

# Tokens for Interesting Moments

## Prerequisites

- Learn to use the [Interesting Moment flow step](#).
- Learn more about [tokens](#).

## Available Tokens

Check out [Tokens Overview](#) to see all the tokens you can put into an interesting moment.

## Trigger Tokens

Based on the trigger used in a smart campaign, additional Trigger Tokens are made available.

- `{{trigger.Trigger Name}}` which is always the actual trigger itself. For example: Clicks Link in Email.
- `{{trigger.Name}}` is the name of the asset that triggered the campaign. For example: Clicks Link on Webpage is the URL itself, subject for Salesforce triggers, etc.
- Additional triggers are available based on constraints, which are listed below:

	<code>{{trigger.Trigger Name}}</code>	<code>{{trigger.Name}}</code>	<code>{{trigger.Link}}</code>	<code>{{trigger.Subject}}</code>	<code>{{trigger.Category}}</code>	<code>{{trigger.Details}}</code>	<code>{{trigger.Web Page}}</code>	<code>{{trigger.Client IP Address}}</code>	<code>{{trigger.Sent By}}</code>	<code>{{trigger.Received By}}</code>
Clicks Link in Email	✓	✓	✓	✓						
Email Bounces Hard	✓	✓		✓	✓	✓				
Email Bounces Soft	✓	✓		✓	✓	✓				
Email Is Delivered	✓	✓		✓						
Opens Email	✓	✓		✓						
Unsubscribes from Email	✓	✓		✓			✓	✓		
Clicks Link in Sales Email	✓	✓	✓	✓					✓	
Sent Sales Email	✓	✓		✓					✓	
Opens Sales Email	✓	✓		✓					✓	
Sales Email Received	✓	✓		✓						✓

Fills Out Form	✓	✓					✓	✓		
Visits Web Page*	✓						✓			



## Note

If it doesn't have a check ✓ then it would return an empty string (nothing) in the interesting moment.

\*The Trigger **Visits Web Page** has a few additional tokens:

- {{trigger.Referrer}}
- {{trigger.Search Engine}}
- {{trigger.Search Query}}



## Tip

Always test out your interesting moments to ensure they render the way you intend.

Also, make sure it's interesting to the Sales person, not just to you. 🤖