≡ Documentation

> ⚠️ **Ripe Cloud Mode (Actions) destination requires events from an Analytics.js source**
>
> Ripe Cloud Mode is a way to send your backend events to Ripe and should be used in tandem with the client-side Ripe Destination. Without a Ripe Web Mode (Actions) destination receiving information from an Analytics.js source, you will not be able to interact with leads in the Ripe app.

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

2. Search for "Ripe Cloud Mode (Actions)" in the Destinations Catalog, and select the "Ripe Cloud Mode (Actions)" destination.

3. Choose which Source should send data to the "Ripe" destination.

4. Go to Ripe integrations page (or onboarding page) and click on the "Segment" integration.

5. Copy the "Segment API key".

6. Enter the "Segment API Key" in the "Ripe Cloud Mode" destination settings in Segment.

Supported Methods

Ripe supports all the following methods out of the box.

Identify

Take a look at the Identify method documentation to learn about what it does. An example call would look like this:

```
analytics.identify('userId123', {
  email: 'steve@apple.com',
  firstName: 'Steve',
  lastName: 'Jobs'
});
```

Segment sends Identify calls to Ripe as `identify` events. Ripe displays these events as `Users` by default. `Identify` event data is augmented with traits. It's important to include email as a trait, as soon as it is known. Ripe will use email to populate User views by default. Ripe fully supports Segment's Identify Spec, and recommend using the standardized names for the reserved traits covered there.

Track

Take a look at the Track method documentation to learn about what it does. An example call would look like:

```
analytics.track('Clicked Book a Demo Button')
```

Segment sends Track calls to Ripe as `track` events. Track events should be flattened whenever possible. For example, rather than `Button Click` as a track event with `Book a Demo` as a property, use `Clicked Book a Demo Button`. Product Events can be filtered and grouped by `userId` or `groupId`. When firing track calls from a backend source you should always include the `userId` to ensure it can be attributed back to the correct user.

Page

Take a look at the Page method documentation to learn about what it does. An example call would look like this:

```
analytics.page()
```

Segment sends Page calls to Ripe as a `pageview` event. Ripe displays these events as Page views by default.

Group

Take a look at the Group method documentation to learn about what it does. An example call would look like this:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Apple Inc.",
  industry: "Technology",
  employees: 164000,
  plan: "enterprise",
  "total billed": 1000000,
  website: "apple.com"
});
```

Segment sends Group calls to Ripe as a `group` event. Group events can be augmented with group traits. Ripe displays these events as Workspaces by default. Including a name and a website (domain) as a trait is recommended, as Ripe will use the traits to populate Workspace views by default.

Destination Settings

SETTING	DESCRIPTION

SETTING	DESCRIPTION
API Key	*Required.* The Ripe API key found in the Ripe App
API Endpoint	The Ripe API endpoint (do not change this unless you know what you're doing)

Available Presets

Ripe Cloud Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Identify user	Event type = "identify"	Identify
Track event	Event type = "track"	Track
Page view	Event type = "page"	Page
Group user	Event type = "group"	Group

Available Actions

Build your own Mappings. Combine supported triggers with the following Ripe Cloud Mode-supported actions:

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

- Group
- Page
- Identify
- Track

Group

Group user in Ripe

Group is a **Cloud** action. The default Trigger is: `type = "group"`

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID	Type: `STRING` Anonymous id
User ID	Type: `STRING` The ID associated with the user
Group ID *	Type: `STRING` The group id
Context	Type: `OBJECT` Device context
Traits	Type: `OBJECT` Traits to associate with the group

FIELD	DESCRIPTION
Timestamp	Type: `STRING` The timestamp of the event
MessageId	Type: `STRING` The Segment messageId

Page

Register page view in Ripe

Page is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID	Type: `STRING` An anonymous identifier
User ID	Type: `STRING` The ID associated with the user
Context	Type: `OBJECT` Device context
Properties	Type: `OBJECT` Page properties
Page Name	Type: `STRING` The name of the page
Page URL	Type: `STRING` The page URL
Page Path	Type: `STRING` The page path
Page Query String	Type: `STRING` URL query string
Page Referrer	Type: `STRING` The page referrer
Page Title	Type: `STRING` The page title
Timestamp	Type: `STRING` The timestamp of the event
MessageId	Type: `STRING` The Segment messageId

Identify

Identify user in Ripe

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

Click to show / hide fields

FIELD	DESCRIPTION

FIELD	DESCRIPTION
Anonymous ID	Type: `STRING` An anonymous identifier
User ID	Type: `STRING` The ID associated with the user
Context	Type: `OBJECT` Device context
Traits	Type: `OBJECT` Traits to associate with the user
Timestamp	Type: `STRING` The timestamp of the event
MessageId	Type: `STRING` The Segment messageId

Track

Send user events to Ripe

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

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID	Type: `STRING` An anonymous identifier
User ID	Type: `STRING` The ID associated with the user
Event Name *	Type: `STRING` The event name
Context	Type: `OBJECT` Device context
Event properties	Type: `OBJECT` Properties to send with the event
Timestamp	Type: `STRING` The timestamp of the event
MessageId	Type: `STRING` The Segment messageId

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