

Data Types Overview

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If you need to do a one-time data import of customers who signed up for a sweepstakes or replenish your coupon bank, Bluecore offers the ability to import updates in the product, either via CSV or SFTP.

You can import the following types of data:

- Customer
- Product
- Purchase
- Coupons
- Unsubscribes
- Opt-ins
- Opaque identifiers
- Email list

For more information on data hygiene and how to import data, see the[guide on how to import data](#).

Data Types

The following data types can be imported into Bluecore:

Data Type	Description	Required Columns	Example File Name
Customer Data	Contains customer email addresses and related attributes, such as gender or zip code.Useful for providing deeper segmentation that can't be captured through your website.	email	mycompany_customerdata_2016-02-03.csv
Product Data	Contains product ids and related attributes, such as subcategory.Can be used to supplement product information not available for Bluecore to capture.	id	mycompany_productdata_2016-02-03.csv

Data Type	Description	Required Columns	Example File Name
Unsubscribe Data	Consists of customer email addresses that have unsubscribed. This is referenced to determine email eligibility prior to deploying email campaigns.	email	mycompany_unsubscribes_2016-02-03.csv
Opt-in Data	Consists of customer email addresses that have opted-in to email campaigns. This is referenced to determine email eligibility prior to deploying email campaigns.	email	mycompany_optins_2016-02-03.csv
Purchase Data	Consists of purchase data including the product ID and additional product attributes.	order_id email created total (number format without commas and currency symbol) products (separated by a pipe character)	mycompany_purchasedata_2020-02-04.csv
Coupon Data	Consists of groupings of unique coupon or promotional codes to be distributed to eligible customers.	bank_namecode	mycompany_coupondata_2016-02-03.csv

Data Type	Description	Required Columns	Example File Name
Opaque Identifiers	Provides a mapping between a customer's unique identifier and their email address.	emailorder_id	mycompany_opaque_identifiers_2017_10_03.csv
Email List	A custom email list that allows you to target the customers on that list with special campaigns, such as a sweepstakes or promotion.	email	mycompany_emaillist_2016-02-03.csv

Data Import Examples

Customer Data Import

If a new customer attribute is added, it can only be used one day later when building audiences.

email	gender	zip	vip_member
example1@bluecore.com	F	10002	TRUE
example2@gmail.com	F	98126	FALSE
example3@outlook.com	M	90274	TRUE

Product Data Import

id	name	price	category
NAJ53FD10	Zeno A	499.99	Dinnerware
NAJ53FD32	Yellow Geo	129.97	Area Rugs
RIZO6ARO2	Wrangler	19.49	Bedroom

Unsubscribes/Opt-Ins

Both the unsubscribe and opt-in feeds follow the same process, so please consult with your CSM to ensure the file represents the type correctly.

email
example@bluecore.com

email
example@gmail.com
example@outlook.com

Purchase Data Import

order_id	email	created	total	products
12312313	example@bluecore.com	06/12/20 18 15:36	120	1234567890 555888111
example@gmail.com	example2@bluecore.com	06/12/20 18 15:36	2000	1234567892

Email List Import

Any email uploaded through this option whose status is not available in the Bluecore platform will default to a known email. To upload emails as opted-in, use the opt-ins list upload option.

email	gender	zip	vip_member
example@bluecore.com	F	10002	TRUE
example2@bluecore.com	F	98126	FALSE
example3@bluecore.com	M	90274	TRUE

Coupon Import

The bank name uniquely identifies a collection of coupons within the Bluecore platform and the unique coupon code will be distributed to eligible customers.

To ensure successful coupon imports:

Do:

- Use lowercase letters and numbers only
- Use dashes or underscores in the middle of the name only
- Keep bank name length to less than 40 characters
- Keep coupon code length to less than 100 characters

Don't:

- Use capital letters in the bank name
- Start or end bank name with anything other than a number or lowercase letter
- Include more than five unique bank names in a single file

bank_name	code
june promo	ABCDEFGH
june promo	IJKLMNOPQ
june promo	RSTUVWXY

Opaque Identifiers Import

Opaque Identifiers provide a mapping between a customer's unique identifier and an email address.

email	customer_id
lauren@bluecore.com	1234ab567
email@gmail.com	7890cd567
test@bluecore.com	9876ef432
