

SAP Marketing Cloud

Lead Nurture Stream

August 2018

CUSTOMER

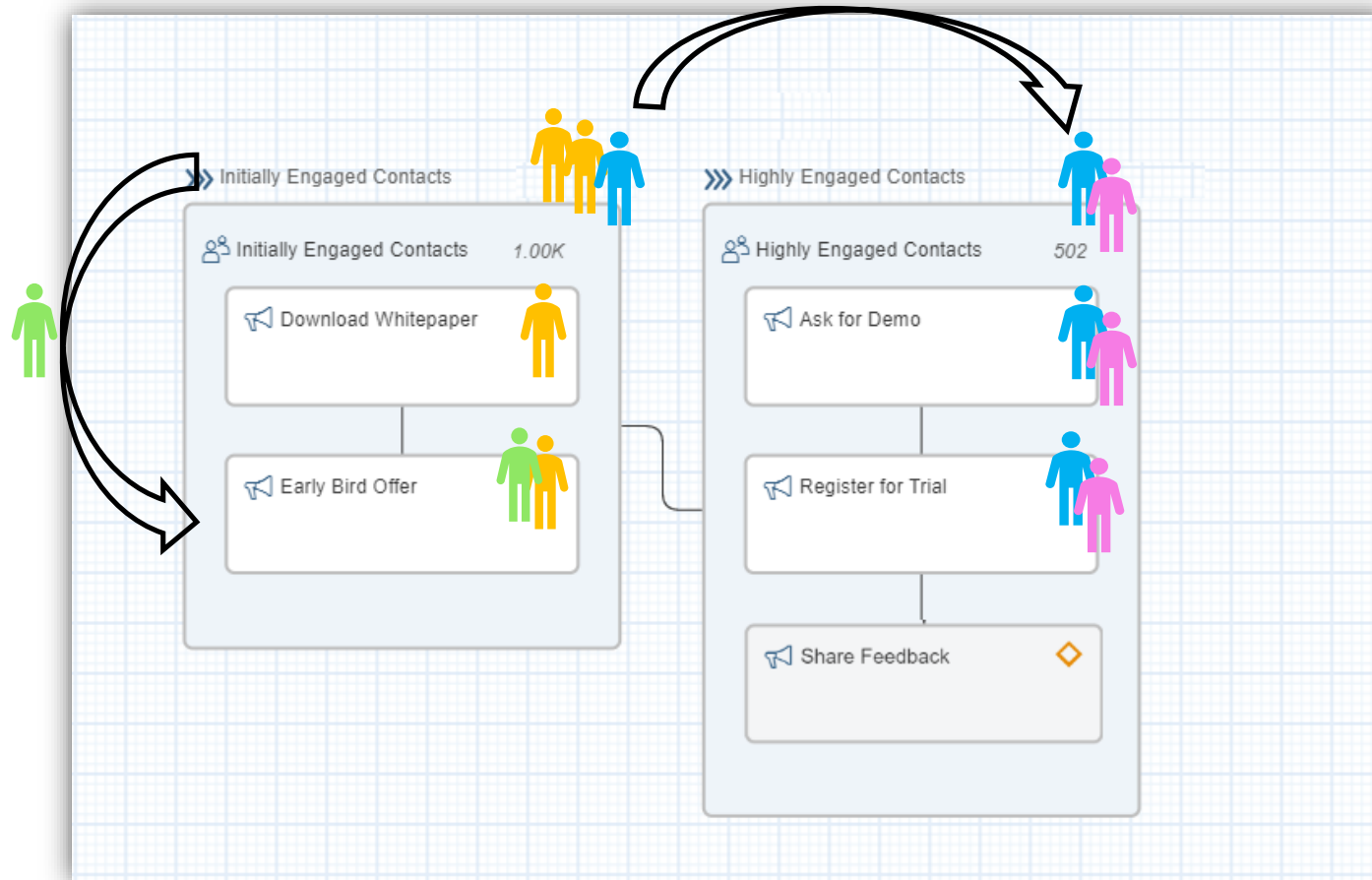


Why Lead Nurture Stream

- 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

Monday → Tuesday



Sequence in execution

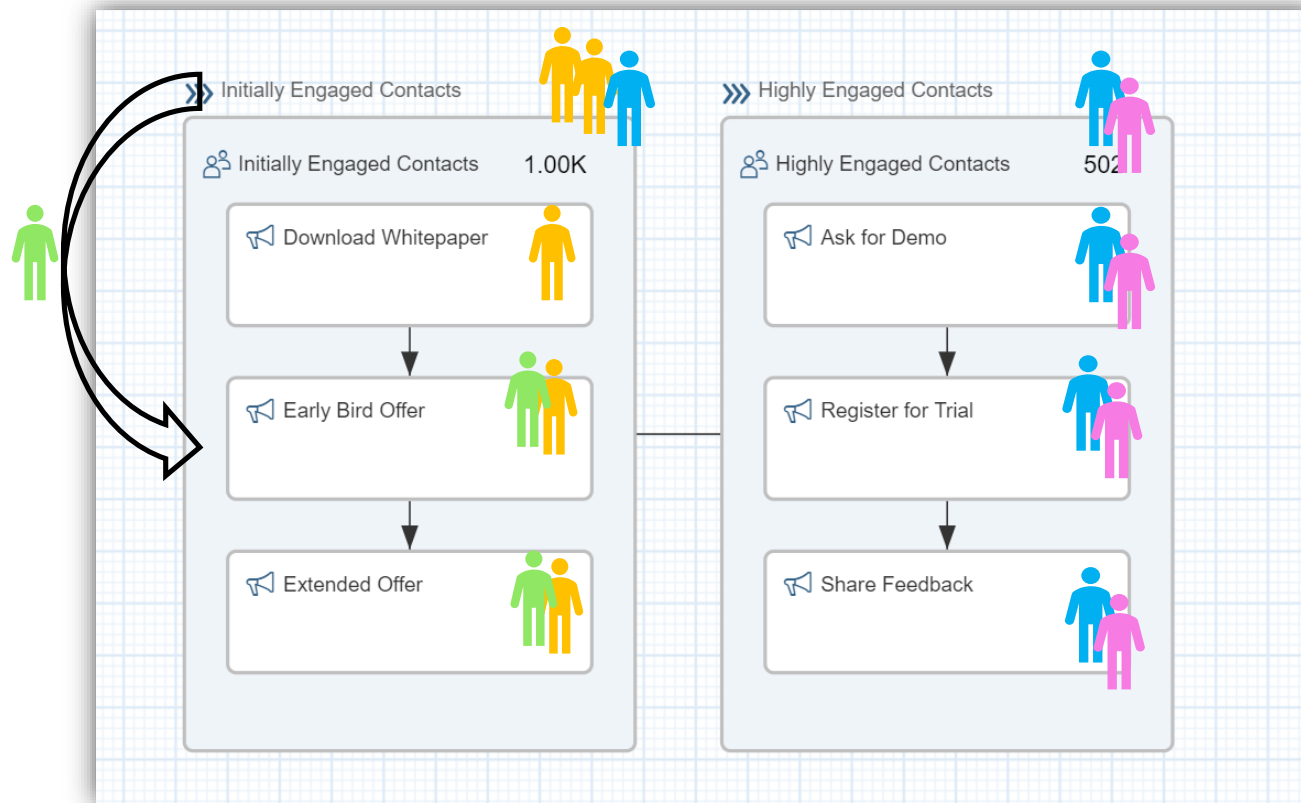
Step Skip (Conditional)

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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