

Stamp Marketing Qualified Lead Sources



You will need:

- A contact property for MQL Source

▶ Trigger

Type: Record meets a set of filter conditions

Object Type: Contact

Conditions: Lifecycle stage property is Marketing Qualified Lead

Re-enrollment: Off



Type: Edit Record

Options: Set the value of an MQL source property to the value of the Latest Traffic Source property.

Tip:



If you allow lifecycle stages to move backwards (recycle), you may want re-enrollment on.