

# Bluecore Advertise

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Your marketing team can build audiences to target shoppers based on their interactions with your website, customer data, and purchases. This allows you to create personalized paid social ads based on customers, their actions, and AI ultimately driving more engagement and revenue.

The Bluecore Advertise audiences can be exported and pushed to via an integration with the platforms, such as Facebook, Google Ads, or TikTok, or via SFTP.

Bluecore delivers the requested audiences per the Advertise campaign schedule. Each destination has their own processing timeframes. Once the audiences are exported or sent to the paid media platforms, they are out of Bluecore's control but typically display within 24 hours.

When exporting a Bluecore Advertise audience, Bluecore encrypts personal identifiable information using the SHA-256 hashing algorithm to ensure your data is kept private. The ad platforms also hash the customer data using the same algorithm, so the hashes match.

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