

# Segment<>Amplitude Integration

In this exercise you will be implementing Segments SDK into a website. There are two integrations between Segment and Amplitude, cloud-mode(server-side) and device-mode(client-side).

All the code you will write will be using Segments SDK and you will be learning their basic calls such as identify, track, and page calls and how that appears in Amplitude.

Helpful documentation:

1. [Segments Documentation](#)
2. [Pros and Cons of Cloud-Mode vs. Device-Mode](#)
3. [Amplitude Help Center](#)
4. Try your best, but if need be here is the answer key to this exercise: <https://github.com/eddie-gaona/Segment-Amplitude-Integration-Solution>

Setup:

1. Create an Amplitude org:  
<https://analytics.amplitude.com/login/demo?next=%2Fdemo%2Fteam-spaces>
  - a. Create a project (Important to have an API Key this will be used in Segments UI)
2. Create a Segment org or ask for access to the Segment org on the paid plan:  
<https://app.segment.com/signup>
  - a. Create a source(the website) and destination(Amplitude)
  - b. You will need the API Key in Segment for the code
3. Sign in or Sign up for Github: <https://github.com/>
  - a. You need a Github account to have a place to host your website
  - b. Google how to use "Github Pages"
4. Head over to: <https://github.com/eddie-gaona/Segment-Amplitude-Exercise>
  - a. Click on "Code" green button
  - b. Click "Download Zip"
  - c. Open the index.html file with your code editor
    - i. Visual Studio: <https://visualstudio.microsoft.com/downloads/>
  - d. Get [Instrumentation Explorer](#) chrome extension. This extension will let you debug your website quickly. More on how this works [here](#). (Only works for Device Mode)
  - e. To test the code in Chrome simply open the index.html file with the Chrome browser.



## Additional Tips:

1. Cloud Mode: This method of the integration simply forwards events from Segment to Amplitude.
  - a. *Note: The instrumentation explorer will not work here since Amplitude's SDK is not being called*
2. Device Mode: Segment bundled Amplitude's JS SDK into Segment's SDK. This means when an event occurs both of the SDKs are triggered individually and an event is sent to each platform respectively.
3. Always save your code as you make even the smallest edits.
4. Any edits you make always check if it's working before making bigger changes.

## Tasks:

1. Add [Segment's JS SDK](#) snippet between these tags `<script></script>` that are in between the `<header></header>` tags.
2. Set the UserID using the [identify function](#) for users that are logged in(Filled Full Name) and anonymous users (Did not fill Full Name)
3. The user properties set are going to be Favorite Food and Age. Set these user properties using the [Identify function](#) from step 2.
4. Log a "sign in" event in the setUserID function using [Segments Track call](#).
5. Log an event "Log Event X" with the event properties. The functions below will be called when the user clicks on the corresponding button in the website:
  - a. Log an event "Log Event 1" using [Segments Track call](#) and add the event properties Color of your current shirt and Day of the week. (I'll give this one out as a freebie, but the next two are up to you! *Hint: All of them are identical*)
  - b. Log an event "Log Event 2" using [Segments Track call](#) and add the event properties Color of your current shirt and Day of the week.
  - c. Log an event "Log Event 3" using [Segments Track call](#) and add the event properties Color of your current shirt and Day of the week.
6. Log Revenue Events based on the item chosen. The functions below will be called when the user clicks on "Purchase":
  - a. Log a revenue event using [Segments Track call](#) for socks, Playstation 5, bananas, and earrings. (*Hint: It's only 1 Track Call. You can set up the code to record the correct property values when someone makes a purchase*)
7. Within Segments UI there is an option to switch between cloud mode and device mode. Change the integration between the two. How does switching the integration affect Amplitude? Some examples would be looking at the Amplitude Library property. How are the revenue events being tracked now? Segments documentation should help explain these differences.

## Advanced Topics:

1. Notice that in Cloud Mode the events are out of session (Session ID = -1). How would you add a session ID to the events in cloud mode so they appear in Amplitude? If need be, look at the answer key.
2. This is not included in the exercise, but you can add a page call. Look over Segments documentation and add a page call anywhere in the code you feel fit.