

Create an email or SMS eligibility import

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Eligibility imports let you bring email and phone numbers with their eligibility status, subscribed or unsubscribed, into Bluecore on a one-time or recurring basis.

When subscribing phone numbers, you can:

- Trigger the opt-in process (live import), or
- Import historical records without triggering opt-in messages (silent update)

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

See [Silent versus live import](#) for how each option behaves and when to use them.

If you want to import email or phone numbers without eligibility information, see [Create an email or SMS list import](#).

With an import job, you define the type of data to import, the source file location, and how frequently Bluecore should retrieve it.

Once an import job is set up, you can be [notified each time it runs](#).

To learn more about import job and run statuses, see [Import job and run statuses](#).

Before you begin

Before creating an import job, make sure you have the following:

- An existing [SFTP integration](#), if creating a recurring import job. Bluecore will connect to this location to retrieve import files.
- A list of email addresses to receive notifications about [job statuses](#), if it's not already set up in [Platform Settings](#).
- In order for files to be processed, each file must:
 - Be less than 3.5 GB.
 - Be in CSV (.csv) format. Files may be optionally compressed with GZIP (.gz), encrypted with GPG (.gpg), or both.
 - If you use GPG, use [Bluecore's public key](#).
 - Meet the file age eligibility in the File Details section in the **Configure Job** step when creating or editing a job.
 - Have a file name of 100 characters or fewer, and can only contain only letters, numbers, hyphens, and underscores.
- A filename pattern for the import files, so the job can identify which files to import.

- ① Use unique file name patterns for each import type so each job imports the correct file. Avoid generic file name patterns that could match multiple jobs. For example, if you are importing SMS single and double opt-ins and SMS lists, you could add the contains operator.
 - SMS single opt-ins
 - Example file name: sms_single_10312025.csv
 - Pattern rule: Name contains "single"
 - SMS double opt-ins
 - Example file name: sms_double_10312025.csv
 - Pattern rule: Name contains "double"
 - SMS sweepstakes list:
 - Example file name: sms_sweepstakes2025_10312025.csv
 - Pattern rule: Name contains "sweepstakes2025"

- To verify the files are imported as expected before using real data, you will also need a sample import file that:
 - Uses the chosen filename pattern.
 - Contains headers and all columns you need to import

Silent versus live import

When uploading phone numbers, you can specify whether Bluecore should trigger opt-in messaging or skip it.

- Silent update
 - Phone numbers with a subscribed eligibility status are imported without sending opt-in messaging.
 - Best for migrating customer phone numbers from another system where you've already captured consent.
- Live import
 - Phone numbers with a subscribed eligibility status will receive single or double opt-in messaging, depending on the send code setup.
 - Best for capturing organic sign ups or daily feeds.

Opt-in and unsubscribe timestamps

All eligibility imports include an optional timestamp field for the eligibility event date and time.

- If you map the timestamp column and it contains a value, the imported events use that value as the eligibility event date and time.
- If you map the column and it does not contain a value, or if you do not map the timestamp column, the imported events use the import job's date and time as the eligibility event date and time.
 - For example, the import job has the timestamp mapped and the job runs on the first day of every month. When the job runs on January 1, not all rows have a timestamp value. Those rows are imported with an eligibility date of January 1.

Create an import job

1. Navigate to **Data Imports** > **Automated imports**. The list of import jobs appears.
2. Click Create New Import Job. The import multi-step form appears.

3. Complete the guided multi-step form.
4. When finished, click **Save & Launch Job**.

Job scheduling

You can schedule import jobs to start up to one year in advance and end up to three years in advance. Setting an end date is optional.

Bluecore public key

The following file contains Bluecore's public key that you can use to encrypt files using GPG. If you can't see the public key file, make sure you are logged in to this knowledge base.
