Message Queuing

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Between the rule you set and the message you send sits the queue: once a day, Pipeline reads your schedules and lines up one message for every transaction that matches.

Introduction

You wrote the rule weeks ago, and today the message exists. Something has to happen between those two moments, and that something runs once a day while you're not looking.

Queuing is Pipeline acting on your schedules. Once a day it reads every Message Template schedule in the account, finds the transactions that now meet the criteria, and generates one message for each of them. What happens next depends on where the schedule came from. A message a template produced waits in your Scheduled Messages queue for you to read and send, because nobody typed those particular words for that particular deal. A message you scheduled yourself on a transaction was already written by you, so it goes at the time you set.

Pipeline handles the timing and leaves the sending where you can see it. It's a daily pass rather than a live watch, so something that happens this afternoon lines up tomorrow morning rather than the moment it qualifies. And Pipeline tells you when there's something waiting, so a queue doesn't quietly fill up behind you.

How It Works

Queuing runs on a daily cycle, generates one message per matching transaction, and stops short of sending on purpose.

When Does Pipeline Queue a Message?

Once a day, at 5am EST, when it reads every Message Template schedule in the account. A transaction that meets your rule during the day is picked up on the next morning's run, and a task marked fully complete queues its message the following morning too. Because generation happens once and early, the earliest dependable rule off Transaction Creation is one calendar day after.

How Are the Days Counted?

By the counting method on the rule, and only two of the three care about your account's Business Holidays. Task-completion triggers have no business-day option at all, so a task checked off on Friday queues its message on Saturday.

Rule	What it does with a business holiday
Business Days	Skips it outright.
Calendar Days (due Business Day)	Counts through it, then moves the result forward off it.
Calendar Days	Ignores it.

What Lands in the Queue?

One message for every transaction that meets the rule, since a template schedule is a standing rule rather than a one-off — and a date-based schedule fires on the date whatever the transaction's status is by then, so a listing that closed before its Expiration Date still generates its reminder. Pipeline emails you the morning after a transaction matches with a link straight to your *Scheduled Messages* page, and shows an alert on your Home page when something is waiting. Template-generated messages stop there by design: they were built from a rule rather than typed by you, so each one is read and sent with its own click.

Clear Out What Shouldn't Go

Queuing doesn't check whether a deal is still live, so a listing that closed in March can still line up its expiration reminder in April. Nothing leaves on its own, which turns that into a sweep rather than an apology — but somebody has to do the sweep.

Scheduled messages wait in a queue where you can preview them, fix what's wrong, send them, or delete them before they reach anyone.

See Scheduled Messages Queue

Frequently Asked Questions

Why didn't my scheduled message send by itself?

Because template-generated messages queue for review — sending them is your click.A message built from a rule hasn't been read by anyone yet, and it's usually going to a client. So it lands in your *Scheduled Messages* queue instead of going straight out. A message you composed and scheduled on a transaction is different: you already wrote it, so Pipeline sends it at the time you set.

When does Pipeline queue scheduled messages?

Once a day, at 5am EST. Anything that comes due after that run waits for the next morning's.

I checked off the task — why isn't the message there yet?

Task-triggered messages queue the following morning, not right away. Check the task off today, and the message is in your queue tomorrow with an email letting you know.

Does a template schedule queue on every transaction?

Yes — every transaction that meets the criteria. That's what makes a standing rule worth setting. Delete the queued messages you don't want before they send; the rest go with a click each.

Will a scheduled reminder still queue on a transaction that already closed?

Yes, if the schedule is date-based. The date arrives and the message queues, whatever status the transaction is in by then — so an expiration reminder can turn up on a listing that closed weeks ago. Delete it from the queue, and consider adding "clear queued reminders" to your close-out checklist.

Do Business Holidays affect when a message queues?

Only on the rules that count business days. A **Business Days** rule skips them, and a **Calendar Days (due Business Day)** rule counts through them and then moves the result forward off one. A plain **Calendar Days** rule ignores them, and task-completion triggers have no business-day option — a task checked off Friday queues its message Saturday.