By defining triggers, you can configure processes to start automatically. Every trigger has a set of conditions that determine under which circumstances the system runs the related process.

For example, you can create a trigger that automatically initiates a marketing process for all new contacts from a certain country.

Creating triggers

To create a new trigger for an automation process:

> **Note**: Each process can have multiple triggers. Contacts only need to fulfill one of the triggers to start a process.

1. Open the **Marketing automation** application.
2. **Edit** ( ) the process for which you want to create the trigger.
3. Switch to the **Triggers** tab.
4. Click **New trigger**.
5. Enter a **Display name** for the new trigger.
6. Select the trigger **Type**. You can choose from four different types:

Trigger type	Description
Contact created	Activates the process for new contacts created in Kentico. You can specify an additional **Condition** that must be fulfilled for the trigger to start the process.
Contact changed	Activates the process whenever contact information changes. You can specify an additional **Conditi on** that must be fulfilled for the trigger to start the process.
Contact performed an activity	Activates the process when contacts perform a specific activity. • Select the **Activity type** that contacts must perform to initiate the process. • You can specify an additional **Condition** that must be fulfilled for the trigger to start the process. Use the *Activity...* rules to specify detailed requirements for the trigger activity.
Contact scored X or more	Activates the process for contacts that exceed a specified score value. • You can specify an additional **Condition** that must be fulfilled for the trigger to start the process. • Select which score the trigger monitors using the **Score name** field. • Type the **Score value** that contacts must reach to initiate the process.

7. **Save** the new trigger.

The process now automatically starts for all contacts that fulfill the conditions of the trigger.

Modifying existing triggers

1. Open the **Marketing automation** application.
2. **Edit** ( ) the process whose triggers you want to modify.
3. Switch to the **Triggers** tab.
4. **Edit** ( ) the trigger.
5. **Save** the modified trigger.