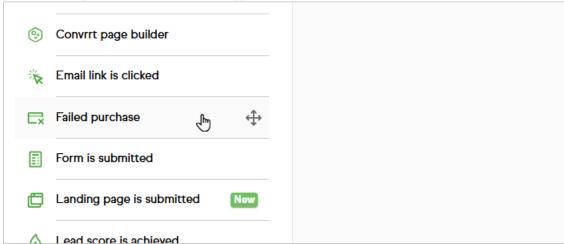
When Trigger - Failed purchase

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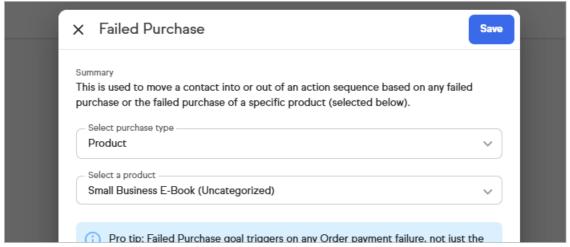
Follow up on those incomplete purchases. Now you can create a sequence that lets you trigger automation based on a failed purchase. You can set up the sequence to immediately send an email, apply a tag, or run other automation.

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

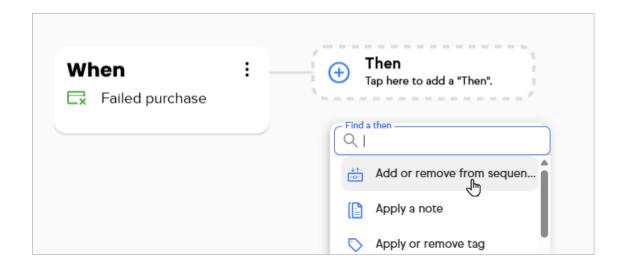
1. Click and drag the Failed Purchase trigger onto the canvas.



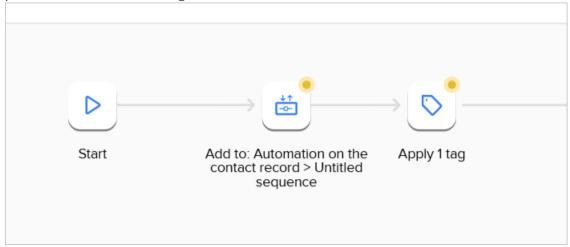
- 2. Select what failed purchases should trigger the automation
 - Select **Any Purchase** to trigger the automation when a failed credit card purchase occurs for any of your products, including subscriptions.
 - Select **Product in Specific Category Purchase** to trigger the following automation when 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.



- 3. Click **Save** to continue.
- 4. Add a **Sequence** to configure automation to follow the **Failed Purchase trigger**.



5. 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 trigger**. Double click each **Timer**, **Communication**, or **Process** icon placed on the canvas to configure.



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

