February 2026

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General availability

The following features are currently available for you to use.

Customer 360

Customer 360 has been updated to support SMS/MMS eligibility information and events, and general UI updates. For more information, see Understand Customer 360.

Early access features

The following features are in early access and are not generally available at this time. If you are interested in being an early access client for any of these features, reach out to your Customer Success Manager.

Feature name	Description	Early access start date
Audience builder update	Audiences can be built using an inclusive AND and OR operators. For more information, see: • Create audience criteria groups • Create an audience	August 25, 2025
SMS eligibility imports	You can import single opt-in, double opt-in, and unsubscribed phone numbers. For more information, see: • Create an import job • Understand import types	December 8, 2025
SMS unsubscribe intent handling	Bluecore uses two methods to capture SMS/MMS unsubscribes: keyword detection and intent recognition. To learn more about how Bluecore handles this, see Understand SMS/MMS unsubscribe handling.	January 12, 2026
Marketing Agent	The Bluecore Marketing Agent is an AI-powered analytics assistant that helps marketers understand campaign performance and receive actionable recommendations. For more information, see Marketing Agent overview.	January 13, 2026

Feature name	Description	Early access start date
Customer 360	Customer 360 has been updated to support SMS/MMS eligibility information and events, and general UI updates. For more information, see Understand Customer 360.	February 2, 2026