performing ad networks, rivaling Google and Amazon. With its advanced auto-bidding algorithm and fast integration, Topsort provides an advertising solution that delivers exceptional returns on ad spend (ROAS) while respecting users privacy by being cookie-less.

This is a destination for eCommerce sites that want to use Segment or are already using it to Track actions on their site. It helps you seamlessly integrate Topsort events for sponsored listings. Setting up an events integration is one of the 3 steps to integrate with Topsort (see Integration Overview for more details). It allows marketplaces to have a full metrics report available through Topsort's Reporting API or directly in the Topsort Manager Platform dashboards. It also provides the necessary information for the Topsort team to display relevant ads, optimize budget consumption, attribute purchases and accomplish sellers' conversion goals.

This destination is maintained by Topsort. For any issues with the destination, contact the Topsort Support team.

## Getting started

### Intro to Topsort Events

This destination helps you track the 3 main events Topsort needs to serve the most relevant ads and accomplish

attribution for sponsored listings: `impressions`, `clicks` and `purchases`. Here is an explanation of what each one of these means to Topsort:

- **Impression**: Every time a user sees a promoted product in a listing page (PLP) or section, you should trigger an `impressions` event.

- **Click**: If the user then clicks or adds the promoted product to a cart, you should trigger a `click` event.

- **Purchase**: When an order is completed and confirmed to be successful, report a `purchase` event to Topsort. You can report a purchase whether it has promoted products or not. Topsort takes care of filtering relevant promoted products inside the completed order given the information about promoted clicks.

This destination has 3 default presets that map the Track events `'Product Viewed'`, `'Product Clicked'` and `'Order Completed'` to Topsort's `impression`, `click` and `purchase` events, respectively. If you're not familiar with the Segment Spec, take a look to understand what the Track method does.

The mappings in the Topsort destination are built based on the Segment Ecommerce Spec. If you have different Segment Track events mapped to these action definitions, then Topsort can adapt this destination to your case. Once the destination is configured, activate only the mappings relevant to your site. See point 5 of the set up for more details.

### Set up your Topsort destination

1. From the Segment web app, click **Catalog**, then click **Destinations**.

2. Search for "Topsort" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. In the Topsort Manager Platform, go to Settings > API Integration to find or create your **Marketplace API Key** for auctions and events.

4. Return to the Topsort destination in the Segment app and enter the value for your **Marketplace API Key**.

5. Enable only the Track events relevant to your site and so that the events do not get duplicated with a single user action. For example, if you always trigger a `Product Clicked` event together with the `Product Added` event when a user makes a click in the "Add to cart" button, then you should enable only the `Product Clicked` event for the Topsort Destination.

## Destination Settings

| SETTING | DESCRIPTION |
|---------|-------------|
| API Key | *Required.* Created under Settings > API Integration in the Topsort Manager Platform. |

## Available Presets

Topsort has the following presets:

| PRESET NAME | TRIGGER | DEFAULT ACTION |
|-------------|---------|----------------|
| Purchase | Event type = "track" and event = "Order Completed" | Purchase |
| Click | Event type = "track" and event = "Product Clicked" | Click |
| Banner Click | Event type = "track" and event = "Banner Click" | Click |
| Impression | Event type = "track" and event = "Product Viewed" | Impression |
| Banner Impression | Event type = "track" and event = "Banner Impression" | Impression |

# Available Actions

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

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

- Purchase
- Click
- Impression

## Purchase

Send purchase events to Topsort when a consumer places an order.

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

**Click to show / hide fields**

| FIELD | DESCRIPTION |
| --- | --- |
| Event ID * | Type: `STRING` <br> Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters. |
| Occurred At * | Type: `DATETIME` <br> Timestamp that the event happened at. |
| Opaque User ID * | Type: `STRING` <br> Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters. |
| Items * | Type: `OBJECT` <br> Item information list related to the event. |

## Click

Send click events to Topsort when a consumer has clicked on a promotable.

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

**Click to show / hide fields**

| FIELD | DESCRIPTION |
| --- | --- |
| Event ID * | Type: `STRING` <br> Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters. |
| Occurred At * | Type: `DATETIME` <br> Timestamp that the event happened at. |
| Opaque User ID * | Type: `STRING` <br> Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters. |
| Resolved Bid ID * | Type: `STRING` <br> Identifier of an instance of a resolved auction for a determined product. The length should not exceed 128 characters. |
| Additional Attribution | Type: `OBJECT` <br> Additional attribution information. |

## Impression

Send impression events to Topsort when a consumer has viewed a promotable.

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

**Click to show / hide fields**

| FIELD | DESCRIPTION |
|---|---|
| Event ID **\*** | Type: `STRING`<br>Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters. |
| Occurred At **\*** | Type: `DATETIME`<br>Timestamp that the event happened at. |
| Opaque User ID **\*** | Type: `STRING`<br>Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters. |
| Resolved Bid ID **\*** | Type: `STRING`<br>Identifier of an instance of a resolved auction for a determined product. The length should not exceed 128 characters. |
| Additional Attribution | Type: `OBJECT`<br>Additional attribution information. |

## Track

You don't need to change anything about the way you report Track events to Segment. The only extra field you need to provide, only for the `impression` and `click` events, is the `resolvedBidId` given in the winner promoted product (whether it is from the Auctions API or the proxy response). Please find below an example call to track a product listing page (PLP) click event with the `resolvedBidId` included:

```
analytics.track("Product Clicked", {
  product_id: product.id,
  name: product.name,
  resolvedBidId: product.resolvedBidId
});
```

## Identify

For Segment's browser and mobile libraries Topsort recommends that you identify your logged-in users using Segment's Identify method.

Please find an example Identify call below:

```
analytics.identify('361b1fdfbeaa9d64a13c033eb9f970dc6740f6bc', {
  email: 'john.doe@example.com'
});
```

Once a user is identified, each call to Segment's Track method automatically records the user ID. Users that are not logged in can be tracked using an anonymousID.

If you use a server-side source please provide one or more identifiers: `anonymousId` or `userId`.

## 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.

> ℹ️ **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Topsort Events 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)* | `password` . Created under Settings > API Integration in the Topsort Manager Platform. |

This page was last modified: 23 Aug 2024

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## Need support?

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

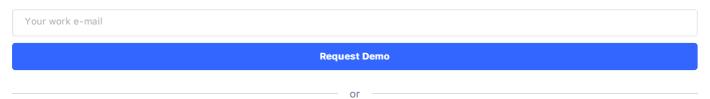**Visit our Support page**

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