

Set up ongoing data ingestion

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Much of your data will be kept up-to-date after the historical ingestions because of the Bluecore Website Integration and the Pixels on your website.

If you use an email service provider (ESP) other than Bluecore, or use a third party to manage your inventory, you may need to send files via SFTP or other methods to keep Bluecore's eligibility, customer attributes, and other data fresh.

Email address opt-ins and unsubscribes

If you use a third-party ESP, you must provide Bluecore files containing email opt-ins and unsubscribes.

These files can be SFTP'd into Bluecore at least once per day.

Unsubscribes done through Bluecore emails will be tracked automatically.

For more information:

- [Email eligibility data ingestion](#)

Email appends

If you use a third-party ESP, Bluecore requires adding email appends to the email URLs, which help Bluecore identify customers and their behaviors.

For more information:

- [Email appends](#)

Purchase data

If you allow purchases in other places than on your website, such as in a mobile app or in store, you must provide Bluecore with files containing purchase data from non-website sources.

For more information:

- [Purchase data](#)

Product data

If certain product details aren't available on your website, you must provide Bluecore with files containing product data.

For more information:

- [Product Catalog](#)

Getting started guide: Technical onboarding

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[Import historical data](#)

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