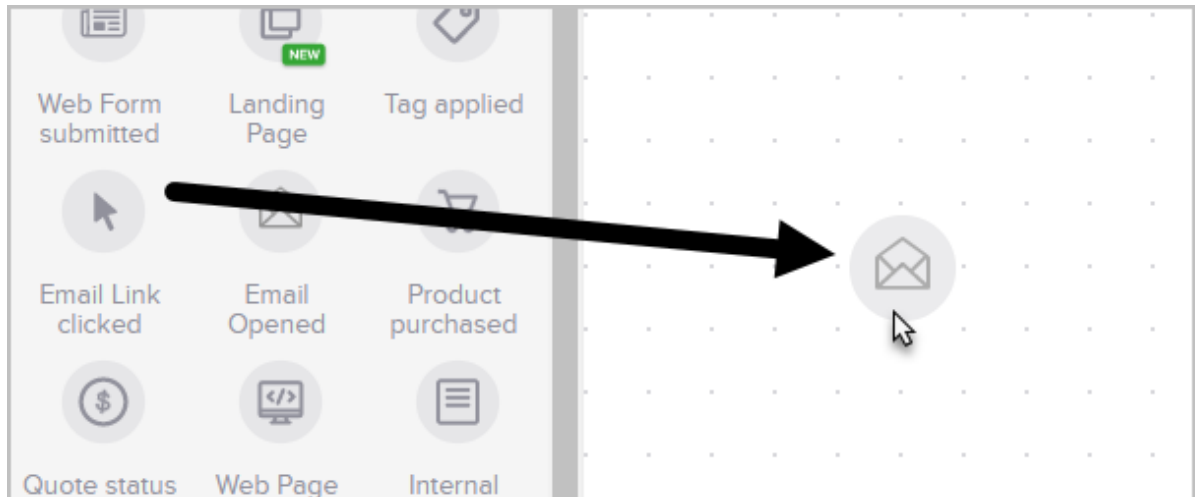


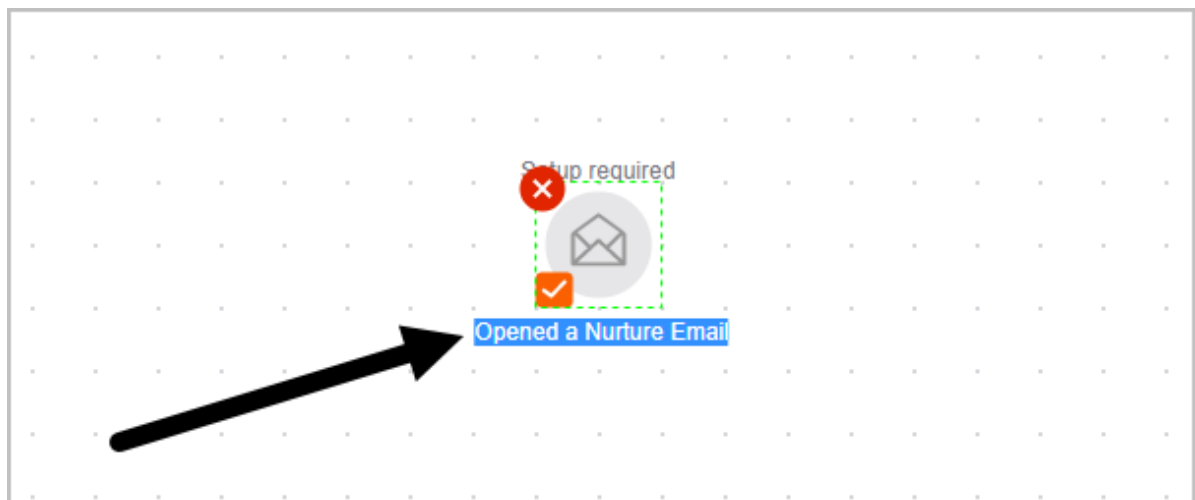
Email Opened goal 🔗

The Email Open Goal lets you tailor messages to your most engaged contacts. When a contact opens the email(s) that you specified, they will be moved on to the next part of the campaign.

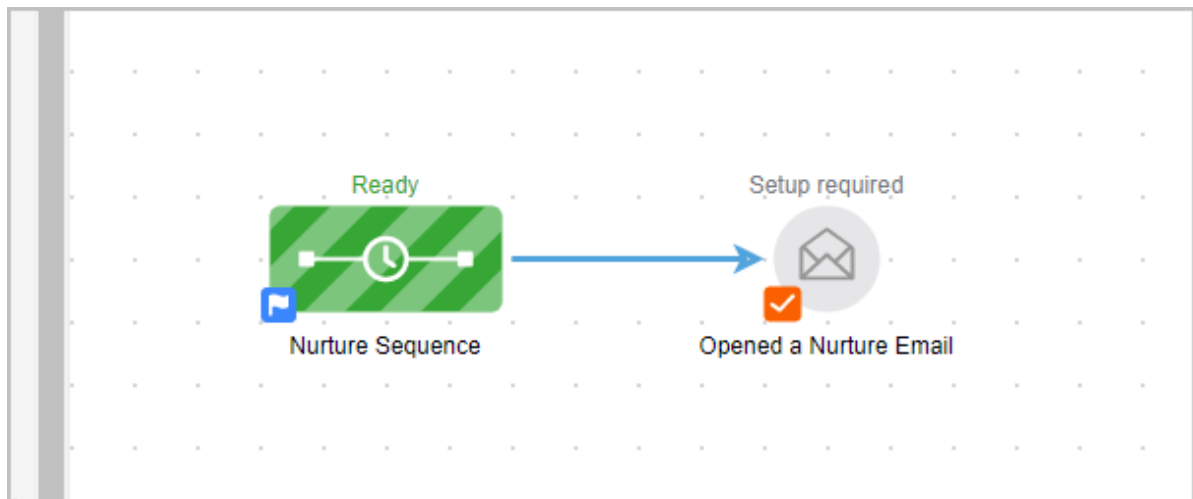
1. Drag the Email Open Goal onto the campaign to the right of a sequence



2. Optional: Double-click the name below the icon to customize it



3. Connect the goal to the right of an email sequence



4. Double-click on the Email Open Goal to set it up
5. Choose whether all or any of the emails must be open in order to satisfy the requirements of the goal

The screenshot shows a configuration window for a 'Nurture Sequence'. At the top, there are two radio button options: 'All of the checked emails have been opened.' (unselected) and 'Any of the checked emails have been opened.' (selected). Below these options is a section titled 'Nurture Sequence' containing a list of three items, each with a checked checkbox and a text field: 'Email 1', 'Email 2', and 'Email 3'. On the left side of the window, a partial view of the 'Opened a Nurture Email' goal is visible, showing an envelope icon and a green arrow. On the right side, a partial view of the 'Nurture Sequence' block is visible, showing the green striped block and the word 'Untitled Se'.

6. Check the box(s) next to the email(s) that will satisfy this goal.
 7. Click **Save**.
-