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QuanticMind is the performance leader in predictive advertising management software for paid search, social, display, and mobile. The `analytics.js` QuanticMind Destination is open-source. You can browse the code on GitHub.

Getting Started

1. From the Segment web app, click **Catalog**.

2. Search for "QuanticMind" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. In the destination settings, enter your `ClientID`, and `Domain` if provided, from QuanticMind account manager.

Under `Events` you can then map any necessary 'track' event/s to QuanticMind numbered event/s. Note that unless mapped in the settings, no 'track' calls will be sent to QuanticMind.

Page

If you're not familiar with the Segment Specs, take a look to understand what the Page method does. An example call would look like:

```
analytics.page();
```

Page calls to Segment result in us pushing a "click" event to QuanticMind.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the Identify method does. An example call would look like:

```
analytics.identify('12091906-01011992', {
  name: 'John Doe',
  email: 'john.doe@example.com'
});
```

Track

If you're not familiar with the Segment Specs, take a look to understand what the Track method does. An example call would look like:

```
analytics.track("Button Clicked", {
  property: "test"
});
```

QuanticMind only accepts numbered events like `event1` and `event12`. When you `analytics.track(event, properties)` an event, we need to map that event name to QuanticMind numbered event using your destination settings. Enter an event on the left, and the QuanticMind event number you want on the right.

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.

> ℹ️
> **Real-time to batch destination sync frequency**
> Real-time audience syncs to QuanticMind 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
ClientID *(required)*	`string`. Your QuanticMind account manager will provide your ClientID.
Domain	`string`. Your QuanticMind account manager will provide your Domain, if needed.
Events	`map`, defaults to {}. QuanticMind only accepts numbered events like `event1` and `event12`. When you `analytics.track(event, properties)` an event, we need to map that event name to QuanticMind numbered event. Enter an event on the left, and the QuanticMind event number you want on the right. Contact us if you need help!
Use Order Id For Server Side Attribution	`boolean`, defaults to `FALSE`. Conversions where the pixel-user-id is set to `noclick` will indicate to QuanticMind that the conversion should not be matched to a click directly, but instead to a conversion through the conversion's `orderId`. Only use if instructed specifically by your InsideVault account manager.

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Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

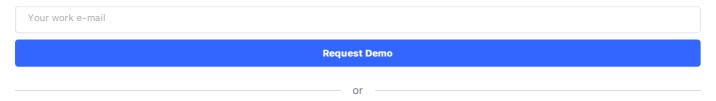Visit our Support page

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