

Monday morning Marketing Agent playbook

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Marketing Agent helps marketing leaders and everyday Bluecore users quickly find answers and save time looking through dashboards and how-to guides. Simply ask your questions and receive responses within minutes.

Start your week strong by using Marketing Agent to quickly diagnose performance, identify issues, and set priorities.

This playbook guides you through a Monday morning routine that replaces hours of manual data gathering with a few targeted questions.

Evaluate program performance

Start with the big picture

Begin with a high-level view of how your programs performed last week compared to the previous week. This gives you a snapshot of the last seven days.

Example prompt:

"Give me an email performance summary for last week (Monday–Sunday), focused on unique CTR and delivered volume. Compare it to the prior week and highlight any significant changes."

Verify event health

Use Marketing Agent to confirm that critical behavioral events are flowing correctly into Bluecore. This ensures you catch any major technical issues upfront.

Example prompt:

"Show me add to cart and purchase event volume for the last seven days compared to the prior seven days. Are there any significant drops or issues (for example, $\pm 10\%$ week-over-week change)?"

Drill down into campaign specifics

Track your triggered and batch campaign analytics

Use Marketing Agent to monitor the performance of your triggered and batch campaigns independently. This helps you identify trends between the two types and ensure campaigns are delivering expected results.

Example prompt:

“Show overall email performance for the last 30 days, split by Triggered vs Batch: delivered, unique opens, unique clicks, unique open rate, unique CTR, and conversions.”

Check year-over-year data

Use Marketing Agent to compare current performance against the same period last year. This can reveal seasonal patterns and growth trends so you can set realistic benchmarks for the next 12 months.

Example prompt:

“Compare delivered, unique opens, unique clicks, unique open rate, and unique CTR for this month-to-date vs the same dates last year. What’s the year-over-year growth rate for each metric?”

Validate insights and tailor reports for the future

Cross-check with other sources

If you use other analytics platforms like Google Analytics or Adobe Analytics, start with Marketing Agent to quickly assess campaign health. Marketing Agent can identify and summarize potential issues, giving you a clear starting point before diving deeper into those other tools.

Marketing Agent can’t access third-party analytics platforms.

Example prompt:

"Run a campaign health check. Review performance for the last seven days and flag any anomalies or risks (deliverability, send volume, CTR/CTO), plus the biggest winners/losers by campaign/journey/message type. Then tell me where I should investigate deeper in our other analytics tools and what to look for."

Customize the output

Marketing Agent can adjust how it presents information based on your needs. If you need insights for meetings later in the week, it can synthesize data into bullet points for slide decks.

Example prompt:

"Give me a performance summary for last week's SMS/MMS with three to five key takeaways I can paste into my Monday status doc. Use the last seven days (Mon–Sun)."

Plan your week

Once you've completed your diagnostics, use Marketing Agent to set your weekly priorities.

Marketing Agent can help you create a structured action plan based on the insights you've gathered. This transforms your analysis into more concrete next steps, making it easier to execute on the most important actions throughout the week.

Example prompt:

"Based on last week's data, recommend three priority optimization tasks for email and mobile campaigns."
