

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 |

| Data Type | Description | Required Columns | Example File Name |
|------------------|---|--|---------------------------------------|
| 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 |
| 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 |

| Data Type | Description | Required Columns | Example File Name |
|--------------------|--|------------------|---|
| 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 |
| 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 |
| example@gmail.com |
| example@outlook.com |

Purchase Data Import

| order_id | email | created | total | products |
|----------|--|------------------|-------|----------------------|
| 12312313 | example@bluecore.com | 06/12/2018 15:36 | 120 | 1234567890 555888111 |
| 3213593 | example2@bluecore.com | 06/12/2018 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 |
|-----------|----------|
| junepromo | ABCDEFGH |

| bank_name | code |
|------------|-----------|
| 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 |
