

Create an email or SMS eligibility import

01/21/2026 2:49 pm EST

 This article contains information about SMS eligibility imports, which is currently in early access and not available for general use at this time. This will be available in a future release.

If you are interested in being an early access client, reach out to your Customer Success Manager.

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

Eligibility imports let you bring email and phone numbers with their eligibility status into Bluecore and ensure your customers are opted-in or unsubscribed on a one-time or recurring basis.

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.

i 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

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

Below is Bluecore's public key that you can use to encrypt files using GPG.

If you can't see the public key, make sure you are logged in.
