



Getting Started

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benefit of their bottom line. Extole enables marketers to engage thousands of advocates, scaling word-of-mouth to acquire new customers and increase loyalty using their greatest competitive advantage: their customers.

This destination is maintained by Extole. For any issues with the destination, [contact Extole Support](#).

Getting Started

- Go to your [Extole Tech Center](#) page and generate an API Key. Copy that key. If you encounter any problems, check this [Extole Help Page on access tokens](#).
- From the Segment Destinations page, click **Add Destination**.
- Search for "Extole Platform" in the Destinations Catalog, and select it.
- Confirm which Source to connect to Extole.
- Enter the Extole "API Key" in your Segment Settings UI.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. Identify

calls are sent to Extole as an `identify` event. Segment sends Identify calls to Extole as an `identify` event. Extole creates a new profile or updates an existing one. The table below lists how the basic traits are mapped:

SEGMENT TRAITS	EXTOLE PROPERTIES
<code>userId</code>	<code>partner_user_id</code>
<code>email</code>	<code>email</code>
<code>firstName</code>	<code>first_name</code>
<code>lastName</code>	<code>last_name</code>



Note: All non-standard traits will be added to Extole user profile as PUBLIC parameters.

An example of `.identify()` call:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  firstName: 'John',
  lastName: 'Doe',
  age: 25,
  existingCustomer: true
});
```

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('Login Button Clicked')
```

Track calls are sent to Extole as a `track` event.

Track Registrations

Track when a user creates a new account. The example below shows a track event with an event name of `registration`.

```
analytics.track('registration', {
  email: 'john.doe@example.com',
  first_name: 'John',
  last_name: 'Doe',
  partner_user_id: 'userId123'
});
```

Extol recommends that you send the `partner_user_id` with every call. If an event is fired multiple times for the same user, Extol de-duplicates it.

Track Conversions

Track when a user performs a purchase.

```
analytics.track('conversion', {
  email: 'john.doe@example.com',
  first_name: 'John',
  last_name: 'Doe',
  partner_conversion_id: 'purchaseId123',
  cart_value: '99.99'
})
```

Extol recommends that you send the `partner_conversion_id` with every call. If an event is fired multiple times for the same user, Extol de-duplicates it.

Event Names

If you do not use the event names `registration` and `conversion` in your implementation, contact [Extol Support](#) and Extol can re-map these events to any other event names.

Delete

To make consumer data deletion requests more seamless, Extol handles deletion requests.

Example of expected `delete` request body:

```
{
  "userId": "056tf9eqw24"
}
```

Upon receiving a deletion request, Extol removes all data associated with that user.

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 Extol 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)	<code>string</code> . You can create an API key by following this help article

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