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| ⊘ Server | ⊘ Server |

Partner Owned

This integration is partner owned. Please reach out to the partner's support for any issues.

This destination is built and supported by MadKudu. If you run into any issues with the destination, contact their support team.

How it works

MadKudu receives your customer data from Segment, enriches it, and updates your CRM profiles.

The enriched CRM profiles solves 2 problems for your sales reps:

- Reduces wasted time on unqualified leads.

- Prevents reps from missing high-value leads.

MadKudu's solution

Unlike traditional lead scoring solutions, MadKudu requires no manual effort or guesswork. MadKudu uses rigorous statistical methods based on data science to identify the most qualified leads based on customer demographics.

Additionally, MadKudu uses a customer's in-app behavior to detect sales opportunities such as closing, churn, or upsell.

Getting Started

It takes < 30 mins to begin accelerating your sales with MadKudu

1. Connect MadKudu to one of your Segment sources (5 min.)

2. Add your CRM credentials to MadKudu (5 min.)

3. Schedule a sales acceleration consultation with MadKudu to review your data and project revenue impacts (15 min.)

Mapping

MadKudu ingests `identify`, `track`, `page`, and `group` events from Segment.

These events are enriched with other data, aggregated, and pushed to appropriate fields in your CRM.

Questions?

More details available on MadKudu's website or email hello@madkudu.com.

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 MadKudu 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` . Please enter your Madkudu API key

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