

Create an email or SMS list import

04/13/2026 6:19 pm EDT

List imports let you bring valuable customer emails and phone numbers into Bluecore and enhance your target audiences on a one-time or recurring basis.

You can import lists to quickly build audiences consisting of:

- Customers who have signed up for giveaways or sweepstakes
- Seed lists
- Suppressions
- In-store or loyalty program sign-up
- Any other list for more targeted campaigns.


User Role	View	Edit
Client Admin	Yes	Yes
Data Manager	Yes	Yes
Viewer	Yes	INo

If you want to update the eligibility status with for emails or phone numbers, see [Create an email or SMS eligibility 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](#).

 Imported lists are available in Bluecore about one hour after the import job completes.

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 (.pgp), 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 50 characters or fewer, and only contains only letters, numbers, hyphens, and underscores.

- A filename pattern for the import files, so the job can identify which files to import.
- 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

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.

[bluecore_public_key.zip](#) 

 To set up GPG encryption for the first time, contactsupport@bluecore.com.
