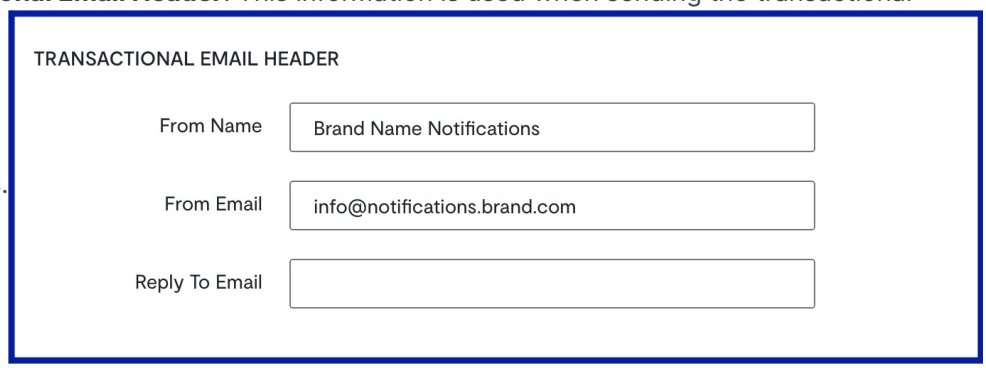
Setting up a Transactional Integration

09/19/2025 4:13 pm EDT

After you've completed the getting started tasks outlined in the Getting Started with Transactional Messages, the next step is to set up a transactional email integration within Bluecore.

You will need the previously provided API key to setup this integration. A member of your email marketing team may complete this section.

1. Navigate to **Data** > **Integrations**.
2. Click **New Integration**.
3. Select the **Marketplace**.
4. Click the **Bluecore Email Integration**.
5. Navigate to the **Campaign tab** on the left-hand side.
6. Enter a **From Name**, **From Email**, and a **Reply To Email** (*optional*) for the transactional email header and the marketing email header. Although transactional from name isn't required to be different than the from name used for promotional sends, most marketing teams do choose to use a different from name to differentiate between the two email types.
    a. **Transactional Email Header**: This information is used when sending the transactional messages.



    b. **Marketing Email Header**: This information is used for triggers, welcome emails, and broadcast/promotional marketing sends.



7. If welcome emails are being configured, the toggle is defaulted to **on** for *should suppress duplicate welcome emails*. This prevents anyone who's received a welcome email before to receive it again.

   > ⓘ Please be sure to provide Bluecore with a list of historical opt-in email addresses that will be suppressed from the welcome email campaign. This step is only necessary if you are sending a real-time welcome campaign with Bluecore.

8. Click **Save** on the bottom right-hand side.

The integration for transactional emails is complete. The next step is to set up thetransactional API, then set up the transactional email campaign within Bluecore.