Documentation

Getting Started

1. From the destinations catalog page in the Segment App, click **Add destination**.

2. Search for "Markettailor" in the destinations Catalog, and select the Markettailor destination.

3. Choose which Source should send data to the Markettailor destination.

4. Go to the Markettailor Integrations page, find the Segment integration, click **Authorize**, and copy the API key.

5. Enter the API Key in the Markettailor destination settings in Segment.

Supported methods

Markettailor supports the following methods, as specified in the Segment Spec.

Page

Send Page calls to Markettailor. For example:

```
analytics.page()
```

Segment sends Page calls to Markettailor as a `page view`.

Identify

Send Identify calls to Markettailor. For example:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
  });
```

Segment sends Identify calls to Markettailor as an `identify` event.

Track

Send Track calls to Markettailor. For example:

```
analytics.track('Login Button Clicked')
```

Segment sends Track calls to Markettailor as a `track` event.

Engage

You can send computed traits and audiences generated using Engage to this destination as a **user property**. To learn more about Engage, schedule a demo.

For user-property destinations, an identify call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.

> ⓘ
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Markettailor destination may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
API Key *(required)*	`string`. You can find API key in the popup when clicking "Authorize" for Segment under the Integrations tab.

This page was last modified: 27 Oct 2023

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