

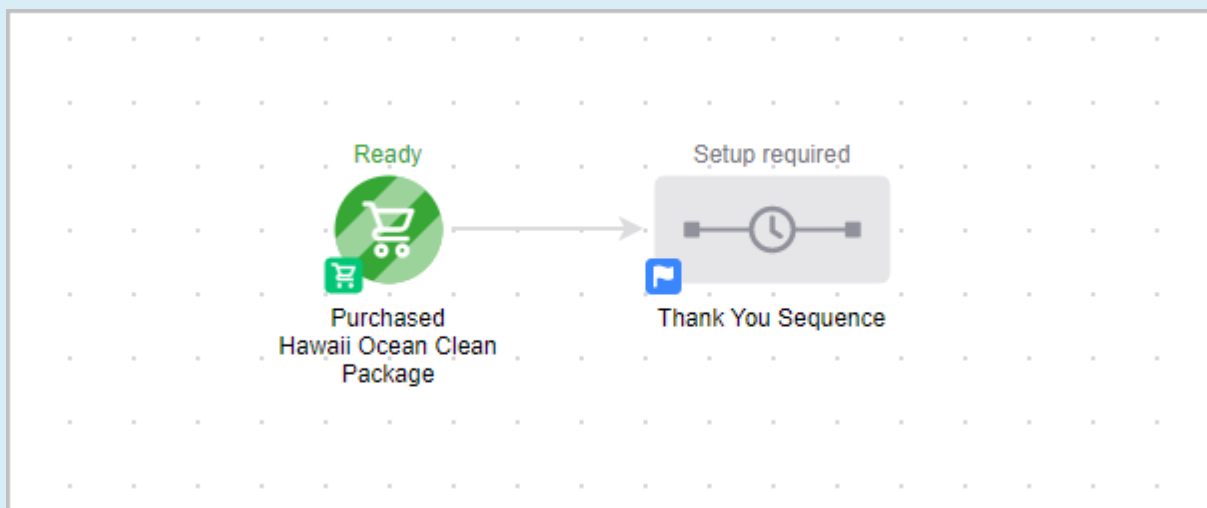
Create a Product purchased goal🔗

Purchases are tracked when a prospect or customer buys through an manual order, order form, shopping cart or upon successful payment for orders created through the [API](#) .

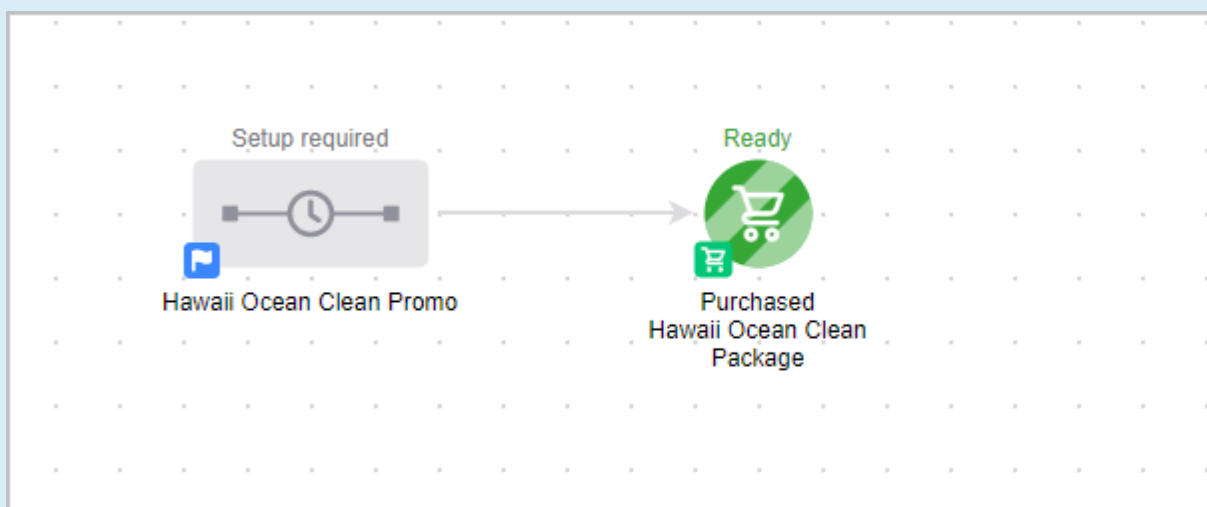
Pro Tips!

A purchase goal can be satisfied by a general purchase, the purchase of a specific product, or the purchase of a particular category of product.

If the purchase goal comes before the sequence, the contact will move forward when a purchase is made

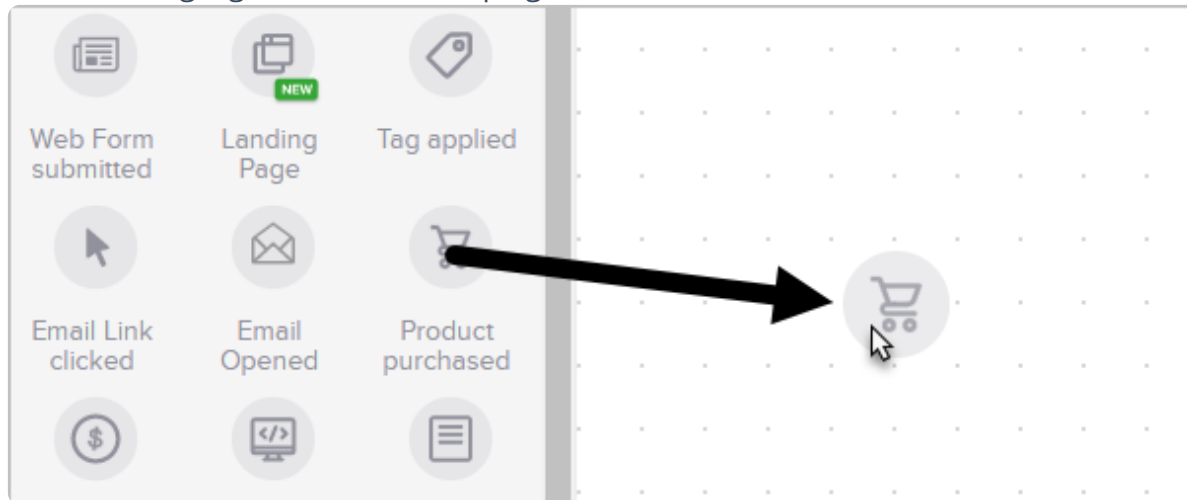


If the purchase goal comes after the sequence, the contact will be removed from the sequence when a purchase is made

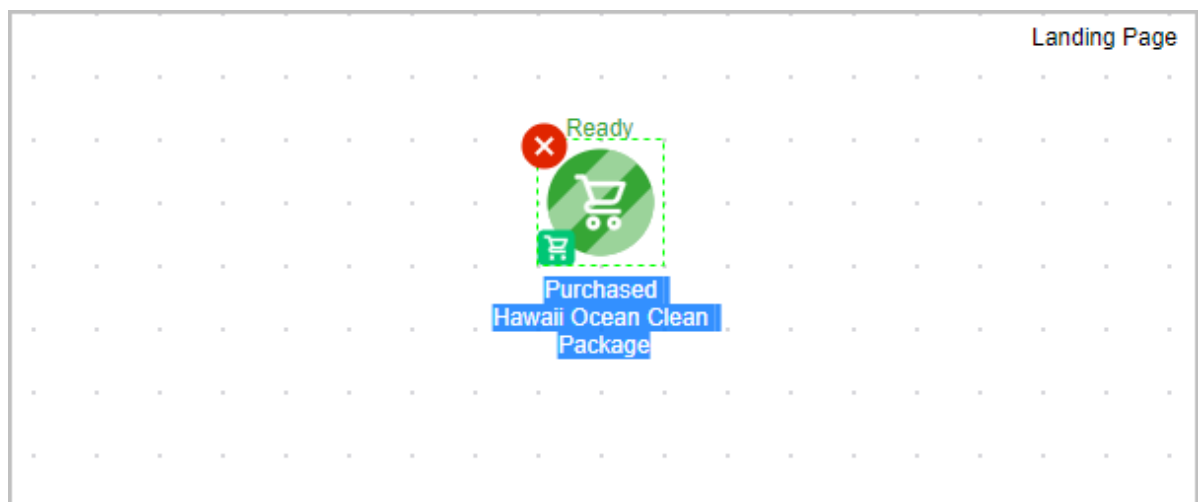


Goal Setup

1. Click and drag a goal onto the campaign canvas.



2. You can double-click the name below the icon to customize it.

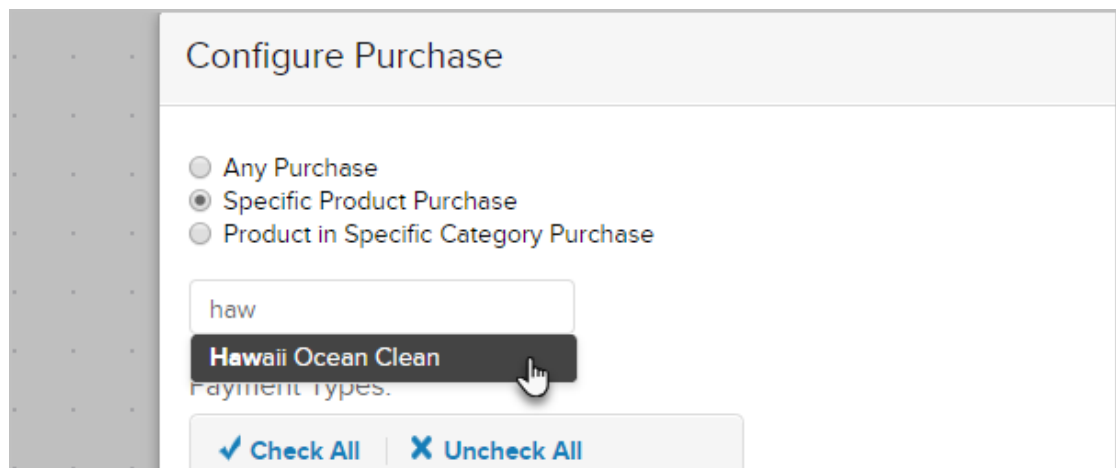


3. Double-click on the goal

Configure Purchase

- Select the purchase option that satisfies the goal
 - **Any Purchase:** This option allows you to update a contact's campaign sequence when they make any kind of purchase. This is a good option for companies that send generic customer follow-up that is not related to a specific product or category of products.
 - **Specific Product Purchase:** This option allows you to send product-specific communications, which can be used to help the customer maximize the value they receive from the product and / or to upsell additional products to them.
 - **Product in a Specific Category Purchase:** This option allows you to send

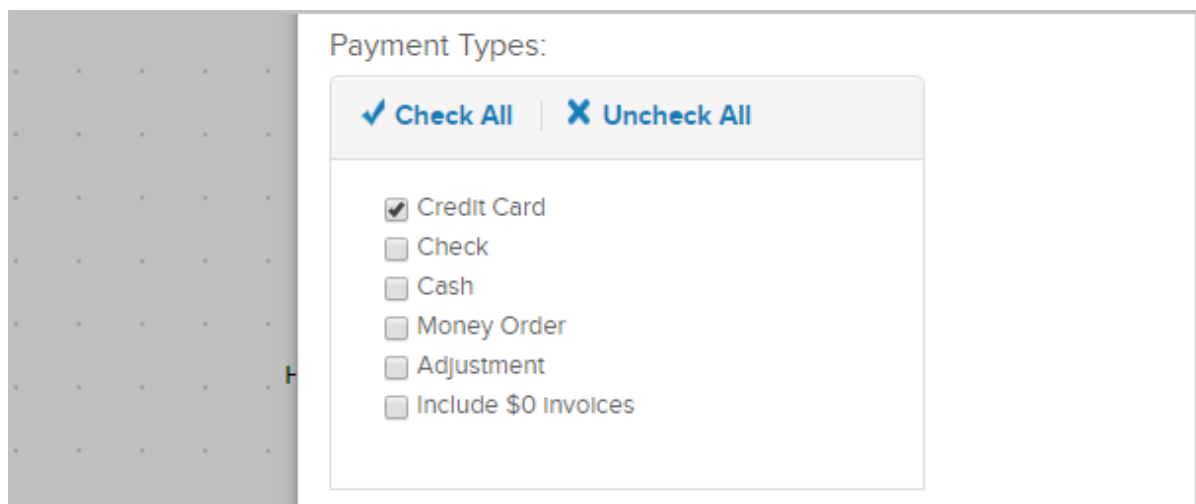
customer communications based on a specific category of interest (e.g. live event promotions to people who like to attend seminars.)



The 'Configure Purchase' dialog box features a sidebar with a grid of dots. The main area has a title bar 'Configure Purchase' and three radio button options: 'Any Purchase', 'Specific Product Purchase' (which is selected), and 'Product in Specific Category Purchase'. Below these is a search input field containing 'haw'. A dropdown menu is open, showing 'Hawaii Ocean Clean' as the selected item. Below the dropdown is the text 'Payment Types.'. At the bottom are two buttons: '✓ Check All' and '✗ Uncheck All'.

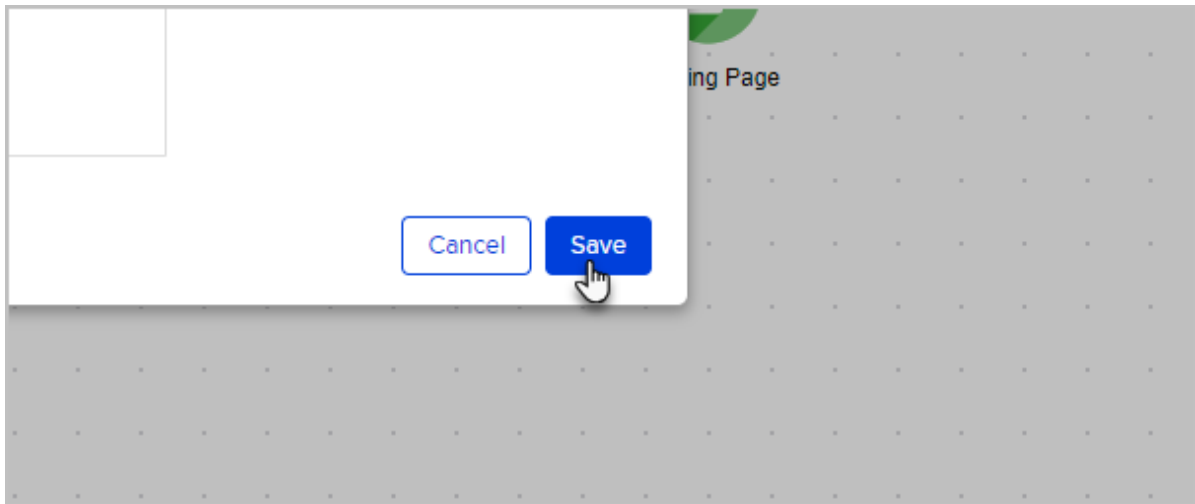
Payment Types

- Select the [payment type](#) that satisfies the goal.



The 'Payment Types' dialog box has a sidebar with a grid of dots. The main area is titled 'Payment Types:'. It contains a header bar with '✓ Check All' and '✗ Uncheck All' buttons. Below this is a list of payment methods, each with a checkbox: 'Credit Card' (checked), 'Check', 'Cash', 'Money Order', 'Adjustment', and 'Include \$0 Invoices'.

- Click **Save** to apply the purchase option that satisfies the goal



- Don't forget to publish your changes when you are ready to go live

