

Shopify webhooks

11/05/2025 1:09 pm EST

Bluecore's integration with Shopify webhooks allows you to capture a comprehensive view of your customers' actions, like customer opt in and unsubscribes, and Shopify storefront updates, like new product additions, that you can later use in your Bluecore campaigns.

Bluecore recommends enabling all Shopify webhooks. Continue to use your company's comprehensive [data feeds](#) and near real-time updates from the [Bluecore Website Integration](#), the [Purchase Pixel](#), and the [Unsubscribe Pixel](#).

By combining Bluecore's data feeds and near real-time updates and Shopify webhooks, you can create a more complete picture of your customers' behavior and product catalog updates. This enables you to deliver timely, accurate, and personalized campaigns.

The following table outlines which Bluecore events are triggered by Shopify webhooks. Multiple Bluecore events may be created from the same Shopify webhook.

Bluecore Event	Shopify Webhook
New customer identified	<code>Customers/create</code>
Customer opt-in	<code>customers_email_marketing_consent/update</code>
Customer unsubscribed	<code>customers_email_marketing_consent/update</code>
Customer profile updated	<code>Customers/update</code>
Purchase made	<code>Orders/paid</code>
New product added	<code>Products/create</code>
Product updated	<code>Products/update</code>
Product out of stock	<code>Products/update</code>

New Customer Identified

New customers are identified in Bluecore once a customer inputs their email address, such as during checkout or creating an account.

You must have the `customers/create` webhook enabled to use this feature.

Example of data sent to Bluecore:

```
{
  "event": "identify",
  "properties": {
    "email": "alice@gmail.com",
    "distinct_id": "7251775422563",
    "token": "bluecore_store",
    "event_source": "shopify_app",
    "customer": {
      "email": "alice@gmail.com",
      "distinct_id": "7251775422563",
      "shopify_customer_id": 7251775422563,
      "verified_email": true,
      "state": "disabled",
      "token": "bluecore_store",
      "event_source": "shopify_app",
      "orders_count": 0,
      "total_spent": "0.00",
      "shopify_customer_tags": "newsletter",
      "city": None,
      "province": None,
      "country": "United States",
      "zip": None,
      "name": "",
      "province_code": None,
      "country_code": "US",
      "country_name": "United States",
      "email_marketing_consent_state": "subscribed",
      "email_marketing_consent_opt_in_level": "single_opt_in",
      "email_marketing_consent_updated_at": "2024-07-30 10:59:48"
    }
  }
}
```

Customer opt-in

At any time, customers can choose to opt-in to receive marketing communications from your brand, from updating their email preferences in a preference center to checking a box during checkout.

You must have the `customers_email_marketing_consent/update` webhook enabled to use this feature.

Customers unsubscribed

Customers may update their subscription preferences at any time and choose to unsubscribe from receiving marketing emails. Deleting or disabling customer accounts will also unsubscribe them.

You must have the `customers_email_marketing_consent/update` webhook enabled to use this feature.

Purchase made

Once a customer completes their purchase on the Shopify storefront by paying for it, the transaction is complete, and Bluecore will receive information about that purchase.

You must have the `orders/paid` webhook enabled to use this feature.

The following is an example of data sent to Bluecore. The `"financial_status": "paid"` indicates the customer completed their purchase.

```
{
  "event": "purchase",
  "properties": {
    "order_id": "5786712866915",
    "total_order_discounts": "0.00",
    "total_tip_received": "0.00",
    "email": "alice@gmail.com",
    "distinct_id": "7251835879523",
    "products": [
      {
        "id": "40209995628643"
      }
    ],
    "total": "0.00",
    "subtotal_price": 0.0,
    "financial_status": "paid",
    "confirmed": true,
    "source_identifier": "03659fa3b0c2f724eb0bc6a749c7a6fb",
    "customer_locale": "en-US",
    "browser_ip": "2601:3ca:203:4950:d852:1f09:5073:ce0b",
    "order_status_url": "https://www.bluecorestore.com/29928226916/orders/1a2e59c8461bb292c7e5d3d85f966f8b",
    "currency": "USD",
    "shipping_price": 0.0,
    "shipping_discounted_price": 0.0,
    "token": "bluecore_store",
    "event_source": "shopify_app",
    "product_quantities": [
      {
        "id": "40209995628643",
        "quantity": 1
      }
    ],
    "created_override": 1722341291.0,
    "shopify_order_tags": "",
    "source_name": "web"
  }
}
```

New product added

If the Shopify storefront manager adds a new product to the Shopify storefront, Bluecore receives information about the new product and adds it to the product catalog.

You must have the `products/create` webhook enabled to use this feature.

The following is an example of data sent to Bluecore:

```
{
  "event": "patch",
  "properties": {
    "distinct_id": "4303617",
    "token": "bluecore_store",
    "event_source": "shopify_app",
    "products": [
      {
        "id": "40839079067781",
        "master_id": "7046198755461",
        "master_name": "TEAPOT",
        "name": "SMALL TEAPOT",
        "vendor": "Bluecore Store",
        "type": "",
        "handle": "teapot-small",
        "shopify_product_tags": "price_$50-$100",
        "description": "",
        "price": 79.95,
        "compare_at_price": 79.95,
        "inventory": 0,
        "image_id": "None",
        "url": "https://bluecorestore.myshopify.com/products/teapot?variant=40839079067781",
        "original_price": 79.95,
        "on_sale": false,
        "out_of_stock": true,
        "image": "",
        "attr_color": "MULTI",
        "attr_size": "SMALL",
        "attr_color_code": "918"
      }
    ]
  }
}
```

Product updated

Products that are updated in Shopify will update the product catalog in Bluecore.

You must have the `products/update` webhook enabled to use this feature.

The following is an example of data sent to Bluecore:

```
{
  "event": "patch",
  "properties": {
    "distinct_id": "4303617",
    "token": "bluecore_store",
    "event_source": "shopify_app",
    "products": [
      {
        "id": "41272920670307",
        "master_id": "7175611088995",
        "master_name": "TEAPOT",
        "name": "Teapot",
        "vendor": "Bluecore Store",
        "type": "Sample",
        "handle": "teapot-small",
        "shopify_product_tags": "",
        "description": "Small teapot",
        "price": 79.95,
        "compare_at_price": 0.0,
        "option3": "None",
        "inventory": 0,
        "image_id": "None",
        "url": "https://bluecorestore.myshopify.com/products/teapot?variant=40839079067781",
        "original_price": 79.95,
        "on_sale": false,
        "out_of_stock": true,
        "image": "https://cdn.shopify.com/s/files/1/0299/2822/6915/files/teapot_9ed8c997-55e3-46db-b179-4452bd770ff6.png?v=1715189677",
        "attr_title": "Default Title"
      }
    ]
  }
}
```

Product out of stock

Shopify keeps track of product inventory levels, and will send out an update if the product is out of stock.

You must have the `products/update` webhook enabled to use this feature.

Example of data sent to Bluecore. The `"out_of_stock": True` indicates the product is out of stock.

```
{
  "event": "patch",
  "properties": {
    "distinct_id": "4303617",
    "token": "bluecore_store",
    "event_source": "shopify_app",
    "products": [
      {
        "id": "41272920670307",
        "master_id": "7175611088995",
        "master_name": "TEAPOT",
        "name": "SMALL TEAPOT",
        "vendor": "Bluecore Store",
        "type": "Sample",
        "handle": "small-teapot",
        "shopify_product_tags": "",
        "description": "Small teapot",
        "price": 79.95,
        "compare_at_price": 0.0,
        "option3": "None",
        "inventory": 0,
        "image_id": "None",
        "url": "https://bluecorestore.myshopify.com/products/teapot?variant=40839079067781",
        "original_price": 79.95,
        "on_sale": false,
        "out_of_stock": true,
        "image": "https://cdn.shopify.com/s/files/1/0299/2822/6915/files/teapot_9ed8c997-55e3-46db-b179-4452bd770ff6.png?v=1715189677",
        "attr_title": "Default Title"
      }
    ]
  }
}
```