

# Create an audience export

02/04/2026 1:26 pm EST

Start here to create an audience export. Then, you can associate it with an Advertise integration.

## Create an audience export

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.

Export SFTP integrations can be used for the following:

- Audience exports
  - Export customer profiles with selected customer attributes.
- **Data exports**
  - Export data on your email service provider (ESP) or eligibility information.

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

## 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.

i SSH keys are not supported for audience exports.

## Create an SFTP export integration

1. Navigate to  **Data Management > Integrations**. The Integrations list appears.
2. Click **New Integration**. The New Integration dialog box appears.
3. Click **Export to secure FTP**. The integration setup page appears, defaulted to **Settings**.
4. Complete the sections and, when finished, click **Save**. The integration is saved.

The screenshot shows the Bluecore 'Integrations' page. On the left is a sidebar with icons for Home, Integrations, Segments, Audiences, Automation, and Help. The main area is titled 'Integrations' and has a 'New Integration' button. A 'All Vendors' dropdown is set to 'All'. There are six integration cards arranged in two rows of three:

- SFTP**: 'Export' (with 'Export' and 'See Details' buttons).
- Facebook**: 'Paid Media' (with 'See Details' button).
- SFTP**: 'Testing audience export' (with 'Export' and 'See Details' buttons).
- Custom GCS**: 'Custom GCS' (with 'Export' and 'See Details' buttons).
- Custom GCS**: 'Custom GCS' (with 'Export' and 'See Details' buttons).
- SFTP**: 'Export' (with 'Export' and 'See Details' buttons).

## Create an audience export SFTP

i Audience exports do not support SSH key authentication. You must use a password.

Audience exports are set up similarly to an export SFTP, and require that the **Definitions** tab is filled out.

The **Definitions** tab is a list of customer attributes within that Namespace that can be exported.

Select all attributes in the **Definitions** tab that you want in the export.

### Export to Bluecore's Files.com instance

To export the file to Bluecore's Files.com instance, the directory should include the client's folder name (usually the Namespace) and the directory path. For example: `/clientNamespace/audience_exports`.

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

`/exports/audience_exports .`