


Understanding Tags

SmartEngage uses two types of tags.

1. User Tags - These start with a hashtag # and are assigned by you or during some sort of automation or Lead Magnet acquisition. Subscribers can have multiple tags assigned to them in order to help you stay organized.

 and or type unknown

2. Conversion Tags - These start with a dollar sign \$ and are automatically assigned to any subscriber that triggers a conversion. These tags will appear Green in most locations of the SmartEngage interface.

 and or type unknown

NOTE: There are not "lists" on SmartEngage as you might be used to with other Autresponders in the past. We found the feature to be redundant if the use of tags are properly implemented.

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