User management

04/07/2026 10:09 am EDT

Managing Bluecore users

To manage users on your Bluecore account, navigate to Account , then User Management. A list of users and their permission levels will appear.

Add a user with SSO

To add a new user if you have SSO enabled, perform the following steps:

1. Click **Add New User**. The Add New User screen will appear.
2. In the Auth. Management Provider drop-down, click **Company SSO.**
3. Enter the user's email address. The email address of the user must match with a valid email address in your SSO information.
4. Enter the user's first and last name.

1. Navigate to **Account** > Namespace Access & User Roles, click the three dots, then click **Edit Roles.**
2. Add the roles the new user should have. See permissions for more information on the roles.
3. Click **Save and Create User** to finish adding the user to Bluecore.

Add a user without SSO

If the user does not have SSO enabled, they will need to set up multi-factor authentication.

To add a new user if you do not have SSO enabled, performing the following steps:

1. Click **Add New User.** The Add New User screen will appear.
2. Under Auth. Management Provider, ensure it says Bluecore.
3. Enter the user's email address, first name and last name.
4. Under Namespace Access & User Roles, click Actions, then click **Edit Roles** to add what roles the new user should have. See permissions below for more information on what the roles add.
5. Click **Save and Create User** to finish adding the user to Bluecore.

Delete user

If you have SSO enabled, deleting the user in your SSO will also remove their access from Bluecore.

If you do not have SSO enabled, you can do it within the User Management page.

1. Navigate to Account > User Management
2. Click, where you can edit or delete the user, or reset their password.
3. Click **Delete User**
4. Click **Delete**

Permissions

Admins users can add any of the following permissions to each user:

- Viewer
  - A view-only permission into the Bluecore user interface.
- Data Manager
  - All viewer permissions and the ability to import all data types.
- Audience Campaign Author
  - All viewer permissions, and the ability to create, edit, and export audiences.
- Communicate Campaign Author
  - All viewer and audience manager permissions, and the ability to create and edit email templates, widgets, and campaigns.
- Site Campaign Author
  - All viewer and audience manager permissions, and the ability to create and edit on-site campaigns.
- Advertise Campaign Author
  - All viewer and audience manager permissions, and the ability to create and edit Facebook, Google, and custom media integration syncs.
- Developer
  - Access to create and manage API keys and view only permissions into the Bluecore user interface.
- Client Admin
  - All permissions, and the ability to add or remove users, and install and configure integrations.

> All roles are inclusive-only, meaning adding multiple roles will only add permissions, not remove them.

	View BC UI	Import all data types	Create/Edit Audiences	Create/Edit Communicate	Create/Edit Site	Create/Edit Advertise	Create/Edit API Keys
Viewer	Yes	No	No	No	No	No	No
Data Manager	Yes	Yes	No	No	No	No	No
Audience Campaign Author	Yes	No	Yes	No	No	No	No
Communicate Campaign Author	Yes	No	Yes	Yes	No	No	No
Site Campaign Author	Yes	No	Yes	No	Yes	No	No
Advertise Campaign Author	Yes	No	Yes	No	No	Yes	No
Developer	Yes	No	No	No	No	No	Yes
Client Admin	Yes	Yes	Yes	Yes	Yes	Yes	Yes

> Only a Client Admin has the ability to to add or remove users.