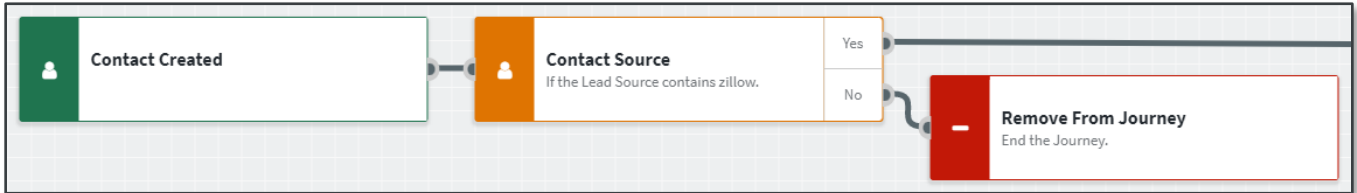




Using Journey Inline Conditions

A trigger component on its own adds any contact to a journey when they match the base definition of the trigger. You could filter some of the contacts off of the journey by adding one or more condition components immediately after the trigger and routing those that do not match to a Remove From Journey action. However, this approach will tend to skew the journey’s metrics such that it appears to have a lower conversion rate than it should, because it counts some contacts who never needed to be on the journey in the first place.



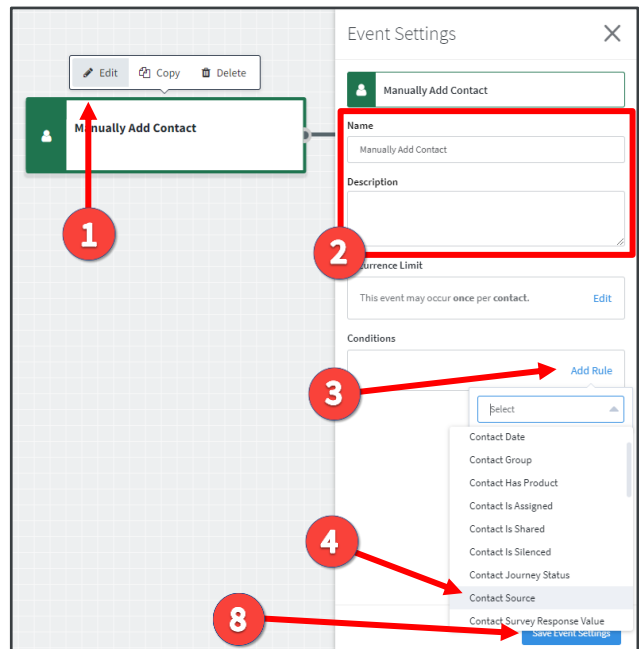
Fortunately, you can achieve the same filtering effect without starting any contacts on the journey who do not need to be on it—keeping your conversion metrics more meaningful and the activity stream uncluttered. This is done with inline trigger conditions.

Note

A separate condition component is appropriate when a contact should be added to a journey that has 2 different paths the contact might go on, but neither involves removing the contact from the journey right away.

Building a Single Inline Condition

1. Hover the mouse pointer over a trigger component and click the **Edit** button.
2. Enter a name and description as you would for any component. If you do not include a description, any saved parameters will be shown in the tile instead.
3. In the Conditions section, click **Add Rule**.
4. In the drop-down list, select the name of a condition. The conditions in this list are the same as the conditions available in the component list.





5. The Conditions section expands to show a condition editor specific to the type of condition you selected.
 - a. All inline conditions have exactly the same options as the corresponding condition component. Configure the inline condition the same way you would the component.
6. Click the **Done** button. The Conditions section now shows a tile summarizing the condition you just configured.

The screenshot shows a 'Conditions' panel with a red box around the configuration fields. The fields are: 'Contact Source' (with a dropdown menu 'Choose A Contact Source'), 'Value' (with a text input 'Or use an alternate name'), and 'Comparison' (with a dropdown menu 'Comparison'). A red circle with the number '5' is next to the 'Comparison' dropdown. At the bottom right, there are 'Delete' and 'Done' buttons, with a red circle and the number '6' next to the 'Done' button.

7. You can add further conditions using the AND or OR buttons. (See Combining Inline Conditions below.) You can remove a condition by clicking **Delete** or modify it by clicking **Edit** in the tile.
8. When you are finished adding conditions, click the **Save Event Settings** button at the bottom of the Event Settings panel.

The screenshot shows the 'Conditions' panel with a single condition tile: 'If the Lead Source contains zillow.' with 'Delete' and 'Edit' links. Below the tile are two buttons: 'AND' and 'OR', both highlighted with a red box and a red circle with the number '7'.

Tip

When using the **contains** comparison in an inline condition, be aware that this will match any fields that include the specified text anywhere. For example, if you enter **qualified**, it will match with any contacts with either **qualified** or **pre-qualified** in that field.

When you enter anything in the parameters for other comparisons, the condition will only evaluate as true if it matches the field being checked *exactly*. Text fields are case-sensitive and will not match if there are extra whitespace characters. Custom date fields must use the same format as standard date fields, otherwise conditions based on dates will not match anything.



Combining Inline Conditions

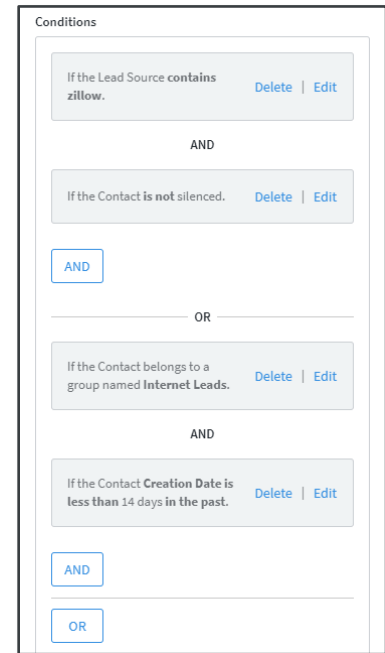
You can create complex conditions using the inline condition editor. You can create a new condition in a group by clicking the **AND** button. Conditions within a group are separated by the word AND.

You can create an additional group of conditions by clicking the **OR** button. Groups are separated by a horizontal divider line and the word OR.

A contact must satisfy at least one full group of conditions to be added to the journey. They must satisfy *all* the conditions in a group to satisfy the group.

In the example shown, there are 2 groups, each with 2 conditions. To be added to this journey, a contact would need to *either* come from a lead source that includes the text “zillow” and not be silenced *or* belong to the contact group called Internet Leads and have been created in the Total Expert platform in the last 14 days.

You could add a third condition to either group by clicking the corresponding **AND** button. Similarly, you could add a third group by clicking the **OR** button.



Note

Think carefully about what contacts should be on a journey when creating these conditions. While there is no limit to the number of conditions you can add to a trigger, a journey should cater to a focused set of your contacts. The example above is for illustrative purposes and is not meant to represent a recommended approach.