

BLUESHIFT COMPUTED ATTRIBUTES

The Challenge: Marketers often rely on static data or manual workarounds to create user segments or personalize content based on behavioral insights—like “purchases in the last 30 days” or “last browsed category.” Without flexible, real-time computed fields, these insights are either delayed or dependent on engineering support.

The Solution: Blueshift’s Computed Attributes eliminate the need for custom code by enabling marketers to create dynamic, event-driven fields powered by real-time customer activity—purchases, clicks, and more. These attributes update automatically and are instantly available for segmentation, personalization, journey triggers, and reporting.



Key Capabilities

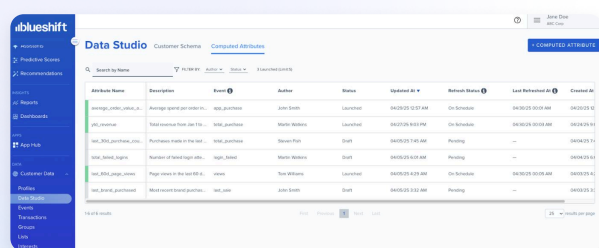
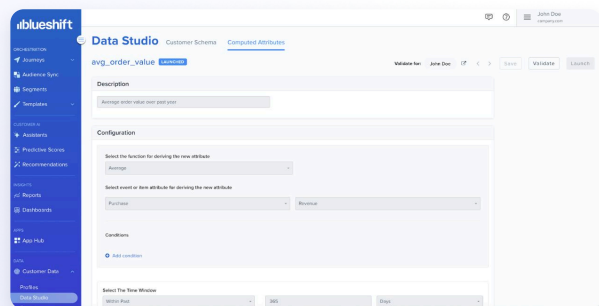
Build behavior-based attributes from any user or event data—such as last browsed category, 30-day order count etc., using built-in aggregation and occurrence functions.

Easily Configure attributes through a marketer-friendly UI with filters—no code or SQL required.

Look back up to 12 months of historical data to capture trends, recency, and frequency of customer actions.

Automatically refresh values daily to ensure segments, campaigns, and templates stay up to date.

Use across the platform—in segmentation, journey conditions, reporting, and personalization via built-in attributes and Liquid variables.



The Computed Attributes are a part of **Blueshift’s Data Studio**, that serves as a central hub for exploring and managing data. Its intuitive interface makes it easy to understand your data structure and streamline how it is used across campaigns.