

New Activity Filter

Adding a New Activity Filter

The process of adding a new Activity filter consists of defining **one or more conditions** that will be used when the filter is applied.

- In an Activity filter, all conditions based on activity (or inactivity) by the recipient
- You can connect multiple conditions and sub-conditions using the Boolean operators AND & OR (e.g. did not click on any messages between January and June AND subscribed before January). Learn more about how to [set the conditions in a filter](#).
- The *Link* field can be used to narrow the filter to recipients that clicked on a specific link, and therefore can be used only when the *Action* is *Clicked On*

The *Actions* are divided into email and SMS:

Email

- Opened or did not open
- Clicked or did not click
- Subscribed on
- Unsubscribed on
- Whom you sent the specified message in the last / exactly N days
- Whom you successfully sent the specified message in the last / exactly N days
- Whom you did not send in the last / exactly N days
- Who did not receive... (due to [hard bounces](#) or not due to a hard bounce)
- Performed
 - at least one action
 - less than 5 actions
 - less than 10 actions
 - 10 or more actions(by "action" we mean a click or an opening)
- Generated a **soft bounce** error (to know more about Soft Bounces, [click here](#))

SMS

- Received or did not receive Welcome message
- Whom you sent / successfully sent / didn't send / the specified SMS in the last N days
- Who did not receive an SMS
- Who did not receive an SMS (Expired / Rejected)

The Messages drop-down menu contains:

- the list of the last messages sent
- the entry "any message"
- the entry "last message"
- the ability to search for specific messages by typing their name.

Activity data limitations: Activity details are stored in our systems for a certain number of days, based on your subscription.

You can also decide to only select messages that contain specific [Tags](#). This is a useful tool to evaluate your audience's interest in a specific campaign (maybe your audience is interested in messages that include "Cars" tags. By knowing this you could send them a specific promo for car lovers).

An example: a re-engagement filter

For example, let's assume that you wish to send a re-engagement message to recipients that did not open any message sent to them between April and June, and that subscribed to your list before April. You will use this filter to segment your recipients and send a special, re-engagement message to the ones that match the filter's criteria.

- Select a *Category* to assign the filter to, or create a new one
- Enter a *Name* for the new filter (e.g. "Re-engage non-readers April-June")
- In the *Action* drop-down, you will select *Did not read*
- In the *Message* drop-down, select *Any*
- The *Link* field will remain empty
- Use the *From* and *To* fields to enter the dates that match your timeframe.

Next, click on *Add condition* to specify the second condition for this filter, i.e. the recipient must have subscribed to the list before April.

- As the *Operator*, use *AND*
- As the *Action*, select *Subscribed On*
- The *Message* is not a selectable field in this case, nor is the *Link* field.
- For the timeframe, specify a period of time before April.

Click on *Save* to save the new filter.

Exactly X day(s) ago

Under *Recipients > Filters > Activity*, **activity filters** allow you to segment subscribers based on their recent email activity (e.g. opened an email). Activity filters are also the basis for setting up drip campaigns and sending triggered emails in the *Automation* tab.

Let's say you are an e-commerce marketer and would like to setup a feedback email (i.e. our triggered email) 5 days after your customers viewed the "Your order has shipped" message. To do so, you'll have to first setup an **activity filter**. This activity filter tallies up all subscribers who have opened my shipping confirmation email exactly 5 days ago, leveraging the new option "*Exactly 5 day(s) ago*".

Now that we've setup this activity filter, let's create the triggered email under *Automation > Tasks*. In short, when our activity filter is true (under the *Condition* tab)...

When this activity, geolocation, or device filter is true Opened Shipping Conf. Email ▼

... the system will send our feedback email (selected under the *Action* tab). Based on our filter, this will happen 5 days after a subscriber opens our shipping confirmation email.

Action to perform:

- send email send SMS segment automatically

Send this message: [Edit Message](#)

16 - Any feedback on your recent order?

So, there you go! That's how to set up a triggered email sent precisely N days after a certain email activity occurred, leveraging this new, useful filter setting.

Activity filters now have an hour-based condition to more effectively run time-sensitive drip campaigns, such as shopping cart abandonment emails. To know more, check the [example here](#)

Hour-based activity filters

Date and time format

Filters now support hour-based conditions that allow you to run time-sensitive drip campaigns, such as abandonment cart emails, that need to be sent within hours.

In order to use this type of comparison, the data must be saved into a recipient field using the ISO date time standard, which looks like this:

YYYY-MM-DDThh:mm:ssTZD

... where:

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YYYY = four-digit year
MM   = two-digit month (01=January, etc.)
DD   = two-digit day of month (01 through 31)
hh   = two digits of hour (00 through 23) (am/pm NOT allowed)
mm   = two digits of minute (00 through 59)
ss   = two digits of second (00 through 59)
TZD  = time zone designator (Z or +hh:mm or -hh:mm)

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For example: 2015-02-24T19:20:30+01:00).

ISO date and time standard



When using an hour-based comparison with a **profile filter**, make sure that it contains the date and time in the ISO format: **YYYY-MM-DDThh:mm:ssTZD**