Import Historical Data

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Before you dive into using Bluecore, you need to load between two and 10 years of historical data to train models on your customer base and to be able to make the most out of Bluecore's features. The required data includes:

- Historical purchase data from all sources
- Full email subscriber list
- Full email unsubscribe list

All data files will be loaded into Bluecore via a managed job that the FDE team will set up.

⚠ Do not upload any historical data into Bluecore directly. Always upload historical data via managed feed.

Purchase data

Purchase data imports must include historical data from all of your sources, such as website, mobile application, in-store transactions, call centers, etc.

Welcome campaign suppression list

If using Bluecore for transactional emails, you must provide a list of customer email addresses who previously signed up and received welcome emails so that they won't receive them again during your Bluecore onboarding.

Communicate Marketing email subscriber list

If you plan to send batch promotional emails through Bluecore, you must provide a list of your subscribed customers' email addresses that opened or clicked on a link in an email in the last 365 days, and when they last opened an email and when they last clicked on a link in an email.

This information is used to warm up your new subdomain.

Communicate Marketing SMS/MMS

You must provide a list of your subscribed customers' phone numbers for both opt-in and unsubscribe lists.

ⓘ By default, Bluecore does not send promotional messages between 9 PM and 8 AM, and you can add additional dark hours where you will not send SMS/MMS messages to customers. Contact your Customer Success Manager to add additional dark hours.

Communicate Marketing email creative assets

You can manually upload creative assets for use in both triggered and batch campaigns. Assets must meet these requirements:

- All images uploaded to Bluecore must be owned or properly licensed for your use
- Must be in JPEG, PNG, or GIF file format
    - JPEG and PNG files will be compressed and saved in the same format in which they were uploaded.
    - GIF files will not be compressed
- Maximum allowable size of 5MB
- Images larger than 1920x1920px resolution will be resized to a 1920x1920px bounding box that maintains the aspect ratio and color profile for the image. All other JFIF and EXIF tags will be stripped from the file.
- If an asset is uploaded with the same name as an existing asset, the original asset will not be overwritten. Delete the original asset before uploading a new version.