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Journey JavaScript SDK

Content offers lifecycle

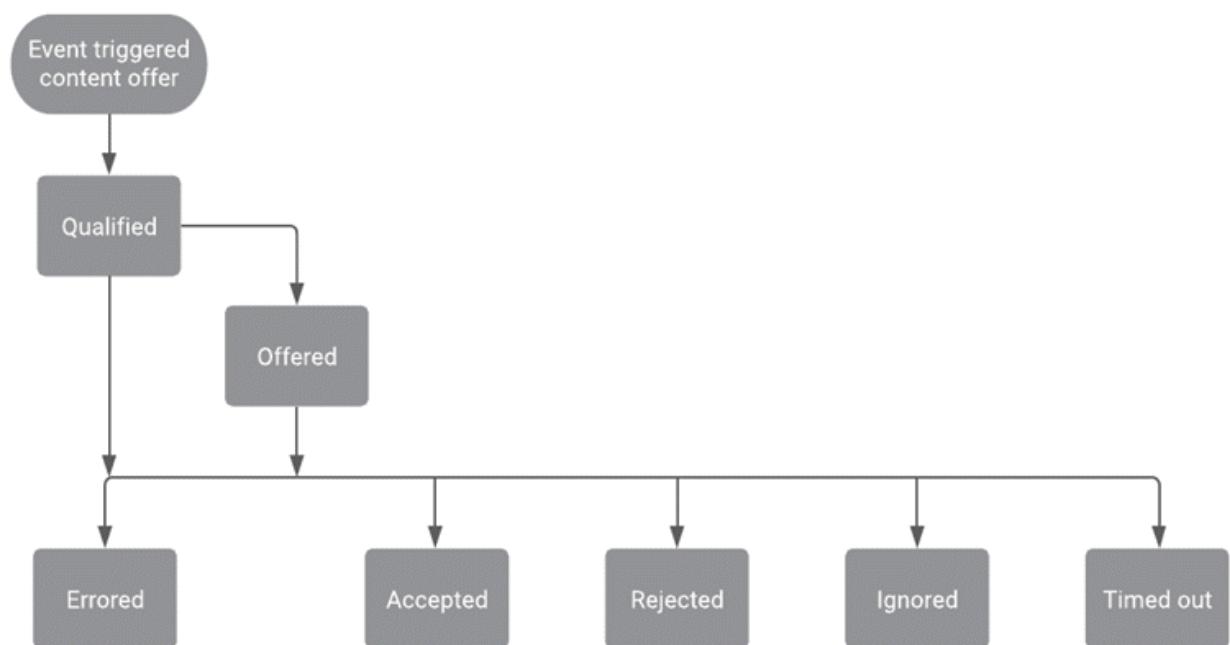
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See the lifecycle of a content offer and the metrics that we capture at each state along the way. We use lifecycle states in reporting and when determining the triggering behavior of action maps that use content offers.

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](#).