

# Understand your Dashboard

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Your landing page into Bluecore features your dashboard, where you can see your company's business insights for the past full week, from Tuesday through Monday.

You can see the last updated date and the next update date by hovering over the tooltip.



## Best practices

### Identify popular products with shared characteristics

The rockstars, hidden gems, and cash cows lists can be used to see if there are any shared attributes among the last week's top products, like fabric type or color. These characteristics could be used to create new campaigns around products with these attributes.

### Add high performing products to campaigns

You can manually add product IDs from the rockstars, hidden gems, and cash cows lists directly into a campaign using the [Dynamic Products from Catalog](#) product rule.

Complete the following to add a product ID to a campaign:

1. In the Dashboard, hover over the product in the rockstars, hidden gems, or cash cows list and click **View Product Details**. The product page displays.
2. Copy the ID.
3. In your campaign in the Message tab, click **Add Rule** on the product block. The block dialog box appears.
4. Click **Dynamic Products from Catalog**. Additional criteria appears in the dialog box.
5. Click **Add Filter** and search for and select ID from the list.
6. Enter the product ID from step 2 into the free text field. You can add as many product IDs here as needed.
7. Click **Preview**. A preview of the product appears.
8. When finished, click **Apply Rule**. The products are saved.

## Bluecore Revenue Last Week

The Bluecore Revenue Last Week section displays all revenue from your email campaigns.

The bar chart displays total revenue for the past month by week. Weeks are represented Sunday through Saturday.

Below the bar chart is a list of your top three campaigns in the past week, sorted by total revenue.



## List Health

The List Health doughnut chart displays your total list size of your customers with all eligibility across all campaign types.

For more information on the statuses, see the [lifecycle stages](#).



## Active Customer Trends Last Week

This section shows an overview of customers who were actively engaged in the buying cycle within the past week and their current status.

For more information on the statuses, see the [lifecycle stages](#).



## Customer Purchase Activity Last Week

This bar graph shows a breakdown of customers' purchasing patterns from the past week, specifically how many customers have moved into a different category of customer.

Customers are defined with the following categories:

- First time buyers
  - Customers who were previously non-buyers, but made their first purchase in the past week
- New repeat buyers
  - Customers who made their second purchase in the past week
- Loyal repeat buyers
  - Customers who made their third or more purchase in the past week



## Rockstars, hidden gems, and cash cows

The last sections contain high-performing product data from your campaigns last week. These products can be leveraged in your current campaigns by category trend or adding them directly into a campaign.

The three categories are:

- Rockstars
  - Top 15 products ranked by the highest conversion and in the 90th percentile of views in the past week.
- Hidden gems
  - Top 15 products ranked by the highest conversion and between the 60th and 90th percentile of views in the past week.

- Cash cows
  - Top 10 products ranked by the highest revenue in the past week.

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