



Date-Based Event

I.e. birthday, subscription expiration, purchase date



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Audience

Segmented List



Audience

Segmented List



Send Email



Send Email



Send Email



Send Email



Send Email



Send Email



Send Email



Send Email



Send SMS



Send SMS



Send SMS



Send SMS



Send Push



Send Push



Send Push



Send Push



Ad Audiences

Send display ad to social media



Ad Audiences

Send display ad to social media



Ad Audiences

Send display ad to social media



Ad Audiences

Send display ad to social media



Decision Split

Yes or no qualification, based on on a value of an attribute in the contact's data



Decision Split

Yes or no qualification, based on on a value of an attribute in the contact's data



Decision Split

Yes or no qualification, based on on a value of an attribute in the contact's data



Decision Split

Yes or no qualification, based on on a value of an attribute in the contact's data



Random Split

Used for testing messaging and delivery vehicles (i.e. email vs text)



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Engagement Split

Specific to an email whether it was opened or not, bounced or not, or whether a specific link was clicked on or not



Engagement Split

Specific to an email whether it was opened or not, bounced or not, or whether a specific link was clicked on or not



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Wait

Hold for a certain amount of time (i.e. 1 hour, 1 day, 2 weeks)



Wait

Hold for a certain amount of time (i.e. 1 hour, 1 day, 2 weeks)



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Hold for a certain amount of time
(i.e. 1 hour, 1 day, 2 weeks)



Wait

Hold for a certain amount of time
(i.e. 1 hour, 1 day, 2 weeks)



Lead



Lead



Task



Task



Case



Case



Join

Merge contact back into main journey
stream after completing an action



Join

Merge contact back into main journey
stream after completing an action