

coreSHOP Session 2 in 10 slides

Hunting season, part 2: see what your campaign sold, win back carts, target the right customers and mail real postcards.

Live workshop Mon Sep 28, 2026 · Ezra, Joel, Madelyn and Wits

Full replay 2 hr 29 min - [watch on YouTube](#)

This recap about 3 minutes, with a link to each part



Your hosts, live on Sep 28

If your coreSTORE web address ever goes down

- Last week an internet-wide problem with ".shop" web addresses left some stores unable to reach yourstore.corestore.shop. Coreware's servers stayed up the whole time.
- Coreware now has a backup address that points to the same system.
- Same data, same login - it is just a second road to the same place. The new platform at coreware.app also stayed up.

Where: Nothing to set up - the backup address already works

Watch this part: [5:26 in the replay](#)

Instead of

yourstore.corestore.shop

type

yourstore.corestorebackup.com

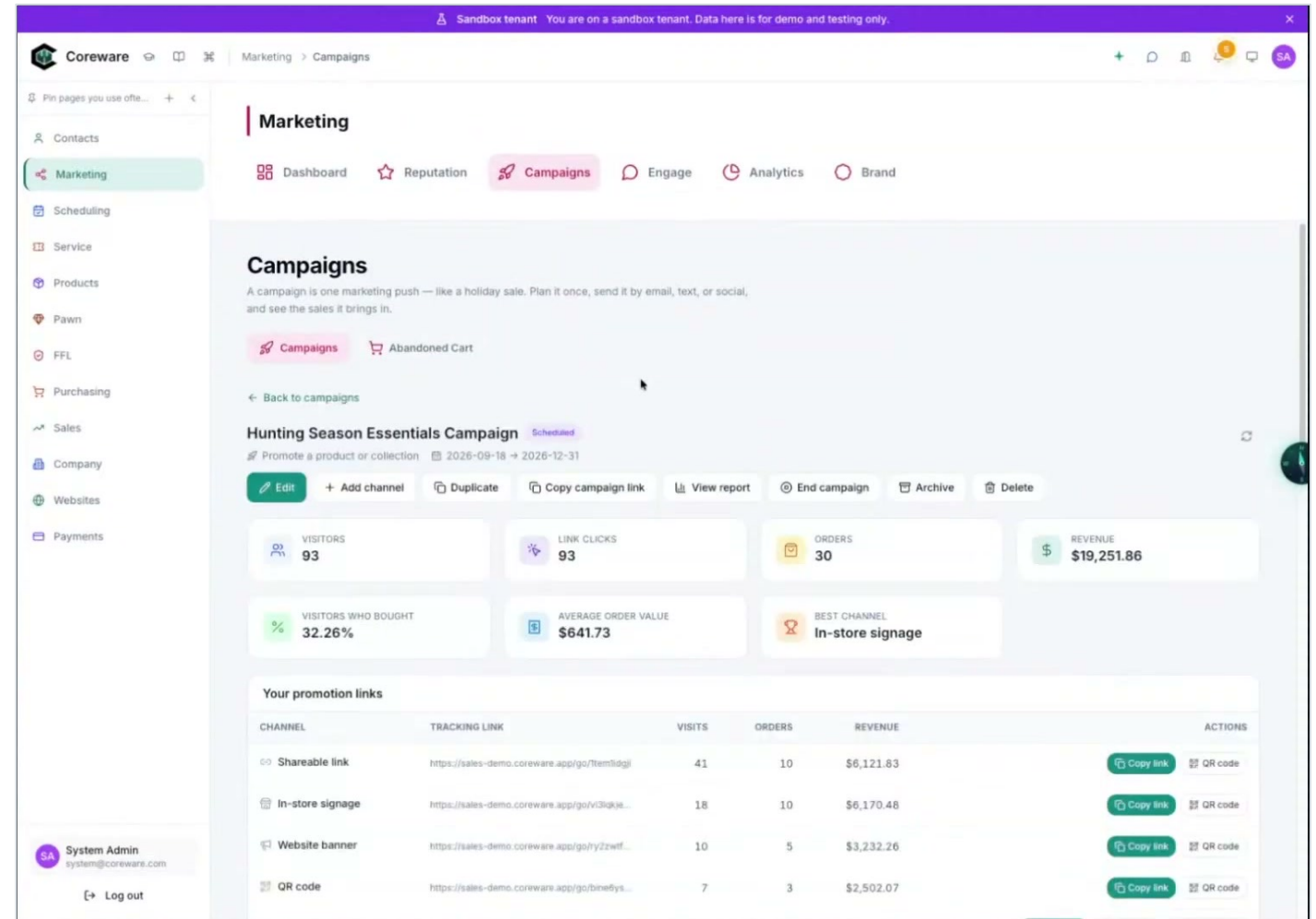
Swap "yourstore" for your own store name. Bookmark it at every register.

See what every campaign actually sold

- One screen shows visitors, link clicks, orders and revenue for each campaign.
- Results split by channel - email, social, QR code, in-store sign, website banner - so you know which ads are working.
- The shopper journey shows where people drop off: visit, cart, checkout, bought.

Where: Marketing › Campaigns › open a campaign

Watch this part: [27:32 in the replay](#)



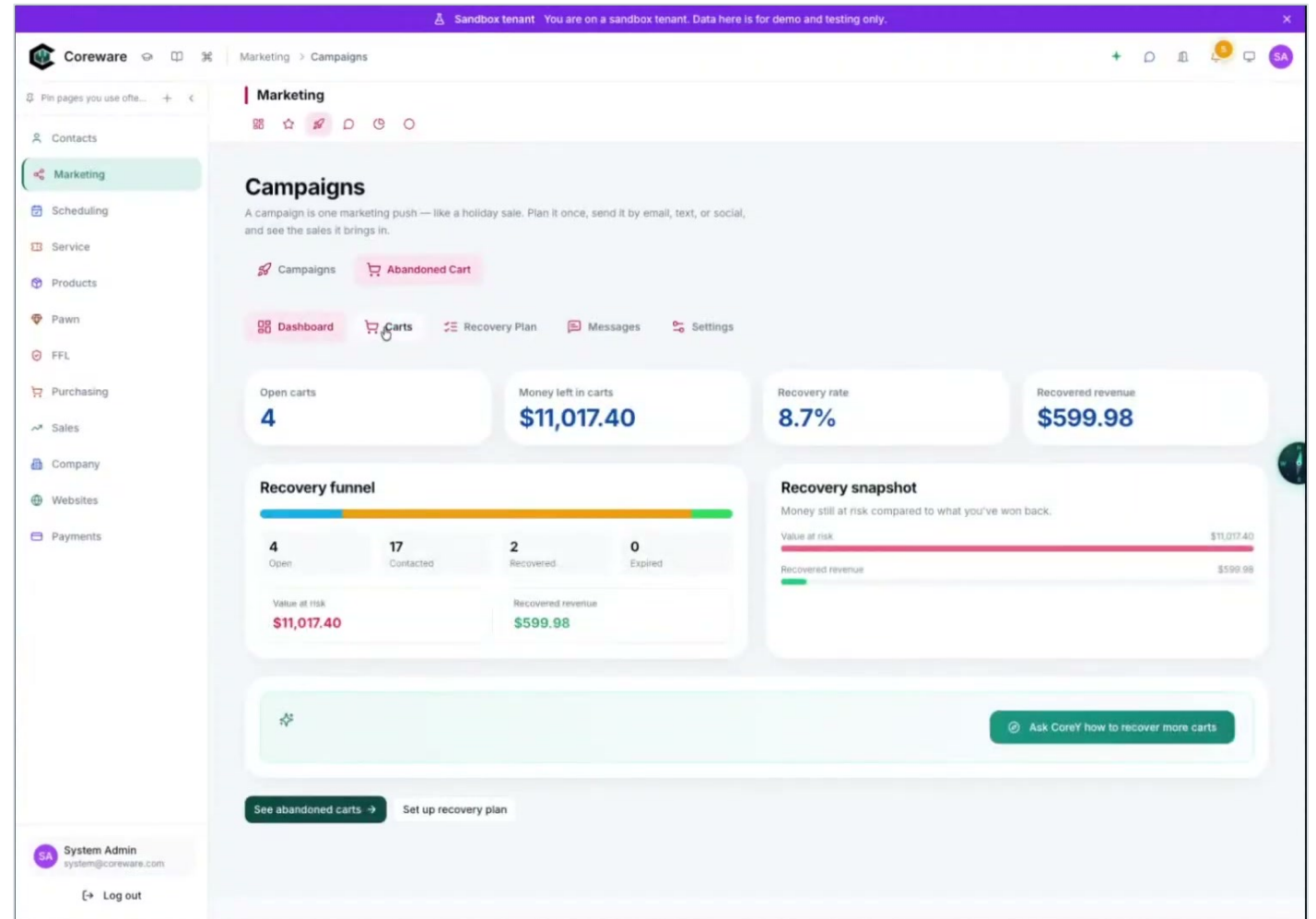
Demo data from the live workshop

Win back abandoned carts on autopilot

- See every open cart, who it belongs to and how much money is sitting in it.
- Set a recovery plan once: email the shopper after 5 minutes and alert a staff member to call on big carts.
- Included in your subscription - no third-party app. Works on Coreware websites and landing pages.

Where: Marketing › Campaigns › Abandoned Cart

Watch this part: [42:08 in the replay](#)



Demo data from the live workshop

Reach the right customers

- Build an audience from rules - tags, lifetime spend, active subscription - or describe it to CoreY.
- Audiences update themselves as customers change. Preview the count before you send.
- Use the same audience for email, text or postcards.

Tip: CoreY can only target what's in your data. Tag customer interests (like hunting) as you learn them.

Where: Contacts › Audiences › New

Watch this part: [49:27 in the replay](#)

New Audience
Define filter conditions to build a dynamic audience

Smart Rules Select Contacts

Build with CoreY AI

Name * Customers Interested in Hunting
Description All contacts who are customers and have the 'Hunting' tag.

Contact Types
Customer Employee Manufacturer Prospect Supplier

Active Status
Active Inactive All ☒ Share with team Match Any of these conditions

11 Default Sort No default (use list default)

Conditions **Reset**

Where Tags & Types > Has Tag is free-user

OR Purchase History > Total Lifetime Spend equals 100

OR Subscriptions > Subscription Status is Active

+ Add Condition

Preview Count 126 contacts 20 businesses 106 individuals

Cancel **Save Audience**

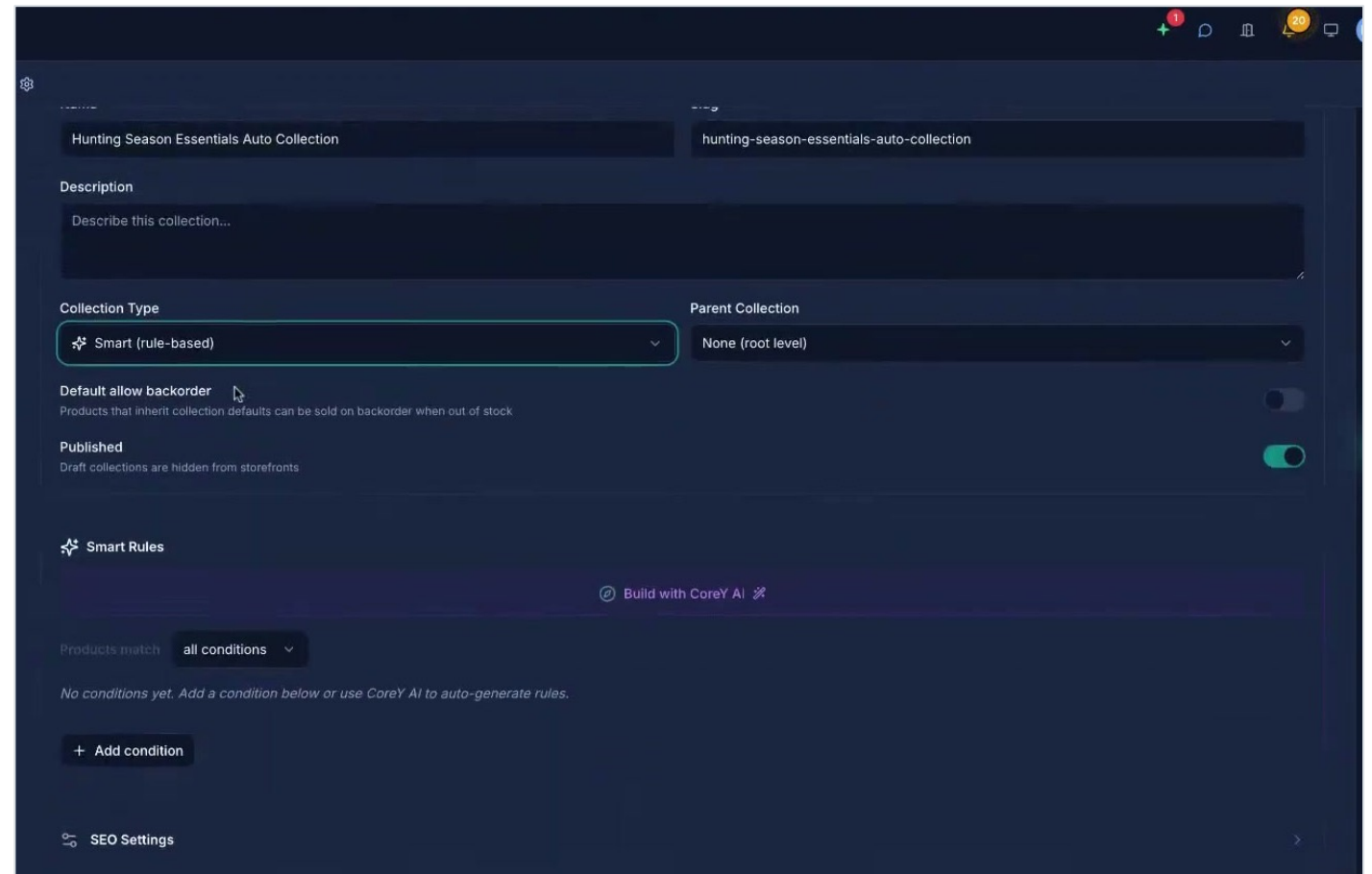
Demo data from the live workshop

Product collections that fill themselves

- A smart collection adds every product that matches your rules - category, brand, tag, price, in stock.
- Tag this week's specials and the email and landing page using that collection update on their own.
- Build it unpublished before the season, then switch it live.

Where: Products › Collections › New › Smart (rule-based)

Watch this part: [54:39 in the replay](#)



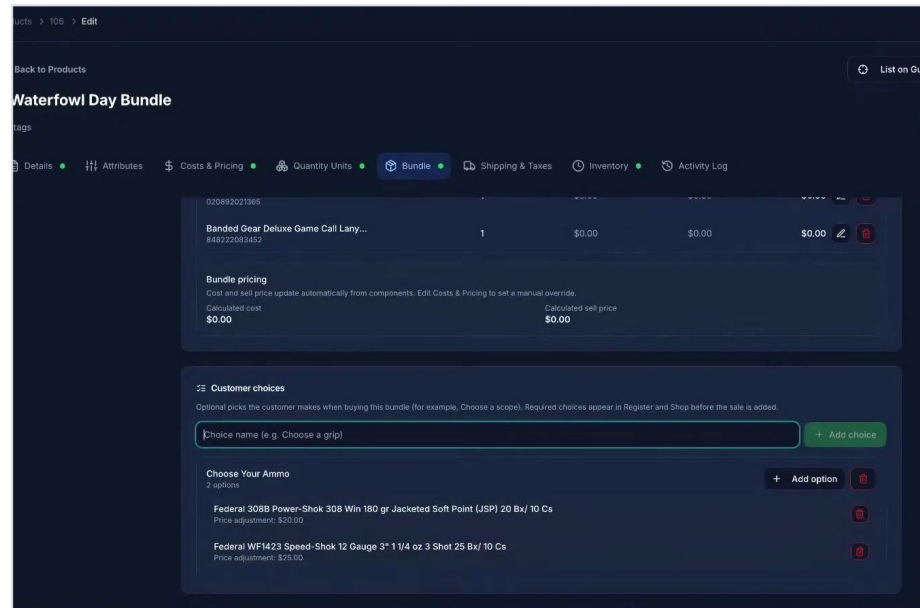
Demo data from the live workshop

Bundles your customers can build themselves

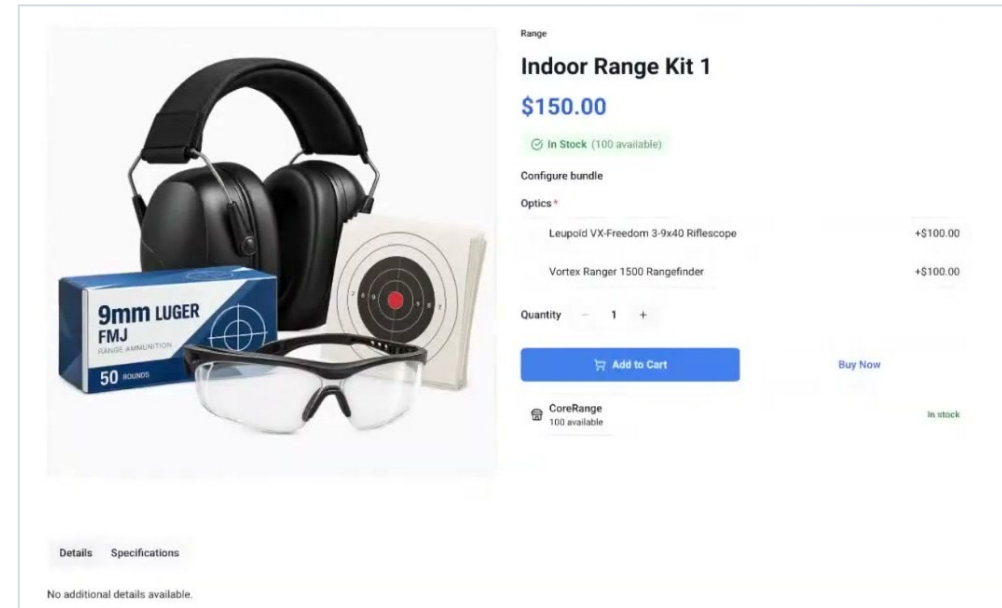
- Group items into one bundle (what used to be called a kit) with its own price.
- Add choices like "Choose your ammo" or "Choose an optic," each with its own price bump.
- Works at the register and on your website.

Where: Products › Bundles › New bundle › Customer choices

Watch this part: [1:02:10 in the replay](#)



Demo data from the live workshop

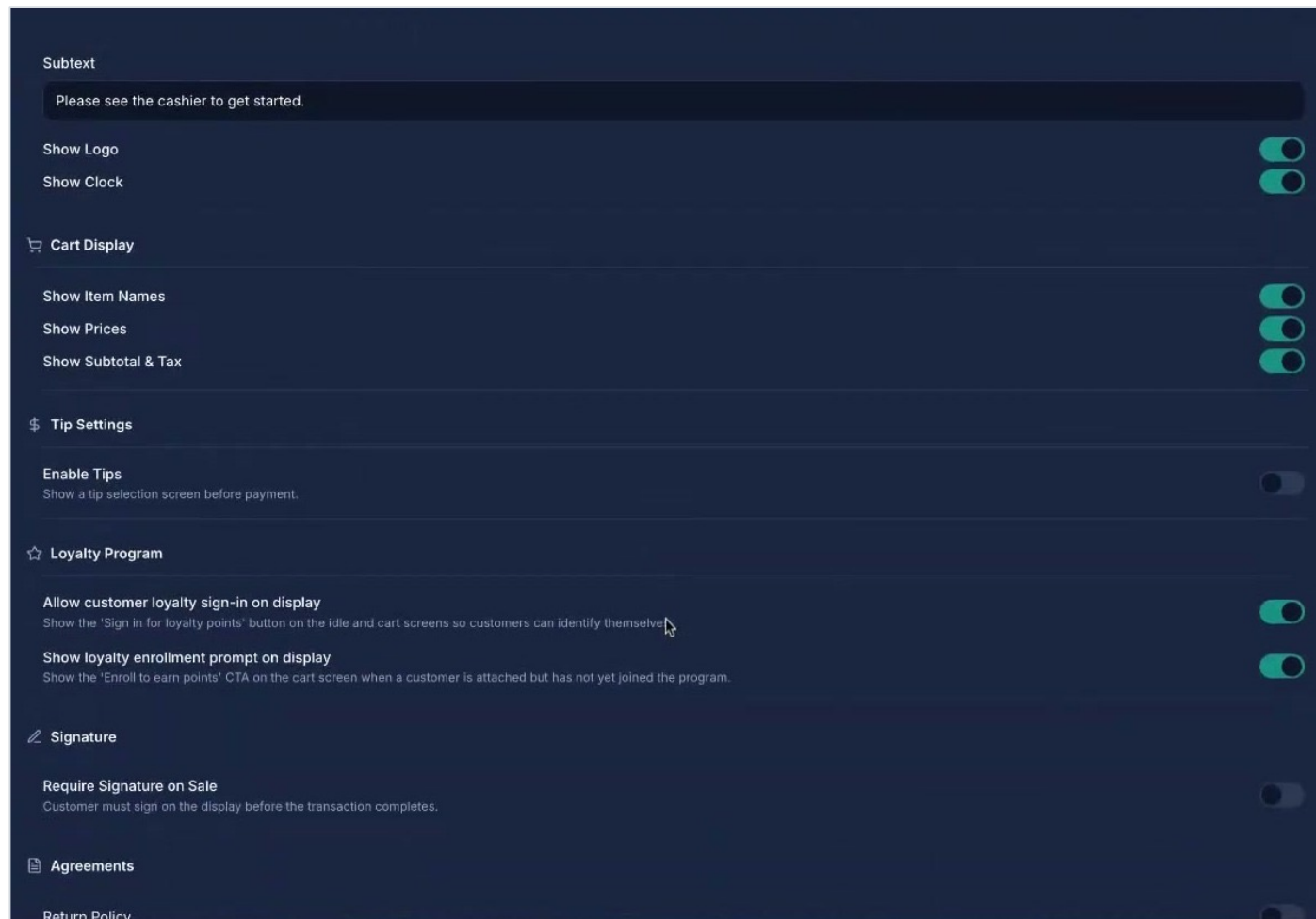


Do more with the customer display

- Turn a tablet, phone or spare screen into a customer-facing display - one per register.
- Customers can check in, sign up for loyalty, add a tip, sign and pick bundle options themselves.
- Colors, logo, headline and clock are all yours to set.

Where: Settings › Sales › Register & Checkout › Station setup

Watch this part: [1:24:05 in the replay](#)



Demo data from the live workshop

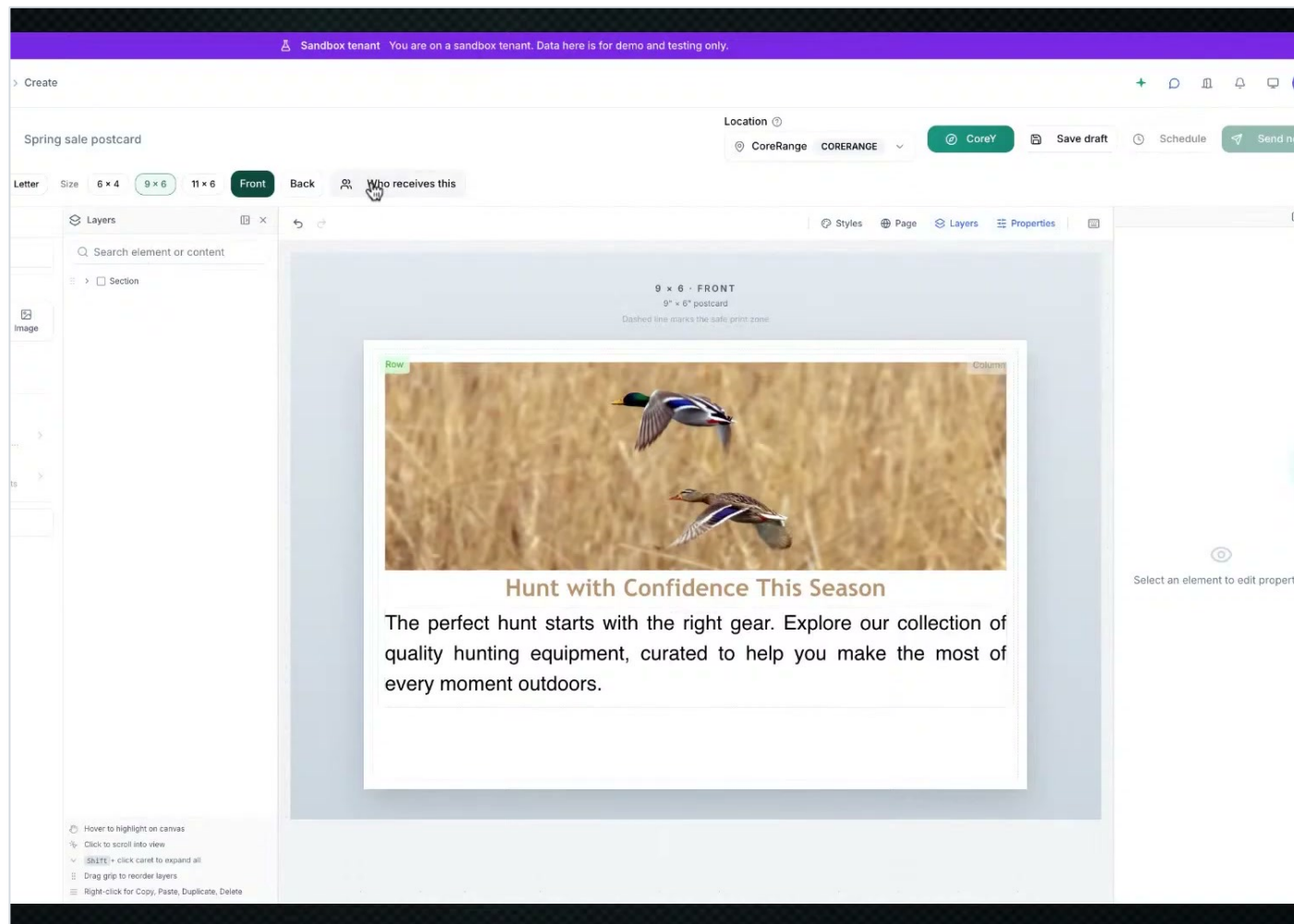
Mail real postcards straight from Coreware

- Design postcards or full letters in the same builder as your emails.
- Send to any audience. Only contacts with a full mailing address get one, and only those are charged.
- About \$1 per postcard, postage included, from prepaid credits.

Tip: Send a thank-you card a week after a big purchase, or a promo postcard to your top local customers.

Where: Marketing › Engage › Postal › Create

Watch this part: [1:38:27 in the replay](#)

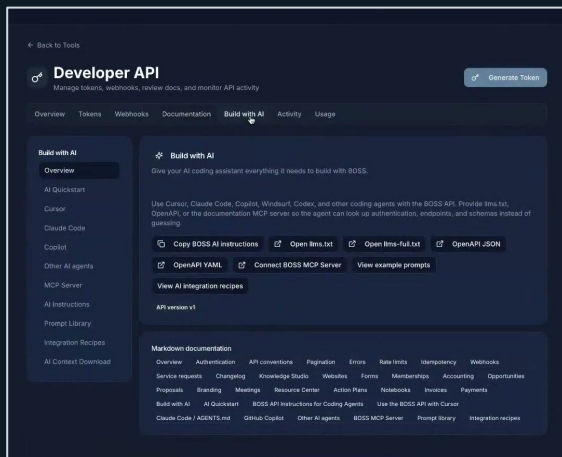


Demo data from the live workshop

Two more updates, and the next workshop

Developer API for every plan. It used to be enterprise-only. Docs, a test console, webhooks and setup notes for AI coding tools are under Company › Tools. API use runs on credits.

Credits work like a wallet. Credits you buy for email, text, postcards or the API carry over month to month, and 5,000 emails a month are free. Your plan price is not changing.



NEXT: coreSHOP SESSION 3

Stock up for hunting season

Purchasing assistant, reorder points (mins and maxes), finding slow movers to promote, plus a second look at bundles and the test postcard results.

Thursday, Oct 8 on YouTube Live

[Watch the full replay](#) · [Session 1: building the campaign](#)

Step-by-step guides: Resource Center (top left in Coreware)

Questions: ask CoreY or chat with support