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

> ⓘ
> **This destination sends data in cloud-mode**
>
> This destination transmits data from Segment to Contentstack server-side. Contentstack supports both device-mode and cloud-mode destinations. For more more about the device-mode web destination, see Contentstack Web.

Contentstack is a headless CMS that allows you to build digital experiences using a modular approach. This integration lets you sync data from Segment to your Contentstack Personalize project, enabling dynamic and personalized content delivery.

This destination is maintained by Contentstack. For any issues with the destination, contact their Support team.

## Prerequisites

- a Contentstack account with Personalize enabled

- a Contentstack Personalize project created in your Contentstack organization

## Before you begin

- **Contentstack Personalize Project**: Create a Contentstack Personalize project within your organization and link your Contentstack stack to enable variant functionality.
- **Attributes & Audiences**: Define attributes and create audiences based on those attributes within your Contentstack Personalize project.
- **Events**: Define and create the events that you want to track and sync with your Contentstack Personalize project.

## Getting started

1. From your workspace's Destination catalog page search for "Contentstack".
2. Select Contentstack and click **Add Destination**.
3. Select an existing Source to connect to Contentstack.
4. Go to the Contentstack account and find the following parameters to input as settings in the Segment destiantion settings:
   - **Personalize Project ID**: Enter the unique ID of your Contentstack Personalize project.
   - **Personalize Edge API Base URL**: Enter the base URL of your Contentstack Personalize API. You can find this URL in the Contentstack documentation.

## Destination Settings

| SETTING | DESCRIPTION |
| --- | --- |
| Personalize Edge API base URL | *Required.* <br> Your region-based personalize-edge API base URL. |
| Personalize project ID | *Required.* <br> Your Personalize project ID to which Segment's data should be synced. |

## Available Actions

Build your own Mappings. Combine supported triggers with the following Contentstack Cloud-supported actions:

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

- Custom Attributes Sync
- Contentstack Browser Plugin
- Computed Attribute Sync
- Audience Sync

### Custom Attributes Sync

Sync Custom Attributes to your Contentstack Experience.

Custom Attributes Sync is a **Cloud** action. The default Trigger is: `type = "identify"`

[ Click to show / hide fields ]

| FIELD | DESCRIPTION |
|---|---|
| User traits * | Type: OBJECT<br>User Profile traits to send to Contentstack |
| User ID | Type: STRING<br>ID for the user |
| Create Attributes | Type: BOOLEAN<br>Inidicates if Attributes should be created in Contentstack |

## Contentstack Browser Plugin

Enriches all Segment payloads with a value indicating if Attributes need to be created in Contentstack before they are synced.

Contentstack Browser Plugin is a **Web** action. The default Trigger is:
`type = "track" or type = "identify" or type = "page" or type = "group" or type = "alias"`

**Click to show / hide fields**

| FIELD | DESCRIPTION |
|---|---|
| User traits * | Type: OBJECT<br>User Profile traits to send to Contentstack |

## Computed Attribute Sync

Sync Computed Attributes to your Contentstack Experience.

Computed Attribute Sync is a **Cloud** action. The default Trigger is: `type = "track" or type = "identify"`

**Click to show / hide fields**

| FIELD | DESCRIPTION |
|---|---|
| User traits | Type: OBJECT<br>User Profile traits to send to Contentstack, for Identify calls |
| User properties | Type: OBJECT<br>User Profile properties to send to Contentstack, for Track calls |
| Event Type * | Type: STRING<br>Type of the event |
| User ID * | Type: STRING<br>ID for the user |

## Audience Sync

Sync Audiences to your Contentstack Experience.

Audience Sync is a **Cloud** action. The default Trigger is: `type = "track" or type = "identify"`

**Click to show / hide fields**

| FIELD | DESCRIPTION |
|---|---|
| User traits | Type: OBJECT<br>User Profile traits to send to Contentstack, for Identify calls |

| FIELD | DESCRIPTION |
|---|---|
| User traits | Type: `OBJECT` <br> User Profile traits to send to Contentstack, for Track calls |
| Event Type * | Type: `STRING` <br> Type of the event |
| User ID * | Type: `STRING` <br> ID for the user |

## Send events to Segment

Start sending the payload of events to Segment using Track or Identify calls. This will not only send events to Segment but will forward the selected values to Contentstack Personalization. Ensure your event payloads align with the mapping configuration you created for the Contentstack destination in Segment.

## Receive personalized content

Based on your events/payloads, your Contentstack Personalize project should now start receiving events to help you understand the users associated with your mapped values.

The event names and properties you use must match those defined in your Contentstack Personalize project. For advanced customization and to further enhance your personalized experience, explore Contentstack Personalize in Contentstack's Documentation.

## 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.

> ℹ️
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Contentstack Cloud 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 |
|---|---|
| Personalize Edge API base URL <br> *(required)* | `string` . Your region-based personalize-edge API base URL. |
| Personalize project ID <br> *(required)* | `string` . Your Personalize project ID to which Segment's data should be synced. |

# Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

# Help improve these docs!

▶ Edit this page

⊕ Request docs change

# Was this page helpful?

👍 Yes

👎 No

# Get started with Segment

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

Your work e-mail

Request Demo

or

Create free account