



## Documentation

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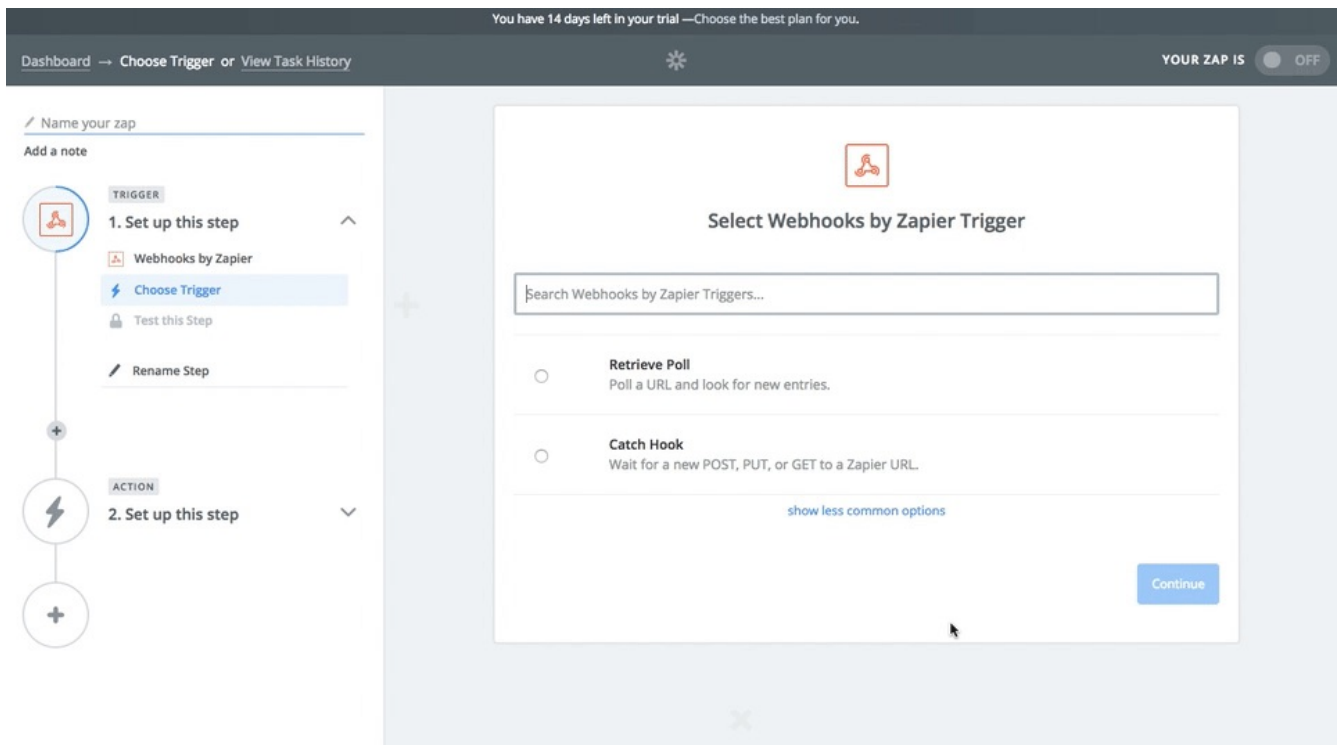
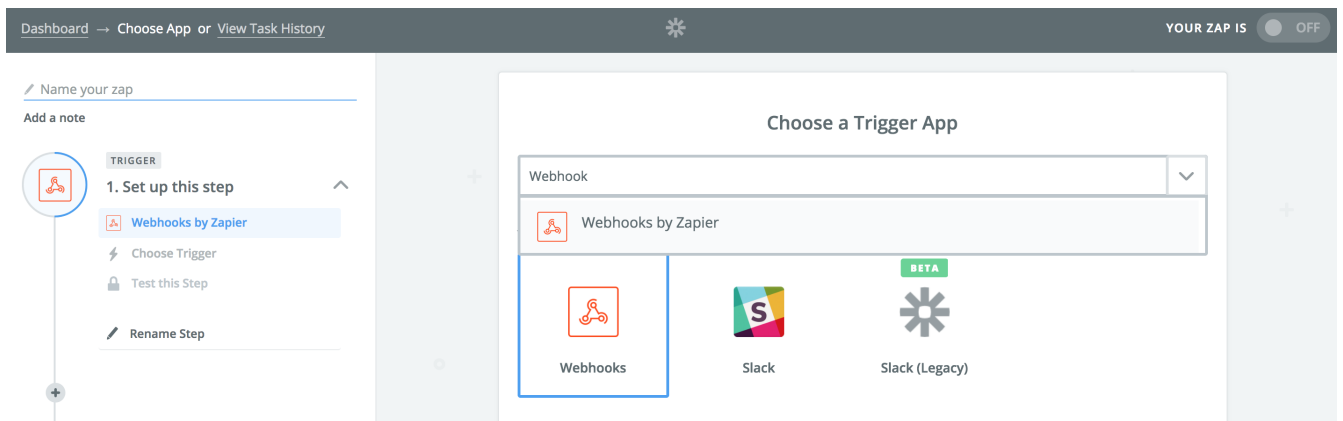
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[Zapier](#) empowers businesses to create processes and systems that let computers do what they do best - automating information transfer, allowing humans to be more productive.

## Getting Started

**1**avigate to your Zapier dashboard and select "Make A Zap" - you'll need at least one Zap so you can tell Segment where to route data later on.

**2**earch "Webhooks", then select "Catch Raw Hook" (Segment POSTs raw data to Zapier using our destination).



Complete the remaining Webhook set up steps, and Zapier will present you with a custom Webhook URL.

Repeat step 3 to create as many Webhook URLs as you like.

Remember that each Zapier “trigger” should be connected to an “Action” - i.e. posting the Webhook data to another downstream tool, such as Slack.



## ACTION

### 2. Set up this step



Choose App



Choose Action



Set Up Template



Test this Step



Rename Step



Delete

6. From your Segment UI's Destinations page click on "Add Destination".

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

8. Add your custom Webhook URLs to your destination settings as desired.

9. Starting sending data!

## Page / Screen

Segment doesn't perform any transformations or mappings on data you send to Zapier - we send raw payloads. When you specify a "Zap" URL, Segment will send all your `page/screen` events to that Zapier URL. If you also specify any "Page/Screen Zaps" under "Optional Settings" in your Segment settings UI, Segment will send these named `page/screen` events to the specific Webhook URL instead of to the "Zap" URL.

## Track

When you specify a "Zap" URL, Segment will send all your track events to that Zapier URL. Leave this setting

blank if you do not wish to send all track events to Zapier. As with page/screen events, Segment does not perform any transformations or mappings. If you also specify any "Event Zaps", Segment will send these events to the specific Webhook URL instead of to the "Zap" URL.

## 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 Zapier 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
Zap	<code>string</code> . The default Zap URL events and page/screen should be sent to.
Page/Screen Zaps	<code>text-map</code> , defaults to {}.  Enter the Zaps you want page/screen events to go to. Enter an page/screen name on the left, and a Zap URL on the right.
Event Zaps	<code>text-map</code> , defaults to {}.  Enter the Zaps you want track events to go to. Enter an event name on the left, and a Zap URL on the right.

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