

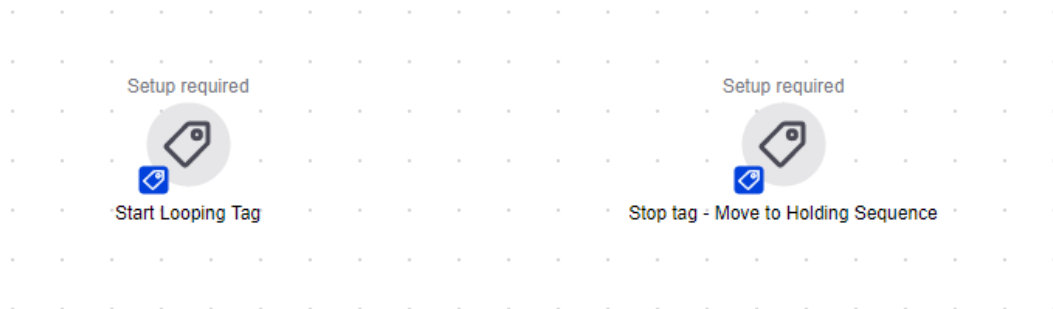
Build a looping campaign 🗝️

This article applies to:

Build a campaign that will send or run an action continually.

Create your campaign

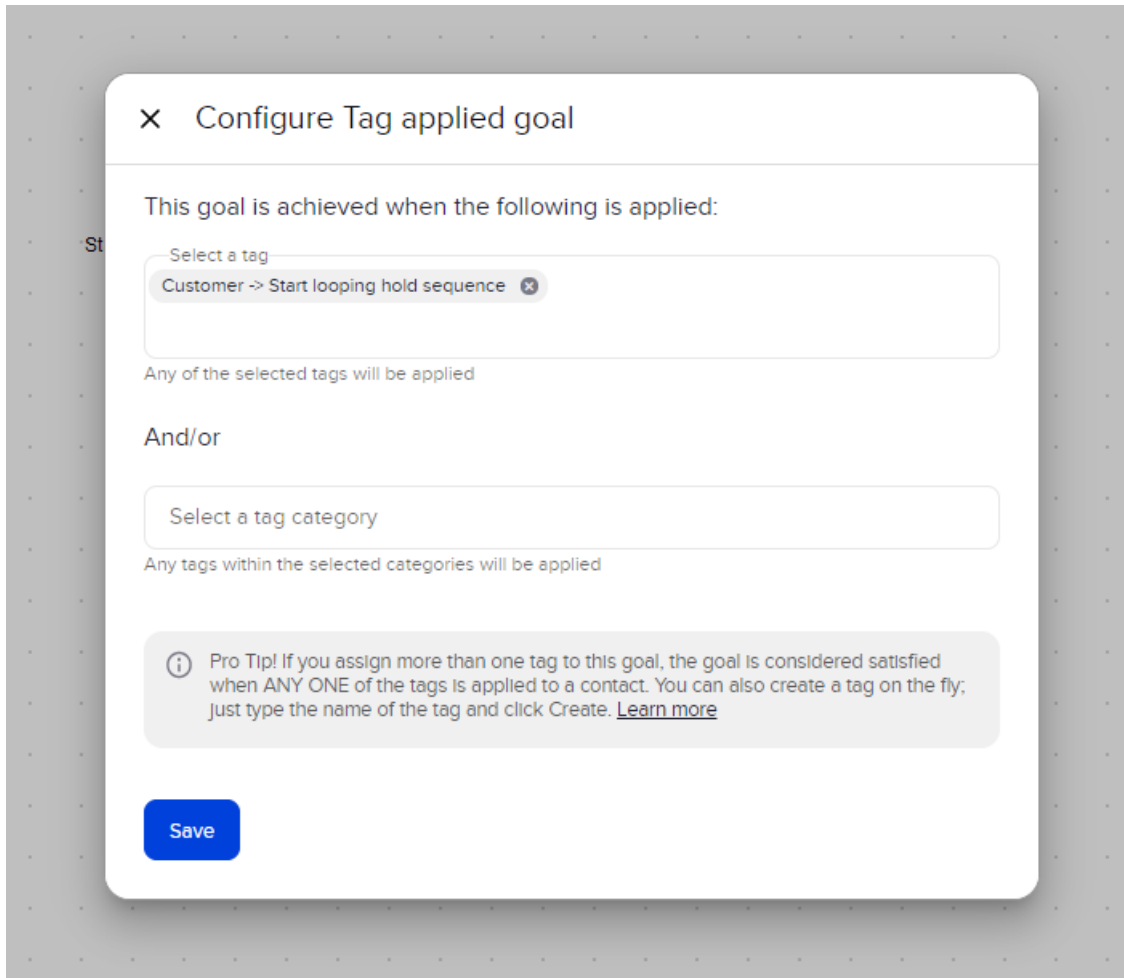
1. Navigate to **Marketing > Campaign Builder**
2. Click on **Create my own Campaign**
3. Name the campaign
4. Click **Save**
5. Drag out two **Tag Applied** goals



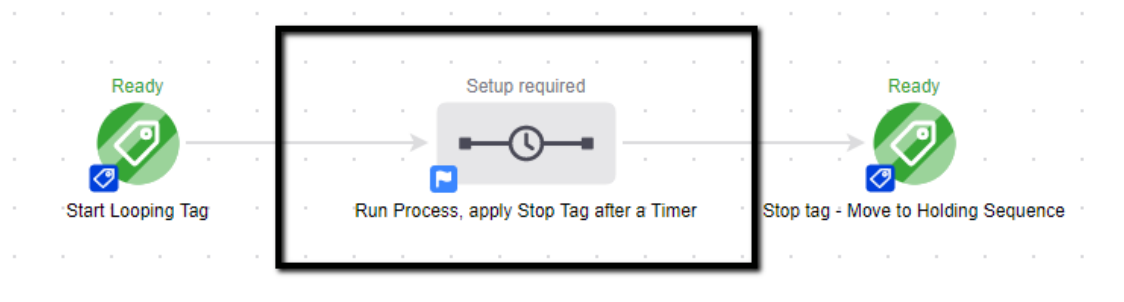
6. Create two different tags -- one for each goal

The image is a screenshot of a dialog box titled "Configure Tag applied goal". The dialog has a close button (X) in the top left corner. The main content area contains the following elements:

- The text: "This goal is achieved when the following is applied:"
- A "Select a tag" dropdown menu with the selected tag "Customer -> Start Loop" and a close button (X).
- The text: "Any of the selected tags will be applied"
- The text: "And/or"
- A "Select a tag category" dropdown menu.
- The text: "Any tags within the selected categories will be applied"
- A "Pro Tip" section with an information icon (i) and the text: "Pro Tip! If you assign more than one tag to this goal, the goal is considered satisfied when ANY ONE of the tags is applied to a contact. You can also create a tag on the fly; just type the name of the tag and click Create. [Learn more](#)"
- A blue "Save" button at the bottom left.

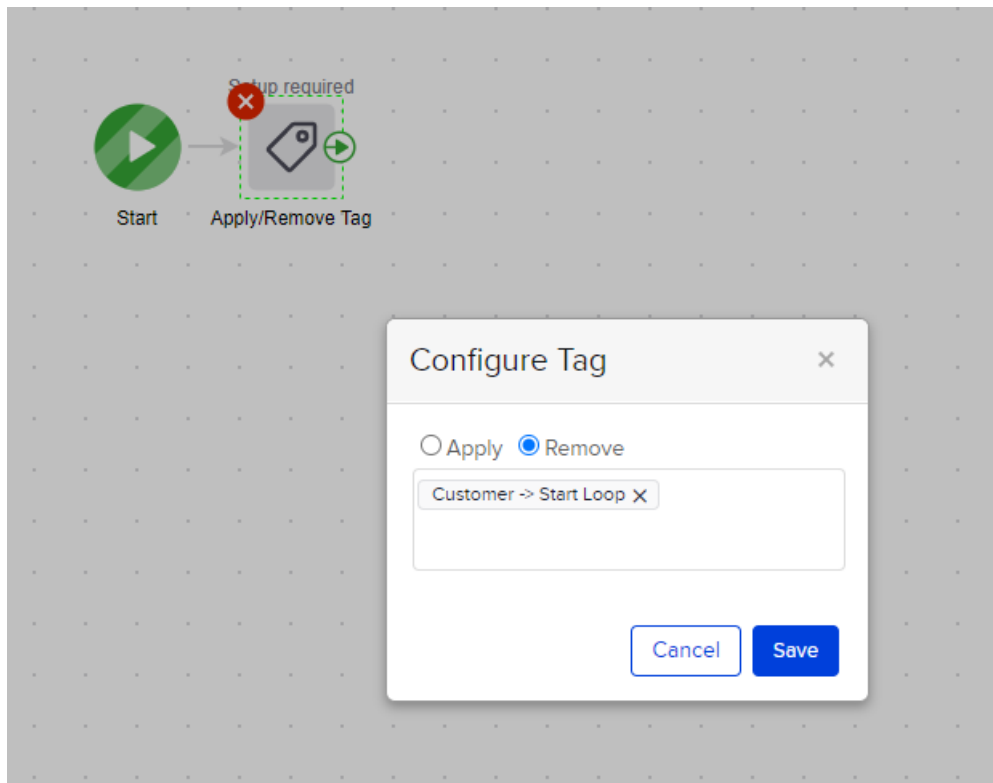


7. Add a sequence between two tag goals, and connect the entry goal to the sequence, and the sequence to the exit goal



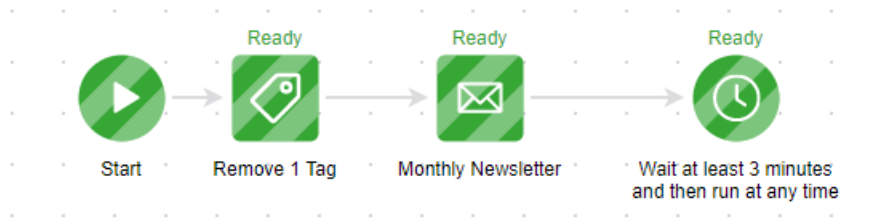
In the sequence

1. Double click on the sequence
2. Add an **Apply/Remove Tag** process after the Start timer
3. Set the process to **Remove** Start Loop tag

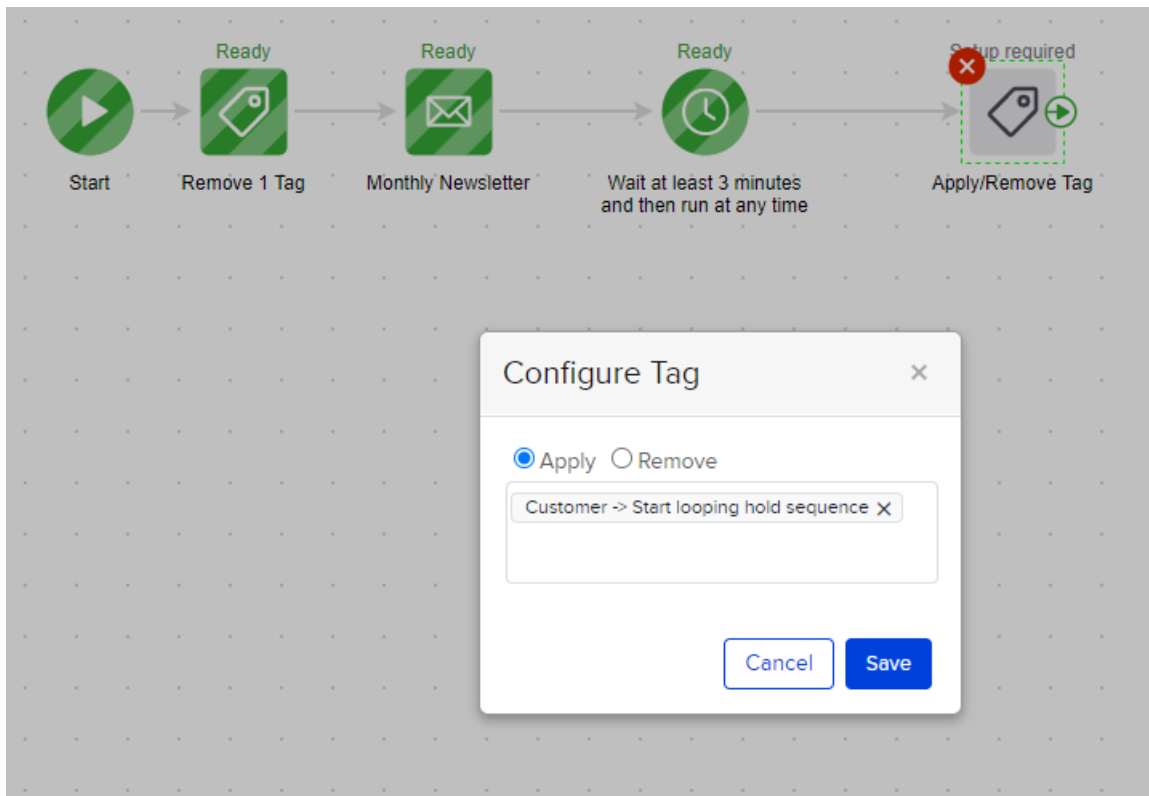


4. Next add steps (timers, emails, etc)

5. Then a timer for at least 3 minutes

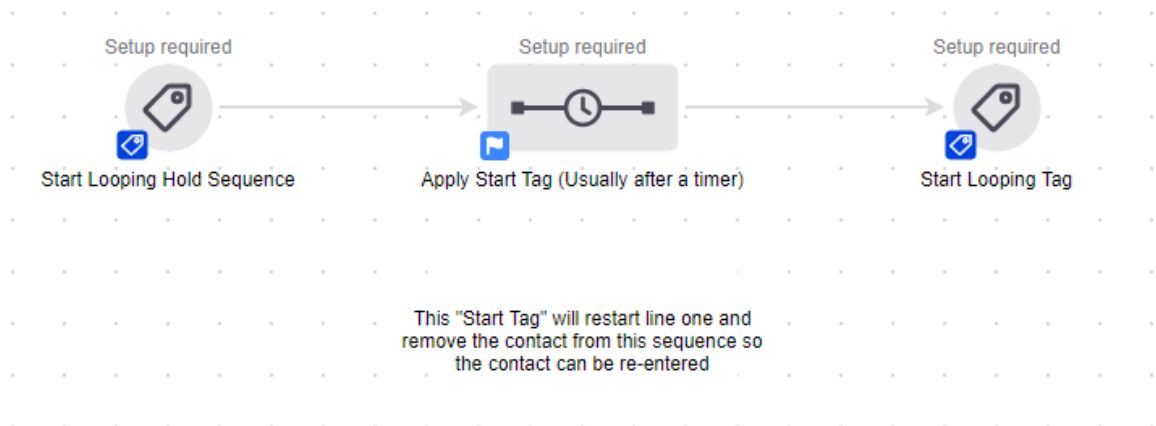


6. For the final step, add an **Apply/Remove Tag** process to apply. Start Looping hold Sequence" tag

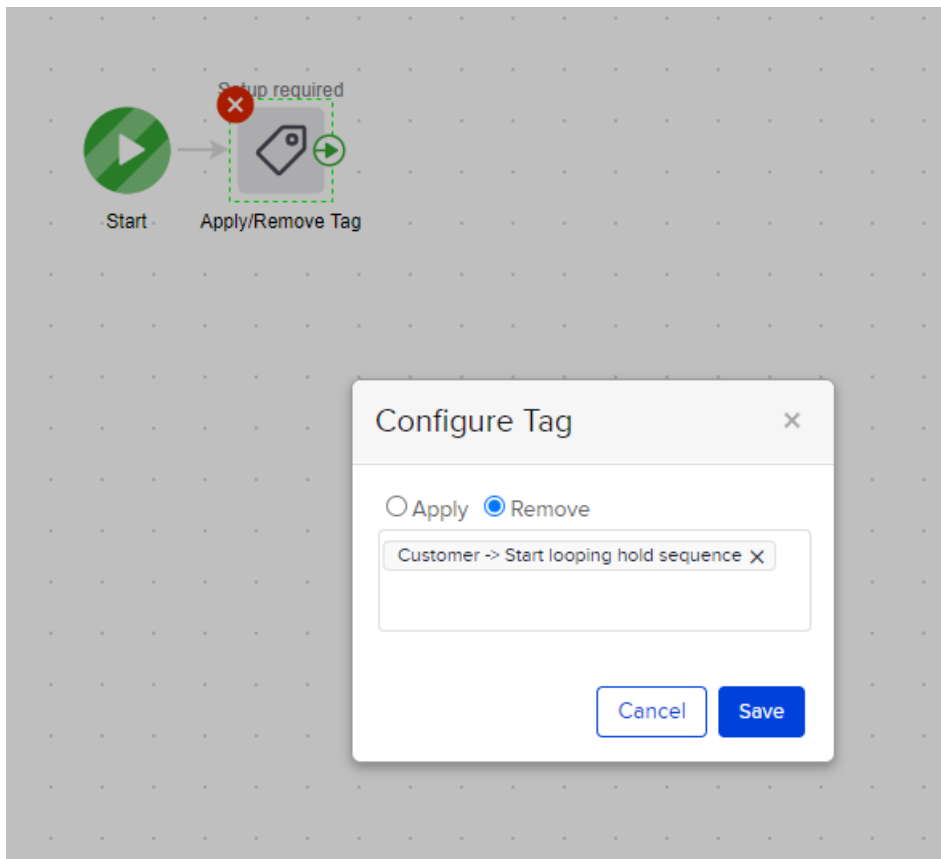


Create Second Sequence

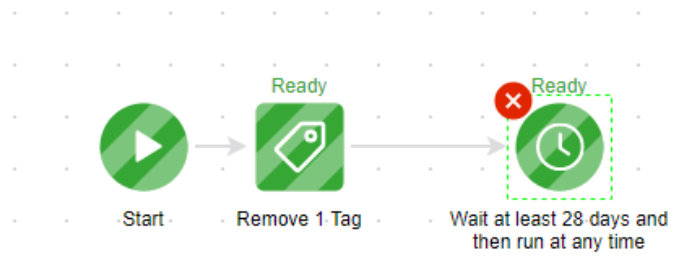
1. Drag out two new tag goals, and place a sequence between them, connecting the items.
2. Set the first tag goal to be achieved when **Start Looping hold Sequence** tag is applied, and the second tag goal for when **Start Looping** is applied



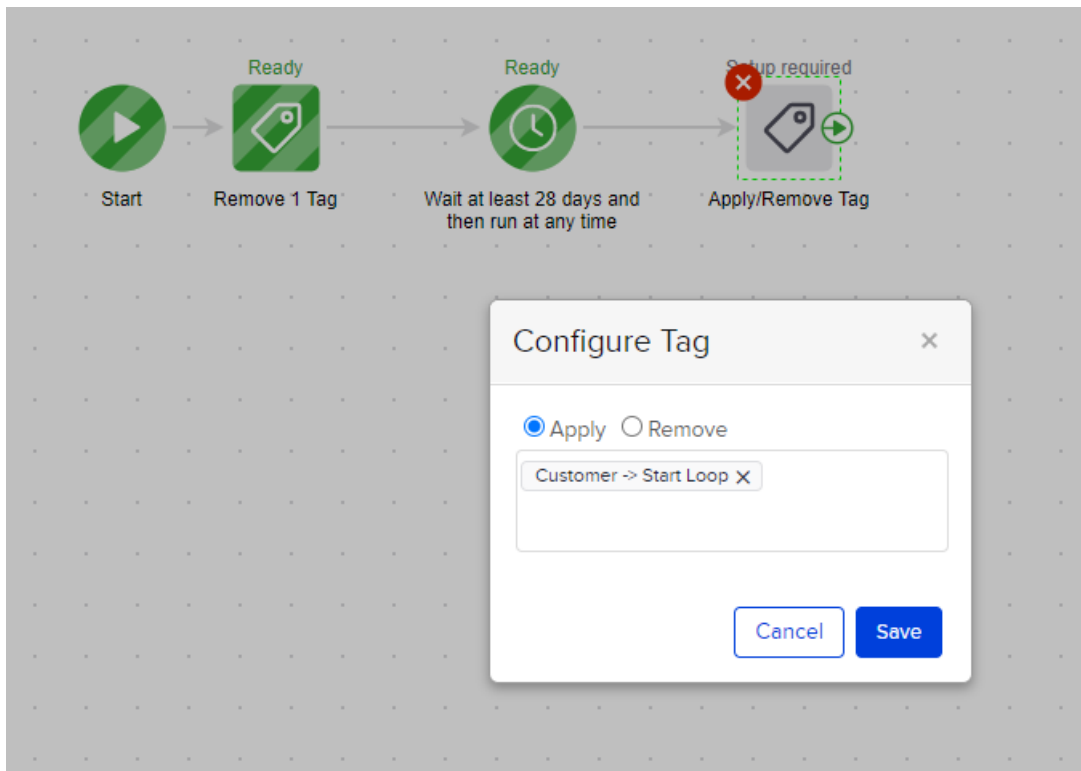
3. Remove the **Start looping hold sequence** tag.



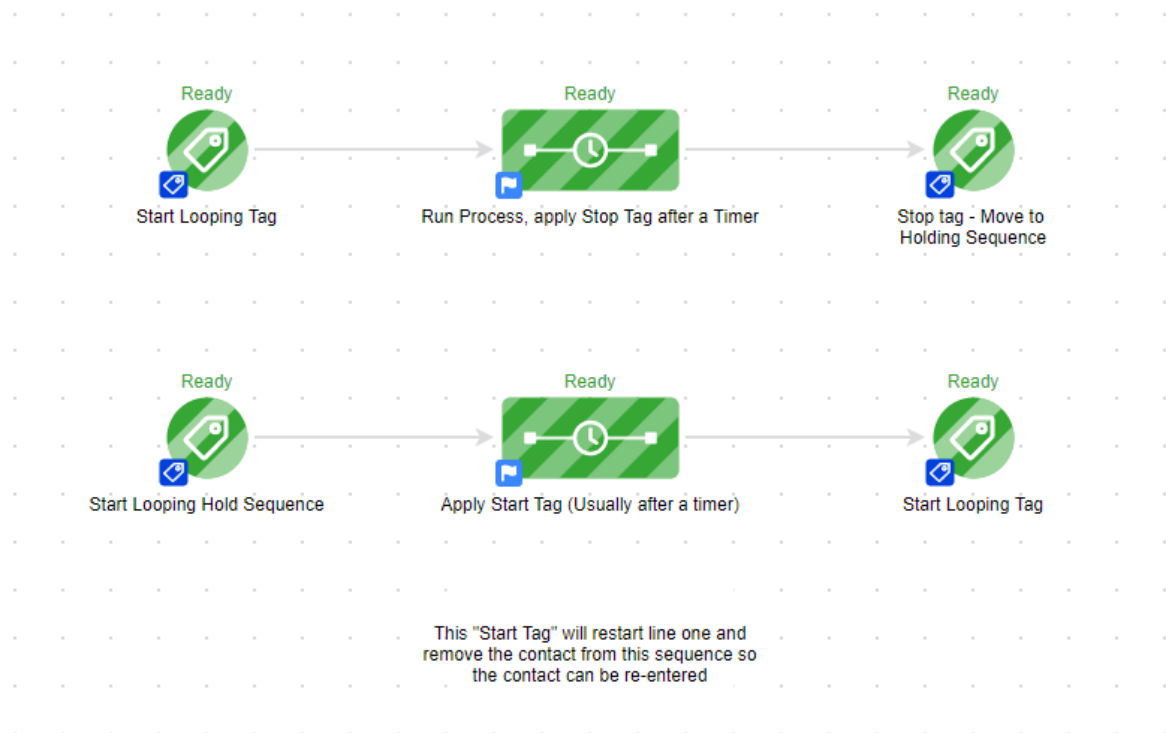
4. Set a timer for the desired wait time before the contact is looped.



5. Apply the **Start Loop** tag.



The loop will look like this:



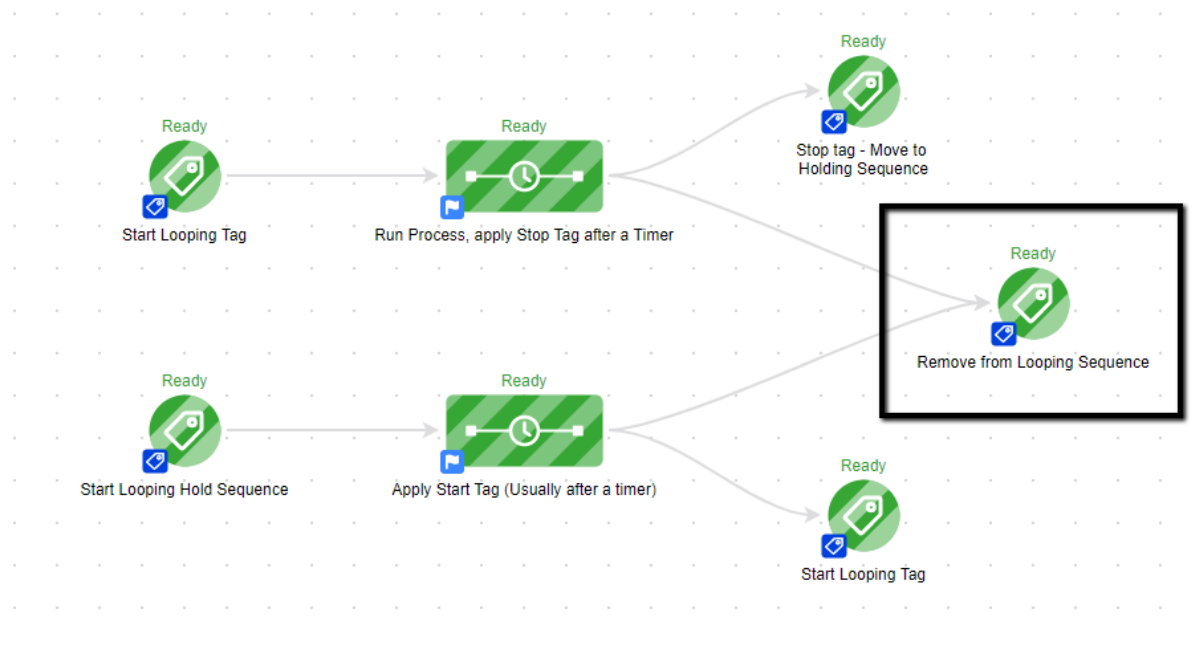
Add End Loop Goal

Add Goal

1. Drag a 5th Tag goal and place behind all sequences
2. Set the Tag Goal to be achieved when "Remove form looping campaign " tag is applied

Apply Tag

The "Remove from looping campaign" tag can be manually applied in the contacts record OR you can create a process to apply it. For example if you created a process to apply the tag when a Opt-Out Web Form/Landing Page is submitted, that would apply the tag and therefore remove the contact from the loop



Contact's Campaign History Tab

When reviewing the Campaign History tab, you might see the Tag Goals listed before the Apply/Remove tag goal and/or the Apply/Remove tags grouped together. This is only a display issue because these run at the same time. The process is running as designed.

Field/Date Timers

In situations where a Field/Date Timer is needed create a second sequence to apply the "Start Loop" tag

