

Understand User Behavior Trigger Types



Interaction Studio Triggers can be configured to send triggered messages to customers based on user behavior.



Interaction Studio Classic Only

- The contents of this article are intended for customers using Interaction Studio (formerly Evergage Classic). Do not adjust your beacon version to downgrade or upgrade.
- The Visual Editor Chrome Extension will no longer be available starting January 1, 2023. For more information, see [this knowledge article](#).

This Article Explains

This article details the available user behavior trigger types and the various options available for configuring each trigger type.

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Overview of User Behavior Triggers

User Behavior triggers can trigger a campaign based on selected behaviors by your customers. These triggers support many classic retail use cases, but also can deliver campaigns based on specific user actions and attributes. Interaction Studio's deep behavioral tracking and understanding of context combines to create a powerful engagement opportunity for marketers to continue their 1:1 conversation with their customers.

User Behavior triggers are based on specific tracked behaviors that meet the criteria configured outlined below. When a **trigger item** is present, they can be augmented with additional user behavior and catalog filters to improve the relevance of the triggered campaigns and ensure that they comply with your business rules.

Cart Abandonment

The Cart Abandonment trigger allows you to trigger a campaign when a customer has added product(s) to their cart but did not complete a purchase in the same web session. This is a classic retailer use case intended to improve conversion rates.

Interaction Studio carefully evaluates each triggered Cart Abandonment message before sending the message to ensure it is still relevant for the customer.

1. Interaction Studio considers a cart "abandoned" when the user has items in their cart after their web visit has ended.
 - a. Interaction Studio considers the customer's visit to have ended after 30 minutes of inactivity, meaning no events have been recorded. This 30-minute inactivity check will be added to any delay configured for the Cart Abandonment campaign.
 - b. When a user purchases, that empties the cart object tracked in Interaction Studio, ensuring that no Cart Abandonment message will trigger after a user completes a purchase.
2. The Cart Abandonment triggered campaign is only fired once for a given cart unless the customer makes any changes to the contents of the cart, described below. This means that in a scenario where a customer who triggered the cart abandonment message once, then returns to the site the next day but does not update their cart, the customer will **not** trigger a second Cart Abandonment message from the same campaign. A trigger will fire if the customer completes one of the events below.
 - a. Adding items to the cart is considered a change to the cart.
 - b. Removing items from the cart is considered a change to the cart.
 - c. Updating the quantities of items in the cart is considered a change to the cart.

Implementation Details and Requirements	
Trigger Check Schedule	Cart Abandonment is checked every 15 minutes
Required Datapoints & User Behavior	<ul style="list-style-type: none">• Required: <i>AddToCart</i> item action• Optional: <i>ViewCart</i>, <i>UpdateLineItem</i>, and <i>RemoveFromCart</i>
User Behavior Trigger Criteria	<ol style="list-style-type: none">1. User's cart is not empty in Interaction Studio2. User's visit has ended (30 minutes of inactivity)
Catalog Item Trigger Criteria	None
Send-Time Checks	<ol style="list-style-type: none">1. User's cart has not been modified since the initial trigger fired (purchased, emptied, or changes to line items)2. User is not currently visiting the site at time of message delivery<ol style="list-style-type: none">a. Note – using the Event API constitutes a visit3. At least one trigger item meets all item item qualification rules configured for the campaign

3. When the triggered message is ready for delivery (after any configured delay time), Interaction Studio performs its final checks to ensure the Cart Abandonment message is still relevant. If any of these checks are failed, the triggered message will not be delivered.
 - a. The customer continues to meet any campaign rule criteria, such as segment membership or user behavior filters.
 - b. The customer has not opted out of communication, reflected in the selected subscription list for the triggered campaign.
 - c. The customer's abandoned cart has not converted to a purchase.
 - d. The customer has not removed all items from their abandoned cart

By default, all items abandoned in the cart are included in the cart abandonment message. The items included can be filtered using the [catalog filters](#) functionality, and the total number included can be limited in the cart abandonment campaign in the **item block**.



Note: Interaction Studio checks for cart abandonment every 15 minutes. With the 30-minute session timeout, this means even without a configured message delay, an abandonment triggered message will be sent between 30-45 minutes after the customer ends their web visit.

Item Sort Logic

- Items will be sorted based on time spent viewing, most least.
- In the event that time spent viewing is not available, items will be randomly sorted.



Tip: Effective execution of the Cart Abandonment triggered campaign requires that Interaction Studio have a detailed and real-time understanding of the contents of the customer's cart. This includes ensuring that Interaction Studio is tracking the *AddToCart* action anywhere a user can add an item from, including in quickview windows or from a recommendation zone on the checkout screen. It also requires understanding when a customer updates the contents of the cart by removing items. Finally, it's important to ensure that purchases are properly tracked across the website.

Failure to account for these mappings can result in a poor customer experience with the Cart Abandonment Trigger. Work with your developer to ensure that these cart-related item actions are [properly captured](#).

Browse Abandonment

The Browse Abandonment trigger allows you to trigger a campaign when a customer has spent time viewing a product(s), but did not ultimately purchase those products. This trigger is often used as a re-engagement tactic by retailers.

Interaction Studio carefully evaluates each triggered Browse Abandonment message before sending the message to ensure it is still relevant for the customer.

1. Interaction Studio considers the customer's visit to have ended after 30 minutes of inactivity, meaning no events have been recorded. This 30-minute inactivity check will be added to any delay configured for the Browse Abandonment campaign.
2. Interaction Studio checks to see if the customer has visited again prior to sending the Browse Abandonment triggered message.

To configure the Browse Abandonment trigger, consider each of the inputs carefully:

1. **Only Trigger if Cart is Empty:** This checkbox prevents the trigger from firing if the customer has any products in their cart. See the tip for Cart Abandonment above to learn more about tracking a customer's cart.
2. **User Viewed Item for at least:** This setting allows for configuration of the minimum view-time for a browsed item to fire the Browse Abandon trigger. The lower you set this threshold, the more products will be eligible for the Browse Abandon trigger (and thus the more triggers will be fired). This setting should be assessed based on the average view time of products on your site.

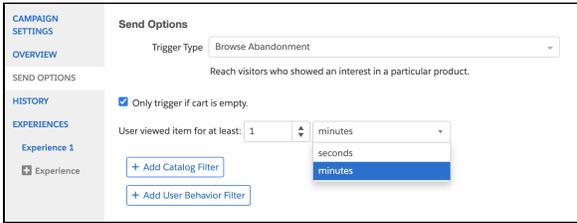
Implementation Details and Requirements

Trigger Check Schedule	Browse Abandonment is checked every hour
Required Datapoints & User Behavior	<ul style="list-style-type: none"> • Required: At least one of the following item actions: <ul style="list-style-type: none"> • <i>ViewItem</i> • <i>QuickViewItem</i> • <i>ViewItemDetail</i>
User Behavior Trigger Criteria	<ol style="list-style-type: none"> 1. User completed one of the above item actions during their visit 2. If using Time Spent Viewing, the user viewed the item(s) for at least the minimum configured time. 3. The user has not purchased the qualifying items in the last 2 days 4. If the Only Trigger if Cart is Empty checkbox is enabled, the user's cart must be empty 5. User's visit has ended (30 minutes of inactivity)
Catalog Item Trigger Criteria	None
Send-Time Checks	<ol style="list-style-type: none"> 1. User is not currently visiting the site at time of message delivery <ol style="list-style-type: none"> a. Note – using the Event API constitutes a visit

The Browse Abandonment triggered message will include all items that meet the browse abandonment minimum threshold described above, meaning that if a user browses 5 products during their visit, and browsed 3 for the minimum time, all 3 of those products will be included in the triggered message. The number of items included can be restricted in the item block configuration of the campaign, and through the use of catalog filters in the *Send Options* menu.

Note: If a user views multiple products that meet the qualifications for your Browse Abandonment triggered campaign, but then purchases some of those items, they are **still eligible to receive a Browse Abandonment message for the unpurchased items**. If you want to avoid this behavior, you can add a [User Behavior Purchase exclusion](#) to the campaign.

Item Sort Logic	<ul style="list-style-type: none"> Items will be sorted based on time spent viewing, most least. In the event that time spent viewing is not available, items will be randomly sorted.
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Segment Join or Segment Leave

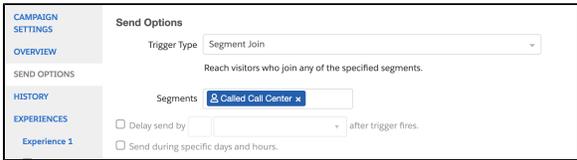
Segment Join and Segment Leave triggers fire whenever a user joins or leaves the selected [segment\(s\)](#). Multiple segments can be selected, with the selection functioning as an "OR" (or "ANY") clause. This campaign is useful for creating specific groups of behaviors, cross referenced with historical user behavior, campaign exposure, or user attributes, to use as a triggering mechanism. Since Interaction Studio segments are updated in real-time, Segment Join and Segment Leave triggers are a great way to immediately respond to specific user actions.

Setup for these triggers is easy:

- Build your desired segment(s).
- Select your segment trigger type
 - Select **Segment Join** to trigger a message when the user qualifies for the segment.
 - Select **Segment Leave** to trigger a message when a user already in a segment is removed from that segment.
- Configure any additional segment targets and frequency limits.

Remember: Newly created or edited segments can take up to 24 hours to calculate historically. For segments referencing historical behavior or user attributes only, this can cause many users to be added or removed at once. It is highly recommended that you create the segment at least 24 hours in advance of publishing your triggered campaign to avoid any unintended message delivery.

Implementation Details and Requirements	
Trigger Check Schedule	N/A - Trigger fires immediately upon a qualifying user joining or leaving the segment
Required Datapoints & User Behavior	Any required actions must be captured
User Behavior Trigger Criteria	User completes any behavior or otherwise has their profile updated to join or leave any of the defined segment
Catalog Item Trigger Criteria	N/A
Send-Time Checks	User still belongs to (or does not belong to) the selected segments
Item Sort Logic	N/A



Tip: Be sure you have the necessary components for your segments configured or mapped in Interaction Studio well before you need to send your email out. For example, be sure you have the necessary user attributes, catalog dimensions, and actions mapped to configure segments based on those components.

Event Action

This trigger fires whenever a user completes ANY of the specific actions configured in the send options menu. This is a great campaign to trigger a message based on any specific action, or set of actions, a user can take in any channel integrated with Interaction Studio.

Setup for this trigger is easy – simply select from the actions already mapped in your Interaction Studio platform, then layer in any additional segment targets and frequency limits. If the action you want to trigger based on is not yet mapped, work with your developer to add tracking for that action.

Implementation Details and Requirements	
Trigger Check Schedule	N/A - Trigger fires immediately upon a qualifying user completing any of the specified actions
Required Datapoints & User Behavior	Any required actions must be captured
User Behavior Trigger Criteria	User completed any of the defined actions



Tip: The Event Action trigger works the same way functionally as the Segment Join trigger below, without the added flexibility and increased options of the segmentation system – it simply allows you to skip the segment-building step if you only want to trigger off an action(s). If you want to layer on additional requirements other than triggering off specific actions, it's best to use the Segment Join trigger.

Catalog Item Trigger Criteria	N/A
Send-Time Checks	N/A
Item Sort Logic	N/A

Send Options

Trigger Type: Event Action

Reach visitors who perform ANY of the specified action(s)

Action: did any of the specific actions

- View Discover Page X
- Discover X

Delay send by [] after trigger fires.

Send during specific days and hours.