



## Documentation

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#### Partner Owned

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

[FunnelEnvy](#) helps marketers optimize revenue by delivering personalized experiences and offers for every customer across their unique journey.

This destination is maintained by FunnelEnvy. For any issues with the destination, [contact the FunnelEnvy Support team](#).

## Implementation Prerequisite

FunnelEnvy works differently than other Segment destinations: It requires that customers include a native FunnelEnvy snippet on their page along with the Segment snippet.

The FunnelEnvy snippet can be found in your settings within FunnelEnvy which is found in **Settings > Org Settings**

## Getting Started

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

2. Search for "FunnelEnvy" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Lead over to your [FunnelEnvy integration settings](#) and add "Segment Souce" as a source integration.

4. Copy the "API Key" from the Segment Source integration in FunnelEnvy into your Segment Settings UI.

## Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

FunnelEnvy will use the id sent in the identify call to associate individuals to other data sources and to attribute conversions to variations. Traits passed with identify calls will be sent to FunnelEnvy as attributes in the individual profile and will be available for segmentation and prediction. **userId** is a **required** field in the identify call.

## Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track('Clicked Login Button')
```

Track calls will be sent to FunnelEnvy as an event, which can be used for goal tracking as well as behavioral segmentation.

## 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 FunnelEnvy 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)	<code>string</code> . Log in to FunnelEnvy, navigate to Integrations left menu item. Under Sources, select and activate Segment and the API key will be visible.

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