Bluecore's Triggered Library

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Bluecore's core triggers were designed with you in mind. These triggers are easy to set up with pre-defined audience targeting rules. These rules can be modified based on your brands strategy, but can be used as a baseline when configuring these triggers. Learn more about each of Bluecore's pre-defined audiences for each campaign type below.

Abandoned cart

An abandoned cart campaign triggers a message to customers who do not complete a purchase, but leave at least one item in their shopping cart and did not purchase.

The below rules are automatically applied to the campaign and do not need to be created:
- Sends 1-2 hours after abandonment
- Did not purchase any products in last 2 hours
- Did not remove products from the cart in the last 2 hours

Abandoned cart campaigns are usually journeys, allowing the user to be targeted at additional touch points after the first message in the campaign. Read below for some of our pre-determined targeting rules for additional touches in an abandoned cart campaign.

Abandoned cart: Touch 2

Abandoned Cart Touch 2 is used to retarget a customer who has received the abandoned cart message, have not removed the item from their cart, and has not continued to purchase the item in their cart. The additional touch can act as reminder that this item is still present in their cart and show them other products (Bestsellers, Co-recommendation, or New Arrivals) that are similar to the item(s) in their cart.

In addition, we recommended subsequent touches beyond touch 2 that may feature an offer (Free shipping, discount count, etc)as well.

The below rules are automatically applied to the campaign and do not need to be created:
- Added ANY product(s) to the cart at least once 24 hours ago
- Received *Abandoned Cart Touch 1*message in the last 24 hours
  Optional step if you're running an abandoned cart catch up campaign, a filter is applied of: received Abandoned Cart Touch 1/Abandoned Cart Catch up message in the last 24 hours
- Did not remove or purchase product(s) from the cart in the last 24 hours

Abandoned product

An abandoned product campaign triggers a message to customers who abandoned their browse. This campaign type is also known as browse abandonment.

The below rules are automatically applied to the campaign and do not need to be created:
- Sends 3-4 hours after abandonment
- Did not add to cart in the last 3 hours
- Did not purchase any products in the last 3 hours

Abandoned product: Touch 2

The below rules are automatically applied to the campaign and do not need to be created:
- Received *Abandoned Product* message in the last 24 hours
- Did not purchase or add product(s) to the cart at least once in the last 24 hours

Abandoned search

An abandoned search campaign triggers a message to customers who abandoned their product search on your site.

The below rules are automatically applied to the campaign and do not need to be created:
- Sends 3-4 hours after abandonment
- Did not add to cart in the last 4 hours
- Did not view any products in the last 4 hours
- Did not purchase any products in the last 4 hours

Post purchase

A post purchase campaign triggers a message to customers who have purchased one or more products.

The below rules are automatically applied to the campaign and do not need to be created:
- Sends 24 hours after purchase

Bluecore's merchandising triggers

New arrivals

A new arrivals campaign triggers a message when new arrivals become available on your website.

The below rules are automatically applied to the campaign and do not need to be created:
- Viewed product(s) at least once in the last 30 days and the product was in the same category you viewed after 7 days ago (classifying it as a new arrival)
- Did not purchase any new arrival products at least once in the last 30 days

Price decrease

A price decrease campaign triggers a message when products drop in price on your website, also known as a price drop campaign.

The below rules are automatically applied to the campaign and do not need to be created:
- Viewed product in the last 30 days where product decreased by more than 10% in the last day
- Did not purchase above product in the last 30 days