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Cloud Mode Destination

This destination enables data transfer from Segment to Koala server-side. Additionally, Koala offers a device-mode destination that sends data directly from the browser using Koala's SDK. For more information, see the [documentation](#).

Koala enables you to identify website visitors with ease so you can turn traffic into actionable leads. See which companies are researching your docs, checking out your pricing page, and showing intent to buy.

Koala maintains this destination. For any issues with the destination, [contact the Koala Support team](#).

Getting Started

1 From the Segment web app, navigate to **Connections > Catalog > Destinations**.

2 Search for *Koala (Cloud)* and select **Add Destination**.

3 Select the source that will send data to Koala and follow the steps to name your destination.

4 On the **Settings** tab, input your **Public API Key** which can be found in your Koala workspace settings under **Settings > Install**.

Once connected, you can configure how you want to send data to Koala. By default, Segment forwards track events and identify events to Koala. Koala recommends sticking with the defaults.

Destination Settings

SETTING	DESCRIPTION
Public API Key	<i>Required.</i> Please enter your Public API Key found in your Koala workspace settings.

Available Presets

Koala has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event
Identify Visitor	Event type = "identify"	Identify Visitor

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Identify Visitor

Track Event

Identify Visitor

Update visitor traits in Koala.

Identify Visitor is a **Web** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Traits *	Type: <code>OBJECT</code> Traits to associate with the visitor in Koala.

Track Event

Send visitor events to Koala.

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

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: <code>STRING</code> The event name.

FIELD	DESCRIPTION
Event Properties	Type: <code>OBJECT</code> Properties to send with the event.

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 Koala (Cloud) 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
Public Key <i>(required)</i>	<code>string</code> . Your public key

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