

March 2026

03/30/2026 2:28 pm EDT

General availability

The following features are currently available for you to use.

Analytics

The [Standard Events Report](#) is now available for customers who already have access to Identification reports. This report provides visibility into your Bluecore events and see event trends year-over-year.

Event exports

You can now export the **click expanded URL** for click events.

Imports

You can now import phone numbers with their eligibility status. The import supports triggering the opt-in process or importing historical records without triggering opt-in through a silent update. For more information, see [Create an email or SMS eligibility import](#)

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](#).

Recommendation Rules

There are new advanced filters for the Best Sellers and New Arrivals [Recommendation Rules](#).

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
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Customer exports	<p>You can export customer and product attributes on a one-time and recurring basis. For more information, see:</p> <ul style="list-style-type: none">• Create an SFTP customer export integration• Create a customer export	February 23, 2026
