



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

Server

Server

Partner Owned

This integration is partner owned. Please reach out to the partner's support for any issues.

[Survicate](#) is a complete toolkit for customer feedback. From website optimization and customer satisfaction surveys to complex customer insight processes integrated with your email campaigns.

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

Getting Started

1. From the Segment web app, click **Catalog**.

2. Search for "Survicate" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Enter the "Workspace Key" into your Segment Settings UI which you can find from your [Survicate Workspace](#)

[Settings.](#)

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  jobTitle: 'CEO',
  companySize: '50'
});
```

When you call Identify, we pass Segment traits as respondents' attributes to Survicate. They can be used to trigger website surveys or filter survey results.

All traits passed in Identify calls will be available in Survicate - once you view a respondent profile or export survey data.

All `camelCase` attribute keys are translated to `snake_case`.

Attributes which are standardized in Survicate include: `first_name`, `last_name`, `email`, `organization`, `department`, `job_title`, `phone`, `website`, `country`, `address_one`, `address_two`, `city`, `state`, `zip`, `fax`, `annual_revenue`, `employees`

All *object attributes* will be flattened to attributes prefixed by object key. All *array attributes* will be omitted.

```
analytics.identify('1234', {
  address: {
    street: '6th St',
    city: 'San Francisco',
    state: 'CA',
    postalCode: '94103',
    country: 'USA'
  },
  categories: ['startup', 'SaaS']
});
```

The above described call creates following respondent's traits in Survicate:

KEY	VALUE
id	1234
address_street	6th St
address_city	San Francisco
address_state	CA
address_postal_code	94103
address_country	USA

Categories attribute is omitted as it is an array attribute.

Group

If you're not familiar with the Segment Specs, take a look to understand what the [Group method](#) does. An example call would look like:

```
analytics.group('group123', {
  name: 'Company Inc.'
});
```

All Group traits will be passed to respondent attributes with `group_` prefix. All `camelCase` attribute keys are

translated to `snake_case`. All *object attributes* will be flattened to attributes prefixed by object key. All *array attributes* will be omitted.

```
analytics.group('group123', {
  name: 'Company Inc.',
  address: {
    street: '6th St',
    city: 'San Francisco',
    state: 'CA',
    postalCode: '94103',
    country: 'USA'
  },
  categories: ['startup', 'SaaS']
});
```

The above described call creates the following respondent’s traits in Survicate:

KEY	VALUE
group_id	group123
group_name	Company Inc.
group_address_street	6th St
group_address_city	San Francisco
group_address_state	CA
group_address_postal_code	94103
group_address_country	USA

Categories attribute is omitted as it is an array attribute.

Sending survey answers to Segment

Once the Segment integration is enabled in Survicate Integrations tab, it starts sending track events from your client-side source. Here’s a sample call that will be triggered when a survey is answered.

```
analytics.track('survicate_survey_answered', {
  answer: 'Great support!',
  answer_type: 'text',
  question: 'What makes us stand out from the competition?',
  survey: 'Advantages Over Competition Research',
});
```

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Workspace Key <i>(required)</i>	<code>string</code> . Your Workspace Key can be found here

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