



## Documentation

### Getting Started

What is Segment?  
[How Segment Works](#)  
Getting Started Guide  
A Basic Segment Installation  
Planning a Full Installation  
A Full Segment Installation  
Sending Data to Destinations  
Testing and Debugging  
What's Next  
Use Cases

### Guides

### Connections

### Unify

### Engage

### Privacy

### Protocols

### Segment App

### API

### Partners

### Glossary

### Config API

### Help



#### Additional versions of this destination are available

This page is about the Insider Cloud Mode (Actions). See below for information about other versions of the Insider destination:



[Insider Destination](#)

[Insider](#) Growth Management Platform (GMP) helps digital marketers drive growth across the funnel. Insider GMP helps marketers deliver personalized journeys across the web, mobile web, mobile apps, messaging, email, and ad channels using unified data.

This destination is maintained by Insider. For any issues with the destination, contact the [Insider Support team](#).

## Benefits of Insider (Actions) vs Insider Classic

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



**Adjustable Mappings:** By using Insider (Actions), you can map your events and attributes to Insider events and attributes, and easily adjust as needed.

**Data Consistency:** Pre-Built Mappings can help you to integrate Insider faster and ensure data consistency between Insider and Segment.

## 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 Insider.
4. Select an existing Source to connect to Insider Cloud Mode (Actions) and click **Next**.
5. Give your destination a name and click **Create destination**.
6. On the settings page for your destination, add the following settings:
  - Account Name:** Your Insider Account (Partner) Name.
  - API Key:** Your Unified Customer Database API Key, see how you can generate API key in the [Insider Academy API Authentication Tokens](#) documentation.
7. Enable your destination and click **Save**.

## Destination Settings

SETTING	DESCRIPTION
Account Name	<i>Required.</i> You can get your Account Name via Insider Inone Panel > Settings > Inone Settings > Account Preferences.
API Key	<i>Required.</i> You can get your API Key via Insider Inone Panel > Settings > Preferences > Integration Settings

## Available Presets

Insider Cloud Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Create or Update a User Profile	Event type = "identify"	Create or Update a User Profile

## Available Actions

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



### Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Product List Viewed Event
- Create or Update a User Profile
- User Registered Event
- Cart Viewed Event
- Product Removed Event
- Checkout Event

- Product Viewed Event
- Track Event
- Product Added Event
- Order Completed Event

## Product List Viewed Event

Record Product List View Event to Insider

Product List Viewed Event is a **Cloud** action. The default Trigger is:

type = "track" and event = "Product List Viewed"

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <b>BOOLEAN</b> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <b>BOOLEAN</b> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <b>BOOLEAN</b> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <b>STRING</b> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <b>STRING</b> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <b>OBJECT</b> You can select your custom identifiers for the event.
Timestamp *	Type: <b>DATETIME</b> When the event occurred
Event Parameters	Type: <b>OBJECT</b> Event Parameters store information about an event.
User Properties	Type: <b>OBJECT</b> User Properties defines all the details about a user.
Enable Batching?	Type: <b>BOOLEAN</b> When enabled, Segment will send events in batches.

## Create or Update a User Profile

Action used to update a User's attribute in Insider InOne.

Create or Update a User Profile is a **Cloud** action. The default Trigger is: type = "identify"

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <b>BOOLEAN</b> If true, Email will be sent as identifier to Insider.

FIELD	DESCRIPTION
Treat Phone Number as Identifier	Type: <b>BOOLEAN</b> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <b>BOOLEAN</b> If enabled, new data for array fields will be appended to the existing values in Insider.
Age	Type: <b>NUMBER</b> Age of a user.
Birthday	Type: <b>STRING</b> User's birthday
Email	Type: <b>STRING</b> Email address of a user.
First Name	Type: <b>STRING</b> First name of a user.
Gender	Type: <b>STRING</b> Gender of a user.
Last Name	Type: <b>STRING</b> Last name of a user.
Phone Number	Type: <b>STRING</b> User's phone number in E.164 format (e.g. +6598765432), can be used as an identifier.
UUID	Type: <b>STRING</b> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <b>STRING</b> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <b>OBJECT</b> You can select you custom identifiers for the event.
City	Type: <b>STRING</b> City
Country	Type: <b>STRING</b> Country
GDPR Opt-in	Type: <b>BOOLEAN</b> GDPR opt-in.
Email Opt-in	Type: <b>BOOLEAN</b> Email opt-in.
SMS Opt-in	Type: <b>BOOLEAN</b> SMS opt-in.
Whatsapp Opt-in	Type: <b>BOOLEAN</b> Whatsapp opt-in.
Language	Type: <b>STRING</b> The user's preferred lanuaage.

## User Registered Event

Record User Registered Event to Insider

User Registered Event is a **Cloud** action. The default Trigger is: `type = "track" and event = "User Registered"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Cart Viewed Event

Record Cart Viewed Event to Insider

Cart Viewed Event is a **Cloud** action. The default Trigger is: `type = "track"` and `event = "Cart Viewed"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred

FIELD	DESCRIPTION
Event Parameters	Type: <code>OBJECT</code> Event Parameters store information about an event.
Products	Type: <code>OBJECT</code> Product details for the given event.
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Product Removed Event

Record Product Removed Event to Insider

Product Removed Event is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Removed"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred
Event Parameters	Type: <code>OBJECT</code> Event Parameters store information about an event.
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Checkout Event

Record Checkout Events to Insider

Checkout Event is a **Cloud** action. The default Trigger is:

`type = "track" and (event = "Checkout Started" or event = "Checkout Step Viewed")`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred
Event Parameters	Type: <code>OBJECT</code> Event Parameters store information about an event.
Products	Type: <code>OBJECT</code> Product details for the given event.
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

### Product Viewed Event

Record Product View Event to Insider

Product Viewed Event is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Viewed"`

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.

FIELD	DESCRIPTION
Timestamp *	Type: DATETIME When the event occurred
Event Parameters	Type: OBJECT Event Parameters store information about an event.
User Properties	Type: OBJECT User Properties defines all the details about a user.
Enable Batching?	Type: BOOLEAN When enabled, Segment will send events in batches.

## Track Event

Record custom event to Insider

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

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: BOOLEAN If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: BOOLEAN If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: BOOLEAN If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: STRING User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: STRING An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: OBJECT You can select your custom identifiers for the event.
Event Name *	Type: STRING The event name
Timestamp *	Type: DATETIME When the event occurred
Event Parameters	Type: OBJECT Event Parameters store information about an event.
Products	Type: OBJECT Product details for the given event.
User Properties	Type: OBJECT User Properties defines all the details about a user.
Enable Batching?	Type: BOOLEAN When enabled, Segment will send events in batches.

## Product Added Event



Record Product Added Event to Insider

Product Added Event is a **Cloud** action. The default Trigger is: `type = "track" and event = "Product Added"`

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred
Event Parameters	Type: <code>OBJECT</code> Event Parameters store information about an event.
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

Order Completed Event

Record Order Completed Event to Insider

Order Completed Event is a **Cloud** action. The default Trigger is: `type = "track" and event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
Treat Email as Identifier	Type: <code>BOOLEAN</code> If true, Email will be sent as identifier to Insider.
Treat Phone Number as Identifier	Type: <code>BOOLEAN</code> If true, Phone Number will be sent as identifier to Insider
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
UUID	Type: <code>STRING</code> User's unique identifier. The UUID string is used as identifier when sending data to Insider. UUID is required if the Anonymous Id field is empty.
Anonymous Id	Type: <code>STRING</code> An Anonymous Identifier. The Anonymous Id string is used as identifier when sending data to Insider. Anonymous Id is required if the UUID field is empty.

FIELD	DESCRIPTION
Custom Identifiers	Type: <code>OBJECT</code> You can select your custom identifiers for the event.
Timestamp *	Type: <code>DATETIME</code> When the event occurred
Event Parameters	Type: <code>OBJECT</code> Event Parameters store information about an event.
Products	Type: <code>OBJECT</code> Product details for the given event.
User Properties	Type: <code>OBJECT</code> User Properties defines all the details about a user.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

## Migration from the classic Insider destination

If you're already using Insider (Classic) Destination, you're not expected to have breaking changes when upgrading to the Insider (Actions) destination. You can configure the new Actions mode destination and connect it to the same source(s) as the Classic destination and manually verify it before fully switching over.

## 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 Insider Cloud Mode (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
Account Name (required)	<code>string</code> . You can get your Account Name via Insider Inone Panel > Settings > Inone Settings > Account Preferences.
API Key (required)	<code>password</code> . You can get your API Key via Insider Inone Panel > Settings > Preferences > Integration Settings

---

## Need support?

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

[Visit our Support page](#)

## Help improve these docs!

 [Edit this page](#)

 [Request docs change](#)

## Was this page helpful?

 [Yes](#)

 [No](#)

---

## Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

[Request Demo](#)

---

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

