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Partner Owned

- This integration is partner owned. Please reach out to the partner's support for any issues.

[Calixa](#) makes it easy to manage all your customers in one place. No more jumping around from tool to tool, learning SQL, or maintaining internal tools. Calixa connects to the third party SaaS tools you use (like Stripe, Zendesk, and Intercom) so that you can see everything about your customers and take action in one place. This destination is maintained by Calixa. For any issues with the destination, [contact the Calixa support team](#).

Getting Started

1. Login to your [Calixa account](#).
2. Go to the [Integrations page](#) and click **Add Integration**.

Select the Segment Integration and sign in to your Segment account to grant Calixa access.

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:

```
{
  'userId': '019mr8mf4r',
  'action': 'track',
  'event': 'Account Created',
  'properties': {
    'account_name': 'Initech'
  },
  'context': {
    'groupId': 'acct_123'
  }
}
```

Calixa supports the following Track calls from Segment's [B2B Spec](#):

- [Signed Up](#) - Creates a user in Calixa
- [Account Created](#) - Creates an account in Calixa
- [Account Deleted](#) - Deletes an account in Calixa
- [Account Added User](#) - Adds a user to an account
- [Account Removed User](#) - Removes a user from an account

Identify

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

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

Segment sends Identify calls to Calixa as an `identify` event. When you identify a new user, Calixa creates a new User record. If the User already exists, Calixa updates the User's properties.

Group

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

```
{
  'type': 'group',
  'groupId': '0e8c78ea9d97a7b8185e8632',
  'traits': {
    'name': 'Initech',
    'industry': 'Technology',
    'employees': 329,
    'plan': 'enterprise',
    'total billed': 830
  }
}
```

Segment sends Group calls to Calixa as an `group` event. A `group` event can create an Account or associate a User to an Account within Calixa.

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 Calixa 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> . If you installed via OAuth do not change this API Key. If you need help, please contact team@calixa.io

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