



Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

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

2 Search for "Ripe Device Mode (Actions)" in the Destinations Catalog, and select the "Ripe Device Mode (Actions)" destination.

3 Choose which Source should send data to the "Ripe Device Mode (Actions)" destination.

4 Go to Ripe integrations page (or onboarding) and click on the "Segment" integration.

5 Copy the "Segment API key".

6 Enter the "Segment API Key" in the "Ripe" destination settings in Segment.

Supported Methods

Ripe supports all the following methods out of the box.

Identify

Take a look at the [Identify method documentation](#) to learn about what it does. An example call would look like this:

```
analytics.identify('userId123', {
  email: 'steve@apple.com',
  firstName: 'Steve',
  lastName: 'Jobs'
});
```

Segment sends Identify calls to Ripe as `identify` events. Ripe displays these events as `Users` by default. Identify event data is augmented with traits. It's important to include email as a trait, as soon as it is known. Ripe will use email to populate User views by default. We fully support the [Segment's Identify Spec](#), and we recommend using the standardized names for the reserved traits covered there.

Track

Take a look at the [Track method documentation](#) to learn about what it does. An example call would look like:

```
analytics.track('Clicked Book a Demo Button')
```

Segment sends Track calls to Ripe as `track` events. Track events should be flattened whenever possible. For example, rather than `Button Click` as a track event with `Book a Demo` as a property, use `Clicked Book a Demo Button`. Product Events can be filtered and grouped by `userId` or `groupId`. Both of these will be appended automatically if they have been fired prior to the track call for web/client-side events.

Page

Take a look at the [Page method documentation](#) to learn about what it does. An example call would look like this:

```
analytics.page()
```

Segment sends Page calls to Ripe as a `pageview` event. Ripe displays these events as `Page views` by default.

Group

Take a look at the [Group method documentation](#) to learn about what it does. An example call would look like this:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Apple Inc.",
  industry: "Technology",
  employees: 164000,
  plan: "enterprise",
  "total billed": 1000000,
  website: "apple.com"
});
```

Segment sends Group calls to Ripe as a `group` event. Group events can be augmented with group traits. Ripe displays these events as `Workspaces` by default. Including a name and a website (domain) as a trait is recommended, as Ripe will use the traits to populate Workspace views by default.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> The Ripe API key found in the Ripe App
API Endpoint	The Ripe API endpoint (do not change this unless you know what you're doing)
SDK Version	The version of the Ripe Widget SDK to use

Available Presets

Ripe Device Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Page view	Event type = "page"	Page
Group user	Event type = "group"	Group
Track event	Event type = "track"	Track
Identify user	Event type = "identify"	Identify

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Ripe Device Mode-supported actions:

i

Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Track
- Page
- Identify
- Alias
- Group

Track

Send user events to Ripe

Track is a **Web** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID *	Type: <code>STRING</code> The anonymous id
User ID	Type: <code>STRING</code> The ID associated with the user
Group ID	Type: <code>STRING</code> The ID associated groupId
Event Name *	Type: <code>STRING</code> The event name
Event properties	Type: <code>OBJECT</code> Properties to send with the event
MessageId	Type: <code>STRING</code> The Segment messageId
Context	Type: <code>OBJECT</code> Device context

Page

Register page view in Ripe

Page is a **Web** action. The default Trigger is: type = "page"

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID *	Type: STRING The anonymous id
User ID	Type: STRING The ID associated with the user
Group ID	Type: STRING The ID associated groupId
Category	Type: STRING The category of the page
Name	Type: STRING The name of the page
Properties	Type: OBJECT Page properties
MessageId	Type: STRING The Segment messageId
Context	Type: OBJECT Device context

Identify

Identify user in Ripe

Identify is a **Web** action. The default Trigger is: type = "identify"

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID *	Type: STRING The anonymous id
User ID	Type: STRING The ID associated with the user
Group ID	Type: STRING The ID associated groupId
Traits	Type: OBJECT Traits to associate with the user
MessageId	Type: STRING The Segment messageId
Context	Type: OBJECT Device context

Alias

Alias a user to new user ID in Ripe

Alias is a **Web** action. The default Trigger is: type = "alias"

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Anonymous ID *	Type: <code>STRING</code> The new user ID, if user ID is not set
User ID	Type: <code>STRING</code> The ID associated with the user
Group ID	Type: <code>STRING</code> The ID associated groupId

Group

Group user in Ripe

Group is a **Web** action. The default Trigger is: `type = "group"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Anonymous ID *	Type: <code>STRING</code> The anonymous id
User ID	Type: <code>STRING</code> The ID associated with the user
Group ID *	Type: <code>STRING</code> The ID associated groupId
Traits	Type: <code>OBJECT</code> Traits to associate with the group
MessageId	Type: <code>STRING</code> The Segment messageId
Context	Type: <code>OBJECT</code> Device context

This page was last modified: 05 Aug 2024

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