



Getting Started

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[Startdeliver](#) connects data from a variety of sources to provide a customer view optimized to Customer Success Managers.

Startdeliver maintains this destination. For any issues with the destination, [contact their support team](#).

Getting started

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

2 Search for **Startdeliver** in the Destinations Catalog, and select the **Startdeliver** destination.

3 Choose which source should send data to the Startdeliver destination.

4 Go to the [API keys](#) in your Startdeliver dashboard, generate an API key, make it active and grant it admin permissions.

5 Enter the API Key in the Startdeliver destination settings in Segment.

6 Create a User custom field you want to match a Segment event on [in your settings](#). You will need a field's alias during the next step.

7 Enter the Startdeliver user custom field to match on in the Startdeliver destination settings in Segment.

You have to [identify](#) your user with a proper `userId` so that Startdeliver can match your Segments events with correct Startdeliver users.

Startdeliver attaches any matched events to existing users. If no matched users are found, Startdeliver creates a new user. Startdeliver uses a custom field you specified during the seventh step of the Getting Started section to match a user.

For example, you have a user in Startdeliver and you want to attach your Segment events to that user.

To do this, create a User custom field, like `externalId`. Now you should update your Startdeliver user with a proper value, for example, `97980cfea0067` (this is your user's ID). Don't forget to set this custom field in 7th step of the "Getting Started" section.

When this user goes to your app, you should [identify](#) them:

```
analytics.identify('97980cfea0067')
```

After this, you can send either Page or Track events:

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

This event is matched with a Startdeliver user that has ID `97980cfea0067` set in a custom field `externalId`.

Segment events will appear on Customer and User views in Startdeliver. The views will be created instantly within Startdeliver.

For more information, view the [Startdeliver documentation](#).

Page

If you aren't familiar with the Segment Spec, take a look at the [Page method documentation](#) to learn about what it does. An example call would look like:

```
analytics.page('Home')
```

Segment sends Page calls to Startdeliver as a `page` event.

Screen

If you aren't familiar with the Segment Spec, take a look at the [Screen method documentation](#) to learn about what it does. An example call would look like:

```
analytics.screen('Home')
```

Segment sends Page calls to Startdeliver as a `page` event.

Track

If you aren't familiar with the Segment Spec, take a look at the [Track method documentation](#) to learn about what it does. An example call would look like:

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

Segment sends Track calls to Startdeliver as a `track` event.

Identify & Group

To enable parsing of Identify and Group events in Startdeliver, you have to enable it in the [Segment app configuration in your Startdeliver-account](#).

For Startdeliver to manage Identify and Group events, you must configure the Matching and Mapping variables in Startdeliver settings in order to choose which fields should map to a User or a Customer respectively when these events are received. If a User or a Customer is found based on these parameters it will be updated or otherwise created in Startdeliver.

The configuration is cached for 10 minutes, so any changes made in the configuration will take up to 10 minutes to update.

`startdeliverMatchingField` should contain an object with a Field alias that you want to match your User towards in Startdeliver, as well as a target format type. `externalMatchingField` should be the field name from which the value will be matched towards the field above.

This also applies to `startdeliverCustomerField` and `externalCustomerField` if you have any Customer data that you want to use to connect the user to a customer, as well as update or create a customer in Startdeliver.

`userMapping` and `customerMapping` contains any field values that you want to append to your User or Customer respectively. This array of objects should contain a Target field-alias, source-field alias as well as a Target-type.

```
{
  startdeliverMatchingField: {
    field: 'customfieldMatchingId',
    type: 'text'
  },
  externalMatchingField: {
    field: 'userId'
  },
  startdeliverCustomerField: {
    field: 'customfieldCustomId',
    type: 'number'
  },
  externalCustomerField: {
    field: 'traits.customerId'
  },
  userMapping: [
    {
      field: 'name',
      externalField: 'traits.trait2',
      type: 'text'
    },
    {
      field: 'customfieldNumber',
      externalField: 'traits.trait1',
      type: 'number'
    },
    {
      field: 'email',
      externalField: 'email',
      type: 'text'
    }
  ],
  customerMapping: [
    {
      field: 'name',
      externalField: 'traits.customerName',
      type: 'text'
    }
  ]
}
```

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 Startdeliver-v2 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
Allow Fallback to UserId when an override field does not exist on an event	<code>boolean</code> , defaults to <code>FALSE</code> . If an event is missing the Override-value, you can allow these events to UserId on the event instead.
Startdeliver API-key <i>(required)</i>	<code>string</code> . You can create a Startdeliver API-key from your Startdeliver settings
Override Segment Matching-value from "userId" to another field.	<code>string</code> . If you do not wish to match Track/Screen/Page-Usage events on the Segment-event key <code>userId</code> you can enter another field to match here. For example <code>properties.myCustomField</code> or <code>properties['Field With Space']</code>
Startdeliver User Custom Field to Match on (Required) <i>(required)</i>	<code>string</code> . Enter the Alias for your Custom Field. You can find the alias of your custom field by clicking on your field at https://app.startdeliver.com/settings/fields . The field has to be of type Text or Number
Sync using Email instead of Custom Field	<code>boolean</code> , defaults to <code>FALSE</code> . Enable this if you wish to sync on "Email" instead of a customfield Alias

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