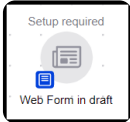
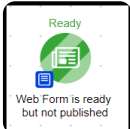



Campaign builder - element statues explained🔗

Goals, sequences, and sequence tools have statuses. By default, all campaign elements start in a "**Draft**" status. In order to publish these elements so that your contacts can be added and for the processes to run, the elements must be placed into a "**Ready**" status, and then published. This article will go over how to accomplish this.

How to identify draft, ready, and published status

Elements	Meaning
	A gray icons with a " Setup required " label are in " Draft " and would not be seen when the campaign is published.
	Striped objects with a " Ready " label are ready to be published and would be seen when the campaign is published Note: A published campaign element can change back to striped if changes were made in element.
	Green objects with a " Publish " label the have already been published.

Draft to Ready Slider

Some elements have a slider located at the top right that needs to be switched to "**Ready**"

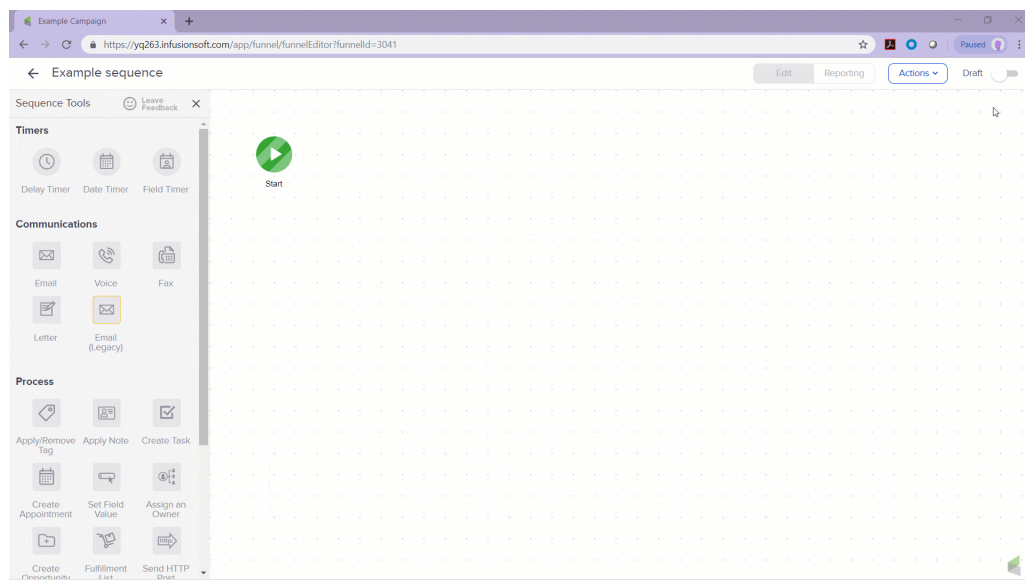
Goals that have a slider

- Web form submitted
- Internal form submitted

- Landing page submitted

Sequence tools that have a slider

- Email
- Voice
- Letter
- Fax
- Apply Note
- Create Task
- Create Appointment
- Set Field Value
- Fulfillment List
- Create Order
- Send HTTP Post



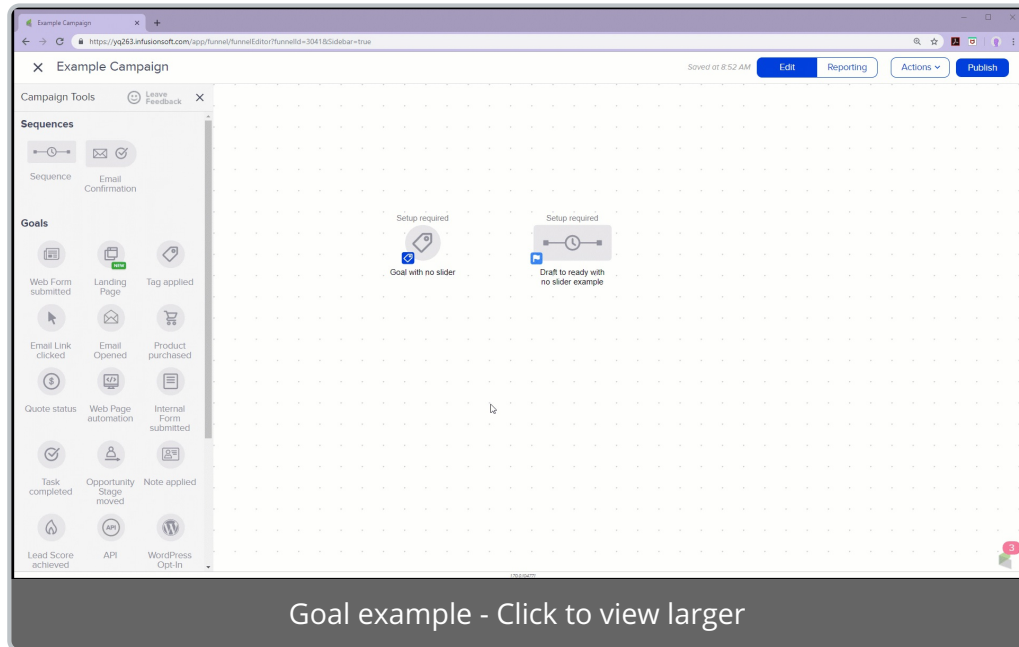
Draft to Ready with no slider

Some elements only need to be configured and saved to be moved to a "Ready" status

Goals that are configured and saved

- Tag applied
- Email Link clicked
- Email Opened
- Product purchased
- Opportunity Stage moved

- Web Page automation
- Quote status
- Lead Score achieved
- API
- WordPress Opt-In



Sequence that are configured and saved

- Delay Timer
- Date Timer
- Field Timer
- Apply/Remove Tag
- Assign an Owner
- Create Opportunity
- Apply Action Set

Example Campaign

https://y2k3.infusionsoft.com/app/funnel/funnelEditor/funnelId=354185&sidebar=true

← Draft to ready with no slider example

Saved at 8:53 AM

Edit

Reporting

Actions ▾

Draft

Sequence Tools

Leave Feedback

✕

Email

Voice

Fax

Letter

Email (Legacy)

Process

Apply/Remove Tag

Apply Note

Create Task

Create Appointment

Set Field Value

Assign an Owner

Create Opportunity

Fulfillment List

Create Order

Send HTTP Post

Action Set (Legacy)

Other

Start

Setup required

Assign an Owner

Sequence example - Click to view larger