

Catalog Overview

08/01/2025 2:44 pm EDT

The **Catalog** holds all of your brand's products, their attributes, and any additional information Bluecore knows about the products. You can review and search for products, exclude products from displaying in campaigns, and use the criteria to segment audiences or dynamically recommend products.

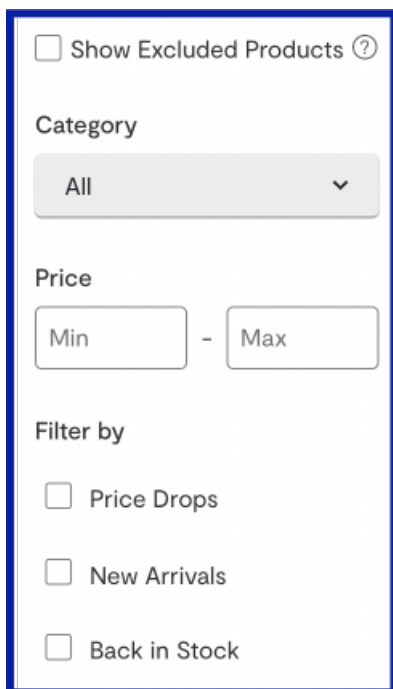
Navigate to ☐ **Catalog**.

Search and filter

The Catalog page provides a flexible set of search, filtering and sorting solutions to narrow the products down. Typical searches might include Product Name, URL or ID. Additionally, the search engine can support searching for standard or custom attributes on a given product.

On the left panel, you will also see some helpful filters:

- **Category:** Select a **product Category** to narrow the available products to view or select.
- **Price:** Enter a **minimum or maximum current price** to narrow the product that falls into that pricing criteria.
- **Filters:** Check **Price Drop, New Arrivals or Best Sellers** to filter down product that meets that criteria.

A screenshot of a filter panel from a catalog interface, enclosed in a blue border. At the top, there is a checkbox labeled "Show Excluded Products" followed by a question mark icon. Below this is a "Category" section with a dropdown menu currently showing "All" and a downward arrow. The "Price" section features two input fields labeled "Min" and "Max" separated by a minus sign. The "Filter by" section contains three checkboxes: "Price Drops", "New Arrivals", and "Back in Stock".

☐ Show Excluded Products ?

Category

All ▼

Price

Min - Max

Filter by

☐ Price Drops

☐ New Arrivals

☐ Back in Stock

Advanced filtering



Additional filters are available using the "Run as SQL Query" toggle in the catalog search bar. This language allows you to construct complex filter conditions using a SQL-like syntax.

Expand this section to learn more about using Bluecore's Filter SQL Query Syntax.

Product page

By selecting a product, you will see all of the product data that Bluecore has collected on that particular product. The product attribute data that you see on the Product page is sourced from Bluecore's website JavaScript Integration, Event Service or one-time or recurring file ingests.

At the top left you will see the standard Product fields:

- **Product Name:** Displays the Product Name
- **ID:** Displays the Product ID or SKU
- **Price:** Displays the Current Price of the Product
- **Last updated:** Displays the Date and Time in UTC for when any attribute on the product has been changed
- **Data Created:** Displays the Date and Time in UTC for when this product was first collected by Bluecore


CATALOG

bink's ice spoon with chain dropper hooks

15nn5lcx8kirf - \$5

Last Updated Feb 24, 2023 3:45 PM EDT

Date Created Jan 13, 2023 2:56 AM EDT



Product Changelog


Product

Brand	bink's spoons
Category	baits & lures
Created	Jan 13, 2023 2:56 AM EDT
Id	15nn5lcx8kirf
Image	https://images.bluecore.app/images/oDIFYTxfadnfDfM-nVbWsX6pXtDbHC6UrWnugi7P5CzJDVlcPAJkyVpsNss-gVkiWnGKyt4ZsXw9BIZtPapxrDa7moYRvnxD0ycij2d-UueLDQpKBDA6nhgt8NW3yg_7x8-s7N0DevzVkpSAQICqIz18KCGM8t01RcjbfctaYtY86rOnERm2hWaBKgtgug
Name	bink's ice spoon with chain dropper hooks
On sale	false
Original price	4.99
Out of stock	false
P color	Albino
Price	4.99
Subcategory	bink's ice spoon with chain dropper hooks
Url	https://storage.googleapis.com/img.triggermail.io/demo/demo_catalog.png

Product History

Product tab

Product Attributes: The product tab displays all of the attributes that have been collected for the given product. Please feel free to reach out to your Client Success Manager if you would like Bluecore to collect additional data.

 When using the standard website Javascript integration our product catalog updates dynamically based on real customer views. As a result, products that are viewed infrequently may occasionally show outdated information.

Product History: At the bottom of the Product Tab, Bluecore summarizes Purchase insights about the Product.

Changelog

The **Changelog** tab displays if any product attributes have changed. Highlighting the attribute name, current value, the previous value, and date changed (in UTC). These attributes automatically update in real-time when Bluecore's JavaScript Snippet detects updates to the product on your website.

Product

Changelog


Changelog

Attribute	Current Value	Previous Value	Change Date
Brand	Renosky	-	Oct 7, 2021 10:23 PM EDT
Category	Baits & Lures	Clearance	Apr 25, 2023 10:09 AM EDT
Name	Renosky Trolling Spoon	-	Oct 7, 2021 10:23 PM EDT
Breadcrumbs	Baits & Lures, Renosky Trolling Spoon	Clearance, View All, Renosky Trolling Spoon	Apr 25, 2023 10:09 AM EDT
Original price	\$3.99	\$3.99	Apr 25, 2023 10:16 AM EDT
Price	3.99	1.99	Nov 1, 2022 10:23 PM EDT

Using Catalog information

One of the most common use-cases for leveraging the Catalog is to understand the possible product attributes one can query on in the Audience Builder or when configuring a Product Recommendation in the dynamic product rule.

Audiences

1. Navigate to  **Audiences All Audiences > Create New Audience.**
2. Select either **Email** or **Phone Number**.
3. Select **Customer Behaviors**, and then click **Add Customer Behavior**.
4. Select any of the **Product Behaviors**, for example, **Add product(s) to cart**.

5. Click the drop-down **Add Product Filter**. The list of Product attributes listed in the drop-down corresponds to the attributes displayed in the Catalog.

AUDIENCES

Create New Audience

Audience Campaigns

Save Cancel

Customer Behaviors

Show customers who

Did Did Not Add product(s) to cart at least once ?

in the last 7 days

where product

Category is baits & lures Add filter

+ Add product filter

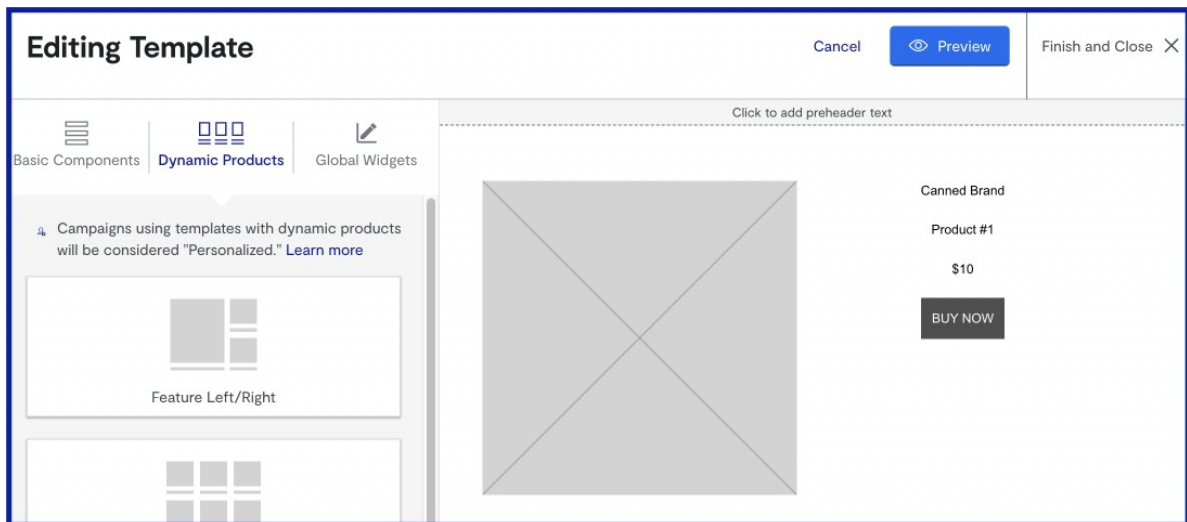
+

Dynamic product recommendations

1. Navigate to ☐ **Campaigns** > either **Automated Campaigns** or **One Time Campaigns** under **Communicate**, or **Campaigns** under **Site**.

Email and site campaigns can support dynamic product recommendations in the campaign templates. These channels have different recommendation rules available to use. Review [this article](#) to learn more about product recommendations.

2. Click **New** > **Campaign**.
3. Adjust basic campaign settings, and then go to the **Message** tab to use a campaign template with VTE.
4. Drag and drop any dynamic product block onto the canvas.



5. Save and close the template to navigate back to the **Message** tab of campaign creation.
6. Under Dynamic Blocks, click **Add Rule** to add a product recommendation rule to the product block.
7. Select **Dynamic Products From Catalog** rule.
8. Add filters and additional criteria. The list of Product attributes listed in the *+ Add Filter* drop-down corresponds to the attributes displayed in the Catalog.
9. When you're happy with the settings, click **Apply Rule**.

Name



PERSONALIZED PRODUCT RULE

Dynamic Products from Catalog ▾

Include only products matching the following criteria:

Category ▾

is ▾

baits & lures × Add filter



+Add filter ▾

Show at least 1 ▾ products

Sorted by New Arrivals ▾

Sample products matching the above criteria



Out of stock products have been removed.

Cancel

Apply Rule