



### Getting Started

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your Segment data to Equals and build dashboards of your revenue reports, CAC/LTV analyses, top of funnel conversions, and more based on live data.

This destination is maintained by Equals. For any issues with the destination, [contact their Support team](#).

Equals enables anyone, regardless of technical ability, to set up live dashboards and reports that push to Slack, email or Google Slides directly from live Segment event data.

## Getting started

Follow the instructions below, or on [Equals' Segment Connection Guide](#) to get started. Note that Segment is an Enterprise Connection; you will be prompted to schedule a call with an Equals team member after step 2 in the instructions below.

- 1 Use your Email Address to sign in to [Equals](#).
- 2 Navigate to the [Data Sources page](#), then select 'Segment'.
- 3 Click the 'Connect to Segment' button.
- 4 On the popup screen, copy the URL. It will be used in a later step.

5. Click the Save button on the popup, then click the Save button on the Equals page.
6. From your Segment workspace's [Destination catalog page](#) search for "Equals".
7. Select Equals and click **Add Destination**.
8. Select an existing Source to connect to Equals.
9. Name your Destination.
10. On the Destination's Settings page, paste in the Equals URL from step 4 then turn on the 'Enable Destination' using the toggle.
11. Click the Save Changes button.
12. Optionally, to configure the data to be sent to Segment, navigate to the Mappings tab and edit the 'Send' Mapping.

## Destination Settings

SETTING	DESCRIPTION
Equals URL	<i>Required.</i> Equals URL to send data to.

## Available Presets

Equals has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Send	Event type = track Event type = page Event type = screen Event type = identify Event type = group	Send

## Available Actions

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

*i*

**Mapping limits per destination**  
Individual destination instances have support a maximum of 50 mappings.

 Send

### Send

Send Segment analytics data to Equals

Send is a **Cloud** action. The default Trigger is:

type = track or type = page or type = screen or type = identify or type = group

Click to show / hide fields

FIELD	DESCRIPTION
Data *	Type: <code>OBJECT</code> Payload to deliver to Equals. Defaults to sending the entire Segment payload.

## 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 Equals 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
Equals URL (required)	<code>string</code> . Equals URL to send data to.

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[Visit our Support page](#)

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## Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

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