

Marketing Agent overview

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The Bluecore Marketing Agent is an AI-powered feature that lets marketers ask questions and receive analytics and recommendations using their Bluecore data.

The agent accesses your namespace's campaign and event data, using AI to reveal trends. It shows what's happening with your brand, explains why, and recommends next steps.

Marketing Agent is a read-only tool. Your data remains private and is never used to train AI models.

What Marketing Agent does

You can ask open-ended questions to Marketing Agent to do any of the following:

- Analyze marketing data
- Analyze aggregate customer data across email and SMS/MMS
- Aggregate behavioral event information
- Compare campaign performance and identify trends across multiple metrics
- Generate performance summaries and provide recommendations
- Look up campaigns by criteria, such as channel, audience, or type
- Review campaign configuration changes
- Exact specific halt reasoning for specific campaigns

Marketing Agent can't do any of the following:

- Create or adjust campaigns, journeys, templates, or API configurations
- Modify or delete data in your namespace
- Access individual customer-level data

Marketing Agent use cases

Here are some common use cases that will help you get the most out of the agent:

- Compare the performance of different campaign types, messaging strategies, or promotional offers.
- Track the health of your email and SMS lists over time.
- Analyze the performance of specific customer journeys like welcome series, abandoned cart, or post-purchase campaigns.

- Detect spikes in halts and pinpoint the top causes so teams can fix issues faster.
 - Summarize recent configuration changes and connect them to performance changes to support post-mortems and rollbacks.
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