

Audience best practices

12/10/2025 5:31 pm EST

Essential tips and proven strategies to maximize your audience performance.

[Highest Category Preference](#)

Learn more about how to configure category affinity groups to use within Bluecore's highest category preference tool.

[Audience Insights Overview](#)

Learn more about the different metrics available within the Audience Insights Overview dashboard.

[Predictive Audiences Technical Overview](#)

Learn more about Bluecore's Predictive Audiences to deliver predictive segmentation on your Bluecore campaigns.

[Predictive Audiences overview](#)

Discover how Predictive Audiences use data science to identify high-value shoppers, optimize targeting, and boost conversions across your marketing campaigns.

[Best practices for creating an audience](#)

Learn essential best practices for creating effective customer audiences, from funnel behavior grouping to handling Apple's Mail Privacy Protection updates.
