Intercom is a customer communications platform that shows you who is using your product. Intercom allows you to personally communicate with your users with targeted content, behavior-driven messages, and conversational support.

When you use the Intercom Cloud Mode (Actions) destination, Segment will send your data to Intercom's REST API.

Benefits of Intercom Cloud Mode (Actions) vs Intercom Classic

Intercom Cloud Mode (Actions) provides the following benefits over the classic Intercom destination:

- **Fewer settings.** Data mapping for actions-based destinations happens during configuration, which eliminates the need for most settings.
- **Clearer mapping of data.** Actions-based destinations enable you to define the mapping between the data Segment receives from your source, and the data Segment sends to the destination.
- **Granular control over data sent.** You can customize the conditions under which the events are sent to

Intercom.

- **Support for lead creation.** You can create contacts with a role of `lead`, associate them with a company, send events for them, and convert them to a `user`.

Limitations of Intercom Cloud Mode (Actions)

The Intercom Cloud Mode (Actions) destination doesn't have access to Intercom's chat widget. Implement the Intercom Web Actions destination if you need access to Intercom's chat widget.

Getting started

1. From the Segment web app, navigate to **Connections > Catalog**.
2. Search for **Intercom Cloud Mode (Actions)** in the Destinations Catalog, and select the destination.
3. Click **Configure Intercom Cloud Mode (Actions)**.
4. Select the source that will send data to Intercom Cloud Mode (Actions) and follow the steps to name your destination.
5. On the **Settings** tab, authenticate with Intercom using OAuth. If you have multiple Intercom workspaces, choose one workspace that you'll connect to Segment.
6. Follow the steps in the Destinations Actions documentation on Customizing mappings.
7. Enable the destination and configured mappings.

Available Actions

Build your own Mappings. Combine supported triggers with the following Intercom Cloud Mode-supported actions:

Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Identify Company
- Track Event
- Identify Contact

Identify Company

Create or update a company in Intercom and attach a contact.

Identify Company is a **Cloud** action. The default Trigger is: `type = "group"`

Click to show / hide fields

FIELD	DESCRIPTION
Company Creation Time	Type: `DATETIME` The time the company was created by you.
External ID	Type: `STRING` A unique identifier for the contact generated outside Intercom. External ID is required to attach a contact to a company if no email or Contact ID is provided.

FIELD	DESCRIPTION
Email Address	Type: `STRING` The contact's email address. Email is required to attach a contact to a company if no External ID or Contact ID is provided.
Company ID *	Type: `STRING` The unique identifier of the company. Once set, this can't be updated.
Contact ID	Type: `STRING` The unique identifier for the contact which is given by Intercom. If no Contact ID is provided, Segment will use External ID or email to find a contact to attach to the company.
Company Name	Type: `STRING` The name of the company.
Monthly Spend	Type: `NUMBER` The monthly spend of the company, e.g. how much revenue the company generates for your business.
Company Plan	Type: `STRING` The name of the plan you have associated with the company.
Company Size	Type: `NUMBER` The number of employees in the company.
Company Website	Type: `STRING` The URL for the company's website
Industry	Type: `STRING` The industry that the company operates in.
Custom Attributes	Type: `OBJECT` A hash of key-value pairs containing any other data about the company you want Intercom to store. You can only write to custom attributes that already exist in your Intercom workspace. Please ensure custom attributes are created in Intercom first. See Intercom documentation for more information on creating attributes.

Track Event

Submit an event to Intercom.

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

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: `STRING` The name of the event that occurred. Names are treated as case insensitive. Periods and dollar signs in event names are replaced with hyphens.
Event Timestamp *	Type: `DATETIME` The time the event occurred as a UTC Unix timestamp. Segment will convert to Unix if not already converted.
User ID	Type: `STRING` Your identifier for the user who performed the event. User ID is required if no email or Contact ID is provided.
Email Address	Type: `STRING` The email address for the user who performed the event. Email is required if no User ID or Contact ID is provided.
Revenue	Type: `NUMBER` The amount associated with a purchase. Segment will multiply by 100 as Intercom requires the amount in cents.
Currency	Type: `STRING` The currency of the purchase amount. Segment will default to USD if revenue is provided without a currency.
Contact ID	Type: `STRING` Intercom's unique identifier for the contact. If no Contact ID is provided, Segment will use User ID or Email to find a user or lead.

FIELD	DESCRIPTION
Event Metadata	Type: `OBJECT` Optional metadata describing the event. Each event can contain up to ten metadata key-value pairs. If you send more than ten keys, Intercom will ignore the rest. Intercom does not support nested JSON structures within metadata.

Identify Contact

Create or update a contact in Intercom

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

Click to show / hide fields

FIELD	DESCRIPTION
Role *	Type: `STRING` The role of the contact. Accepted values are `user` or `lead`.
External ID	Type: `STRING` A unique identifier for the contact generated outside of Intercom. External ID is required if the role is `user` and email is blank. External IDs cannot be set if the role is `lead`.
Email Address	Type: `STRING` The contact's email address. Email is required if the role is `user` and External ID is blank.
Phone Number	Type: `STRING` The contact's phone number.
Name	Type: `STRING` The contact's name.
Avatar	Type: `STRING` An image URL containing the avatar of a contact.
Signed Up Timestamp	Type: `DATETIME` The time specified for when a contact signed up.
Last Seen Timestamp	Type: `DATETIME` The time when the contact was last seen.
Owner ID	Type: `NUMBER` The ID of an admin that has been assigned account ownership of the contact.
Unsubscribed From Emails	Type: `BOOLEAN` The contact's email unsubscribe status.
Custom Attributes	Type: `OBJECT` The custom attributes which are set for the contact. You can only write to custom attributes that already exist in your Intercom workspace. Please ensure custom attributes are created in Intercom first. See Intercom documentation for more information on creating attributes.

FAQ & Troubleshooting

Why is a company I created missing from my Intercom dashboard?

If a company is created without an attached user, the company does not appear on Intercom's dashboard. This is expected. Once a user is attached to the company, it should appear in the list of companies. You can associate a company with a user by providing your Identify Contact mapping with a user's `External ID`, `Email Address`, or `Contact ID`.

Why isn't a user getting attached to a company?

When you use the Identify Company action, Segment creates or updates a company's information. In the same action, Segment also attaches the user in your group call to that company. If the user doesn't exist in Intercom when the action runs, Segment creates or updates the company but can't attach the user. Ensure the user is created in Intercom first.

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