Advertise best practices

Leverage Bluecore's first-party data, such as customer behaviors, attributes, purchase information, and product data to build highly targeted customer segments across other platforms, saving time on audience generation and campaign targeting.

In this article, you will learn how to:
- Build high-performing audiences tailored to your campaign types.
- Sync your audiences for the best
- Extend successful campaigns to reach wider audiences.
- Improve underperforming campaigns.

Each recommendation can be used in audience filters. Click here to learn more about how to filter for each recommendation.

Audience sync recommendations

The frequency of your audience syncs depends on which type of audience you are targeting.

For example, if the audience uses customer behaviors, such as added to cart or purchase events, syncing daily can help you keep your audience the most up to date.

For other filters that don't update as often, such as the predicted customer lifetime value (PCLV), you can opt to sync these audiences less frequently, such as once a month.

Campaign recommendations

Lookalike audience campaigns

Some integrations, like Facebook, Google Ads, and TikTok use lookalike audiences, take the Blucore audience and target similar customers in their network based on interests, demographics, and other data points.

Lookalike campaigns focus on acquiring new customers that look like your best existing customers.
- For general branding campaigns, create an audience in the top 20% PCLV.
- For product launches or promotions, create an audience with very high or high category preference.

Bluecore recommends using an audience size between 1,000 to 5,000, and only using this audience as a lookalike source.

Product launch or promotion

Target customers who have a preference to the product or brand by creating an audience that has:
- A high or very high category preference for the product or brand.
- Not purchased the product or brand recently (if it is purchased infrequently, like a mattress or refrigerator). Use customer behaviors to filter them out.

Post-purchase or cross-sell

Customers who purchase one product may be more likely to purchase a related product, such as a customer who purchased a laptop later buying a mouse.

To reach these customers, create audience that targets customers who:
- Have the following customer behaviors:
  - Purchased the initial product in the last seven days.
  - Did not purchase the cross-sell product in the last seven days.
- Have a high or very high category preference for the cross-sell product.

Reactivation or winback

Before they become lost buyers, create an audience of at-risk customers who:
- Moved to at-risk in the past seven days in the lifecycle stage.
- Are high value customers in the PCLV filter.
- Have a high or very high category preference.

Additional campaign tips

Improve ROI

Customers with a higher predicted PCLV may spend more on campaigns than customers with a lower PCLV. Filtering out the lower-spending customers will focus on a smaller customer base who should spend more.
<3>Separate customers by discount preferences

Use the discount product preferences to segment your audience into discount customers and full price customers.

Offer different discount codes to each group of customers, or do a pre-sale event for full price buyers and exclude recent customers from the sales event campaign.

Increase the reach of well-performing campaigns

Campaigns that perform well for a small audience may be successful for a larger audience. To increase the reach, lower the preference level to add more customers.

Hone in on high affinity customers for underperforming campaigns

Campaigns that are too broad may not perform well. Increase the category preference to target very high or high preference customers, and focus on the customers with a high PCLV.