

# Create a failed purchase goal

This article applies to:

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.

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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.

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