Understand Customer 360

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Customer 360 is a consolidated view of all the activity and details Bluecore has collected for a specific customer, from email and phone number to customer attributes and predicted behavior.

You can search for any customer by using their email address or phone number.

The customer profile defaults to show the current month's activities.

View a Customer 360 profile

To view a customer's profile in Customer 360, complete the following:

1. Go to **Audiences** > **Customer 360**.
2. Enter the customer's email or phone number and the activity timeframe, and click **Search**.
3. If a profile is found, click **View Profile**. If a profile is not found, make sure your email or phone number is correct and try again.

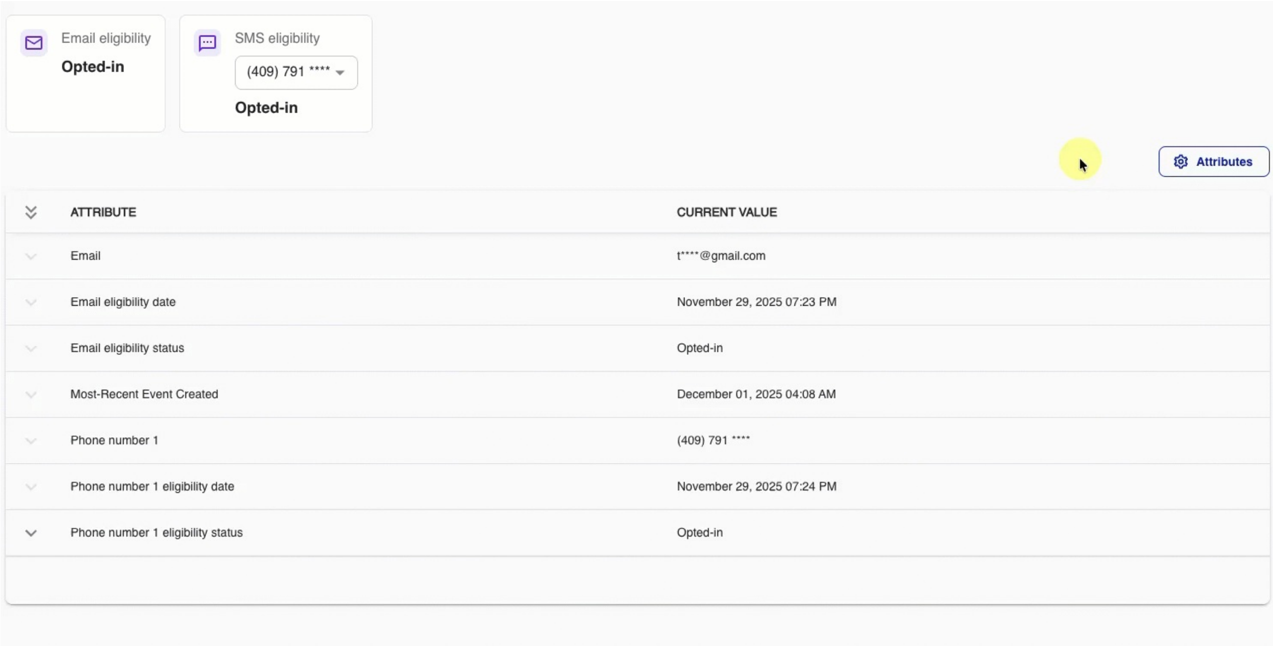
Attributes

The Attributes section shows the customer attributes and email eligibility. SMS eligibility status also appears, if that customer has an associated phone number.

Attributes display for all customer profiles. If you add or remove customer attributes, they appear or disappear on all customer profiles within the Namespace.

To display additional attributes by default, click Attributes and in the Hidden customer attributes column, search for and click the attributes you want to appear.

To hide attributes, click Attributes and in the Visible customer attributes column, search for and click the attributes you want to hide.



Past behavior

The Past Behavior section displays all data that Bluecore has for a customer, defaulting to the last month.

Activity timeframe

The activity timeframe defaults to show the last month of website and purchase activity and email and SMS/MMS campaigns the customer received and interacted with.

Click and scroll on the Activity timeframe graph to see a smaller or larger time range.

Activity details

Activity details are displayed in reverse chronological order, with the most recent activity appearing first.

By default, all details are shown. You can filter to see purchases, email, SMS, or website events.

Clicking Details for an email event displays the email template; for SMS events, the SMS/MMS campaign message appears.

Past behavior activities are grouped in 10 minute increments. For example, if a customer views multiple different product pages within 10 minutes, it will be grouped on one View Product line.

Predicted behavior

Predicted behavior shows relative percentile scores about the customer compared to other customers within that same channel. For example, a customer’s SMS/MMS predicted behavior is only compared to other customers who have a phone number.

Predicted scores are calculated per customer, for both email and phone numbers. If the customer has multiple phone numbers, the scores are aggregated.

The following charts are available:

- Predicted lifetime customer value (PCLV)
- Likelihood to click
- Likelihood to unsubscribe
- Likelihood to open
- Likelihood to purchase
- Discount preference