



## Documentation

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Segment and Talon.One recommend you use the [Talon.One \(Action\) Destination](#) instead.

Create flexible and targeted promotional & loyalty campaigns with [Talon.One](#). Campaigns can be created and managed by non-technical users such as marketers. There is no need to get your development team involved. Features include coupons, discounts, loyalty programs, referral tracking, geo-fencing, and bundling.

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



Data collection that affects promotions should be collected using a Segment **server-side** implementation. Client-side implementations exposes you to risks of fraud. (e.g. a user changing a custom trait relating to their profile using JS modification tools, which triggers them to receive a higher discount than they are entitled to) For more information [read this](#).

## Getting Started

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

2. Search for Talon.One in the Catalog, select it, and choose which of your sources to connect the destination to.
3. Enter the "API Key" into your Segment Settings UI which you can find from your Talon.One Dashboard. Select your Application > Settings > Developer Settings > Create A New API Key
4. Add your Talon.One Application Domain Name e.g. https://demo.talon.one.
5. Add at least one Custom Attribute. These are the Segment Custom Traits that link to Talon.One's Customer Profile Custom Attributes. More Information below.

## 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',  
  name: 'John Doe',  
});
```

Identify calls are sent to Talon.One as an identify event. The `userId` has a 1-1 mapping to Talon.One's `integrationId`. The traits in Segment are mapped with Talon.One's Customer's custom attributes.



### Note:

This app only supports logged in users.

## Custom Attributes

Custom Attributes must be set up in the Talon.One Campaign Manager before you make any Identify calls. To set up attributes:

1. From the Campaign Manager, click **Home** > See **Developer Section** > **Create Attributes**
2. Select "Customer Profile" as Associated Entity
3. Select the corresponding Attribute Type (e.g. String). For Audiences created in Segment, the corresponding data type is `Boolean` in Talon.One.
4. Enter the API Name (Internal). The name is case sensitive, and must be exactly the same as the traits you intend to send from Segment.
5. Add the same name to the Talon.One Destination. On the Segment Dashboard, click **Destinations** > **Talon\_One** > **Custom Attributes** > **Add Row** > **Your Custom Attributes** > **Save**.

Parent/child objects are supported by flattening the data using an underscore. For example:

```
address:{  
  city: 'Berlin'  
}
```

becomes `address_city`.

## View transferred data

1. Log into your Talon.One Campaign Manager.
2. Select your Application
3. Select the `Customers` tab
4. Enter in the `INTEGRATION ID` (this is case sensitive).

The customer data is visible under the **Attributes** tab

## Audience & Computed Traits

Computed traits and audiences data can be communicated to the Talon.One destination as a customer's custom attribute. .

An **identify** call is sent to the destination for each user being added and removed from an Audience. The trait name is the snake\_cased version of the audience name you provide, with a boolean (`true/false`) value.

For example, when a user first completes an order which falls in a time window of the last 30 days, an identify call is sent to Talon.One with the trait `order_completed_last_30days: true`. When this user no longer satisfies this condition, the value is updated to `false` and automatically transmitted to Talon.One.



### Note:

Similar to `traits/custom traits`, `audiences` and `computed traits` need to be added as `custom attributes` on the Talon.One Campaign Manager. Although unlike `traits/custom traits`, they do not have to be added to the `custom attributes` of this destination application.

When the audience is first created, an identify call is sent for every user in the audience. Subsequent syncs only send updates for those users which were added or removed since the last sync.

## 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 Talon.One 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 Key (required)	<code>string</code> .
Application Domain (required)	<code>string</code> . e.g. <code>https://demo.talon.one</code>

SETTING	DESCRIPTION
Custom Attributes (required)	<code>array</code> , defaults to .  Please enter the Custom Traits you wish to send to Talon.One. VERY IMPORTANT: These traits must also be set up as Custom Attributes with the same name and case on the Talon.One Campaign Manager BEFORE sending the data. [insert link to segment integration]

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