Documentation

3. Click **Configure Wisepops**.

4. Select an existing Source to connect to Wisepops.

5. Give the destination a name.

6. In the **Basic Settings** page, enter your **Website Identifier**. It can be found in your Wisepops setup code. It's the bolded string that's 10 characters long.

7oggle **Enable Destination** and click **Save Changes**.

> ℹ️
> **Wisepops Destination is device mode only (web)**
>
> This destination is compatible only with Analytics.js 2.0. Server-side `identify` and `track` calls don't trigger Wisepops' actions.

Default Mapping

The Wisepops destination comes with mapping presets. You can adjust each default mapping by going to the **Mapping** tab of the destination in the Segment web app.

Set User Traits as Custom Properties

By default, when you identify a user, their traits are set as custom properties. A great use case is to display the user first name in your campaign:

> ✅
> The user ID is set as the custom property `userId`. For example, use `{{userId}}` as a hidden field value to know who responds to your Wisepops surveys.

Set Group Traits as Custom Properties

By default, when you identify a group, its traits are set as custom properties in a nested object `group`. You must use the prefix `group.` when you refer to a group trait in Wisepops. For example, you can target the users of groups subscribed to your "Premium" plan:

Custom properties ⌃

Target visitors based on your custom properties. Read more

Property	Operator	Value
group.plan ⌄	Is equal to ⌄	Premium

+ Add rule

> ✅ The group ID is set as the custom property `group.groupId`.

Track Event

By default, when you track an event, Segment sends a custom event to Wisepops. To show a campaign when a custom event is emitted, enter the event name as the campaign trigger. For example, you can display a popup when a product is added to the cart:

Trigger

Choose when your visitors will see this campaign. Read more

On Landing
When a visitor loads a page.

On Exit
When a visitor leaves a page.

On Scroll
When a visitor scrolls down.

On Click
When a visitor clicks a link.

On Hover
When a visitor hovers over an element.

On Custom Event
Use your own trigger.

Set up   Product Added   Help

> ℹ️ **Custom events count as page views in your Wisepops' monthly quota**
>
> If you track a lot of events with Segment, you may want to edit this mapping to send only the relevant events to Wisepops.

Track Goal

The Track Goal action is not mapped by default. You can enable it to track goal completion and revenue on Wisepops.

To track a JavaScript goal using Segment:

1. Create your JavaScript goal in Wisepops.

2. Copy the goal identifier. It is a 32-character string visible after the goal is created:

JavaScript snippet

```
<script>
    wisepops("goal", "ez2OdHlHBlNcfeiexxrWlJ2ULy2c3G07", {
        revenue: 100, // This is optional
    });
</script>
```

3. In Segment, create a new mapping with the action **Track Goal**.

4. In the first section, configure when the goal should be tracked.

5. In the third section, paste the goal identifier, without quotes, into the **Goal Identifier** field.

6. Save the new mapping.

Track Page

By default, when you track a page, Segment sends a page view to Wisepops. This mapping is required for Wisepops to display campaigns at page change.

Destination Settings

SETTING	DESCRIPTION
Website Identifier	*Required.* The identifier of your Wisepops' website. You can find it in your setup code on Wisepops.

Available Presets

Wisepops has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event
Set User Traits as Custom Properties	Event type = "identify"	Set Custom Properties
Set Group Traits as Custom Properties	Event type = "group"	Set Custom Properties
Track Page	Event type = "page"	Track Page

Available Actions

Build your own Mappings. Combine supported triggers with the following Wisepops-supported actions:

> ℹ️
> **Mapping limits per destination**
>
> Individual destination instances have support a maximum of 50 mappings.

- Track Page
- Set Custom Properties

Track Page

Let Wisepops know when the visitor goes to a new page. This allows Wisepops to display campaigns at page change.

Track Page is a **Web** action. The default Trigger is: `type = "page"`

This action does not have any fields.

Set Custom Properties

Define custom properties to let Wisepops target them in your scenarios.

Set Custom Properties is a **Web** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Custom Properties *	Type: `OBJECT` The custom properties to send to Wisepops.
Entity ID	Type: `STRING` A unique identifier. Typically, a user ID or group ID.
Property name for the entity ID	Type: `STRING` How to name the entity ID among the other custom properties?
Prefix	Type: `STRING` This lets you define the properties as a nested object. If you set the property `"name"` with the prefix `"group"`, you'll access it in Wisepops as `"group.name"`.

Track Event

Send a custom event to Wisepops. Keep in mind that events are counted as page views in your Wisepops' monthly quota.

Track Event is a **Web** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: `STRING` The name of the event to send to Wisepops.

Track Goal

Track goals and revenue to know which campaigns are generating the most value.

Track Goal is a **Web** action. The default Trigger is: `type = "track" and event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
Goal Identifier	Type: `STRING` This is a 32-character identifier, visible when you create the JS goal in Wisepops.

FIELD	DESCRIPTION
Goal Revenue	Type: `STRING` The revenue associated with the goal.

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