



Getting Started

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Help

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

[Survicate](#) is a complete toolkit for customer feedback.

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

Getting Started

1. From the Segment web app, click **Destinations**.

2. Search for "Survicate (Actions)" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Enter the "Workspace Key" into your Segment Settings UI which you can find from your [Survicate Workspace Settings](#).

Destination Settings

SETTING	DESCRIPTION
Workspace Key	<i>Required.</i> The workspace key for your Survicate account.

Available Presets

Survicate (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event
Identify User	Event type = "identify"	Identify User
Identify Group	Event type = "group"	Identify Group

Available Actions

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

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

- Track Event
- Identify Group
- Identify User

Track Event

Invoke survey with Segment Track event

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

Click to show / hide fields

FIELD	DESCRIPTION
Event name *	Type: <code>STRING</code> The event name
Event Properties	Type: <code>OBJECT</code> Object containing the properties of the event

Identify Group

Send group traits to Survicate

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

Click to show / hide fields

FIELD	DESCRIPTION
Group ID *	Type: <code>STRING</code> The Segment groupid to be forwarded to Survicate

FIELD	DESCRIPTION
Traits *	Type: OBJECT The Segment traits to be forwarded to Survicate

Identify User

Set visitor traits with Segment Identify event

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

Click to show / hide fields

FIELD	DESCRIPTION
Traits *	Type: OBJECT The Segment traits to be forwarded to Survicate

Identify

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

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  jobTitle: 'CEO',
  companySize: '50'
});
```

When you call Identify, we pass Segment traits as respondents' attributes to Survicate. They can be used to trigger web surveys or filter survey results.

All traits passed in Identify calls will be available in Survicate - once you view a respondent profile or export survey data.

All `camelCase` attribute keys are translated to `snake_case`.

All *object attributes* will be flattened to attributes prefixed by object key. All *array attributes* will be omitted.

```
analytics.identify('1234', {
  address: {
    street: '6th St',
    city: 'San Francisco',
    state: 'CA',
    postalCode: '94103',
    country: 'USA'
  },
  categories: ['startup', 'SaaS']
});
```

The above described call creates following respondent's traits in Survicate:

KEY	VALUE
id	1234
address_street	6th St
address_city	San Francisco
address_state	CA
address_postal_code	94103

KEY	VALUE
address_country	USA

Categories attribute is omitted as it is an array attribute.

Group

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

```
analytics.group('group123', {
  name: 'Company Inc.'
});
```

All Group traits will be passed to respondent attributes with `group_` prefix. All `camelCase` attribute keys are translated to `snake_case`. All *object attributes* will be flattened to attributes prefixed by object key. All *array attributes* will be omitted.

```
analytics.group('group123', {
  name: 'Company Inc.',
  address: {
    street: '6th St',
    city: 'San Francisco',
    state: 'CA',
    postalCode: '94103',
    country: 'USA'
  },
  categories: ['startup', 'SaaS']
});
```

The above described call creates the following respondent's traits in Survicate:

KEY	VALUE
group_id	group123
group_name	Company Inc.
group_address_street	6th St
group_address_city	San Francisco
group_address_state	CA
group_address_postal_code	94103
group_address_country	USA

Categories attribute is omitted as it is an array attribute.

Track

A Segment track call, f.ex:

```
analytics.track('plan_purchased', {
  plan: 'Pro Annual',
  accountType : 'Facebook'
});
```

will trigger a Survicate call that sends the event name and properties to Survicate.

If you want to trigger your survey on a Segment event, you are able to do that by setting that condition in the panel in the targeting tab in the section: "When a user triggers an event" under "Where would you like to show

the survey”.

When the Segment event fires and other targeting conditions you’ve set in the panel are met - your survey will show.

Event properties are optional.

Sending survey answers to Segment

Once the Segment integration is enabled in Survicate Integrations tab, it starts sending track events from your client-side source. Here’s a sample call that will be triggered when a survey is answered.

```
analytics.track('survicate_survey_answered', {
  answer: 'Great support!',
  answer_type: 'text',
  question: 'What makes us stand out from the competition?',
  survey: 'Advantages Over Competition Research',
});
```

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Workspace Key <i>(required)</i>	<code>string</code> . The workspace key for your Survicate account.

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