Integrate with Shopify

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Bluecore integrates with Shopify to fully implement Bluecore tracking where your customers are: on your Shopify storefront.

Integrating with Shopify allows you to capture your customers' actions and product updates directly from your Shopify storefront and send out transactional emails through Bluecore.

This guide will walk you through setting up the Bluecore app on Shopify and adding the Shopify integration in Bluecore. For more information on the Bluecore events triggered by the Shopify webhooks, see Shopify webhooks overview.

Before you begin

- Reach out to your CSM to let them know you want to integrate with Shopify.
  - Include any product attributes that you want to manage in Shopify. Your CSM can make sure that these attributes are being captured in the Bluecore product catalog feed.
- Provide your CSM your Shopify store name, for example storename.myshopify.com.
  - If you're not sure what your Shopify store name is, you can use Shopify's instructions.

Before starting the Shopify integration in your Bluecore Namespace, you must do the following:
- Complete the Shopify setup.
- Set up your Bluecore transactional email campaigns.
- Disable email notifications in Shopify.
  - Disabling these notifications ensures that customers won't receive multiple emails and will only receive the transactional campaigns in Bluecore.

Shopify setup

Once you're ready to set up Shopify, you must install the Bluecore app on the Shopify App Store. Complete the following steps, or review Shopify's install instructions:

1. Navigate to Bluecore's app on Shopify's App Store and click **Install**.

2. Enter in your Shopify email and password.

3. On the Shopify admin page, click **Install**.

4. The Bluecore app is installed.

Configure the Bluecore Shopify integration

Now that the Shopify setup is complete, you can configure Shopify in your Bluecore Namespace to finish the integration. To configure Shopify, complete the following:

1. In your Bluecore Namespace, navigate to Data > Integrations page. The installed integrations appear.

2. Click on the Shopify integration. The **Authentication** tab appears.

3. On the **Webhooks** tab, enable all of the webhook options.

4. On the **Transactional** tab, enable all of the options for which you want to send a Bluecore transactional campaign. A dialog box appears for each enabled option.

5. Select the Bluecore campaign that will send when the event is triggered.

6. Optionally, select a Bluecore event that will also fire once Bluecore receives the Shopify webhook.

7. Enter an email address and click **Send Test**. Once the test email is successfully delivered, the **Save** button is enabled.

8. Click **Save**. The details are saved and the dialog box closes.

9. When finished setting up the integration, click **Save**. The integration is saved.

Sync your Shopify data in Bluecore

Bluecore's Shopify integration allows you to do a one-time sync where Bluecore will retrieve all products in the store, historical orders, customer profiles, and customers' opt in or opt out preferences.

Contact your Customer Success Manager before performing the sync.

The sync may take up to two days.

To sync the Shopify data into Bluecore, complete the following:

1. In your Bluecore Namespace, navigate to ⬜ **Data** > **Integrations** page. The installed integrations appear.

2. Click on the Shopify integration. The **Authorization** tab appears.

3. Click on the **Sync** tab. The sync information appears.

4. Enable all of the sync options and click **Save**. The sync begins.