Documentation

Getting Started

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

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

3. Enter the API Key into your Segment Settings UI which you can find from your CrowdPower Project Settings.

4. To find your CrowdPower API Key, go to the CrowdPower Console and click **Settings** in the sidebar menu. Use your CrowdPower project's Public Key as the API key for Segment.

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', {
  name: 'John Doe',
  email: 'john.doe@example.com',
  signed_up_at: 1583564043,
});
```

Identify calls in Segment create or update customers and their attributes in CrowdPower. Customer attributes may be used for creating segments. Your segments may be used as audiences for your marketing campaigns. Date attributes should be sent as UNIX timestamps (UTC), and the keys should end in _at.

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('Purchased Item', {
    name: 'Cobb Salad',
    sku: 'ABC123',
    price: 1200,
})
```

Track calls in Segment create events for each customer in CrowdPower. Each event may have corresponding properties that may be used for creating customer segments and triggering marketing campaigns. Date properties should be sent as UNIX timestamps (UTC), and the keys should end in _at.

Charge

To track customer revenue in CrowdPower, send the track event with the revenue key present.

```
analytics.track('New Charge', {
    revenue: 1200,
})
```

Track calls with the revenue key are treated as a charge in CrowdPower and do not appear in the customer's event feed. The revenue is attributed to the customer, and the event name (and any other properties) are ignored.

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.

> ℹ️
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to CrowdPower 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)*	`string` . You can find your CrowdPower project's public key on the settings page for your project.

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