



Marketing Cloud Triggered Send

Started Application Auto Response

Audience:

- Lead: IvyApplicationStatus__c EQUALS In Progress
- AND Lead: ExistingIvyStudentRegistration__c NOT EQUAL TO True
- OR Lead: ExistingIvyStudentRegistration__c equals True
- AND Lead: IvyApplicationType__c EQUALS Guest

Email 1

Subject: Finish your Ivy Tech application.

Body:

Dear %%Lead:FirstName%%,

Thank you for starting the free application to Ivy Tech Community College. To be eligible for admission, please complete it soon. Don't worry though, your progress is saved so when you come back you'll pick-up where you left off. Once your application is submitted, you'll be on the way to a brighter future. Please contact us if you have any questions.

[Continue Application »](#)

Button links to: %%=RedirectTo(@Link)=%%