SAP Marketing Cloud
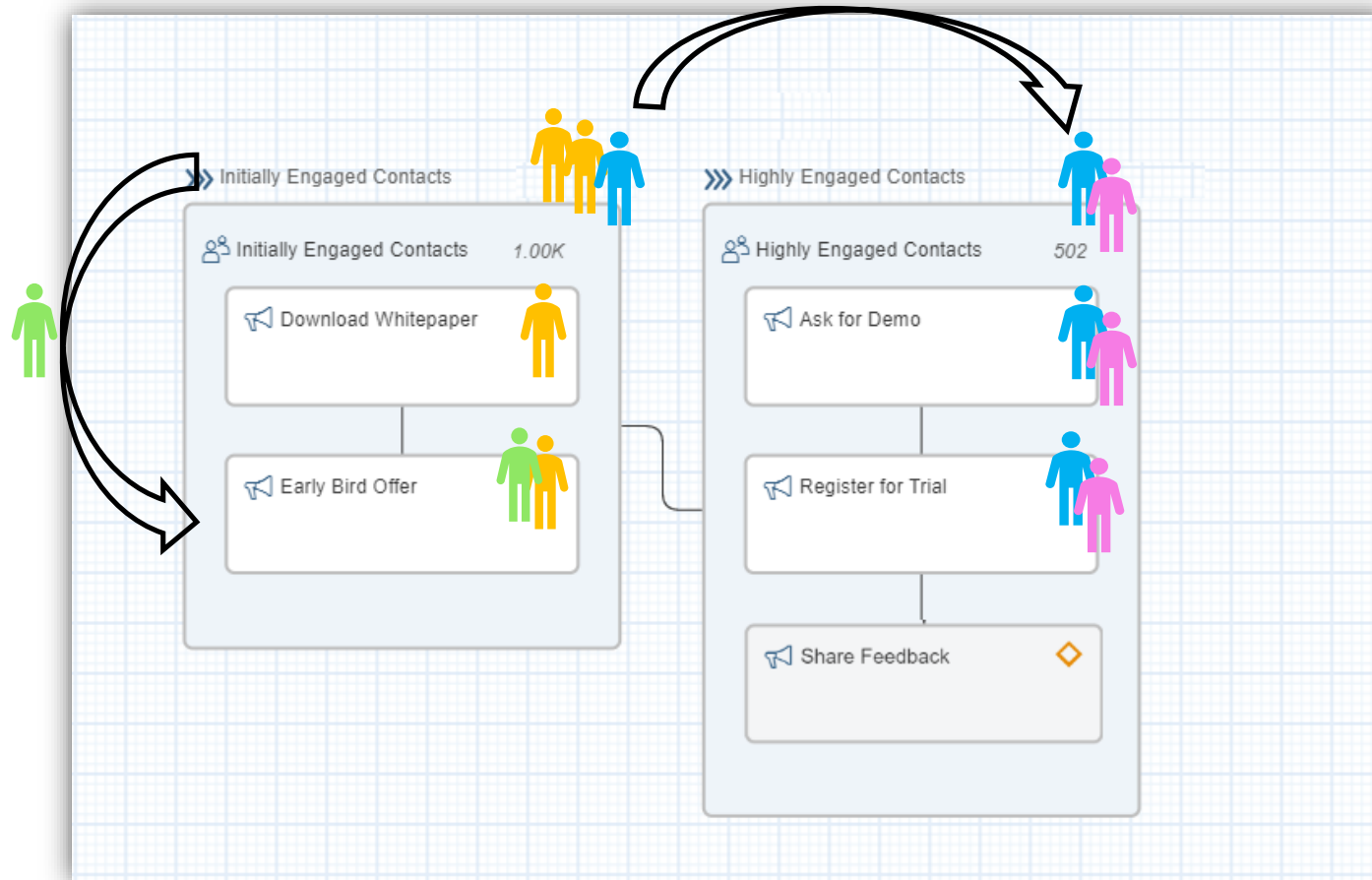## Lead Nurture Stream

August 2018

CUSTOMER

Why Lead Nurture Stream

- Need to nurture contacts overtime.

    - Multiple campaigns are involved that need to work hand in hand.

- Contacts/Prospect should get campaigns overtime (without the contact doing anything like opening an email or clicking anything).

- Campaigns should be run sequentially.

- Contacts should move from one campaign to another.

- Contacts move across the buying cycle so nurturing pattern can change.

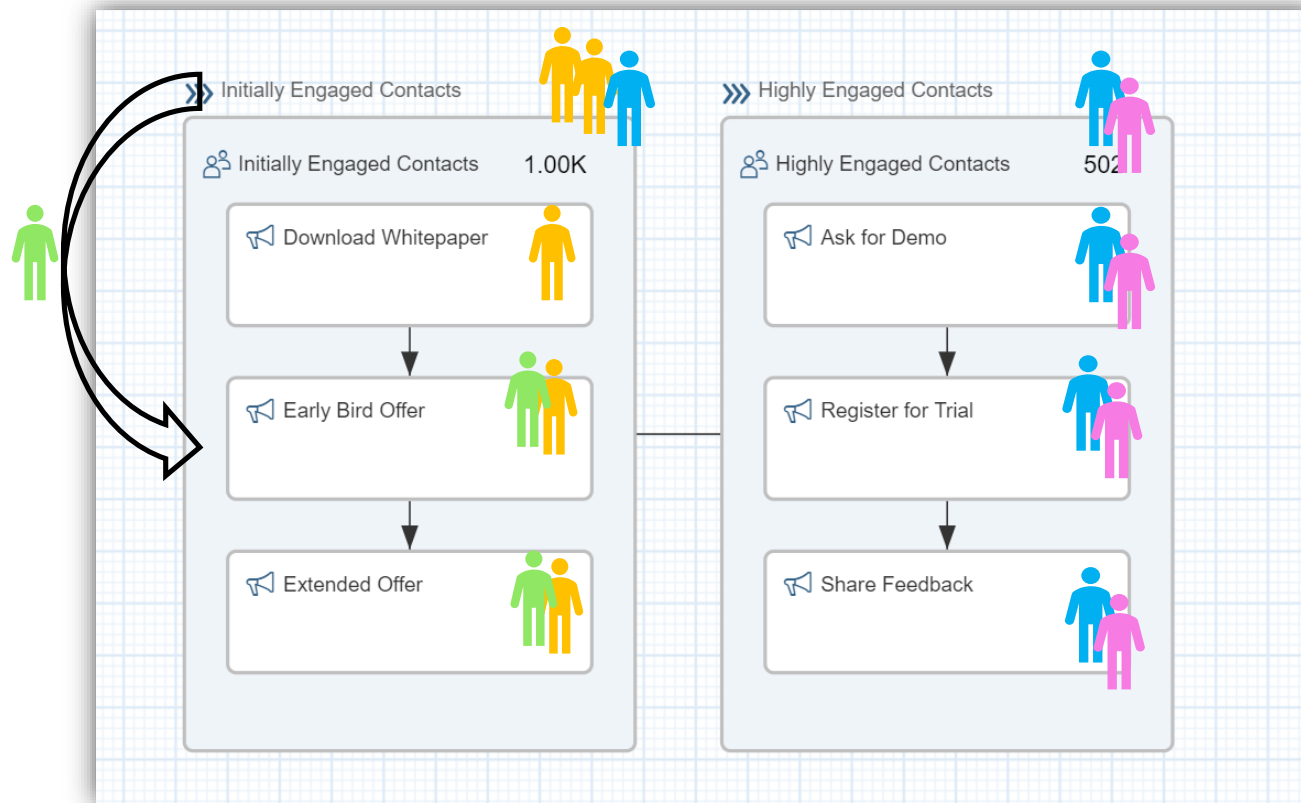# LNS Execution

Sequence in execution

Monday → Tuesday

Step Skip (Conditional)

Higher Stage Precedence

SKIP for ALL

LNS Execution

After Pause,
New node addition and Revert the Skip
On Resume

Pause/ Add/ Delete

Lead Transfer (Optional)

Move from one stage to other

Move out of LNS

Start/ Stop LNS

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