Documentation

Getting Started

Once the Segment library is integrated in your app, toggle Tractionboard on in your Segment destinations, and add your Segment Token ID which you can find in the Tractionboard Dashboard, under the Settings > Integrations.

The Segment Tractionboard destination is 100% handled through our side, you just need to take some names in consideration when sending track events.

Tractionboard supports the page, identify, track, group, alias and screen methods.

Page

The Page method is equivalent to our visit event, which track your user iterations inside your website and app.

Identify

When you identify a user, we'll pass that user's information to Tractionboard with userId as Tractionboard's External User ID, as if it were our login event. Segment's special traits will be recognized as Tractionboard's attributes, and you can use as many as you want.

Track

When you track an event, we will send that event to Tractionboard as a custom event. There are certain events that trigger special actions in Tractionboard:

- `Payment Made`: This is an standard event in Segment ([Payment Made](#)), and it's translated to the Tractionboard payment event, that is used to get the earnings of certain user.

- `Refund Received`: This is an standard event in Segment ([Refund Received](#)), and it's translated to the Tractionboard refund event, that is used to subtract this amount to the revenue.

- `cancel`: This event with the userId will update the user status to canceled, and it will count in the churn rate metric.

- `signup`: We expect the signup event with the userId. Signup events are used to compose the UAC metric.

Group

The information provided by this method will be saved as a user's attribute.

Alias

With this method we will change the id to a certain user saving the old one as a attribute of the new one.

Screen

It's the same that the page method. Currently we don't support mobile apps, but we can get events from them.

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 Tractionboard 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
Token ID *(required)*	`string` . You can find the Token ID in the Tractionboard Dashboard under the Settings > Integrations.

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