# Goals - Tag Applied ⚲

This article applies to:

Tags are searchable labels that are used to segment contacts. They can be updated automatically as part of a sequence or be manually updated by an application user. Tags can be applied to individual contact records or through a batch action on a list of contacts.

> **Be Careful!** The goals based on tag updates are considered satisfied whenever a tag is applied: by a user, by the system, or by the API. The related sequence(s) will begin even if the contact was not in in any previous part of the automation. Make sure your users can easily identify the tags you use as goal methods by assigning them to a unique tag category and be sure to train them so they know what happens when the tag is used. The tag is applied goal is not retroactive; previous contacts with the tag will not satisfy the goal.

When a tag is used to satisfy a goal, the related sequence begins as soon as the tag is applied and the sequence does not stop when the tag is removed due to user error.

1. Click and Drag a goal onto the canvas
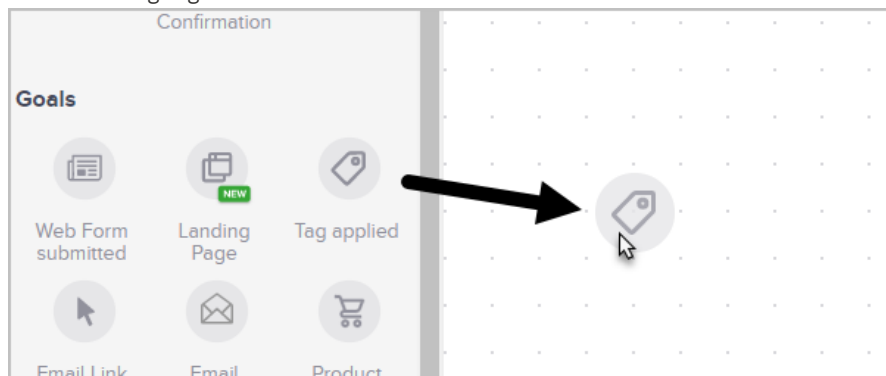
2. Double-click the name below the tag goal icon and rename it if you wish
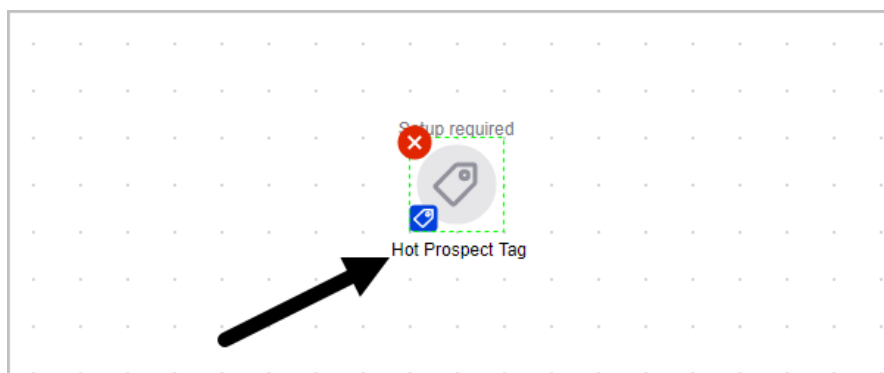
3. Double-click the icon to choose which tags or tag categories satisfy the goal and move the contact onto the next sequence. If you select more than one tag, you may choose to trigger the goal when any individual tag from the list is applied to a contact or when all of the tags have been applied to a contact.

Summary

This is used to move a contact into or out of an action sequence based on the tag(s) applied to a contact.

New Customer ⊗   Interest - Email Series ⊗   ⌄

○ When any of these tags are applied

◉ When all of these tags are applied

Pro Tip! You can also create a tag on the fly. Just type the name of the tag and click **Add**.

✕ Configure Tag applied goal   Save

This goal is achieved when the following is applied:

Select a tag
New Prospect

＋ Add "New Prospect"

4. Click "**Save**"

5. Be sure to publish your changes

Edit   Reporting   Stealth ⌄   Actions ⌄   Publish