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Getting Started

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for "Groundswell" in the Destinations Catalog, and select the Groundswell destination.
- 3 Choose which Source should send data to the Groundswell destination.
- 4 Connect Segment from the ["Integrations" page](#) of the Groundswell web app, then copy the "API Key".
- 5 Enter the "API Key" in the Groundswell destination settings in Segment.
- 6 When you return to the Groundswell web app, you'll be prompted to select mappings between Segment traits and Groundswell properties. You'll be able to use these later to define workflows and send data to other tools.
 - Select whether you are identifying Companies with **Group** or **Identify** traits.
 - Provide the names of Segment traits for all required Groundswell properties for both Companies and People.
 - Add any additional mappings you wish to provide for Companies and People.

As Groundswell begins receiving events from Segment...

You'll be able to add Signals from the "Signals" page.

People and Companies identified by Groundswell will appear on the People and Companies pages, respectively. This is a good way to confirm your mappings are configured properly.

Supported methods

Groundswell supports the following methods, as specified in the [Segment Spec](#).

Identify

Send [Identify](#) calls to identify individual users of your product, called "People" in Groundswell. For example:

```
analytics.identify('userId123', {  
  email: 'john.doe@example.com',  
  name: 'John Doe'  
});
```

The `email` trait is required and will be used to identify People everywhere in Groundswell. The `name` trait is optional.

Group

Send [Group](#) calls to associate individual users with groups, called "Companies" in Groundswell. For example:

```
analytics.group('userId123', {  
  name: 'Example, Inc.',  
  website: 'https://www.example.com'  
});
```

The `name` trait is required and will be used to identify Companies everywhere in Groundswell. The `website` trait is optional.

Track

Send [Track](#) calls to track individual product usage events, called "Signals" in Groundswell. For example:

```
analytics.track('User Signed In')
```

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 Groundswell 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 <i>(required)</i>	<code>string</code> . You'll receive your API Key when you connect Segment from the "Integrations" page of the Groundswell web app.

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