



Getting Started

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potential to buy, expand, or churn.

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

Getting started

- 1 From your workspace's [Destination catalog page](#) search for "UserMotion (Actions)".
- 2 Select UserMotion (Actions) and click **Add Destination**.
- 3 Select an existing Source to connect to UserMotion (Actions).
- 4 Go to the [UserMotion dashboard](#), find and copy the **API key**.
- 5 Enter the **API Key** in the UserMotion destination settings in Segment.
- 6 Save your changes and enable the destination.

Destination Settings

SETTING	DESCRIPTION
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SETTING	DESCRIPTION
API Key	<i>Required.</i> Your UserMotion API Key

Available Presets

UserMotion (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Identify User	Event type = "identify"	Identify
Identify Group	Event type = "group"	Identify Company
Track Analytics Event	Event type = "track" Event type = "page"	Track Analytics Event

Available Actions

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

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

- Identify Company
- Track Analytics Event
- Identify

Identify Company

Create or update a company in UserMotion

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> A identifier for a known user.
Anonymous ID	Type: <code>STRING</code> An identifier for an anonymous user
Group ID *	Type: <code>STRING</code> A identifier for a known company.
Traits	Type: <code>OBJECT</code> Traits to associate with the company

Track Analytics Event

Send user and page events to UserMotion

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> A identifier for a known user.
Anonymous ID	Type: <code>STRING</code> An identifier for an anonymous user
Event Name *	Type: <code>STRING</code> The name of the track() event or page() event
Context properties	Type: <code>OBJECT</code> Context properties to send with the event
Event Properties	Type: <code>OBJECT</code> Properties to send with the event.

Identify

Identify user in UserMotion

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID *	Type: <code>STRING</code> A identifier for a known user.
Anonymous ID	Type: <code>STRING</code> An identifier for an anonymous user
Email *	Type: <code>STRING</code> The email address of the identified user
Traits	Type: <code>OBJECT</code> Traits to associate with the user

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 UserMotion (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
API Key (required)	<code>string</code> . Your UserMotion API Key

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