

# Mobile Wallet with Passkit Integration

08/01/2025 12:57 pm EDT

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	MOBILE WALLET	COMMUNICATE ADD-ONS	ADVERTISE ADD-ONS
AtData <input type="checkbox"/>	PassKit <input checked="" type="checkbox"/>	Batch Audience Exports <input checked="" type="checkbox"/>	Google Ads <input checked="" type="checkbox"/>
		Audience Exports <input checked="" type="checkbox"/>	Facebook <input checked="" type="checkbox"/>
		Audience Exports with Predictive Scores <input type="checkbox"/>	Criteo <input checked="" type="checkbox"/>
		API-based Transactional Email <input type="checkbox"/>	Custom Media Integration <input type="checkbox"/>

# Connecting the PassKit Integration in the Bluecore Marketplace

## Adding Passkit

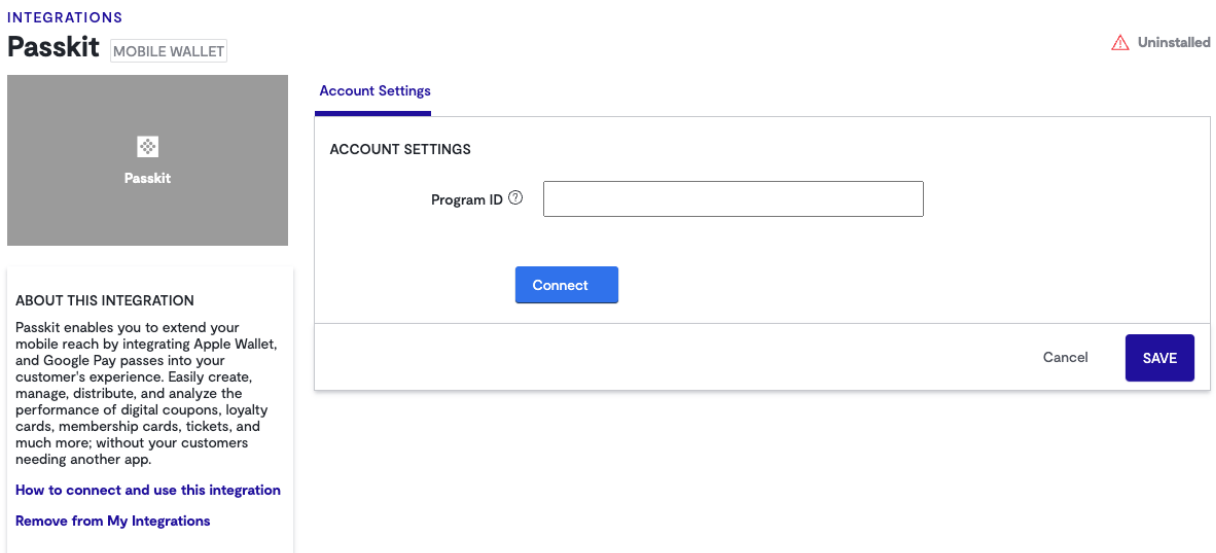
1. In Bluecore, navigate to the **data icon** on the left-hand navigation.
2. Go to **Integrations**.
3. Click New **Integration**.
4. Select the **Marketplace**.
5. Click the **Mobile Wallet tab** on the left-hand side or search for **PassKit**.

 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**.



**INTEGRATIONS**

**Passkit** MOBILE WALLET



**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 

[Connect](#)

[Cancel](#) [SAVE](#)

 Uninstalled

## 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:

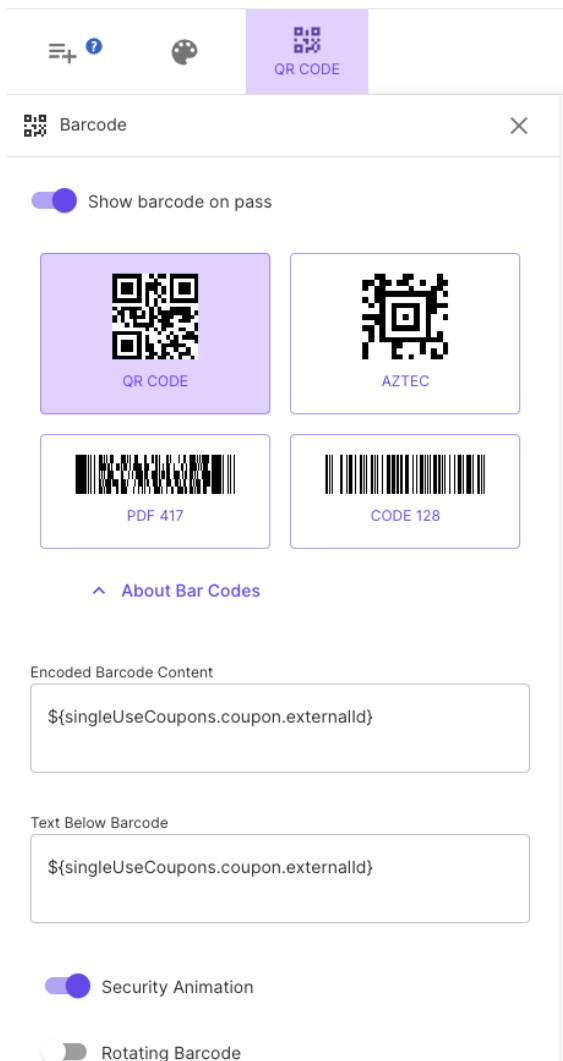
1. Under **Add advanced fields**, drag and drop the **External ID** field from the left panel onto the pass.
2. Then, on the right panel, add this code to the display value:

```
{singleUseCoupons.coupon.externalId}
```

The screenshot shows two panels from a pass configuration tool. The left panel, titled 'Add advanced fields', contains a list of 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 (highlighted with a blue box), Tier Points, and Secondary Points. The right panel, titled 'External Id', shows the configuration for this field. It has a 'Label' field with the text 'External Id', a 'Display Value' field containing the code `{singleUseCoupons.coupon.externalId}` (highlighted with a blue box), and a 'Field Key' field with the text `members.member.externalId`. Below the 'Display Value' field is a note: 'Static text on the customers' pass'.

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

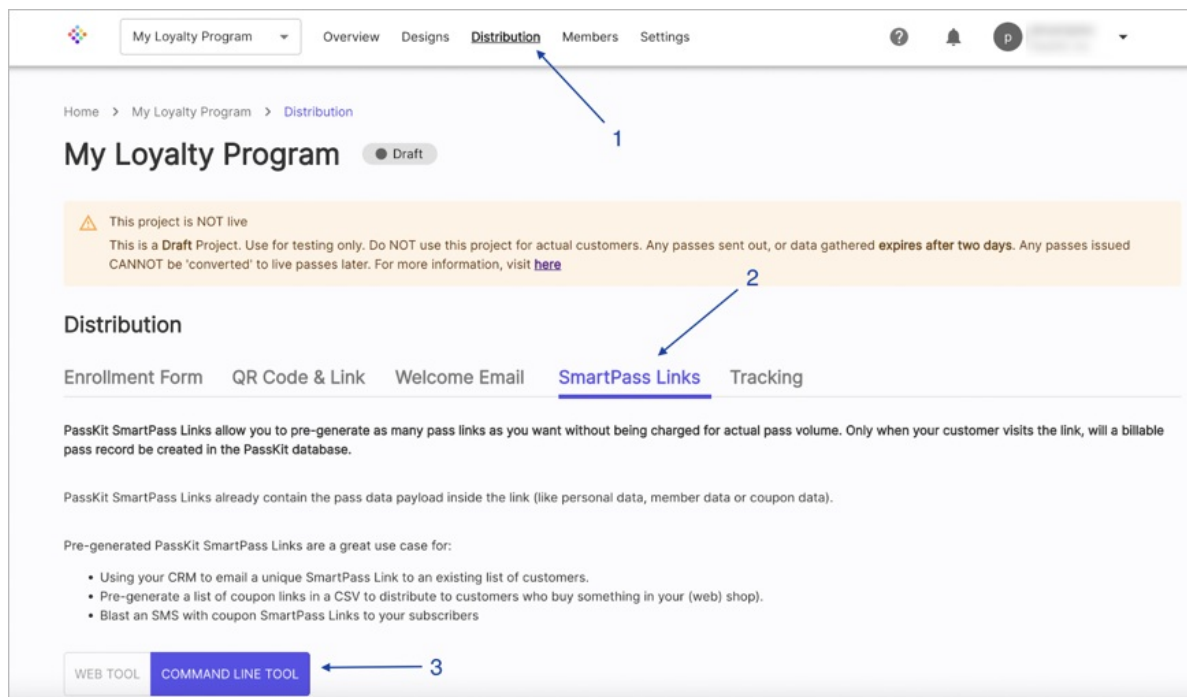
```
{singleUseCoupons.coupon.externalId}
```



## 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.



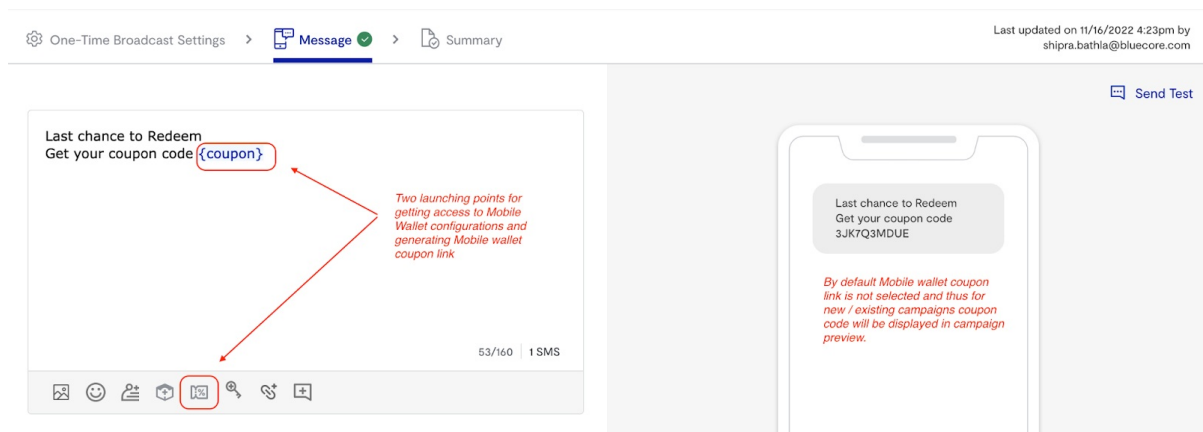
3. Scroll down to Details.

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.



- 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.

- 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**.

✖

Insert Coupon Code

✕

Select a coupon

🔍

Search coupons

☐

9oct

341942 remaining

☐

9millioncoupons1

2001 remaining

☐

communicate50codes

16 remaining

☒

mobilewallet2001codes

1 remaining

☐

200000codes

199999 remaining

☐

30sepimport

2238338 remaining

☐

uatshippingfree

481 remaining

☐

nitin\_test

3036 remaining

☐

qa6febmobilewallet

32 remaining

mobilewallet2001codes

Uploaded on 02/08/2023

1% remaining

1

2,001

Mobile Wallet Coupon

☐

New section has been added  
for mobile wallet configurations  
in the coupon dialog

Cancel

Insert

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.

Insert Coupon Code

Select a coupon

Search coupons

9oct

341942 remaining

9millioncoupons1

2001 remaining

communicate50codes

16 remaining

mobilewallet2001codes

1 remaining

200000codes

199999 remaining

30sepimport

2238338 remaining

uatshippingfree

481 remaining

nitin\_test

3036 remaining

qa6febmobilewallet

32 remaining

mobilewallet2001codes

Uploaded on 02/08/2023

1% remaining

1

2,001

Mobile Wallet Coupon

PassKit URL

https://www.bluecore.com

Project Key

4da20eb0cc23e3fc355959

On selection of Mobile wallet coupon link, the configurations related to selected Mobile wallet vendor will be shown

Cancel









Insert

One-Time Broadcast Settings > **Message** > Summary

Last updated or shipra

Last chance to Redeem  
Get your coupon code {coupon}

53/160 | 1 SMS

Last chance to Redeem  
Get your coupon code  
<https://bl.cr/FECgXD0c>

On selecting Mobile wallet coupon link, Preview would be updated to display link in place of coupon code



Message 

Edit

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

## 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.

#

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.

Dynamic Blocks ?

PRODUCT

Block 0

+ Add Rule

Block 1

+ Add Rule

COUPON

Coupon

+ Add Rule

Insert Coupon Code

Select a coupon

Search coupons

smstestbank

32 remaining

automationtesting

99938 remaining

bfc22smssendit

600191 remaining

couponbankb

998 remaining

couponbankj

1001 remaining

**bfc22smstcoupons**

1080012 remaining

sep28random

987 remaining

bfc22smstcoupons

Uploaded on 09/28/2022

% remaining

1,080,012

1,100,000

Mobile Wallet Coupon Link

PassKit URL

TESTURL

On selection of Mobile wallet coupon link, the configurations related to selected Mobile wallet vendor will be shown.

Cancel

Insert

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.

Audience

Holdout Group

Off

Campaign Type

Triggered

Schedule

Send monthly every 2nd Monday of month starting from Monday March 9, 2019 at 8:30am Asia/Calcutta

Email Provider

Bluecore

Message

Campaign Type

Regular

Email Subject

test lly

Tracking Parameters

TEST=TEST

Template

Selected

Product Blocks

1 Block Enabled

Coupon Blocks

1 Block Enabled

Coupon

oct29loadtest

0 remaining

https://passkit.com/offer/12345

Estimated Template Size

cannot determine

Campaign Settings

CAMPAIGN CONFIGURATIONS

Shorten URLs

No

Send Notification

Enabled

Completed Notification

Enabled

## 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 a 'Keywords and Replies' modal window. The 'MESSAGE' field is highlighted with a red border. Below the message field, there is a button labeled 'Insert Coupon Code'. The dialog also includes fields for 'TITLE', 'DESCRIPTION', and 'KEYWORDS'. A note states: 'Keywords can only be associated with one automated reply. Any keyword added here that is associated with another automated reply will be removed from its previous instance and used here.'

Keywords and Replies

TITLE

DESCRIPTION

KEYWORDS

Write Keyword +

Keywords can only be associated with one automated reply. Any keyword added here that is associated with another automated reply will be removed from its previous instance and used here.

MESSAGE

Insert Coupon Code

0/160 0 SMS

## Analytics

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

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