


Bluecore Site Campaign Types & Core Use Case Examples

08/01/2025 2:18 pm EDT

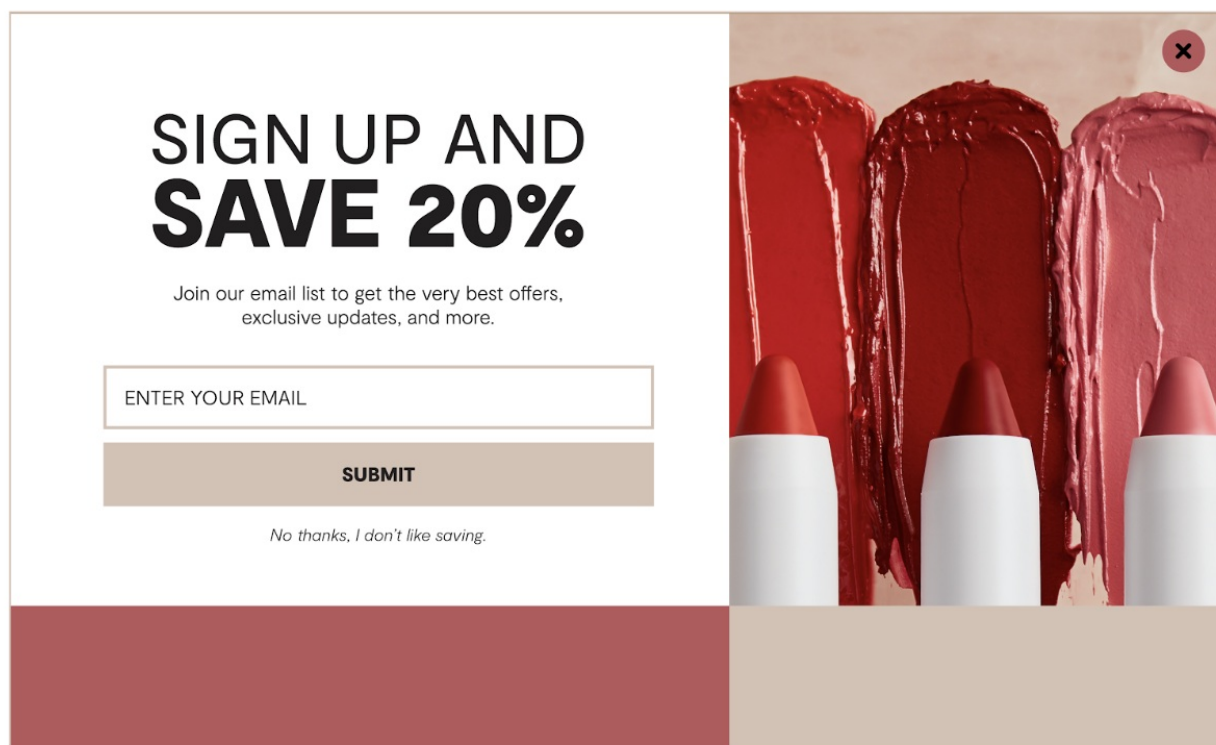
Grow your email list (lead capture), retain and engage customers (exit popup, product recs, and category-driven on-site messaging), and increase conversion (A/B test, Notify Me) on your website with Bluecore Site. Quickly and easily create Site campaigns from within the Bluecore platform.


Learn more about a few suggested use cases below.

 Use the below examples as a starting point when configuring your campaigns. Optimize these examples to meet your brands objectives by configuring any additional rules as needed.

Lead capture

Use lead capture to grow your list size, ultimately resulting in subsequent revenue lift. Create a popup to appear on the homepage that prompts visitors to submit their email address to subscribe to your emails, for the exchange of a newsletter, brand updates, or sweepstakes, etc.



 The following rules are configured to show a popup for a first time visitor only and not to be shown again.

1. Create a new **campaign**.
2. On the campaign settings page, navigate to the **suppression rules settings** at the bottom of the page.

3. Configure the following settings to display the popup:

- a. Times per day: **1**
- b. Times per session: **1**
- c. Repeat: **Never**

The screenshot shows the 'Suppression Rules' configuration panel. At the top, there are two radio buttons: 'Show until campaign has been shown' (which is selected) and 'Show until event occurs'. Below these, there are three settings: 'Times per day' set to 1, 'Times per Session' set to 1, and 'Repeat' set to 'Never' (selected). There is also a '1' in a box next to 'days' for the repeat interval. At the bottom, there are two more radio buttons: 'Always show (No suppression rules)'.

4. Click **Save & Continue** in the lower right-hand corner.

5. Navigate to **configuring targeting criteria**.

6. Click **Create from Existing** or **Create New Rule**.

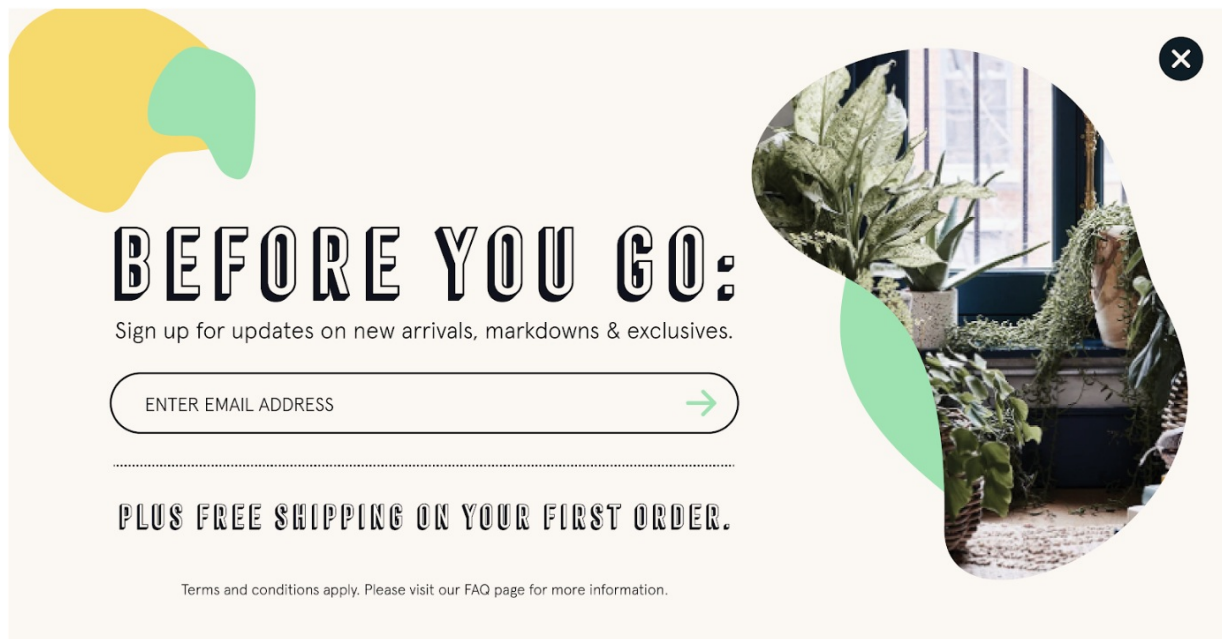
7. Configure the following targeting rules:

- a. Visit Frequency Rules: **Customer who have done less than 1 visit to my site in lifetime** .
- b. Bluecore Audience Conditions: User **type is equal to new**.

The screenshot shows the 'Targeting Rule Summary' interface. It has two main sections: 'VISIT FREQUENCY CONDITIONS' and 'BLUECORE AUDIENCE CONDITIONS'. The first section contains a box with the text 'Number of visits less than 1 in their lifetime'. Below this is a blue button with the word 'and'. The second section contains a box with the text 'User type is new'.

Exit popup

Retain and engage your (potential) customers or visitors who are about to leave your site. Incentivize a shopper to stay and complete their purchase, sometimes with a coupon or offer. This popup typically displays on every page except the checkout page, as it would potentially be a disruption to a shoppers checkout experience.



 These conditions ensure the campaign is triggered upon an exit behavior.

1. Create a new **campaign**.
2. Navigate to **configuring target criteria**.
3. Click **Create from Existing** or **Create New Rule**.
4. Configure the following targeting rules:
 - a. Tech Rules & Exit Prevention: **User Has Intent to Leave**.
 - b. Tech Rules & Exit Prevention (optional): Use **Idle Time, Seconds to wait** before a user is considered idle (120-500 seconds).
 - c. Use an **OR** condition between the two rules.

Targeting Rule Summary

TECH RULES & EXIT PREVENTION CONDITIONS

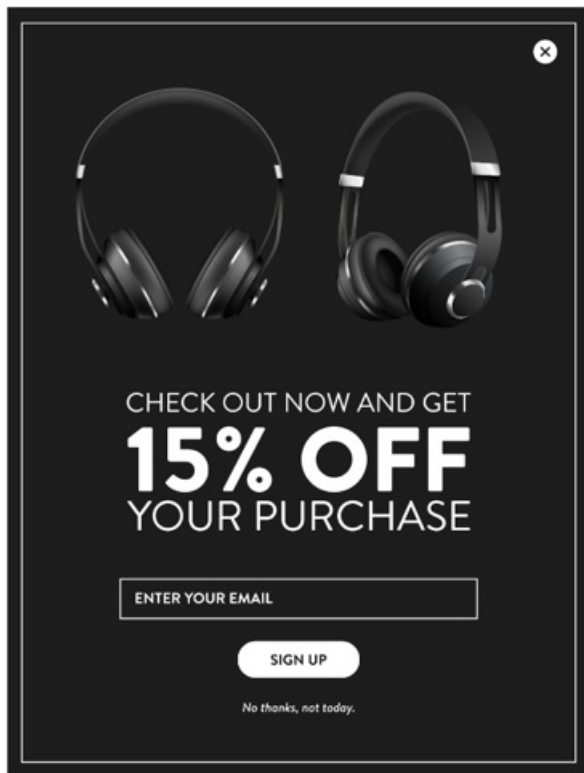
User has intent to leave the page


or

User idle time on current page is greater than 500 sec(s)

Site message

Prevent customers who are about to leave the checkout page without completing their purchase. Incentivize a shopper to complete their purchase with a coupon code or free shipping.



 These conditions ensure the campaign is triggered upon an exit behavior on the cart or checkout page.

1. Create a new **campaign**.
2. Navigate to **configuring target criteria**.
3. Click **Create from Existing** or **Create New Rule**.
4. In addition to the **targeting rules in the exit intent popup above**, configure the following **additional** targeting rules:
 - a. URL Based Conditions: Current URL **contains** `www.yoururlhere.com/cart` (configure this to include however the cart information is being displayed in the URL)
 - b. URL Based Conditions: Current URL **contains** `www.yoururlhere.com/checkout` (configure this to include however the checkout information is being displayed in the URL).
 - c. Use an **OR** condition between the two rules.

Targeting Rule Summary

URL BASED CONDITIONS

Current URL contains `/cart`

or

Current URL contains `/checkout`

