



Set goals and re-entry criteria

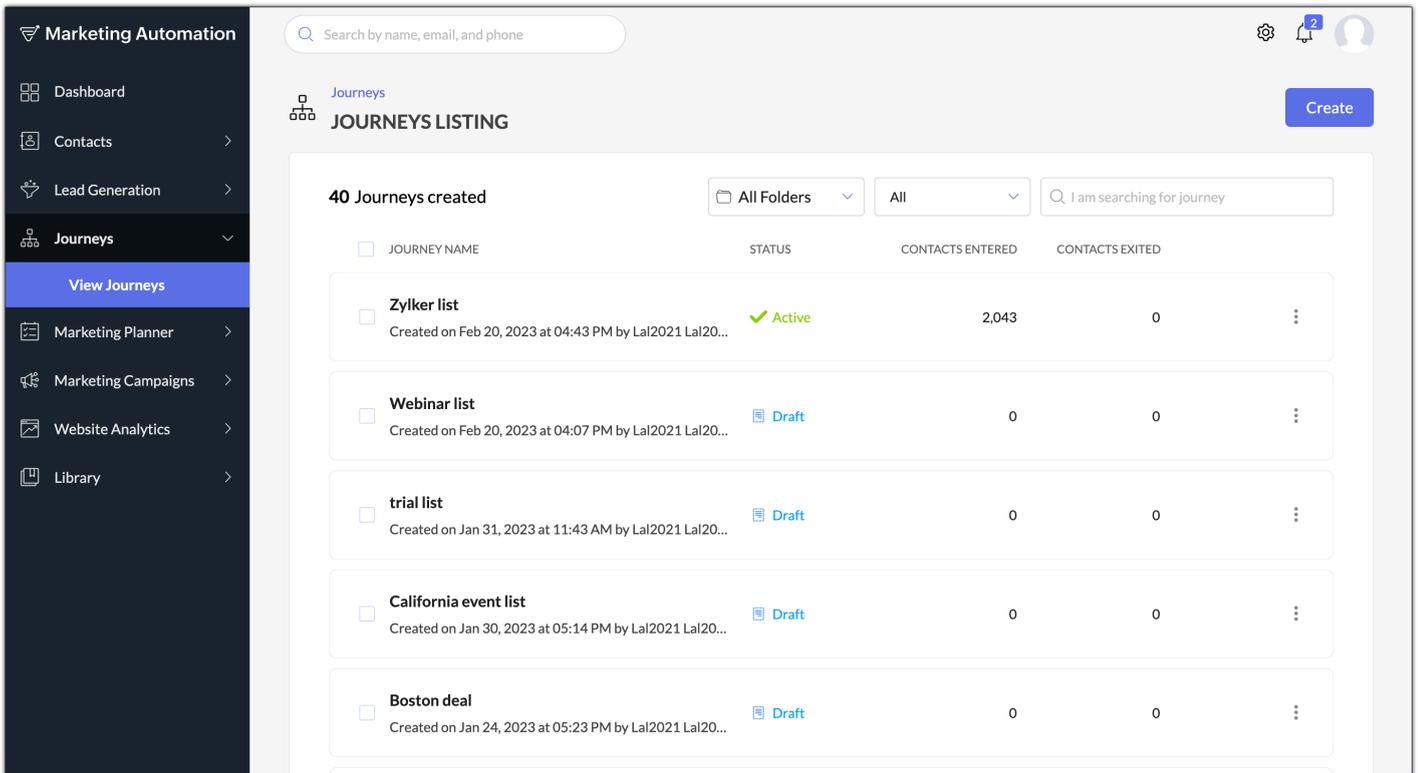
With Zoho Marketing Automation, you can set goals for your contacts to achieve and define re-entry criteria to ensure they can re-enter the journey. In the following paragraphs, each action is explained in detail.

Set goals for contacts to achieve

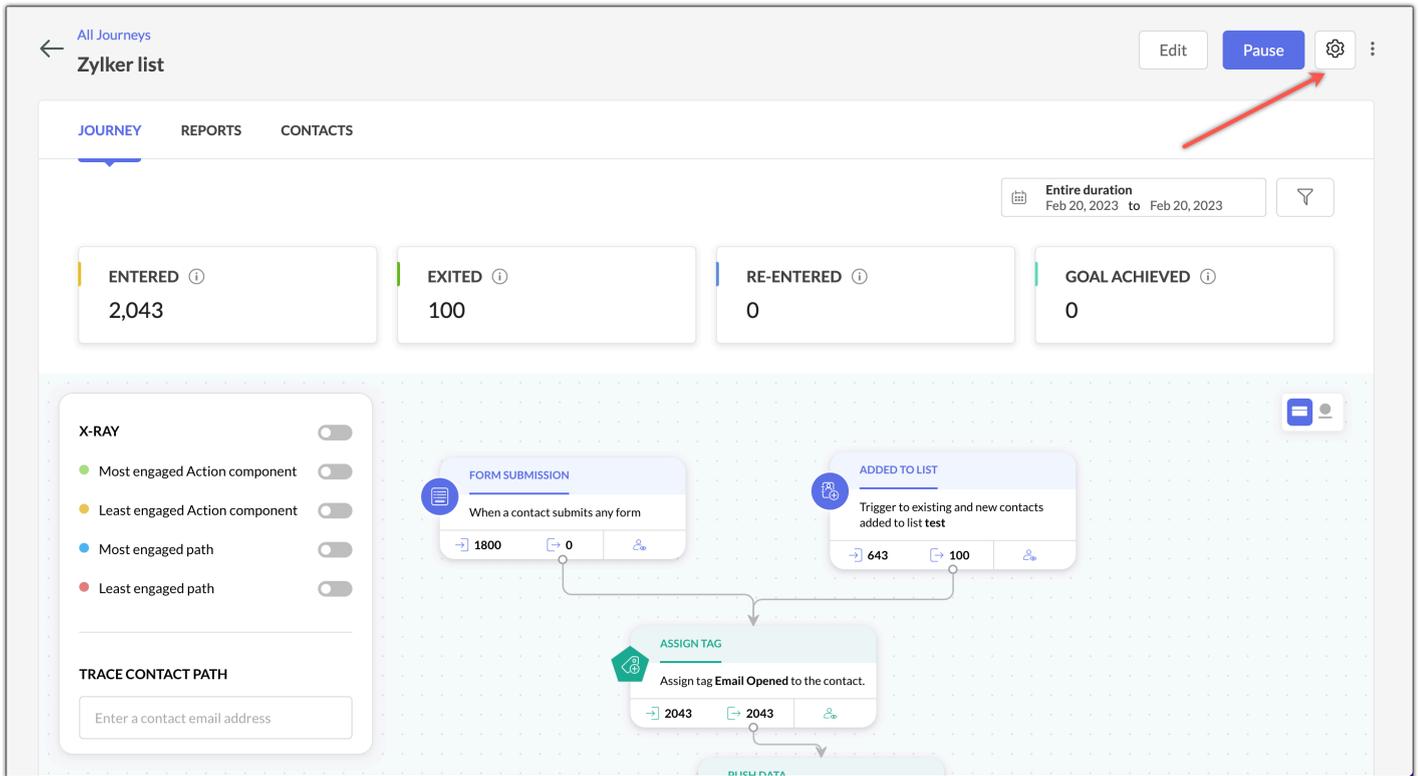
Create a goal criteria your contacts must meet while in the journey. Once your contacts achieve the goal, they will exit the journey and stop doing any further actions. You can then decide what to do with those contacts who haven't achieved the goal.

To set goals for a journey

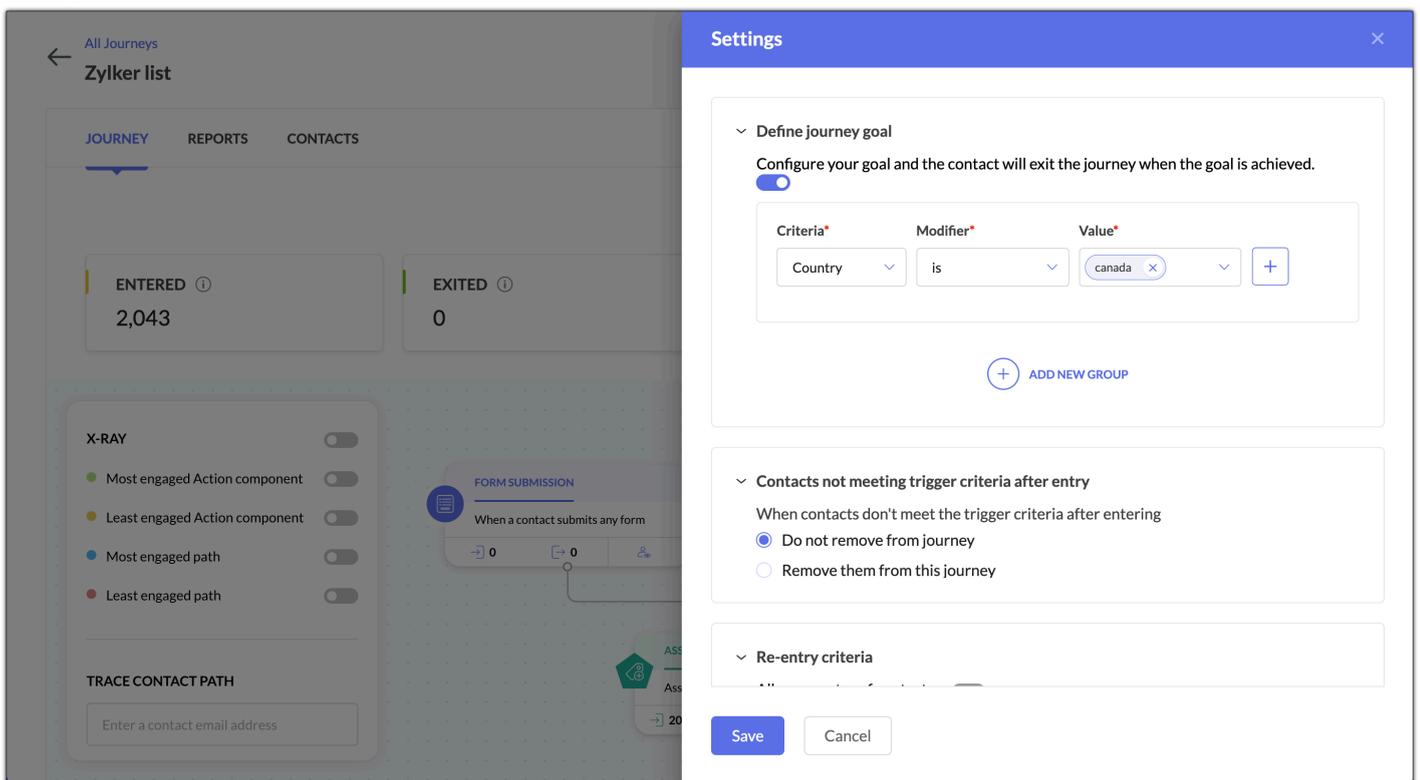
1. From the *navigation* toolbar, select **Journeys**, click **View Journeys**, and select the journey for which you want to set goal criteria.



2. Click the **Settings** icon on the top-right corner, above the journey builder.



3. Under Define journey goal, enable the toggle to set a goal criteria and enter a criteria your contacts must satisfy.



4. Under Contacts not meeting trigger criteria after entry, choose either to remove or not to remove those contacts who don't meet your journey's criteria.

5. Click **Save**.

Set re-entry criteria for contacts to re-enter a journey

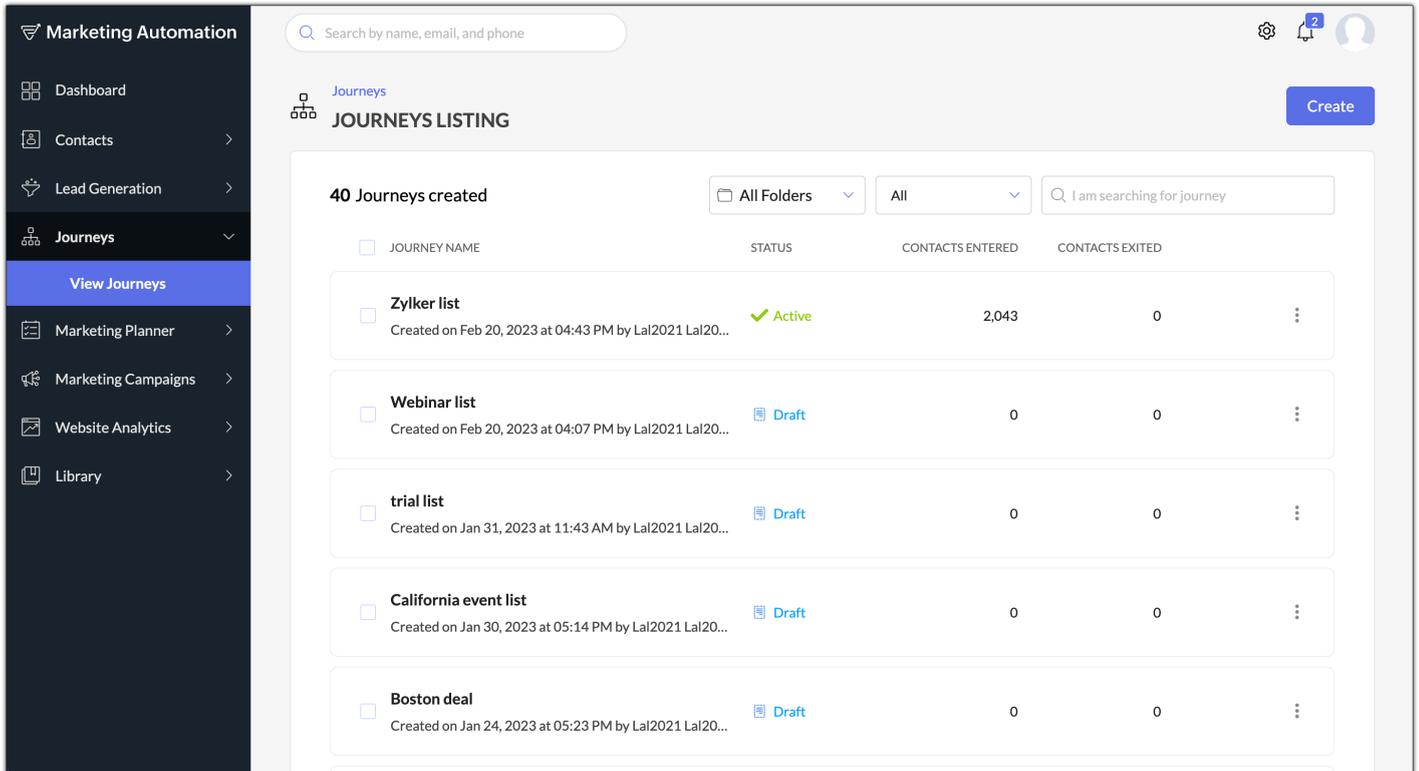
By default, contacts enter a journey for the first time when certain trigger conditions are met. With this option, you can allow contacts to re-enter a journey whenever they meet the trigger conditions.

Use case scenario

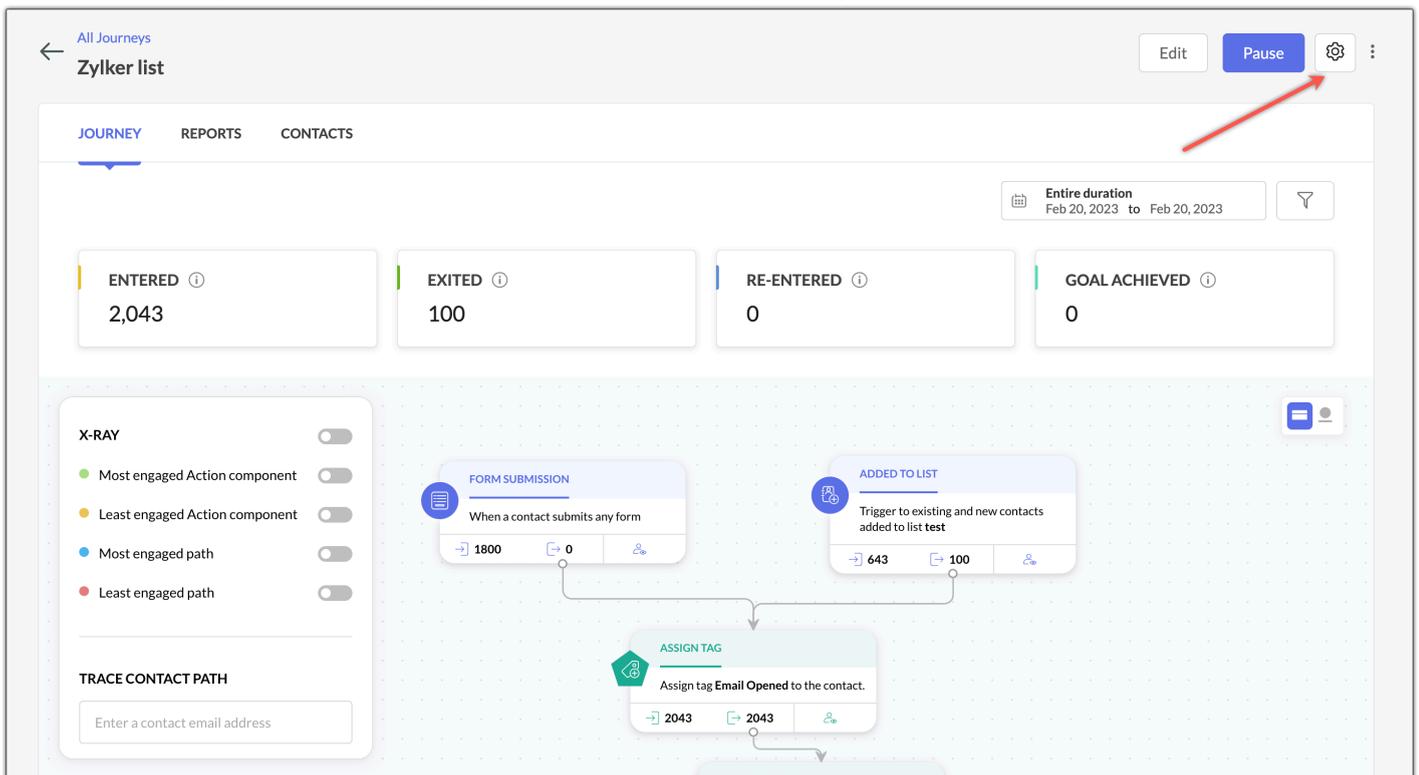
Use this feature to enable contacts to re-enter your journey so you can send reminder emails for monthly renewals.

To set re-entry criteria

1. From the *navigation* toolbar, select **Journeys**, click **View Journeys**, and then select the journey for which you want to set re-entry criteria.



2. Click the **Settings** icon on the top-right corner, above the journey builder.



3. Under **Re-entry criteria**, enable the toggle to allow contacts to re-enter the journey whenever they meet trigger conditions.

The screenshot shows the 'Settings' dialog for a journey named 'Zylker list'. The background is dimmed, showing the 'JOURNEY' tab with 'ENTERED' (2,043) and 'EXITED' (100) counts, and an 'X-RAY' section with various engagement filters. The 'Settings' dialog has a blue header and a close button. It contains three main sections: 'Define journey goal', 'Contacts not meeting trigger criteria after entry', and 'Re-entry criteria'. The 'Re-entry criteria' section is expanded, showing a toggle for 'Allow re-entry of contacts' which is turned on. Below the toggle, it lists two checked criteria: 'Form Submitted' and 'Added to List'. At the bottom of the dialog are 'Save' and 'Cancel' buttons.

4. Click **Save**.

Note: Contact re-entry isn't allowed for email triggers and contact score triggers.