February 2026

02/25/2026 10:39 am EST

General availability

The following features are currently available for you to use.

Audiences

- The audience insights in the drawer on the **All my customers** page now use a more efficient query.
- Audiences can be built using an inclusive AND and OR operators. For more information, see:
  - [Create an audience](#)
  - [Create audience criteria group](#)

Bot clicks

The [bot clicks policy](#) has been updated to include a new bot associated with Google Chrome for Microsoft Windows users.

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](#).

Email

In templates and campaign workflows, product block tile colors have been updated to be more distinct from each other. Campaign behavior and recommendation logic are unaffected.

SMS/MMS

Customer's intent is now used to SMS/MMS unsubscribes. To learn more about how Bluecore handles this, see [Understand SMS/MMS unsubscribe handling](#).

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

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
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
Recommendation rules filters	For Best Sellers and New Arrivals recommendation rules, there are additional filters available for more granular customization.	February 16, 2026
Customer exports	You can export customer and product attributes on a one-time and recurring basis. For more information, see: • Create an SFTP customer export integration • Create a customer export	February 23, 2026