

# JangoMail Tutorial

## Using Triggers to Send Automated Follow-up E-mail Messages

### Summary

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

### Setting up Triggers

To create a Trigger, go to **My Options --> Triggers**. Then click the **Add New Trigger** 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.

**E-mail to send upon trigger fire:** Select the e-mail 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 e-mail message, you must first do so under the **Send E-mail** tab -- simply send it to yourself just to get the e-mail message saved in the system so that it will be selectable from the dropdown above.

**Trigger Type:** Specify which action the trigger should apply to: Open, Click or Web Page View.

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

If you choose **Click**, 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 e-mail message to which the trigger applies must have Click Tracking turned on.*

Similarly, if you choose **Web Page View**, 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 e-mail 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 My Options --> Web Site Database, 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 e-mail address in the SQL query before connecting to your database to pull the single record.

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

**When to fire:** 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".

**Trigger applies to:** Decide whether the trigger should apply to *all* e-mails in your account or just specific e-mails that you will designate later. Triggers that apply to all e-mails in your account are called Universal triggers. Campaign-specific triggers will display on the **Send E-mail** page so that you can apply specific triggers to individual e-mailings. Universal triggers will not display on the **Send E-mail** page since they apply to all e-mailings anyway. *It is not recommended that you use Universal triggers unless you have a very specific need that requires this.*

**Trigger will fire:** 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 e-mail the very first time, however if you set it to **Every time**, the trigger will fire every time the recipient opens the e-mail. *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 e-mail based not on an open, click, or web page view, but based on the action of someone subscribing to a JangoMail Group. While JangoMail fully supports this functionality, Triggers are not the way to accomplish this. Instead, you must assign an **Autoresponder** to your **Group** that sends an automated follow-up e-mail to the Group member at a designated time after the member has joined the Group. For more information, refer to the JangoMail tutorial on **Autoresponders**.

## Triggers vs. Behavioral Targeting

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

## Reporting on Triggers

To access reporting data on triggered e-mail messages, go to **My Options --> Triggers**, and click the **View Report** button next to the trigger for which you want to see reporting. On this page, which is similar to the **General Job Statistics** report under **Reporting**, you

will see all follow-up e-mail messages that have been sent for that Trigger, and whether the recipient clicked, opened, or viewed a web page based on the triggered e-mail message.

## Using Triggers with the API/Web Service

To assign Triggers to mass e-mails 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>.