

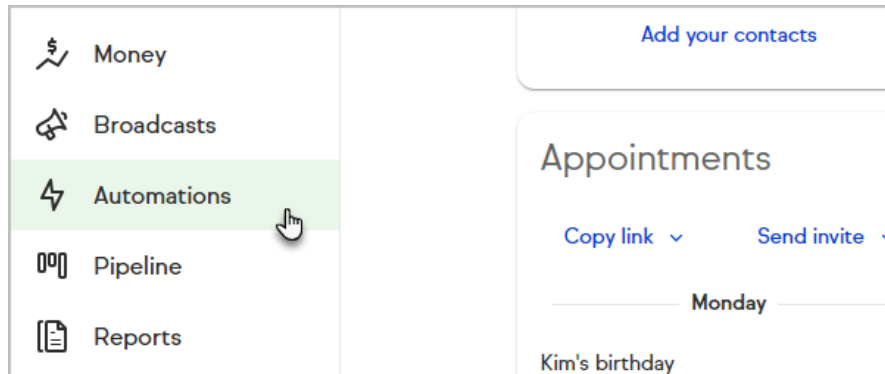
How to build a looping automation

This article applies to:

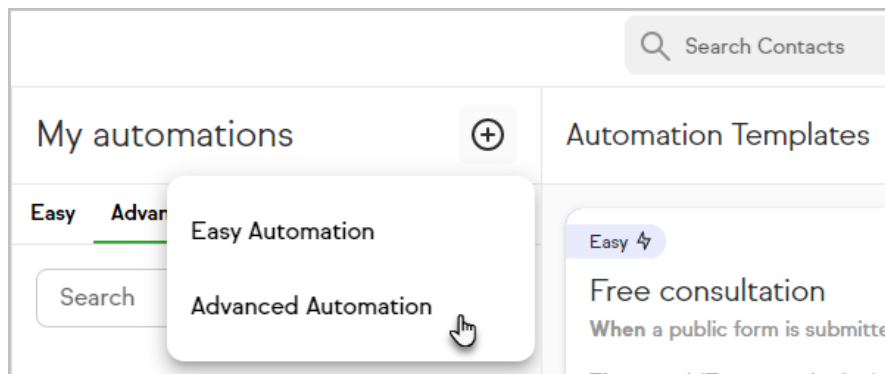
How to setup an advanced automation that will send and/or run an action continually.

Create your automation

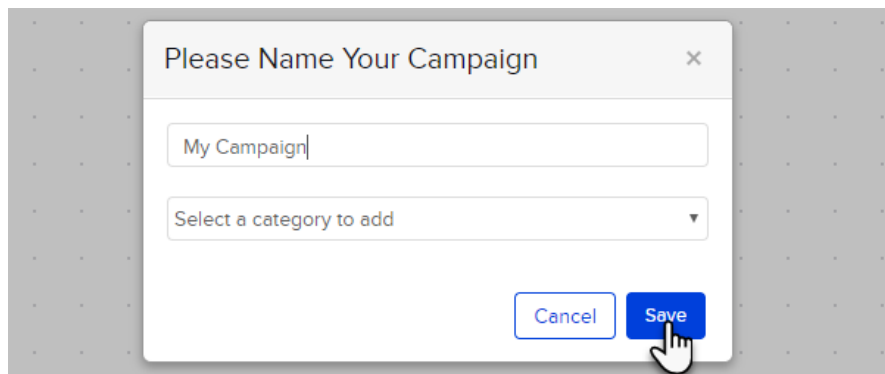
1. Click on **Automations** in the left-hand menu.



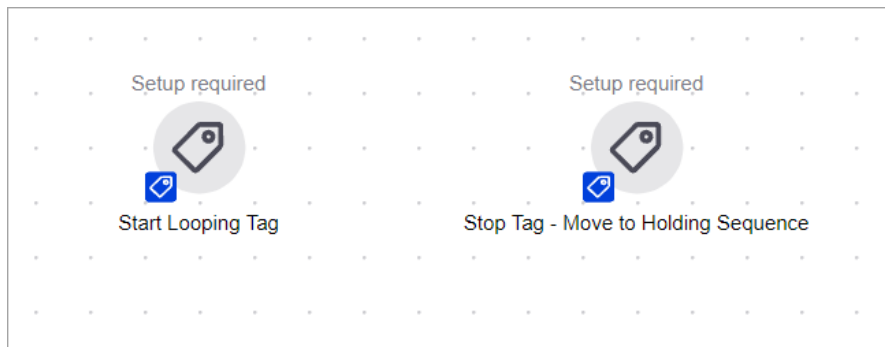
2. Click the + button to create a new automation and choose **Advanced Automation**.



3. Name your automation and click **Save**.



4. Drag out two Tag Applied goals.



5. Create two different tags -- one for each goal

✕ Configure Tag applied goal

This goal is achieved when the following is applied:

Select a tag

Customer Tags -> Start Loop ✕

Any of the selected tags will be applied

✕ Configure Tag applied goal

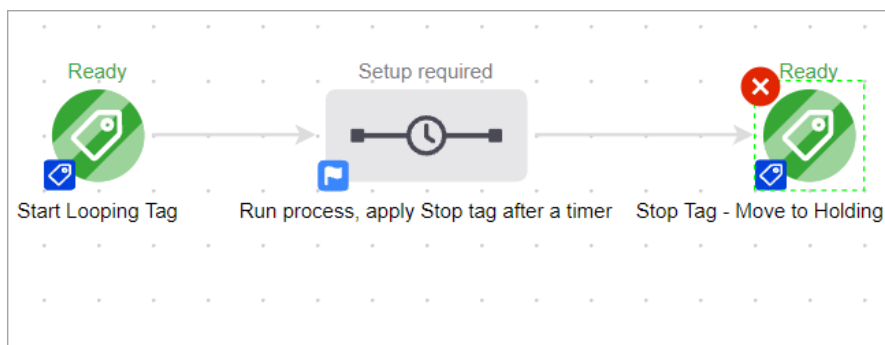
This goal is achieved when the following is applied:

Select a tag

Customer Tags -> Start Looping Hold Sequence ✕

Any of the selected tags will be applied

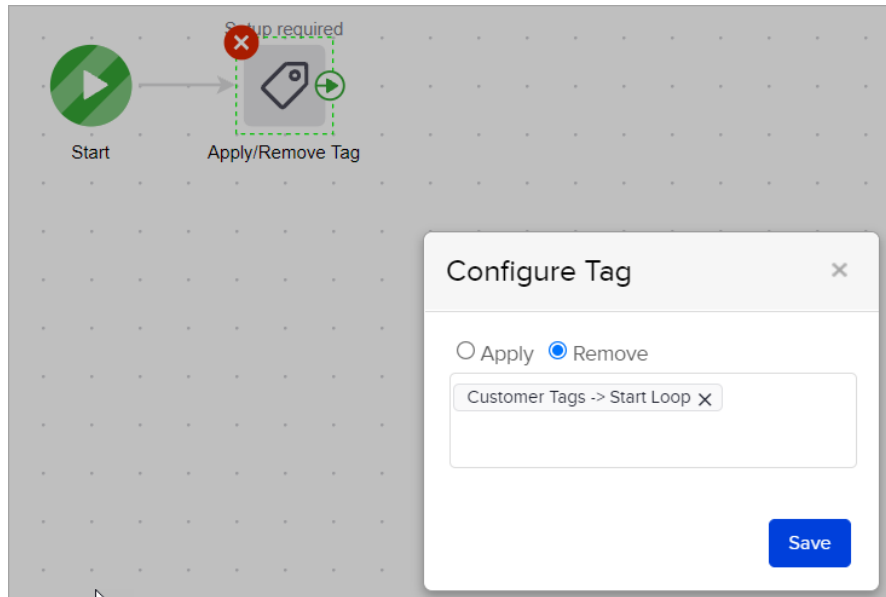
6. Add a sequence between two tag goals, and connect the entry goal to the sequence, and the sequence to the exit goal



In the sequence

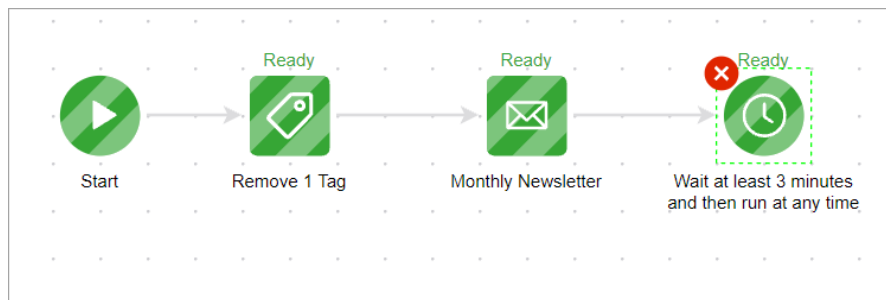
1. Double click on the sequence
2. Add an [Apply/Remove Tag](#) process after the [Start timer](#)

3. Set the process to Remove "Start Loop" tag

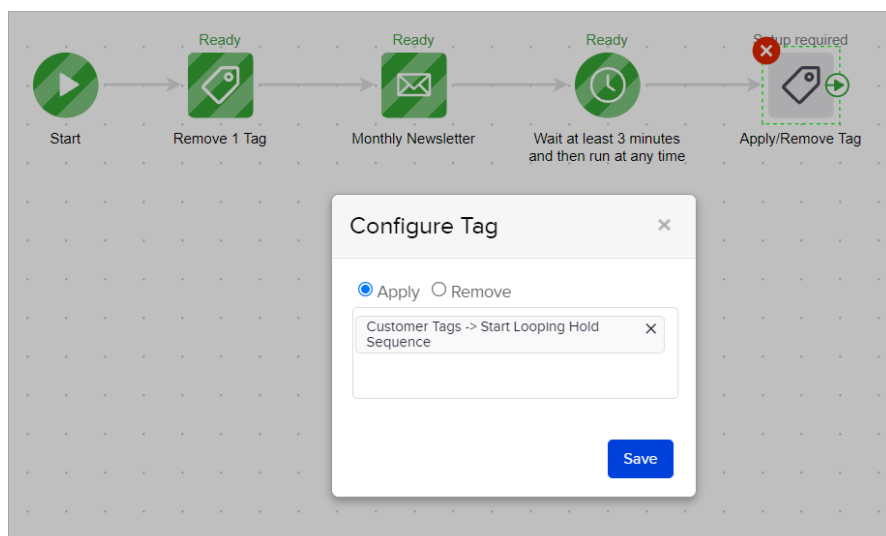


4. Next add steps (timers, emails, etc)

5. Then a timer for at least 3 minute

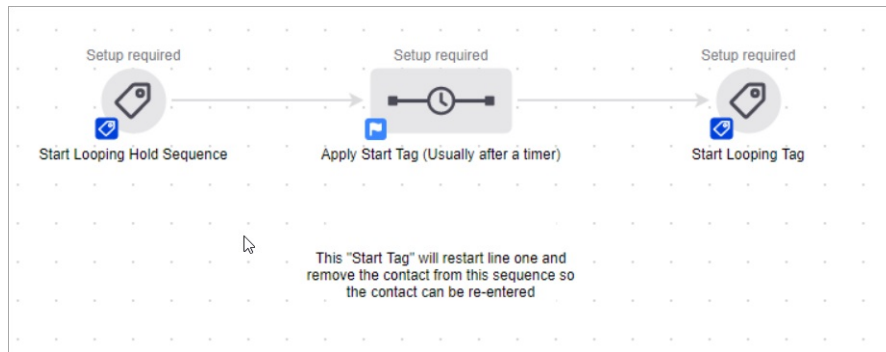


6. For the final step, add an Apply/Remove Tag process to apply "Start Looping hold Sequence" tag

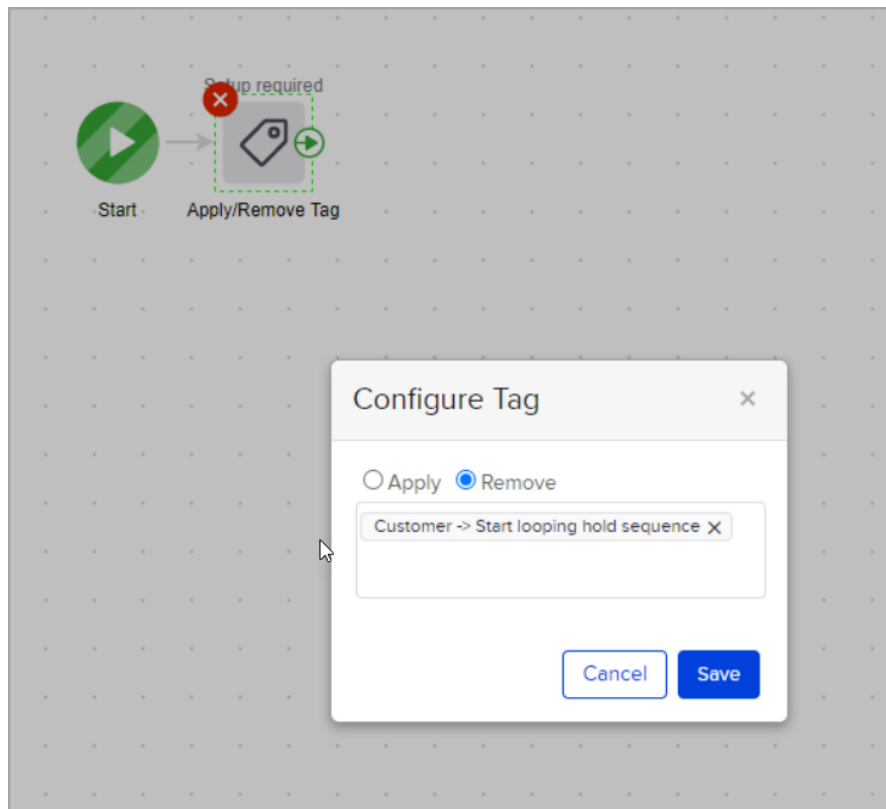


Create Second Sequence

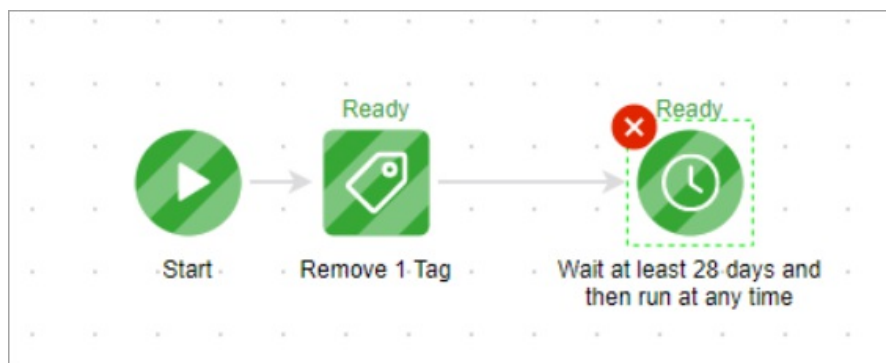
1. Drag out two new tag goals, and place a sequence between them, connecting the items
2. Set the first tag goal to be achieved when "Start Looping hold Sequence" tag is applied, and the second tag goal for when "Start Loop" is applied



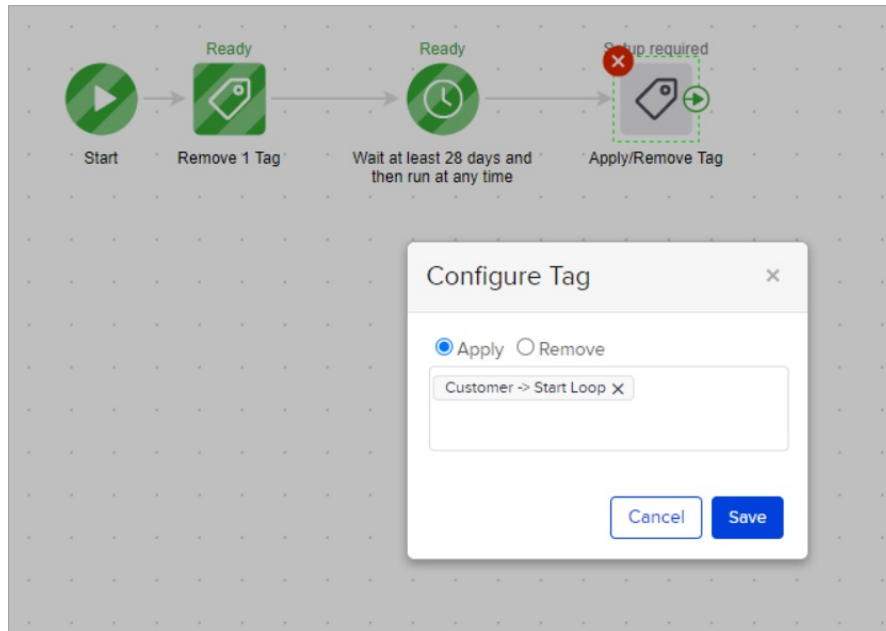
3. Remove "Start Looping hold Sequence" tag



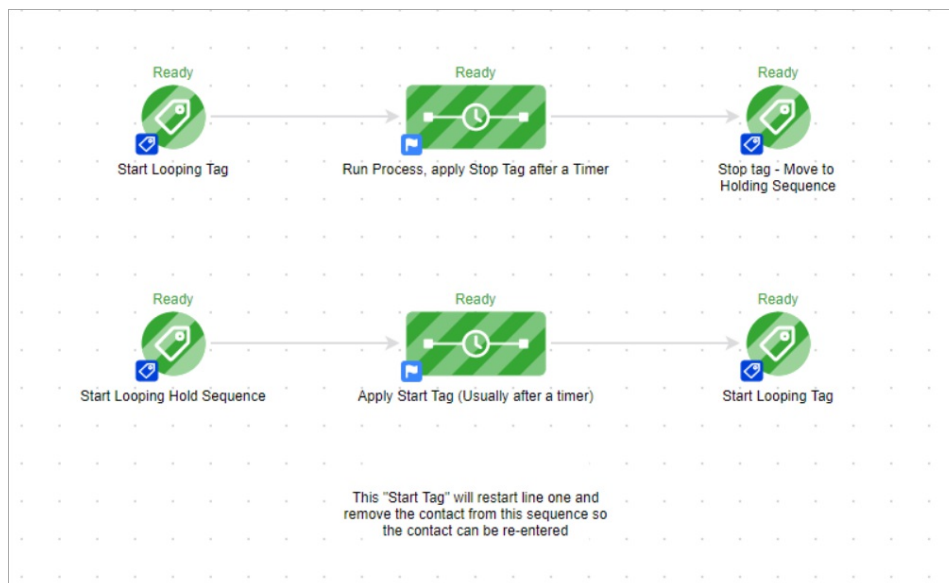
4. Set timer for desired wait time before the contact is looped



5. Apply "Start Loop" tag



The loop will end up looking like this:



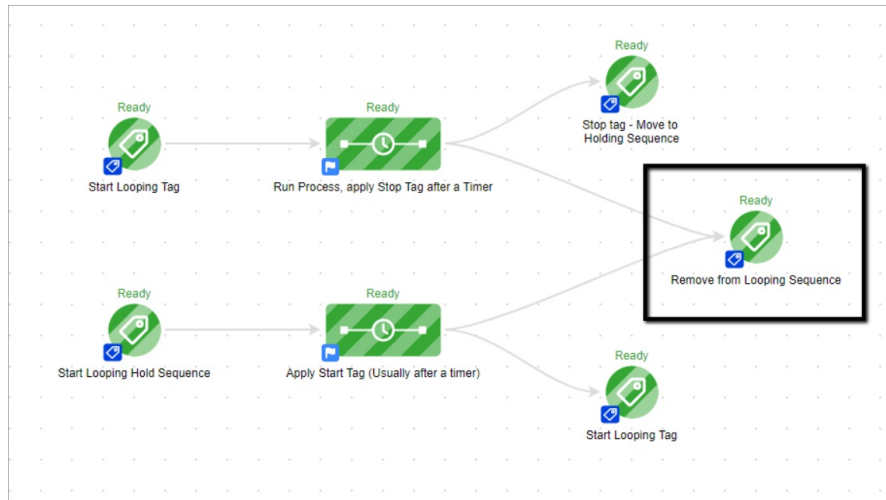
Add End Loop Goal

Add Goal

1. Drag a 5th Tag goal and place behind all sequences
2. Set the Tag Goal to be achieved when "Remove form looping automation" tag is applied

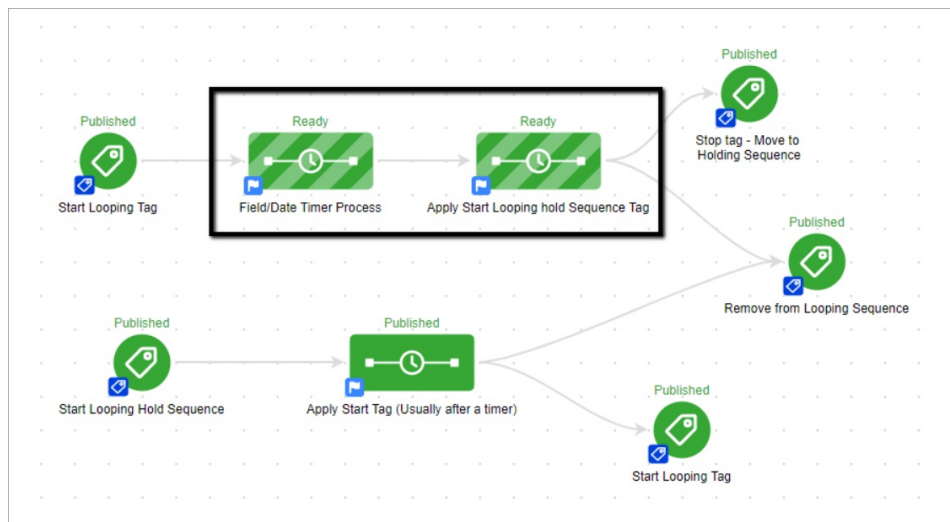
Apply Tag

The "Remove from looping automation" tag can be manually applied in the contacts record OR you can create a process to apply it. For example if you created a process to apply the tag when a Opt-Out Web Form/Landing Page is submitted, that would apply the tag and therefore remove the contact from the loop



Field/Date Timers

In situations where a Field/Date Timer is needed create a second sequence to apply the "Start Loop" tag



Pro Tip! Because the restart tag is applied in a different sequence line you wont run into the "Single Looping Line issue". Read more [here](#)

Why this setup over other ways of creating a loop?

This method is more reliable than the Tag Goal -> Sequence -> Tag Goal, because when goals are achieved simultaneously, there is a margin of error in which they can trigger the start goal before the end goal, causing contacts to drop.

It is also more secure than Tag Goal -> Sequence -> Sequence -> Tag Goal, while most single line loops work, a contact can start into the first sequence before the end goal is achieved. Once it is achieved, the contact would be removed.

By using two separate tags, and two separate sequences, we can ensure that the contact will loop properly
