Getting Started

The first step is to make sure Wigzo supports the source type and connection mode you've chosen to implement. You can learn more about what dictates the connection modes Segment supports in the Destination Overview docs.

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

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

3. Copy, then paste in your Wigzo `Organization Token`, which you can find inside the auto generated snippet under Wigzo Settings > Integration.

4. Segment automatically initializes Wigzo with your Organization Token upon loading analytics.js.

Page

If you're not familiar with the Segment Specs, take a look to understand what the Page method does. An example call would look like:

```
analytics.page();
```

When you call `.page()` in the browser, we will pass all the properties of the page such as `url`, `title`, `path` etc. If you pass a name in your `.page()` call, we will send that as title to Wigzo.

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'
});
```

When you call `.identify()`, user's data will be sent to Wigzo's server along with unique `userId`. We will save `email` address and `phone` also if it is provided by you under *traits* as `email` and `phone` respectively.

Track

If you're not familiar with the Segment Specs, take a look to understand what the Track method does. An example call would look like:

```
analytics.track('Clicked Button');
```

When you call `.track()`, user's data will be sent to Wigzo along with the unique `userId`. Product indexing related calls (mainly `Product Viewed` and `Product Clicked`) must pass couple of more Wigzo specific properties aside from what is listed in our Ecommerce Spec as shown in the following example:

```
var productData = {
  product_id: '40',
  category: 'Mobile Phones',
  name: 'iPhone',
  brand: 'Apply',
  price: 18.99,
  currency: 'usd'
};

var options = {
  Wigzo: { // make sure this is capitalized
    imageUrl : 'https://my-site.com/image/cache/iphone_1-228x228.jpg',
    description: 'iPhone is a revolutionary new mobile phone',
    language: 'en'
  }
};
analytics.track('Product Viewed', productData, options);
```

IMPORTANT: Make sure to follow the Segment ecommerce spec and include the `product_id` for product related events

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.

> ℹ️
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Wigzo 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
Organization Token	`string` . Your Wigzo org token. A unique org token is assigned to every user. You can find this value inside the auto generated snippet under Settings > Integration.

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