≡ Documentation

Getting Started

1. Contact the Sailthru Support team to enable your account for EXTID support and request your integration-specific API Key and Secret.

2. From the Destinations catalog page in the Segment App, click **Add Destination**.

3. Search for "Sailthru" in the Destinations Catalog, and select the Sailthru destination.

4. Choose which Source should send data to the Sailthru destination.

5. Enter the API Key and Secret in the Sailthru destination settings in Segment.

Supported methods

Sailthru supports the following methods, as specified in the Segment Spec

Page

Send Page calls to Sailthru to add your pageview data to Sailthru and generate interest data, sessions, and trending data.

```
analytics.page()
```

Screen

Send Screen calls to Sailthru as pageviews by toggling on the `Track Screen events as Pageviews` setting in your Segment destination settings.

```
Analytics.shared().screen("Rick's Tee", properties: [
    "url": "https://shop.com/products/ricks-tee"
])
```

Screen events require a `url` property. If Sailthru receives a Screen call without a `url` property, the call drops.

Identify

Send Identify calls to create or update a Sailthru profile for any identified user on your site.

Pass an email address at the top level using the `identify` call:

```
analytics.identify("assigned-userId", {
 "name": "Stephen Noel",
 "email": "snoel@sailthru.com",
 "plan": "premium",
 "logins": 5
});
```

Pass an email under `context.traits` using the identify call:

```
analytics.identify("assigned-userId", {
 "name": "Stephen Noel",
 "plan": "premium",
 "logins": 5
},
{
 "traits": {"email": "snoel@sailthru.com"}
}
);
```

> ℹ️
> **NOTE:** Sailthru searches for the email address in the `identify` call under `context.traits` if it isn't provided at the top-level.

Track

Send Track calls to:

- record purchases via "Order Completed" events
- record abandoned carts via "Product Added" and "Product Removed" events
- subscribe users via "Subscribed" events
- trigger Lifecycle Optimizer journeys with all other events
- delete users via "User Deleted" events

Sailthru automatically creates and maps custom fields from Segment.

Subscribe a User

Subscribe a user to a list programmatically with the `Subscribed` event. Sailthru adds Users to the list name passed in the `list` field and resets their opt-out status to Valid for Marketing.

```
analytics.track("Subscribed", {
 "list": "Master List"
});
```

Delete a User

To delete a user, you need to include the email in the `userId` or `context.traits` track call, in a call like the following:

```
analytics.track("User Deleted", {userId:"xxxxxx@example.com" })
```

```
analytics.track("User Deleted", {}, {"traits":{"email": "xxxxxxx@example.com"}})
```

If the user exists, it will be removed from both Segment and Sailthru.

Record a Purchase

Record purchases in Sailthru wih the `Order Completed` event to send order confirmation messages, personalize messaging, and create purchase-related audiences.

Each line-item for Sailthru purchases requires the `url` field. Send the `tags` property for each line-item for later segmentation purposes.

Sailthru automatically tracks the `shipping`, `tax`, and `discount` fields as adjustments for accurate purchase values per-user. Use `order_id`, `checkout_id`, or Segment's `messageId` as a purchase key for later lookup and deduping purposes.

```
analytics.track("Order Completed", {
 "order_id": "smbc-3-18-1",
 "affiliation": "Google Store",
 "total": 27.50,
 "subtotal": 22.50,
 "revenue": 25.00,
 "shipping": 3,
 "tax": 2,
 "discount": 2.5,
 "coupon": "hasbros",
 "currency": "USD",
 "products": [
   {
     "product_id": "507f1f77bcf86cd799439011",
     "sku": "45790-32",
     "name": "Monopoly: 3rd Edition",
     "price": 19,
     "quantity": 1,
     "category": "Games",
     "tags": "games, monopoly, miserable-endings",
     "url": "https://www.example.com/product/path",
     "image_url": "https:///www.example.com/product/path.jpg"
   }
 ]
});
```

Update Cart

Send `Product Added` and `Product Removed` Track events for Sailthru's abandoned cart messaging to enable the Cart Abandonment entry in Lifecycle Optimizer.

Sailthru abandoned cart messaging requires the `url` to function properly.

To determine if the cart is expired, the timestamp of the last payload received (`purchase_incomplete.time`) is compared with the `clearIncompleteCartAfterNHours` value. If the cart is expired, any pre-existing products in the cart will be removed.

```
analytics.track('Product Added', {
  cart_id: 'skdjsidjsdkdj29j',
  product_id: '507f1f77bcf86cd799439011',
  url: 'https://example.com/product/path',
  sku: 'G-32',
  category: 'Games',
  name: 'Monopoly: 3rd Edition',
  url: "https://www.example.com/product/monopoly",
  brand: 'Hasbro',
  variant: '200 pieces',
  price: 18.99,
  quantity: 1,
  coupon: 'MAYDEALS',
  position: 3,
  email: "xxxxxxx@example.com",
  clearIncompleteCartAfterNHours: 24
});
```

Notes:

- By default the value is null

- Requirement is for the value to be greater than 0

- Only whole positive numbers are supported. If fractional numbers are included, the number will be truncated (for example, 1.5 will be 1)

- If a number is passed in a string format such as `"1"`, it will be parsed and converted to integer

- Non-numeric characters are not allowed

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 Sailthru V2 New 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)*	`string`. Sailthru API Key. Please talk to your CSM for Segment-specific credentials.
API Secret *(required)*	`string`. Sailthru API Secret

SETTING	DESCRIPTION
Track Pageviews in Sailthru	`boolean`, defaults to `FALSE`. Generate interest data and enable cart/browse abandonment LO entries.
Track Screen events as Pageviews	`boolean`, defaults to `FALSE`. Treat screen events as pageviews within sailthru, you'll need to have a url property to the properties to generate valid pageview events

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