

Understand import types

03/16/2026 10:58 am EDT

Learn about the import types supported in Bluecore, including options for managing email and SMS lists and updating eligibility statuses.

Use these import types to efficiently maintain your audiences and ensure compliance with customer communication preferences.

To learn how to create an import, see [automated data imports](#).

 File column headers do not have any character limitations.

Import type	Definition	Notes	Example file
Email list	Creates an email list or adds to an existing email list for use in audiences.	If an imported email is already identified, its eligibility status does not change. If an imported email is not identified, its eligibility status will be "known."	Email list.xlsx 
Email opt-in	Updates the eligibility status of the imported emails to "opted-in."	N/A	Email opt-in.xlsx 
Email unsubscribe	Updates the eligibility status of the imported emails to "unsubscribed."	N/A	Email unsubscribe.xlsx 
Historical SMS	Adds phone numbers with eligibility statuses without sending opt-in messages.	Eligibility statuses can only be "subscribed" or "unsubscribed."	Historical SMS.xlsx 

Import type	Definition	Notes	Example file
SMS list	Creates an SMS list or adds to an existing SMS list for use in audiences.	If an imported phone number is already identified, its eligibility status does not change. If an imported phone number is not identified, its eligibility status will be "known."	SMS list.xlsx 
SMS double opt-in	Updates the eligibility status of the imported phone numbers to "known." At the date and time you select, Bluecore sends a double opt-in confirmation message to the customers to complete their subscription.	On the date and time the job runs, Bluecore sends a double opt-in confirmation message to the customers to complete their subscription.	SMS opt-in.xlsx 
SMS single opt-in	Updates the eligibility status of the imported phone numbers to "subscribed."	N/A	SMS opt-in.xlsx 
SMS unsubscribe	Updates the eligibility status of the imported phone numbers to "unsubscribed."	N/A	SMS unsubscribe.xlsx 