



Getting Started

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Getting Started

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

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

3 Enter the "Integration Key" into your Segment Settings UI as "API Key" which you can find on [Trustpilot integrations page](#).

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('Order Completed', {
  checkout_id: 'fksdjfsdjfisjf9sdfjsd9f',
  order_id: '50314b8e9bcf000000000000',
  email: 'test@example.com',
  name: 'John',
  surname: 'Johnson',
  affiliation: 'Google Store',
  total: 27.50,
  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',
      url: 'https://www.example.com/product/path',
      image_url: 'https://www.example.com/product/path.jpg'
    },
    {
      product_id: '505bd76785ebb509fc183733',
      sku: '46493-32',
      name: 'Uno Card Game',
      price: 3,
      quantity: 2,
      category: 'Games'
    }
  ]
});
```

Trustpilot accepts only `Order Completed` events. These `Track` calls will be sent to Trustpilot as a `track` event and create a review invitation.

IMPORTANT: Both `order_id` and `email` are required fields.

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 Trustpilot 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
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SETTING	DESCRIPTION
API Key (required)	<code>string</code> . Drop in the "Integration Key" into your Segment Settings UI which you can find on https://businessapp.b2b.trustpilot.com/#/ecommerce/segment

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