



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

scored customer records to operational destinations. Or, pair it with Segment Personas to combine those scores with other traits, and sync audiences to outbound destinations.

Getting started

- From the Segment web app, click **Catalog**, then click **Destinations**.
- Search for *Actable Predictive (Actions)* and select it.
- Click **Configure Actable Predictive**.
- Select the source to connect to Actable Predictive (Actions).
- Enter the configuration settings. Actable requires email engagement data, web/app activity data, and purchase data to generate scores. There is a bespoke action for each data source, as well as a generic action to permit ad hoc mapping of events.

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Stream Key and Custom Events

Each Action Destination mapping includes a `stream_key` field to indicate which type of event Segment sends. These should be left alone, except in cases involving the Custom Event Action. The Custom Event Action is for writing interaction, messaging engagement, or transaction data in cases where the mapping options available cannot transform the data as it exists in Segment.

An example of this is if your Segment implementation contains transaction/purchase events that do not use the [eCommerce V2 Spec](#). The Send Transaction Event Action expects that the `properties.products` key contains an array of products the customer has purchased, each with a SKU or ID.

If, instead of an array, this value is already flattened into a list, use the Send Custom Event Action to send transaction events to Actable by changing the `stream_key` to `transaction`, in addition to sending other required fields (`userId`, `timestamp`, `amount`).

This page was last modified: 05 Aug 2024

Need support?

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

[Visit our Support page](#)

Help improve these docs!

[Edit this page](#)

[Request docs change](#)

Was this page helpful?

Yes

No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

[Request Demo](#)

or

[Create free account](#)

