



Documentation

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[Kameleoon](#) is a versatile optimization, experimentation, and personalization platform. It is used to enhance website and mobile app experiences while enabling experimentation.

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

Benefits of Kameleoon (Actions) vs Kameleoon Classic

Kameleoon (Actions) provides the following benefits over the classic Kameleoon destination:

- **Event Flexibility.** Tailor your events precisely by leveraging Segment's event filters, allowing for more granular control over the data you receive in Kameleoon.
- **Attribute Mapping.** Seamlessly map attributes before forwarding events, ensuring a smooth integration process and accurate representation of your data in Kameleoon.
- **Monitoring Capabilities.** Take advantage of Segment's monitoring tools to keep a vigilant eye on your operations, providing valuable insights and ensuring a seamless data flow into Kameleoon.

Getting started

- 1. Navigate to **Connections > Catalog** in the Segment web app.
- 2. Search for *Kameleoon (Actions)* and select the destination.
- 3. Click **Add destination**.
- 4. Select the Source you want to connect to Kameleoon (Actions) and click **Confirm Source**.
- 5. On the **Basic Settings** side panel, complete the required fields:
 - Name**: Enter a name to help you identify this destination in Segment
 - API Key**: Paste your Kameleoon API key. To generate an API Key, see [Kameleoon's documentation on generating an API key](#).
 - Sitecode**: Paste your Kameleoon project sitecode. You can find it in the [project dashboard](#).
- 6. Enable the destination by clicking the **Enable Destination** toggle switch.
- 7. Click **Save Changes**.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Kameleoon API key. You can generate one using the link in the help doc (https://help.kameleoon.com/setting-up-segment/).
Sitecode	<i>Required.</i> Kameleoon project sitecode. You can find this project dashboard (https://help.kameleoon.com/question/how-do-i-find-my-site-id/).

Available Presets

Kameleoon (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Calls	Event type = "track"	Log Event
Page Calls	Event type = "page"	Page Event
Group Calls	Event type = "group"	Group Event
Identify Calls	Event type = "identify"	Identify Event

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Log Event
- Identify Event
- Page Event
- Group Event

Log Event

Send a track event to Kameleoon

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

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
Event Name	Type: <code>STRING</code> The event name
Type *	Type: <code>STRING</code> The type of the event
Event properties or user traits	Type: <code>OBJECT</code> Additional event Properties or user Traits to send with the event
Kameleoon Visitor Code	Type: <code>STRING</code> Kameleoon Visitor Code - a unique identifier for the user
Timestamp *	Type: <code>STRING</code> The timestamp of the event
Context properties	Type: <code>OBJECT</code> Context properties to send with the event
MessageId *	Type: <code>STRING</code> The Segment messageId

Identify Event

Send user traits to Kameleoon

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

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
Type *	Type: <code>STRING</code> The type of the event
User Traits	Type: <code>OBJECT</code> Traits to send with the event
Kameleoon Visitor Code	Type: <code>STRING</code> Kameleoon Visitor Code - a unique identifier for the user
Timestamp *	Type: <code>STRING</code> The timestamp of the event

FIELD	DESCRIPTION
MessageId *	Type: <code>STRING</code> The Segment messageId

Page Event

Send a page event to Kameleoon

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

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
Type *	Type: <code>STRING</code> The type of the event
Properties	Type: <code>OBJECT</code> Page properties
Kameleoon Visitor Code	Type: <code>STRING</code> Kameleoon Visitor Code - a unique identifier for the user
Page Name	Type: <code>STRING</code> The name of the page
Context properties	Type: <code>OBJECT</code> Context properties to send with the event
Timestamp *	Type: <code>STRING</code> The timestamp of the event
MessageId	Type: <code>STRING</code> The Segment messageId

Group Event

Send group traits to Kameleoon

Group Event 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
Type *	Type: <code>STRING</code> The type of the event
Group ID *	Type: <code>STRING</code> The group id

FIELD	DESCRIPTION
User Traits	Type: <code>OBJECT</code> Traits to send with the event
Kameleoon Visitor Code	Type: <code>STRING</code> Kameleoon Visitor Code - a unique identifier for the user
Timestamp *	Type: <code>STRING</code> The timestamp of the event
MessageId *	Type: <code>STRING</code> The Segment messageId

The integration requires that you use the same system of identifiers for both tools. While Segment uses the `userId`, Kameleoon uses the `kameleoonVisitorCode`. In order to identify which visitor triggered the forwarded Segment events, you must include the `kameleoonVisitorCode` inside your Segment events. To know more, see [Kameleoon's documentation on matching a Segment user with a Kameleoon visitor](#).

Migration from the classic Kameleoon destination

To migrate from the classic Kameleoon destination:

1. Include the `kameleoonVisitorCode` in your Segment events for accurate visitor tracking. To know more, see [Kameleoon's documentation on matching a Segment user with a Kameleoon visitor](#).
2. Define mapping and filters on the destination configuration page.
3. Test events to ensure accurate goal creation and conversion tracking.
4. Activate the Kameleoon (Actions) destination when everything is ready and tested.
5. Deactivate the classic Kameleoon destination.

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 Kameleoon (Actions) 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
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SETTING	DESCRIPTION
API Key (required)	<code>password</code> . Kameleoon API key. You can generate one using the link in the help doc (https://help.kameleoon.com/setting-up-segment/).
Sitecode (required)	<code>string</code> . Kameleoon project sitecode. You can find this project dashboard (https://help.kameleoon.com/question/how-do-i-find-my-site-id/).

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