



# Response actions for email campaign

Response actions lets you configure follow-up actions based on recipient's response to your email campaign. All email campaigns delivered to your contacts will yield multiple responses. Your contacts' responses will either be campaign opens or links in the campaign being clicked. For every contact who has responded, you can choose to add them to a list, remove them from a list, assign tags, add them to workflows and so on. Read on to learn how to configure response actions for your campaigns' recipients.

To configure response actions for your email campaign :

1. Select the campaign for which you want to configure the follow-up actions based on the response.
2. In the campaign review page, scroll down and click **Show advanced options**.

**SUBJECT** Zylker Conference [Edit Subject](#)

**SENDER** Sender Address Patricia(patriciabjorn@gmail.com) [Edit Sender](#)  
Reply-to Address patricia.b@zohocorp.com

**RECIPIENT** [California Attendees](#) [Edit Recipients](#)  
[Exclude Contacts](#) Selected Contacts - 24

**CONTENT**  [Send test email](#)  
[Edit plain text](#)  
[6 URLs](#)  
[Inbox preview](#)  
[None \(No Header And Footer\) Change](#)

**SOCIAL SHARE** Did you know you can promote your campaign on social media? [f](#) [t](#) [in](#) [Connect Account](#)

[Show advanced options](#)

3. Scroll down again and navigate to the **Response Actions** section.

The screenshot shows the Zoho Campaigns settings interface. At the top, there is a link to "Hide advanced options". Below this are several sections:

- TRACKING**: Includes options for "Track URLs using Google Analytics" (disabled), "Track your video views in Wistia" (disabled), and "Reply Tracking - Disabled" (disabled).
- INTEGRATIONS**: Shows the Zoho CRM integration for "macrina.janet@zohocorp.com". It lists "Create Campaign in CRM" and "Update Campaign Member Status in CRM", both of which are "Enabled". A "Show All" link is also present.
- CONTACT SCORING**: A section for managing contact quality, with options for "Default Scoring" (Enabled, View), "Campaign Specific Scoring" (Not Configured, Create), and "Custom Rules" (Not Configured, ?).
- RESPONSE ACTIONS**: This section is highlighted with a red border. It contains the text "Setup follow-up actions for contacts and have the actions triggered automatically when contacts open or make a click in the campaign." and a "Configure" button.
- CALENDAR**: Includes the option "Add as an event in Office 365 Calendar" with a "Configure" button.

4. Click **Configure**.

5. Select the response for which you want to configure a follow-up action.

This screenshot shows the "RESPONSE ACTIONS" configuration screen. The header text is "Setup follow-up actions for contacts and have the actions triggered automatically when contacts open or make a click in the campaign." Below this, there are three input fields: "Select a respon...", "Select an action", and "Select". The "Select a respon..." dropdown menu is open, showing three options: "Email open", "Email click", and "Specific link click". At the bottom right, there are "Save" and "Cancel" buttons.

6. Select the action to be performed for that response.

This screenshot shows the "RESPONSE ACTIONS" configuration screen with the "Email open" response selected in the first dropdown. The "Select an action" dropdown menu is open, showing four options: "Add to a list", "Assign tag", "Remove tag", and "Add to a workflow". There is also a "+" icon to the right of the second dropdown. At the bottom right, there is a "Cancel" button.

7. Click **Add** icon to add another follow-up action for a single response.

RESPONSE ACTIONS

Setup follow-up actions for contacts and have the actions triggered automatically when contacts open or make a click in the campaign.

Email open Add to a list Select a list

Handle another response

Save Cancel

8. Click **Handle another response** to configure the follow-up action for a different response.

RESPONSE ACTIONS

Setup follow-up actions for contacts and have the actions triggered automatically when contacts open or make a click in the campaign.

Email open Add to a list Select a list

Handle another response

Save Cancel

 **Note :** You can add the follow-up actions for contacts who open or make any kind of click on your email campaign.

