Create an SFTP audience export integration

02/24/2026 2:19 pm EST

> ⚠ This article contains information about customer exports, which is currently in early access and not available for general use at this time. This will be available in a future release.
>
> If you are interested in being an early access client, reach out to your Customer Success Manager.

User Role	View	Edit
Client Admin	Yes	Yes
Data Manager	Yes	Yes
Viewer	Yes	No

Bluecore can connect to any SFTP that uses a host, username, and password for authentication in its SFTP integration, including Files.com, Salesforce Marketing Cloud (SFMC) or Snowflake.

This integration lets you export your customer and product attributes using audience or customer exports.

> ⓘ Exporting product attributes requires an additional feature. Contact your Customer Success Manager to enable product attributes.

Prerequisites

- An SFTP account.
- Service-level credentials to the SFTP account.
- Your SSH private key, if you want to use SSH key authentication. It must be Base64-encoded and can be entered in the **Password** field.
- The customer and product attributes that you want to export in the audience or customer export. You can update these at any time.
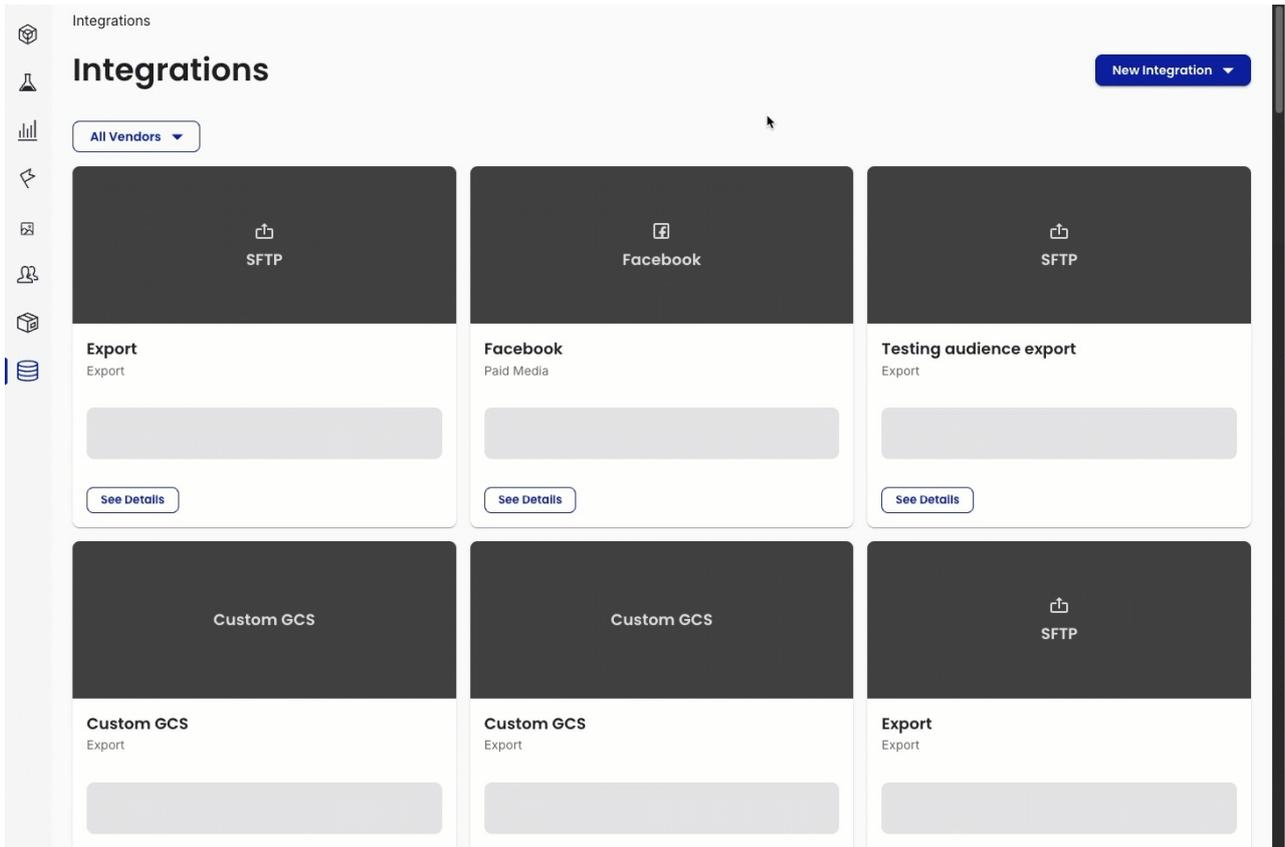
> ⓘ SSH keys are only supported for customer exports. SSH keys are not supported for audience exports.

Create an SFTP export integration

1. Navigate to [ ] **Data Management** > **Integrations**.

2. Click **New Integration** > **Export to secure FTP**.

3. Complete the **Settings**, **Definitions**, **Campaign**, and **Authentication** tabs and click **Save**.

> ⓘ When creating an audience export SFTP integration, you must fill out the **Campaign** tab to define the directory, file name, and other file details. When creating a customer export SFTP integration, these settings can be defined and overridden when creating the customer export job.

Export to Bluecore's Files.com instance

To export the file to Bluecore's Files.com instance, enter the directory path where the file should go, including the Namespace name.

Example: `Namespace/exports/audience_exports`

To export the file to a non-Bluecore hosted file share, enter the directory path.

Example: `/exports/audience_exports` .