

Create audience criteria groups

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 This article contains information on the new Audience Builder experience, which is currently in early access.

If you are looking for the previous Audience Builder, see [Filter your audience](#).

Effective marketing campaigns rely on precise audience targeting.

This article explains how to leverage the section logic (using AND and OR operators) to reach the right customers, and an overview of each of the criteria groups available.

Section logic

One audience section can contain up to one of each criteria group, and each audience can contain up to 10 sections.

In each section, criteria groups are linked by an AND operator, meaning all criteria in that section must be met.

Sections are linked by an inclusive OR operator, which means a customer can belong to section A, section B, or both A and B.

To learn more about how to create an audience using criteria groups, see [Create an audience](#).

Example

You are creating a campaign targeting opted in customers who:

- Recently added a product to their cart.
- Have a birthday this month.

The target audience differs depending on the logic used.

Using AND logic

In section A, you click Add Criteria Group and add a customer behavior criteria to include customers who added products to their cart in the last seven days.

You then click Add Criteria in section A and add a customer attribute to include customers whose birthday is this month.

This audience targets customers who added a product to their cart and who have a birthday this month.

□

Using OR logic

In section A, you click Added Criteria Group and add a customer behavior criteria to include customers who added products to their cart in the last seven days.

You then click OR and add a customer attribute criteria to add a customer attribute to include customers whose birthday is this month. This creates section B.

This audience targets customers who did the following in the last seven days:

- Added a product to their cart OR
- Have a birthday this month OR
- Added a product to their cart and had a birthday this month.

□

Channel & eligibility

Email and SMS/MMS eligibility are customer-level attributes that ensure customers are getting the campaigns that they are permitted to receive.

When creating an audience, channel eligibility always includes both email and SMS/MMS eligibility statuses.

ⓘ If you only use Communicate Email, you will still see SMS eligibility options. This will not affect the audience.

If you do not include any eligibility statuses in the audience, the audience defaults to include all statuses. For more information on how to include all statuses, see [Add all eligibility statuses](#).

For more information on eligibility, see [Understanding email eligibility](#) and [Understanding SMS/MMS eligibility](#).

The email channel supports the following modifiers:

- Most recent email unsubscribe
 - Target customers who have unsubscribed from email campaigns within a certain time period.
 - For example, engage customers who unsubscribed from emails in the last 30 days with an SMS/MMS campaign.
- Most recent email opt-in
 - Target customers who have opted in to receive email campaigns within a certain time period.
 - For example, send a welcome email to customers who opted in within the past 24 hours.

The SMS/MMS channel supports the following modifiers:

- Most recent SMS unsubscribe
 - Target customers who have unsubscribed from SMS/MMS campaigns within a certain time period.
 - For example, engage customers who unsubscribed from SMS/MMS in the last 30 days with an email campaign.
- Most recent SMS subscribe
 - Target customers who have subscribed to SMS/MMS campaigns within a certain time period.
 - For example, send an anniversary campaign to those who have been subscribed for a year.

ⓘ For eligibility updates received via an integration (such as the Bluecore Website Integration or

Unsubscribe Pixel), the audience uses the date provided by the integration.

For eligibility updates received via a managed feed or import, the audience uses the eligibility event date, if provided. If no date is provided, the audience uses the date the file was imported.

SMS/MMS eligibility for email audiences

Email campaigns can target customers based on their SMS/MMS eligibility. Customers may have multiple phone numbers associated with their Customer Profile, each with their own eligibility status.

The customer's overall SMS/MMS eligibility is determined by the eligibility of all phone numbers.

The following table represents how eligibility is treated if more than one phone number is associated with the Customer Profile.

Phone one eligibility	Phone two eligibility	Overall SMS/MMS eligibility	Explanation
Opted in	Known	Opted in	If any associated phone number is opted in, the customer is considered opted in.
Opted in	Unsubscribe	Opted in	If any associated phone number is opted in, the customer is considered opted in.
Known	Unsubscribe	Known	If no phone number is opted in and at least one is known, the customer is considered known.
Unsubscribed	Unsubscribed	Unsubscribed	If all phone numbers are unsubscribed, the customer is considered unsubscribed.

Email eligibility for SMS/MMS audiences

SMS/MMS campaigns can target customers based on their email eligibility. Customers can only have one email address associated with their Customer Profile.

Customer Attributes

Customer attributes are details about a customer's profile that are collected using a site campaign, Bluecore integration, or data import.

You can collect as many attributes as you need, such as loyalty status, as well as the standard customer profile fields:

- Email
 - Customer's email
- First name
 - Customer's first name
- Last name
 - Customer's last name
- Birthday

- Customer's birthday

Customer date attributes can reference specific or relative dates so you can send more precise campaigns based around birthdays, loyalty membership date, or other dates captured on the Customer Profile.

For example, you could send out a birthday campaign the month before a customer's birthday, a birthday email on their actual birthday, and a follow-up one month after.

Additional date filters include but are not limited to:

- Before or after a specific date, such as customers who signed up for a loyalty account before 1/1/2025.
- Before or after a relative date, such as two days ago or two weeks from now.
- Between a relative timeframe, such as between three to four weeks from now, such as loyalty points that expire in three to four weeks.
- A date that recurs on the day of the current, next, or previous month, regardless of the year.

(i) Dates and times display in your local timezone, and are stored in UTC in Bluecore.

Customer behaviors

Audiences can be segmented based on customer behaviors, like their engagement with email and/or mobile or website product interactions.

There are standard behaviors that you can use, and [custom behaviors](#) can be created as needed.

The following behaviors can be used in both email and phone number audiences:

Behavior	Definition	Behavior Type
Click email	A customer opened an email and clicked a link within it.	Message
Click SMS	A customer read an SMS/MMS and clicked the link within it.	Message
Received email	A customer receives an email from your company.	Message
Received SMS	A customer received SMS/MMS.	Message
Open email	A customer opened an email.	Message
Send email	Your company sent an email to a customer.	Message
Send SMS	Your company sent an SMS/MMS to a customer.	Message
Search for product(s)	A customer clicked a category or types in a search term but didn't view a product page.	Site
Browse category	A customer viewed a product but didn't add to cart or purchase.	Site

Behavior	Definition	Behavior Type
Add product(s) to cart	A customer added one or more products to their cart.	Site
Add product(s) to wishlist	A customer added one or more products to their wishlist. Note: This must be configured first before it's available for use. Contact your Customer Support Manager to get this set up.	Site
Purchase products	A customer completed a purchase.	Site
Remove from cart	A customer removed one or more products from their cart.	Site
View cart	A customer viewed their cart.	Site
View product(s)	A customer viewed a product.	Site
First identified date	A customer was first identified on your site.	Site
Engaged onsite	A customer engaged with a Site campaign.	Site
Notify me back in stock (BIS)	A customer chose to be notified when a product was back in stock.	Site
Notify me coming soon (CS)	A customer chose to be notified when a product launches and is available for purchase.	Site

Product filters

Additional product attributes can be added as filters to narrow down which products a customer interacted with, for example by category or by color.

There are standard product fields that are on all products that can be leveraged for further filtering:

- Id
 - The product's SKU
- Name
 - The product's name
- Price
 - The product's price
- Created
 - The created date. In an audience, this is leveraged by selecting a timeframe the product was created after, in hours, days, weeks, months, or years
- On sale
 - Indicator if the product is on sale
 - If true, the product is on sale. If false, the product is not on sale
- Out of stock
 - Indicator if the product is out of stock

- If true, the product is out of stock. If false, the product is in stock
- Url
 - The URL to the product where it can be purchased
- Image
 - The URL of the image

Some product filters, such as price or out of stock status, can be refined to use a time frame so it refines the audience by the value is at the time of the customer behavior event or at the time of the campaign send.

 Some product attributes, such as the created date, are only available to use at the time of the campaign send. These display with a lock icon.

If you need to capture more product attributes, you can create custom ones.

Channel Preference

The channel preferences section uses a predictive, machine learning model to filter any audience by customers who prefer email, SMS/MMS, have no preference, or whose preferences are unknown.

Channel preferences are displayed on a linear bar, with the highest email preference at the beginning, no preference in the middle, and high SMS/MMS preference last.

To include customers who have only one channel captured, select the option under **Customers without a preference**. The selection defaults to the type of audience you have created.

For example, an email audience defaults to email and an SMS/MMS audience defaults to SMS/MMS.

 This filter is only available if you use Bluecore for both email and SMS/MMS.

Static Email List

The static email list allows you to select a [previously uploaded email list](#).

 The static email list filter is only available for email audiences.

Predicted Customer Lifetime Value

The [predicted customer lifetime value \(PCLV\)](#) targets customers based on the predicted total amount they may spend in the next two weeks. You can filter your audience by the top percentage, percentage range, or the bottom percentage.

Lifecycle Stage

The [lifecycle stage filters](#) customers down to their predicted lifecycle stage that's based on their past activity. You can choose from the following lifecycle stages:

- Non-buyers
 - Customers who have not yet made a purchase
- Active buyers
 - Customers who have made a purchase within their typical buying cycle
- At-risk buyers
 - Customers who are nearing the end of their typical buying cycle and who have not yet made a purchase
- Lost buyers
 - Customers who did not make a purchase within their buying cycle and may never purchase again

Likelihood to Take Actions

Customers can be targeted by [how likely they are to take the following actions in the next two weeks](#)

- Likelihood to convert
 - How likely a customer is to make a purchase
- Likelihood to unsubscribe
 - How likely a customer is to unsubscribe to email notifications
- Likelihood to open
 - How likely a customer is to open an email
- Likelihood to click
 - How likely a customer is to click a link within an email

 While these actions are email-based, they are available to use in mobile audiences.

Product Preferences

Using [product preferences](#) constructs an audience based on predictions about the products that customers are interested in.

- Highest category preference
 - Target customers by their highest category preference within a defined list of categories
 - Highest category preference groups must be [created first](#)
- Category preference
 - Target customers who have a preference to a specific product attribute, like color or size
- Discount preference
 - Filters customers by their preference to purchase with or without a discount
- Replenishment preference
 - Finds customers who purchased a product that is eligible for replenishment with a specific timeframe

 Replenishment preferences must be turned on before using them. Contact your Customer Support Manager to discuss turning this feature on.

Custom Email Lists and Custom SMS Lists

Custom Email Lists are used for email audiences, and Custom SMS Lists are used for mobile audiences. Both types of lists are [managed via import jobs](#).

Use this criteria group in your audience to target email or phone number lists.
