Setup data ingestion

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After you complete your historical data loads, you can start thinking about how to continuously send data into Bluecore to keep your audiences, campaigns, coupons, and more up-to-date.

Most data can be updated through a near real-time (NRT) update, managed feed, or both, and your Bluecore team can help you decide which options work best for you.

Data ingestion best practices

Only send deltas or changes in batch feeds

To avoid sending large batch files, just send the unique identifier that is being created or updated and the data that has changed.

You may need both NRT and batch options

Depending on how your data is stored, it may be beneficial for you to integrate to both the NRT and batch delivery options.

For example, if Bluecore is not your sole email service provider (ESP) and you are collecting Email Eligibility updates from other sources, we recommend capturing Bluecore updates through the NRT option, and using the batch feed from the other ESPs.

Use what makes the most sense for your data

Most of the data ingestion points have options for both batch or NRT, but understanding how you want to use that data may help in deciding which options are best for you.

For example, if you want to use audiences based on purchases, using the NRT option will keep your audiences more up-to-date.

You can review additional considerations to help decide the best options for you.

Email Eligibility

The Email Eligibility data ingestion captures whether the customer's Email Eligibility status is known, opt-in, or unsubscribed, which informs which customers can receive campaigns.

ⓘ Email Eligibility data ingestions must be set up before you launch with Bluecore.

Delivery Options	Recommended Data Ingestion	Recommended Cadence	Supplemental Data Ingestions

Delivery Options	Recommended Data Ingestion	Recommended Cadence	Supplemental Data Ingestions
NRT	Bluecore Website integration	Continuous	• Self-serve file import • Bluecore Unsubscribe Pixel
Batch	• Managed Unsubscribe (file example 📎) • Opt-In Feeds	Once per day	N/A

Purchase Data

Purchase data collects data from all channels and sources, such as website, in store, mobile app, call centers, or anywhere else your customers purchase.

> ⓘ Not sending all purchase data from all sources may limit the strategic value that Bluecore provides.

Delivery Options	Recommended Data Ingestion	Recommended Cadence
NRT	• Bluecore Purchase Pixel • Bluecore Website Integration	Continuous
Batch	Managed Purchase Feed (file example 📎)	• Minimum: Once per hour • Maximum: Once per week

Customer Behavioral Events

Customer Behavioral Events encompass all events customers do in your website and/or mobile app.

This can only be captured using the Bluecore Website integration.

Delivery Options	Recommended Data Ingestion	Recommended Cadence
NRT	Bluecore Website integration	Continuous

Product Catalog

The Product Catalog ingestion delivers updates about products, such as inventory.

Delivery Options	Recommended Data Ingestion	Recommended Cadence	Supplemental Data Ingestions

Delivery Options	Recommended Data Ingestion	Recommended Cadence	Supplemental Data Ingestions
NRT	Bluecore Website integration	Continuous	Self-serve file import
Batch	Managed Product Feed (file example)	Varies depending on your program and campaign needs	N/A

If you want to use the batch option, contact your Customer Success Manager for your recommended cadence.

Customer Profile

The Customer Profile ingestion delivers updates about customers, such as email address, name, or birthday month.

You can include custom attributes in your ingestion as long as it's used for segmentation or personalization.

Delivery Options	Recommended Data Ingestion	Recommended Cadence	Supplemental Data Ingestions
NRT	Bluecore Website integration	Continuous	Self-serve file import
Batch	Managed Customer Data Feed (file example)	Varies depending on your program and campaign needs	N/A

If you want to use the batch option, contact your Customer Success Manager for your recommended cadence.

Transparent ID data ingestion

The Transparent ID captures the events that create a Customer Profile, such as collecting a customer's email address when they register an account.

If you have any other data requirements where customer attributes may be collected that aren't listed in the NRT Transparent ID tables, contact your Customer Success Manager so they can work with you on how to capture those events.

Identify Customer Profile: First-party data

Identify customers by using first-party cookies, which recognizes a customer by addressable identifiers, such as email address or phone number, and matches them to previously collected behavior.

Delivery Options	Recommended Data Ingestion	Recommended Cadence

Delivery Options	Recommended Data Ingestion	Recommended Cadence
NRT	• Bluecore Website Integration • Site ID Capture and Pref. Center campaigns (CAM or self-serve) • Email appends	Continuous
Batch	File imports	As needed

Identify Customer Profile: Second- or third-party data

Identify customers using second- or third-party data.

Delivery Options	Recommended Data Ingestion	Recommended Cadence
NRT	Integration with Merkle	Continuous
Batch	Data partnership with LiveIntent	Continuous, with a one hour delay

Marketing SMS/MMS

Update customer eligibility for your marketing SMS/MMS campaigns.

Data Type	Recommended Data Ingestion	Recommended Cadence
Eligibility deltas	• Managed feed • File imports	Daily

Content Sync

Sending your content sync data into Bluecore creates consistency across your website and emails by pulling content from predetermined areas of your website to use in campaigns.

If you use Content Sync, you only need to update your website and that data will be automatically synced into Bluecore as customers view the content on your website.

For example, if you have a blog where you feature top performing categories, the Content Sync data ingestion captures the latest blog details.

ⓘ Bluecore only offers tools to view the synced content, not for creating the content.

Delivery Options	Recommended Data Feed	Recommended Cadence
viewed_content events	Bluecore Website Integration	Continuously

Right to Be Forgotten requests

There are two ways to process a Right to be Forgotten request: manually submitting a request in the Bluecore platform, or through a managed feed via SFTP in Files.com.

If you plan to submit batches of more than 100 emails or phone numbers at a time, you can submit files via a managed feed.

You can manually submit Right to be Forgotten requests if you have smaller batch sizes.

Event	Recommended Data Ingestion	Recommended Cadence
Right to be Forgotten request	Managed feed	Daily

One-time coupons

One-time coupons can be added to a coupon code bank via a manual file import within Bluecore.