

Shopify app embed block

10/07/2026 10:04 am EDT

Bluecore is updating how it captures behavioral and identification data from Shopify stores. This follows a change Shopify published: script tags will stop running on storefronts on March 1, 2027. Bluecore is providing a simple way to make sure your Bluecore Shopify services continue without any interruption.

User Role	View	Edit
Client Admin	Yes	Yes

Why are we doing this?

Shopify announced on 24 August 2026 that it is deprecating the script tag method and will stop running on storefronts on March 1, 2027 ([Shopify changelog](#)). Bluecore's storefront JS is injected today by ScriptTag, so it will stop loading after that date unless we move it to a theme app extension (App Embed Block). From 1 October 2026 on, no new clients will be set up with Shopify script tags. Clients who already had script tags set up prior to October 1, 2026, will keep working until the March 1, 2027 cutoff and need to make this update.

The App Embed Block loads Bluecore JS on the storefront with required DOM access. That covers:

- tracking of browse and cart events
- customer identification
- onsite campaigns and UI rendering, such as popups, forms and email capture

Checkout and Thank You page events keep coming from the App Pixel already present in your Bluecore Shopify App.

How to update the Shopify App Embed?

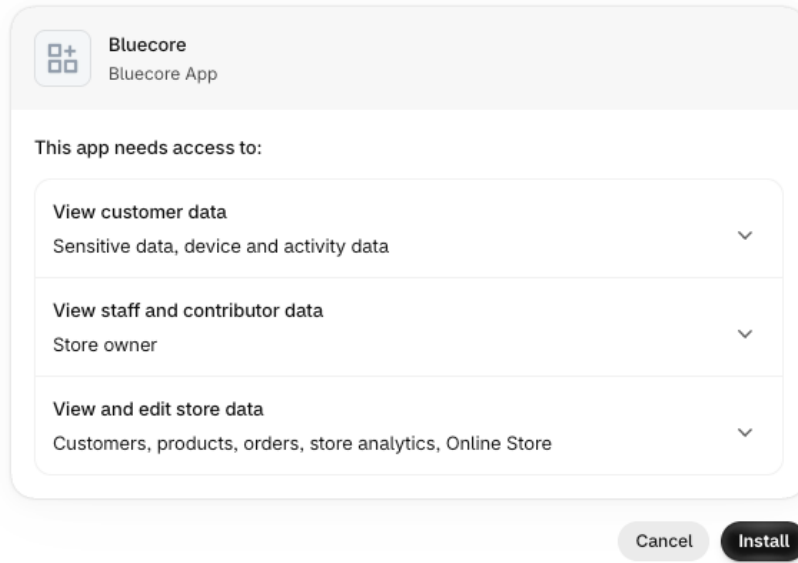
Post the change, the App Embed Block will be a part of the Bluecore Shopify app. On October 8, 2026, we released a new app version (shopify app deploy), the embed becomes available on every store that has the app installed.

Shopify requires explicit confirmation to switch Bluecore's tracking block on in their theme and click 'Save'. Apps can't turn on an embed silently.

Rollout steps for new clients

1. Install the Bluecore app by following these steps,<https://help.bluecore.com/help/integrate-with-shopify>.
2. After installation, you will land on the Activate Bluecore Tracking in your theme screen. Move to step 2 under Rollout steps for existing clients.

Install app



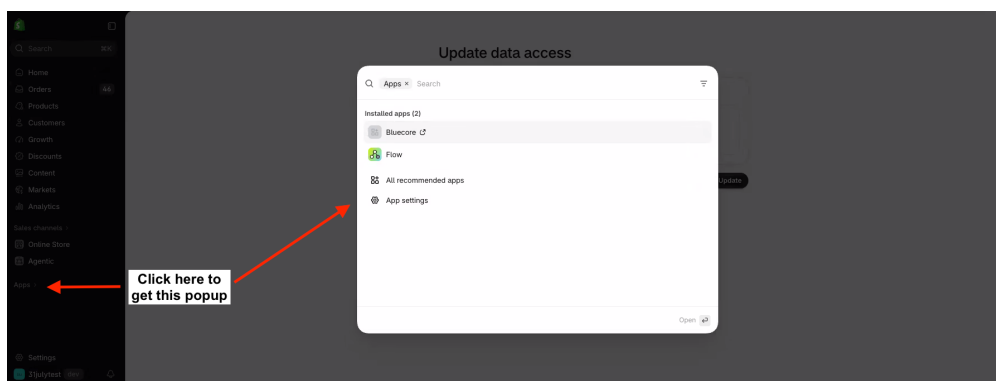
Rollout steps for existing clients

Step 1: Update the Bluecore Shopify app

Bluecore needs an extra permission (read_themes), so it can check whether the embed is on your live theme.

You can update the app as follows:

1. Open the Bluecore app in the Shopify admin. Select the store from the top right navigation and click Open. This starts the OAuth process.



2. You will be taken to the OAuth page. Approve the new permissions by clicking 'Update'. This step is required whenever the permission scopes change.

Update data access

Bluecore needs access to:

View store data

View Online Store Theme

Cancel

Update

3. After approving, you will be shown the 'Activate Bluecore Tracking' in your theme screen.

Step 2: Activate the App Embed

1. On the One last step: turn on Bluecore in your theme screen, click Enable in Theme Editor. It opens the live theme's App embeds panel in a new tab.

One last step: turn on Bluecore in your theme

Bluecore is installed. Enable the Bluecore app embed so it can run on your storefront.

1. Click **Enable in Theme Editor** below. It opens your live theme's App embeds in a new tab.
2. Make sure **Bluecore tracking** is switched on.
3. Click **Save** in the Theme Editor. This page checks automatically and lets you continue once Bluecore is on.

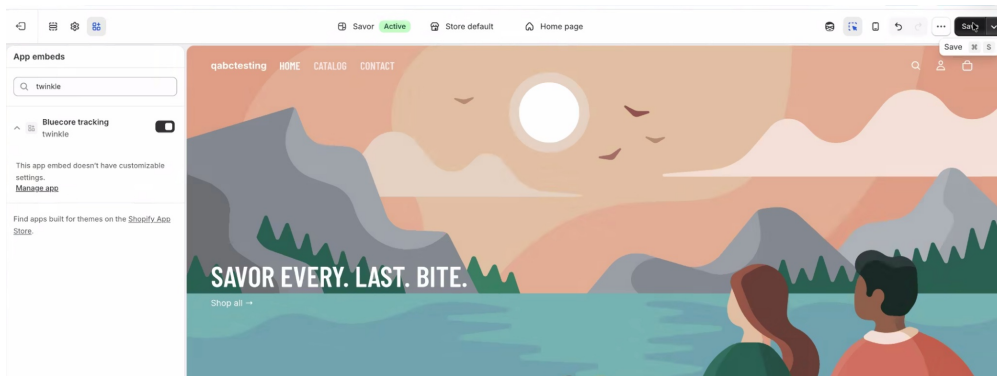
If you publish a different theme later, turn on the Bluecore app embed in that theme as well.

Enable in Theme Editor

- ☐ I understand that Bluecore will not run on my storefront (tracking, customer identification and onsite campaigns) until the Bluecore app embed is turned on and saved in my theme.

Continue

2. Make sure Bluecore tracking is switched on.



1. Click 'Save' in the top right of the Theme Editor.
2. Go back to the Bluecore tab. The page checks automatically whether the embed is on in the live theme:
 - Not confirmed yet: the page shows "We could not confirm Bluecore yet. Make sure Bluecore tracking is on and you click Save." with a Check again link. Repeat steps 2 and 3, then clicks Check again.
 - Confirmed: the page shows "Bluecore is enabled in your live theme. You can continue." and 'Continue' becomes active.



One last step: turn on Bluecore in your theme

Bluecore is installed. Enable the Bluecore app embed so it can run on your storefront.

1. Click **Enable in Theme Editor** below. It opens your live theme's App embeds in a new tab.
2. Make sure **Bluecore tracking** is switched on.
3. Click **Save** in the Theme Editor. This page checks automatically and lets you continue once Bluecore is on.

If you publish a different theme later, turn on the Bluecore app embed in that theme as well.

Enable in Theme Editor

Bluecore is enabled in your live theme. You can continue.

Continue

5. After this, you can see Bluecore tracking turned on under Online Store > Themes > Customize > App embeds.