

# Create a failed purchase goal

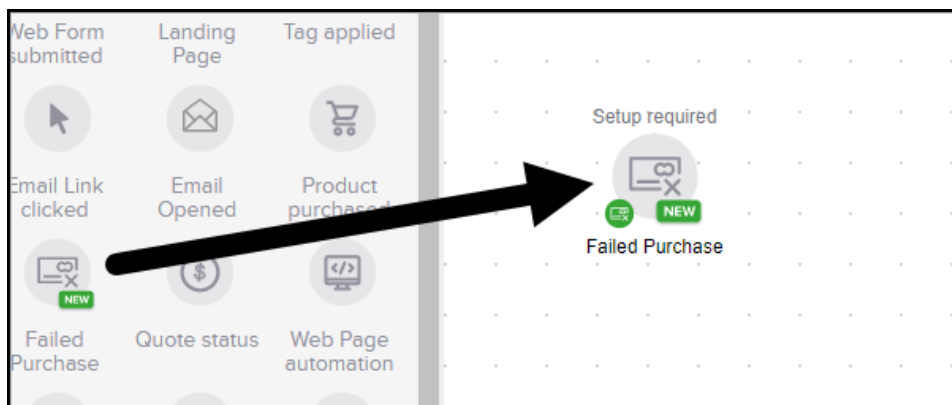
This article applies to:

[Max Classic](#)

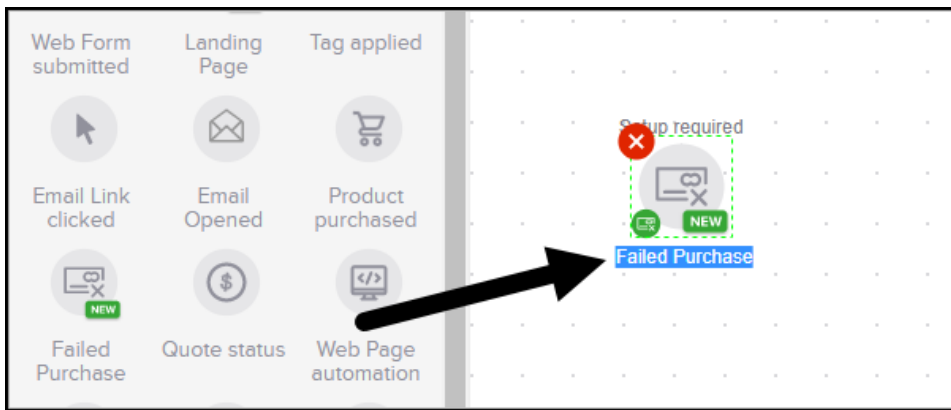
Follow up on those incomplete purchases. Now you can create a sequence that lets you trigger automation based on a failed purchase. You can set up the sequence to immediately send an email, apply a tag, or run other automation.

The Failed Purchase Goal will trigger automation when a failed credit card purchase occurs in an Infusionsoft order form or the Infusionsoft Shopping Cart.

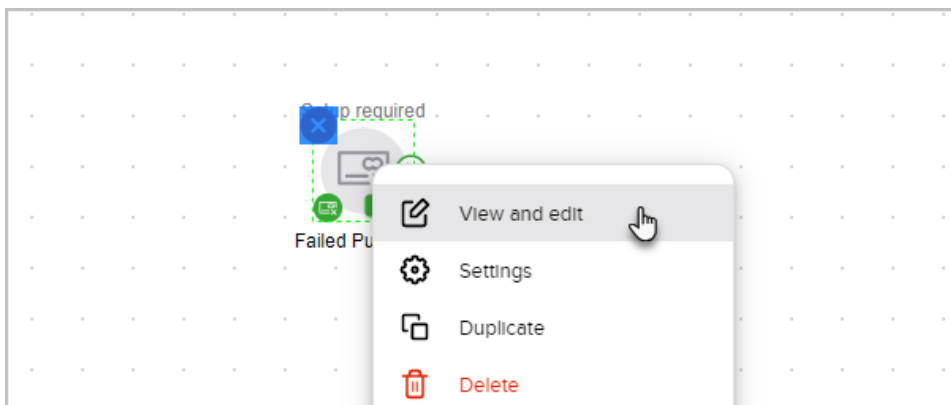
1. Click and drag the **Failed Purchase** goal onto the canvas.



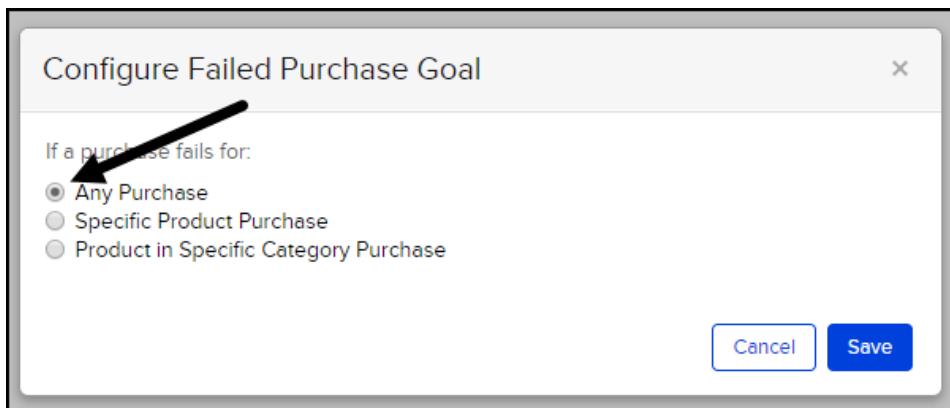
2. Double click the name to edit the name of your goal.



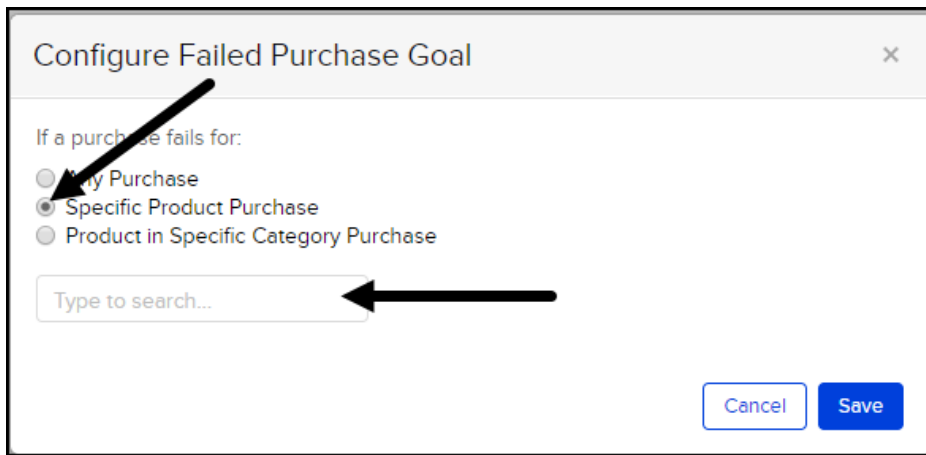
3. Configure your **Failed Purchase Goal** - Double click the **Failed Purchase** goal or single-click and choose **View and edit**.



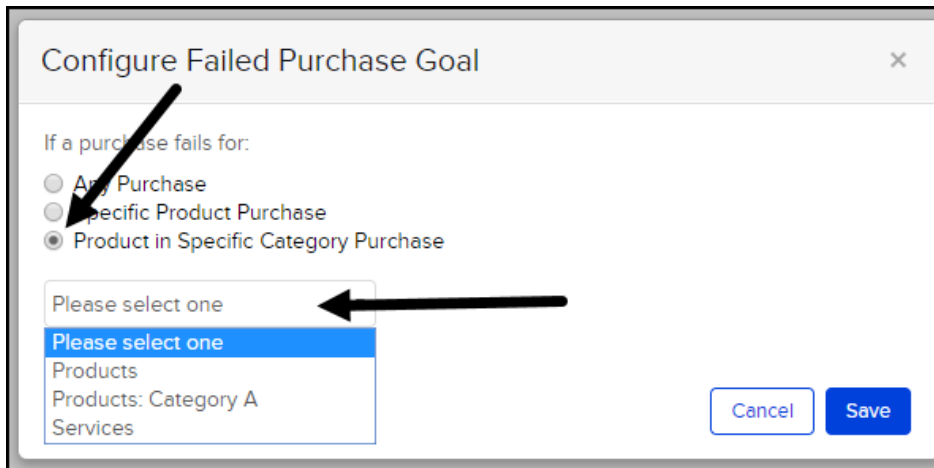
- Select **Any Purchase** to trigger the automation when a failed credit card purchase occurs for any of your products.



- Select **Specific Product Purchase** to trigger the following automation when a failed credit card purchase occurs for a specific product. Start typing the name of the desired product in the search bar and choose the correct product from the drop-down menu.

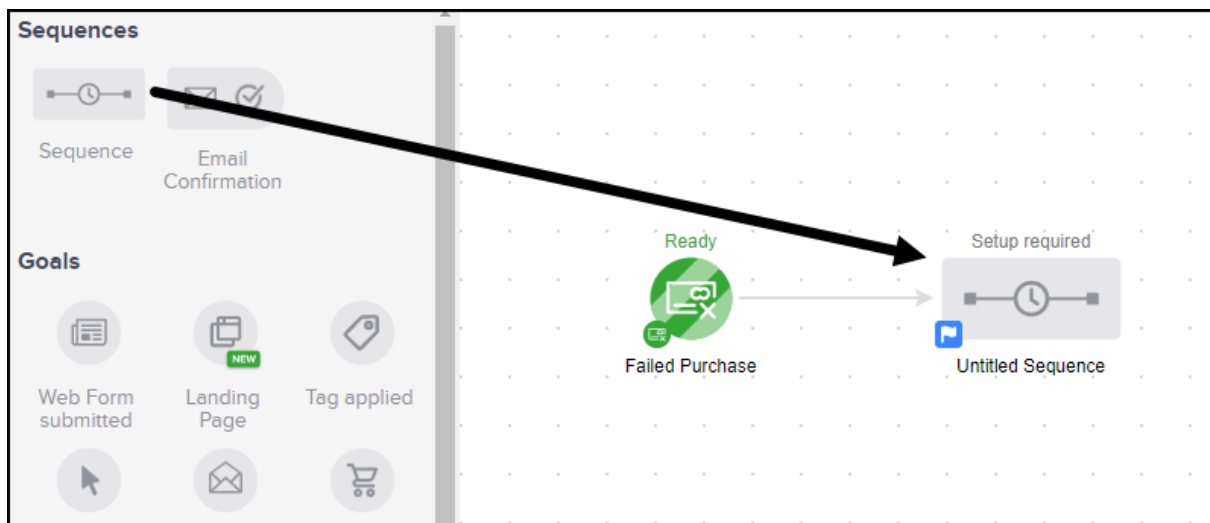


- Select **Product in Specific Category Purchase** to trigger the following automation when a failed credit card purchase occurs for a product in a specific product category. Click in the search box and select the desired product category from the drop-down.



- Click **Save** to continue.

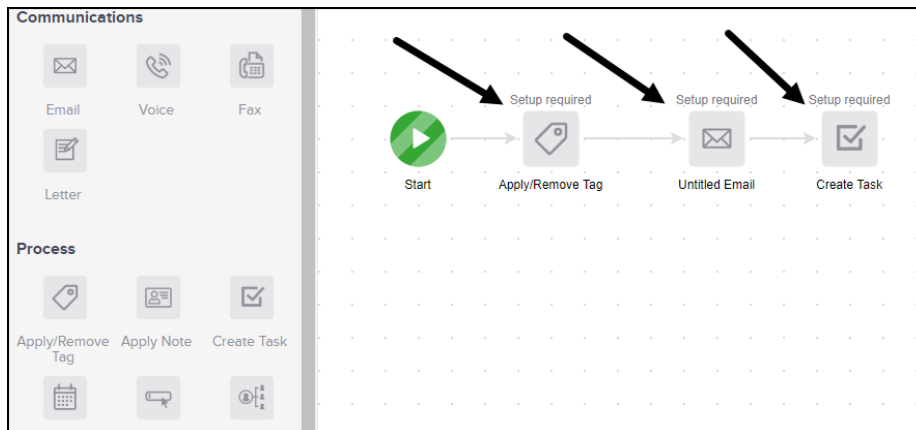
4. Click and drag a **Sequence** onto the canvas to the right of your **Failed Purchase** goal.



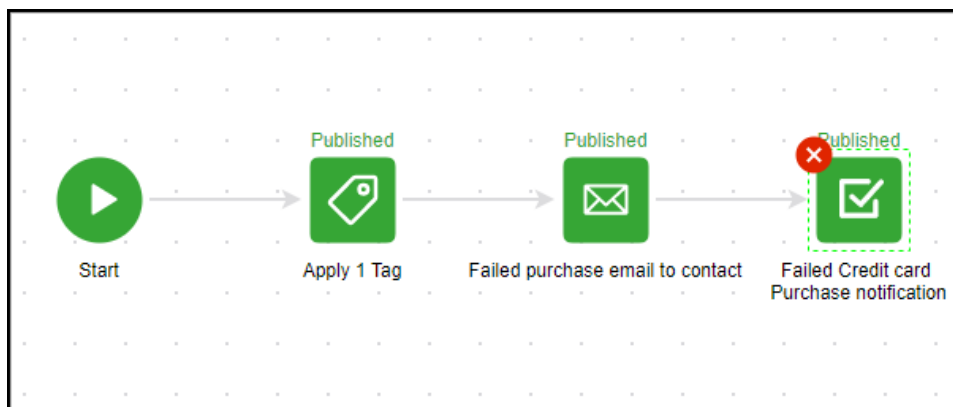
5. Connect the **Failed Purchase** goal to the **Sequence** by hovering over the **Failed Purchase** goal, left click and hold on the arrow symbol, drag to the **Sequence** and release.

6. Double click the **Sequence** to configure automation to follow the **Failed Purchase** goal.

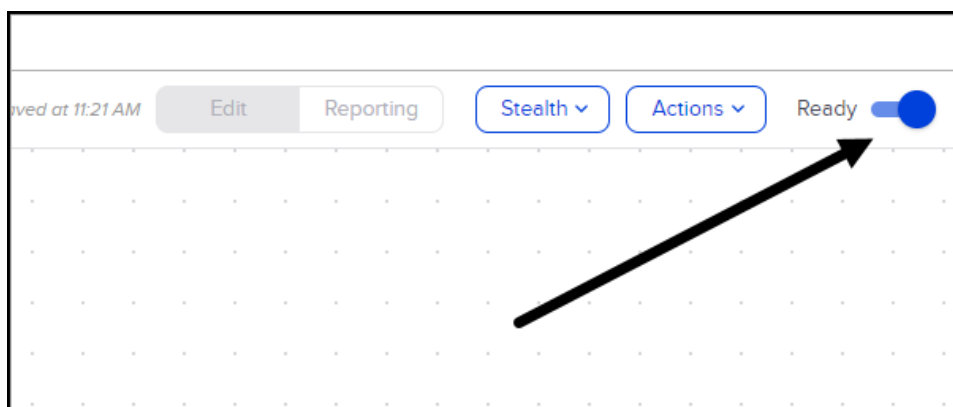
7. Click and drag your desired **Timer**, **Process** or **Communications** items from the left side sequence tools menu and place them to the right of the **Start** icon to configure the automated process that will follow the **Failed Purchase Goal**. Double click each **Timer**, **Communication**, or **Process** icon placed on the canvas to configure.



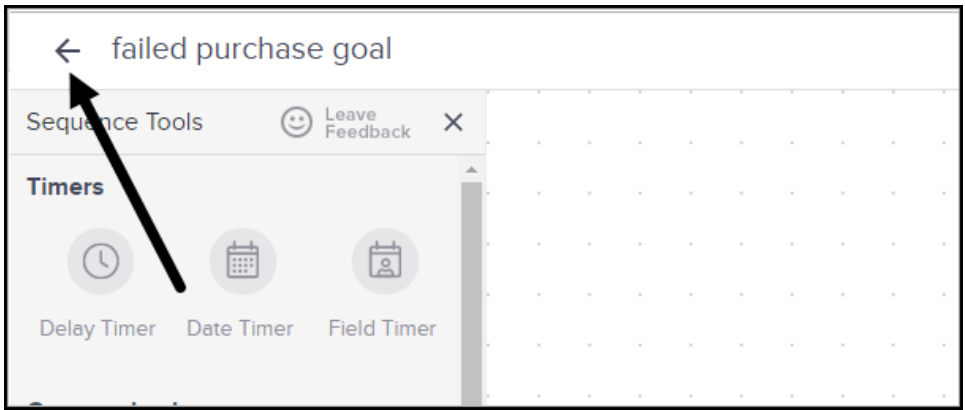
8. All icons should be in a Green/Ready status.



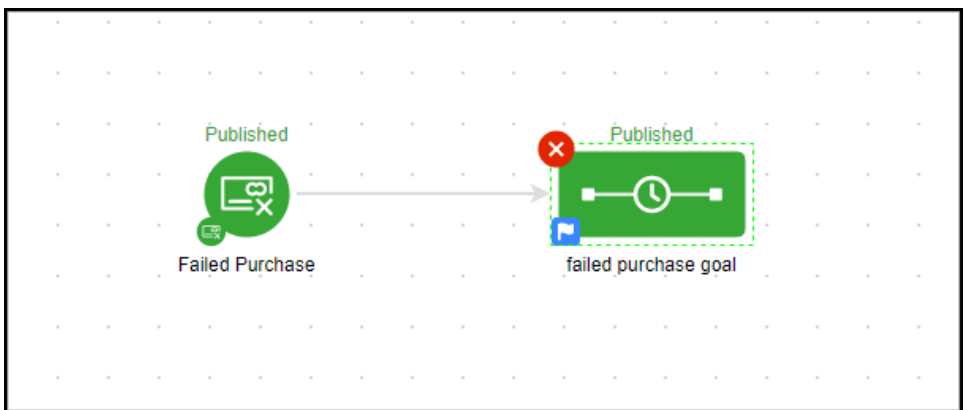
9. Toggle from **Draft** to **Ready** in the upper right hand corner.



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



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



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



Pro-Tip: Failed Purchase goal triggers on any Order payment failure, not just the initial payment attempt.