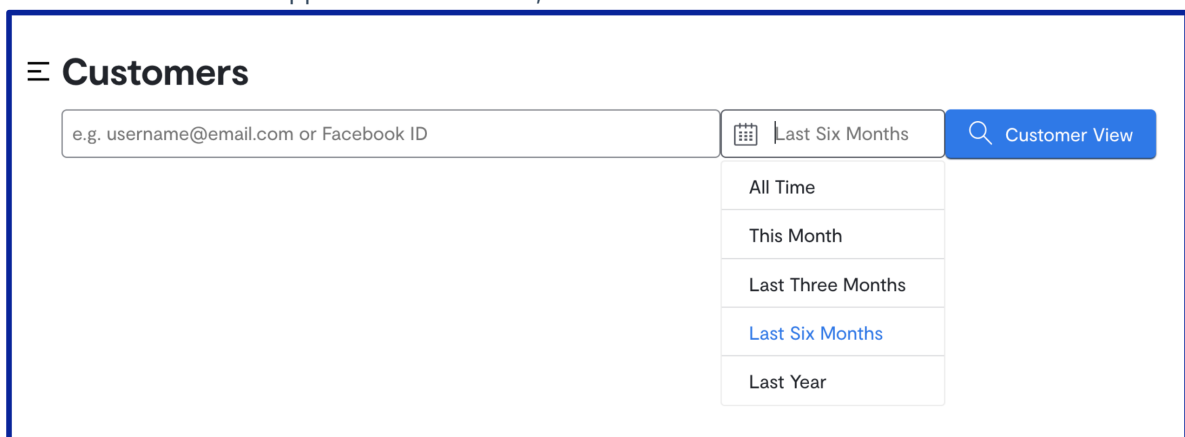


# Customer 360 Overview

08/01/2025 2:44 pm EDT

**Customer 360** is a consolidated view of all the activity history and details Bluecore has collected for a specific customer. View **Customer 360** for a specific customer by following the below steps.

1. Navigate to **Audiences**.
2. Go to **Customer 360**.
3. Enter the **customer's unique identifier** in the search field. An identifier can be an email address, Facebook ID, etc.
4. Select a **time frame** if applicable. Otherwise, the *default time frame is the last six months*

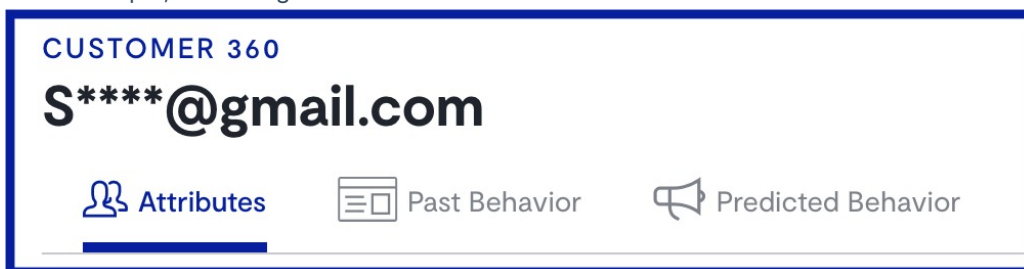


The screenshot shows a search interface titled "Customers". It features a search input field with the placeholder text "e.g. username@email.com or Facebook ID". To the right of the input field is a dropdown menu for selecting a time frame, currently set to "Last Six Months". The dropdown menu lists the following options: "All Time", "This Month", "Last Three Months", "Last Six Months" (which is highlighted in blue), and "Last Year". To the right of the time frame dropdown is a blue button with a magnifying glass icon and the text "Customer View".

5. Click **Customer View**.

## Customer information

Customer attributes and identifiers display in the top left-hand corner. Attributes are static customer properties—for example, name or gender.



The screenshot shows the "CUSTOMER 360" section. At the top, it displays the customer's email address "S\*\*\*\*@gmail.com". Below the email address are three tabs: "Attributes" (with a person icon), "Past Behavior" (with a list icon), and "Predicted Behavior" (with a megaphone icon). The "Attributes" tab is currently selected and highlighted with a blue underline.

Attributes displayed in the top left corner are configurable. They include the default set of attributes, plus any custom attributes you would like to add across all customers. Add or remove customer attributes by clicking the *pencil icon* on an attribute or the *customize viewable attributes button*.

| Customer Attributes |                 |
|---------------------|-----------------|
| Attribute           | Current Value   |
| Bluecore ID         | 462480008       |
| Created             | 07/05/2018      |
| Email               | S****@gmail.com |

Customize Viewable Attributes

## Bluecore activities

The **Bluecore Activities** section in the top right corner displays the customer's total metrics *for the time frame*.

- **Total Spend:** The monetary amount the customer has spent since Bluecore was integrated with your site.
- **Average Order Value:** The average monetary value spent per order. This is determined by dividing the Customer Lifetime Value by the Number of Purchases.
- **Number of Purchases:** The total number of orders the customer has made with your brand.
- **Last Product Purchased:** The thumbnail of the last product (if any) the customer bought from your brand. Hover over the thumbnail to view the product name and price, or click the thumbnail to view the product in Data > Catalog.

## Past behavior

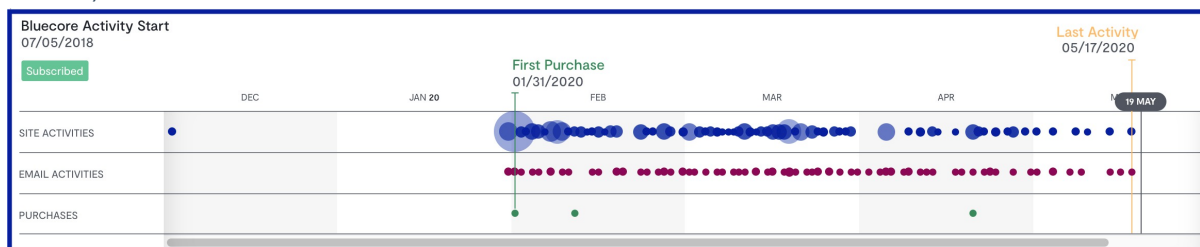
The **Past Behavior** section displays all data that Bluecore has for a customer. This includes data Bluecore has collected from our integration, as well as any data that we might have ingested previous to the start of (or in conjunction to) the Bluecore integration.

The **Past Behavior** section contains two timelines:

- Activity Overview
- Activity Details

## Activity overview

The **Activity Overview** timeline displays activities within the selected time frame (defaulting to the last six months).



- **Site Activities:** Blue dots represent shopper actions that took place *after* Bluecore's code was added to your website, including searches, product views, and products added to cart.
- **Email Activities:** Purple dots represent delivered emails.
- **Purchases:** Green dots represent purchases.










Dots on the timeline grow in size with an increase in customer activity.

Learn more about the customer by doing the following:

- Hover over a dot to view the date and activity that took place.
- Click a dot to navigate to the date in the **Activity Details** timeline.
- Scroll to the very left to view the customer's **First Purchase** (for the time frame).
- Scroll to the very right to see the customer's **Last Activity**.

## Activity details

The **Activity Details** timeline provides details on each customer activity.

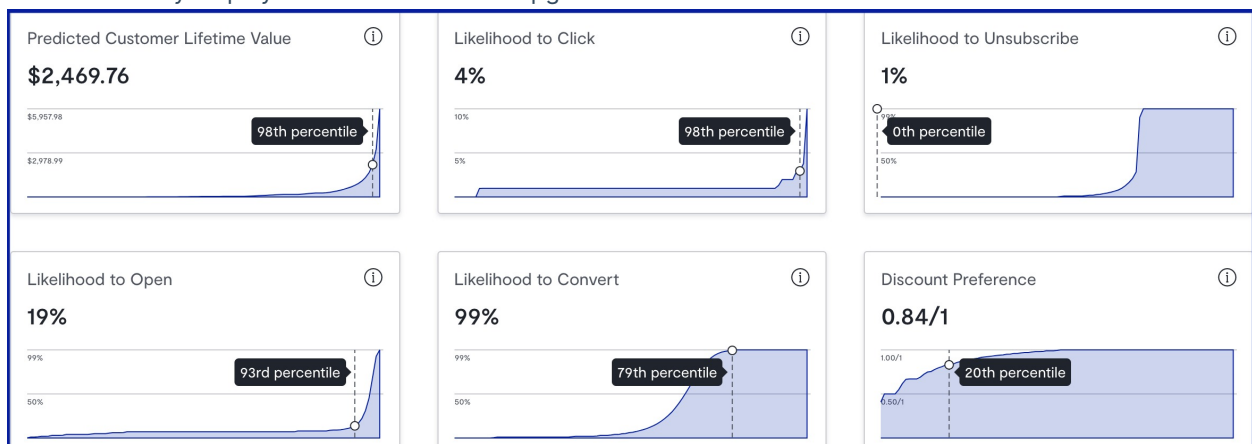
| Date ^                | Behavior   | Details   |
|-----------------------|--|---|
| May 17, 2020 4:35 PM  |  Viewed Product |  |
| May 17, 2020 6:41 AM  |  Delivered      | Campaign 1  |
| May 17, 2020 2:41 AM  |  Search         | champion, todd snyder   |
| May 15, 2020 9:57 PM  |  Delivered      | Campaign 1  |
| May 13, 2020 6:02 PM  |  Search         | champion, todd snyder   |
| May 13, 2020 6:02 PM  |  Viewed Product |  |
| May 13, 2020 11:38 AM |  Delivered    | Campaign 7  |

The left side of the timeline lists the date, time, and name for each activity. The right side of the timeline lists the corresponding campaign type or product, and is interactive:

- Click on the campaign type to view **Email Details** and a proof of the email.
- Hover over the product image to view the product name and price.
- Click on the product image to view the product in the **Data > Catalog**.

## Predicted behavior

The **Predicted Behavior** section provides predictions about the customer, based on historical information. This section will only display for clients who have upgraded to Predictive Audiences.



Predictions display for the following:

- Predicted Customer Lifetime Value
- Likelihood to Take Actions

- Discount Preference

## Predicted customer lifetime value

**Predicted CLV** predicts the monetary amount a customer will spend over the course of their relationship with your brand. The graph shows where the customer falls compared to the rest of your brand's customers, based on their predicted lifetime value. For example, if a customer is in the 94th percentile, then the customer's Predicted CLV is higher than 94% of all customers'.

## Likelihood to take action

**Likelihood to Take Action** predicts the likelihood that the customer will **Click** an email, **Unsubscribe**, **Open** an email, or **Purchase** within the next 14 days. The graphs show what percentile the customer falls into for each action, compared to the rest of your customers. For example, if a customer has a 15% likelihood to click and is in the 55th percentile, then 55% of all customers have a likelihood to click below 15%.

## Discount preference

**Discount Preference** predicts the customer's preference to buy products with discounts or not (i.e., full price). The Discount Preference score is a decimal that falls between 0 and 1:

- 0: Discount Buyer
- 1: Full Price Buyer

The graph shows what percentile the customer falls into as a Discount Buyer, compared to the rest of your customers. For example, if a customer is in the 25th percentile, only 25% of all customers have a higher discount preference than the customer (and, conversely, 75% have a higher full price preference than the customer).

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