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[Regal.io](#) is a next-gen customer engagement platform that helps brands productively engage and convert customers before they buy elsewhere.

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



Regal.io is available in the U.S only.



The Regal.io Destination is in beta, which means that they are still actively developing the destination. To join the beta program, or if you have any feedback to help improve the Regal.io Destination and its documentation, [contact the Regal.io support team](#).

Getting Started

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

2 Search for "Regal.io" in the Destinations Catalog, and select the "Regal.io" destination.

3. Choose which Source should send data to the "Regal.io" destination.

4. Email support@regal.io to get your "API key".

5. Enter the "API Key" in the "Regal.io" destination settings in Segment.

Page

If you are not familiar with the Segment Specs, take a look to understand what the [Page method](#) does. An example call looks like:

```
analytics.page()
```

Segment sends Page calls to Regal.io as a pageview.

Screen

If you are not familiar with the Segment Spec, take a look to understand what the [Screen method](#) does. An example call looks like:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to Regal.io as a screen.

Identify

If you are not familiar with the Segment Spec, take a look to understand what the [Identify method](#) does. An example call looks like:

```
analytics.identify({  
  phone: "+19175554444",  
  firstName: "Anne",  
  lastName: "Smith"  
});
```

Segment sends Identify calls to Regal.io as an identify event.

Identify events are used to create users and update user attributes. If an identify event contains a phone, Regal.io will create a contact in your Audience.

Track

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

Segment recommends calling `track` on any user or system event that you may want Regal.io to be able to use for lead scoring or as triggers or conditions when sending voice and sms campaigns.

Segment sends `track` calls to Regal.io as a track event. Pass all attributes relevant to your use case into the `properties` object.

Regal.io communications can be triggered proactively to a user based on their activity or inactivity - in order to nudge them through your funnel.

An example for a financial services company might be that you want to trigger an outbound call to a user for whom a 'Loan Application Approved' event has been received, but not a 'Loan Signed' event (with some parameter around timing).

In that case, an example `track` call for the 'Loan Application Approved' event would look like:

```
analytics.track('Loan Application Approved', {
  loanType: 'Personal loan',
  amount: 30000,
  currency: 'USD'
  term: 12
})
```

Collecting OptIn

In order to trigger outbound calls or sms messages from Regal.io, you must collect the user's explicit opt-in for those channels along with the user's phone number.

There are 2 options for how you can let Regal.io know a user has opted in:

1. Anytime you collect opt-in for sms or voice calls, you can trigger a track event after a user opts in and let the Regal.io team know what track event is synonymous with opt-in collected (there is no required format for this event). The product will then automatically subscribe users who perform that event. (Note: for Regal.io to subscribe a user, there must already be a phone provided for that user.)

2. Alternatively, anytime you collect opt-in for sms or voice calls, you can use an identify call to pass that opt-in information to Regal.io by adding an optIn object.

Below is an example of what an identify call would look like for a user who opted into multiple channels (sms and voice calls) at once:

```
analytics.identify({
  phone: '+19175554444',
  age: 30,
  firstName: "Anne",
  lastName: "Smith",
  optIn: [
    {
      channel: "sms",
      subscribed: true,
      timestamp: "2020-08-25T21:23:43Z",
      ip: "172.16.254.1",
      text: "By clicking the 'Submit' button below, I agree to receive automated marketing SMS and calls."
    },
    {
      channel: "voice",
      subscribed: true,
      timestamp: "2020-08-25T21:23:43Z",
      ip: "172.16.254.1",
      text: "By clicking the 'Submit' button below, I agree to receive automated marketing SMS and calls."
    }
  ]
})
```

Supported messaging channels are: sms, voice and email.

For the identify method, the ip field is required if you are opting in users server side. (If you are opting in users client side, Segment automatically adds ip to the context, so you are not required to add it to the optIn object)

Make sure to include timestamp with the exact time the user opted in. Since traits are cached and sent with subsequent Identify calls, Regal.io ignores opt-ins that do not have a timestamp date.


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 Regal.io 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> . Email support@regalvoice.com to get your "API key"

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