The Qualtrics destination is only available to customers on a Business Tier plan with Segment.

To link your Qualtrics destination in Segment to your Qualtrics workspace, Qualtrics requires a Segment Token that can only be generated by Business Tier customers who have access to the Public API.

Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.
2. Find the Destinations Actions item in the left navigation, and click it.
3. Click **Configure Qualtrics**.
4. Select an existing Source to connect to Qualtrics (Actions).
5. To authenticate, enter your API key & Datacenter ID. To locate your API key & Datacenter ID, follow in the instructions in the Finding your Qualtrics IDs documentation.

Destination Settings

SETTING	DESCRIPTION
API Token	*Required.* Qualtrics API token found in your Qualtrics account under “Account settings” -> “Qualtrics IDs.”
Datacenter ID	*Required.* Qualtrics datacenter id that identifies where your qualtrics instance is located. Found under “Account settings” -> “Qualtrics IDs”.

Available Actions

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

Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Create and/or update contact in XM Directory
- Start a workflow in Qualtrics
- Upsert contact transaction

Create and/or update contact in XM Directory

Create and/or update contact in XM Directory. Updating is handled by contact deduplication in your directory settings. If deduplication is setup correctly this action will perform UPSERT operations on contacts

Create and/or update contact in XM Directory is a **Cloud** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Directory ID *	Type: `STRING` Directory id. Also known as the Pool ID. POOL_XXX
External Data Reference	Type: `STRING` The external data reference which is a unique identifier for the user
Email	Type: `STRING` Email of contact
Phone number	Type: `STRING` Phone number of contact
First Name	Type: `STRING` First name of contact
Last Name	Type: `STRING` Last name of contact
Language	Type: `STRING` Language code of the contact
Contact is unsubscribed	Type: `BOOLEAN` Should the contact be unsubscribed from correspondence
Contact embedded data	Type: `OBJECT` Contact embedded data (properties of the contact)

Start a workflow in Qualtrics

This action is used to kick off a workflow in Qualtrics

Start a workflow in Qualtrics is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Workflow URL *	Type: `STRING` Enter the full URL as you see in your Xflow trigger. See more details on setting up an xflow trigger and getting the URL.
Event payload	Type: `OBJECT` A mapping of key values to send to Qualtrics xflow.

Upsert contact transaction

Add a transaction to a contact in Qualtrics directory. If the contact already exists, add the transaction. If the contact does not exist, create the contact first, then add the transaction record.

Upsert contact transaction is a **Cloud** action. The default Trigger is: `type = "track", event = "Transaction Created"`

Click to show / hide fields

FIELD	DESCRIPTION
Directory ID *	Type: `STRING` Directory id. Also known as the Pool ID. POOL_XXX
Mailing list ID *	Type: `STRING` ID of the mailing list the contact belongs too. If not part of the event payload, create / use an existing mailing list from Qualtrics. Will have the form CG_xxx
Contact ID	Type: `STRING` The id of the contact to add the transaction. if this field is not supplied, you must supply an external data reference, email and/or phone so a look can be performed. If the lookup does not find a contact, one will be created with these fields and including the optionally supplied firstName, lastName, language, subscribed and embeddedData
External Data Reference *	Type: `STRING` The external data reference which is a unique identifier for the user. This is only used to search for the contact and if a new contact needs to be created, it is not added to the transaction data.
Email	Type: `STRING` Email of contact. This is only used to search for the contact and if a new contact needs to be created, it is not added to the transaction data.
Phone number	Type: `STRING` Phone number of contact. This is only used to search for the contact and if a new contact needs to be created, it is not added to the transaction data.
First name	Type: `STRING` First name of contact. This is only used if a new contact needs to be created and is not added to the transaction data.
Last name	Type: `STRING` Last name of contact. This is only used if a new contact needs to be created and is not added to the transaction data.
Language	Type: `STRING` Language code of the contact. This is only used if a new contact needs to be created and is not added to the transaction data.
Contact is unsubscribed	Type: `BOOLEAN` Should the contact be unsubscribed from correspondence. This is only used if a new contact needs to be created and is not added to the transaction.
Contact embedded data	Type: `OBJECT` Contact embedded data (properties of the contact). These are added to the contact only if a new contact needs to be created not added to the transaction.

FIELD	DESCRIPTION
Date & time of transaction	Type: `DATETIME` Date and time of when the transaction occurred.
Transaction data	Type: `OBJECT` Properties of the transaction too add to the users record

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