Strikedeck is a Customer Success platform which actively manages customer relationships to reduce churn, increase existing revenue and influence new sales. Strikedeck includes Customer Engagement Analytics, Health Scorecard, Notifications, Recommendations & Actions.

Strikedeck maintains this documentation. For any issues with the destination, contact the Strikedeck Support team.

Getting Started

1. From the Segment web app, click **Catalog**.
2. Search for “Strikedeck” 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 Strikedeck settings page. Go to Settings -> Connector and click on “Segment”. Copy the API Key from this page.

Page

For more information about the Page method, see the Segment Specs - Page documentation.

An example Page call looks like:

```
analytics.page()
```

Segment sends Page calls to Strikedeck as a `pageview`.

Screen

For more information about the Screen method, see the Segment Specs - Screen documentation.

An example Screen call looks like:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to Strikedeck as a `screenview`.

Identify

For more information about the Screen method, see the Segment Specs - Screen documentation.

An example Identify call looks like:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

Segment sends Identify to Strikedeck as an `identify` event.

Group

For more information about the Screen method, see the Segment Specs - Screen documentation.

An example Group call looks like:

```
analytics.group( {
  groupId: 'abc123'
});
```

Segment sends Group to Strikedeck as a `group` event.

Track

For more information about the Screen method, see the Segment Specs - Screen documentation.

An example Track call looks like:

```
analytics.track('Clicked Login Button')
```

Segment sends Track calls to Strikedeck as a `track` event.

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 Strikedeck 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`. Go to Settings -> Connectors -> Segment. Click on the Segment box, copy the API Key

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