

# Configure email channel frequency capping

08/01/2025 2:18 pm EDT

A frequency cap restricts the number of times a customer is sent an email within a given timeframe. Frequency caps can now be set at the account-level through Bluecore's marketing settings.


As a default, Bluecore enables baseline channel frequency caps in every account to protect you from deploying campaigns without frequency caps.

Update your channel frequency caps by following the below steps.

1. Navigate to ☐ **Campaigns** > **Communicate**.
2. Then **Settings**.
3. Click the **Emailtab**.
4. Click the **Channel Frequency Capping** tab on the marketing settings page.

## Add an email frequency cap

Configure a single rule for triggered, promotional/batch, or the same campaign. Enter how many hours a customer will receive this campaign type.

 Applying a channel frequency cap will not apply to campaigns using our Transactional API.

### Marketing Settings

☒ Email Settings ☐ SMS Settings

Campaign Notifications

Campaign Testing

Coupon Notifications

Usage Notifications

Product Settings

Send Time Optimization

Auto-Prioritizer

**Channel Frequency Capping**

Tracking Parameters

Email Eligibility

#### CHANNEL FREQUENCY CAPPING

Set account-level frequency caps here in Marketing Settings to automatically apply frequency caps across all live and newly created campaigns. Any frequency caps configured at the campaign-level will be honored in addition to any frequency caps configured here.

Note: If you're leveraging Bluecore's Auto-Prioritizer, these settings will be leveraged for the control group only. Additionally, transactional campaigns are *excluded* from all frequency caps.

Promotional/Batch Campaigns

Customers are allowed to receive one campaign per  hour period.

Triggered Campaigns

Customers are allowed to receive one campaign per  hour period.

Same Campaign

Customers are allowed to receive the same campaign once per  hours.

SAVE

## Promotional/batch campaigns

Configure your campaigns so that customers receive one batch campaign every X hours. This will suppress any promotional/batch campaigns that attempt to go to that particular customer if they have received *any* other

promotional/batch campaigns from Bluecore in the last X hours.

## Triggered campaigns

Configure your campaigns so that customers receive one triggered campaign every X hours. This will suppress any triggered campaigns that attempt to go to that particular customer if they have received *any* other triggered campaigns from Bluecore in the last X hours.

## Same campaign

Configure a setting for all of your automated campaigns to follow. This disqualifies your customers to receive the same trigger repeatedly in a short timeframe.



## FAQ


### Q: How do I know if a campaign is classified as triggered or promotional/batch?

- A: This is a campaign-level setting determined when you create a new email campaign and can be updated at any time. You can see the campaign type on the campaign's summary page under settings:

### Campaign Summary Personalized

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 Settings 

Estimated Audience Size	373 (Last updated January 2, 2020 12:29 PM EST) 
Audience	<a href="#">Link to audience</a>
Campaign Type	Triggered
Schedule	Send daily starting from Tuesday November 6, 2018 at 1:00am EST
Email Provider	Bluecore

### Q: I'm already setting frequency caps on the individual campaign-level. How do channel frequency caps work here?

- A: Any previously configured or net new campaign-level frequency cap will be respected in addition to any channel frequency caps.

### Q: How does this feature change my workflow over time?

- A: Over time, we hope that you adapt to these new channel settings so you can stop configuring them on the campaign-level.

### Q: What if I need a frequency rule for a specific campaign that is not covered by the channel rules?

- A: You can still configure additional, more advanced rules at the campaign-level as needed.

### Q: How do frequency capping and Auto-Prioritizer work together to manage email frequency?

- A: Auto-Prioritizer is still our leading method for managing frequency capping. Auto-Prioritizer automatically applies to *all* of your email campaigns, unless explicitly overridden on the campaign or audience-level configuration.

### Q: How does frequency capping work with multi-touch campaigns?

- A: Channel frequency caps will be applied to every touch 1, but not later touches in the journey. This

will ensure that users will receive the entire journey after they've initially qualified.

**Q: Is there a way to override frequency capping and send to the entire audience when creating a campaign?**

- A: Yes, when creating a campaign select the **override channel frequency capping/Auto-Prioritizer and send to your entire audience option** to send the campaign to the entire audience.

## What audience would you like to target?

Target any customers in

+Add Audience ▾

Override channel frequency capping/Auto-Prioritizer to send to your entire audience

☒ Yes ☐ No

**Q: Can I view a summary of my channel frequency caps?**

- A: View a summary of all channel frequency caps on the campaign summary page. Caps may not be edited here.

## Global Settings

[Edit](#)

### Product Exclusions

Exclude all recommendations matching the following criteria:

- Inventory is **0** or
- Is valid image url is **false** or
- Category is **Outlet**

### Frequency Capping

The following channel frequency caps are applied:

- Customers are allowed to receive one **Promotional/Batch Campaign** per 4 hour period
- Customers are allowed to receive one **Triggered Campaign** per 1 hour period
- Customers are allowed to receive the **Same Campaign** per 24 hour period

Click [here](#) to learn more about channel frequency caps.

**Q: How do email and SMS frequency caps work?**

- A: Email and SMS frequency caps are independent of each other. Frequency caps that are configured for email are only for email campaigns, and SMS frequency caps are specific to SMS.