

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 <a href="#">Condition</a> 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 <a href="#">Condition</a> that must be fulfilled for the trigger to start the process.
Contact performed an activity	Activates the process when contacts perform a specific <a href="#">activity</a> . <ul style="list-style-type: none"> <li>• Select the <b>Activity type</b> that contacts must perform to initiate the process.</li> <li>• You can specify an additional <a href="#">Condition</a> that must be fulfilled for the trigger to start the process. Use the <i>Activity...</i> rules to specify detailed requirements for the trigger activity.</li> </ul>
Contact scored X or more	Activates the process for contacts that exceed a specified <a href="#">score</a> value. <ul style="list-style-type: none"> <li>• You can specify an additional <a href="#">Condition</a> that must be fulfilled for the trigger to start the process.</li> <li>• Select which score the trigger monitors using the <b>Score name</b> field.</li> <li>• Type the <b>Score value</b> that contacts must reach to initiate the process.</li> </ul>

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.