Import historical data

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Bluecore requires a one-time import of historical information, which is used to train Bluecore's machine learning models, such as product affinity and next best purchase, and sets up the foundation of your customer base.

Your Bluecore Project Manager will give you instructions on how to send these files into Bluecore via a data feed.

The following lesson highlights each file type needed.

Email address opt-ins and unsubscribes

Bluecore needs email addresses that have both opted-in and unsubscribed to your email marketing campaigns.

The opt-in file must contain the customers' email addresses with the date of their last email open and link clicked in the last 365 days.

The unsubscribe file only needs to contain the customers' email addresses.

For more information:

- Data import overview

- Email subscriber list

- Setup data ingestion: Email eligibility

Phone number opt-ins

> ⓘ The phone number data is only required if you are using Bluecore for SMS/MMS campaigns.

If you are using Bluecore for SMS/MMS campaigns, you must submit a file that contains the email address and the associated phone number.

For more information:

- Data import overview

- Marketing SMS/MMS list

Purchase history

Bluecore requires seven to 10 years of historical purchase history which includes the order ID, customer ID, purchase date, purchase total, and how the purchase was made (online, call center, in store, etc.).

For more information:

- Data import overview

- Purchase data

- Setup data ingestion: Customer purchases

What's next

Set up ongoing data ingestion. Set up ongoing data feeds to make sure that Bluecore's data is always up-to-date.

Getting started guide: Technical onboarding	
Import historical data	**Up next:** Set up ongoing data ingestion