# 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
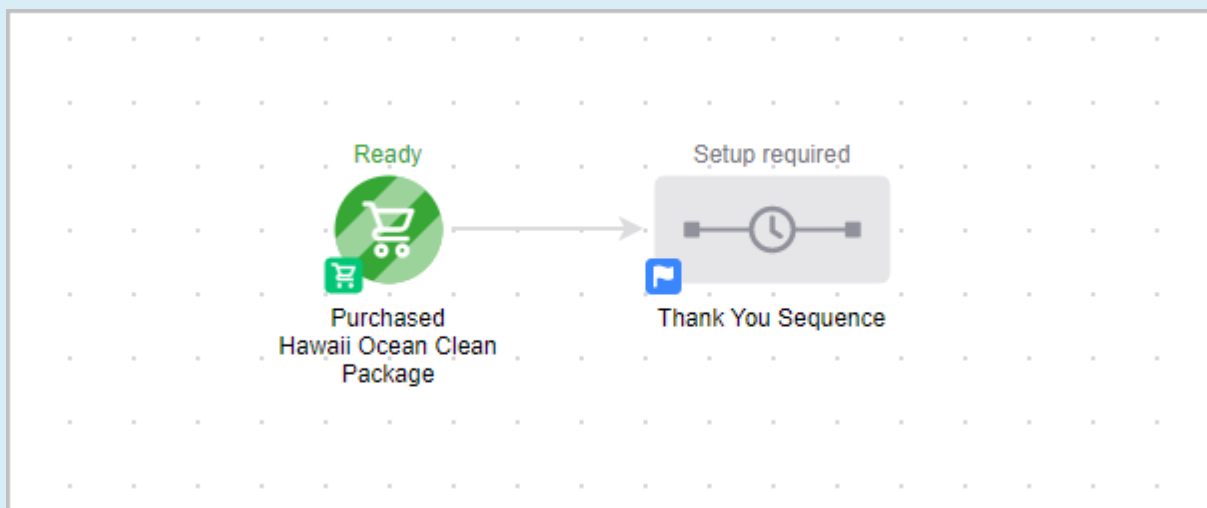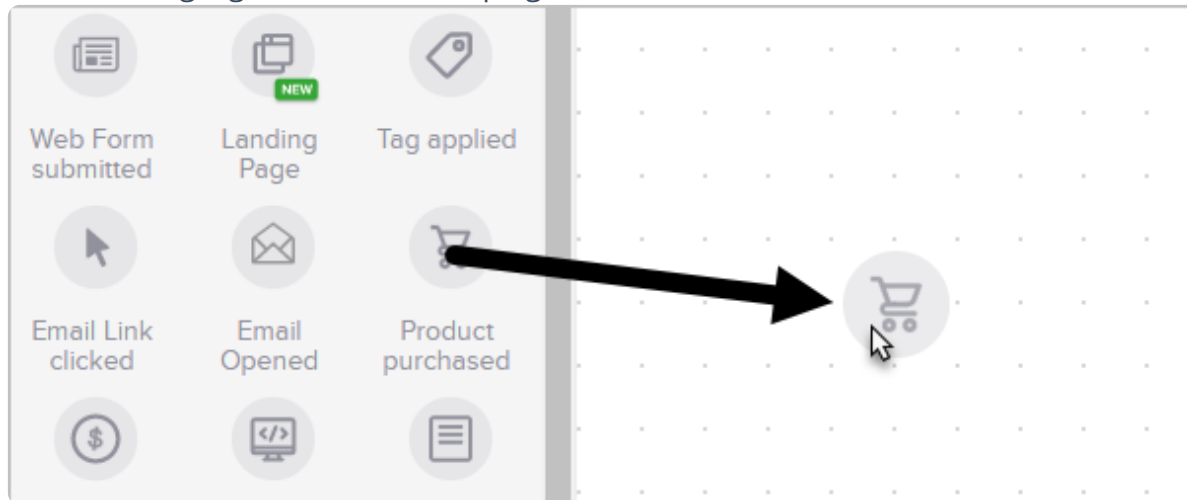


If the purchase goal comes after the sequence, the contact will be removed from the sequence when a purchase is made
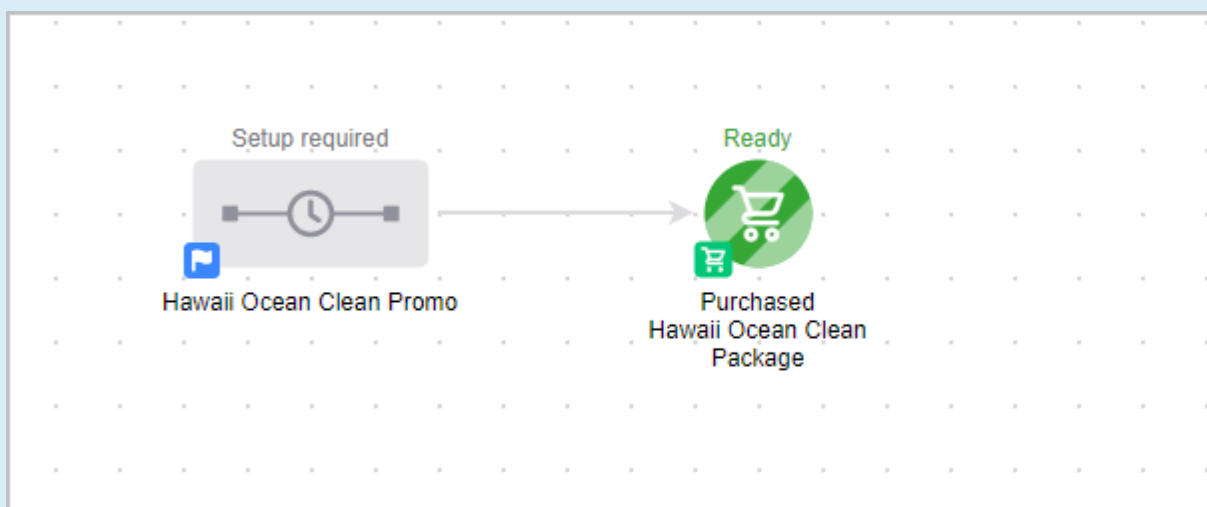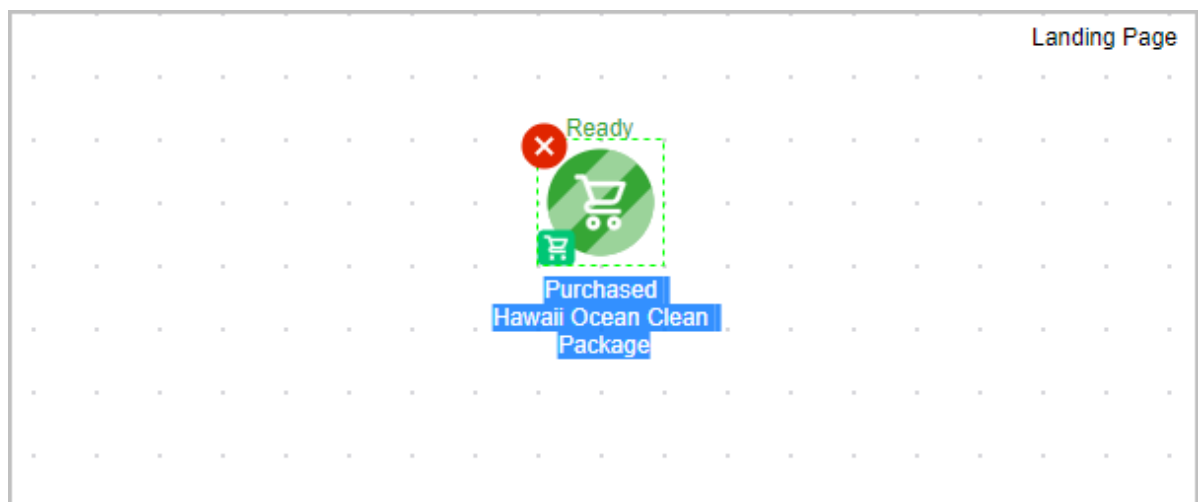
# Goal Setup

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



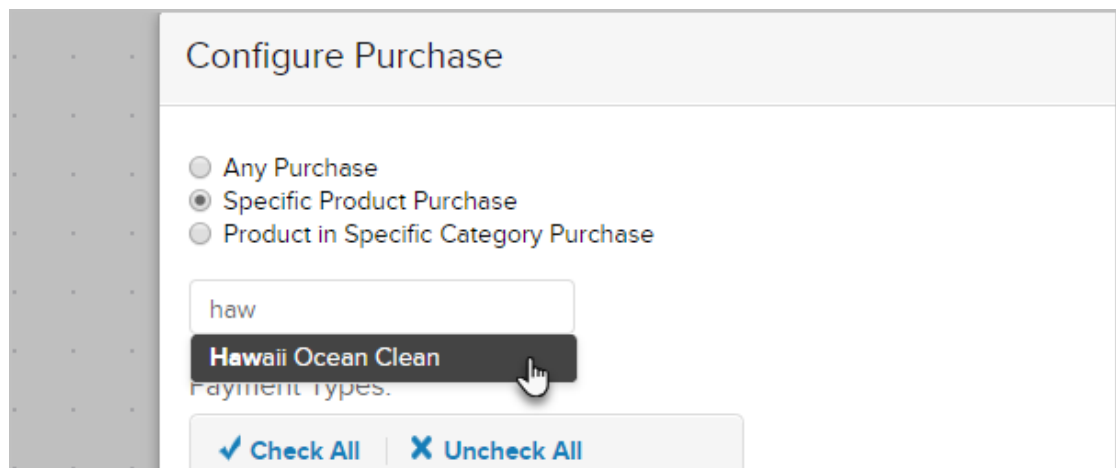2. You can double-click the name below the icon to customize it.



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.
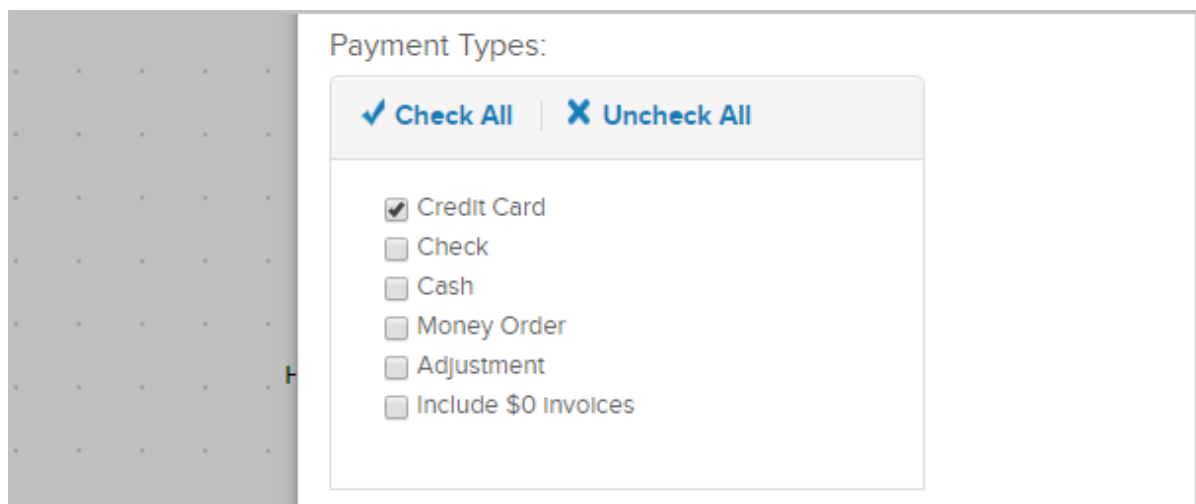  - **Product in a Specific Category Purchase**: This option allows you to send

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



## Payment Types

- Select the payment type that satisfies the goal.



- Click **Save** to apply the purchase option that satisfies the goal
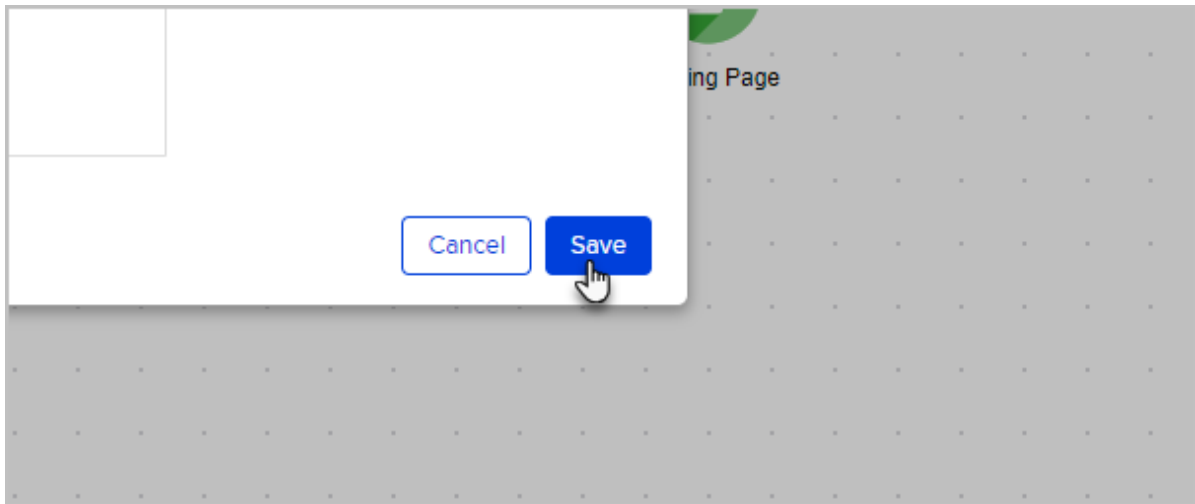
- Don't forget to publish your changes when you are ready to go live