Documentation

Partner Owned

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

Moloco Commerce Media (MCM) is a technology solution that empowers marketplaces and online retailers to build and scale a retail media business (for example, sponsored ads). Moloco's solution helps platforms leverage and activate their first-party data to deliver highly relevant and performant ads, automate ad decision-making, and scale their ads business.

The Moloco Commerce Media destination can send user events collected using the Segment SDK to Moloco's platform for a simplified performance ads integration.

This allows you to run performance advertising without having to build your own backend system to ingest and send user events data in realtime to Moloco.

Getting started

Prerequisites

Before you configure the Moloco Commerce Media destination, add a source to Segment and use the Source

[Debugger](#) to verify Segment is receiving events.

Before you configure the Moloco Commerce Media destination, reach out to your Moloco representative about the following account information:

- Moloco Platform ID
- Moloco Event Service API key

After you obtain that account information, you can move on to the Segment app.

Set up your Moloco destination

1. From the Segment web console, click **Catalog**.

2. On the Catalog page, search for "Moloco", select it, and click **Add destination**.

3. Choose which of your sources to connect the destination to.

4. In the Moloco MCM destination settings page, fill the Platform ID and API key fields with your Moloco Platform ID and Event Service API key.

5. Select "APP" if your source endpoint is a mobile app, and "SITE" if it is a website.

Identify

Moloco strongly recommends that you identify your logged-in users using Segment's [Identify method](#) and that you hash the user ID before sending it to Moloco.

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](#). Moloco Commerce Media does not use anonymousIDs for users that are not logged in. Segment recommends formatting your anonymousID in UUID format.

> ℹ️
>
> If you hash the user ID before sending it to Moloco, ensure you reuse the same hashed ID when calling other Moloco APIs.

Track

If you're not familiar with the Segment Spec, take a look to understand what the [Track method](#) does. The mappings in the Moloco Commerce Media destination are built based on the Segment [Ecommerce Spec](#).

Please find below an example call to track a product detail page (PDP) view event:

```
analytics.track("Product Viewed", {
  product_id: "1193",
  name: "Newage Uplift Eye Care Cream",
  price: 19.99,
  currency: "USD",
  quantity: 1,
  image_url: "https://www.example.com/image.png"
});
```

Page

If you're not familiar with the Segment Spec, take a look to understand what the [Page method](#) does.

Please find below an example call to page:

```
analytics.page();
```

If you use Segment's Web SDK, this call automatically collects the page information. Here's an example of page information automatically collected using Segment's Web SDK.

```
"page": {
  "path": "/account",
  "referrer": "",
  "search": "",
  "title": "Your Account",
  "url": "https://www.example.com/account"
},
```

However for iOS and Android, it won't collect page information.

Moloco Commercial Media requires the page_id attribute for a PAGE_VIEW event. Using the Web SDK, the page_id can be associated with the path attribute. However for iOS/Android, Moloco Commercial Media recommends using the Page Identifier Token field.

The Page Identifier Token field accepts key:value pairs of strings that can identify the page. Stringification Logic is: {key}:{value}s concatenated by ";"

Moloco Commercial Media ignores the Page Identifier Token if page_id is passed, as page_id has a higher priority.

Here's an example of a Page Identifier Token that could be tracked in a mobile app.

Say the input had the following schema:

```
...
  "event": "Product List Viewed",
  "vertical": "fruit"
...
```

and user chose the following mapping:

```
// "event" represents the name of the event
event: properties.event
// "vertical" represents which vertical the event happened on
vertical: properties.vertical

// The combination of those two tokens can repsent
// "Which action happened on which vertical"
```

The tokens are stringified into the following:

```
"event:Product List Viewed;vertical:fruit"
```

The tokens are stringified in the format of the above example because they are key-value pairs concatenated by a semicolon (;).

> ⓘ
> if you decide to use the Page Identifier Token in your mobile app, reuse the same Page Identifier Token in place of page_id when calling Moloco's APIs.

Mappings

In the Mappings tab, some fields are chosen by default if some common fields map to Moloco Event's fields. If the mapped key does not exist in the input data, it won't trigger an error. Instead, the mapping will not pass any value.

If you are using **the default fields in a custom way**, please confirm that your mapping meets Moloco's requirements.

Default Mappings are not hard rules. They can be modified to your convenience.

Destination Settings

SETTING	DESCRIPTION
API Key	*Required.* The API key for the platform
Channel Type	*Required.* Type of channel, either APP or SITE. Defaults to SITE.
Platform ID	*Required.* ID of the platform
Platform Name	Name of the platform (default to the `Platform ID`)

Available Presets

Moloco MCM has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Search	Event type = "track" and event = "Products Searched"	Search
Page View	Event type = "page" and properties.name != "Home" and properties.name != "Land"	Page View
Item Page View	Event type = "track" and event = "Product Viewed"	Item Page View
Land	Event type = "page" and properties.name = "Land"	Land
Add to Wishlist	Event type = "track" and event = "Product Added to Wishlist"	Add to Wishlist
Home	Event type = "page" and properties.name = "Home"	Home
Purchase	Event type = "track" and event = "Order Completed"	Purchase
Add to Cart	Event type = "track" and event = "Product Added"	Add to Cart

Available Actions

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

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

- Purchase
- Search
- Add to Cart
- Page View
- Home
- Add to Wishlist
- Land

Purchase

Represents a user purchasing an item

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` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items *	Type: `OBJECT` Item information list related to the event.
Revenue *	Type: `OBJECT` Revenue of the event
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.
Shipping Charge	Type: `OBJECT` Shipping charge's monetary amount in a specific currency.

Search

Represents a user searching for an item

Search is a **Cloud** action. The default Trigger is: `type = "track" and event = "Products Searched"`

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.

FIELD	DESCRIPTION
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items	Type: `OBJECT` Item information list related to the event.
Search Query *	Type: `STRING` Query string for the search.
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.
Referrer Page ID	Type: `STRING` Similar to referrer in HTTP, this value indicates from which page the user came to the current page.

Add to Cart

Represents a user adding an item to their cart

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

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items *	Type: `OBJECT` Item information list related to the event.
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.

Page View

Represents a user viewing a certain page that is pertinent to sequence-based ML model training (Ex. a user browsing sneakers)

Page View is a **Cloud** action. The default Trigger is:

```
type = "page" and properties.name != "Home" and properties.name != "Land"
```

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items	Type: `OBJECT` Item information list related to the event.
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar". Either page_id or page_identifier_tokens is required.
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority. Either page_id or page_identifier_tokens is required.
Referrer Page ID	Type: `STRING` Similar to referrer in HTTP, this value indicates from which page the user came to the current page.

Home

Represents a user visiting a home page

Home is a **Cloud** action. The default Trigger is: `type = "page" and properties.name = "Home"`

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event

FIELD	DESCRIPTION
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items	Type: `OBJECT` Item information list related to the event.
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.

Add to Wishlist

Represents a user adding an item to their wishlist

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

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items *	Type: `OBJECT` Item information list related to the event.
Revenue	Type: `OBJECT` Revenue of the event
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.

Land

Represents a user visiting the client's website from an external source (ex. Google Shopping)

Land is a **Cloud** action. The default Trigger is: `type = "page" and properties.name = "Land"`

Click to show / hide fields

FIELD	DESCRIPTION
Event ID	Type: `STRING` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items	Type: `OBJECT` Item information list related to the event.
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.
Referrer Page ID *	Type: `STRING` Similar to referrer in HTTP, this value indicates from which page the user came to the current page.

Item Page View

Represents a user viewing an item page

Item Page View 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` Unique ID generated by the client to suppress duplicate events. The length should not exceed 128 characters.
Timestamp *	Type: `DATETIME` Timestamp that the event happened at.
User ID	Type: `STRING` User Identifier for the platform. The length should not exceed 128 characters.
Device	Type: `OBJECT` Device information of the event
Session ID	Type: `STRING` Identifier for tracking users regardless of sign-in status. The length should not exceed 128 characters.
Default Currency	Type: `STRING` The default currency value. Defaults to "USD". If this is set, it will be used as a default currency value for items.
Items *	Type: `OBJECT` Item information list related to the event.

FIELD	DESCRIPTION
Page ID	Type: `STRING` A string value used to uniquely identify a page. For example: "electronics", "categories/12312", "azd911d" or "/classes/foo/lectures/bar".
Page Identifier Tokens	Type: `OBJECT` Tokens that can be used to identify a page. Alternative to page_id with a lower priority.

Monitoring

Once the mappings are configured correctly, you can verify the flow of events from your source to Moloco's destination in the Delivery Overview tab of your Moloco destination. If you correctly configured your destination, you should see a growing **Successful delivery** count.

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 Moloco Commerce Media 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` . The API key for the platform
Channel Type *(required)*	`select` . Type of channel, either APP or SITE. Defaults to SITE.
Platform ID *(required)*	`string` . ID of the platform
Platform Name	`string` . Name of the platform (default to the `Platform ID`)

This page was last modified: 11 Sep 2024

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