Setup and troubleshoot Customer Analytics

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In order to use the Customer Analytics reports, Bluecore recommends sharing at least two years of purchase history, and strongly recommends more than two years of purchase history for the most accurate results.

For example, if you provide four years of data, a customer that purchased once in year one then purchased again in year four would appear as a reactivated customer. If you provide two years of data, Bluecore would not know about that customer's first purchase, and classify that customer as new.

Ongoing data capture

Data can be captured on an ongoing basis in a few different ways:

- Near real-time capture using the Bluecore Purchase Pixel for online purchase data.
- Managed product feeds for offline purchase data.
- Manual imports for purchase data that isn't collected through the Bluecore Purchase Pixel or a managed feed.

Contact your Customer Success Manager if you need to set up a managed product feed.

Troubleshooting

Once the data has finished importing, you may notice some issues with your data.

At any time if you are unable to resolve the issue, you can reach out to the Customer Support team by emailing support@bluecore.com.

Gaps with no data

If your purchase data has unexpected gaps or looks incomplete, the import did not have data in the dates that are missing. Import purchase data for those dates.

You can manually import the missing data to complete the table.

Unexpected spikes or drops in data

Both unexpected spikes or drops in your data may indicate that the purchase data imported used the same created date.

Contact the Customer Support team to remove the data, and modify the incorrect dates before importing the data again.

Data is too low, or not as expected

If your data doesn’t have any gaps or unexpected spikes but still doesn’t look as you would expect, it may not reflect all of your purchase data sources.

Bluecore can collect online purchase data using the Bluecore Purchase Pixel, but purchases made offline must be ingested through a managed product feed.

Contact your Customer Success Manager to set up a managed product feed.