

# Create New Marketing Trigger

Marketing triggers are used to track any activity of the contact / public user, which have some meaning in your company sales or marketing process.

The example below notifies Atollon about new phone number added to contact. Atollon may therefore create call task.

## Example Request

```
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:wsdl="http://atollon.com/enterprise/wsdl">
  <soapenv:Header />
  <soapenv:Body>
    <wsdl:CreateMarketingTriggers>
      <server>acme</server>
      <session>61A...DBD04</session>
      <MARKETING_TRIGGER>
        <baseType>new- phone- number</baseType>
        <contextId>132716101</contextId>
        <contactId>139663101</contactId>
        <url>www. your company. com/product/page</url>
        <trackingCode>www. company. com/product/page</trackingCode>
        <description>Extranet user added new phone number</description>
        <triggerDate>2020- 07- 31 12: 00</triggerDate>
        <numberOfVisits>1</numberOfVisits>
      </MARKETING_TRIGGER>
    </wsdl:CreateMarketingTriggers>
  </soapenv:Body>
</soapenv:Envelope>
```

## Example Response

```
<ns0:Envelope xmlns:ns0="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:ns1="http://atollon.com/enterprise/wsdl">
```

```
<ns0: Body>
  <ns1: CreateMarketingTriggersResponse>
    <result>OK</result>
    <time>0.22972488</time>
    <newId>400097101</newId>
  </ns1: CreateMarketingTriggersResponse>
</ns0: Body>
</ns0: Envelope>
```

## Fields Description

Field name	Example	Description
baseType	new-phone-number url-visit goal-achieved	Text identification of the marketing trigger (what actually happened)
contextId	123456789000	Identification of Folder ID, Project ID or Activity ID in Atollon's context structure. It is necessary to enter context ID in case it should be displayed in context Timeline.
contactId	113456789000	Identification of contact, who caused the trigger
url	https://yourcompany.atollon.com/pub/23423432	Page that the contact visited (optional)
trackingCode	yourSuperCampaignXYZ	Any text string representing one particular campaign / marketing activity / message template
description	Contact visited URL	Any descriptive text that will be visible to Atollon users in Timeline
triggerDate	2020-08-12 12:00	When the trigger happened?
numberOfVisits	45	In case the target user is super active (or robot), we may want to avoid spamming Atollon with unnecessary records and aggregate page visits

Revision #3

Created 31 July 2020 14:34:41 by Jan Safka

Updated 26 August 2020 13:05:24 by Jan Safka