



## Getting Started

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advertising for them. With RevX, your reach extends to over 90% of app users globally, encompassing more than 1 million mobile apps. Leverage audience intelligence to achieve highly precise targeting, accompanied by personalized messaging. Employ advanced AI-driven audience segmentation to identify high-intent players, while optimizing creatives to amplify performance to new heights.

This destination is maintained by RevX. For any issues with the destination, [contact their support team](#).

## Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.
2. Find the Destinations Actions item in the left navigation, and click it.
3. Click **Configure RevX Cloud (Actions)**.
4. Select an existing Source to connect to RevX Cloud (Actions).
5. Add Revx Client ID as provided by the tse team.

## Destination Settings

SETTING	DESCRIPTION
Revx Client ID	<i>Required.</i> Revx specific client id. This can be found by contacting the RevX support team


## Available Presets

RevX Cloud (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Send Revx Ping	Event type = "track" Event type = "screen"	Send Revx Ping

## Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following RevX Cloud-supported actions:

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

 [Send Revx Ping](#)

### Send Revx Ping

Send event to revx

Send Revx Ping is a **Cloud** action. The default Trigger is: `type = "track" or type ="screen"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Platform *	Type: <code>STRING</code> Platform of the device.
Identifier For Advertiser (IDFA/GAID)	Type: <code>STRING</code> Identifier For Advertiser (IDFA/GAID)
Event name	Type: <code>STRING</code> A unique identifier for your event.
Request type	Type: <code>STRING</code> A unique identifier for your request type.
Identifier For Vendor (IDFV)	Type: <code>STRING</code> Identifier for Device Id for IOS and Android
Timestamp	Type: <code>DATETIME</code> The timestamp of the event. If time is not sent with the event, it will be set to the request upload time.
Event Properties	Type: <code>OBJECT</code> An object of key-value pairs that represent additional data to be sent along with the event.
User Properties	Type: <code>OBJECT</code> An object of key-value pairs that represent additional data tied to the user
App Version	Type: <code>STRING</code> The current version of your application.

FIELD	DESCRIPTION
OS Name	Type: <code>STRING</code> The name of the mobile operating system or browser that the user is using.
OS Version	Type: <code>STRING</code> The version of the mobile operating system or browser the user is using.
Device Brand	Type: <code>STRING</code> The device brand that the user is using.
Device Manufacturer	Type: <code>STRING</code> The device manufacturer that the user is using.
Device Model	Type: <code>STRING</code> The device model that the user is using.
Carrier	Type: <code>STRING</code> The carrier that the user is using.
Country	Type: <code>STRING</code> The current country of the user.
Region	Type: <code>STRING</code> The current region of the user.
City	Type: <code>STRING</code> The current city of the user.
Designated Market Area	Type: <code>STRING</code> The current Designated Market Area of the user.
Language	Type: <code>STRING</code> The language set by the user.
Product	Type: <code>OBJECT</code> The single product viewed or Added to cart.

## 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 RevX Cloud (Actions) 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
Revx Client ID (required)	<code>string</code> . Revx specific client id. This can be found by contacting the RevX support team

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### Need support?

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### Get started with Segment

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