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[Accoil](#) is a product analytics platform built specifically for B2B go-to-market (GTM) teams, like product, sales, marketing, customer success, and support. It enables you to track feature adoption, monitor user journeys, and enhance activation and conversion rates. By sending your product event data to Accoil using Segment, you unlock actionable insights that drive informed decisions across your organization.

For any questions or help with Accoil, [contact the Accoil support team](#).

Benefits of integrating with Accoil

Comprehensive Analytics: Gain detailed insights into your product's performance across features, customer segments, and stages of the user journey.

Enhanced Collaboration: Create account- and user-level audiences that trigger timely actions across tools like Slack, Intercom, HubSpot, and more.

Actionable Insights: Teams from sales to customer success can leverage Accoil's data to make informed decisions, improve engagement, and uncover growth opportunities.

Seamless Integration: Accoil integrates effortlessly with popular tools like HubSpot, Intercom, Slack, and Segment itself, making it easy to utilize your product data within your existing workflows.

User-Friendly Interface: Designed to be intuitive, Accoil allows any team to build and use product engagement profiles without needing advanced analytical skills.

How it works

Accoil is most effective when used with Segment. Here's how it functions:

Send event data: Use Segment to funnel your product event data into Accoil. Focus on the events that are most significant to your product and users.

Build engagement profiles: Teams can easily create and manage product engagement profiles, helping monitor feature adoption, user engagement, and buyer journey stages.

Connect to your tools: Once your profiles are set up, Accoil connects to your GTM tools—like Slack, Intercom, HubSpot, and more. With detailed account and user insights, teams can take meaningful actions, like alerting sales about accounts that have reached key milestones or notifying customer success about potential churn risks.

Getting Started

To start using the Accoil destination:

- 1 In your Segment workspace, navigate to the [Catalog page](#) and search for "Accoil Analytics".
- 2 Select Accoil Analytics from the results and click **Add Destination**.
- 3 Choose the Segment source you want to connect to Accoil.
- 4 Navigate to your Accoil dashboard and find your API Key under **General Account Settings**. Copy this API Key.
- 5 Paste the API Key into the Accoil destination settings within Segment, then click "Connect" to complete the integration.

Destination Settings

| SETTING | DESCRIPTION |
|---------|---|
| API Key | <i>Required.</i> Your Accoil.com API Key. You can find your API Key in your Accoil account settings. |

Available Presets

Accoil Analytics has the following presets:

| PRESET NAME | TRIGGER | DEFAULT ACTION |
|----------------|-------------------------|----------------|
| Identify Calls | Event type = "identify" | Identify |
| Page Calls | Event type = "page" | Page |
| Track Calls | Event type = "track" | Track |
| Screen Calls | Event type = "screen" | Screen |
| Group Calls | Event type = "group" | Group |

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Post to Accoil

Group

Page

Track

Screen

Identify

Post to Accoil

Send Data to Accoil Analytics

Post to Accoil is a **Cloud** action. The default Trigger is: `type = "track"`

This action does not have any fields.

Group

Identify Accounts (groups) in Accoil

Group is a **Cloud** action. The default Trigger is: `type = "group"`

Click to show / hide fields

| FIELD | DESCRIPTION |
|--------------|--|
| Anonymous ID | Type: <code>STRING</code> Anonymous id |
| User ID | Type: <code>STRING</code> The ID associated with the user |
| Group ID * | Type: <code>STRING</code> The group id |
| Name | Type: <code>STRING</code> The name of the account. Without providing a name, accounts are displayed using a numeric ID, making them harder to identify. (Highly Recommended) |
| Created at | Type: <code>STRING</code> Helps calculate account tenure. If no createdAt is provided, the earliest createdAt from the associated users will be used. (Highly Recommended) |
| Status | Type: <code>STRING</code> The overall status of your the account subscription. Possible options include: Free, Trial, Paid, Cancelled (Highly Recommended) |
| Plan | Type: <code>STRING</code> The plan type helps in segmenting accounts by their subscription tier (e.g., starter, pro, enterprise). (Recommended) |
| MRR | Type: <code>NUMBER</code> Monthly recurring revenue (MRR) is important for segmenting accounts by value. It also allows Accoil to show the dollar value of different segments. Ideally this is passed in cents eg \$99 becomes 9900. (Highly Recommended) |
| Traits | Type: <code>OBJECT</code> Optionally send all traits to associate with the user or the group |

| FIELD | DESCRIPTION |
|-------------|---|
| Timestamp * | Type: <code>STRING</code> The timestamp of the event |

Page

Send page events to Accoil

Page is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

| FIELD | DESCRIPTION |
|-------------|--|
| User ID | Type: <code>STRING</code> The ID associated with the user |
| Page Name | Type: <code>STRING</code> The name of the page |
| Timestamp * | Type: <code>STRING</code> The timestamp of the event |

Track

Track a user action in Accoil

Track is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

| FIELD | DESCRIPTION |
|--------------|--|
| Event Name * | Type: <code>STRING</code> The event name |
| User ID * | Type: <code>STRING</code> The ID associated with the user |
| Timestamp * | Type: <code>STRING</code> The timestamp of the event |

Screen

Send screen events to Accoil

Screen is a **Cloud** action. The default Trigger is: `type = "screen"`

Click to show / hide fields

| FIELD | DESCRIPTION |
|-------------|--|
| User ID | Type: <code>STRING</code> The ID associated with the user |
| Screen Name | Type: <code>STRING</code> The name of the screen |
| Timestamp * | Type: <code>STRING</code> The timestamp of the event |

Identify

Identify a user in Accoil

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

Click to show / hide fields

| FIELD | DESCRIPTION |
|----------------|---|
| User ID * | Type: <code>STRING</code> The ID associated with the user |
| Email | Type: <code>STRING</code> Email addresses are highly recommended as they are often used to identify users across multiple platforms. (Highly Recommended) |
| Name | Type: <code>STRING</code> Providing a name helps display users in Accoil. If no name is provided, the email address is displayed instead. (Highly Recommended) |
| Role | Type: <code>STRING</code> Describes the user's role in your product such as Admin, Owner, Team Member. (Suggested) |
| Account Status | Type: <code>STRING</code> Capturing the account status on the user can be helpful to segment users. Possible options include: Free, Trial, Paid, Cancelled (Suggested) |
| Created at | Type: <code>STRING</code> When was the user created, including this ensures that tenure tracking is accurate. (Highly Recommended) |
| Traits | Type: <code>OBJECT</code> Optionally send all traits to associate with the user or the group |
| Timestamp * | Type: <code>STRING</code> The timestamp of the event |

Supported methods

Accoil supports the following Segment methods, which map directly to Accoil's API:

Identify

Identify calls recognize individual users and their attributes.

Example Call:

```
analytics.identify('userId123', {
  email: 'user@example.com',
  name: 'John Doe',
  createdAt: '2023-05-12T08:00:00Z' // ISO 8601 or Unix timestamp format
});
```

Group

Group calls link users to accounts and records account-level attributes.

Example Call:

```
analytics.group('accountId123', {
  name: 'Example Company',
  createdAt: '2021-03-15T09:00:00Z', // ISO 8601 or Unix timestamp format
  mrr: 3000,
  status: 'active'
});
```

Track

Track calls record specific user actions, like “Login” or “Purchase”.

Use the “Noun_Verb” format to name your events, for example, Report Created OR Purchase Completed.

Example Call:

```
analytics.track('Purchase Completed', {  
  item: 'Book',  
  price: 25.00  
});
```

Page and Screen

Page and Screen calls convert navigation calls into Track events to monitor user interactions within your product.

Example Calls:

```
analytics.page('Home Page');  
analytics.screen('Dashboard');
```

Key Notes

- 🕒 **Created At Date:** Ensure the `createdAt` field for users and accounts is in ISO 8601 or Unix timestamp format for accurate tenure tracking.
- 🏷️ **Trait Handling:** Accoil stores traits sent with Identify and Group calls, but traits passed with Track calls are not stored. Only event names and counts are recorded.
- 📊 **Event Aggregation:** Accoil simplifies event tracking by aggregating daily event counts.
- 📄 **Page and Screen Calls:** These calls are automatically converted into Track events for easier monitoring of user navigation.

This integration empowers your team to make data-driven decisions, improving your product and customer experiences. For further assistance, please [contact the Accoil support team](#).

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Need support?

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

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