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To add the Insider Audiences Destination:

1. From your Segment workspace, navigate to **Connections > Catalog** and select the **Destinations** tab.
2. Search for **Insider Audiences** and select the destination.
3. Click **Add destination**.
4. Select the space in Engage to use as the Source as this destination only supports sending Engage Audiences to Insider.
5. Name your destination on the settings tab.
6. Add the following settings to your Insider Destinations:
 - Account Name:** Your Insider Account (Partner) Name.
 - API Key:** Your Unified Customer Database API Key. See how you can generate the API key in the [Insider Academy API Authentication Tokens](#) documentation.
7. Click **Save** Changes.
8. In the Mappings tab, click **New Mapping** and select **Sync Engage Audience to Insider**.

Go to the Settings tab and enable the destination.

Your Insider destination is now ready to receive audiences, and your segment will start to populate over at Insider Audiences. To use the segment, select Segment Audience Name from your segmentation over at the Insider InOne panel. If you enable track option, Insider also receives the events defined on Segment Panel with the same name.

Be aware that, populating all user information might take a while to process.

Destination Settings

SETTING	DESCRIPTION
Account Name	<i>Required.</i> You can get your Account Name via Insider InOne Panel > Settings > InOne Settings > Account Preferences.
API Key	<i>Required.</i> You can get your API Key via Insider InOne Panel > Settings > Preferences > Integration Settings

Available Presets

Insider Audiences has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Sync Engage Audience to Insider	Event type = "track" Event type = "identify"	Insider Audiences

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Insider Audiences

Insider Audiences

Sync Audiences and Computed Traits from Segment to Insider InOne

Insider Audiences is a **Cloud** action. The default Trigger is: `type = "track" or type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Custom Audience Name *	Type: <code>STRING</code> Name of custom audience list to which emails should added/removed
Segment Computation Action *	Type: <code>STRING</code> Segment computation class used to determine if action is an 'Engage-Audience'
Append Array Fields	Type: <code>BOOLEAN</code> If enabled, new data for array fields will be appended to the existing values in Insider.
Email *	Type: <code>STRING</code> User's email address for including/excluding from custom audience

FIELD	DESCRIPTION
Phone	Type: <code>STRING</code> User's phone number for including/excluding from custom audience
traits or properties object *	Type: <code>OBJECT</code> Object which will be computed differently for track and identify events
User ID	Type: <code>STRING</code> Known user identifier for the user
Anonymous ID	Type: <code>STRING</code> Anonymous user identifier for the user
Event Type *	Type: <code>STRING</code> Type of event
Event Name	Type: <code>STRING</code> Name of event
Timestamp *	Type: <code>STRING</code> Timestamp of event

Migration from the classic Insider destination

If you're already using the Insider (Classic) Destination, you're not expected to have breaking changes when upgrading to the Insider (Actions) destination. You can configure the new Actions mode destination and connect it to the same source(s) as the Classic destination and manually verify it before fully switching over.

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