Managing Coupons for Bluecore Site

09/09/2025 2:39 pm EDT

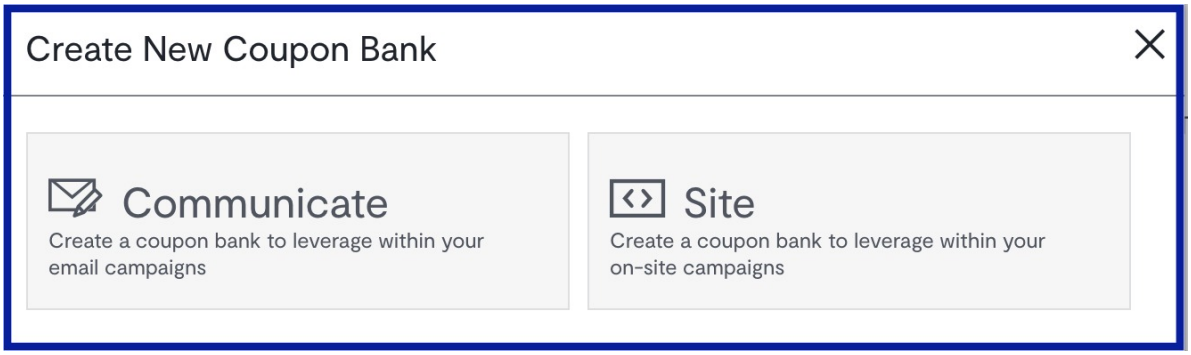
Before adding a coupon to a Bluecore Site campaign, you must upload and configure the coupon banks within Bluecore's file management.

Upload coupons

The workflow for uploading a coupon bank for Bluecore Site is outlined in ourImport Data article. However, it's important to upload and configure the bank specifically for an on-site campaign and not email.

1. Navigate to **Data** > **Coupons**.
2. Click **Upload Coupon** in File Management.
3. Click **Create New Import**.
4. Select to **upload the coupon file** via browser or SFTP as outlinedhere.
5. Select **Coupons**.
6. Click **Continue**.

While the rest of the upload configuration is the same as email and outlinedhere, it's important at this step to select Site instead of Communicate in this popup:

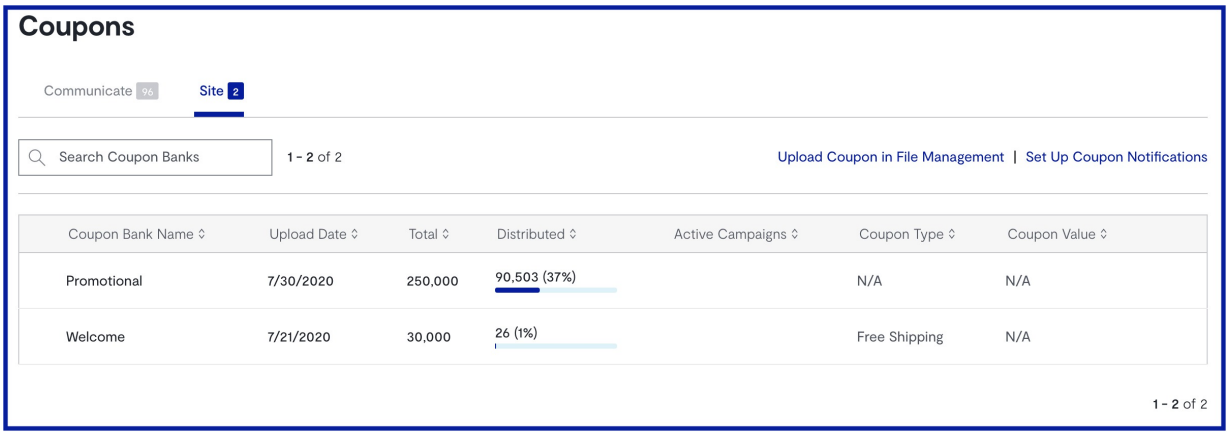


View existing coupons

View existing previously uploaded coupon banks by navigating to the Data Icon > Coupons. Be sure to click the Site tab at the top of the page to view coupons that have been previously configured just for Bluecore Site™. View a comprehensive list of coupon banks and ones that are actively being used in campaigns:

- **Coupon Bank Name**: The bank name specified when the bank was uploaded.
- **Upload Date**: The upload data listed in UTC time.
- **Total**: The total number of coupons in the coupon bank.
  - **Note**: Additional coupons can be added to existing banks.
- **Distributed**: The number of coupons that have been distributed to customers already.
- **Active Campaigns**: The automated & one-time campaigns that actively pull from the bank.
- **Coupon Type**: The type of offer available via the coupon: Free Shipping, $ Off, % Off, etc.

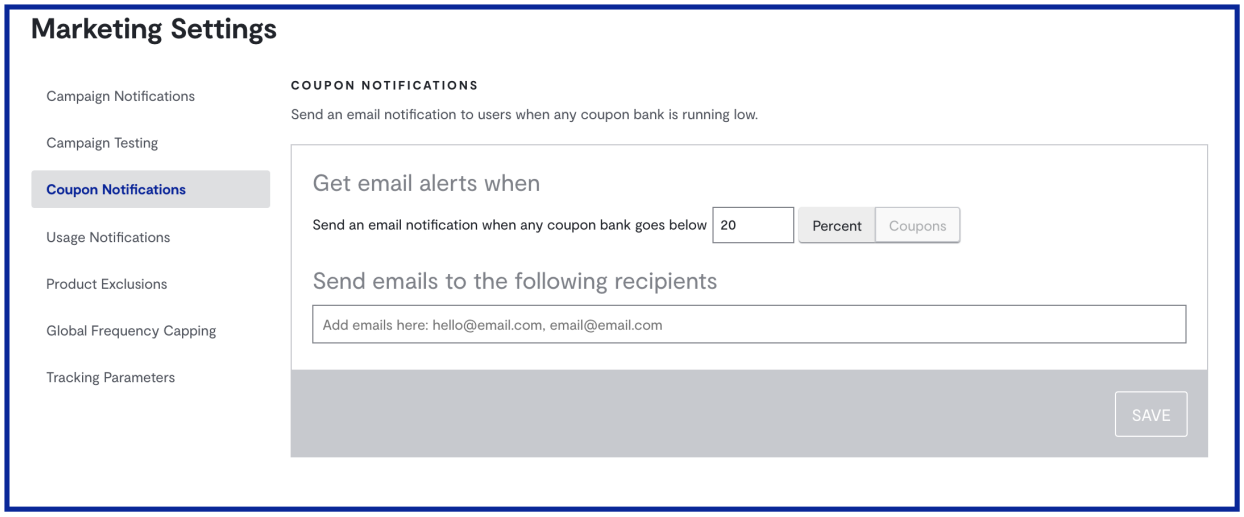
- **Coupon Value**: Only shows if “$ Off” or “% Off” is selected as the coupon type when uploaded, and shows the exact $ or % off.



Coupon notifications

Configure coupon notifications to be notified when an active coupon bank is running low.

To setup notifications, navigate to **Campaigns** > **Communicate** > **Settings** in the upper right hand corner. Navigate to **Coupon Notifications** on the left-hand panel:



Please list everyone who should receive the alerts under **Coupon Notification Recipient List**, and configure the threshold at which the list should be notified.

> The list of email addresses that is configured here is the same group of email addresses for Communicate coupon banks.

After a notification is received, you can add coupons to an existing bank, or create a new coupon bank and update the campaign accordingly to ensure customers receive a coupon.