Bluecore

SERVICE DESCRIPTIONS

The Bluecore Platform enables retailers and other companies to take meaningful, immediate actions on behavioral and product data to drive customer engagement and loyalty.

Please consult your SOW to confirm which of the following are included in your specific purchase:

Campaign Builder:
The Campaign Builder provides Customer the ability to send batched, personalized campaigns to targeted audience segments based on selection criteria provided by Customer, as well as Triggers that react to user behaviors and catalog changes.

Triggers include (but are not limited to):
- Cart Abandonment
- Product Abandonment
- Search Abandonment
- Price Decrease
- New Arrivals
- Post Purchase

Audience Builder:
The Audience Builder provides Customer the ability to create audience segments using combinations of user attributes and behaviors, including email engagement, customer behaviors, and the product catalog.

Visual Template Editor:
The Visual Template Editor provides Customer the ability to build responsive email templates using a drag-and-drop editor.

Campaign Analytics:
Bluecore provides Customer with the ability to access Campaign Analytics, an analytics dashboard that surfaces aggregated analytics for email campaigns run through the Bluecore platform.

A/B Testing:
Bluecore provides Customer with the ability to A/B test email campaigns for up to 5 variants. A/B tests can be started and ended in real-time.

Product Recommendations:
Bluecore provides Customer with collaborative-based and attribute-based product recommendation algorithms, making product recommendations unique for each user.

Customer 360:
Bluecore provides Customer a timeline of all the actions that a user has taken on the Customer's Site, including product views, purchases, and more

Audience Insights:
Bluecore provides Customer with the ability to access Audience Insights, a predictive analytics dashboard that surfaces retail-focused insights about any custom groups of customers.

Predictive Models:
Bluecore provides Customer with the ability to leverage the user and product catalog data that Bluecore captures to analyze, cluster, and predict how marketers can more effectively engage their audiences. Some of the predictive algorithms include:
- Predicted Customer Lifetime Value
- Life-Cycle Stage (Active, At-Risk, Lost, etc.)
- Likelihood to Convert
- Likelihood to Open/Click/Unsubscribe
- Discount Preferences
- Category Preferences

Bluecore Transactional Sends:
Bluecore Transactional Sends enables Customer to facilitate an already agreed-upon transaction or account update message to an existing user regarding an ongoing transaction or user-requested account change. For the avoidance of doubt, Bluecore Transactional Sends may not contain opt-out mechanisms or other user-based filters. Customer is responsible for ensuring only Transactional Emails are sent through the Bluecore Transactional API in the Bluecore Platform.

Email Capture:
Bluecore Email Capture provides Customer with the ability to grow their email list, and increase onsite conversions, based on behaviors like exit intent by utilizing on-site pop ups, A/B testing of promotions and on-site messaging, as well as rules-based offer management.

Offline Purchase Data Ingestion:
Setting up a recurring data import into Bluecore that contains transactions made offline (for example in a physical retail store) that are tied to an email address. Customer must comply with standard file formats, to be communicated by Bluecore, for the Offline Purchase Data Ingestion.

Media Integrations:
Bluecore Media Integrations enable Customer to sync Bluecore audiences to advertising platforms of Customer's choosing using email addresses identifiers. Customer's purchase of digital media will go directly through whichever advertising platform(s) Customer utilizes, and will not be a part of any agreement with Bluecore. Customer may sync audiences to the below platforms:

- Facebook + Instagram
- Google Ads

Audience Exports:
Bluecore provides Customer with the ability to sync all Bluecore audiences to included channels (e.g. platforms, including business intelligence, CRM, CDP, or marketing execution, via secure transfer protocol

("SFTP")) using cookies or email addresses. Customer's purchase of digital media will go directly through whichever advertising platform(s) it is using, and will not be apart of any agreement with Bluecore. Customer may sync audiences to any of the channels listed in the Bluecore Decisioning Platform.

__**Bluecore, at its discretion, may introduce new features and/or functionality, which Customer may choose to accept or not at Customer's option. Such features and/or functionality may incur a separate fee, which will be purchased pursuant to a SOW or SOW Addendum.**__