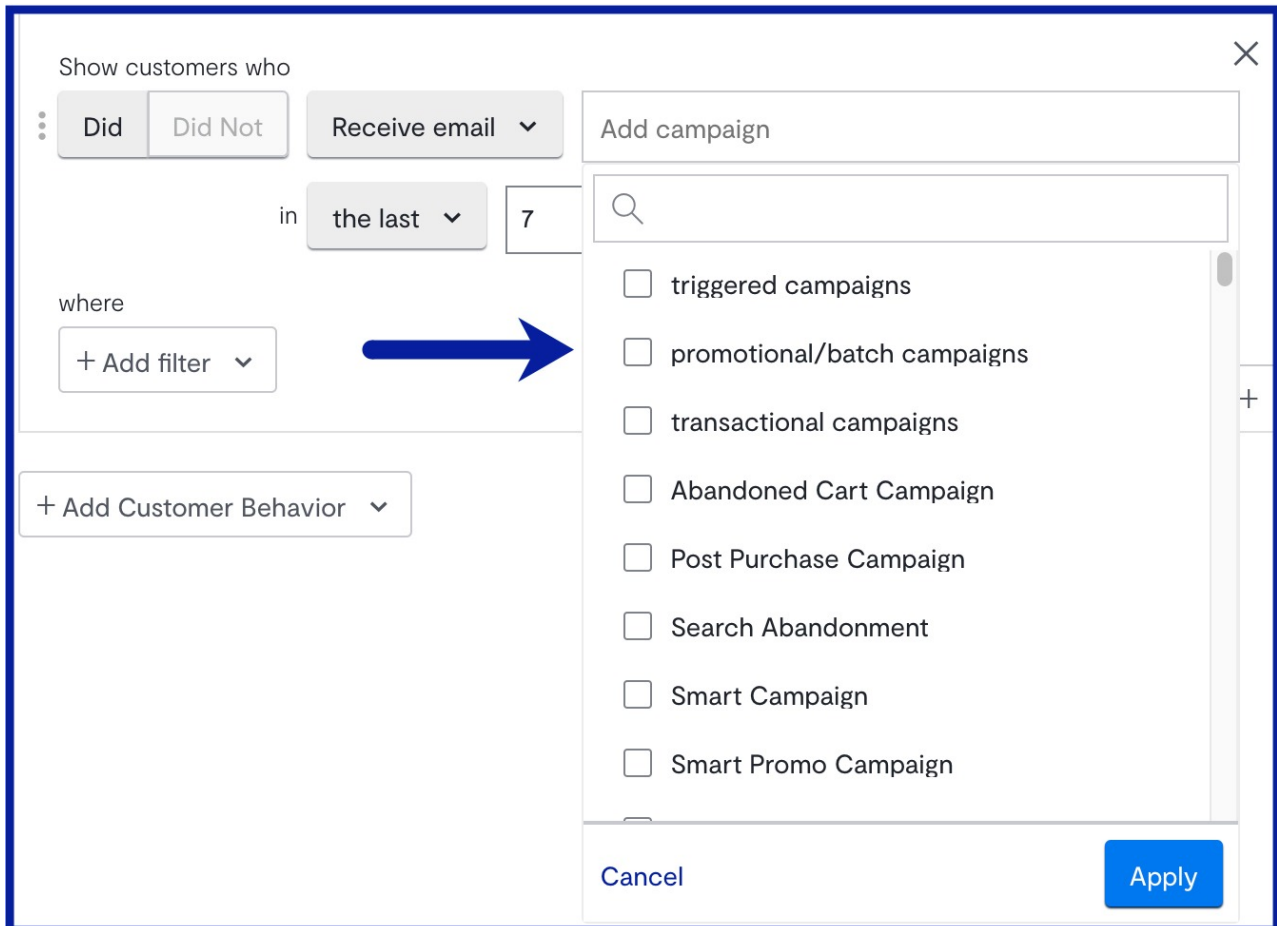


Q2: May 1 - July 31, 2020

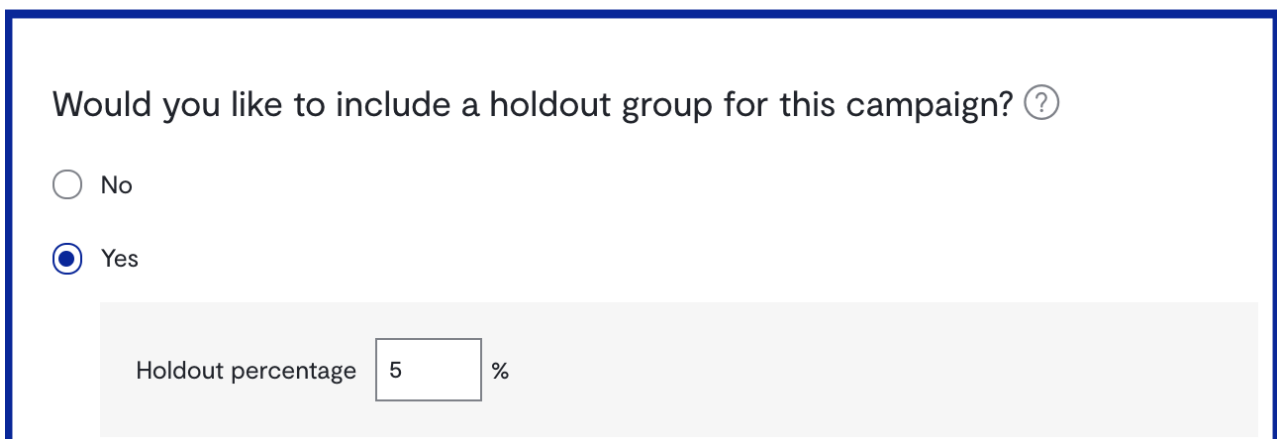
08/11/2025 7:16 pm EDT

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



The screenshot shows the Audience Builder interface. On the left, there are filters for 'Show customers who' (Did, Did Not, Receive email), 'in the last' (7), and 'where' (+ Add filter). A blue arrow points from the 'where' filter to the 'Add campaign' dropdown menu on the right. The dropdown menu lists several campaign types with checkboxes: triggered campaigns, promotional/batch campaigns, transactional campaigns, Abandoned Cart Campaign, Post Purchase Campaign, Search Abandonment, Smart Campaign, and Smart Promo Campaign. At the bottom of the dropdown are 'Cancel' and 'Apply' buttons.

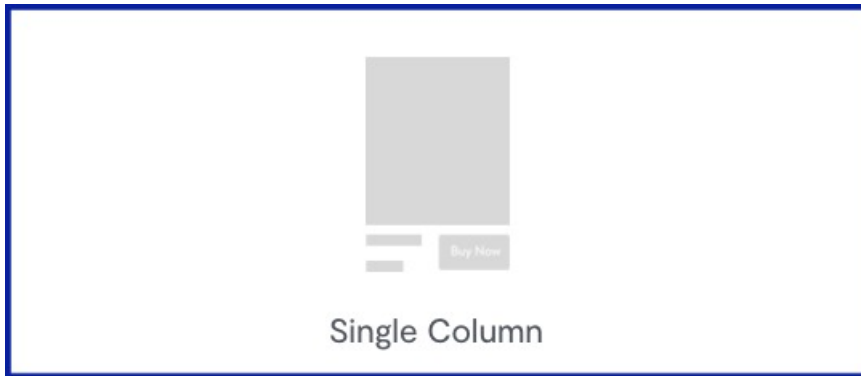
- [One-Click Holdout Groups](#) (May 11)
Holdout groups are a group of users that are purposely separated from the rest of an audience, used to test against when sending a campaign. Set up a holdout group for any campaign with just a single click!



The screenshot shows a dialog box asking 'Would you like to include a holdout group for this campaign?'. There are two radio buttons: 'No' and 'Yes'. The 'Yes' option is selected. Below the radio buttons, there is a field for 'Holdout percentage' with the value '5' and a '%' symbol.

- [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.

Product Image Source Type

☒ Use Default Image Source

☐ Custom Source (Uncommon)

- **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.

Attributed Revenue

£122,482

Revenue Per Email

£0.38

Attributed Revenue

\$7,479,305

Revenue Per Email

\$0.92

- [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](#).

Campaign Notifications

Campaign Testing

Coupon Notifications

Usage Notifications

Product Exclusions

Send Time Optimization

Global Frequency Capping

Tracking Parameters

Email Eligibility

EMAIL TEST LIST

Configure a list of email addresses below to pre-populate the send test modal when sending a test email. You will have the option to add or remove email addresses on the campaign summary page before sending a test.

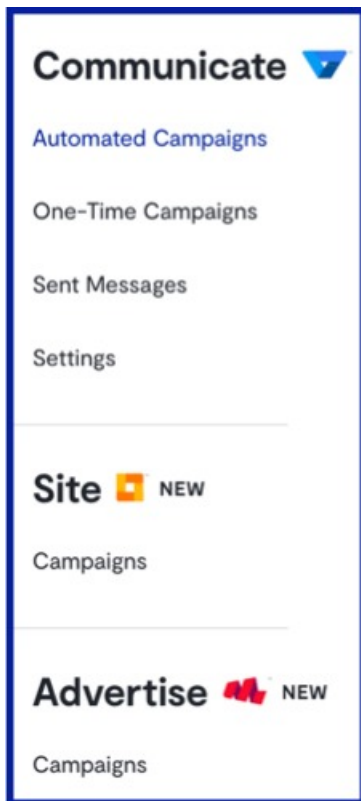
Send test emails to the following recipients

Add emails here

SAVE

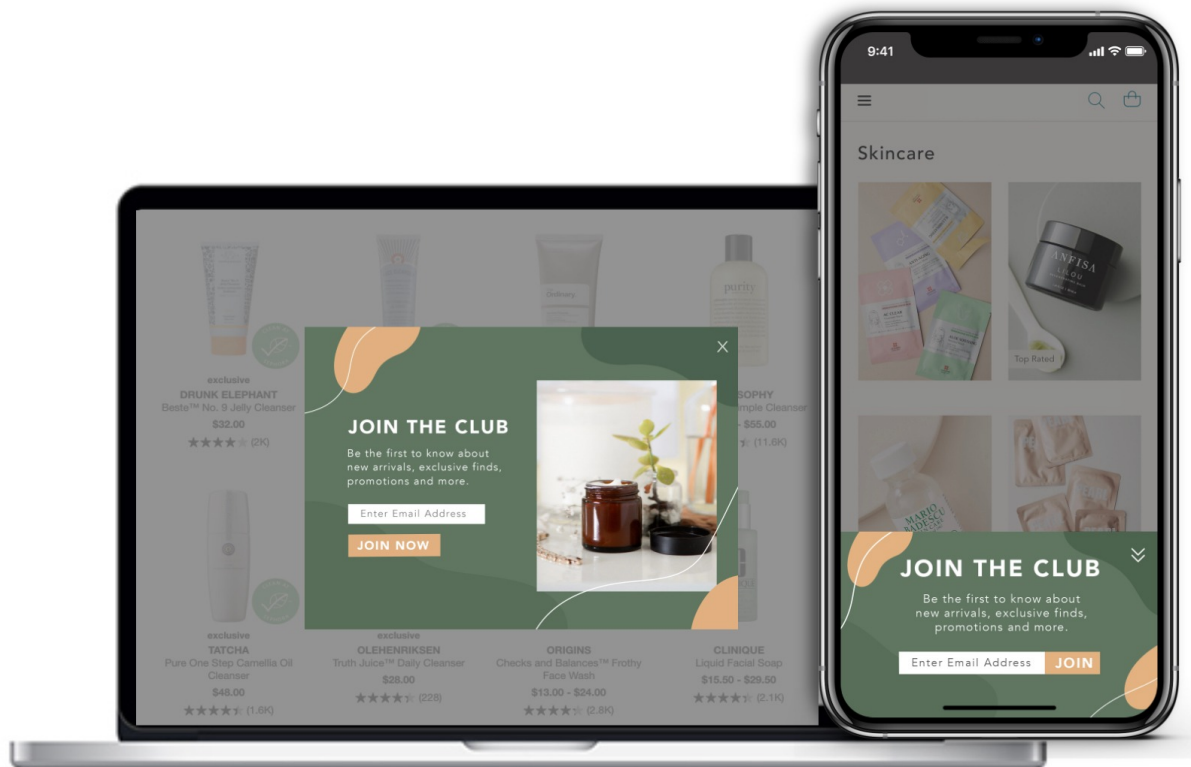
- [Updated Navigation](#) (May 18)

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.

The screenshot shows the 'Customer Attributes' section of a software interface. At the top, there are tabs for 'Audience' and 'Email Campaigns'. Below the tabs are 'Save' and 'Cancel' buttons. The main area is titled 'Customer Attributes' and contains a search bar with filters. The first filter is 'Birthdate' with a dropdown arrow, followed by 'after' with a dropdown arrow, a text input field containing '2', a calendar icon, 'days' with a dropdown arrow, and 'ago'. The second filter is 'Age' with a dropdown arrow, followed by 'is not null' with a dropdown arrow. A dropdown menu is open for the 'is not null' filter, showing the following options: 'is', 'is not', 'is greater than', 'is less than', 'is greater or equal', 'is less or equal', 'is null', and 'is not null'. A blue arrow points to the 'is not null' option at the bottom of the dropdown menu.

- 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 ×

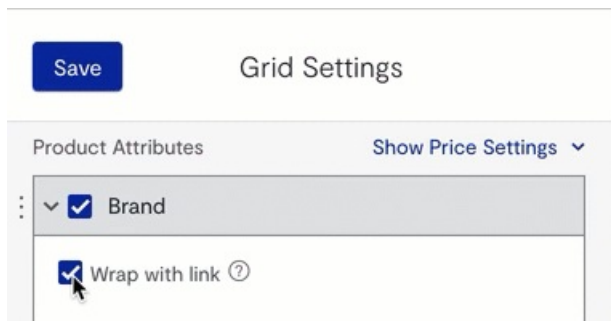
Add value

×

+ 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.

AUTOMATED

≡ Abandoned Cart Campaign

Abandoned Cart Settings > Message > Summary

Campaign Type

Regular A/B Test

Email Subject

What's New Wednesday

Preview Text

Optional

Tracking Parameters

Optional

[+ Add tracking parameter](#)

- 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.

Customize Attribute View

Hidden Customer Attributes

Age
Card holder status
External segment code
Favorite store
Frequency model score
Gender
Is email eligible
Location
Loyalty status
Loyalty tier
Monetary model score

Displayed Customer Attributes

Bluecore ID

Created

Email

Cancel

Save Changes

- 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.

Campaign Summary

Personalized

Go to Chrono Run

Preview and Test

View Proofs

Settings

Estimated Audience Size

8 (Last updated April 21, 2020 1:40 PM EDT)

Campaign Type

Triggered

Schedule

3 hours after search

Frequency Cap

Suppress customers who did not receive any emails in the last 48 hours or did receive this campaign in the last 48 hours

Customer Qualifiers

None

Product Qualifiers

None

Email Provider

Bluecore

Message

Campaign Type

Regular

Email Subject

Thanks for stopping by

Tracking Parameters

utm_source=WHSEmail
 utm_medium=BC
 utm_campaign=abandonsearch-1


Preview Text

Looking for something new? Why not take another look


Proofs are not available...

Looks like we're having some technical difficulties, proofs are currently not available


- 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](#).


 EMAIL ELIGIBILITY

Customers with permissions **email eligibility is Opted-in.**





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 

- 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

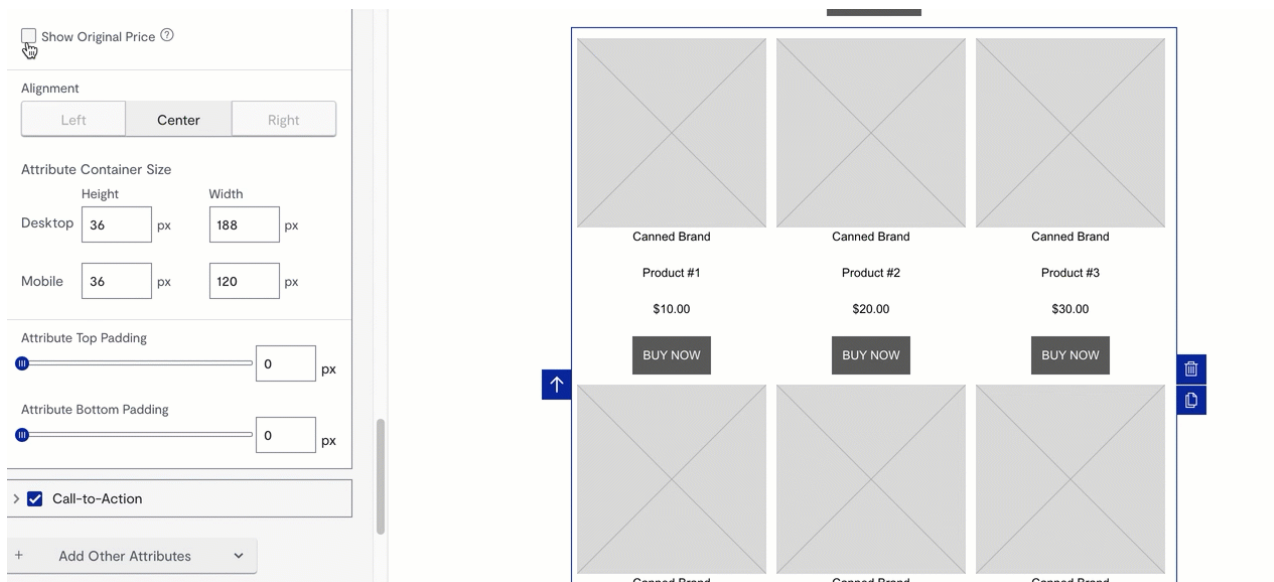
Add Filter +

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.

Save Cancel **Customer Attributes**

Gender is Female Add value

AND ☐

Email address contains @bluecore.com Add value

AND ☐

Age is under 30 Add value

- 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**

Subaccounts

148

Users

152

User Roles Assigned

123

Client Admins

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 Dark Mode (OSX Catalina)
- ☒ Outlook 2016 (OSX 10.8)
- ☒ Outlook 2010 (Windows 7)
- ☒ Outlook 2013 (Windows 7)
- ☒ Outlook 2016 (Windows 7)
- ☒ Outlook 2016 (120 dpi) (Windows 10)
- ☒ Outlook 2019 (120 dpi) (Windows 10)
- ☒ Apple Mail 13 (OSX Catalina)
- ☒ Outlook 2011 (OSX 10.8)
- ☒ Outlook 2007 (Windows 7)
- ☒ Outlook 2010 (120 dpi) (Windows 7)
- ☒ Outlook 2013 (120 dpi) (Windows 7)
- ☒ Outlook 2016 (Windows 10)
- ☒ Outlook 2019 (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](#)

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.

Save Cancel

Customer Behaviors



Show customers who



Did

Did Not

Purchase ▾

Order(s) ▾

more than ▾


3

times

in

the last ▾

7

 days ▾

where product

+ Add product filter ▾

