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Getting Started

You'll need to map from the Segment event name to the Millennial Media Pixel ID in your Segment source's Millennial Media Destination page.

Getting your Pixel ID

We built this destination off [this documentation](#) refer to that or let us know if you have any questions!


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 Millennial Media 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
Events	<code>text-map</code> , defaults to <code>{}</code> . Millennial Media recognizes pixel ids, not custom events. When you <code>analytics.track(event, properties)</code> an event that represents a Millennial Media ad conversion, you'll need to map the event name on the left to it's corresponding Millennial Media pixel id on the right in the integration panel.

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