



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

[Gameball](#) is an all-in-one customer loyalty marketing platform that empowers brands to create personalized retention campaigns, helping them grow and monetize their customer base using cutting-edge gamification strategies. Using Gameball, you can increase customer lifetime value and secure unmatched conversion rates - capturing untapped opportunities.

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

Benefits of Gameball (Actions) vs Gameball Classic

Gameball (Actions) provides the following benefits over the classic Gameball destination:

Fewer settings: Data mapping for actions-based destinations happens in during configuration, which eliminates the need for most settings. **Clearer mapping of data:** Actions-based destinations enable you to define the mapping between the data Segment receives from your source, and the data Segment sends to the destination.

Support for Gameball V3 API: Gameball (Actions) is built on the latest version of [Gameball APIs](#).

Getting started

- 1 Go to your [Gameball dashboard](#). Click **Settings** in the bottom left, then click on **Account Integration**. Copy the API Key and Secret Key.
- 2 From your Segment workspace's [Destination catalog page](#) search for Gameball.
- 3 Select Gameball (Actions) and click **Add Destination**.
- 4 Select an existing Source to connect to Gameball (Actions).
- 5 Enter the API Key and Secret key in the destination settings in Segment.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Go to help center to learn how to find your API Key.
Secret Key	<i>Required.</i> Go to help center to learn how to find your API Key.

Available Presets

Gameball (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Orders	Event type = "track" and event = "Order Completed"	Track Order
Create Or Update Players	Event type = "identify"	Identify Player
Track Events	Event type = "track" and event != "Order Completed"	Track Event

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- [Identify Player](#)
- [Track Event](#)
- [Track Order](#)

Identify Player

This Action used to create or update a player in Gameball with the provided attributes.

Identify Player is a **Cloud** action. The default Trigger is: `type = "identify"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
-------	-------------

FIELD	DESCRIPTION
Player ID *	Type: <code>STRING</code> Unique identifier for the player in your database.
Mobile Number	Type: <code>STRING</code> Player's unique mobile number.
Email	Type: <code>STRING</code> Player's unique email.
Display Name	Type: <code>STRING</code> Player's display name
First Name	Type: <code>STRING</code> Player's first name
Last Name	Type: <code>STRING</code> Player's last name
Gender	Type: <code>STRING</code> Player's gender.
Date Of Birth	Type: <code>DATETIME</code> Player's date of birth
Join Date	Type: <code>DATETIME</code> Player's join date at your system.
Country	Type: <code>STRING</code> Player's country.
City	Type: <code>STRING</code> Player's city
Zip code	Type: <code>STRING</code> Player's zip code
Preferred language	Type: <code>STRING</code> Player's preferred language
Guest	Type: <code>BOOLEAN</code> A boolean value indicating if the customer who placed this order is a guest. The default is false.
UTMs	Type: <code>OBJECT</code> Player's utms
Devices	Type: <code>OBJECT</code> Player's used devices
Total Spent	Type: <code>NUMBER</code> Player's total spent amount
Last Order Date	Type: <code>DATETIME</code> Player's last order date
Total Orders	Type: <code>NUMBER</code> Player's total orders
Average Order Amount	Type: <code>NUMBER</code> Player's average order amount
Tags	Type: <code>STRING</code> Comma separated string of tags to be attached to the player.

Track Event

This action allows you to track and send your players' events to Gameball.

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

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: <code>STRING</code> The name of the event
Event Metadata	Type: <code>OBJECT</code> The event metadata to send to Gameball
Player ID *	Type: <code>STRING</code> Unique identifier for the player in your database.
Mobile Number	Type: <code>STRING</code> Player's unique mobile number.
Email	Type: <code>STRING</code> Player's unique email.

Track Order

This action used to track orders. They are designed specifically for E-Commerce Solutions.

Track Order is a **Cloud** action. The default Trigger is: `event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
Player ID *	Type: <code>STRING</code> Unique identifier for the player in your database.
Mobile Number	Type: <code>STRING</code> Player's unique mobile number.
Email	Type: <code>STRING</code> Player's unique email.
Order Id *	Type: <code>STRING</code> Unique order ID which identifies the underlying order in your system, e.g. order number , invoice number. It will be used for reversing any reward or redemption transaction on Gameball.
Order Date *	Type: <code>DATETIME</code> The date this order was placed, as an ISO8601 timestamp. Defaults to now if not provided.
Total Price *	Type: <code>NUMBER</code> The sum of all order items' prices, including discounts, shipping, taxes, and tips. (Note: totalPaid is part of the totalPrice). Must be positive.
Total Paid *	Type: <code>NUMBER</code> The actual paid amount to the store. (Based on this amount, the player will be rewarded. Also, According to the Cashback Configuration). Must be positive.
Total Shipping	Type: <code>NUMBER</code> The total shipping price of the order. Must be positive.
Total Tax	Type: <code>NUMBER</code> The sum of all the taxes applied to the order in the shop currency. Must be positive.
Total Discount	Type: <code>NUMBER</code> Total discount applied on this order. Must be positive.
Line Items	Type: <code>OBJECT</code> A list of line items, each containing information about an item in the order.

FIELD	DESCRIPTION
Discount Codes	Type: <code>STRING</code> An array of discount codes.
Redeemed Amount	Type: <code>NUMBER</code> Monetary value of the redeemed points to be used by that player while placing his order. Note: If this field is set, then the holdReference value should be null. Also, both fields could be null.
Hold Reference	Type: <code>STRING</code> Hold reference ID received after calling Hold Points API. This is used in case you want to use already held points. Note: If this field is set, then the redeemedAmount value should be null. Also, both fields could be null.
Guest	Type: <code>BOOLEAN</code> A boolean value indicating if the customer who placed this order is a guest. The default is false.
Extra	Type: <code>OBJECT</code> Key value pair(s) of any extra information about the order. The key values must be of type string or number
Merchant Id	Type: <code>STRING</code> Merchant unique id or code
Merchant Name	Type: <code>STRING</code> Merchant name
Branch Id	Type: <code>STRING</code> Branch unique id or code
Branch Name	Type: <code>STRING</code> Branch name

Migration from the classic Gameball destination

Keep in mind if you plan to move to Gameball (Actions) from a classic Gameball destination that Gameball (Actions) uses Gameball's HTTP API v3.

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 Gameball (Actions) 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
API Key (required)	password . Go to help center to learn how to find your API Key.
Secret Key (required)	password . Go to help center to learn how to find your API Key.

This page was last modified: 07 Aug 2024

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](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

