



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

understand, and grow their recurring revenue businesses.

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

Getting started

- 1 From your workspace's [Destination catalog page](#) search for "ChartMogul".
- 2 Select ChartMogul and click **Add Destination**.
- 3 Select an existing Source to connect to ChartMogul (Actions).
- 4 [Create a source](#) in ChartMogul.
- 5 Make sure the **Account / Contact / Enrichment data** tab is selected and click **Twilio Segment**.
- 6 Enter the **Name** for your source.
- 7 Under **Create a company in ChartMogul when** select:
 - **the email or UserID is created** — if you recognize any individual who interacts with your organization as a lead and want to create a [customer record](#) for them
 - **user is added to a company** — if you recognize an individual who interacts with your organization as a

lead only if they're part of an organization

8 Copy the **Webhook URL**.

9 Click **SAVE AND CONTINUE CONFIGURATION IN SEGMENT**.

10 Paste the **Webhook URL** in the ChartMogul destination settings in Segment.

Destination Settings

SETTING	DESCRIPTION
ChartMogul webhook URL	<i>Required.</i> Copy the webhook URL from ChartMogul and paste it here

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Send Customer

Send Contact

Send Customer

Send a Customer (company) to ChartMogul CRM

Send Customer is a **Cloud** action. The default Trigger is: `type = "group"`

Click to show / hide fields

FIELD	DESCRIPTION
MessageId *	Type: <code>STRING</code> The Segment message id
Event Timestamp *	Type: <code>DATETIME</code> The timestamp at which the event was created
Sent At *	Type: <code>DATETIME</code> When the event was sent
User Id *	Type: <code>STRING</code> Segment User Id
Group Id *	Type: <code>STRING</code> Segment Group Id
Name	Type: <code>STRING</code> The company's name
Description	Type: <code>STRING</code> The company's name
Email	Type: <code>STRING</code> The company's email

FIELD	DESCRIPTION
Website	Type: <code>STRING</code> The company's website URL
Created at	Type: <code>DATETIME</code> Date the group's account was first created
Address	Type: <code>OBJECT</code> The company's address details

Send Contact

Send a Contact to ChartMogul CRM

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

[Click to show / hide fields](#)

FIELD	DESCRIPTION
MessageId *	Type: <code>STRING</code> The Segment message id
Event Timestamp *	Type: <code>DATETIME</code> The timestamp at which the event was created
Sent At *	Type: <code>DATETIME</code> When the event was sent
User Id	Type: <code>STRING</code> Segment User Id
Anonymous Id	Type: <code>STRING</code> Segment Anonymous Id
Email	Type: <code>STRING</code> The user's email
First Name	Type: <code>STRING</code> The contact's first name
Last Name	Type: <code>STRING</code> The contact's last name
Full Name	Type: <code>STRING</code> The contact's full name. It is used if first_name and last_name are not provided.
Title	Type: <code>STRING</code> The contact's job or personal title
Phone Number	Type: <code>STRING</code> The contact's phone number
LinkedIn	Type: <code>STRING</code> The contact's LinkedIn URL
Twitter (X)	Type: <code>STRING</code> The contact's Twitter (X) URL or handle
Company	Type: <code>OBJECT</code> The contact's Company. It creates a Customer in ChartMogul if the company id is present.

Supported event calls

ChartMogul (Actions) accepts two types of event calls:

- [Track](#) — used for contact details and custom attributes
- [Group](#) — used for customer details and custom attributes

ChartMogul uses attributes from these calls to create new or update existing [custom attributes](#) for contacts or customers, or to update customers’ select [standard attributes](#).

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.



Real-time to batch destination sync frequency

Real-time audience syncs to ChartMogul (Actions) 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
ChartMogul webhook URL <i>(required)</i>	<code>string</code> . Copy the webhook URL from ChartMogul and paste it here

This page was last modified: 07 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](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

