the tracked websites tab in the account submenu. There you can fill enter the url of your website.

Page

You can track Page events using Segment's `analytics.page` method. It is highly recommended that, if possible, you add this event to the header of your website, after the library initialization and before you close your script tag.

Identify

An Identify event lets you tie a user in Moosend to actions they've completed and other recorded traits about that user. It includes a unique email and their name.

Our recommendation is to call `identify` after a user registers, after a user logs in and after a user provides their email as part of your newsletter subscription form (if applicable).

Track

Although you can track any custom event, Moosend has some known events that implement advanced behavior (listed below)

Product Viewed

A Product Viewed event should be used to track when a user views a product (before adding to cart or purchasing). This event helps to implement advanced retargeting strategies in Moosend like browse abandonment and engage with customers that view, but do not purchase, a product.

Make sure you follow the spec format explained in the documentation linked above.

Order Completed

An Order Completed event should be used to track when a user succesfully completes their order.

Make sure you follow the spec format explained in the documentation linked above.

Added To Cart

A Product Added event should be used to track when a user adds an item to their cart. These events can be then used to implement cart abandonment emails.

Make sure you follow the spec format explained in the documentation linked above.

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 Moosend 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
Website Id (GUID) *(required)*	`string`. You can create your Website Id on your Tracked Websites tab in your account settings

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