

# Purchase Events

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Purchase Events are recorded purchases made by customers made online, in a store, via app, via call center, or another method.

Purchase Event data is used for Customer Profiles, product recommendations, customer analytics, post-purchase campaigns, and more.

The primary source of Purchase Events is the [Bluecore Website Integration](#), which captures your website behavior in near real-time. The Purchase Pixel is also a mandatory installation during onboarding and serves as a redundancy to the data collected via the website integration.

## Managed Purchase Feed - in store purchases, phone, etc. (not web)

Any Purchase Events that didn't happen on your site should be supplied to Bluecore via a managed purchase feed. These feeds include in-store purchases, phone orders, and other non-web transactions. With a managed feed, you set up a scheduled file drop to a Bluecore-owned or client-owned and externally hosted SFTP folder.

Bluecore sets up recurring jobs to grab the data, providing cleaning and transformation services if needed. The updated information is then processed by Bluecore. These feeds are used to add data for purchases made in a store, via phone, or through any other non-web channels.

Currently, managed feeds are not visible to external users in the Bluecore platform, but our support teams continuously monitor these managed feeds for issues.

Fields	Type	Description
Created_override	timestamp	The date and time the purchase occurred. If created_override is omitted, the time each event is ingested into Bluecore will be recorded as the created time.
products	A pipe-delimited array of IDs. Each ID is a string.	This is a pipe-delimited array of product IDs purchased. The value must match the product IDs in your Bluecore product catalog.
order_id	string	Value represents the client's unique ID for a given order, e.g. Order Confirmation number, Order ID number, Purchase Confirmation code, etc.

Fields	Type	Description
total	float	The total includes the products or services purchased, shipping charges, discounts, and other adjustments. Based on your company's demand/sales reporting practices, this will include or omit sales tax. Totals are stored and processed as floats; if decimals are not provided they are added automatically by Bluecore. Unless otherwise discussed, this should be in USD.
channel	enum	The retail channel where the transactional events took place. Accepted values are in_store, web, mobile_app, call_center, or other
<customer Fields>	Attributes sent must match the names and types of any existing customer attributes.	Used to provide Bluecore with any additional channel IDs captured (email or phone number). This doesn't opt the customer profile in for these channels, but it does help expand the ID graph for the Customer Profile.