

Understand replenishment

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Replenishment campaigns target existing customers likely to repurchase a previously purchased product within a predictable timeframe.

These campaigns work well for products with a defined usage period or for products purchased on a regular basis, like every season.

i Creating replenishment campaigns requires additional setup. Reach out to your Customer Success Manager, who can review recommended combinations of customer thresholds and product attributes and enable this feature.

Replenishment logic

Bluecore's replenishment model identifies replenishment products based on customer behavior and product attributes.

Replenishment logic runs once per day.

Replenishment customers

Replenishment customers vary based on the types of products you sell. For example, customers who buy 30-day packs of juice behave differently than customers who buy hiking shoes every spring.

Bluecore uses the following minimum thresholds to identify replenishment customers:

- Days between purchases of the product
 - Default: 10
- Number of customers who have purchased this product to qualify it as replenishable
 - Default: 50
- Number of purchases per customer of products
 - Once a customer reaches this threshold, they start receiving replenishment campaigns
 - Default: 3

Lower thresholds allow more products to qualify, but the replenishment target may be based on too few data points and may be less reliable.

Higher thresholds limit which products qualify, but the additional data behind each product produces more reliable targeting.

Product attributes

Replenishment uses product attributes to determine eligible products.

You can choose between one and four product attributes to define your replenishment products.

For example, an office supply store may use the product ID as a replenishment attribute because

customers typically buy the same exact printer paper every time, whereas a shoe store may use category and gender attributes to define replenishment products.

Update customers and products

To update customer thresholds or product attributes, contact your Customer Success Manager. They can also recommend appropriate thresholds and attributes for your program.

Changes take effect during the next daily replenishment computation.
