

Mobile Wallet with Passkit Integration

02/16/2026 4:32 pm EST

Mobile wallet coupons are a type of digital coupon that leverages pre-installed mobile wallet apps like Apple Wallet or Google Pay. Once a coupon is saved to a wallet (from an email or mobile message), the shopper can access the coupon at point of sale to receive their discounts.

This feature will be integrated in both the email and SMS campaigns with the help of a third-party tool called [PassKit](#). The Bluecore and PassKit integration allows you to instantly deliver wallet passes generated by Passkit to an audience through Bluecore email and SMS campaigns.

Prerequisites

- Create your [PassKit](#) account to design your Apple and Google passes
- Before you can issue mobile wallet passes, you must have an Apple certificate uploaded to your PassKit account. You need to login to your PassKit account to upload this certificate. Please follow the instructions outlined [here](#) to upload a new certificate to your PassKit account.

Connecting PassKit to Bluecore

After a production account has been set up with PassKit, the next step is to enable PassKit within Bluecore's internal settings. Enabling PassKit allows the PassKit integration to become available in Bluecore's Marketplace.

Internal Settings

 This is an internal-only setting; contact your Bluecore representative to enable this.

1. A new category has been added under the integration sections labeled **Mobile Wallet**.
2. Enable this integration by toggling the PassKit integration to **ON**.

Internal Settings

Account Information Subaccounts API Key Management Partner Specific Crons Data Science Smart Ramp

Partner Status

Test Live Disabled

This is a read-only setting. To change this value, please contact the account team.

Integration Settings

Access is determined by packaging. Please consult the AE on account prior to enabling.

EMAIL VALIDATION

AtData



MOBILE WALLET

PassKit



COMMUNICATE ADD-ONS

Batch Audience Exports



Audience Exports



Audience Exports with Predictive Scores



API-based Transactional Email



ADVERTISE ADD-ONS

Google Ads



Facebook



Criteo



Custom Media Integration



Connecting the PassKit Integration in the Bluecore Marketplace

Adding Passkit

1. In Bluecore, navigate to the **data icon** on the left-hand navigation.
2. Go to **Integrations**.
3. Click New **Integration**.
4. Select the **Marketplace**.
5. Click the **Mobile Wallet tab** on the left-hand side or search for **PassKit**.

i If you are not seeing the mobile wallet tab or Passkit upon search, this integration may not have been enabled. Please contact your Customer Success Manager (CSM).

6. Click the **PassKit integration**.

Configuring PassKit

1. Leave the **Program ID** field empty for mobile wallet coupon integration.
2. Click **Connect** to activate the Passkit Integration.
3. Click **Save**.



ABOUT THIS INTEGRATION

Passkit enables you to extend your mobile reach by integrating Apple Wallet, and Google Pay passes into your customer's experience. Easily create, manage, distribute, and analyze the performance of digital coupons, loyalty cards, membership cards, tickets, and much more; without your customers needing another app.

[How to connect and use this integration](#)

[Remove from My Integrations](#)

Account Settings

ACCOUNT SETTINGS

Program ID [?](#)

Designing Coupons (Passes)

Passes are coupons designed using the [PassKit portal](#). The style automatically determines how the pass looks and the amount of details it shows, including offer details and expiration settings. You can personalize passes with your logo, images, text, and links, with additional flexibility to determine where the details appear on the pass. However, there's font and formatting limitations that are determined by Apple and Google, such as: the font type or style cannot be changed, the position of the logo or image, and the location of the barcode. Passes should be designed to be clear and optimized for all device types.

Dynamic coupon code:

1. Under **Add advanced fields**, drag and drop the **External ID** field from the left panel onto the pass.
2. Then, on the right panel, add this code to the display value:

```






```

- Add advanced fields
- Expiry Date
 - Mobile Number
 - First Name
 - Last Name
 - Salutation
 - Suffix
 - Gender
 - Date Of Birth
 - Legal
 - Opt In for Lock Screen Notifications
 - Opt Out Of Lock Screen Notifications
 - External Id**
 - Tier Points
 - Secondary Points

External Id

Label

External Id

Display Value

`#{singleUseCoupons.coupon.externalId}`

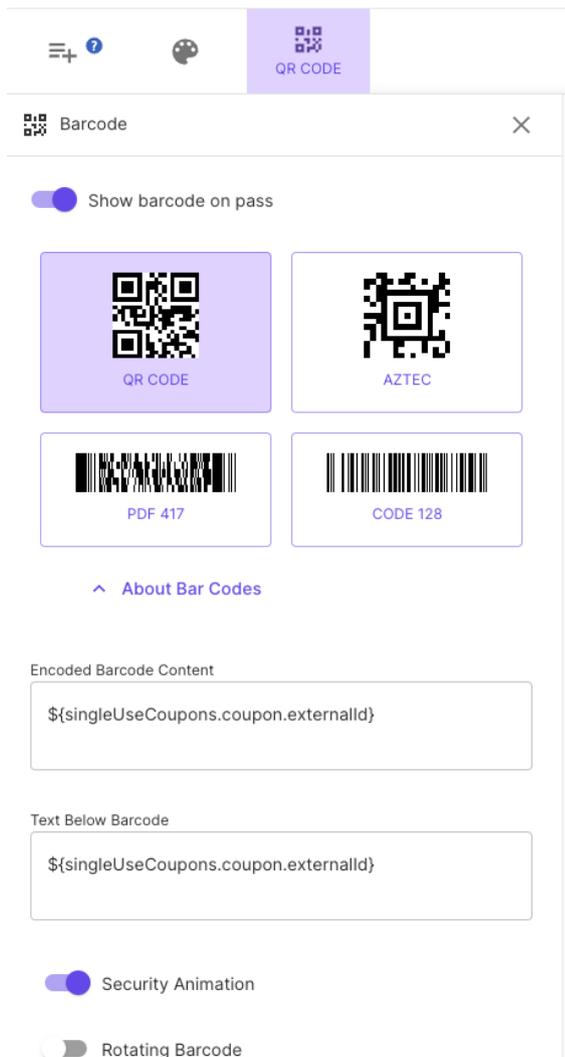
Static text on the customers' pass

Field Key

members.member.externalId

Similarly, to add the dynamic QR code, add this code to Encoded Barcode Content field:

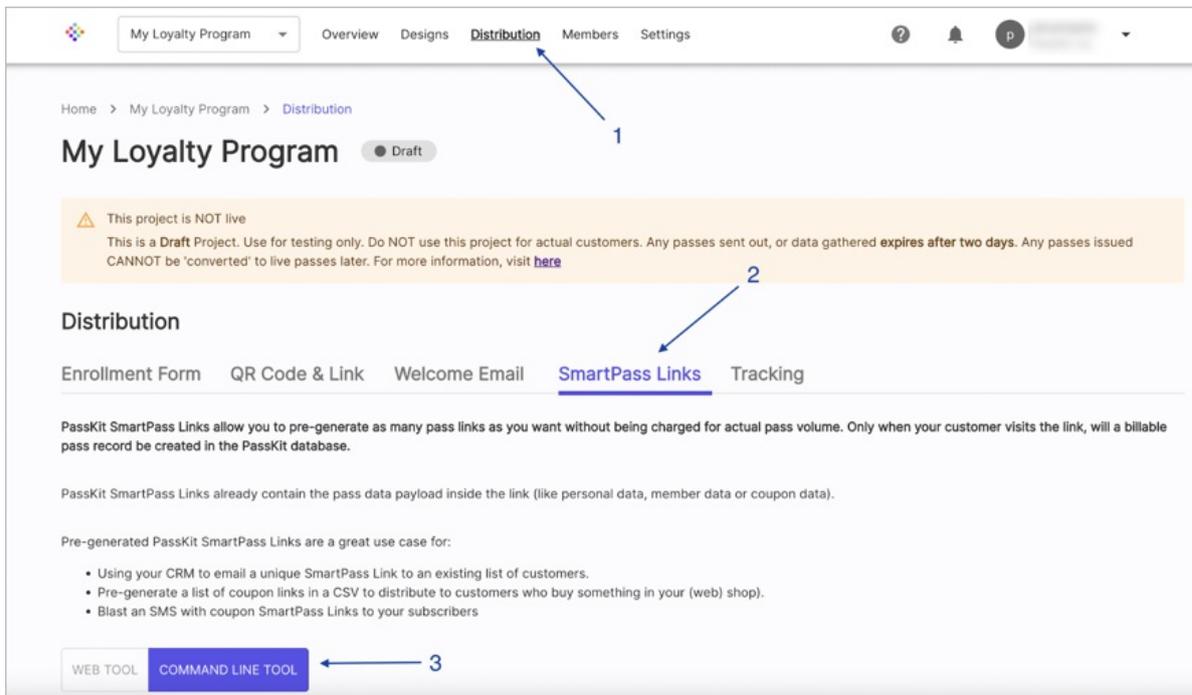
`#{singleUseCoupons.coupon.externalId}`



Copy the Project Key & Passkit URL

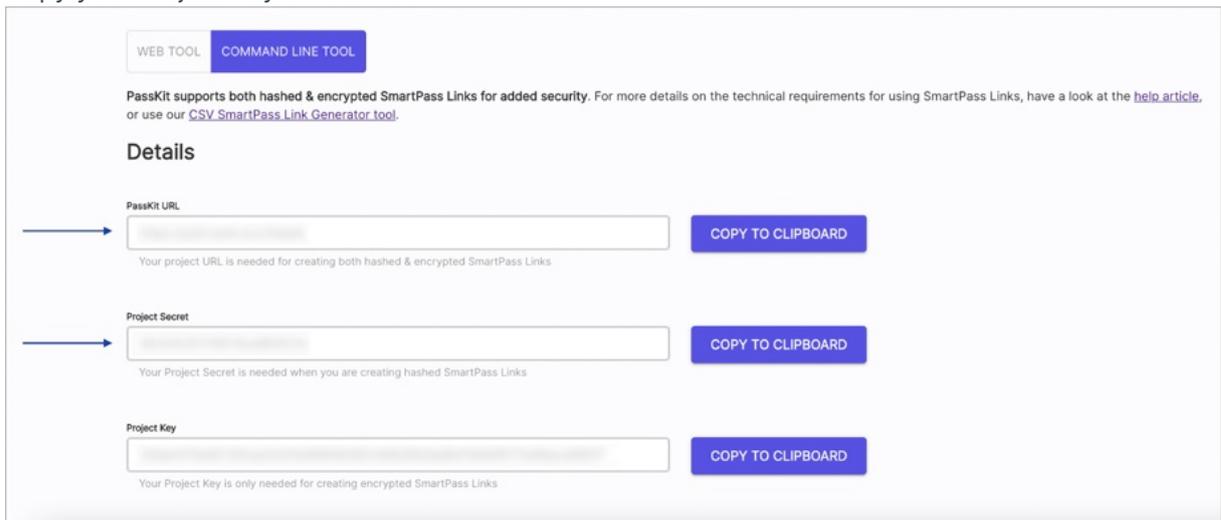
The project key is needed from PassKit to set up this integration. Follow the below steps to copy the project key.

1. In PassKit, navigate to the **membership program** that's being used to enroll shoppers.
2. Click the **Distribution tab > SmartPass Links . > Command Line Tool** button.



3. Scroll down to Details.

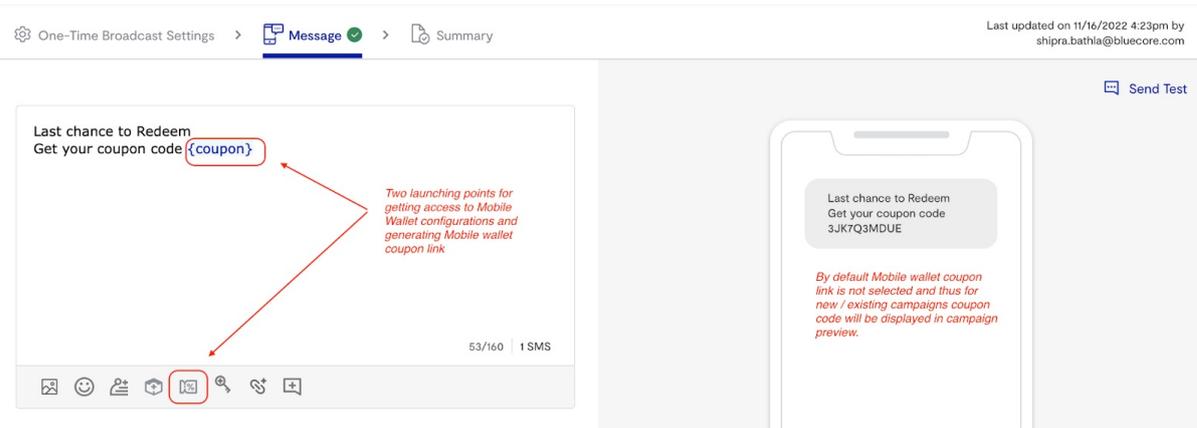
4. Copy your Project Key & Passkit URL.



Adding Wallet Passes to SMS Campaigns

Mobile passes can be added to SMS campaigns by using the same workflow as adding a coupon to a text message in the SMS content editor.

1. Configure the **text** of the mobile message.
2. Click the **coupon icon** to add a coupon to the message.

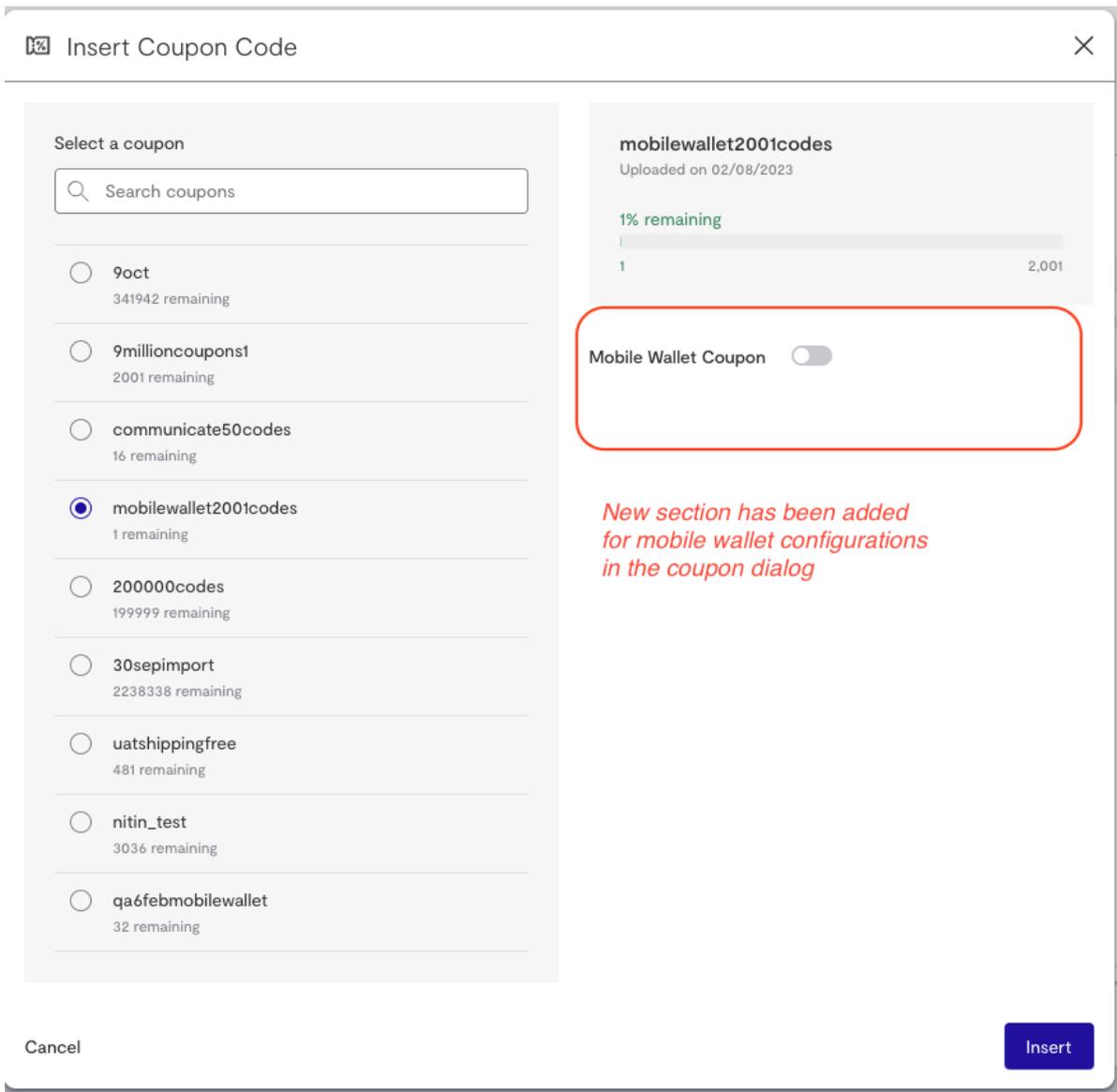


i By default, a coupon code attribute is added to the message. Continue to the next step to configure a mobile wallet coupon link.

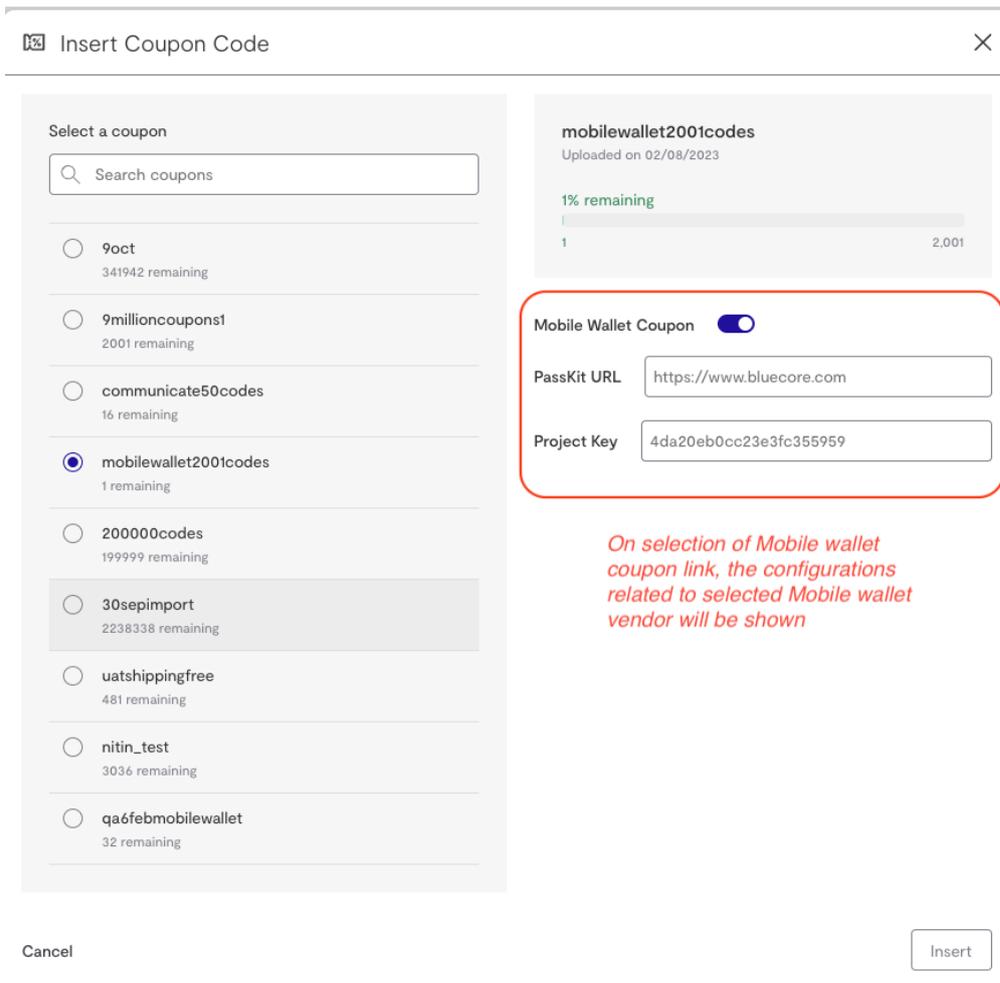
3. Select a **coupon** from the coupon modal.

i You need to have a coupon bank already uploaded to Bluecore via File Management for this to work properly.

4. Turn the mobile wallet link toggle to **ON**.

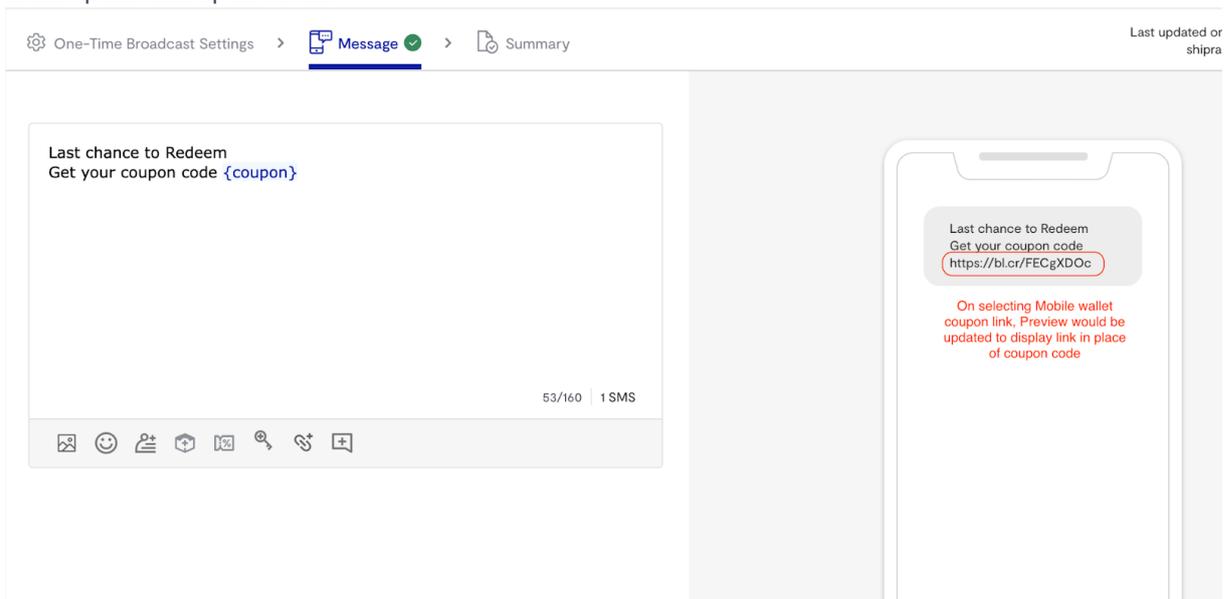


5. Enter the **PassKit URL and Project Key**. These are a unique value that is given when the coupon is configured in PassKit. Copy these value from PassKit and enter it here.



6. A unique mobile wallet link is generated when the campaign is sent.

7. Preview the campaign. A static link is displayed in the preview that will dynamically populate a wallet pass link upon send.



8. Review the mobile wallet coupon information on the campaign summary page.. The Passkit URL that was entered during message creation is shown here.

Message ✓ Edit

Message Type	SMS
Character Total	10
Message Total	1
Coupon	amanmobilewallet3jan <ul style="list-style-type: none">• https://pub1.pskt.io/o/qwertp

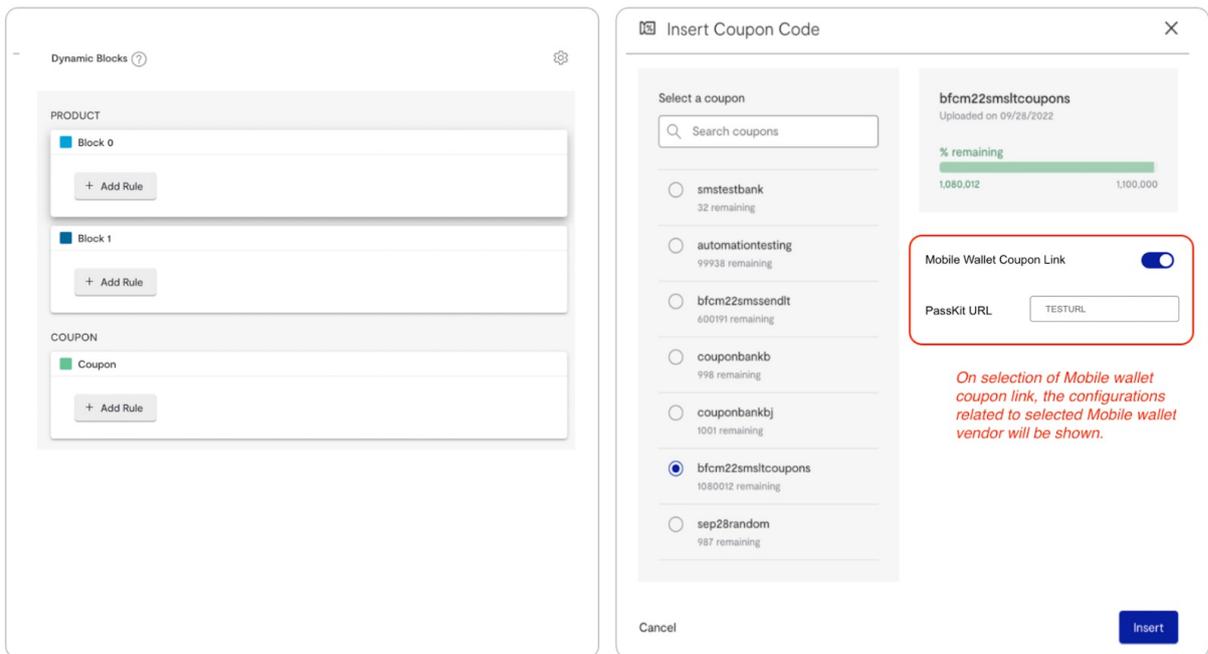
Adding Wallet Passes to Email Campaigns

Mobile wallet coupons can be added to email campaigns by using the button element in the Visual Template Editor (VTE).

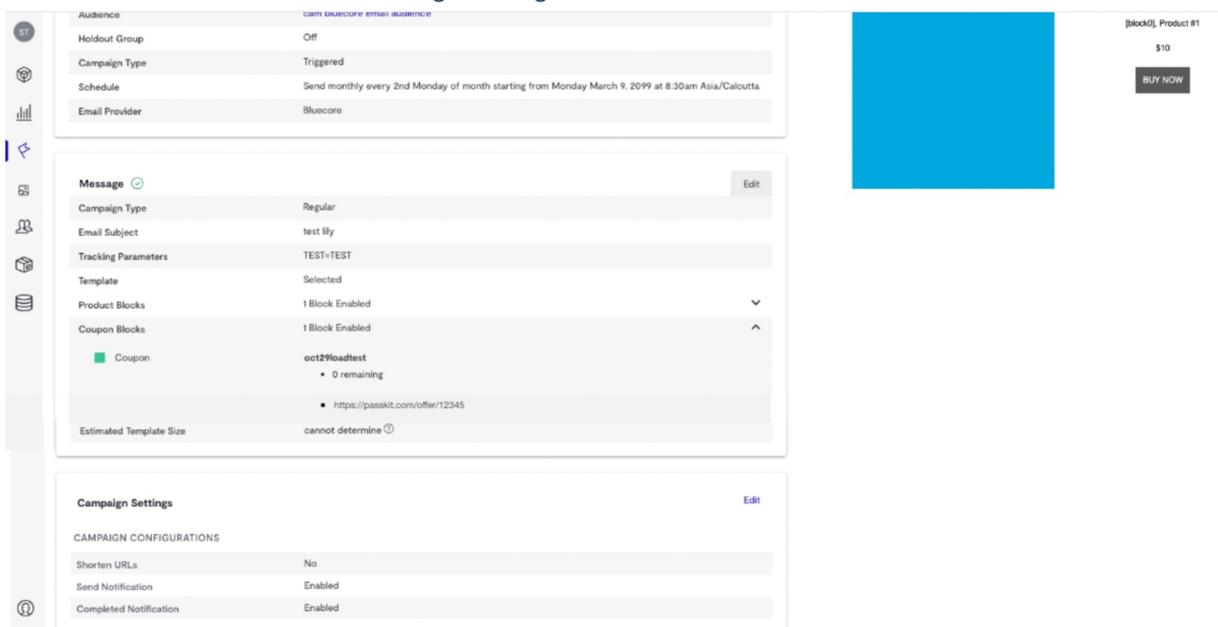
1. Drag and drop the **button element** onto the canvas.
2. Recommended to check the **Hide widget on mobile or desktop** and select **Hide on desktop** radio button
3. Configure the **button as an image** with an image source or the image library.
4. Copy and paste the following code reference in the button's "link to" field. This enables the dynamic code block to appear.

```
{{coupon.coupon.code}}
```

5. Select a **coupon** from the coupon modal.
6. Turn the mobile wallet link toggle to **ON**.
7. Enter the **PassKit URL & Project Key**. This is a unique value that is given when the coupon is configured in PassKit. Copy this value from PassKit and enter it here.



8. Review the mobile wallet coupon information on the campaign summary page. This will show the Passkit URL that was entered during message creation is shown here.



Adding Mobile Wallet Passes to Keyword and Replies

Repeat the above steps on how to add a mobile wallet coupon to an SMS message to add a mobile wallet coupon to a previously saved keyword and reply.

Add or Edit Custom Keywords and Replies → Click Insert Coupon Code

The screenshot shows the 'Keywords and Replies' configuration window. The 'MESSAGE' field is highlighted with a red box, and a black button labeled 'Insert Coupon Code' is visible within it. The interface includes fields for TITLE, DESCRIPTION, KEYWORDS, and MESSAGE, along with a list of existing keywords and replies on the right side.

Keyword for	Keywords and Replies	Reply
FRSTest Opt FRSTest	TITLE Title	FRS opt in keywords https://bl.cr/vJ0D6eDo FRSCustomer
Coupon Test Testing the r	DESCRIPTION Description	Here's your coupon for sms_test_partner: 3JK7Q3MDUE Use it wisely!
AT Loyalty T Test for LOY	KEYWORDS Write Keyword	Hi there, we know your home & want to support yah.
qa-automati Test Keywor testing fram	KEYWORDS Write Keyword	PrefixTest: fallback 3JK7Q3MDUE https://bl.cr/pqqq7m9J
Summer Sale End of summ	KEYWORDS Write Keyword	customer, use (this code) and take 20% off your next order.
SECRET if they wouk upcoming se	KEYWORDS Write Keyword	Type SECRET if you would like to be notified of an upcoming secret sale!
test coupon coupon test	KEYWORDS Write Keyword	test 3JK7Q3MDUE AND LINK: https://bl.cr/te3T4C5q

Analytics

Analytics can be viewed by logging into [PassKit](#) and navigating to the coupons section.

Refer to [PassKit help section](#) for more information.