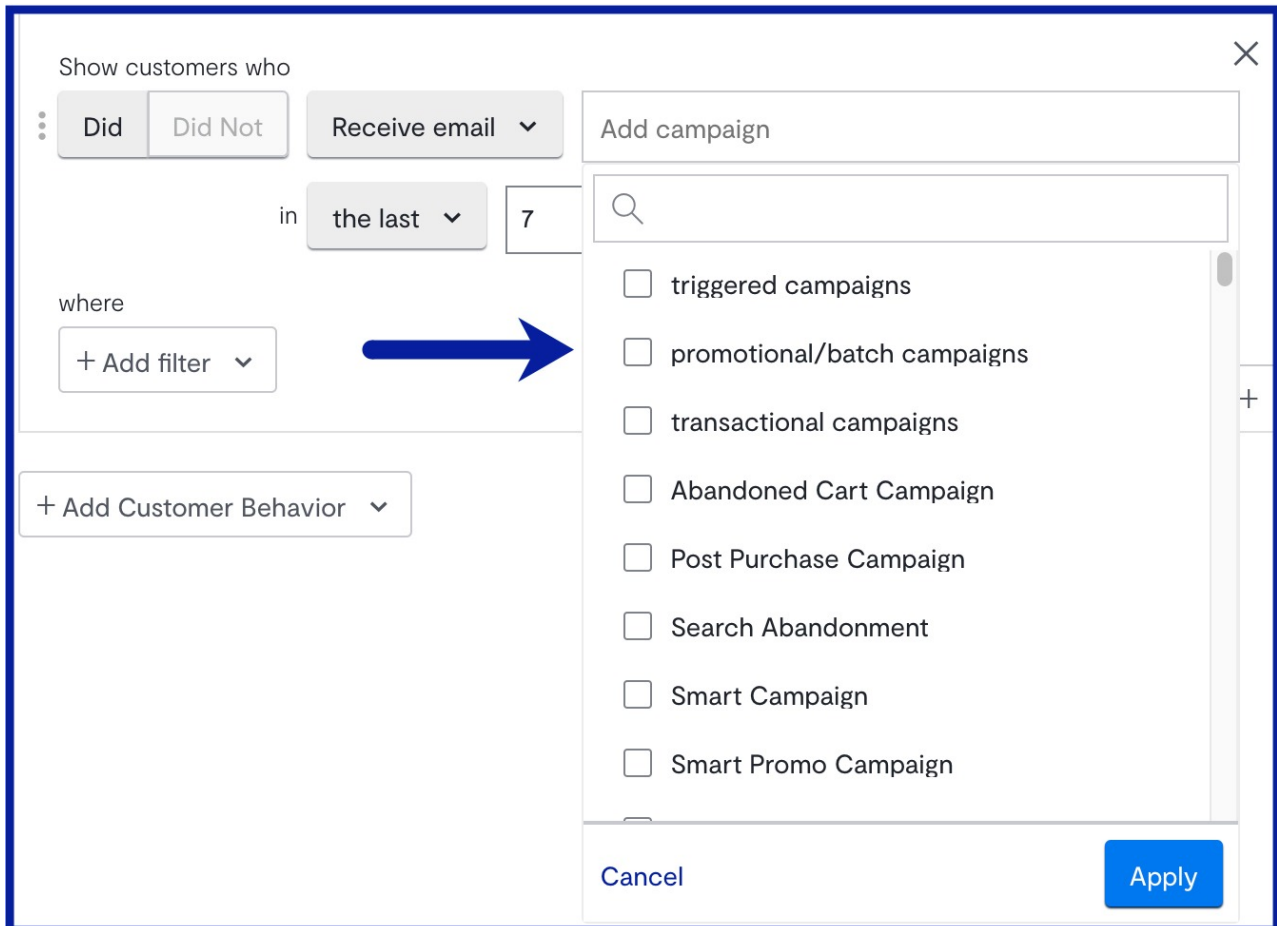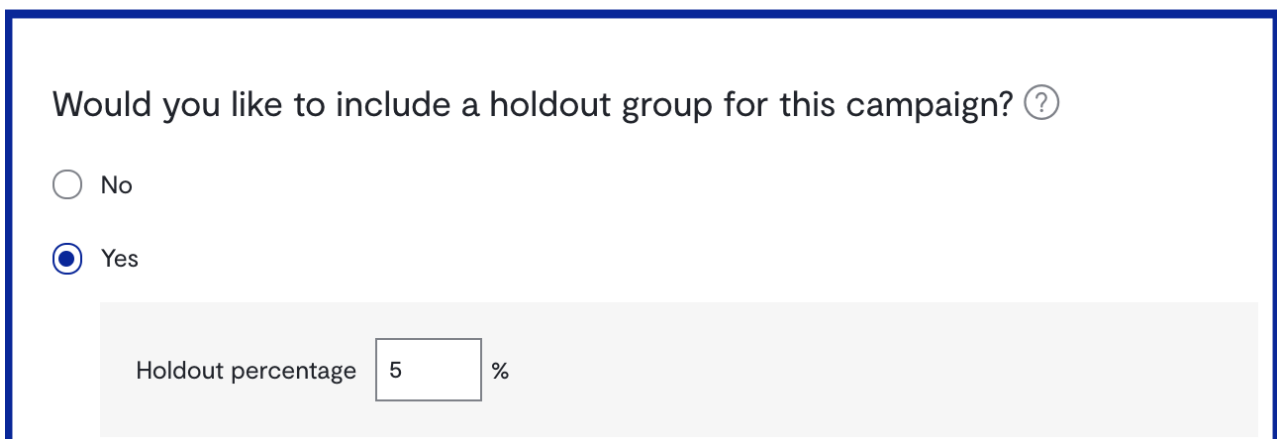# Q2: May 1 - July 31, 2020

08/11/2025 7:16 pm EDT

- User Experience Update: Audience Builder (May 6)
  You can now multi-select campaigns when configuring an audience in the audience builder!

- One-Click Holdout Groups (May 11)
  Holdout groups are a group of users that are purposely separated from the rest of an audience, used to test against when sending a campaign. Set up a holdout group for any campaign with just a single click!

- New Widget Available in Visual Template Editor (May 11)
  Check out our newest widget available in VTE - Single Column! Use this widget for a single product

layout, highlighting one dynamic product recommendation at a time.
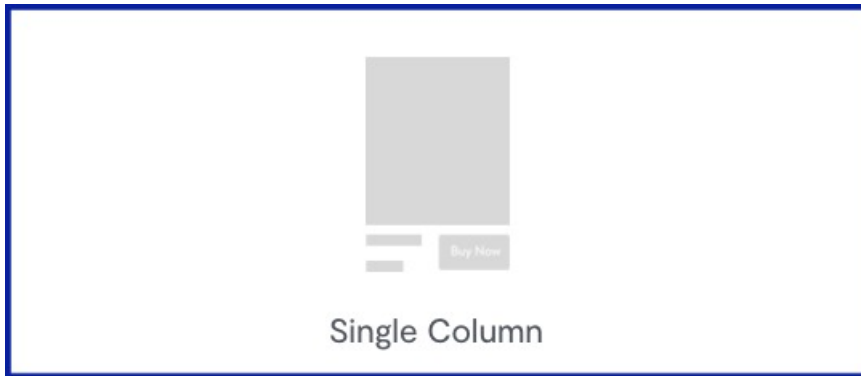
- Custom Image URL (May 11)
  When configuring dynamic product recommendations, you can now select the product image source as either the default image source or a custom source. For example, a custom source can be used to display a customized product, such as a customized photo album, mug, or phone case in an email.

- Enhanced Reporting (May 13)
  In addition to Bluecore's campaign analytics, Bluecore now has enhanced reporting, supported via looker. Check out our three new reports: Deliverability Overview, Campaign Comparison, and Email Report Card. ☰
- Currency Update (May 14)
  You can now view the correct currency symbols in email analytics based on the purchase data Bluecore is receiving. Previously, the email analytics displayed revenue visually *only* using the USD symbol. ☰ ☰
  NOTE: Looker international namespaces coming soon.

- [Email Test List](#) (May 15)
  Configure a list of email addresses to send a copy of a test message to on the campaign summary page. Add email addresses to the email test list by navigating to the **flag icon** on the left-hand side of the navigation > **Settings** > **Campaign Testing**.

  Email addresses that are added in the marketing settings will auto-populate when using the send test functionality on the campaign summary page. Email addresses can be added or removed before [sending the test message](#).


- Updated Navigation (May 18)
  Our campaign creation navigation has a new look and feel! This update allows you to better organize and streamline your workflows across each of Bluecore's product lines (Communicate, Site, and Advertise).
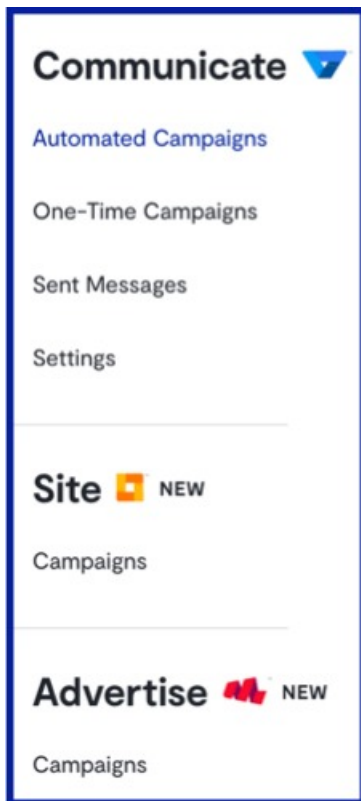
- Bluecore Site™ (May 18)
  Bluecore Site™ is a customer acquisition and revenue-driving platform that retailers can use to grow their email lists by 40% and increase conversions on-site by 73%. Click here to learn more about Bluecore Site™.
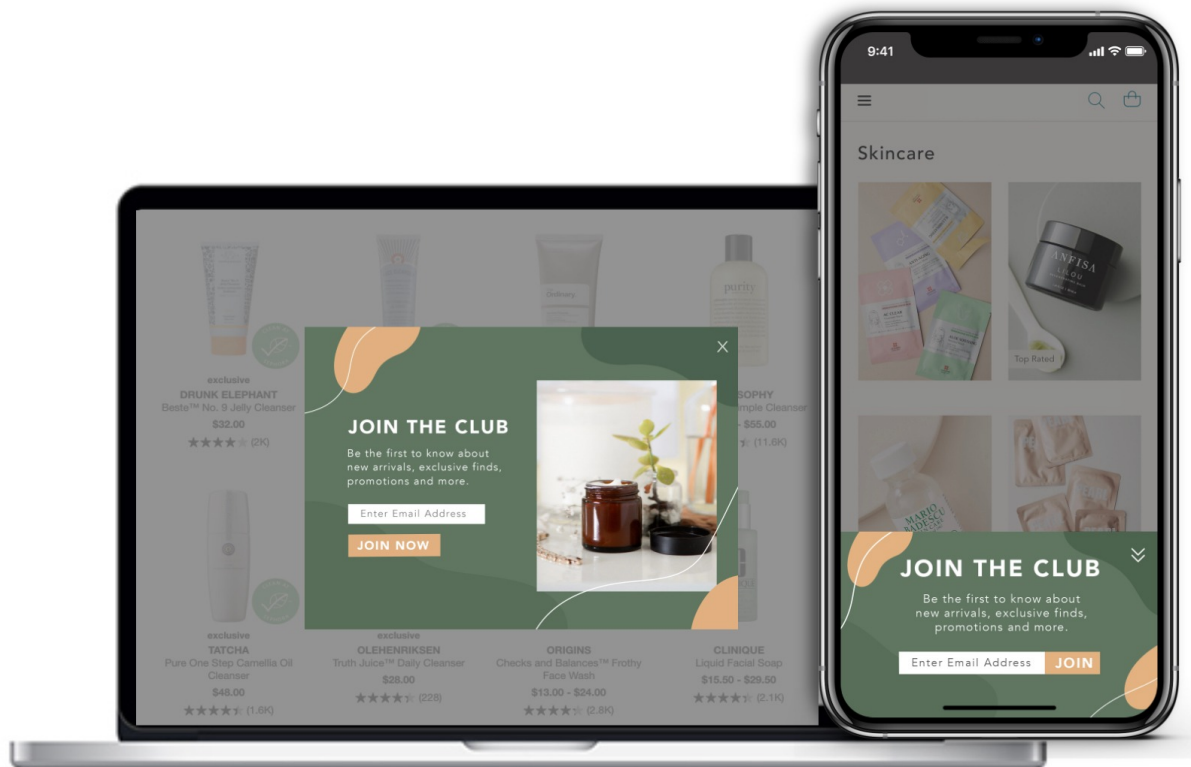
- Performance Improvements: Campaign List Page (June 4)
  Our campaign list page is now loading up to 10x faster than before! Last week, we made some changes to our campaign cache, allowing new campaigns load times to be consistently quicker and reduce latency.

- Null Options in Customer Attributes (June 5)
  We've recently enabled the option to filter customer attributes by anyone that does or doesn't have a value for an attribute. You can now see the options *is null* and *is not null* in the customer attributes drop-down.

- Email Eligibility (June 8)

  Over the coming months, users will get rolling access to important updates to Email Eligibility that make it easier to manage customer lists and reach as many customers as possible.

  NOTE: While the below updates can be enabled in some user accounts without user input, the Bluecore customer success team will need to work directly with many users to determine the best way to represent their customer list in our system going forward.

  Global Settings by Campaign Type
  You'll have the option to enforce opt-ins when determining Email Eligibility for triggered campaigns, while all Promotional/Batch campaigns default to enforce explicit opt-ins. When this is available in your account, you'll navigate to *the flag icon > Communicate > Communicate Settings > Email Eligibility* to view your settings and reach out to your Customer Success Manager if you'd like to make a change. Learn More.

Marketing Settings

Campaign Notifications

Campaign Testing

Coupon Notifications

Usage Notifications

Product Exclusions

Send Time Optimization

Global Frequency Capping

Tracking Parameters

Email Eligibility

EMAIL ELIGIBILITY

Determine when a customer is eligible to receive marketing communications. Click here to learn more about Bluecore's email eligibility settings.

Email Eligibility

Contact your Customer Success Manager to change email eligibility settings.

Promotional/Batch 🔒 Must be opted-in

Triggered ☐ Must be opted-in ?

SAVE

Audience Builder Flexibility

Create audiences based on any customer Email Eligibility status to understand list health and size across email and non-email channels. Learn More.

Save Cancel ✉ Email Eligibility

Email eligibility is [Opted-in ⌄] ?

Opted-in

Known

Unsubscribed

Not Unsubscribed

Any (All eligibility statuses)

- User Experience Update: Multi-Select for Integers in Customer Attributes (June 11)
  Quickly target customer segments by multi-selecting values for all data types without creating multiple audiences.

Save Cancel 👥 Customer Attributes

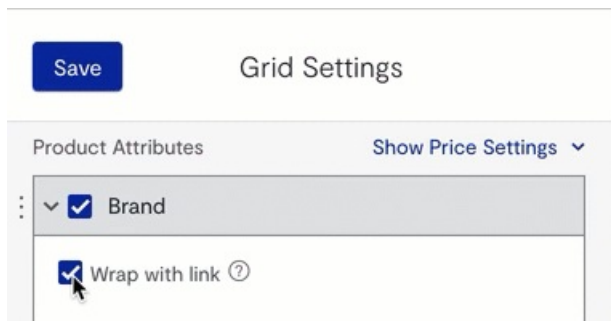[Zipcode ⌄] [is ⌄] [37620 ✕ or 37618 ✕ or 37616 ✕ Add value] ✕

[+ Add Customer Attribute ⌄]

- Link Wrapping in Email Visual Template Editor (June 17)

You can now remove links from any product attributes within a VTE dynamic product block. Reducing the number of links in your email may help with Gmail message clipping.

- User Experience Update: A/B Testing (June 18)
  Previously in the campaign creation flow, you were initially locked into an A/B test if selected. Now, you can enable or disable an A/B test at any point during the campaign drafting flow.

- User Experience Update: Customer 360 Page (June 22)
  Check out our latest design update to the Customer 360 page! Customize the visible customer attributes on this page to learn more about your customers! Click here for an overview on our Customer 360 page.

- User Experience Update: Previewing Templates (June 23)
  No more messy error messages when viewing a preview of a proof! Check out our new design that lets you know when a preview of a proof is not available. Have any questions? Contact our Support Team at support@bluecore.com.

- Audience Builder Updates (June 25)
  Our audience builder might look a little different to you! Email eligibility is now the first section within audience builder for *all customers*. Use email eligibility to manage customer lists and reach as many customers as possible. Learn more about email eligibility here.

- Custom Fields Updates (June 29)
  If you were previously using *preference segments* located within the customer attributes section, this will now live under the custom fields section located at the bottom of the audience builder.

EMAIL ELIGIBILITY

Customers with permissions **email eligibility is true**.

and

CUSTOMER BEHAVIORS   Add Filter ⊕

and

CUSTOMER ATTRIBUTES   Add Filter ⊕

and

STATIC EMAIL LIST   Add Filter ⊕

and

PREDICTED CUSTOMER LIFETIME VALUE   Add Filter ⊕

and

LIFE-CYCLE STAGE   Add Filter ⊕

and

LIKELIHOOD TO TAKE ACTIONS   Add Filter ⊕

and

PRODUCT PREFERENCES   Add Filter ⊕

and

CUSTOM FIELDS   Add Filter ⊕

- Bluecore Dashboard Updates (July 1)
  Our Bluecore Dashboard and Audience Insights will now update on Tuesday mornings, rather than Monday mornings (because nobody likes Monday's anyway, right?). Be sure to check it out first thing Tuesday morning for new data!
- Updates to Discount Pricing in Email Template Editor (July 14)
  You can now add a sale and original price to blocks within the email visual template editor! Check the *show original price* checkbox to show and configure a sale price alongside a product's original price for discounted products.
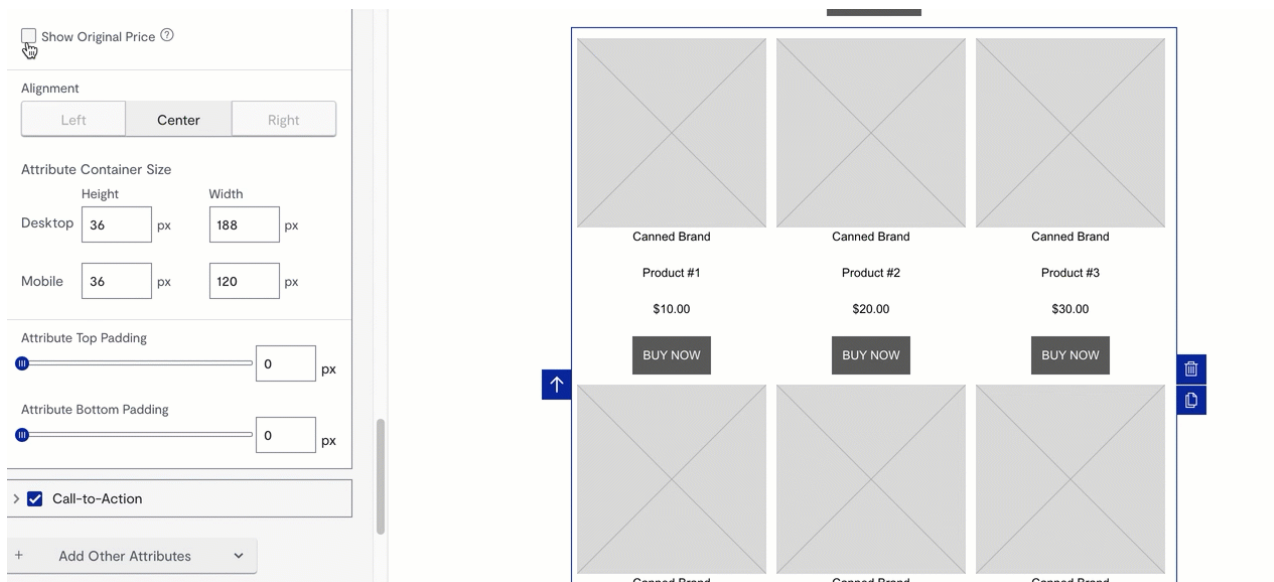
- New Mobile Padding Option in VTE (July 15)
  Configure different padding configurations for mobile devices to ensure your email looks perfect no matter where it's opened!
- Audience AND/OR functionality (July 20)
  Create more robust audiences with new audience operators on customer attributes, and use additional audience selectors with our updated audience builder. Click here to learn more about Bluecore's audience builder.

- Multi-Account Capabilities (July 20)
  Manage multiple brands and geolocations by copying email templates and audiences across accounts, and set user permissions at a global level. Click here to learn more about our new multi-account capabilities.

User Management

Add New User

6	148	152	123
Subaccounts	Users	User Roles Assigned	Client Admins

🔍 Search User

Name ⇕	Email ⇕	Role(s)	Accounts	Date Created ⌃	
Jane Doe	janedoe@bluecore.com	Viewer, Client Admin	Qa Bluecore 6, Qa Bluecore 1, Qa Bluecore 2, Qa Bluecore 3	6/29/2020	⋯
API User	api@bluecore.com	Client Admin	Qa Bluecore 3	4/9/2020	⋯

- **Additional Apple Mail Support (July 21)**
  We've added additional email proofing support for Apple Mail dark mode 12 and 13 and Apple Mail 13. At this time, Bluecore will no longer support email proofing for Apple Mail 10 and 11.

DESKTOP CLIENTS   Unselect all Desktop Clients

- ☑ Apple Mail 12 Dark Mode (OSX Mojave)
- ☑ Apple Mail 13 (OSX Catalina)
- ☑ Apple Mail 13 Dark Mode (OSX Catalina)
- ☑ Outlook 2011 (OSX 10.8)
- ☑ Outlook 2016 (OSX 10.8)
- ☑ Outlook 2007 (Windows 7)
- ☑ Outlook 2010 (Windows 7)
- ☑ Outlook 2010 (120 dpi) (Windows 7)
- ☑ Outlook 2013 (Windows 7)
- ☑ Outlook 2013 (120 dpi) (Windows 7)
- ☑ Outlook 2016 (Windows 7)
- ☑ Outlook 2016 (Windows 10)
- ☑ Outlook 2016 (120 dpi) (Windows 10)
- ☑ Outlook 2019 (Windows 10)
- ☑ Outlook 2019 (120 dpi) (Windows 10)

- **Coupons in Bluecore Site™ (July 27)**
  You can now manage and upload coupon banks to leverage within your Bluecore Site™ campaigns.

Coupons

Upload Coupon in File Management | Set Up Coupon Notifications   Email Site   🔍 Search Coupon Banks   1 – 3 of 3

Coupon Bank Name ⇕	Upload Date ⇕	Total ⇕	Distributed ⇕	Active Campaigns ⇕	Coupon Type ⇕	Coupon Value ⇕
Test Coupons	7/22/2020	50	0 (0%)		Free Shipping	N/A
Weekly Promotional	7/21/2020	50	0 (0%)		Free Shipping	N/A
Onsite Coupon Bank	12/5/2019	99,998	0 (0%)		% Off	10

1 – 3 of 3

- **Audience Builder Update (July 29)**
  You can now filter customer behaviors by the number of orders your customers placed. Filter by the number of orders placed in a specified time frame.

🛒 Customer Behaviors

Save   Cancel

Show customers who

Did   Did Not   Purchase ⌄   Order(s) ⌄   more than ⌄   3   times

in   the last ⌄   7   📅 days ⌄

where product

+ Add product filter ⌄

×

+