

Amplify Outreach with Perfectly Timed Messaging

Automatically send relevant messages with the Attentive Journey Builder. Engage subscribers at every stage in their buyers' journey from marketing through to transactional to create an ideal customer experience that both builds brand affinity and maximizes revenue.



Orchestrate the ideal customer experience

Manage a comprehensive text message strategy across SMS, MMS, and video.



Drive revenue and customer loyalty

Dynamically send messages to your customers when they need information most.



A/B test to optimize performance

Determine what performs best for your mobile messages with easy-to-implement A/B testing and real-time results.



Branch to further customize each journey

Use branching to optimize your targeting strategy and send subscribers down the right path.

Marketing Journey Triggers

- **Signed up:** Welcome new subscribers with a greeting, discount, or info about your business.
- **Viewed a product:** Send browse abandonment messages to subscribers who viewed any product but did not add it to their cart to encourage them to purchase it.
- **Added to cart:** Send cart abandonment messages to subscribers who added a product to their cart but did not complete the purchase.
- **Made a purchase:** Send post-purchase messages to subscribers who purchased a product.
- **Winback eligible:** Send messages to subscribers who may be about to churn, and win them back to your brand by sending timely messages and special offers.
- **Joined a segment:** Send messages to subscribers when they enter a segment for the first time. For more, see [Create a joined a segment journey](#).
- **Low inventory:** Send subscribers messages when a product they viewed or added to their cart becomes low in inventory.
- **Price drop:** Send subscribers messages to let them know when a product they added to their cart has a reduced price.
- **Back in stock:** Send messages to subscribers when specific items are back in stock.
- **Custom trigger:** Build a custom trigger using your own event data, like order update messages, appointment and reservation reminders, and more. For more, check out [What are custom triggers?](#)

Transactional Journey Triggers

Transactional messages, have different regulatory rules than promotional messages. Generally, you can only use transactional triggers to let subscribers know when their purchase is confirmed, order shipped, or other similar non-promotional messages. To learn more, see [What are transactional journeys?](#)

Custom trigger: Build a custom trigger using your own event data, like order update messages, appointment and reservation reminders, and more. For more, check out [What are custom triggers?](#)

Shopify triggers: Shopify triggers let you message subscribers when they interact with your Shopify store. Use the order shipped trigger to message subscribers when their order ships, use the out for delivery to message when their order is about to be delivered, and so on. Currently available Shopify triggers:

- **Order Confirmed:** Sent when a subscriber completes a purchase.
- **Order Shipped:** Sent when a subscriber's order has shipped.
- **Checkout Started:** Sent when a subscriber adds an item to their cart on your Shopify store, but does not complete the purchase.
- **Order Canceled:** Sent when either you or a subscriber cancels their order.
- **Order Delivered:** Sent when an order is delivered to a subscriber.
- **Order Out for Delivery:** Sent when an order is out for delivery to a subscriber.
- **Order Refunded:** Sent when a subscriber is refunded for an order.
- **Refund Failed:** Sent when a refund fails.
- **Shipment Cancelled:** Sent when either you or a subscriber cancels a shipment.

AfterShip triggers: If you're using AfterShip for shipment tracking, you can build journeys when the following actions occur:

- **AfterShip - Available for Pickup:** Their shipment has arrived at a pickup point and is ready for pickup.
- **AfterShip - Delivered:** Their shipment has been delivered successfully.
- **AfterShip - Delivery Attempt Failure:** The carrier failed to deliver their shipment.
- **AfterShip - Exception:** Their shipment is held at customs, returned to sender, or any other shipping exceptions.
- **AfterShip - Expired:** Their shipment has had no tracking information for 30 days since it was added.
- **AfterShip - In Transit:** The carrier has picked up their shipment from the shipper.
- **AfterShip - Info Received:** The carrier has received the shipment information and is on their way for pickup.
- **AfterShip - Out for Delivery:** The carrier is delivering your shipment.

ReCharge triggers: ReCharge triggers let you build journeys when subscribers interact with subscription products on your store. Currently available ReCharge triggers:

- **Subscription started:** Trigger a journey when a subscriber begins a subscription via ReCharge.
- **Subscription skipped:** Trigger a journey when a subscriber skips a subscription interval via ReCharge.
- **Upcoming charge:** Trigger a journey when a subscriber has an upcoming charge for their subscription via ReCharge.
- **Charge failed:** Trigger a journey when a payment fails via ReCharge.

BETA Klaviyo triggers: Use Klaviyo triggers to build journeys that trigger when subscribers receive, open, or click on a link in an email you send them with the [Klaviyo integration](#). Klaviyo email activity does not appear in real time in journeys, and there is a delay between when a subscriber interacts with an email and when that activity is “seen” by a journey. See the delay estimate for each trigger:

- **Email Received:** Create journeys that can message subscribers based on whether or not they received an email from you through Klaviyo.

Delay Estimate: 1-3 hours

- **Email Opened:** Create journeys that can message subscribers based on whether or not they opened an email from you through Klaviyo.

Delay Estimate: 30 minutes

- **Email Clicked:** Create journeys that can message subscribers based on whether or not they clicked on any link an email from you through Klaviyo

Delay Estimate: 30 minutes

Ready to get started?

Reach out to our Client Strategy team to learn how you drive more revenue with Journeys. Contact whiteglove@attentivemobile.com today!

Access to these triggered messages may vary based on plan. Please contact our Client Strategy team if you have questions.