NOTE: The Delighted Destination is currently only compatible with email surveys.

Getting Started

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

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

3. the destination settings, enter your Delighted "API Key" in Segment's Settings UI. You can retrieve this from your Delighted Settings > API > Your API Key. It should look like "T8jtGnuYaNerDedVMYrcgn1dRdywfGOl".

4. you're using Segment's client-side `analytics.js` library, your changes appear in the Segment CDN in about 45 minutes, and then Analytics.js starts asynchronously loading Delighted's JavaScript library onto the page and begins sending data.

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: 'required@email.com',
  plan: 'free',
  language: 'EN'
});
```

The only trait that is required by Delighted is email. All additional traits will be added to Delighted surveys as metadata (Delighted calls this metadata Properties) which you can use to segment feedback. For a contact to receive a survey, the identify method must occur before the track method.

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('Purchased Product');
```

Track calls will create a person in Delighted and schedule a survey to be sent to that person; make sure that event name configured on Delighted's Segment integration page exactly matches the event name in your Track call.

This also enables you to define the "Sample Rate" and an optional "Delay" for the triggered surveys.

☑ **Send surveys from Segment**

You can trigger surveys from Segment by using the standard identify and track calls provided by their API.

Schedule a survey for Segment track calls:

95 | % of | event (e.g. Signed Up) | with delay | 500 | seconds | ✕

+ **Add a new trigger**

NOTE: Delighted has built in protections for over surveying called *Survey Throttling*. This will ensure the same person won't be surveyed more than once per month (adjustable in your Delighted account settings). *Survey Throttling* provides you peace of mind so that you can use frequent `track` calls like purchase or contact events.

Sending data from Delighted back to Segment (optional)

You can optionally configure Delighted to send feedback from Delighted *email surveys* to Segment. This can be useful for data warehousing, forwarding to other services (such as email marketing automation tools), or performing further analysis with the BI tools you have connected to Segment.

Copy the `Write Key` of the Segment Source where you want to send data and paste into the Delighted Segment Destination page.

Delighted will then send all *email survey* feedback triggered using the Segment integration into back into Segment. Refer to our Delighted Source documentation for more information.

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 Delighted 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	`string` . To connect Delighted with Segment, all you need is your Delighted API Key

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