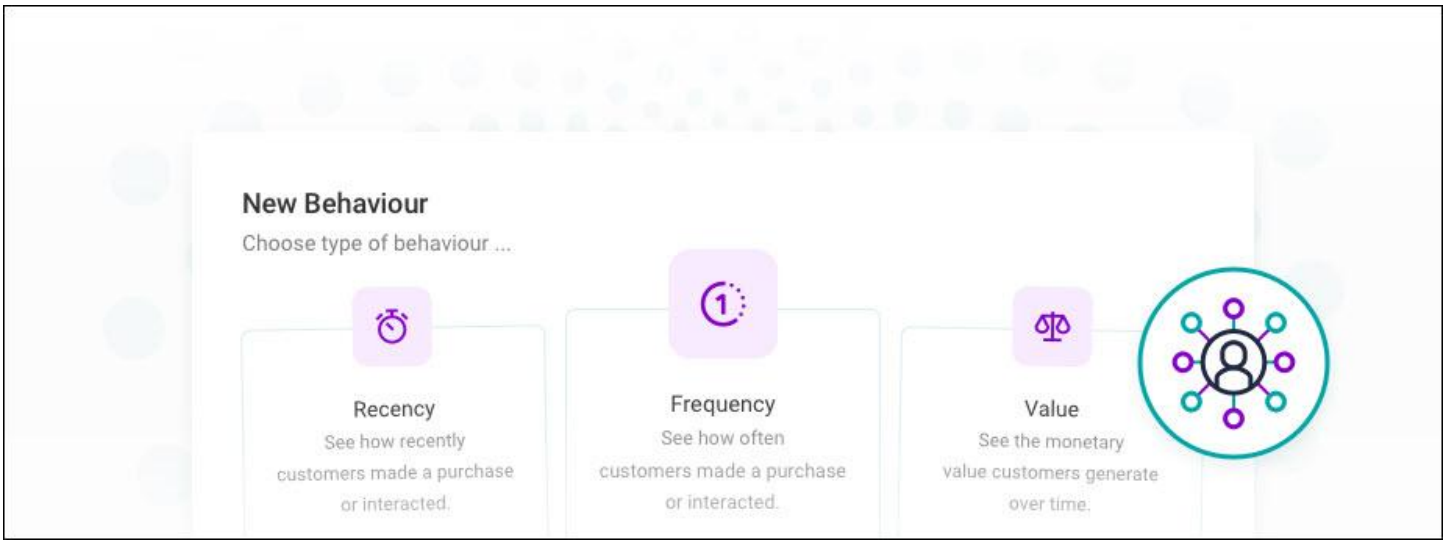
• **Upload data**: enrich your existing records with data from a CSV or TXT file, useful for data events, temporary analysis, or a feed that isn't yet part of your core system

• **Combine audiences**: group your existing audiences, variables, and behaviours into a single variable, with one category per group

Once created, a custom variable behaves like any other variable in Orbit, whether as a dimension on a dashboard tile, or a filter on an audience. Manage every custom variable from one place in Resources. Refresh it to pick up changes to the underlying data, archive it when it's no longer needed, or check who created and last edited it.

3.3 Behaviours

Behaviours give you recency, frequency, and value (RFV) statistics directly from your customer and transaction data. Orbit resolves the results on the fly, so you can start analysing transactional aggregations without the need to build audiences first.



Each behaviour targets a different aspect of customer engagement:

- **Recency** retrieves the most recent (or earliest) value of a transaction variable for each contact
- **Frequency** counts transactions per contact, optionally filtered to a specific subset
- **Value** aggregates a numeric or currency variable across transactions, such as sales or average profit

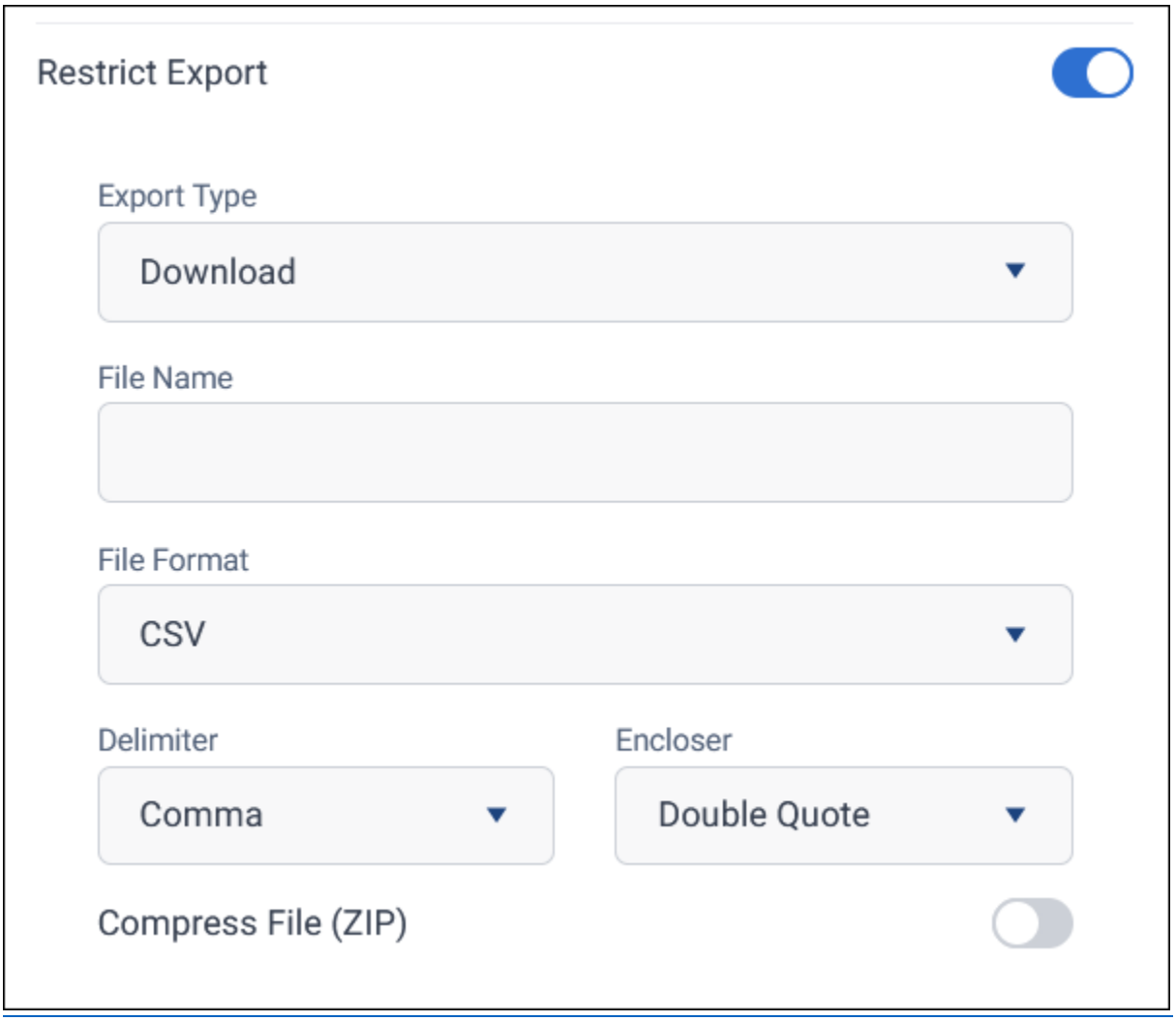
You can apply behaviours in the following locations:

- **Charts, cubes, and data grids** as dimensions or measures
- **Number tiles** as measures
- **Venn sets** to define the sets within a diagram
- **Calculated measures**: for example, year-one frequency as a proportion of lifetime frequency
- **Dashboard filters and analysis filters**: to build an interactive RFV summary view across a dashboard
- **Audience filters:** to select contacts based on recency, frequency, or value criteria; Orbit shows an RFV icon next to each clause

3.4 Export data grid tiles

Dashboard users can now take the records in a data grid tile and use them elsewhere, straight from the dashboard. Download them as a file, or send them to an FTP site.

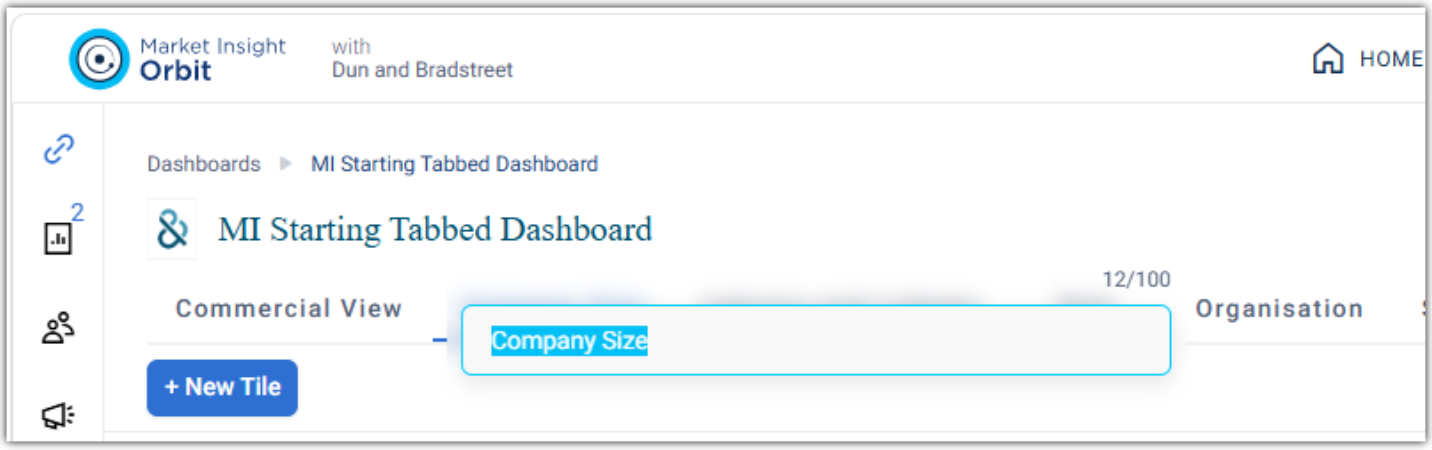
As a dashboard editor, you stay in control of your data. Restrict a tile to a single export type with the file details already set, or turn off export for that tile completely.



Exporting a data grid from an audience now works the same way as exporting a data grid tile, so there's one way to learn. Select Export from a data grid page's option menu, then download a file, or send the records to an FTP site.

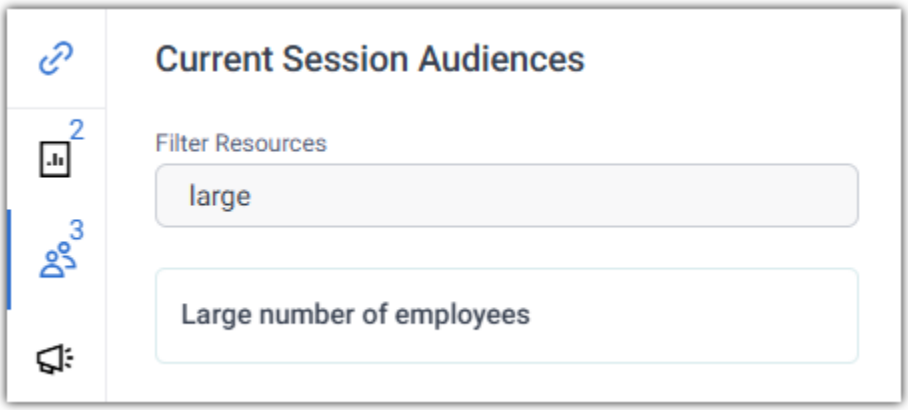
3.5 Inline renaming

You can now rename dashboards, tabs, tiles, and audience names directly in place, and via the existing rename dialog.



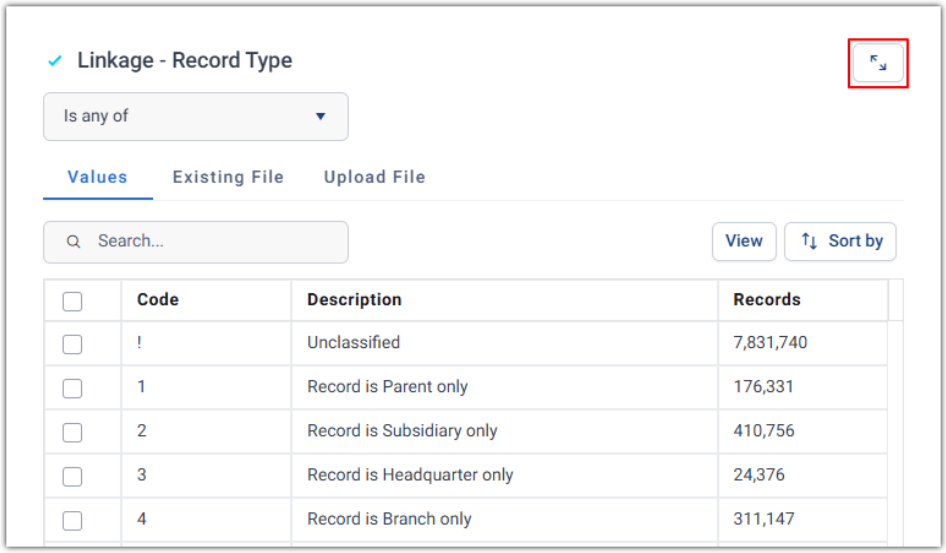
3.6 Temporary session workspace

Orbit automatically creates a temporary workspace for each session. Opening a dashboard, or audience during the session adds it to the workspace. This gives you quick navigation back to items you've viewed or edited. The workspace ends when you log out.



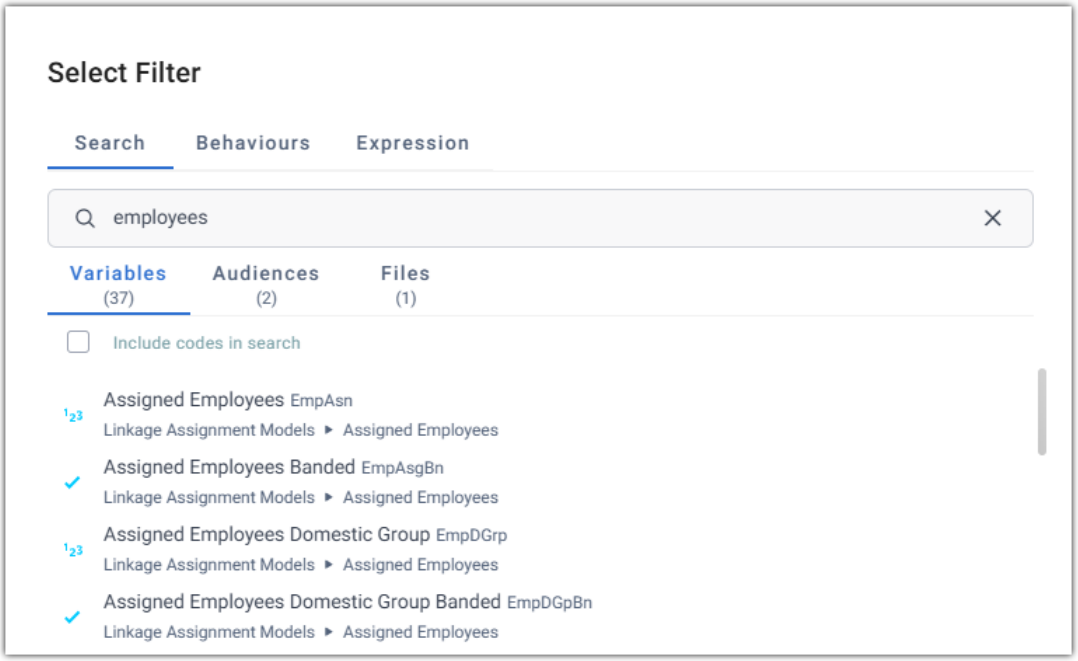
3.7 Full-screen option for Category variables

The category variable dialogue now has a full-screen option, making descriptions and codes easier to see.



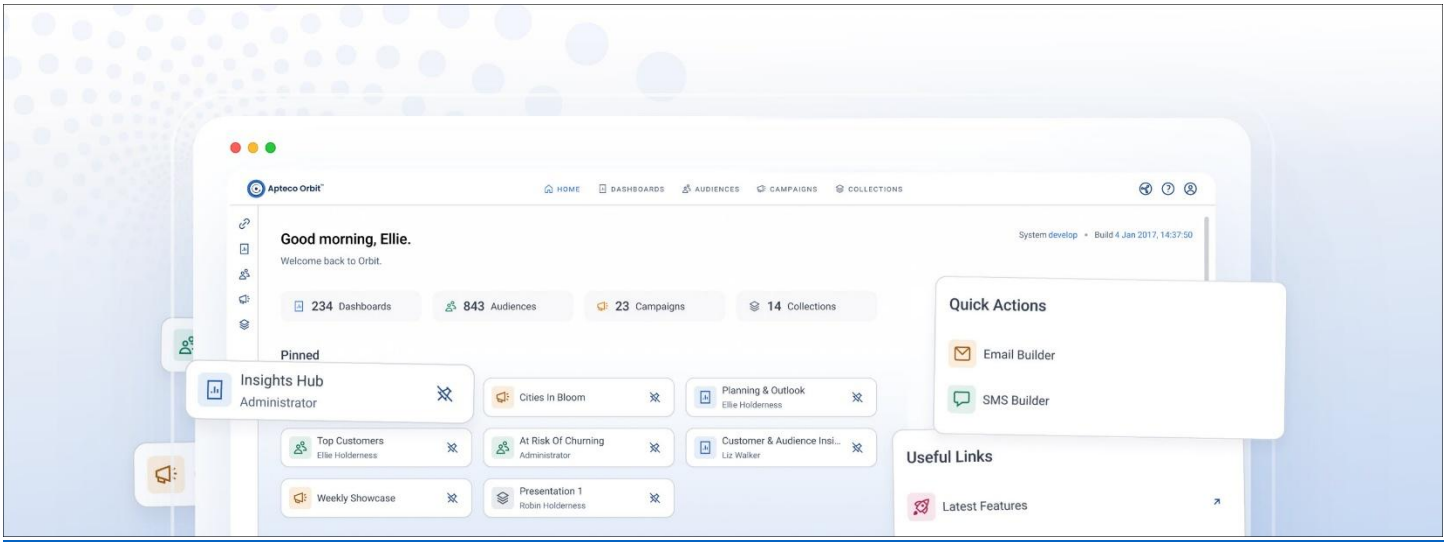
3.8 Variable location in search

Search results for a variable now display its folder path. This means you can see where it lives in your Market Insight system without needing to look it up separately.



3.9 A redesigned homepage

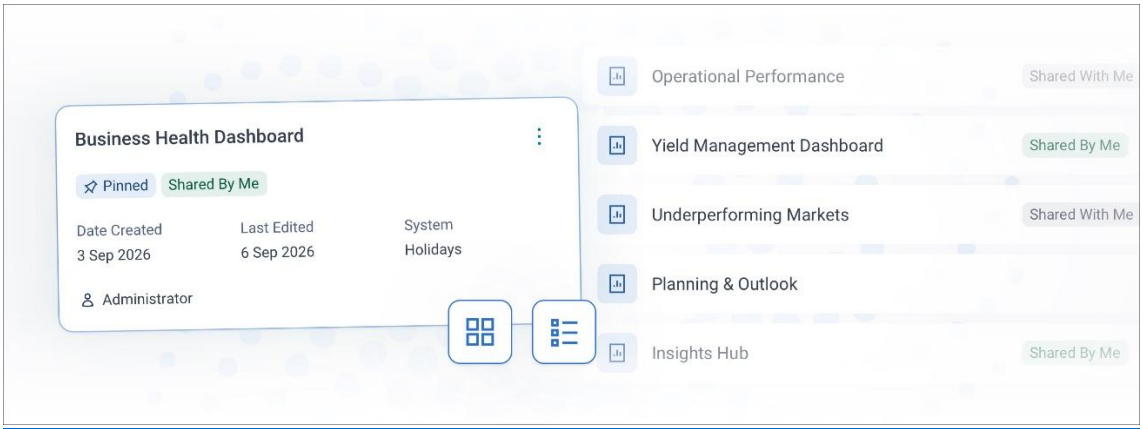
The Orbit homepage has a new, more accessible design. Higher-contrast text makes it easier to read, and everything sits on a single scrolling page that adjusts to the size of your browser window.



Pick up right where you left off. Your pinned dashboards and audiences and your recent activity sit alongside your resource counts, the latest features, and useful links. Unpin anything you no longer need straight from the homepage.

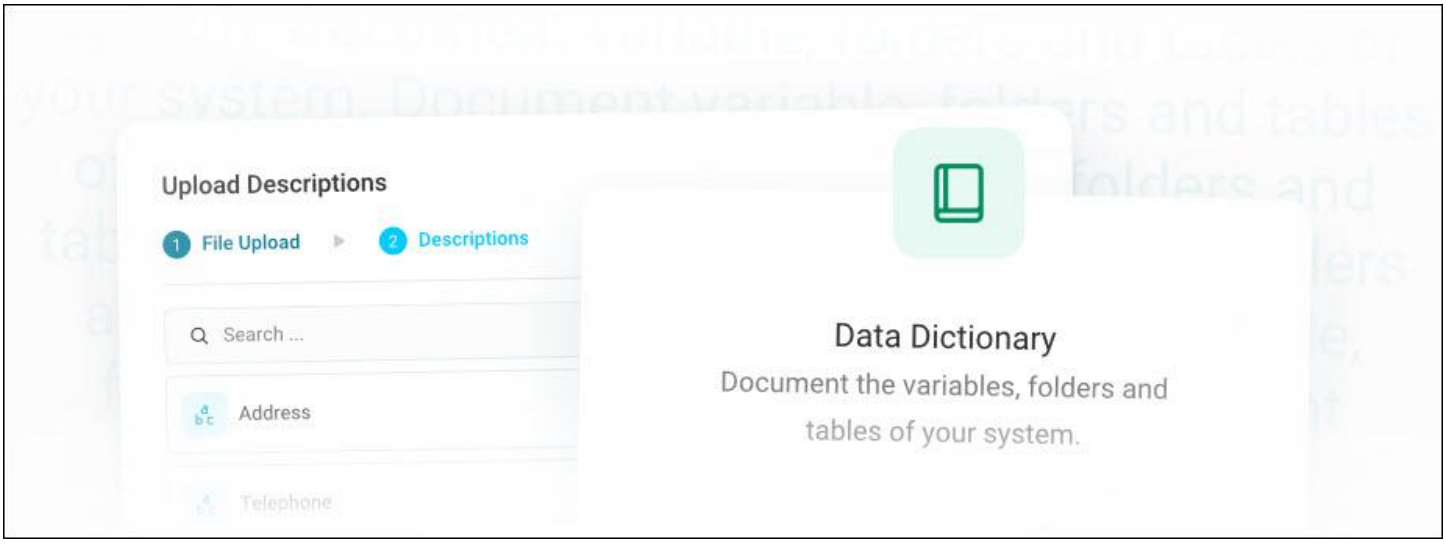
3.10 Grid and list view across Dashboards and Audiences

Dashboards and Audiences now share the same grid and list view toggle for browsing your items. Dashboards and Audiences also share search, sort, and filter controls, plus multi-select to pin, archive, or delete several items at once. Consistent controls mean less time relearning how to find your work, and multi-select saves you from repeating the same steps one item at a time.



3.11 Data dictionary

The data dictionary gives you a centralised place to document the variables, tables, and folders in your system. Clear descriptions help your team understand the exact context, formatting, and intent of the data they're analysing. Plus, your Orin AI assistant uses them too, to make better suggestions when Orin interprets your requests.



The data dictionary starts pre-populated with any existing notes recorded on your variables. From there, you can:

• Edit descriptions manually - update individual variables and tables directly in Orbit

• Search and filter entries by description status, item type, variable scope, or variable type

• Bulk update by exporting to a delimited file, editing it in a spreadsheet or text editor, and importing it back. A review step helps you check matched and unmatched items before confirming

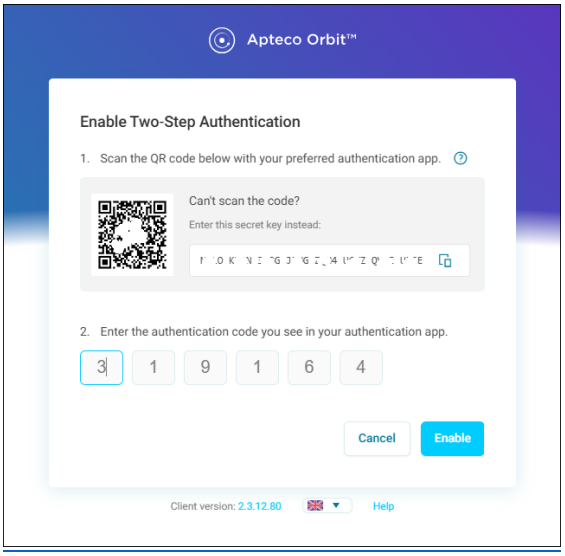
3.12 Resources

Resources is a new, dedicated area in Orbit for managing shared assets, starting with the data dictionary covered earlier. Access it from Account and settings > Resources.

More tools are coming to Resources over time, making it easier to manage your shared assets from one place.

3.13 Multi-factor authentication

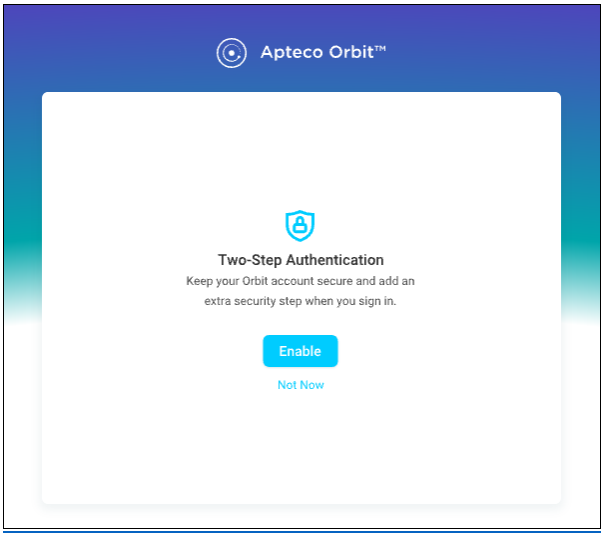
Multi-factor authentication (MFA), also known as two-step or two-factor authentication, is now available in Orbit. MFA protects your users' accounts from stolen or reused passwords by requiring a One-Time Passcode (OTP) at login, generated by an authenticator app. Even if someone compromises a password, an attacker can't access the account without the second factor.



Administrators can leave MFA as an opt-in for individual users, or enforce it across a group or the whole system. This gives you flexible control over your account security.

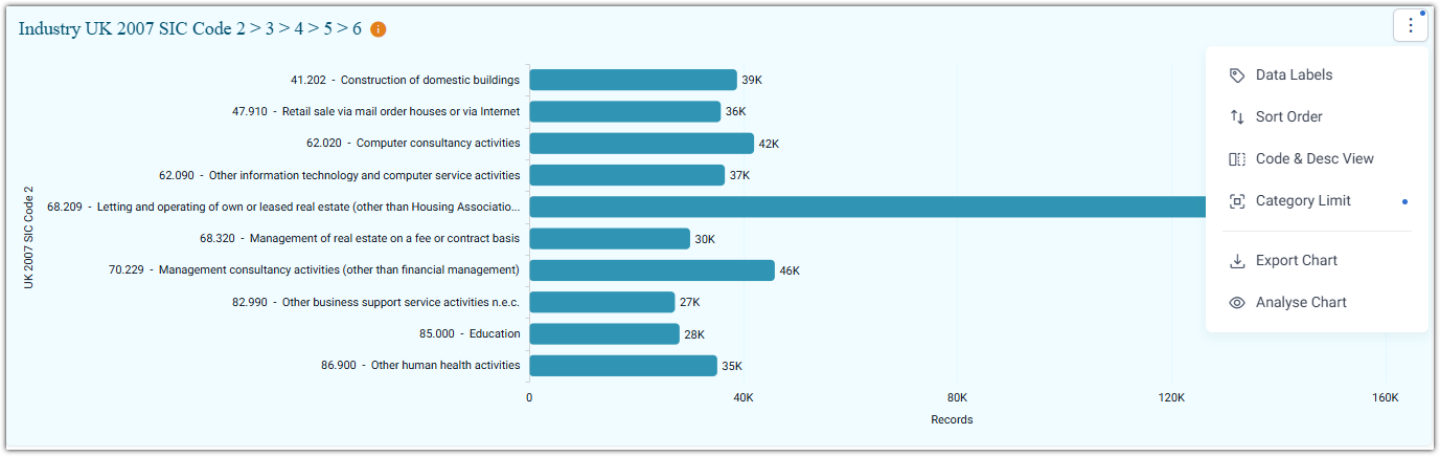
What this means for your users

Users who log in to Orbit will start seeing a prompt to set up MFA. They can set it up straight away or dismiss the reminder for 30 days.



3.14 Analyse a chart, cube, or data grid in more detail

You can now launch a full-screen, interactive version of a dashboard tile as a page in an audience workbook. This gives you deeper analysis than the dashboard view lets you do. The option is available for charts, cubes, and data grids from the tile's option menu.



Name the new audience and chart first. Existing tile filters carry over to the new page automatically. Analysing a data grid gives you access to the full range of data grid export functionality available in audience workbooks. This includes adding, removing, and reordering columns.

3.15 Orin improvements

Orin uses a newer AI model
Orin now uses gpt-5.4-mini, replacing a model that reaches end of life in 2026, so Orin stays on a supported model. You shouldn't notice a difference in its answers.

Request a dashboard summary from Orin chat
You can now ask Orin to summarise the dashboard you're viewing directly in the chat window, and from the dashboard's ⋮ menu. If you're already asking Orin about your data, you can get a summary in the same conversation instead of switching away to a menu.

4. SUPPORT

Should you have any questions or need assistance, please contact the UKCS@DNB.com team or by contacting your Customer Experience Representative.