

Scarcity Triggers Implementation Guide

What does it do?

Scarcity Triggers allows for you to count how many people in your application have a specific tag. Taking into account the number of contacts who have that tag, you can apply a specified tag based on the criteria you determine. This is especially useful to create scarcity in your offerings. You can offer the first X number of people a certain bonus.

PlusThis Integration:

1. First select the specific tag that you would like to count
2. Then you'll select the condition (less than, greater than, equal to, not equal to) and the amount. (ie. Less Than 50)

3. Then you select or create (by typing the desired tag name and hitting enter) which tag you'd like to apply if the above criteria is met.

Select Tag to Count

Bonus Delivered
▼

If the number of contacts with the counted tag is... **...this amount**

Less Than (<)
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Then apply this tag

Bonus Delivered
▼

4. You can add additional conditions by clicking on the blue "Add Tagging Condition".
5. If you configure more than one tagging condition, under Additional Options, you can check the box "Stop after one of the above condition(s) is true" to immediately apply a tag once one of the conditions is met. This is important to check if you have overlapping ranges where people might meet both criteria, and as such, may receive both tags.
6. Name and Save your feature.
7. Follow the implementation instructions on the Save page