



## Documentation

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Trigger promotional and transactional messages based on customer preferences and behaviors to support onboarding, customer activation, cross-sell, and re-engagement strategies. Scale personalization and treat your customers as individuals with an automated view and understanding of the customer by pulling real-time behavior like intent so marketers don't have to manually segment users and audiences.

The Acoustic (Actions) Destination is maintained by Acoustic. For support, visit the [Acoustic Help Center](#).

## Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.
2. Find the Destinations Actions item "Acoustic (Actions)" in the left navigation, and click it.
3. Click **Configure Acoustic (Actions)**.
4. Select an existing source to connect to Acoustic (Actions).

## Destination Settings

SETTING	DESCRIPTION
Customer Prefix	<i>Required.</i> Use your Acoustic Org name but replace any spaces with an underscore, eg., AcmeCustomer_Prod
S3 Access Key	<i>Required.</i> S3 Access Key for the S3 bucket.
S3 Bucket Access Point Alias	<i>Required.</i> The Alias of the Access Point created for your access to the S3 Bucket.
S3 Region	<i>Required.</i> Should always be us-east-1 unless directed by Acoustic otherwise.
S3 Secret	<i>Required.</i> S3 Secret credential for the S3 bucket.
Version:	Last-Modified: 02.01.2024 10.30.43

## Available Presets

Acoustic (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Calls	Event type = "track"	Send Events
Identify Calls	Event type = "identify"	Send Events

## Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Acoustic-supported actions:

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

[Send Events](#)

### Send Events

Send Segment identify() and track() events to Acoustic Connect. At least one of the following optional fields should be populated: Key-Value pairs, Arrays, Context, Properties, Traits.

Send Events is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Key-Value pairs	Type: <b>OBJECT</b> Map simple Key-Value pairs (optional)
Arrays	Type: <b>OBJECT</b> If the data needed is in an array, use this section to Map Array data into useable attributes (optional)
Context	Type: <b>OBJECT</b> If the data is present in a Context section, use this to map the attributes of a Context Section (optional)
Properties	Type: <b>OBJECT</b> If the data is present in a Properties section, use this to map the attributes of a Properties Section (optional)

FIELD	DESCRIPTION
Traits	Type: <b>OBJECT</b> If the data is present in a Traits section, use this to map the attributes of a Traits Section (optional)
UniqueRecipientId *	Type: <b>STRING</b> The field to be used to uniquely identify the Recipient in Acoustic. This field is required with Email preferred but not required.
Type *	Type: <b>STRING</b> Do Not Modify - The type of event. e.g. track or identify, this field is required
Timestamp *	Type: <b>DATETIME</b> Do Not Modify - The timestamp for when the event took place. This field is required

## Edit basic settings

For some configuration options, you will need information from your Connect Org. Others will need the help of your Customer Success and/or Services resources. If you do not recognize the options here or need help, reach out to your Acoustic Customer Success or Services resource for help.

**Name:** Enter a name to help you identify this destination definition in Segment.

**Customer Prefix: Important** - Segment recommends that you use your Acoustic Connect Org name and a dataflow tag, like *CustomerAcme\_Prod\_* or *CustomerAcme\_test1\_* or *CustomerAcme\_MktData3\_*. Be sure to replace any spaces with an underscore and **be sure to end the string with an underscore '\_'**.



Work with your Acoustic Customer Success or Services resource to align this string with the Acoustic definition that defines your unique table for this data set.

**S3 Bucket Access Point Alias:** The Alias of the Access Point created for your access to the S3 Bucket. Available from your Acoustic Customer Success or Services resource.

**S3 Access Key:** S3 Access Key for the S3 bucket. Available from your Acoustic Customer Success or Services resource.

**S3 Secret** S3 Secret credential for the S3 bucket. Available from your Acoustic Customer Success or Services resource.

**S3 Region:** Should always be `us-east-1` unless directed by Acoustic otherwise.

**Version:** No Need to Edit - Provides a metatag to confirm the version currently in effect. The current version is shown as: "Last-Modified: 02.01.2024 10.30.43", "Version 1.7"

When all config options are defined and confirmed, as well as all Filter and Mapping configurations completed (see below), be sure to "Enable" and "Save Changes" for the Destination.

When enabled, Segment will send data to Acoustic (Actions) based on configuration in the Mappings tab.



You can define multiple destinations to send unique data to different Connect Tables, simply create the definition with a unique name and Customer Prefix to align the mapped data to the respective Connect table.

## Defining filters

The Destination dialog includes a Filter tab. If you have a significant volume of Events and data attributes from the source you wish to use, a good first step would be to define Filter(s) to limit the data being sent to the connection from the defined source(s). Mapping is then used to define the specific set of attribute data and columns to be written to Acoustic.

For example, for a Connection definition of an audience source, a `traits.email` or similar attribute filter would be necessary to assure only Identify Events with a valid value in the traits section (to be mapped to `UniqueRecipientId` ) will be sent to the Acoustic Destination.

Only Send Event

to AcousticS3TC-Shopify\_1 if...

Any

the following conditions are true

Event Field

context.traits.email

contains

@

X

or

Event Field

properties.email

contains

@

X

or

Event Field

traits.email

contains

@

X

+ Add Condition

Keep in mind that the Acoustic (Actions) Destination ignores events without a valid `UniqueRecipientId` attribute, therefore a common filter would be to avoid sending any events to the connection that don't have a valid attribute to be mapped to `UniqueRecipientId`. In many cases, this will be a valid email address but other Unique Id attribute, such as `CustID`, can be used.

## Defining mapping

The Destination dialog also contains a Mapping tab. The Acoustic (Action) Destination currently supports Segment Track and Identity Events along with all attributes of those events. In the Mapping dialog, initial Mapping templates are included as an aid. All of the provided mapping fields are optional, but you'll need to use at least one, in addition to the required attributes, to map the data you want to write to Acoustic Connect.

### Track Calls ✓

Send Segment `identify()` and `track()` events to Acoustic Connect. At least one of the following optional fields should be populated: Key-Value pairs, Arrays, Context, Properties, Traits.

1

Select events to map and send

When an event happens on **Shopify (by Littledata)**, send it to **Acoustic (Actions)** if the following conditions are true:

Event Type

is

Track

+ Add Condition

Mapping provides the means to map Segment event data to Connect Columns. The value you map to a key is the value of the column with the same name as the key in Connect. That is, if you map the value of `trait.firstName` to the Key "firstname", the value mapped will show up in Connect in the column "firstname".

You'll want to work with the Acoustic Services team to define a Connect Table that will **have all of the columns you intend to map**. The details of this table are also needed in the Destination's Settings dialog.

Here we can see the mapping for UniqueRecipientID. UniqueRecipientId is required. The Acoustic (Actions) Destination will not accept any event that does not contain a UniqueRecipientId attribute.

Avoid editing 'type' or 'timestamp' mappings. These are required and pre-mapped. As noted above, even these values will show up in the respective columns as the Key names, that is, there will be a column in your table in Connect of 'type' and 'timestamp', and each will hold the respective mapped values of the event data.

3

Select mappings

Define how to map the event fields from your Source to your Destination

Show test record preview

Shopify (by Littledata)

properties.email

type

timestamp

→

Acoustic (Actions)

UniqueRecipientId \*

Type \*

Timestamp \*

Select Object

Edit Object

→

Key-Value pairs

Select event variable

→

Enter key name

+ Add Mapping Field

Following the required attributes are a series of helpful predefined mapping structures. Each of these are optional, but at least one must be used to provide data beyond the required attributes previously noted.

The first is a standard Key and Value mapping dialog. You can use this dialog to map each attribute provided by the Track or Identify event data one by one. That is, you can map `traits.firstname` to `"firstname"`, then another Key/Value of `traits.lastname` to `"lastname"`, and so on, until you have mapped all that you want to store in Connect.

Select Object

Edit Object

→

Key-Value pairs

context.consent.marketing

Select event variable

+ Add Mapping Field

→

MarketingConsent

Enter key name

The mapping sections that follow allow you to map whole sections or even the special use-case of an array of data that needs to be flattened in order to be useful, as in this example of flattening the `properties.products` array to individual attributes.

Select Array

Edit Array

properties.products

→

Arrays

i

brand

→

brand

🗑

category

→

category

🗑

price

→

price

🗑

position

→

position

🗑

You can also map whole sections, which will provide all of the attributes of the section mapped through to Connect.

Select Object

Edit Object

context

→

Context

i

Select Object

Edit Object

properties

→

Properties

i

Select Object

Edit Object

context.traits

→

Traits

i

With the Mapping completed, click **Save**.

With all configuration completed, you'll want to confirm data being written to the defined Table in Connect.

### Delivery report

Additionally, if you see `Nesting Depth Exceeded` in your Delivery report, this indicates that an array of data is being sent through that is too deep. In other words, the array has too many levels and cannot be flattened. In this case, you'll need to revisit mapping that data to a flatter structure, that is, the attribute has a simple value versus the complex value structure that is coming through. Complex values, many layered values, are not useable and will not be accepted.

#### Delivery Issues ⓘ

DESCRIPTION	COUNT	LAST SEEN
Nesting Depth Exceeded	2,130	a minute ago ▶

### 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 Acoustic (Actions) 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
Customer Prefix <i>(required)</i>	<code>string</code> , defaults to <code>customer_org_</code> .  Use your Acoustic Org name but replace any spaces with an underscore, eg., AcmeCustomer_Prod
S3 Access Key <i>(required)</i>	<code>string</code> . S3 Access Key for the S3 bucket.
S3 Bucket Access Point Alias <i>(required)</i>	<code>string</code> . The Alias of the Access Point created for your access to the S3 Bucket.
S3 Region <i>(required)</i>	<code>string</code> , defaults to <code>us-east-1</code> .  Should always be us-east-1 unless directed by Acoustic otherwise.
S3 Secret <i>(required)</i>	<code>password</code> . S3 Secret credential for the S3 bucket.
Version:	<code>string</code> , defaults to <code>Version 2.3</code> .  Last-Modified: 02.01.2024 10.30.43

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