

Preparing for transactional campaigns

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Transactional campaigns facilitate a previous transaction or update a customer about an ongoing transaction or relationship.

Transactional campaigns include:

- Welcome messages
- Account notifications
- Order confirmations
- Password resets
- Shipping confirmations
- Loyalty status updates

The Transactional API allows you to send customer and transaction information directly from your customer relationship management (CRM) system into the campaigns, such as order numbers, transaction date.

If you want to build the transactional campaign yourself, follow the guide to create [email](#) or [SMS/MMS](#) campaigns. Bluecore's Campaign Services team can also build and test the campaign instead. To begin this process, talk to your Customer Success Manager.

This article will outline what is necessary before you have a transactional campaign built by Bluecore's Campaign Services team:

Deliverability

Before launching a new transactional campaign, we require the daily send volume of each current transactional campaign, to avoid email deferrals when the Bluecore campaign is live.

Similar to an IP warm-up process, the domain that will be used for sending transactional messages must also be warmed-up if a higher volume is expected to protect the IP reputation. Provide an estimated volume per day count to Bluecore to determine if a warm-up is necessary.

If the campaign will be launching before a holiday, you should also provide the typical holiday volume increase, in case another ramp is needed.

Copy

Bluecore needs the copy of the email to be used for every transactional email. For example, in a password reset campaign, it might be something like "Forgot your password? Click the link to reset your password."

This information will usually be added to a campaign specification document, provided by Bluecore.

Creatives

You will also need to provide the images used in the transactional email, either separately via links, or uploaded in your Namespace's asset management.

Payload

The payload is a JSON snippet that includes all the dynamic data used in the transactional campaign. It would include parameters such as:

- First name
- Last name
- Billing address
- Coupon code
- Order total

The payload will contain fake, example information so Bluecore engineers can accurately map it to the campaign. Please be sure that the parameter names used in the API call match the parameter names used in the payload.

An example of payload information is below:

```
"email_giftcards": null,

"order_summary": {

"order_pricing": {

"currency_iso": "EUR",

"shipping_amount": 0.00,

"shipping_tax_amount": 0.00,

"sub_total_amount": 0.00,

"tax_amount": 0.00,

"gift_card_amount": 0,

"discount_amount": 0.00,

"discount_amount_with_tax": 0,

"discounted_total_amount": 0.00,

"adjustment_amount": 0.00,

"credits_amount": 0.00,

"refund_total_amount": 0,

"total_return_amount": 0.00,

"exchange_credit_amount": 0.00,

"total_exchange_amount": 0,

"customer_total_amount": 0.00

},

"vat_percent": 21,

"billing_address": {
```

```
"first_name": "Testyr",  
  
"last_name": "Lastone",  
  
"email": "test123@gmail.com",  
  
"company_name": null,  
  
"phone_number": "1234567890",  
  
"address_line1": "Address",  
  
"address_line2": "",  
  
"address_line3": "",  
  
"city": "City",  
  
"state": "",  
  
"country": "BE",  
  
"postal_code": "41123",  
  
"address_type": "NORMAL"  
  
}  
  
,  
  
"customer": {  
  
"first_name": "llama",  
  
"last_name": "dolphin",  
  
"email": "email123@gmail.com",  
  
"type": "registered",  
  
"id": "228972893989272983dhhd839_89d8d",  
  
"flx_id": "92229393828827",  
  
"created_at": "2024-04-11T21:27:10.814Z"
```

Testing

Bluecore QA engineers will test the transactional campaign before it goes live, using the payload information provided during setup. If you or your IT team also want to test the campaign, communicate with your Customer Success Manager to get the necessary information.
