



## Getting Started

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Upollo gives unique and actionable insights that lead to conversion, retention and expansion.

Understand who your users truly are, if they are ready to convert, churn or expand and why they are ready. Upollo provides unique insights from users who are ready to convert because they have [already had a free trial](#), a company ripe for a team wide roll out because they [share logins](#) or finding high intent companies [hidden behind public emails](#).

Upollo also enriches your identify data with firmographic data so you can understand your users in Upollo or in your data warehouse. See company name, size and industry for your users as soon as they sign in, for free at unlimited scale.

Upollo maintains this destination. For any questions or issues with the destination, please [contact the Upollo team](#).

## Benefits of Upollo (Actions)

Upollo (Actions) provides the following benefits:

- Find hidden growth opportunities.** Quickly see opportunities to convert, retain and expand.

**More happy paying customers.** Upgrade these users onto a paying plan and get more happy paying users.

## Getting Started

- 1 From the Segment web app, navigate to **Connections > Catalog**, and select the **Destinations** tab.
- 2 Select **Destinations Actions** under **Categories** in the left navigation.
- 3 Search for **Upollo (Actions)** and click **Configure Upollo**.
- 4 Select an existing Source to connect to Upollo (Actions).
- 5 Set your **Public API key** from the [Upollo dashboard](#).
- 6 Add your API key to the segment Upollo Action settings.

## Identify

Upollo uses the `identify` call to analyze users on your platform. Our unique insights shown in the Upollo dashboard and optionally enriched data is added to identify events.

The `identify` call provides any available information about the user.

```
analytics.identify("userId123", {
  email: "john.doe@example.com",
  name: "John Doe",
  phone: "+123456789",
});
```

Learn more about the [Identify call](#).

## Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> The api key of your Upollo project. Get it from the Upollo <a href="#">dashboard</a>

## Available Presets

Upollo Web (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Enrich	Event type = "identify"	Enrich user
Identify	Event type = "identify"	Identify user

## Available Actions

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



### Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Identify user
- Enrich user

## Identify user

Identify the user

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

[Click to show / hide fields](#)

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> The ID of the user
Name	Type: <code>STRING</code> The user's name.
First Name	Type: <code>STRING</code> The user's given name.
Last Name	Type: <code>STRING</code> The user's surname.
Email Address	Type: <code>STRING</code> The user's email address.
Phone Number	Type: <code>STRING</code> The user's phone number.
Avatar	Type: <code>STRING</code> The URL for the user's avatar/profile image.
Custom Attributes	Type: <code>OBJECT</code> The user's custom attributes.

## Enrich user

Enrich the user

Enrich user is a **Web** action. The default Trigger is: `type = "identify"`

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FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> The ID of the user
Name	Type: <code>STRING</code> The user's name.
Email Address	Type: <code>STRING</code> The user's email address.
Phone Number	Type: <code>STRING</code> The user's phone number.
Avatar	Type: <code>STRING</code> The URL for the user's avatar/profile image.
Custom Attributes	Type: <code>OBJECT</code> The user's custom attributes.

## 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> . The api key of your Upollo project. Get it from the Upollo <a href="#">dashboard</a>

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## Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

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Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

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