Integrate your website

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The first step to onboard with Bluecore is to capture customer actions and attributes and purchase data through Bluecore's integrations.

Add the Bluecore Website Integration

The Bluecore Website Integration is a JavaScript snippet that lives in your website's global header or tag manager.

The location ensures that it appears on all desktop and mobile pages, including the purchase confirmation page and homepage.

The Bluecore Website Integration identifies customers by email and phone number and captures customer actions and real-time Product Catalog updates.

For more information:

- Bluecore Website Integration

Add the Bluecore Pixels

Bluecore supports two pixels, which are tiny, transparent trackers that live on your website.

The Bluecore Purchase Pixel lives on your purchase confirmation page and captures purchase data, even when a customer makes a quick exit after purchasing.

The Bluecore Purchase Pixel captures a customer's email and phone number, order ID, purchase ID, and purchase total.

The Bluecore Unsubscribe Pixel lives on your unsubscribe confirmation page and captures the customer's email address.

For more information:

- Bluecore Purchase Pixel
- Bluecore Unsubscribe Pixel

What's next

Import historical data. Do a one-time historical data import to start training Bluecore's machine learning models.

Getting started guide: Technical onboarding	
Integrate your website	**Up next:** Import historical data