Highest Category Preference

08/05/2025 10:17 am EDT

Use Bluecore's highest category preference tool to input product, brand, or category affinities in a ranked order. Bluecore will seamlessly segment your entire list based on each individual customer's highest predicted affinity for those inputs. Leverage the highest category preference to use this audience in a Communicate, Site, or Advertise campaign.

Check out the below chart on when to use category preference, highest category preference, or Smart Campaign.

	Category Preference	Highest Category Preference	Smart Campaign
Best Used For	Sending one personalized batch campaign	Sending multiple personalized batch campaigns simultaneously	Low-effort, personalized, full-list batch sends
Strategy Type	Audience-first	Audience-first	Content-first
Recommended Send Schedule	One-time or recurring	One-time	One-time or recurring

Add highest category preference

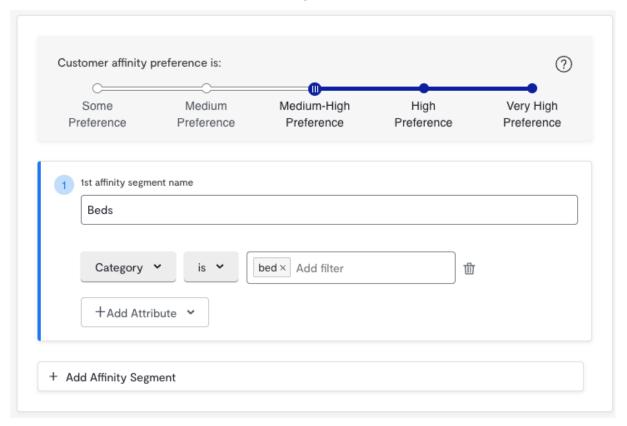Follow the below steps to begin creating a highest category preference group.

1. Navigate to ☐ **Audiences** > **All Audiences**.

2. Click the **Highest Category Preference** tab.

> ⓘ If a highest category preference group is being used in a recurring or automated campaign, please use the refresh button on this page to manually refresh the group. The breakdown will not automatically update otherwise.

3. Click **Create New Highest Preference Group**.

4. Enter a **Name** for the group. Create a name containing *only* letters, digits, or underscores, beginning
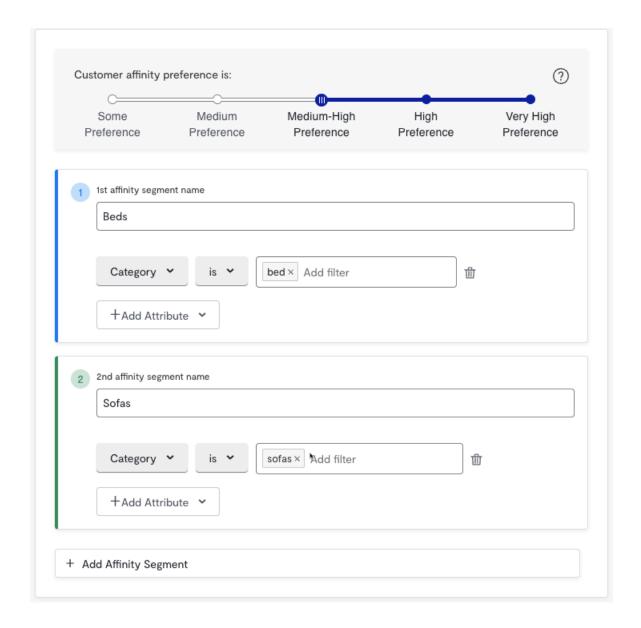
with a letter. Spaces may not be used within a name.

5. Click **Add Affinity Segment**.

6. Enter a **Name** for the affinity segment.

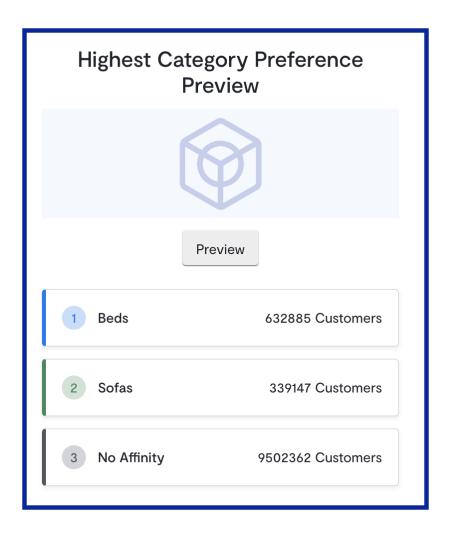7. Click **Add Attribute** to add an attribute to the segment.

Repeat the above steps to add **additional affinity segments** to this group.

ⓘ Please be sure to have at least two affinity segments in a group for the group to work in a campaign.

Customer affinity preference is: ⓘ

Some Preference — Medium Preference — Medium-High Preference — High Preference — Very High Preference

1 1st affinity segment name

Beds

Category ⌄ | is ⌄ | bed ✕ Add filter | 🗑

＋ Add Attribute ⌄

2 2nd affinity segment name

Sofas

Category ⌄ | is ⌄ | sofas ✕ Add filter | 🗑
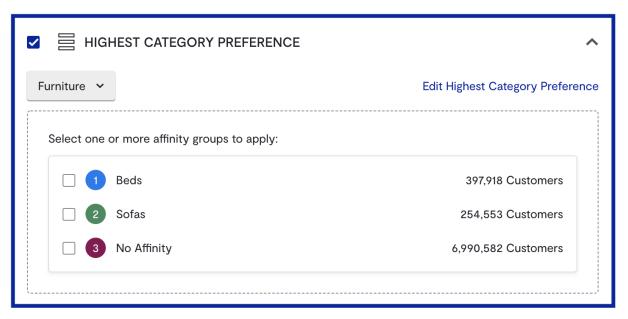
＋ Add Attribute ⌄

＋ Add Affinity Segment

Preview

After you've built out a group, click **Preview** on the right-hand side of the builder. The preview may take 60 seconds or more to return results. The preview returns how many customers qualify for each affinity segment.

Add an audience

The next step is to add the highest category preference group an a audience within audience builder.

1. Navigate to [ ] **Audiences**.

2. Click **Create New Audience** in the upper right-hand corner.

3. Navigate to **Product Preferences** in the audience builder.

4. Select the **Highest Category Preference** section.

5. Select the **Highest Category Preference Group** that was previously created above. You can select one or more groups.

┌───┐
│ ☑ ☰ HIGHEST CATEGORY PREFERENCE   ∧ │
│   │
│ Furniture ∨   Edit Highest Category Preference │
│   │
│ ┌ ─ ┐ │
│   Select one or more affinity groups to apply: │
│ │ ┌───┐ │ │
│   ☐ ① Beds   397,918 Customers   │
│ │ │   │ │ │
│   ☐ ② Sofas   254,553 Customers   │
│ │ │   │ │ │
│   ☐ ③ No Affinity   6,990,582 Customers   │
│ │ └───┘ │ │
│ └ ─ ┘ │
└───┘

6. Click **Preview** to view the audience with the applied filters.

7. Click **Save Audience**.

Best practices

- **Multiple Category Affinity Campaigns**: Leverage highest category preference segmentation when there are multiple category affinity campaigns launching in the same day and only want each customer to qualify for one campaign. Highest category preference is a mutually exclusive segmentation tool, meaning each customer will only be assigned to one affinity segment.
- **Add Additional Criteria**: When selecting the highest category preference group in the audience builder, you can also add other customer behaviors, customer attributes, or other predictive models. For example, adding an email frequency cap.
- **Configure the Logic**: Input the product preferences based on order of importance. Customers with the highest affinity score for the first input will be assigned into that segment. Customers with the highest affinity score for the second input will be assigned into that segment, and so forth.
- **Integrated Campaign**: After the audience is set with the highest category preference group, build out the email campaigns with the content, product, and offers that match each category affinity segment to create a Bluecore Smart Campaign.
- **Syncing Mutually Exclusive Audiences**: Highest category preference can also be used when syncing audiences across paid media channels with Bluecore Advertise. Use this group to ensure there is no overlap between audience segments in your paid media campaigns.
- **Experience Designer**: Use the highest category preference groups within our Experience Designer to split by category affinities.

☰ Highest Category Preference – New Arrivals

One-Time Broadcast Settings ✓   >   **Journey**   >   Summary