Overview of self-serve export data

09/19/2025 4:37 pm EDT

> ⚠️ The Eligibility Status event is temporarily unavailable. As of September 17, 2025, you can't create new export jobs for this event.
>
> This page and the release notes will be updated when this option is restored.
>
> To receive email updates about this change and when other new features are released, sign in and click the **Subscribe** button on the release notes page.

Bluecore's email service provider (ESP) and email eligibility data can be exported to inform strategic decisions around channel spend, campaign engagement, performance, audience, and marketing eligibility.

You can use the data to keep your system of record up-to-date for compliance, or import it into other third-party applications.

For information on creating and managing jobs, see how to export data.

ESP events

The following events are only available if using SendGrid:
- Deliver
- Hard bounce
- Deferred
- Dropped
- Spam report
- Soft bounce

The following table outlines which fields are available in which ESP export.

Fields marked as optional can be added to the export if needed. Adding these fields may create large file sizes, so Bluecore recommends modifying the cadence to a smaller timeframe, using compression, or splitting files by day.

Field name	Open	Click	Send, deliver, and hard bounce	Deferred, dropped, spam report, and soft bounce
email	Yes	Yes	Yes	Yes
event	Yes	Yes	Yes	Yes
event_time	Yes	Yes	Yes	Yes
unique_key	Yes	Yes	Yes	Yes

Field name	Open	Click	Send, deliver, and hard bounce	Deferred, dropped, spam report, and soft bounce
updated_at	Yes	Yes	Yes	Yes
device_type	Yes	Yes	No	Yes
user_agent	Yes	Yes	No	Yes
campaign_id	Yes	Yes	Yes	Yes
campaign_name	Yes	Yes	Yes	Yes
campaign_classification	Yes	Yes	Yes	Yes
audience_id	Yes	Yes	Yes	Yes
subject_line	Yes	Yes	Yes	Yes
campaign_run_id	Optional	Optional	Optional	Optional
Campaign_run_time	Optional	Optional	Optional	Optional
variant_id	Optional	Optional	Optional	Optional
tracking_params	Optional	Optional	Optional	Optional
nqe	Yes	Yes	Yes	Yes
click_url	No	Yes	No	No
reason	No	No	No	Yes
is_bot_click	No	Optional	No	No

ESP event descriptions

The following table outlines the ESP event fields and their definition.

Field name	Type	Description	Nullable	Data origin
email	String	The customer's email	No	Bluecore
event	String	The event name	No	Bluecore
event_time	Date-time	The date-time when Bluecore was informed about the event, in UTC	No	Bluecore

Field name	Type	Description	Nullable	Data origin
unique_key	String	Alphanumeric primary unique id. Prevents accidental data duplication during data transformations.	No	Bluecore
updated_at	Date-time	When the data was last updated in Bluecore's data warehouse, in UTC	No	Bluecore
device_type	String	The device the customer used when the event occurred.	Yes	Bluecore
user_agent	String	The customer's user agent string.	Yes	Bluecore
campaign_id	Integer	The campaign's unique ID	No	Bluecore
campaign_name	String	The name of the campaign	No	Client
campaign_classification	Enum	The campaign's classification. Valid values: • Batch • Promotional	No	Client
audience_id	Integer	The audience's unique ID	No	Bluecore
subject_line	String	The campaign's subject line	No	Client
campaign_run_id	String	The campaign's alphanumeric unique run ID.	No	Bluecore
campaign_run_time	Date-time	The date-time when the campaign ran.	No	Bluecore
variant_ID	String	The A/B variant, if applicable	Yes	Bluecore
tracking_params	String	JSON-formatted list of all the campaign's tracking parameters	Yes	Client
nqe	String	The email's unique ID. Two records with the same NQE refer to the same email.	No	Bluecore
click_url	String	The URL that the customer clicked	Yes	Client
reason	String	Why the event occurred.	No	Bluecore

Eligibility Status events

You can export the following eligibility reports:

- Eligibility status
    - Includes opt-in, unsubscribe, and known statuses
- Opt-in events
- Unsubscribe events

Field name	Opt-in and unsubscribe	Eligibility status (Includes opt-in, unsubscribe, and known)
email	Yes	Yes
email_status	No	Yes
event	Yes	No
source	Yes	Yes
reason	Yes	Yes
created	Yes	Yes
unique_key	Yes	No
dbt_updated_at	Yes	No

Eligibility descriptions

You can export the following eligibility reports:
- Full list status:
    - Opted-in
    - Unsubscribed
    - Known
- Opt-in events
- Unsubscribe events

The following fields are available for all eligibility events.

Field name	Type	Description	Nullable	Data origin
email	String	The customer's email.	No	Bluecore
email_status	String	The email eligibility status. Only appears on the current eligibility status.Valid values: • `ELIGIBILITY_STATUS_UNSUBSCRIBED` • `ELIGIBILITY_STATUS_SUBSCRIBED` • `NULL`	Yes	Bluecore
event	String	The name of the event. Valid values: • Optin • Unsubscribe	Yes	Bluecore

Field name	Type	Description	Nullable	Data origin
source	String	The source of the eligibility event.	Yes	Bluecore
reason	String	Why the event occurred.	Yes	Bluecore
created	Date-time	The date and time the eligibility event happened, in UTC	No	Bluecore
unique_key	String	Alphanumeric primary unique id. Prevents accidental data duplication during data transformations	Yes	Bluecore
dbt_updated_at	Date-time	The timestamp of when the record was last modified, in UTC.	No	Bluecore

Opt-in source reasons

Some files contain a source as to how the customer opted in. The following sources are:
- Bluecore_capture
  - The customer opted in through a Site capture campaign.
- External
  - The customer's opt-in request was added via the Events API or a managed feed.
- Integration
  - The customer's opt-in request was captured using the Bluecore Website Integration.

Unsubscribe reasons

Some files contain a reason as to why the customer unsubscribed. The following reasons are:
- Bluecore_email
  - The customer unsubscribed by clicking a link in a Bluecore email.
- Bluecore_id_conflict
  - The customer was unsubscribed due to customer identity reconciliation issues.
- External
  - The customer's unsubscribe request was loaded into Bluecore through a managed feed.
- Manual
  - The customer was unsubscribed in the Unsubscribe page in Bluecore.
- Bounce_events
  - The customer was automatically unsubscribed due to the bounce threshold.