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Journey JavaScript SDK

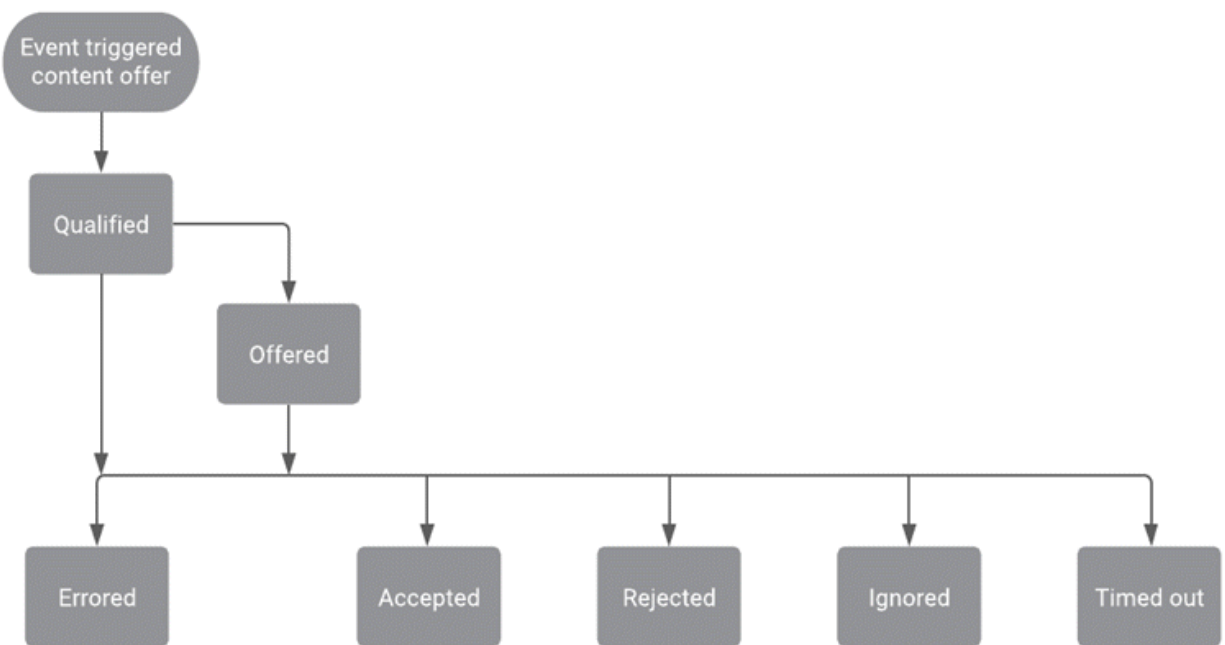
Content offers lifecycle

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See the lifecycle of a content offer and the metrics that we capture at each state along the way. We use lifecycle states in reporting and when determining the triggering behavior of action maps that use content offers.

State transitions for content offers



Content offer lifecycle states



The following table provides details about the lifecycle of a content offer, including the events that can occur and the data that is available for use with the Events methods.

State	Event	Description	Data available
offered	Web Actions Offered	Visitor's activity qualified an action map, and a proactive invitation is offered.	See Events methods with web actions.
accepted	Web Actions Accepted	Visitor accepts the invitation by clicking a button like Book now! This state is a terminal state.	See Events methods with web actions.
rejected	Web Actions Rejected	Visitor rejects the invitation by either clicking X or a button like, No, but thank you. This state is a terminal state.	See Events methods with web actions.
errored	Web Actions Errored	An error occurred in the widget that prevented the engagement from occurring. Note: This event does not have a corresponding metric in the Action Map Performance Report.	See Events methods with web actions. Also, the errorMessage field is available.
ignored	Web Actions Ignored	Visitor ignored the invitation by navigating	See Events methods with web actions.

State	Event	Description	Data available
		away from or around it. This state is a terminal state. Note: This event does not have a corresponding metric in the Action Map Performance Report.	

Terminal states for content offers

In the content offer lifecycle, certain states are considered *terminal*, or final states. If a visitor navigates to a webpage where an action map is set to trigger a content offer, the action map doesn't offer the content offer if it is in a terminal state. This feature ensures that a visitor does not receive the same content offer after accepting the offer or indicating that they are not interested in that particular content offer.

Terminal states for content offers are:

- Accepted
- Rejected
- Ignored

For more information, see [Define an action map's triggers](#).

Report metrics and events

The metrics in the Action Map Performance report correlate directly with the event types for web actions. For more information about metrics for content offers, see [Monitor a content offer's performance](#).