



## Documentation

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## Account Created

This event should be sent when a new account is created.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
----------	------	-------------

PROPERTY	TYPE	DESCRIPTION
account_name	String	The name of the account being created.
context.groupId	String	The id of the account being created.

### Example

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

## Account Deleted

This event should be sent when an account is deleted.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
account_name	String	The name of the account being deleted.
context.groupId	String	The id of the account being deleted.

### Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Account Deleted",
  "properties": {
    "account_name": "Initech"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

## Signed Up

This event should be sent when a user signs up for your service.



**Good to know:** Segment's best practice is to use an "Object-Action" naming convention, which in this case would be "User Signed Up". However, because in the B2B case this may not be a specific user, we omit that noun in our example. You may include or omit it as needed for your implementation.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
----------	------	-------------

PROPERTY	TYPE	DESCRIPTION
type	String	The type of signup, e.g. invited, organic.
first_name	String	The first name of the user.
last_name	String	The last name of the user.
email	String	The email of the user.
phone	String	The phone number of the user.
username	String	The username of the user.
title	String	The title of the user.
context.groupId	String	The id of the account the user is joining.


### Example

```

{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Signed Up",
  "properties": {
    "type": "organic",
    "first_name": "Peter",
    "last_name": "Gibbons",
    "email": "pgibbons@example.com",
    "phone": "410-555-9412",
    "username": "pgibbons",
    "title": "Mr"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

### Signed In

This event should be sent when a user signs in to your service.



**Good to know:** Segment’s best practice is to use an “Object-Action” naming convention, which in this case would be “User Signed In”. However, because in the B2B case this may not be a specific user, we omit that noun in our example. You may include or omit it as needed for your implementation.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
username	String	The username of the user signing in.
context.groupId	String	The id of the account associated with the user signing in.

### Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Signed In",
  "properties": {
    "username": "pgibbons"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

## Signed Out

This event should be sent when a user signs out for your service. You should also call `analytics.reset()` to refresh the cookie when a Signed Out event occurs.



**Good to know:** Segment's best practice is to use an "Object-Action" naming convention, which in this case would be "User Signed Out". However, because in the B2B case this may not be a specific user, we omit that noun in our example. You may include or omit it as needed for your implementation.

## Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
username	String	The username of the user signing out.
context.groupId	String	The id of the account associated with the user signing out.

## Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Signed Out",
  "properties": {
    "username": "pgibbons"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

## Invite Sent

This event should be sent when a user invites another user.

## Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
invitee_email	String	The email address of the person receiving the invite.
invitee_first_name	String	The first name of the person receiving the invite.
invitee_last_name	String	The last name of the person receiving the invite.
invitee_role	String	The permission group for the person receiving the invite.

PROPERTY	TYPE	DESCRIPTION
context.groupId	String	The id of the account the person is being invited to.

Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Invite Sent",
  "properties": {
    "invitee_email": "pgibbons@example.com",
    "invitee_first_name": "Peter",
    "invitee_last_name": "Gibbons",
    "invitee_role": "Owner"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

Account Added User

This event should be sent when a user is added to a group.

Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
role	String	The permission group for this user in this account.
context.groupId	String	The id of the account the user is being added to.

Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Account Added User",
  "properties": {
    "role": "Owner"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

Account Removed User

This event should be sent when a user is removed from a group or account.

Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
context.groupId	String	The id of the account the user is being removed from.

Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Account Removed User",
  "properties": {},
  "context": {
    "groupId": "acct_123"
  }
}
```

## Trial Started

This event should be sent when a trial is started.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
trial_start_date	Date	The date when the trial starts. It is an ISO-8601 date string.
trial_end_date	Date	The date when the trial ends. It is an ISO-8601 date string.
trial_plan_name	String	The name of the plan being trialed.
context.groupId	String	The id of the account the trial is associated with.

### Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Trial Started",
  "properties": {
    "trial_start_date": "2018-08-28T04:09:47Z",
    "trial_end_date": "2018-09-20T04:09:47Z",
    "trial_plan_name": "Business"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

## Trial Ended

This event should be sent when a trial ends.

### Properties

This event supports the following semantic properties:

PROPERTY	TYPE	DESCRIPTION
trial_start_date	Date	The date when the trial starts. It is an ISO-8601 date string.
trial_end_date	Date	The date when the trial ends. It is an ISO-8601 date string.
trial_plan_name	String	The name of the plan being trialed.
context.groupId	String	The id of the account the trial is associated with.

### Example

```
{
  "userId": "019mr8mf4r",
  "type": "track",
  "event": "Trial Ended",
  "properties": {
    "trial_start_date": "2018-08-28T04:09:47Z",
    "trial_end_date": "2018-09-20T04:09:47Z",
    "trial_plan_name": "Business"
  },
  "context": {
    "groupId": "acct_123"
  }
}
```

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