

# JangoMail Tutorial

## Using Triggers to Send Automated Follow-up Email Messages

### Summary

This tutorial teaches you how to use triggers to send automated, follow-up email messages to your recipients who take a particular action on a past email message. **You can setup such an automated follow-up email when a recipient clicks a link, opens an email message, or visits a page on your web site.** For example, you can use triggers to send a follow-up email 24 hours after a recipient opens your first mass email announcing your new product. Or, you can use triggers to send a "thank you" email immediately to a recipient that lands on the "purchase" page of your web site.

### Setting up Triggers

To create a Trigger, go to **Settings --> Sending and Receiving** and click the  **Edit Icon** next to **Triggers**. Then click the **+ Add New Item** button. Below is an explanation of the fields on this page:

**Trigger Name:** Choose a friendly name by which to refer to this trigger later.

**Related Message:** Select the email from your account that you wish to be sent to recipients that open, click, or visit a web page. If you need to create this email message, you must first do so in the **Messages** section -- simply send it to yourself just to get the email message saved in the system so that it will be selectable from the dropdown above.

**Event Type:** Specify which action the trigger should apply to: Message Opened, Link Clicked or Web Page Viewed.

If you choose **Message Opened**, there are no additional parameters to specify. *The email message to which the trigger applies must be an HTML email with Open Tracking turned on.*

If you choose **Link Clicked**, you can also specify the specific URL that has to be clicked for the trigger to fire. If you leave the URL blank, the trigger will apply to all Clicks on all URLs. *The email message to which the trigger applies must have Click Tracking turned on.*

Similarly, if you choose **Web Page Viewed**, you can specify the specific URL of your web page that the recipient has to land on for the trigger to fire. Alternatively, instead of specifying a URL, you can specify an action tag parameter (like Action=Purchase for example), if you have tagged your web pages with specific action parameters. If you leave this field blank, the trigger will apply to all pages on your web site where you have the JangoMail activity tracking code. *The email message to which the trigger applies must have Click Tracking turned on, your account must have Activity Tracking turned on, and Activity Tracking code must be present in your web site.*

**SQL SELECT Query:** If you have defined web site database settings under Lists --> Databases and set a Master Web DB profile under Settings --> Integrating JangoMail with Other Systems, then the SQL Query field will display to allow you to specify a SQL query to pull the recipient data from your database upon the trigger fire. Your SQL Query should include %%EmailAddress%%, as JangoMail will substitute the recipient's email address in the SQL query before connecting to your database to pull the single record.

Example: `SELECT * FROM MyContacts WHERE TheEmail = '%%EmailAddress%%'`

**Trigger applies to:** Decide whether the trigger should apply to **all** emails in your account or just specific emails that you will designate later. Triggers that apply to all emails in your account are called Universal triggers. Campaign-specific triggers will display on the in the **Additional Settings** section when you are editing a message. This enables you to apply specific triggers to individual emailings. Universal triggers will not display here since they apply to all emailings anyway. *It is not recommended that you use Universal triggers unless you have a very specific need that requires this.*

**When this trigger sends (Behavior Tab):** Decide whether the trigger should fire a certain number of minutes after the recipient action, or a certain number of days after the recipient action at a certain time. To set the trigger to fire immediately upon recipient action, set it to "0 Minutes".

**How often this trigger will send (Behavior Tab):** Decide whether the trigger should fire every time the recipient performs the action or just once per campaign. For example, if you have an **Open** trigger, and you choose **Only once**, then the trigger will fire only when the recipient opens the email the very first time, however if you set it to **Every time**, the trigger will fire every time the recipient opens the email. *Therefore, in general, it is not recommended that you choose **Every time** unless you have a very specific need that requires this.*

## Triggers vs. Autoresponders

You might want to send an automated follow-up email based not on an open, click, or web page view, but based on the action of someone subscribing to a JangoMail List. While JangoMail fully supports this functionality, Triggers are not the way to accomplish this. Instead, you must assign an **Autoresponder** to your **List** that sends an automated follow-up email to the List member at a designated time after the member has joined the List. For more information, refer to the [JangoMail tutorial on Autoresponders](#).

## Triggers vs. Behavioral Targeting

While triggers allow you to send an automated follow-up email based on an action at a designated time after the individual action, **Behavioral Targeting** allows you to send a batch email at once to all those that have taken a particular action at anytime in the past. **Behavioral Targeting** allows you to segment your email **Lists** based on past recipient behavior, and then send a mass email to just the segmented portion of your **List**. For more information, refer to the [JangoMail tutorial on Behavioral Targeting](#).

## Reporting on Triggers

To access reporting data on triggered email messages, go to **Settings --> Broadcast**

**Message Reports --> Open Report Dashboard.** Click the  **Filter Icon** and go to **Job Type.** Choose **Triggers.** On this page, you will see all follow-up email messages that have been sent for that Trigger, and whether the recipient clicked, opened, or viewed a web page based on the triggered email message.

## Using Triggers with the API/Web Service

To assign Triggers to mass emails sent through the web service, use the **Options** input parameter of the **SendMassEmail** or **SendMassEmailRaw** methods. The format for Triggers within the **Options** parameter is:

```
Triggers=TriggerName1,TriggerName2
```

So, for example, the **Options** parameter might contain:

```
Triggers=Open Followup,Purchase Followup
```

assuming that you have two triggers in your account, one named "Open Followup", and the other named "Purchase Followup".

For more information on the API/Web Service, see <https://api.jangomail.com>.