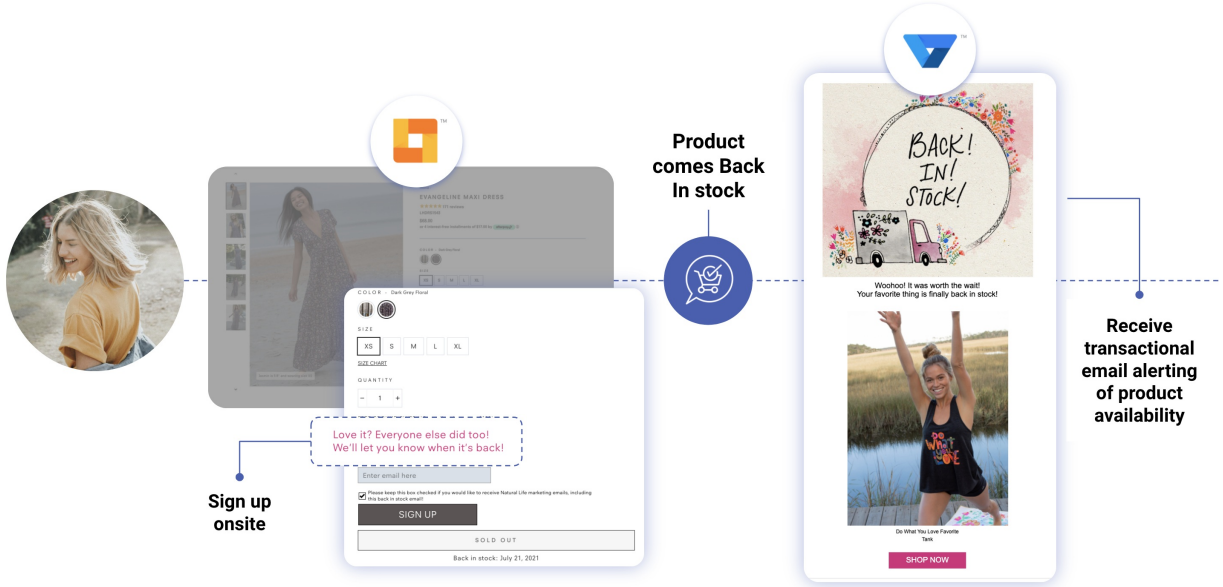
Create a Coming Soon or Back in Stock Campaign with Bluecore Communicate and Site

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Create an on-site campaign that captures a shoppers' email address to send them a transactional email notifying them when a specific product is coming to your website or is back in stock. Use a Back in Stock campaign to prompt your shoppers to sign up on-site to be notified when a product they're interested in is available. They will be notified when the product becomes available again in their chosen size/color. Alert your shoppers with a Coming Soon campaign that showcases a new product that will be dropped on your site, which encourages them to sign up to be notified as soon as it is released.



First, configure a Bluecore Site campaign, then configure a Bluecore Communicate campaign.

Campaign setup

The first step to creating a Back in Stock or Coming Soon campaign is to create the Bluecore Site campaign.

> By creating a Back in Stock or Coming Soon campaign with Bluecore Site, it is automatically connected to the Bluecore Communicate Back in Stock or Coming Soon campaign. Only one of each campaign type can be live at once.

1. Navigate to **Campaigns** > **Site** > **Campaigns**.
2. Click **New** in the upper right-hand corner.
3. Then **Campaign**.
4. Select a **Campaign Type** (Notify Me: Back in Stock or Notify Me: Coming Soon).

5. Click **Next**.
6. Enter a **Name** for the campaign.
7. Determine the **start and end date** for the campaign, and the **display time**.
8. Add any applicable **suppression rule**s.
9. Click **Save & Continue** in the lower right-hand corner.
10. Configure the applicable targeting rules to show the Back in Stock or Coming Soon campaign. When configuring the targeting rules, there are two new product interaction conditions that become available specific to these campaign types (out of stock and coming soon) to filter on. *Please contact your Customer Success Manager and Forward Deployed Engineer to enable this feature.*



11. Click **Save & Continue** in the lower right-hand corner.
12. Then, build an **on-site campaign** using the elements explained in this article.
13. After the message is built, **review** the summary screen.
14. Click **Launch Campaign** in the lower right-hand corner to launch the campaign!

After you've set up the applicable Bluecore Site campaign, the next step is to create the Bluecore Communicate Back in Stock or Coming Soon campaign.

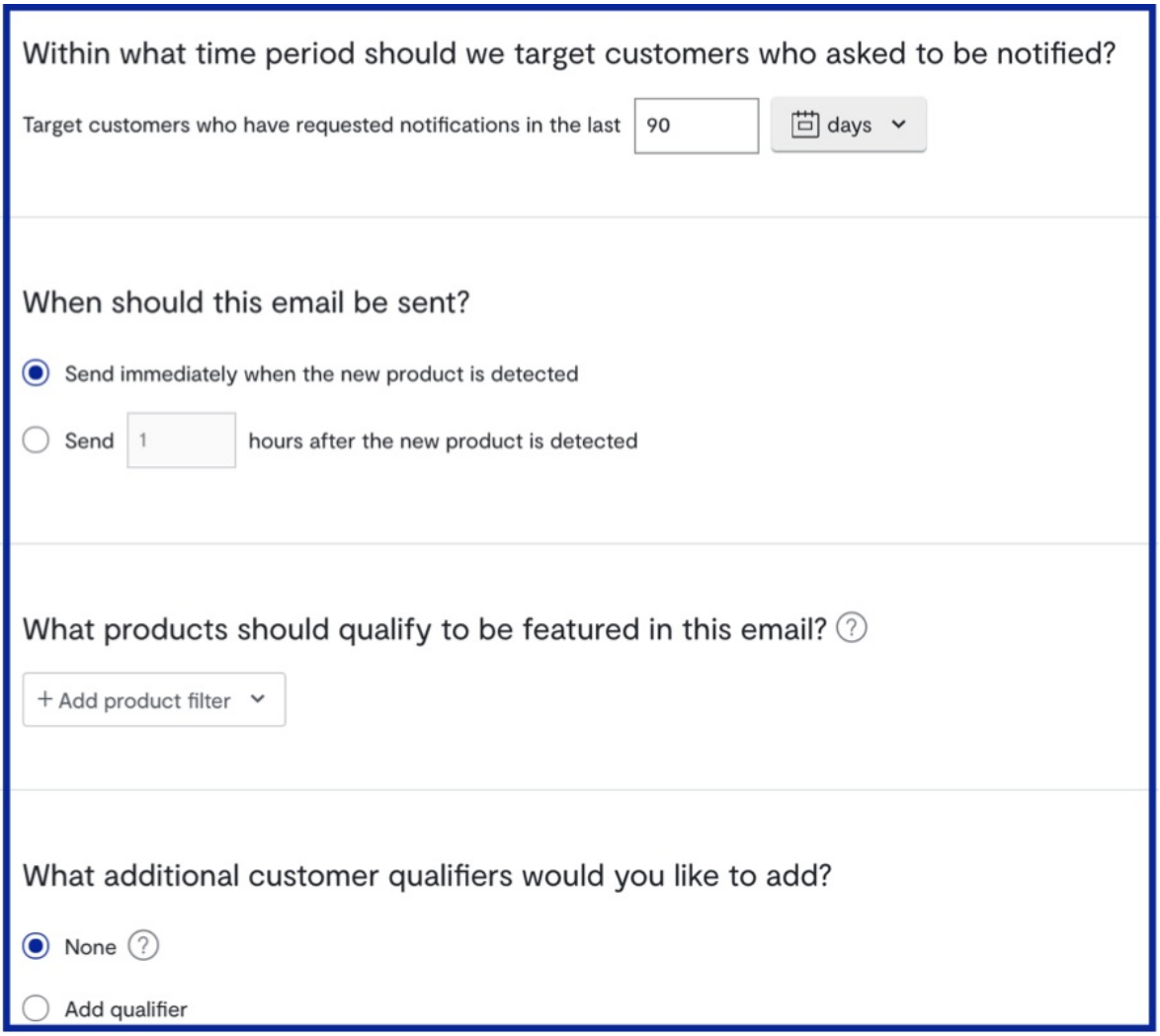
Create an email campaign

Get started by selecting the transactional campaign type by following the below steps.

By creating a Back in Stock or Coming Soon campaign with Bluecore Communicate, it is automatically connected to the Bluecore Site Back in Stock or Coming Soon campaign. Only one of each campaign type can be live at once.

1. Navigate to **Campaigns** > **Communicate** > **Automated Campaigns**.
2. Click **New** in the upper right-hand corner.
3. Then **Campaign**.
4. Select the **Email** channel.
5. Click **Next**.

6. Select **Transactional**.
7. Click **Next**.
8. Select **Bluecore Audience**.
9. Click **Next**.
10. Select **Notify Me: Coming Soon** or **Notify Me: Back in Stock**.
11. Click **Next**.
12. Enter a **Name** for the campaign.
13. Enter a time frame for customers to receive the coming soon campaign.
14. Determine when the campaign should be **sent**. This campaign can be sent immediately when the new product is detected or after a specific amount of hours. This is based off when the product becomes available to Bluecore from the product catalog.
15. Add a **product filter** or **customer qualifiers**, if applicable.



16. Click **Save & Continue** in the lower right-hand corner.

17. Configure the applicable **Message Setting**s.
18. Then, build an **email campaign** using the elements explained in this article.
19. After the message is built, **review** the summary screen.
20. Click **Save & Launch Campaign** in the lower right-hand corner to publish the campaign!