

Understand email eligibility

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Email eligibility is a customer-level attribute that ensures that customers are getting the campaigns that they are permitted to receive.

For more information on SMS/MMS eligibility, see [Understand SMS/MMS eligibility](#).

Bluecore supports the following eligibility statuses for email:

- Opted-in
 - The customer has given their explicit consent to receive email communication.
- Known
 - The customer has been identified, such as through a purchase or other website activity, but has neither opted-in nor unsubscribed.
- Unsubscribed
 - The customer has chosen to no longer receive marketing email communication from your brand.
 - This typically happens when the customer unsubscribes via an unsubscribe link in an email or preference center.

Audience-level channel and eligibility statuses

In addition to the email eligibility statuses, you can select the Not unsubscribed status in audiences. Not unsubscribed includes all customers who are either opted-in or known.

If you do not include any eligibility statuses in the audience, the audience defaults to include all statuses.

For more information on adding eligibility in audiences, see [Channel and eligibility](#).

Email eligibility filtering

To ensure your email campaigns reach eligible customers, Bluecore uses a layered filtering system that has three components:

- Audience-level channel and eligibility.
- Campaign-level classification.
 - Promotional/batch
 - Triggered
 - Transactional
- Account-level email eligibility settings.
 - Promotional/batch
 - Triggered

These components operate like a funnel.

At the top of the funnel is the audience-level channel and eligibility. This demonstrates your broadest potential audience reach by allowing you to create audiences with customers with all available eligibility statuses.

The campaign-level classification then directs the filtering to use promotional/batch, triggered, or transactional.

At the bottom of the funnel is the account-level email eligibility settings. This final filter ensures that only opted-in or known customers receive campaigns, depending on your settings.

Promotional/batch campaigns

Promotional/batch campaigns are only sent to opted-in customers and can never be sent to known or unsubscribed customers, regardless of channel and eligibility filters.

If channel and eligibility doesn't include opted-in, the campaign does not send to any customers.

The following table represents five different audience examples, each with a different channel and eligibility, and which customers would receive those campaigns.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives campaigns	Opted-in	None	None	Opted-in	Opted-in

Triggered classification

Triggered emails can be sent one of two ways:

- To opted-in customers.
- To opted-in and known customers.

Triggered email campaigns can never be sent to unsubscribed customers.

You can update your triggered eligibility settings at any time by navigating to Campaigns > Settings > Email Eligibility.

Triggered: Opted-in only

If the triggered campaign email eligibility setting is enabled, it only sends to opted-in customers, regardless of audience-level channel and eligibility.

If channel and eligibility doesn't include opted-in, the campaign will not send to any customers.

The following table represents five different audience examples, each with a different channel and eligibility, and which customers would receive those campaigns.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
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	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives campaigns	Opted-in	None	None	Opted-in	Opted-in

Triggered: Opted-in and known

If the triggered campaign email eligibility setting is not enabled, both known and opted-in customers will receive the email, regardless of eligibility.

If the channel and eligibility doesn't include opted-in or known, the campaign does not send to any customers.

The following table represents five different audience examples, each with a different channel and eligibility, and which customers would receive those campaigns.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives campaigns	Opted-in	Opted-in and known	None	Opted-in and known	Opted-in and known

Transactional classification

Transactional: API-driven

Transactional campaigns initiated via API are sent to all customers, regardless of eligibility status.

If the transactional campaign uses product blocks, only opted-in customers receive the product block.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives campaigns	All	All	All	All	All

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives product blocks	Opted-in	Opted-in	Opted-in	Opted-in	Opted-in

Transactional: Audience-driven

Transactional campaigns with an associated audience are sent to all customers, regardless of eligibility status.

Product blocks are sent to all customers.

	Channel and eligibility: Opted-in	Channel and eligibility: Known	Channel and eligibility: Unsubscribed	Channel and eligibility: Not unsubscribed	Channel and eligibility: Any
Status that receives campaigns	All	All	All	All	All
Status that receives product blocks	All	All	All	All	All