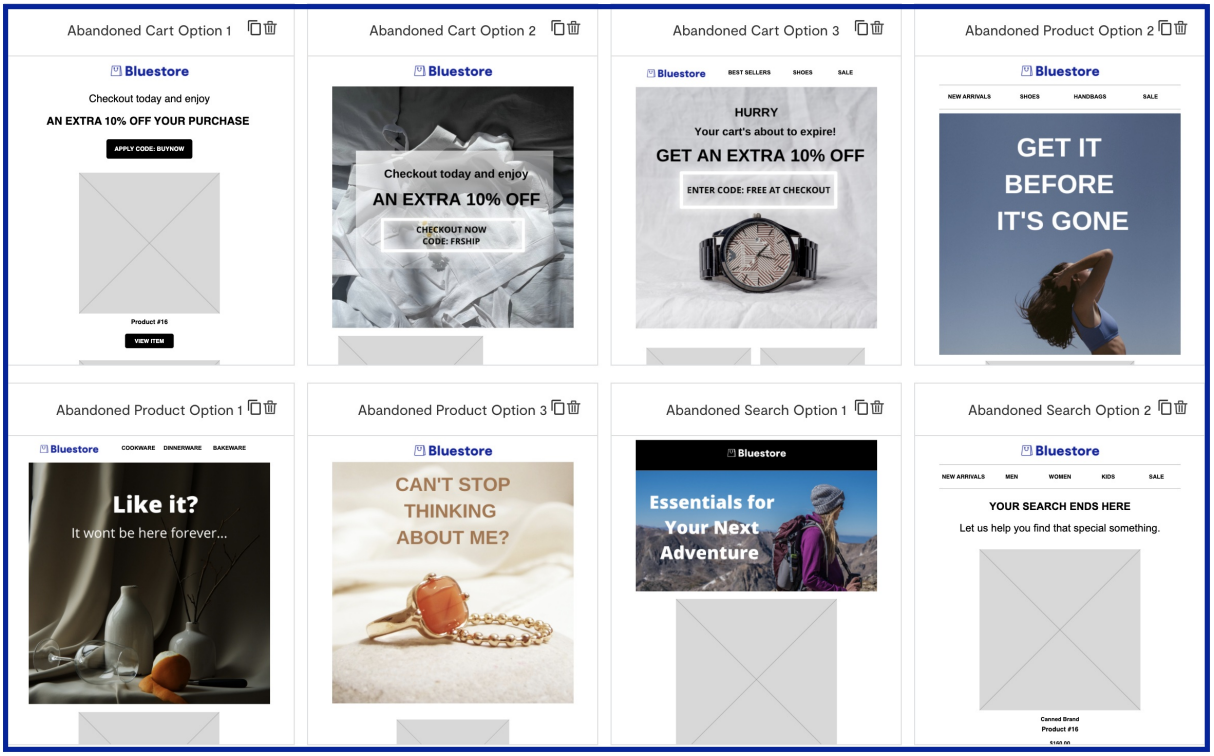
Q1: February 1 - April 30, 2022

09/19/2025 3:19 pm EDT

- **Site: Using Google Analytics with Bluecore Site™ Campaigns** (March 21)
  Easily add Google Analytics tracking parameters to Bluecore Site™ campaigns, including: viewed, clicked, closed, and engaged.
- **Site: Copying Bluecore Site™ Campaigns** (March 21)
  You can now copy a Bluecore Site™ campaign creative from one account to another.
- **Site: Linked Campaigns** (March 21)
  Trigger a Bluecore Site™ campaign based on another action taken on another campaign or on the website. By linking campaigns to an action, you can build a sequenced experienced in a simplified workflow.
- **Site: Add a Tab to a Bluecore Site™ Campaign** (March 21)
  Bluecore Site™ campaigns can now be accompanied by a tab campaign that a shopper can engage with when they are ready to. A campaign can start off collapsed into the tab and expanded upon click, or a pop-up can appear first and "minimized" into a tab upon closing.
- **Communicate: Pre-built Email Templates** (February 28)Check out Bluecore's new pre-built email templates to help you get your email marketing program up and running quickly. There are three template types available: Abandoned Cart, Abandoned Product, and Abandoned Search.



- **Site: Updated Error Messages** (February 2)
  We've updated the error messages that appear when creating a campaign in the Bluecore Site workflow. Gain a better understanding of what is missing to advance and how to fix it.


Please select a campaign name within suppression rules to display a campaign.
Save & Continue