

# Integrate with Cartful

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Cartful is a recommendations engine that leverages on-site surveys to determine which products will best suit a customer's needs. As a customer, you answer a few questions about your lifestyle, preferences, or use cases, and Cartful's engine delivers a personalized list of recommended products.

 For more information about this feature, contact your Customer Success Manager (CSM).

## Customer requirements

- Bluecore Integration available on-site.
- Customer's Cartful team enables the data layer to enable custom events: CompletedSurvey.

## Bluecore provides

- Technical Services to capture Cartful identification and product data from site.

## Partner workflow

- Create Cartful surveys and determine customer progressive profiling data enrichment strategy.

## Bluecore workflow

- Update Javascript integration to bring in Cartful events and data.
- Enable code blocks to add this content in email.

## Use cases

### Increase identification

- Increase email identification as a part of answering survey questions.

### Customer Data Enrichment

- Add more CRM level information related to the customer as a part of answering survey questions and use that data for segmentation and personalization.

### Product-Level Cartful Content

- Retrieve Cartful product recommendations and show them as additional content marketing to complement existing product promotions and recommendations.

## Setting up campaigns

### Integration set up

This step requires Cartful and Bluecore Technical Services. Please contact your Bluecore Customer Success Manager to enable this setup.

When a customer completes a survey, Cartful adds a dataLayer containing two sets of data:

- An array of the resulting product recommendations, including product IDs.

- An array of the preferences the customer input into the survey.

Bluecore can pick up the product data with an integration function that fires a custom “CompletedSurvey” event, and update customer info with a patch to incorporate the newly revealed preferences into our customer model.

The screenshot shows a web application interface for 'Your Perfect Pair' results. It displays two pairs of socks: 'PhD® Snowboard Medium: VANS Stripes Socks' and 'PhD® Snowboard Medium: VANS Checkerboard Socks'. Each pair is shown with a 74% score and a price of \$25.95. A green box highlights the 'Product Array' and 'Customer Preferences' sections. To the right, a browser console shows a JSON object representing the survey results, including product details and customer preferences.

```

{
  "email": "cartful@test.com",
  "event": "SockFindSubmit",
  "gtm.uniqueEventId": 161,
  "products": Array(3)
  0: {
    image: "/images.smartwool.com/is/image/SmartWool/SW001388092-1-p75WC-FULLIMAGES",
    name: "PhD® Snowboard Medium: VANS Stripes Socks",
    score: 74,
    sku: "197928",
    url: "https://www.smartwool.com/shop/mens-snowboard-socks/phd-snowboard-medium-vans-stripes-socks-sw001388092-1-p75WC-FULLIMAGES",
    __proto__: Object
  },
  1: {sku: "199126", name: "PhD® Snowboard Medium: VANS Checkerboard", url: "https://www.smartwool.com/shop/mens-snowboard-socks/phd-snowboard-medium-vans-checkerboard-socks-sw001388092-1-p75WC-FULLIMAGES", __proto__: Object},
  2: {sku: "197923", name: "PhD® Snowboard Light: VANS Trout Socks", url: "https://www.smartwool.com/shop/mens-snowboard-socks/phd-snowboard-light-vans-trout-socks-sw001388092-1-p75WC-FULLIMAGES", __proto__: Object},
  __proto__: Array(0)
},
  shopperPreferences: Array(6)
  0: {name: "Activity", preferences: Array(1)}
  1: {name: "Type", preferences: Array(1)}
  2: {name: "Sock Height", preferences: Array(1)}
  3: {name: "Thickness", preferences: Array(1)}
  4: {
    name: "Features"
    preferences: (2) ["Warmth", "Value"]
    __proto__: Object
  },
  5: {name: "Support", preferences: Array(1)}
  __proto__: Array(0)
},
  push: f ()
  length: 30
}

```

## Create a campaign

1. Navigate to ☐ **Campaigns > Automated Campaigns or One-Time Campaigns.**
2. Click on **Create New Campaign** or **create a draft** for an existing campaign.
3. Select the channel **Email**.
4. **Audience Selection:** Leverage the Cartful events within audience builder to segment based on customers completing the survey
5. **Template Content:** Navigate to a template in VTE. Select the Product Renderer Widget. Under *Product Attributes*, select *Add Other Attributes* and check attributes like score to show it in the email template

## Proof and publish

Run a proof of the content. You should now be able to see the Cartful content in the updated product blocks.

Click **Save and Publish** to launch the campaign