



Getting Started

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Iterate (Actions) provides the following benefits:

- Simple setup** - Iterate (Actions) has a streamlined default setup process making it easier to get started in a way that "just works".
- More control** - Actions-based destinations enable you to define the mapping between the data Segment receives from your sources, and the data Segment sends to Iterate.
- Default property mappings** - Default mappings from the Segment like `userId`, `userTraits`, and more, allow data to be mapped correctly without any setup required.

Getting started

- From the Segment web app, navigate to **Connections > Catalog > Destinations**.
- Click the **Destination Actions** category item in the left navigation.
- Search for *Iterate (Actions)* and select it.
- Click **Configure Iterate (Actions)**.

5 Select an existing Source to connect to Iterate (Actions).

6 Set your Embed API Key. See [Getting your Embed API Key](#) for details.

Destination Settings

SETTING	DESCRIPTION
Embed API Key	<i>Required.</i> The Embed API Key for your account. You can find this on your settings pages.

Available Presets

Iterate Web (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event
Identify User	Event type = "identify"	Identify User

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Identify User

Track Event

Identify User

Sets user identity

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

Click to show / hide fields

FIELD	DESCRIPTION
Identity	Type: <code>STRING</code> The user's identity.
Traits	Type: <code>OBJECT</code> The Segment traits to be forwarded to Iterate.

Track Event

Track events

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

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
Name *	Type: <code>STRING</code> The name of the event.

Get your Embed API Key

To get your Embed API Key:

- 1 Log in to Iterate.
- 2 Create a Website survey.
- 3 Click **Preview and publish**.
- 4 In the 'Embed your survey script' section, select the value of the 'apiKey' property in the embed code.

Create and configure your Iterate survey

Once the Iterate (Actions) destination is configured, you're ready to create your survey and display it in response to an event. To create and configure your Iterate survey:

- 1 Log in to your Iterate account.
- 2 Create a new website survey. Learn more about [setting up your website survey](#).
- 3 Add questions to your survey.
- 4 Customize your survey.
- 5 Enable event targeting.
 - 1 Click the **targeting options** tab.
 - 2 In the **Where the survey is displayed** section select **In response to an event**.
 - 3 Enter the name of the event(s) you would like to trigger this survey to be displayed.
- 6 Choose the rest of your targeting options.
- 7 Test your survey.
 - 1 Click **Preview and publish**.
 - 2 Copy the `iterate_preview` parameter from the **Test your survey** section.
 - 3 Go to your website and add the `iterate_preview` parameter to the url.
 - 4 Trigger one of the events you are targeting to get the survey to display.
- 8 Publish your survey.

Associate user data with your survey

You can associate user data with the responses to your survey by using the [Segment Identify](#) call. Any data sent in this call associates with that user's responses to all surveys.

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