

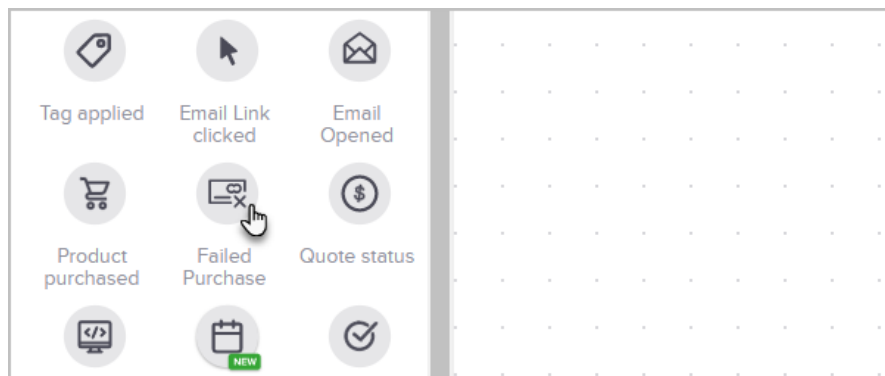
# Goals - Failed purchase

This article applies to:

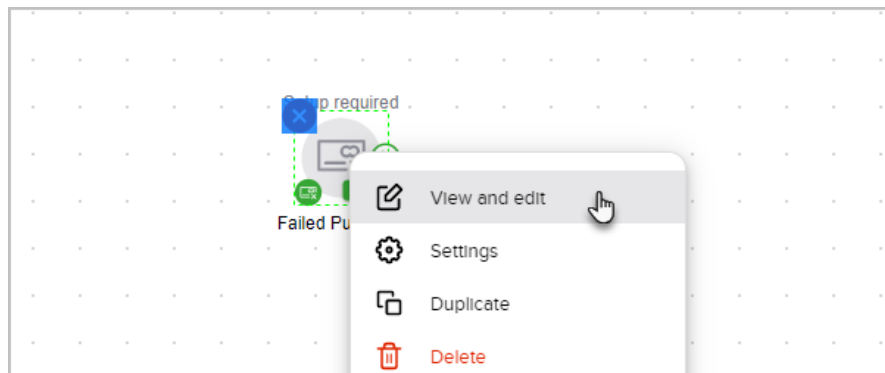
Follow up on those incomplete purchases. Now you can create a sequence that lets you trigger automation based on a failed purchase. You can set up the sequence to immediately send an email, apply a tag, or run other automation.

The Failed Purchase Goal will trigger automation when a failed credit card purchase occurs, including failed subscription payments.

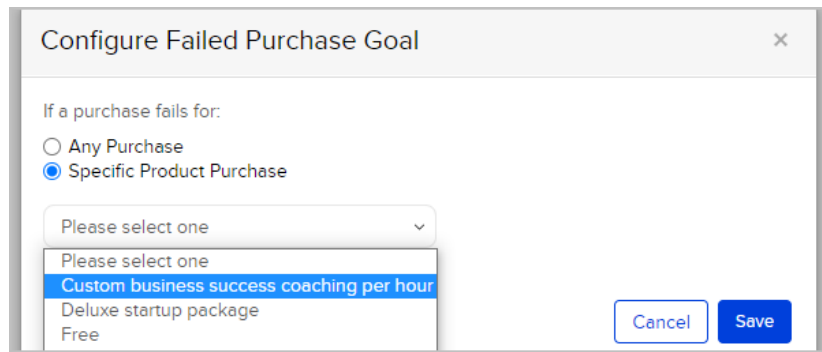
1. Click and drag the **Failed Purchase** goal onto the canvas.



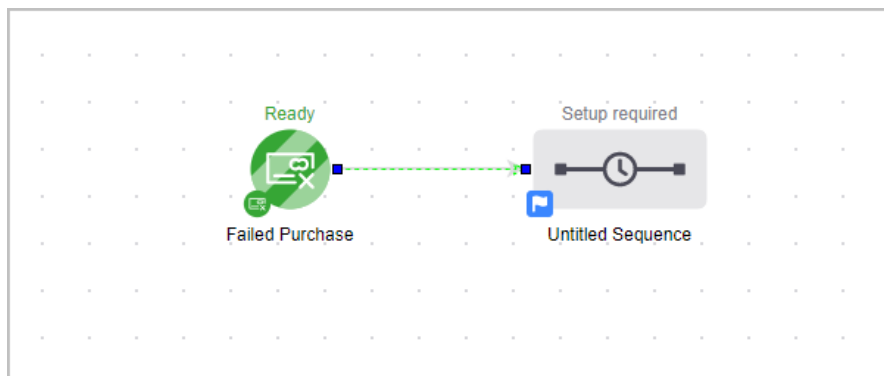
2. Configure your **Failed Purchase Goal** - Double click the **Failed Purchase** goal or single-click and choose **View and edit**.



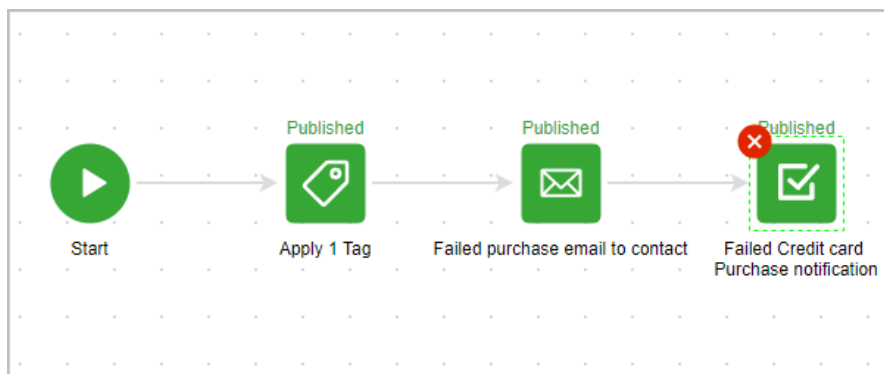
3. Select what failed purchases should trigger the automation
  - Select **Any Purchase** to trigger the automation when a failed credit card purchase occurs for any of your products, including subscriptions.
  - Select **Product in Specific Category Purchase** to trigger the following automation when a failed credit card purchase occurs for a product in a specific product category. Click in the search box and select the desired product category from the drop-down.



4. Click **Save** to continue.
5. Click and drag a **Sequence** onto the canvas to the right of your **Failed Purchase** goal.
6. Connect the **Failed Purchase** goal to the **Sequence** by hovering over the **Failed Purchase** goal, left click and hold on the arrow symbol, drag to the **Sequence** and release.



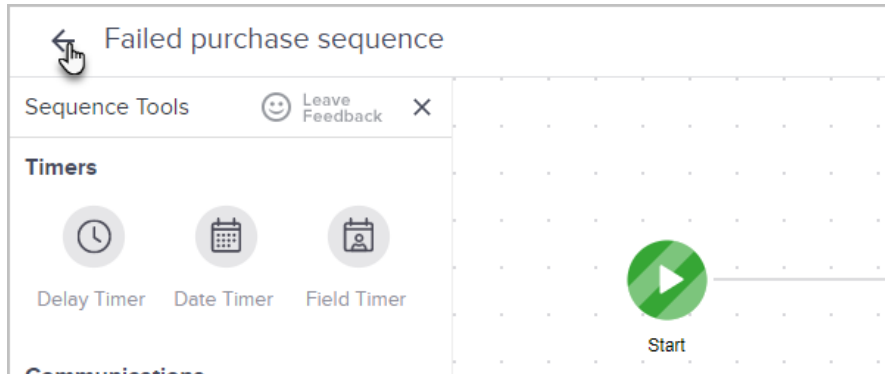
7. Double click the **Sequence** to configure automation to follow the **Failed Purchase** goal.
8. Click and drag your desired **Timer**, **Process** or **Communications** items from the left side sequence tools menu and place them to the right of the **Start** icon to configure the automated process that will follow the **Failed Purchase Goal**. Double click each **Timer**, **Communication**, or **Process** icon placed on the canvas to configure.
9. All icons should be in a Green/Ready status.



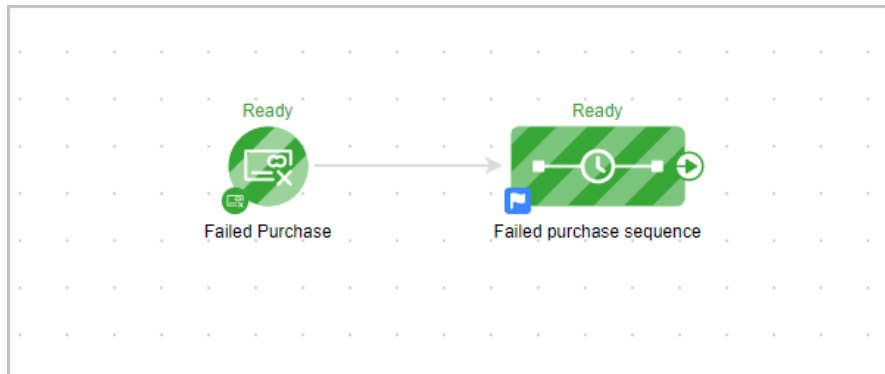
10. Toggle from **Draft** to **Ready** in the upper right hand corner.



11. Click the back arrow in the upper left hand corner to return to the canvas.



12. The **Failed Purchase** goals and **Sequence** should be in a Green/Ready status.



13. Click **Publish** in the upper right-hand corner.

