



## Documentation

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This page is about the Emarsys (Actions) Destination. See below for information about other versions of the Emarsys destination:

 [Emarsys \(Classic\)](#)

[Emarsys](#) Emarsys, An SAP Company, is the omnichannel customer engagement platform, which empowers marketers to build, launch, and scale personalized cross-channel campaigns that drive business outcomes. By rapidly aligning desired business results with proven omnichannel customer engagement strategies the platform enables marketers to accelerate time to value, deliver superior 1:1 experiences and produce measurable results fast.

## Benefits of Emarsys (Actions) vs Emarsys Classic

Emarsys (Actions) provides the following benefits over the classic Emarsys destination:

 **Easy self-setup.** Use standard API credentials to connect to an Emarsys account.

 **Standard actions.** Use standard API functionality to manage contacts and start marketing automations.

## Getting Started

1 In the Segment web app, go to **Catalog > Destinations**.

2 In the left menu, click Destination Actions.

3 Click **Configure Actions Emarsys**.

4 Select an existing Source to connect to Emarsys (Actions).

5 Click Customized Setup to start with an empty mapping.

## Important differences compared to the classic Emarsys destination

The classic Emarsys destination handles any kind of Segment traffic but it requires additional configuration in the Emarsys account. Emarsys (Actions) does not need additional configuration in the Emarsys account, it is only configured in the Segment user interface. Please note that standard API rate limits apply.

## Destination Settings

SETTING	DESCRIPTION
API password	<i>Required.</i> Your Emarsys API password.
API username	<i>Required.</i> Your Emarsys API username

## Available Actions

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



### Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

• [Add to Contact List](#)

• [Remove from Contact List](#)

• [Upsert Contact](#)

• [Trigger Event](#)

### Add to Contact List

Add a contact to a contact list. The contact must exist before it can be added.

Add to Contact List is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Id of the contact list *	Type: <code>INTEGER</code> The Id of the contactlist
Key field *	Type: <code>STRING</code> The field to use to find the contact

FIELD	DESCRIPTION
Key value *	Type: <code>STRING</code> Value for the key field used to find the contact. E.g. the email address
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Remove from Contact List

Remove a contact from a contact list.

Remove from Contact List is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Id of the contact list *	Type: <code>INTEGER</code> The Id of the contactlist
Key field *	Type: <code>STRING</code> The field to use to find the contact
Key value *	Type: <code>STRING</code> Value for the key field used to find the contact. E.g. the email address
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Upsert Contact

Insert or update a contact on the Emarsys platform

Upsert Contact is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Key field *	Type: <code>STRING</code> The field to use to find the contact
Key value *	Type: <code>STRING</code> Value for the key field used to find the contact. E.g. the email address
Fields to write *	Type: <code>OBJECT</code> Use the emarsys field id (number) as key and set a value (string) (static, function or event variable)
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Trigger Event

Trigger an external event on the Emarsys platform to launch automation programs. Note: You can only pass objects to event\_payload (no literals, no arrays).

Trigger Event is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
Id of the external event *	Type: <code>INTEGER</code> The Id of the external event
Key field *	Type: <code>STRING</code> The field to use to find the contact
Key value *	Type: <code>STRING</code> Value for the key field used to find the contact. E.g. the email address
Event payload	Type: <code>OBJECT</code> A JSON object that will be passed to the Emarsys template engine and can be used for personalization
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

This page was last modified: 07 Aug 2024

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## Get started with Segment

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