

Q1: February 1 - April 30, 2023

08/11/2025 7:17 pm EDT

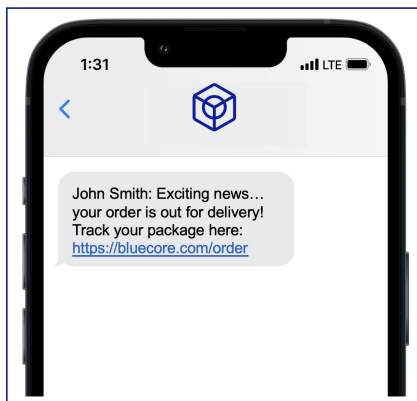
- **Communicate: Bluecore Mobile™ A/B Testing & Holdout Groups** (April 30)

Rapidly identify winning campaigns and champion scenarios by comparing shopper engagement across variations of similar campaigns or against a holdout.

The screenshot shows the 'Message' configuration page in the Bluecore Mobile interface. At the top, there are navigation links: 'One-Time Broadcast Settings' (with a green checkmark), 'Message' (with a green checkmark and a blue underline), and 'Summary' (with a document icon). Below this, the 'Campaign Type' is set to 'A/B Test' (selected over 'Regular'). The 'Test Type' is set to 'Visualization' (selected over 'Optional'). The 'A/B Test Name' field, labeled 'Internal Use Only', contains the text 'SMS AB Visualization Test'.

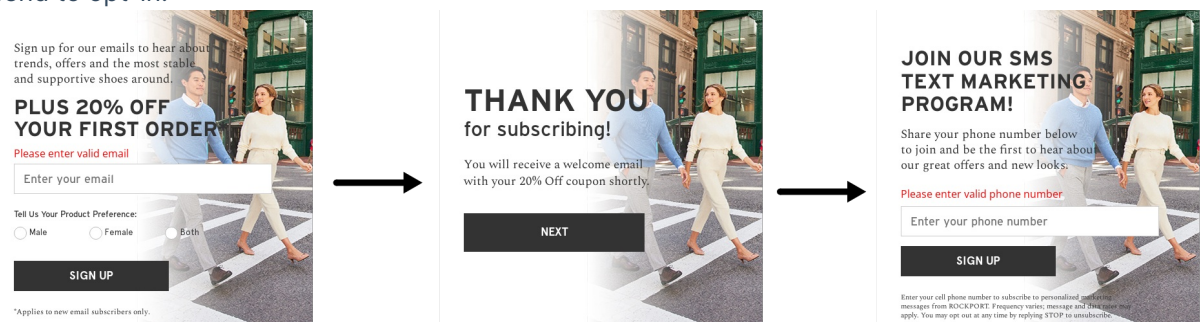
- **Communicate: Bluecore Mobile™ Transactional SMS** (April 30)

Deliver **time sensitive information** like alerts and notifications to shoppers in their **preferred channel via real-time transactional messaging**.



- **Communicate: Bluecore Mobile™ Tap-to-Join-Sign-Up** (April 30)

Increase mobile list growth with expedited SMS capture process: the shopper clicks the sign-up button which loads their default messaging app with a text message pre-populated and ready to send to opt-in.



- **Communicate: Channel Affinity** (April 30)

Reach your shoppers in their preferred channel – Channel Affinity utilizes a predictive, Machine Learning-based model to target audience to those with highest affinity for a particular channel – Email or SMS – to optimize channel performance.

HIGHEST CHANNEL PREFERENCE

No Preference Email SMS Unknown

Include shoppers with an SMS preference in the top 50%

Some Preference Very High Preference

☐ Include shoppers whose preference is Unknown.

- **Site: [Site Live Campaign Editing](#)** (April 30)
Edit active or live Site Campaigns without deactivating or pausing. Simply create an unpublished version, make your changes, and publish.

Create Unpublished Version

An unpublished version allows you to edit a campaign without pausing it. Changes are not visible until they're published.

Cancel Create

- **Platform: [Attentive Integration](#)** (April 30)
Integrate Bluecore with Attentive to automatically capture IDs from Attentive's capture modals and start sending marketing emails to new contacts immediately. This integration also helps keep contact data and opt-in status up-to-date.