

Wait

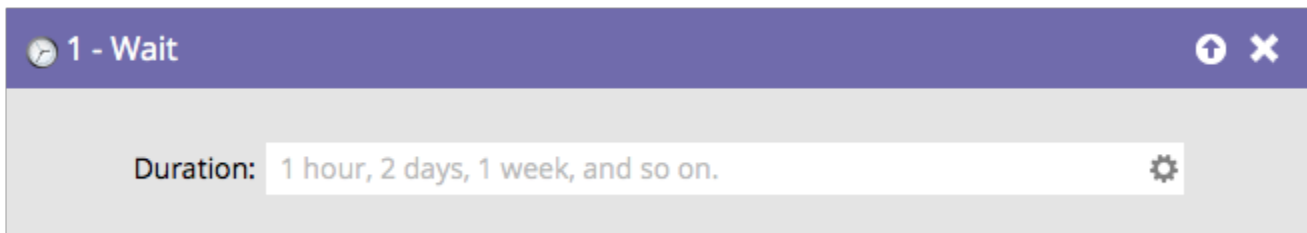


FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

Overview

Pause a person in a smart campaign flow with the handy **wait step**.



Notice how you can type in natural language like "4 hours." Do **not**, however, abbreviate the words (i.e. 4 hrs). The smart campaign would still run, but the wait step would be ignored.



Caution

Changing the duration of a wait step will not affect people that have already entered it. For example: you have a wait step for 5 days, a person enters it, you then change the wait step to 7 days - that person will still only wait the original 5 days before advancing to the next flow step.



Tip

If you have someone already in a wait step and you don't want them to advance after the wait period ends, insert [remove from flow](#) right after the wait step. Specify who you want removed by using the [add choice](#) option.

Usage

There are three main ways to use a wait flow step:

1. [Use a Duration in a Wait Flow Step](#)
2. [Use a Specific Date in a Wait Flow Step](#)
3. [Use a Date Token in a Wait Flow Step](#)