

Export Analytics

08/26/2025 5:03 pm EDT

⚠️ Export process update announcement

What is being changed?

- The process to request new standard ESP event and eligibility export jobs will be deprecated.
 - You can still request standard purchase export jobs.
- Recurring standard export jobs that were previously created by Bluecore will be sunset.

When is this change happening?

- **May 5th, 2025:** The process for you to request new ESP event and eligibility standard export jobs is deprecated.
- **September 31, 2025:** Support for standard exports that are not migrated to the new exports feature will be deprecated.

Required action

- You can begin using the new exports feature within Bluecore.
 - For more information, review the following articles:
 - [Creating an export job](#)
 - [Overview of export data](#)
 - [Understanding export statuses](#)
 - [Setting up export notifications](#)
- Within the next 30 days, arrange a meeting between your data team, Bluecore's technical team, and your Bluecore Customer Success Manager. All work to migrate existing exports needs to be completed before **September 31st, 2025**.

Why is this change happening?

As of **May 5th, 2025**, Bluecore has released an export feature that gives you the ability to generate and manage these ESP event and eligibility exports within Bluecore's platform. By using this new export, you will benefit from:

- Direct control over your export jobs
- Managing your exports according to your specific needs
- Updating your exports as needed

Analytics Exports allows you to extract behavioral and other raw event data about events and campaign-specific activities.

This information can be used to keep your system of record up to date with compliance data, or loaded into a reporting system or other third party applications.

Bluecore provides these files on a daily basis and each subsequent run contains data collected in the previous day.

Output files

Analytics Exports Output Files contain information about each event transaction. Each row represents one Event transaction/occurrence. Each output file contains data for one or multiple Event types, as explained in the schemas below. You have the option to receive all the email service provider (ESP) events as a single file or have them broken out into event specific files.

Analytics Exports are exported to comma-delimited flat files that are available on Bluecore's Secure FTP server. Files can be compressed or encrypted upon request.

All extracted date and time values are formatted in Coordinated Universal Time (UTC) for consistency and ease of comparison. The event information contained in each Analytics Exports output is the data recorded between the previous two midnights, UTC.

Analytics Extracts Output Files will be available in the Bluecore Secure FTP server for seven (7) days from the date each file is made available. You are responsible for any use of Analytics Extract Output Files outside of the Bluecore UI.

Email Service Provider (ESP) export file layouts

All ESP events

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
device_type	STRING	YES	The type of device the shopper was using when the event occurred Only available for open, click, and unsubscribe events
user_agent	STRING	YES	The user agent string that identifies the user's device and browser version Only available for open, click, and unsubscribe events
click_url	STRING	YES	The URL of the link the recipient clicked Only available for click events
unsubscribe_source	STRING	YES	The source of the unsubscribe Only available for unsubscribe events
campaign_id	INTEGER	NO	The numerical identifier of the campaign
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run

Field Name	Type	Nullable	Description
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
tracking_parameters	STRING	YES	A JSON formatted list of all the tracking parameters associated with the campaign run Tracking parameters are set at the variant level and can be edited over the lifetime of a campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
nqe	STRING	NO	The unique ID for the particular email Two records with the same NQE refer to the same email

Deliver

FieldName	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event Value = "deliver"
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
campaign_id	INTEGER	NO	The numerical identifier of the campaign
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup. Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign

FieldName	Type	Nullable	Description
tracking_params	STRING	YES	A JSON formatted list of all the tracking parameters associated with the campaign run Tracking parameters are set at the variant level and can be edited over the lifetime of a campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
nqe	STRING	NO	The unique ID for the particular email Two records with the same NQE refer to the same email

Open

FieldName	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event Value = "open"
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
device_type	STRING	YES	The type of device the shopper was using when the event occurred
user_agent	STRING	YES	The user agent string that identifies the user's device and browser version
campaign_id	INTEGER	NO	The numerical identifier of the campaign
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign

Click

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
device_type	STRING	YES	The type of device the shopper was using when the event occurred
user_agent	STRING	YES	The user agent string that identifies the user's device and browser version
click_url	STRING	YES	The URL of the link the recipient clicked
campaign_id	INTEGER	NO	The numerical identifier of the campaign.
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign
tracking_params	STRING	YES	A JSON formatted list of all the tracking parameters associated with the campaign run Tracking parameters are set at the variant level and can be edited over the lifetime of a campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
nqe	STRING	NO	The unique ID for the particular email Two records with the same NQE refer to the same email

Other deliverability events

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event Possible values are: "deferred", "dropped", "soft_bounce", "hard_bounce", "spamreport"
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
campaign_id	INTEGER	NO	The numerical identifier of the campaign
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign
tracking_params	STRING	YES	A JSON formatted list of all the tracking parameters associated with the campaign run Tracking parameters are set at the variant level and can be edited over the lifetime of a campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
nqe	STRING	NO	The unique ID for the particular email Two records with the same NQE refer to the same email

Unsubscribes from email

This export includes only unsubscribe events that occur from an email, and the relevant email dimensions

Field Name	Type	Nullable	Description
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namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event	STRING	NO	The name of the event
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
device_type	STRING	YES	The type of device the shopper was using when the event occurred Only available for open, click, and unsubscribe events
user_agent	STRING	YES	The user agent string that identifies the user's device and browser version
campaign_id	INTEGER	NO	The numerical identifier of the campaign
campaign_name	STRING	NO	The campaign name
campaign_classification	STRING	NO	The campaign classification chosen during campaign setup Possible values = triggered or promotional
audience_id	INTEGER	NO	The campaign audience ID (pipe-separated if multiple)
campaign_run_id	STRING	NO	The alphanumeric identifier for the email campaign run
campaign_run_time	TIMESTAMP	NO	The timestamp of the campaign run
variant_id	STRING	YES	The A/B test variant, if applicable
subject_line	STRING	NO	The subject line of the campaign
tracking_params	STRING	YES	A JSON formatted list of all the tracking parameters associated with the campaign run Tracking parameters are set at the variant level and can be edited over the lifetime of a campaign Any Jinja sourced parameters will populate as the Jinja script, not the associated output text
nqe	STRING	NO	The unique ID for the particular email Two records with the same NQE refer to the same email

Email eligibility export file layouts

Opt-ins

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
source	STRING	NO	The origin of optin record. Possible values are: <ol style="list-style-type: none">1. "bluecore_capture" - This includes all options from forms created using the Bluecore Capture tools.2. "external" - This includes all options from file transfers or other external sources.3. "integration" - This includes all options recorded directly from the JavaScript integration.

Unsubscribe

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
email	STRING	NO	The email address of the recipient
event_time	TIMESTAMP	NO	The date and time the system was informed about the event
reason	STRING	NO	The reason for the customer being unsubscribed Possible reasons include: <ol style="list-style-type: none">1. "bluecore_email" - Unsubscribed from link in Bluecore email.2. "bluecore_id_conflict" - Unsubscribed due to customer identity reconciliation issues.3. "external" - Unsubscribe records received by Bluecore from external source.4. "manual" - Unsubscribed via Bluecore UI.5. "bounce_events" -Automatically unsubscribed due to bounce threshold.

Purchase data

Bluecore does not provide exports of attributed purchases. Instead we can provide data on all purchases, which you can leverage alongside our other exports (e.g. click data), within your own attribution model.

Field Name	Type	Nullable	Description
namespace	STRING	NO	The partner namespace
unique_key	STRING	NO	The unique key within a namespace created using the order_id and distinct_id
created	TIMESTAMP	NO	The date and time of the purchase
inserted	TIMESTAMP	NO	The date and time the purchase was imported into Bluecore
email	STRING	NO	The email address of the recipient
order_id	STRING	NO	The ID for the order. This is most often the ID recorded from the website or feed, but when the upstream data source omits the order id we generate an arbitrary value
source	STRING	YES	The source of the purchase Values dependent on implementation
distinct_id	STRING	NO	A unique identifier for a given customer This can be an email address when it is available, a customer ID in your database, a device id, or UUID that you generate and consistently use for the browsing customer
amount	FLOAT	NO	The amount of the purchase (in local currency)
amount_usd	FLOAT	NO	The amount of the purchase (in USD)
event	STRING	NO	The name of the event Value = "purchase"
product_ids	STRING	NO	A pipe-separated list of products purchased