

TYPES OF TRIGGERS

Resulticks trigger-event performance

Database triggers

15 milliseconds

API-based triggers

30 milliseconds

Mobile app and SMS

- Session duration
- Sign-up
- Download
- Purchase
- Uninstalls
- Crashes
- Visit to specific screen
- Add to cart
- Screen views
- Add to wish list
- Language
- Cart abandonment
- Last activity
- Wish list abandonment
- Operating system
- Inbound number
- Location
- Keywords (responses)

Website

- 01 New or existing website visitors
- 02 Page view, duration, depth of view
- 03 Traffic source, location, language
- 04 Device, browser, operating system
- 05 Newsletter subscription
- 06 Campaign reach, engagement, and conversion
- 07 Blog views and comments

E-commerce

- Wish list/cart addition and abandonment
- Purchase and points earned
- Products browsed
- Sign-up

Location

- 01 Transactions
- 02 Transaction day
- 03 Terminal ID
- 04 Card type
- 05 Amount
- 06 Limit utilization
- 07 Transaction time

Extended systems

- Latitude, longitude, and radius
- City or area
- Google maps location URL

Retail triggers: Examples

- Acquisition triggers**
 - New website visits
 - Sign-up
 - Newsletter subscription
- Awareness triggers**
 - New season collection/sale based on products browsed and/or page views
- Conversion triggers**
 - Purchase made
 - Cart abandonment
 - Transaction details
- Reward/referral triggers**
 - Points earned
 - Page or app screen view
- Reactivation triggers**
 - Newsletter unsubscription
 - Account deactivation

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