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The marketing_automation module allows marketing actions to be automated. It is based on scenarios and activities that are executed on selected records.
A scenario provides the entry point for records into an automated marketing campaign. Each record can only enter a scenario once. A scenario is defined by:

- **Name**
- **Model**: the type of record for the scenario (by default Party and Sale)
- **Domain**: used to filter records
- **State**:
  - Draft
  - Running
  - Stopped

A cron task runs periodically to find new records to apply the scenario to.
The activities form a scenario. They define which action should be triggered and when it should happen. The activities are organized as a tree and defined by:

- Name
- Parent
- Children
- On: event from the parent that triggers the activity:
  - E-Mail Opened
  - E-Mail Not Opened
  - E-Mail Clicked
  - E-Mail Not Clicked
- Condition: that the record must match to execute the activity
- Delay: before the action is executed
- Action: list of available actions

2.1 Actions

2.1.1 Send E-Mail

The activity sends an e-mail to the party defined on the record. The E-mail is composed using an HTML Genshi template with `record` in the evaluation context. All `<a>` elements have their `href` replaced by a shortened version used to trigger children activities. If the `href` value is `unsubscribe`, it is replaced by the URL which allows the recipient to block their record for the scenario. A empty image is automatically added at the end of the `<body>` to track when emails are opened.
It stores a reference to the records included in each scenario. If the record is blocked, no activity will be triggered for the record.
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RECORD ACTIVITY

It stores the state of a record for an activity of the scenario.
A cron task runs periodically to execute any waiting record activity that is due.
The marketing_automation module uses parameters from the section:

- \texttt{[marketing]}:
  - \texttt{email\_from}: The default \texttt{From} for the email.
  - \texttt{automation\_base}: The base URL without a path for the unsubscribe URL and the empty image. The default value is created using the configuration \texttt{[web] hostname}. 