

Campaign Sequence - Apply/Remove Tags

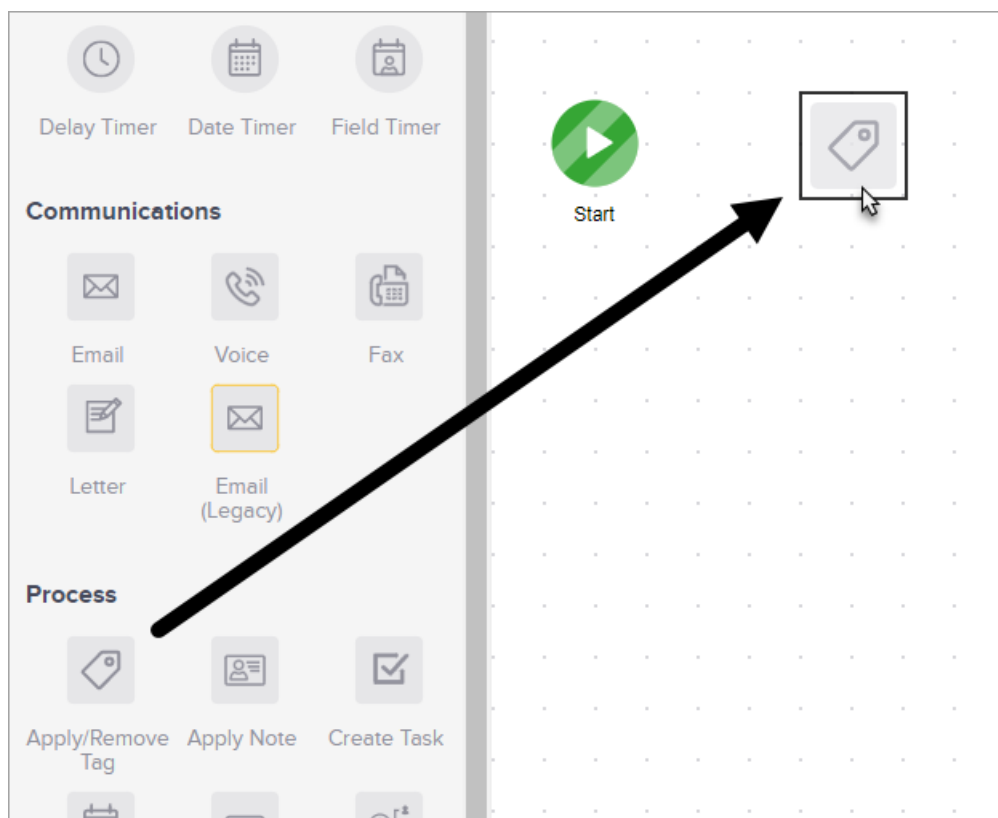
This article applies to:

[Max Classic](#)

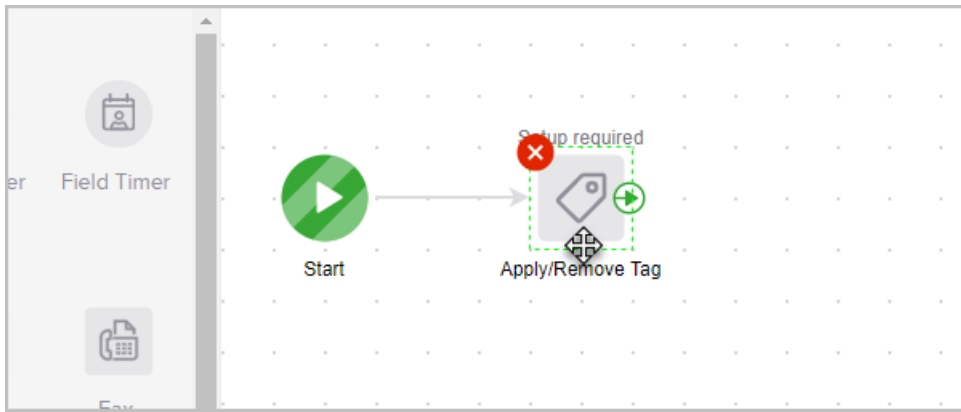
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- Tags applied at the beginning of a sequence usually define a specific lead magnet (e.g. Video Tips Series), a segment (e.g. Home Buyer), and/or a relationship stage (e.g. prospect.)
- Tags applied in the middle of a sequence usually define a period of time that has elapsed or a milestone. These can help you gauge how long people stay in a sequence before responding to a call to action.
- Tags applied at the end of a sequence can be used to add a contact to a broadcast list (e.g. monthly newsletter) after a period of inactivity or after they've completed a higher priority sequence (e.g. a customer welcome sequence.)

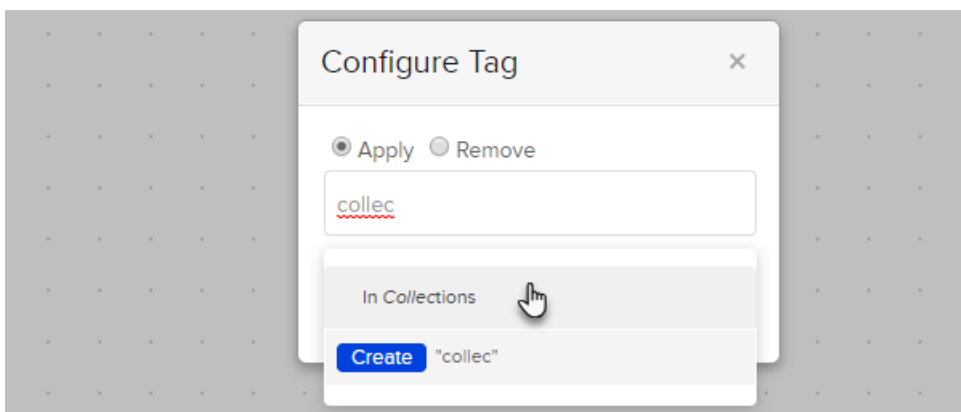
1. Click and drag an **Apply/Remove Tag** object onto the campaign canvas to the right of the start icon or to the right of another object.



2. Double-click the icon to configure it.



3. Choose a tag option (*apply* or *remove*) and then enter the tag name into the search box to find a list of possible matches.



4. Click on the tag name to select it or start typing to create a new tag and click the **Create** button to create it. You can repeat this process to add multiple tags.
5. Click on **Save** to apply the tag settings
6. Don't forget to publish your changes before going live!

