Documentation

Getting Started

1. Contact your Crossing Minds Account Manager and request your integration API Key, API Password, and Database ID.

2. From the Destinations catalog page in the Segment App, click **Add Destination**.

3. In the Destinations Catalog, search for "Crossing Minds" and select the "Crossing Minds" destination.

4. Choose which source should send data to the Crossing Minds destination.

5. In the Crossing Minds destination settings in Segment, enter the Service Account Name as the **API Key**, Service Account Password as the **API Password**, and the **Database ID**.

Supported methods

Crossing Minds supports the following methods, as specified in the Segment Spec.

Identify

Send Identify calls to create or update a **Crossing Minds User** for any identified user on your site.

For example:

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

Segment sends Identify calls to Crossing Minds as an `identify` event.

Track

Send Track calls to record User Interactions as:

- All actions listed under Browsing overview
- All actions listed under Core Ordering Overview
- All actions listed under Wishlisting overview
- All actions listed under Sharing overview
- All actions listed under Reviewing overview

For example:

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

Segment sends Track calls to Crossing Minds as a `track` event. Any events that are not listed in the mentioned categories will be rejected.

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 Crossing Minds 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
API Database ID *(required)*	`string` . The Crossing Minds Database ID
API Key *(required)*	`string` . The Crossing Minds API Service Account Name

SETTING	DESCRIPTION
API Password (required)	`string`. The Crossing Minds API password

This page was last modified: 08 Jan 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