# Title: Sales Campaign Troubleshooting

## **Problem**

Sales campaign not triggering - Emails not going through after lead entering the sales campaign

## **Solution**

The Sales campaigns will not be triggered due to multiple reasons like email limits, email step settings, step conditions etc.

**Troubleshooting steps**

Find below the steps that can help you find the route cause that stops the emails from going through, Ensure that all the below steps are verified, please do a check list before escalating this to the development team.

1. Check the email limit on the account and total number of sales campaigns setup.
2. Check if the sales campaign type was changed from smart to classic or vice versa.
3. Campaign turned off after the leads entered the campaign.
4. Step day changed to later or past day, where lead entered day does not match the step day criteria.
5. Check the step condition for the emails and check if it matches the leads entered.
6. Ask customer if the email template was edited on the campaign once the campaign has started, if so please go ahead and update the template.
7. If the reply-from and reply-to on the sales campaign step is set as record owner, make sure that the leads that entered the sales campaign has the owner, Else the emails will not trigger.
8. Error in time zone of the profile and time zone setup on the campaign.

## **Related articles**

**Note:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Plan | Blossom | Garden | Estate | Forest |
| Limits per user | 200/day | 500/day | 1000/day | 2000/day |

**Execution of sales campaign**

* A sales campaign will run at specified time/interval at the give time and timezone. The entry conditions will be checked every time the campaign runs to add new audience. The metrics will be updated at the same time.
* In classic campaign, if a step condition is not matched and the specific step is not executed, the lead will continue to run in the campaign by passing the step and executing the next step at the next specified day.
* If an email template is modified in a step, the campaign will send the modified email the next it runs. The same applies to modifying step conditions or day.
* All sales campaigns are independent. If campaign A is running on a specific lead, campaign B can also run on the same campaign unless specified explicitly.

There are 3 default conditions for a lead or contact to exit the campaign.

* All the steps are executed
* Any of the email sent is unsubscribed or
* Email has bounced