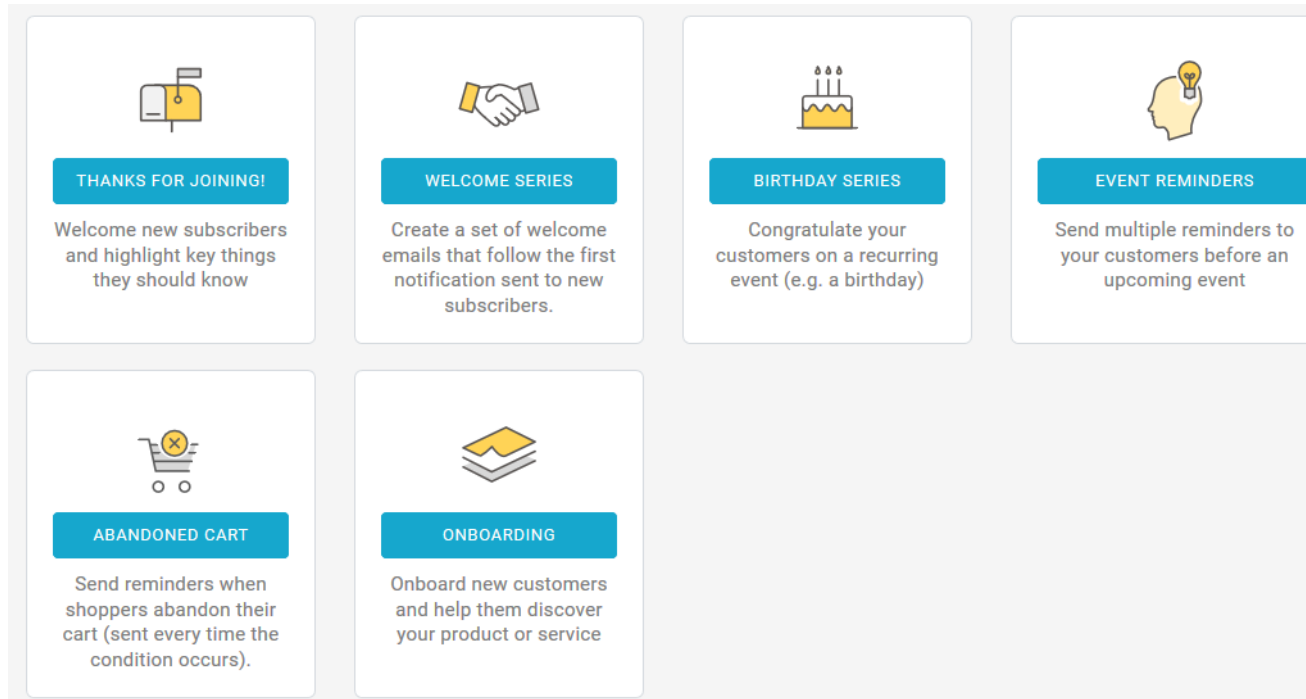








# New workflow

To create a workflow you first need to choose which type of workflow you want to create, between Pre-configured and Custom workflows.

## Pre-configured workflows

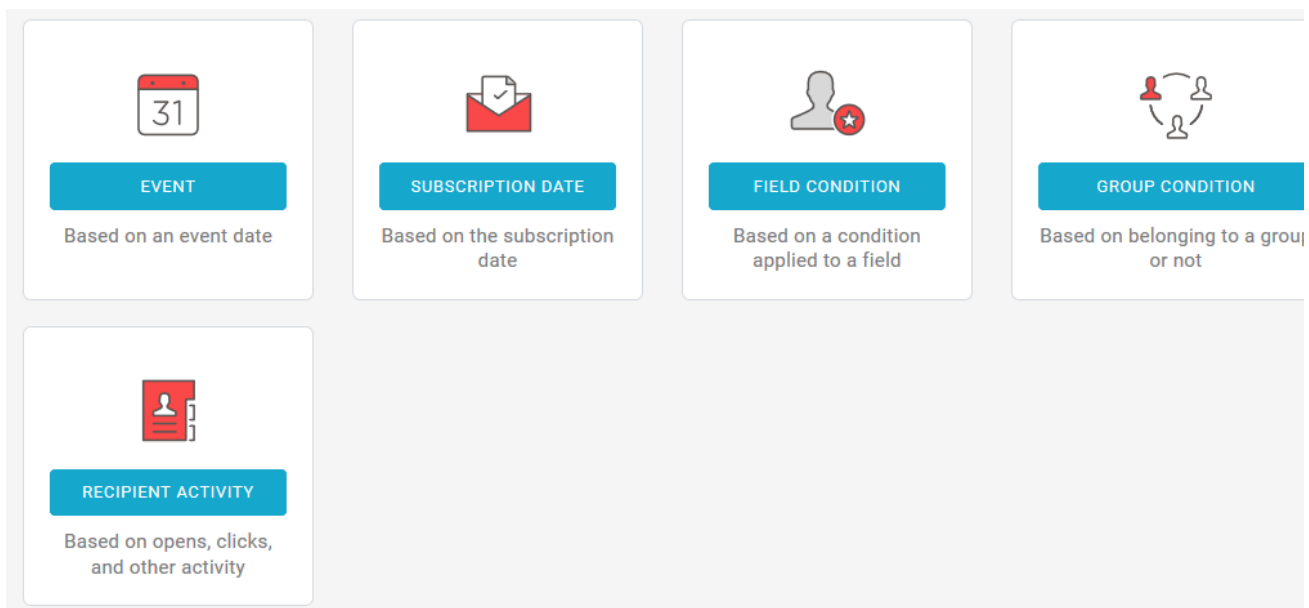


 <b>THANKS FOR JOINING!</b> Welcome new subscribers and highlight key things they should know	 <b>WELCOME SERIES</b> Create a set of welcome emails that follow the first notification sent to new subscribers.	 <b>BIRTHDAY SERIES</b> Congratulate your customers on a recurring event (e.g. a birthday)	 <b>EVENT REMINDERS</b> Send multiple reminders to your customers before an upcoming event
 <b>ABANDONED CART</b> Send reminders when shoppers abandon their cart (sent every time the condition occurs).	 <b>ONBOARDING</b> Onboard new customers and help them discover your product or service		

Pre-configured workflows are workflow templates built on email marketing best practices. Start from this templates and customize them based on your needs.

- **Thanks for joining!:** welcome new subscribers and highlight key things they need to know about you and the messages they are going to receive.
- **Welcome series:** create a set of welcome emails that follow the first notification ([welcome email](#)) sent to new subscribers.
- **Birthday series:** congratulate your customers on a recurring event (e.g. a birthday).
- **Event reminders:** send multiple reminders to your customers before an upcoming event.
- **Abandoned cart:** send reminders when shoppers abandon their cart.
- **Onboarding:** use an automatic email series to help new subscriber discover your product or service.

## Custom workflows



By using a custom workflows, you can choose one of the available start conditions or use an existing profile or activity filter as a start event.

- **Event**: based on a subscriber field that contains a date.
- **Subscription date**: based on the subscription date of a recipient.
- **Field condition**: based on a condition applied to a recipient field. You can also use a profile filter as a start event.
- **Group condition**: based on a recipient joining or leaving a group.
- **Recipient activity**: based on the recipients' interaction with your email marketing program. You can also use an activity filter as a start event.

After having selected the type of workflow you want to create, you need to decide [Workflow settings](#).