Triggered Email Workflow Blueprint

Trigger Event

(User Action / System Event)

Evaluation

(Check Conditions & Segmentation)

Email Sent

(Personalized Triggered Email)

User Response

(Opens / Clicks / No Action)

Follow-up

(Reminder, Escalation, Exit)
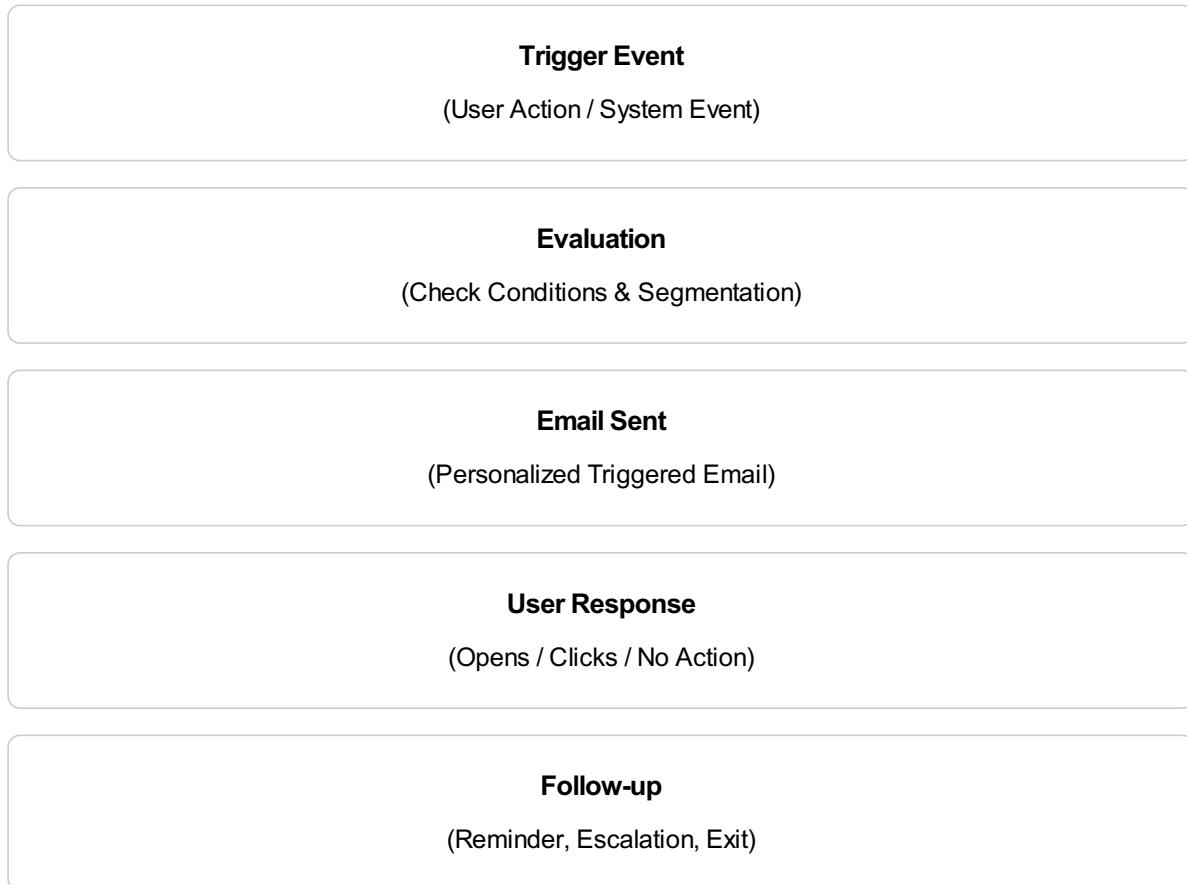
Step	Description	Examples
Trigger Event	Defines what starts the automated email workflow.	User signs up, abandons cart, completes purchase, etc.
Evaluation	Checks criteria, filters users, segments audiences.	User role, location, past behavior.
Email Sent	Sends out the prepared or personalized email message.	Welcome email, cart reminder, feedback request.
User Response	Monitors user actions: opens, clicks, replies, ignores.	Clicked link, ignored email, replied, etc.
Follow-up	Defines further action based on response or lack thereof.	Send reminder, segment out, escalate to support.