CHEAT SHEET · ADOBE JOURNEY OPTIMIZER

Pause vs Close vs Stop: which to use when a journey goes wrong

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	Pause	Close to new entrances	Stop
New entries	Discarded while paused	Blocked	Blocked
Profiles already inside	Held or discarded at their next Action node (you choose)	Finish their path normally	Halted immediately
Can you undo it?	**Yes**: resume, or it auto-resumes after 1–14 days	No	No: duplicate it or create a new version
Permission	Publish journeys	Not specified in Adobe's docs; check your role	Manage journeys (+ Campaigns > Publish Campaigns if the journey has inline campaigns or messaging nodes)
Use it when	You need time to fix something	The journey has done its job	Emergencies only

Pause

- **Hold**: profiles wait at the next Action node until you resume. **Discard**: profiles are removed at the next Action node.
- Choose a pause of **1–14 days**; it then resumes automatically and held profiles continue.
- On resume, new entrances start within a minute; held profiles are released at about 5,000 per second.

Where: journey canvas › **...More** › **Pause** (or select journeys in the list › **Pause**)

What Pause doesn't freeze

- **Wait activities** keep running; profiles stop at the next action.
- **Conditions** are still evaluated, and can use the wrong data if you paused over a data issue.
- **Already-dispatched** custom action requests and triggered inbound messages aren't recalled.
- The **91-day global timeout** keeps counting.
- Paused journeys still count toward your **live journey quota** and **business rules**.

Close to new entrances

- Adobe's recommended way to **end** a journey: nobody new joins, everyone inside finishes.
- Publishing a **new version** closes the previous one automatically; in-flight profiles finish there.
- A closed journey can't be reopened.

Where: journey list › **...** › **Close to new entrances** (or the down arrow on the canvas)

Stop

- Ends all processing immediately for everyone. **Permanent**.
- Can be done directly from **Paused** (since June 2026).
- Adobe's examples: the journey targets the wrong audience, or a custom action that delivers messages isn't working correctly.

Where: journey list › **...** › **Stop** (or **...More** › **Stop** on the canvas)

WHICH ONE SHOULD YOU USE?

Situation	Use	Why
Broken link or personalization in a message	**Pause** (Hold)	Fix and test, then resume
A downstream API used by a custom action is down	**Pause** (Hold)	Wait for the API (within 14 days)
Wrong audience is entering	**Pause** (Discard) or **Stop**	Pause keeps the option to resume; stop if it must not continue
Campaign or offer has ended	**Close**	Everyone inside finishes normally
Replacing the journey logic	**New version**	The old version closes automatically
Legal, compliance or data issue: nothing more may be sent	**Stop**	Everything ends now, permanently

Gotchas

- A one-time **Read Audience** run scheduled during a pause is skipped without an error.
- Max **10 million profiles** in paused journeys across your organization (checked every 30 min).
- Discarded profiles may only show in the **Journey Step Event** dataset: `PAUSED_JOURNEY_VERSION`, `JOURNEY_IN_PAUSED_STATE`.
- Batch segment alerts don't fire while paused.

Before launch day

- Confirm who has **Publish journeys** and **Manage journeys**.
- Agree thresholds: what makes you pause, and what makes you stop.
- Subscribe to alerts in the production sandbox.
- Practise pause, resume and stop in a non-production sandbox.

Rule of thumb: if you're unsure, **pause first**. It's the only one of the three you can undo.

Verified against Adobe Experience League on 7 Nov 2026 (Pause a journey, Journey ending). Menu labels and limits change; check current docs.

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