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Pendo Web (Actions) provides the following benefits over the classic Pendo destination:

- **Support for Track, Identify, and Group calls.** The classic Pendo destination did not support Track calls and required users to configure an additional Webhook destination.
- **Full region support.** Setup allows the destination to be configured for US, EU, US restricted, or Japan.
- **Supports CNAME for Pendo.** Works with subscriptions using Pendo's custom CNAME feature.

Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.
2. Find the Destinations Actions item in the left navigation, and click it.
3. Click **Pendo Web (Actions)**.
4. Click **Add destination ->**.
5. Select an existing Source to connect to Pendo Web (Actions).
6. In the destination settings, enter your Pendo API Key, which a Pendo Admin can find in the Pendo UI by going

to **Settings** > **Subscription Settings** > **Applications**, opening the relevant app, then locating the **API Key** value.

Select the correct region for your Pendo subscription.

Destination Settings

SETTING	DESCRIPTION
Pendo API Key	<i>Required.</i> Pendo API Key
Optional CNAME content host	If you are using Pendo's CNAME feature, this will update your Pendo install snippet with your content host.
Disable passing Segment's group id and group traits to Pendo on start up	Override sending Segment's group id for Pendo's account id. This will prevent Pendo from initializing with the group id from Segment (analytics.group().id()). Allowing you to adjust the mapping of account id in Segment's group event.
Disable passing Segment's user traits to Pendo on start up	Override sending Segment's user traits on load. This will prevent Pendo from initializing with the user traits from Segment (analytics.user().traits()). Allowing you to adjust the mapping of visitor metadata in Segment's identify event.
Region	<i>Required.</i> The region for your Pendo subscription.

Available Presets

Pendo Web (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Send Identify Event	Event type = "identify"	Send Identify Event
Send Track Event	Event type = "track"	Send Track Event
Send Group Event	Event type = "group"	Send Group Event

Available Actions

Build your own Mappings. Combine supported **triggers** with the following Pendo Web-supported actions:

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

- Send Group Event
- Send Identify Event
- Send Track Event

Send Group Event

Send Segment group() events to Pendo

Send Group Event is a **Web** action. The default Trigger is: type="group"

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
Visitor ID *	Type: <code>STRING</code> Pendo Visitor ID. Maps to Segment userId
Account ID *	Type: <code>STRING</code> Pendo Account ID. Maps to Segment groupId. Note: If you plan to change this, enable the setting “Use custom Segment group trait for Pendo account id”
Account Metadata	Type: <code>OBJECT</code> Additional Account data to send
Parent Account Metadata	Type: <code>OBJECT</code> Additional Parent Account data to send. Note: Contact Pendo to request enablement of Parent Account feature.

Send Identify Event

Send Segment identify() events to Pendo

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

Click to show / hide fields

FIELD	DESCRIPTION
Visitor ID *	Type: <code>STRING</code> Pendo Visitor ID. Maps to Segment userId
Visitor Metadata	Type: <code>OBJECT</code> Additional Visitor data to send
Account ID	Type: <code>STRING</code> Pendo Account ID. Maps to Segment groupId. Note: If you plan to change this, enable the setting “Use custom Segment group trait for Pendo account id”

Send Track Event

Send Segment track() events to Pendo

Send Track Event is a **Web** action. The default Trigger is: `type="track"`

Click to show / hide fields

FIELD	DESCRIPTION
Event name *	Type: <code>STRING</code> The name of the analytics event
Metadata	Type: <code>OBJECT</code> Additional metadata to include in the event

Migration from the classic Pendo destination

Remove the classic Pendo destination and Webhook destination from your Segment workspace before adding the Pendo Web (Actions) destination.

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