



Understand process components

The process components determine the direction your contacts will take in your journey. The journey's flow can be decided using the process components according to predefined criteria, contacts' behaviour, or at random. The merge process component also allows you to combine two branches of your journey.

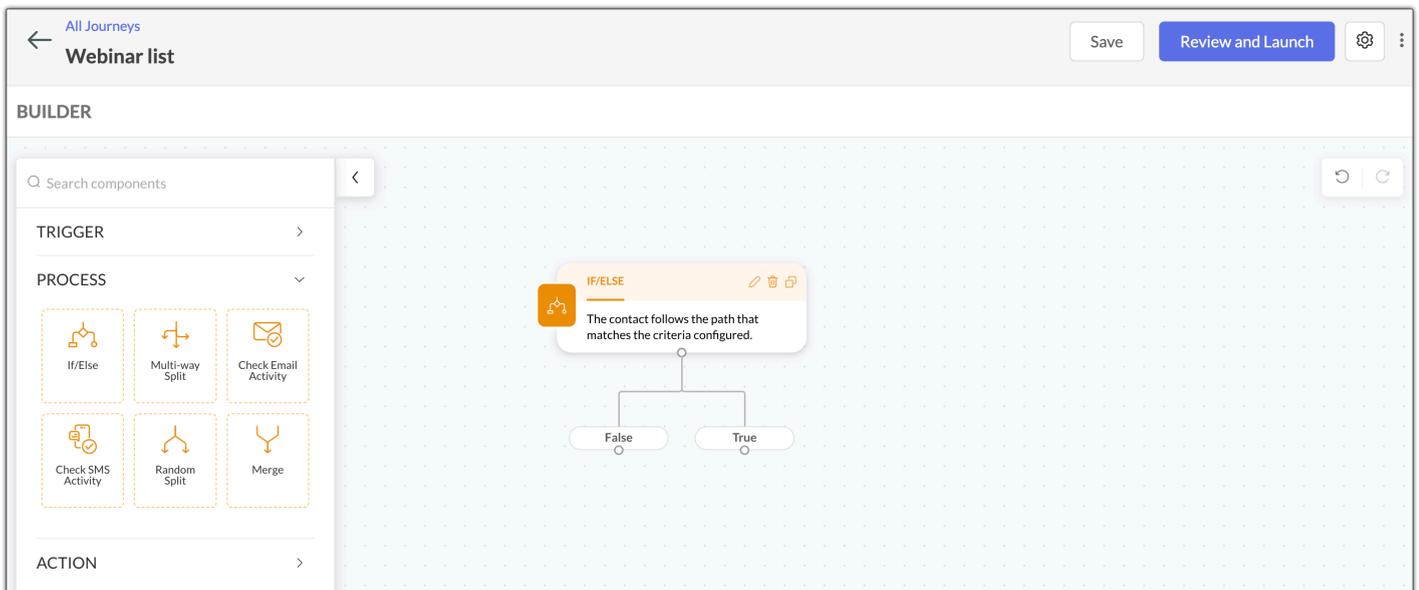
Six different process components are available in Zoho Marketing Automation that you can utilise to create a variety of paths for contacts to travel in your journey. In this article, you will learn about these process components and how to use them.

If/Else

This is a simple condition where you can set criteria for contacts to satisfy. When contacts reach this stage of the process they will be checked if they meet the criteria or not and will take the corresponding path.

To configure this:

1. Drag and drop the **If/Else** process onto the builder.



2. Click the **Edit** icon.

3. Enter the criteria, the modifier and its value.

If else [X]

Split the path based on a if/else condition. Set the conditions based on contact information or their email activity

Criteria* **Modifier*** **Value***

Select Select Select +

+ ADD NEW GROUP

Save Cancel

4. Click Add Group to add another condition that can be combined with a AND/OR condition. You can set as many conditions as you want.

5. Click **Save**.

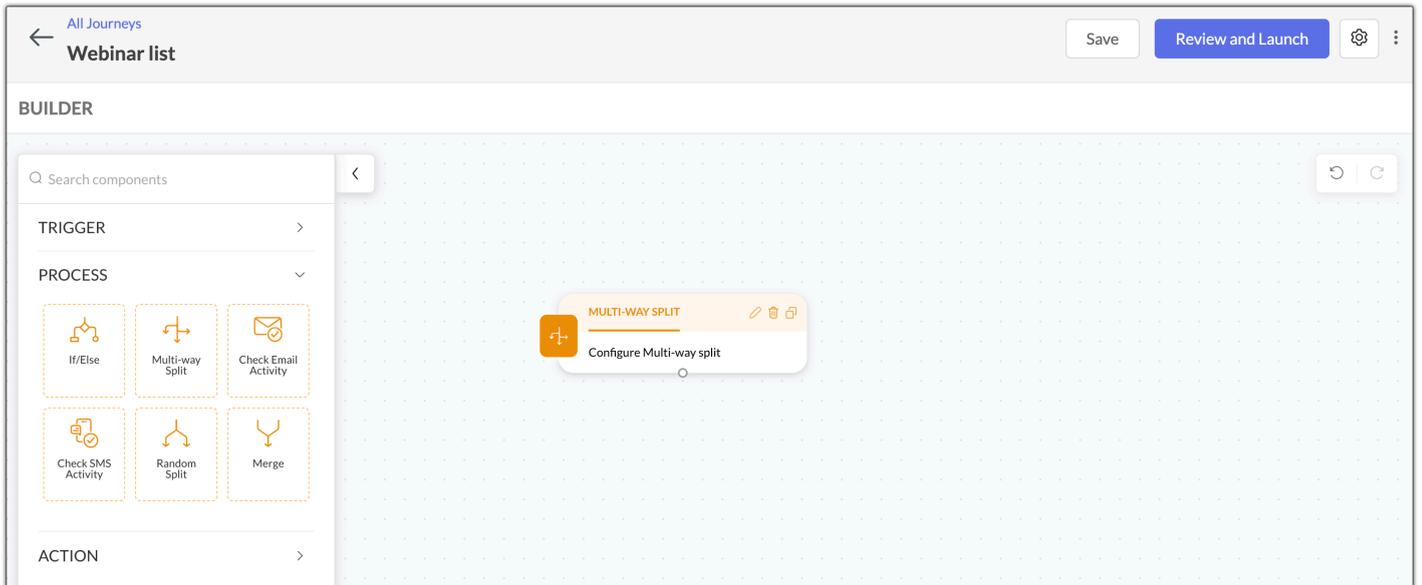
6. Configure the TRUE and FALSE paths with appropriate actions that contacts will take.

Multi-way Split

Segment your contacts based on the criteria you've created using their field value and create separate paths for each segment. You can create up to six paths for the values you provide, and add another path where all these conditions are not met.

To configure this:

1. Drag and drop the **Multi-way split** process onto the builder.



2. Click the **Edit** icon.

Multiway split ×

Segment your contacts based on their field value and create separate paths for each segment

Select the field

Select field ▼

Branch Name 🗑️

Name 1

Select ▼ Select

Branch Name 🗑️

Name 2

Save Cancel

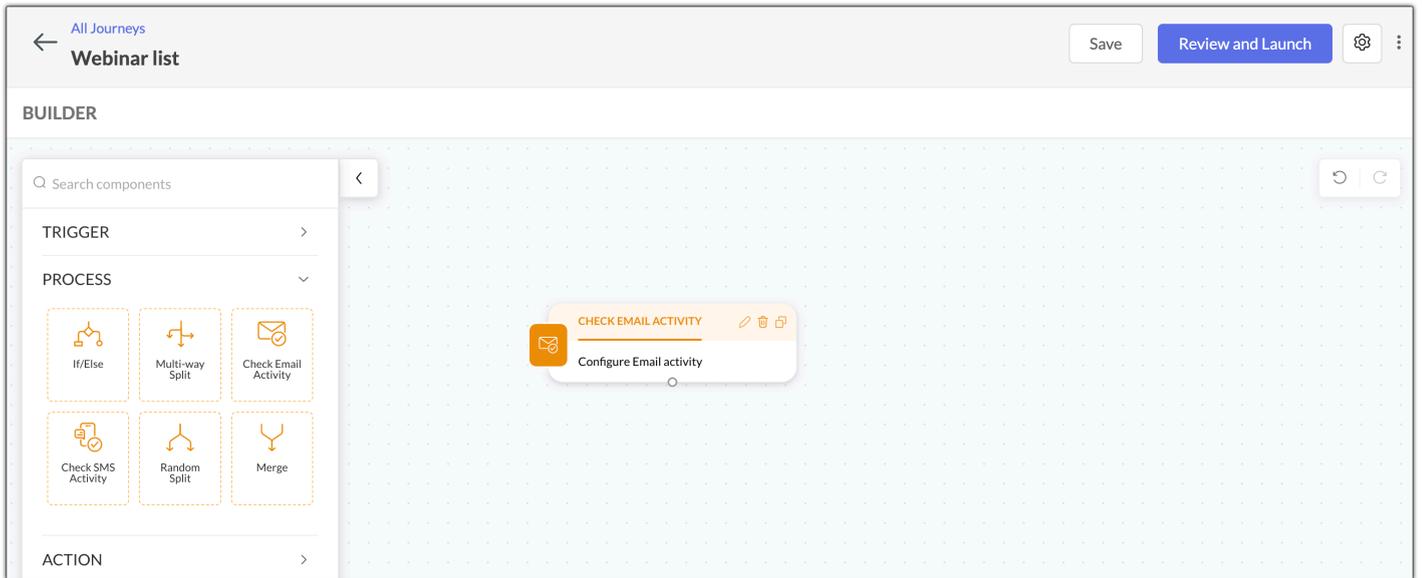
3. Select the field based on which you will be splitting the journey into paths.
4. Add the name for the branch and enter the criteria that must be satisfied.
5. Enter the name of the Else branch for those contacts who do not satisfy any of the criteria you've set.
6. Click **Save**.

Check Email Activity

Allow contacts to enter your journey based on their past email activity and select the email actions they should have performed to create various paths.

To configure this:

1. Drag and drop the **Check email activity** process onto the builder.



2. Click the **Edit** icon.

Check email activity ✕

This block will be triggered when the contacts enter the branch/branches you select.

Specific email

Journey email

Select branches to add

- Delivered
- Not sent
- Opened
- Unopened
- Any link clicked
- Not clicked on any link
- Replied
- Not replied
- Skipped
- Specific link clicked

▼

3. Select a specific email or a journey email that the contacts who will enter this component have already received.

4. Select the email actions the contacts should have performed to add the different branches.

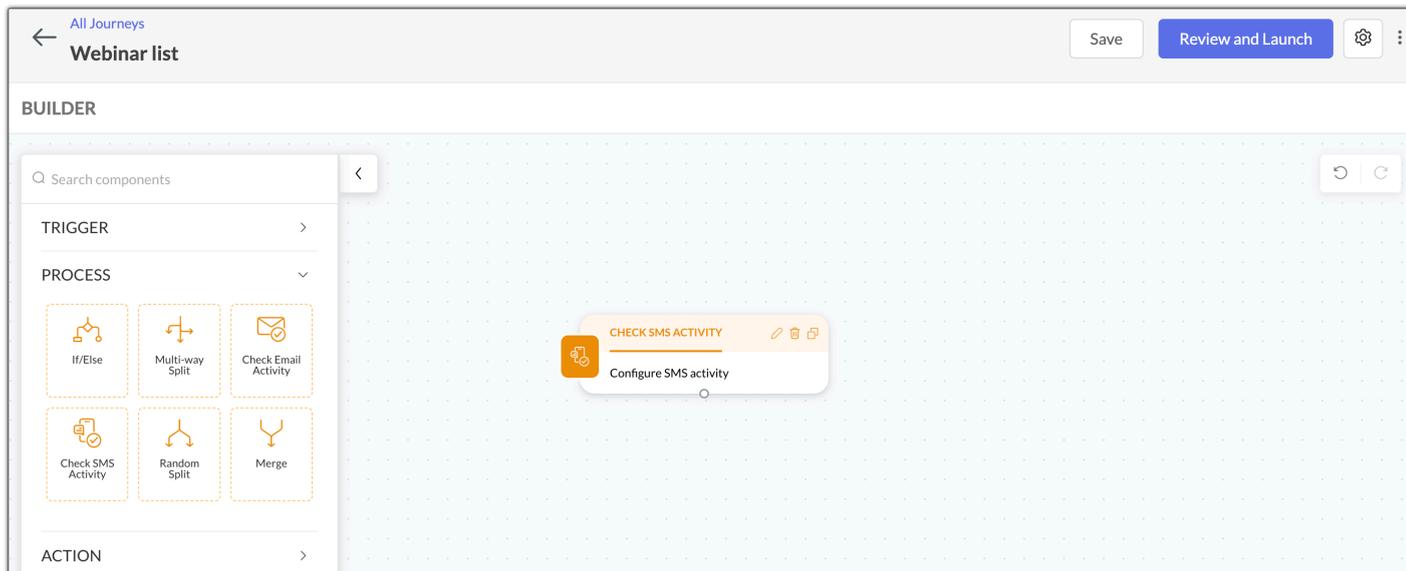
5. Click **Save**.

Check SMS Activity

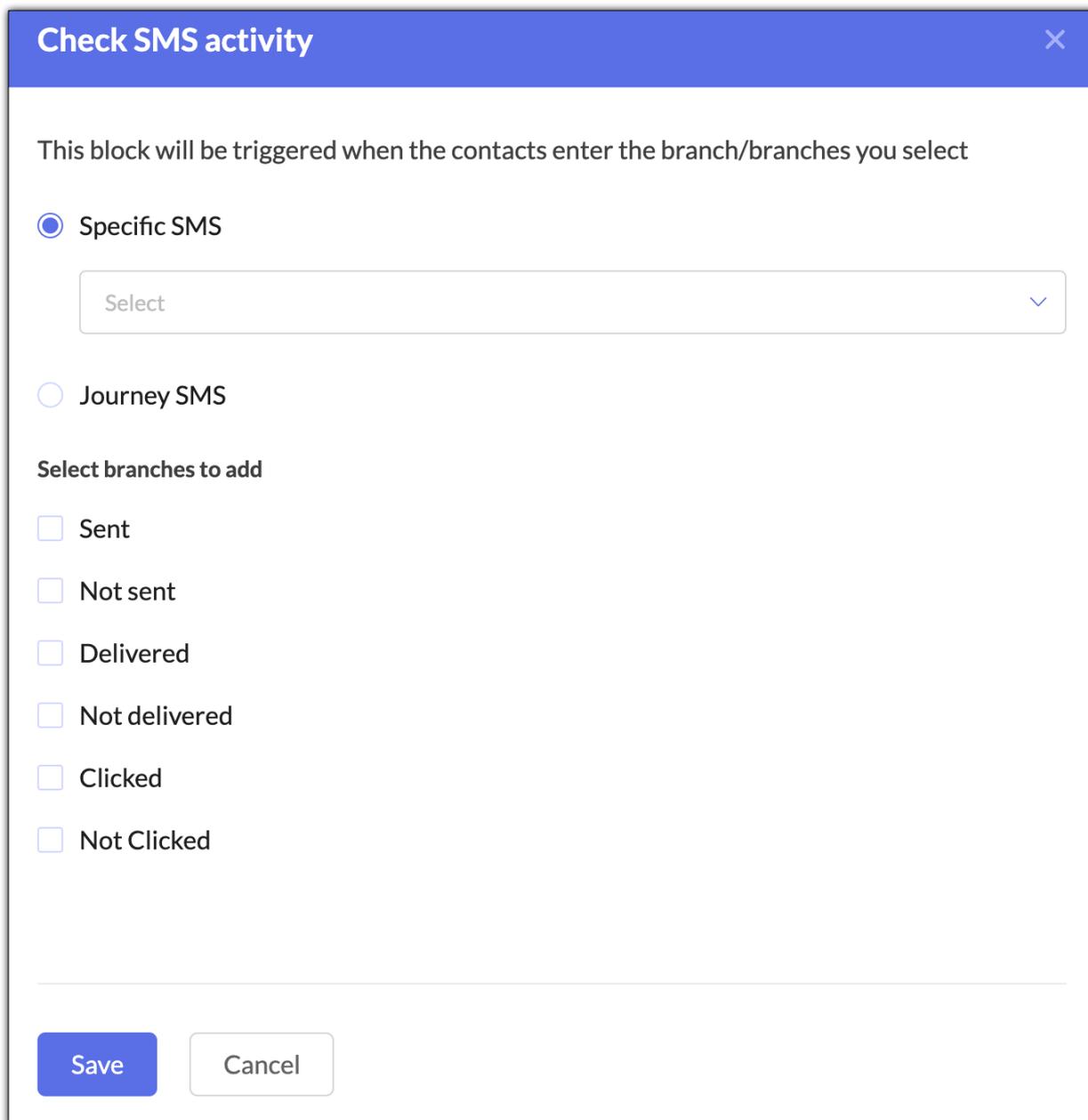
Allow contacts to enter your journey based on their SMS activity and select the email actions they should have performed to create various paths.

To configure this:

1. Drag and drop the **Check SMS activity** process onto the builder.



2. Click the **Edit** icon.

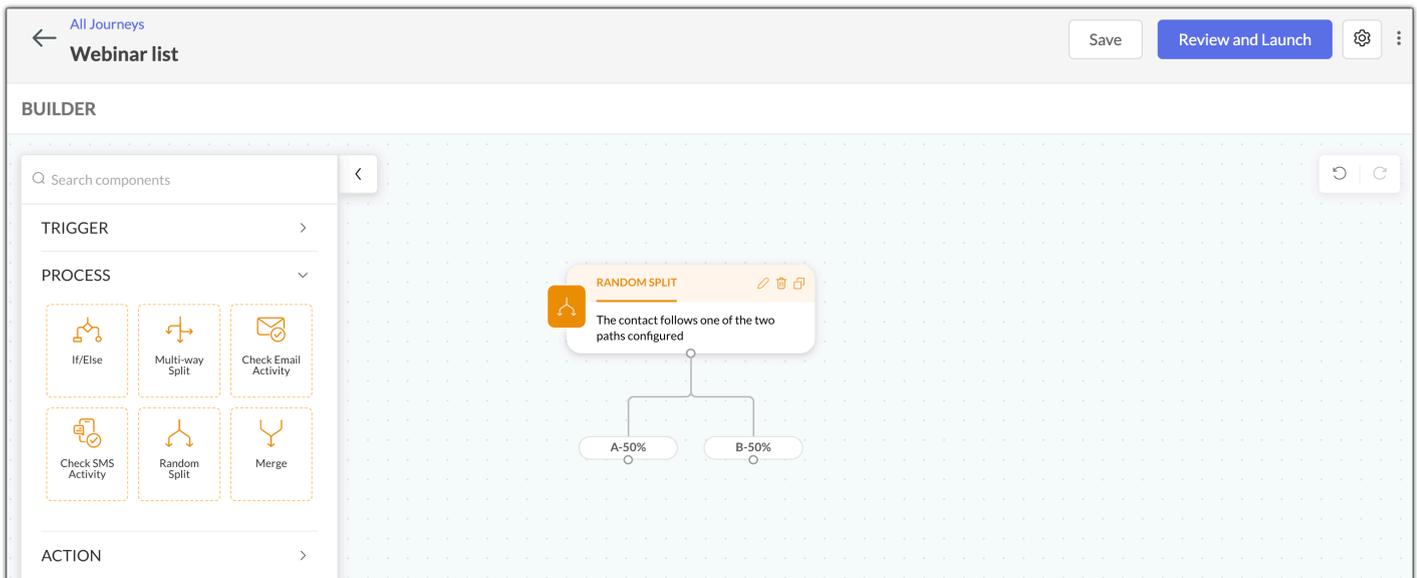


3. Select a specific SMS or a journey SMS that the contacts who will enter this component have already received.
4. Select the actions the contacts should have performed to add the different branches.
5. Click **Save**.

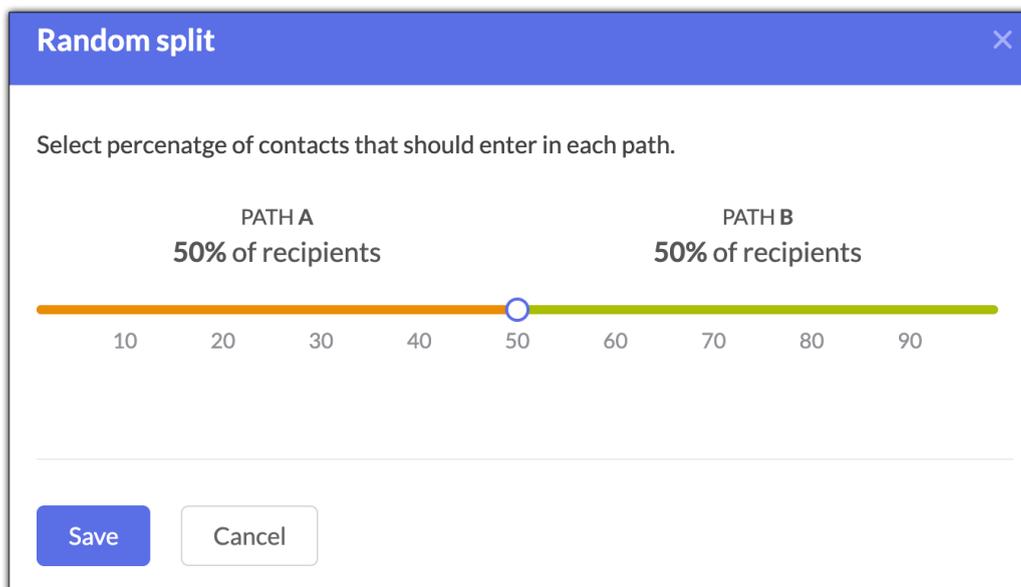
Random Split

You can choose to control the flow of your journey by splitting its path randomly into two groups of contacts. To configure this:

1. Drag and drop the **Random split** process onto the builder.



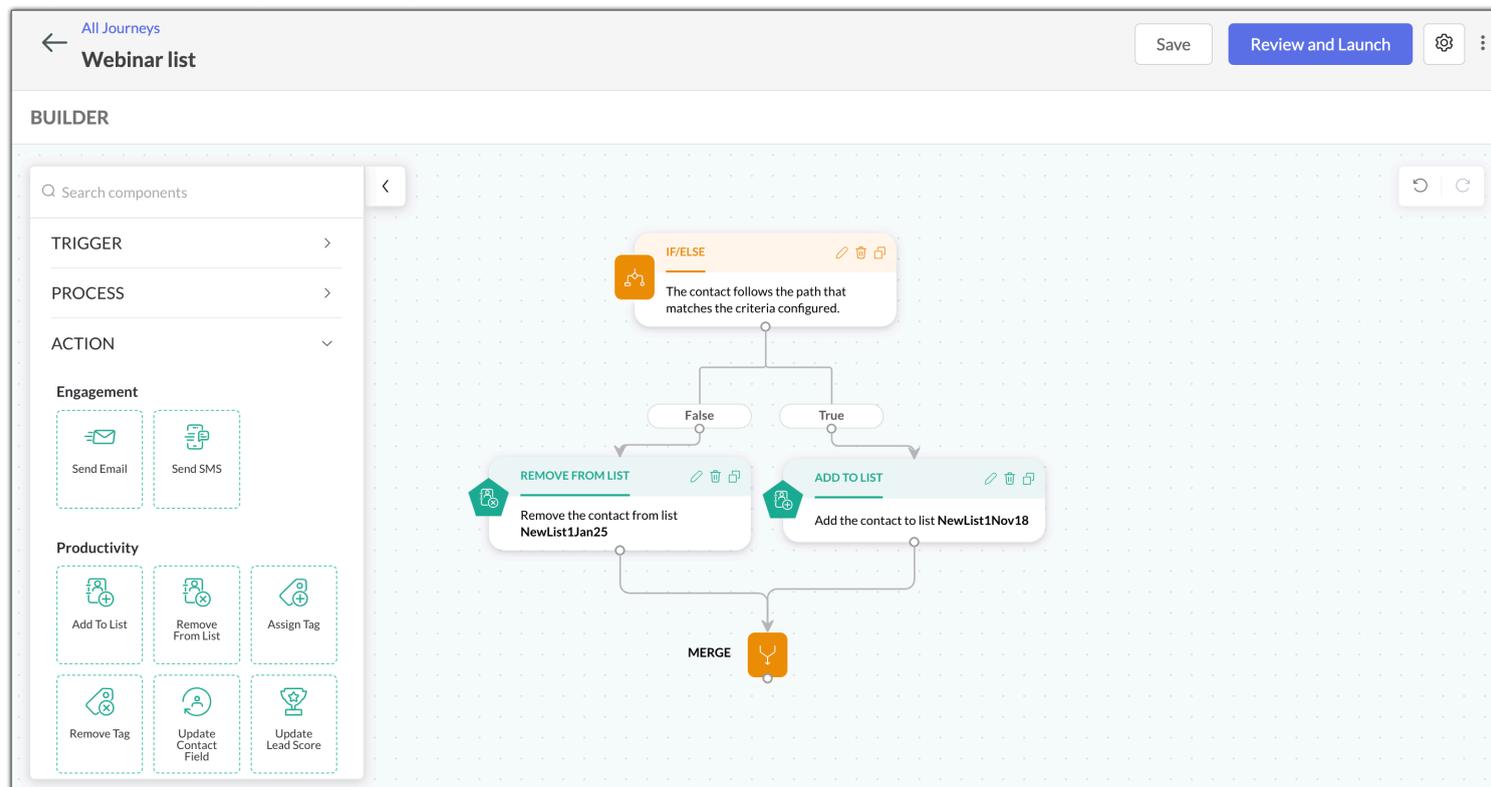
2. Click the **Edit** icon.



3. Drag the cursor across the indicator to apply the split percentage for each group.
4. When contacts reach this stage, they will be randomly put into each path.
5. Configure the two paths with appropriate actions that contacts will take.
6. Click **Save**.

Merge

Allow contacts from multiple paths to enter a single path by using the merge component. To configure this, drag and drop the Merge process onto the builder and connect it with the different paths. When contacts reach this stage they will merge into one path.



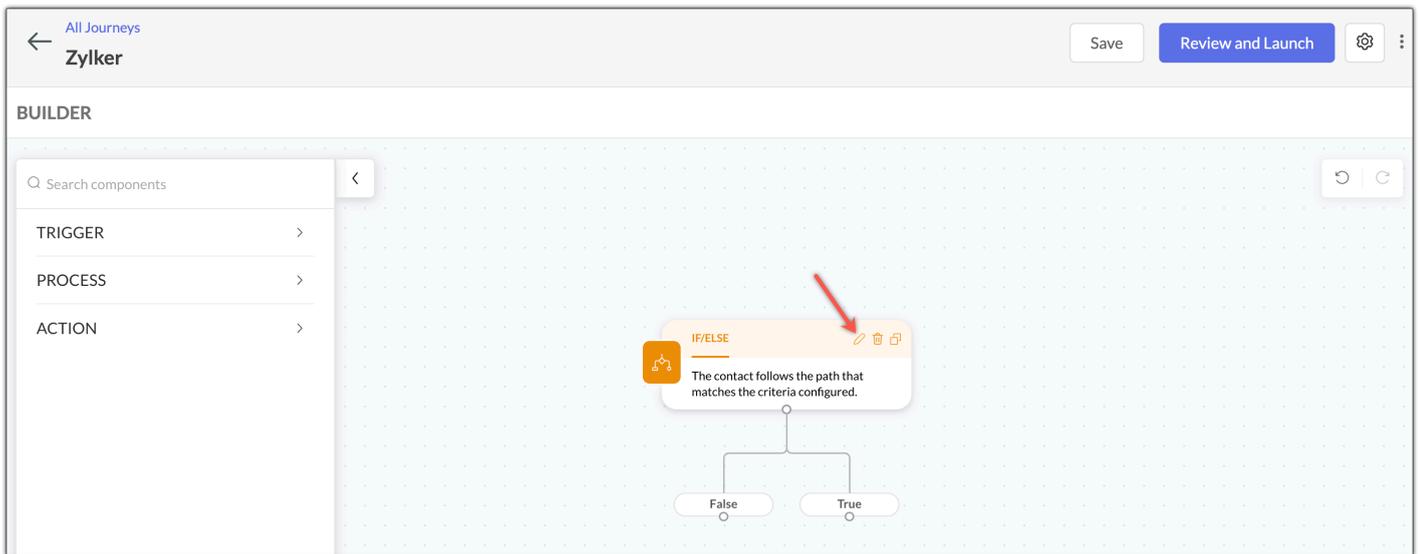
Manage Process components

You can edit, delete and clone processes in your journey. Zoho Marketing Automation also allows you to edit your active journey. Read on to learn how to perform these actions.

Manage draft versions of your journey

To edit a process in draft:

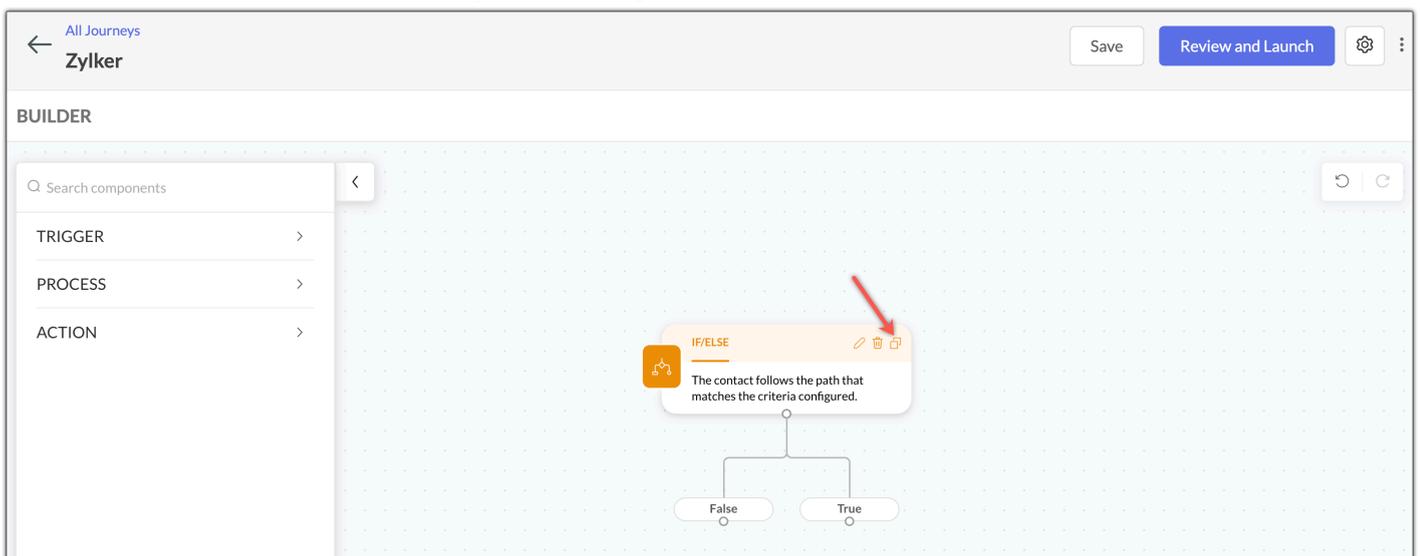
1. Click the **Edit** icon on the desired process component.



2. Edit the process and click **Save**.

To clone a process in draft:

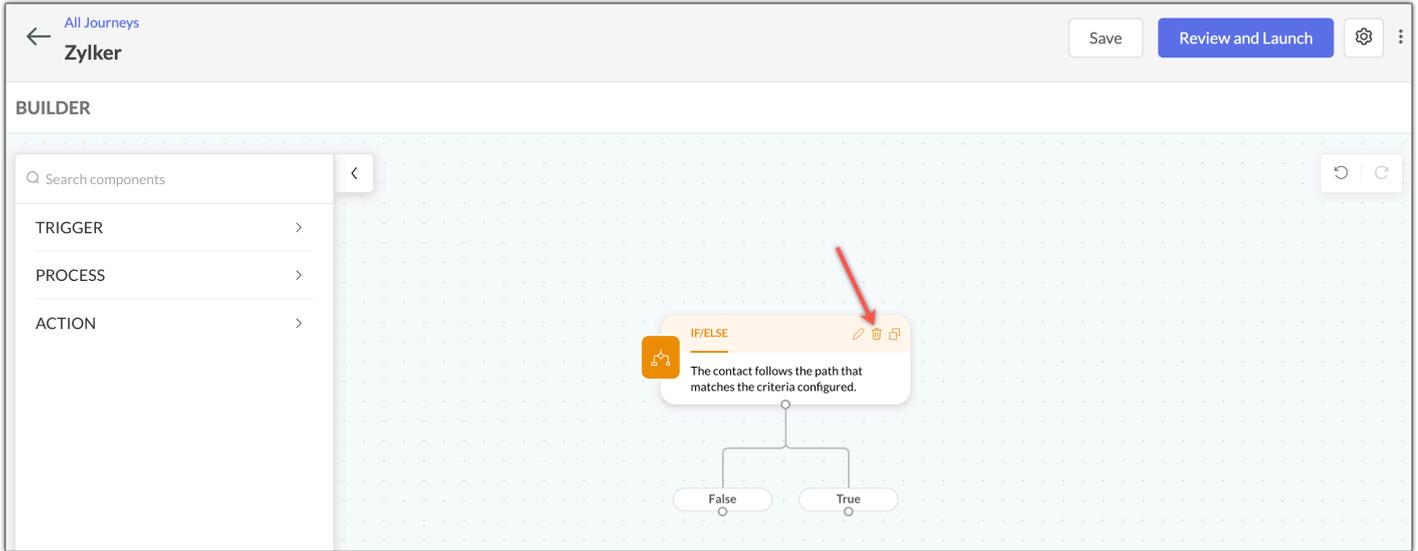
1. Click the **Clone** icon on the desired process component.



2. A clone of the process will automatically appear on your builder.

To delete a process in draft:

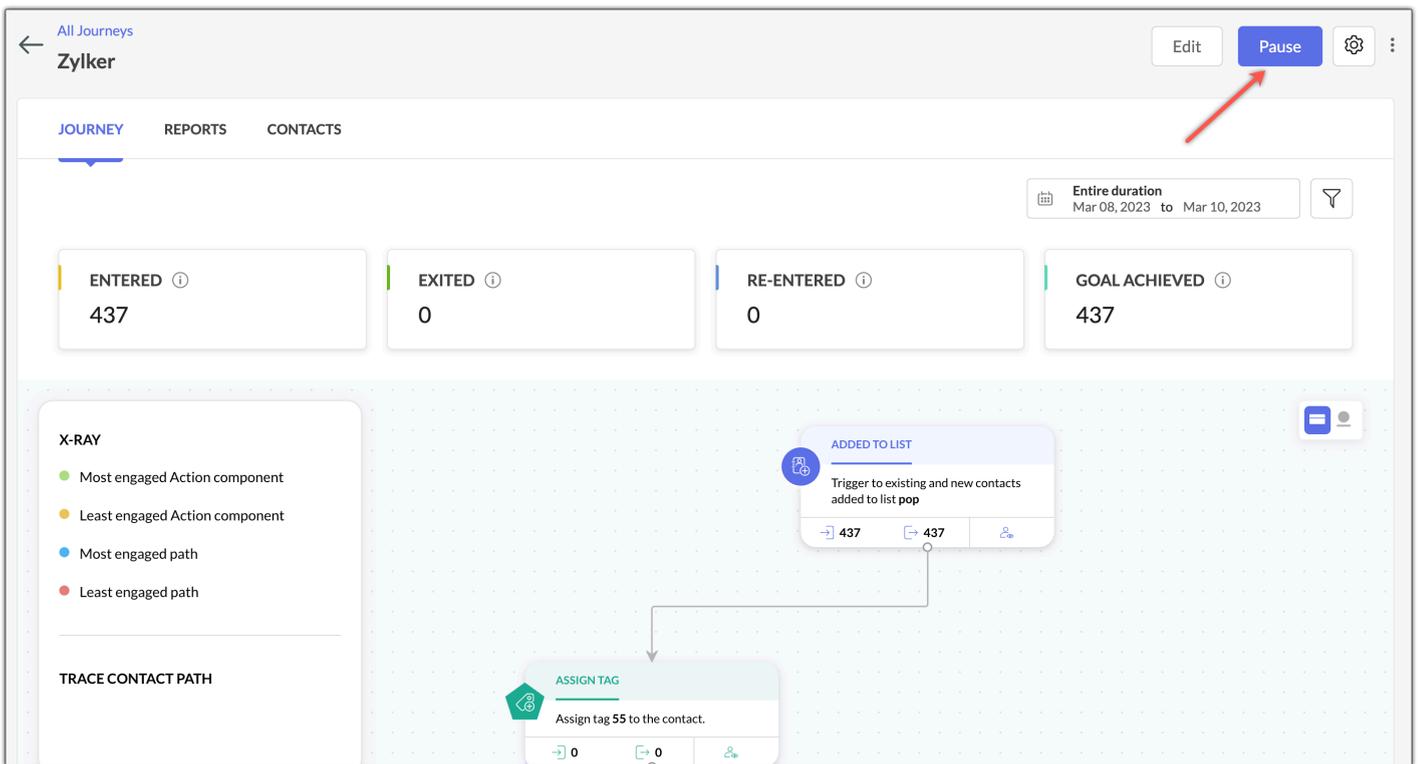
1. Click the **Delete** icon on the desired process component.



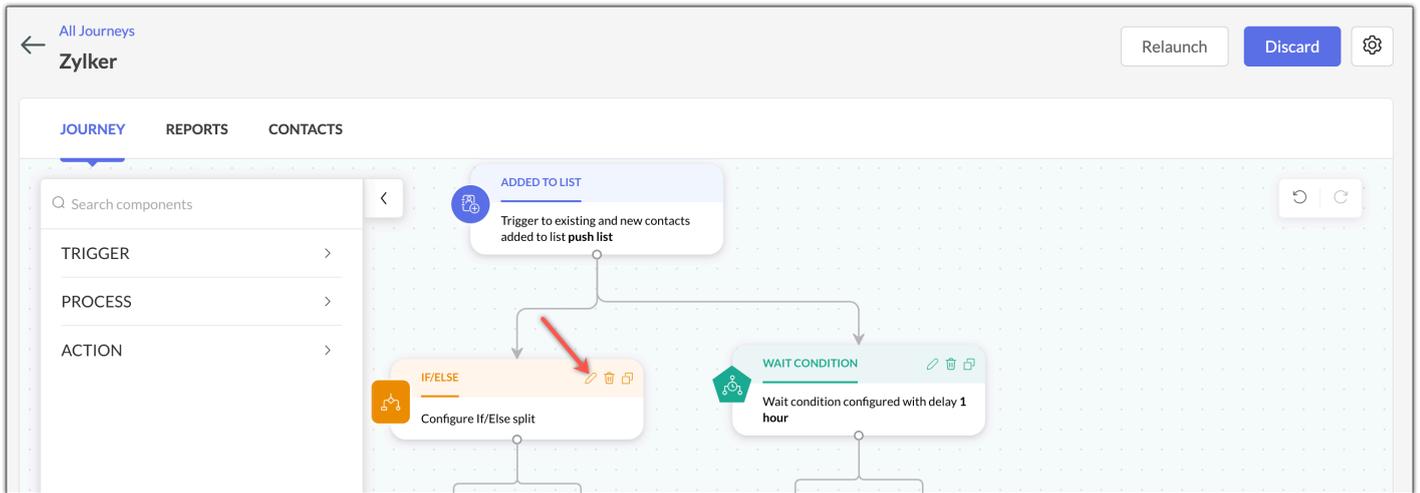
Manage live journeys

To edit a process in an active journey:

1. Click **Pause** on the top-right of the journey builder and click **Edit**.

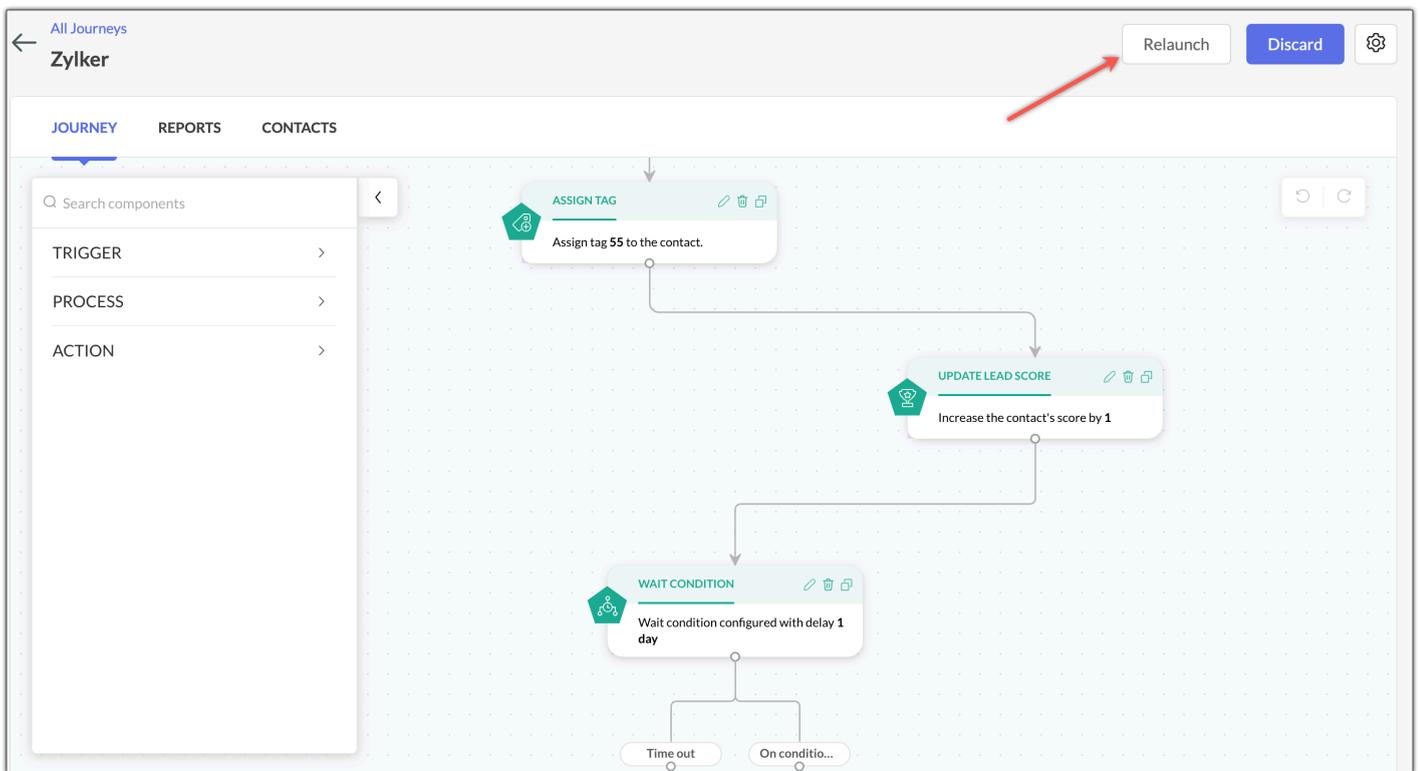


2. Click the **Edit** icon on the desired process component.



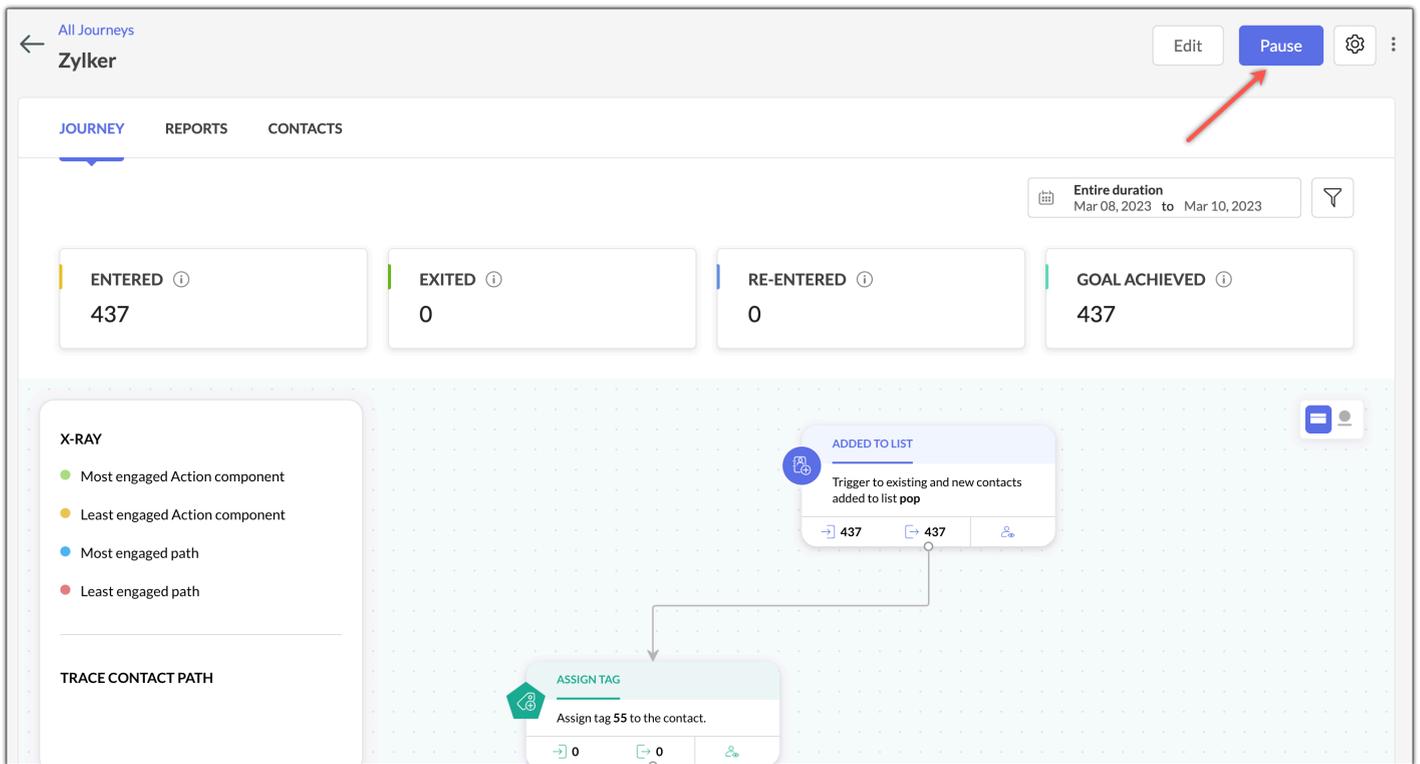
3. Edit the process and click **Save**.

4. Click **Relaunch** to activate the journey again.

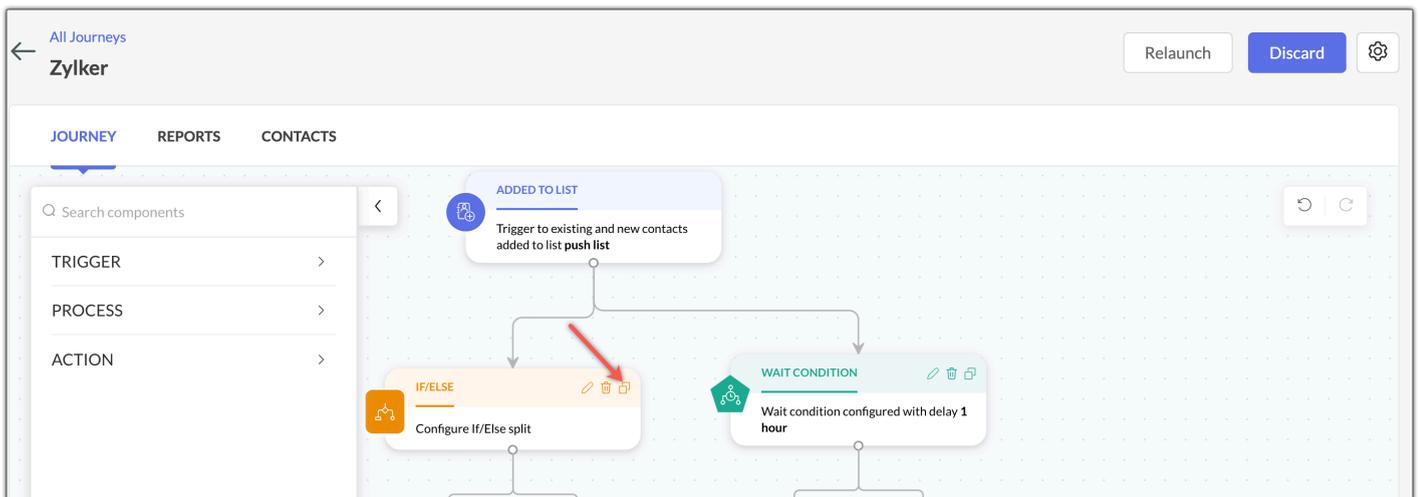


To clone a process in an active journey:

1. Click **Pause** in the top-right corner of the journey builder and click **Edit**.

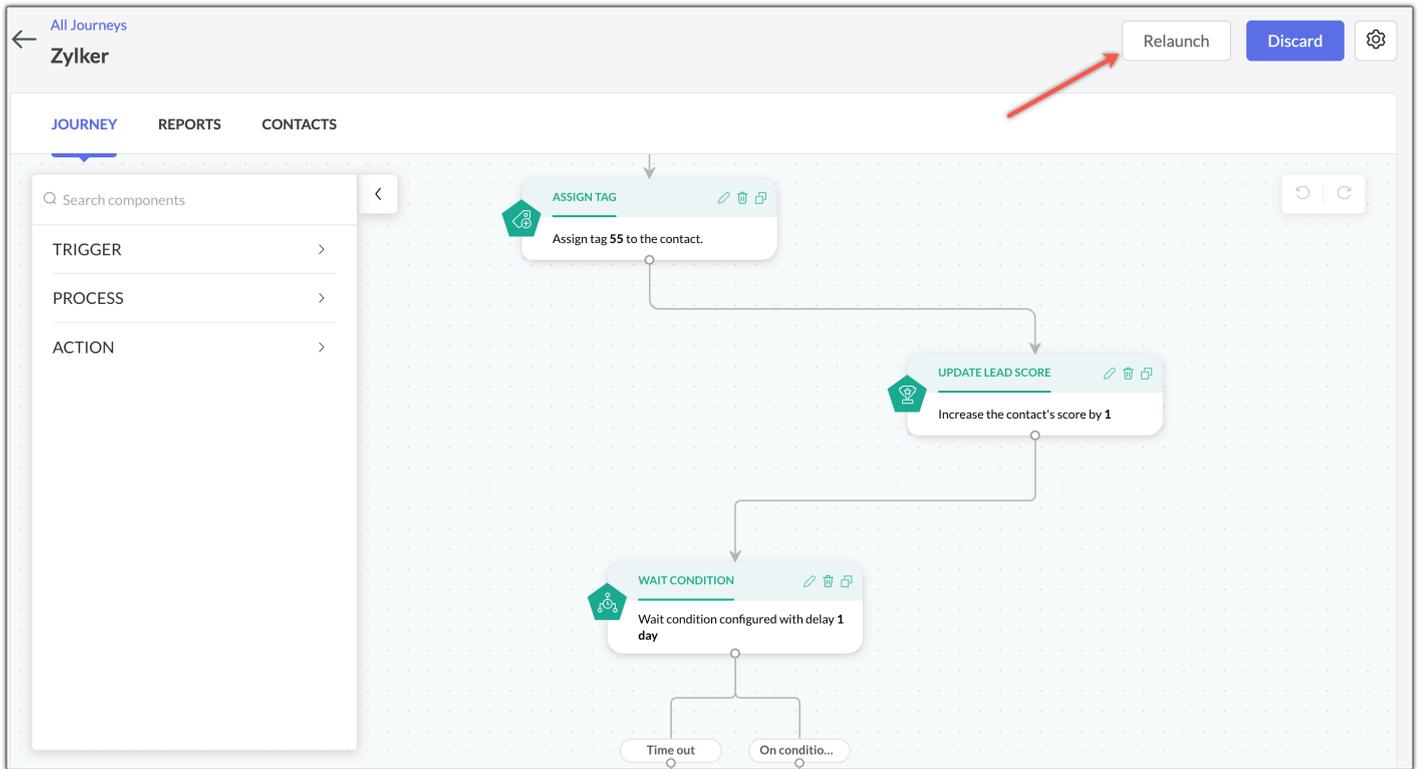


2. Click the **Clone** icon on the desired process component.



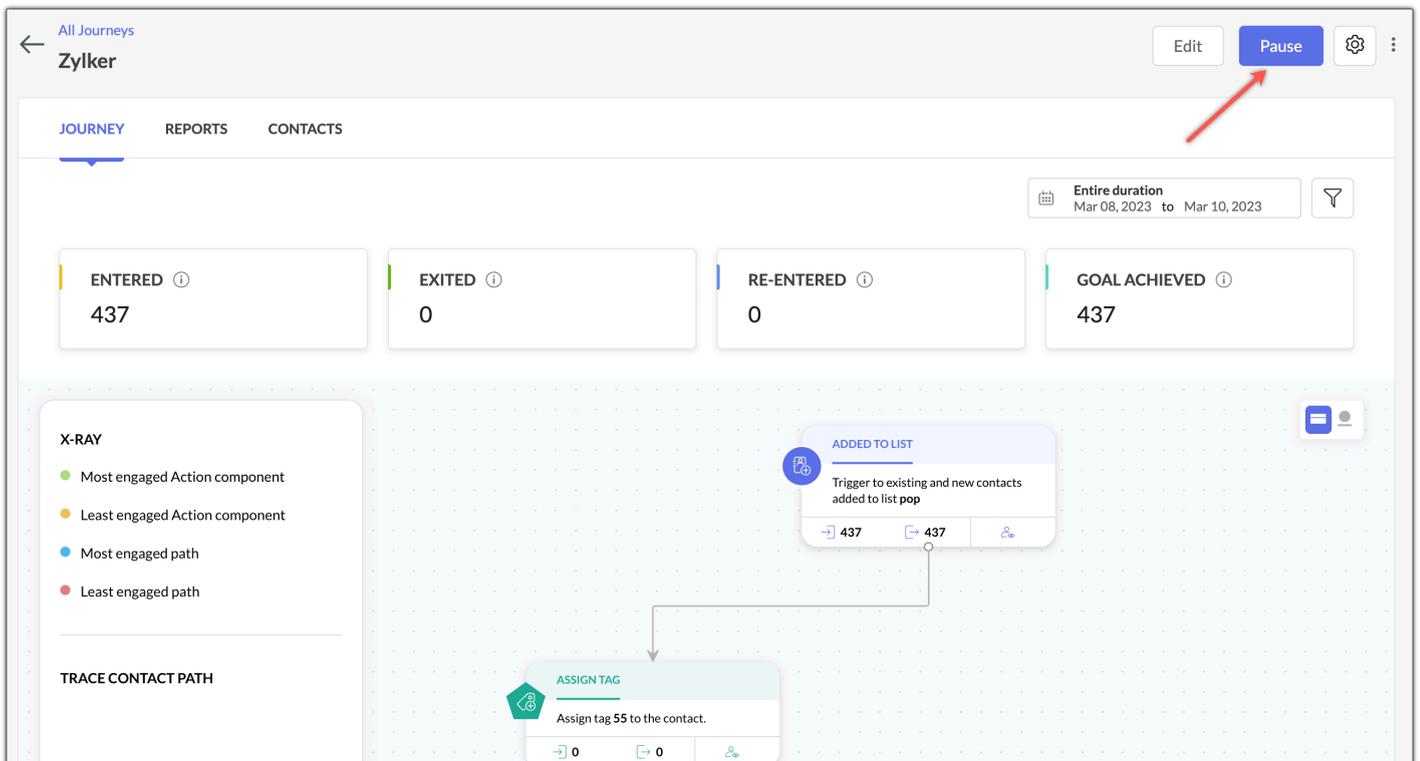
3. A clone of the process will automatically appear on your builder.

4. Click **Relaunch** to activate the journey again.

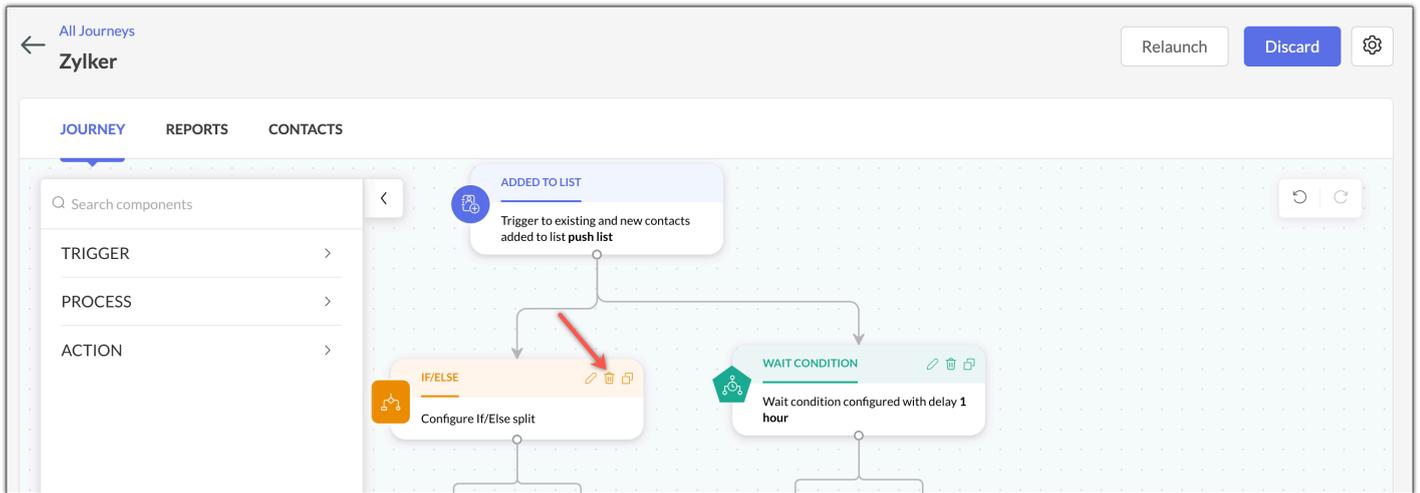


To delete a process in an active journey:

1. Click **Pause** on the top-right of the journey builder and click **Edit**.

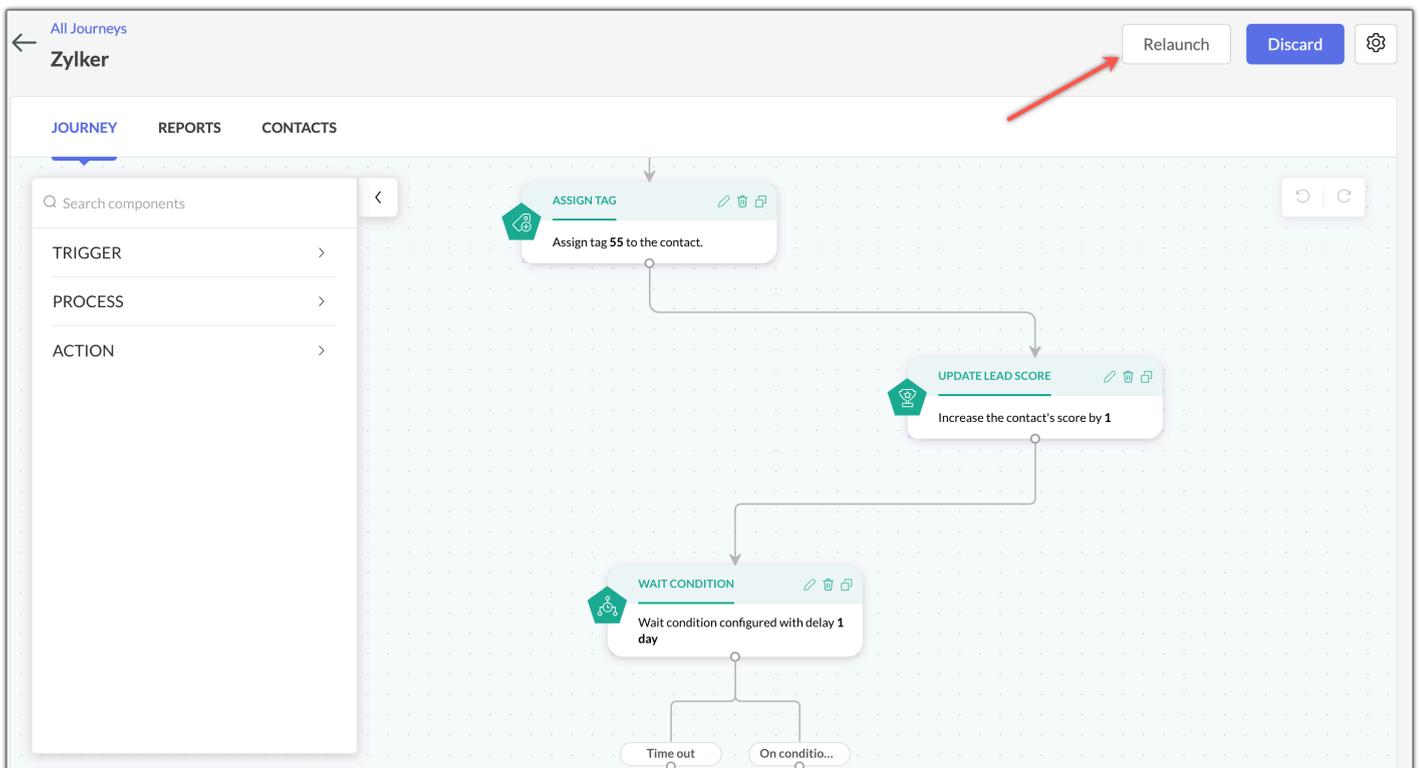


2. Click the **Delete** icon on the desired process component.



3. The process will be deleted from your builder.

4. Click **Relaunch** to activate the journey again.



Related Topics

- Read our article to learn [how to create a journey](#) in Zoho Marketing Automation.