Create an audience export

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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.

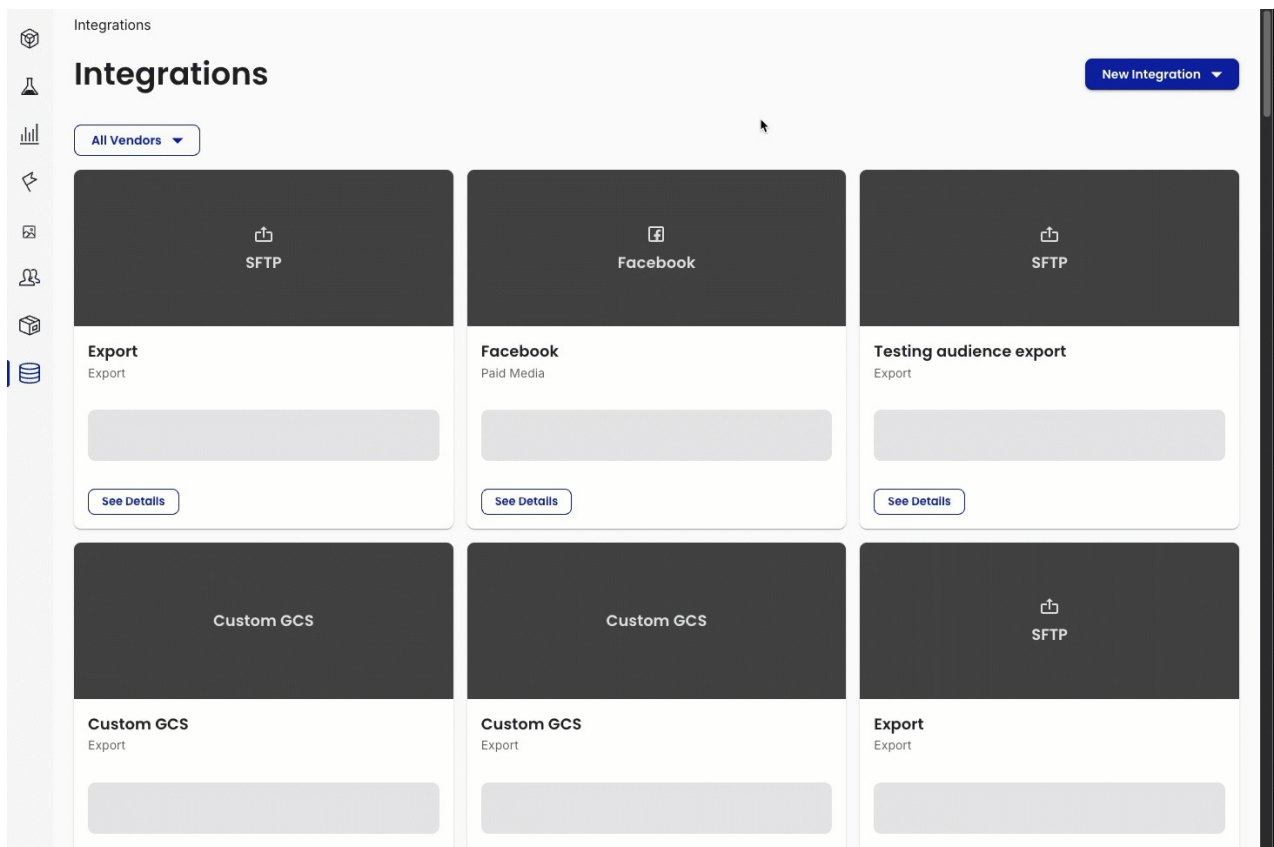| User Role	View	Edit
Client Admin	Yes	Yes
Data Manager	Yes	Yes
Viewer	Yes	No

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.

ⓘ 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.

Create an audience export SFTP

> ⓘ 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` .