

# Export an audience


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Audience export campaigns can be used to export Bluecore audiences to a customer data platform (CDP), cloud data warehouse (CDW), or paid media channels.

## Audience export types

Audiences can be exported once or on a recurring basis within your namespace. You can export the following information with your audience:

- Email addresses and/or phone numbers (always included)
- Any customer attributes
- Any product attributes
- Any percentile predictive scores:
  - PCLV
  - Discount affinity
  - Likelihood to unsubscribe
  - Likelihood to click
  - Likelihood to open
  - Likelihood to convert
  - Lifecycle stages
  - Channel affinity

 The ability to use some percentile predictive scores depends on your contract. Likelihood to unsubscribe, click, and open requires email campaigns. Channel affinity requires both email and SMS/MMS campaigns.

## Predictive audiences

Audience exports with predictive scores can be used for more refined audience segmentation, such as:

- Paid media audiences
  - Example: The top 30% of customers with a discount affinity.
- Direct mail audiences
  - Example: Send back in stock campaigns to customers with top 50% Predictive Customer Lifetime Value (PCLV).
- Non-Bluecore email and SMS/MMS
  - Example: Refine a batch email audience in a third-party platform with restriction to the top 40% PCLV.

All predictive scores are measured against all available [Customer Profile](#) data and are represented as a percentile.

For example, if a Customer Profile has a score of 0.99 for likelihood to convert, this means they are in the 99th percentile of likelihood to convert, compared to all other Customer Profiles.

## Prerequisites

- Some of the features in audience exports are available at an additional cost. If the following isn't

already part of your Bluecore pricing plan, contact your Customer Success Manager:

- Audience exports.
- Exporting predictive audiences.
- Exporting interacted products and product attributes.
- An existing [custom SFTP](#) with the attributes that you want export selected in Definitions.

## Create an audience export campaign

1. Navigate to ☐ **Campaigns** and click either **Automated Campaigns** or **One-Time Campaign**. The list of campaigns appears.
2. Click **New** > **Campaign**. The Channel dialog displays.
3. Click **Audience Exports Email** to export email information, or **Audience Exports Phone Number** to export phone number information, then click **Create**. The Audience Exports Settings page appears.

### Audience Exports Settings

1. Choose your audience from the drop-down.
2. Select the frequency, date, and time to send the audience, which will send the audience data from Bluecore to the SFTP.
3. Choose the custom SFTP integration from the drop-down.
4. When finished, click **Save & Continue**. The Export page appears.

### Export

The Export page displays all customer, product, and predictive attributes that were added to the integration in the integration definitions section.

If you are importing this data into another system, it may be helpful to add a labeling column.

For example, if the audience represents the top 10% PCLV, you can add a data column with a Column Header Name as `Source_Audience`, and the Bluecore Attribute as `BC_top10pct_pclv`.

To add a labeling column, complete the following:

1. Click **Add Data Column** > **plain\_text**.
2. In the Bluecore Attribute field, enter text that you want to display in every cell in that column.
3. In the Column Header Name field, enter the name of the column header.

### Summary

When finished setting up the audience export, review the settings on the Summary page and click **Save & Launch Campaign**.

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