



## 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

- view your Customer Journey
- Use our cross-channel analytics
- Segment your customers
- Execute coordinated cross-channel personalized campaigns across email, push, facebook and google.

This destination is maintained by Zaius.

## Getting Started

It's easy to get started!

- If you don't have a Zaius account yet, sign up for an account at <http://www.zaius.com>
- Sign in to your account and navigate to administration -> integrations
- Select "Advanced Options" on the Tag Generator page
- Copy the "Tracking Identifier" for use in Segment's destination UI for Zaius

## Data Details

Zaius depends on three methods to populate the entire system.

## Identify

Identify is key to using Zaius. When users are not logged in we will track anonymous activity based on the Segment anonymousId. As soon as users become identified with an email address or another customer ID, we will merge this data set with anonymous activity automatically.

To map Segment traits to Zaius customer objects, [create a Zaius custom field](#) for each trait. The field name you define in Zaius must match the key for the trait as it appears in Segment identify calls. Any Segment traits which do not have a corresponding Zaius custom field are dropped from the customer object.

## Track

Zaius will be able to process any of your track events and properties sent through. Additionally Zaius has implemented the following special [semantic events](#):

- [Email events](#)

- [Ecommerce events](#)

## Page

The Zaius platform processes all of the page events passed into the Segment as well.

## Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a field on the customer object.

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 trait `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`.

To map Segment computed traits and audiences to Zaius customer objects, [create Zaius custom fields](#) for each trait and audience. The field name you define in Zaius must exactly match the key for the trait or audience as it appears in your identify calls. Any Segment traits or audiences which do not have a corresponding Zaius custom field will be dropped from the customer object.

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.

## Settings

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

SETTING	DESCRIPTION
Tracker ID (required)	<code>string</code> . Enter your Zaius Tracker ID.

This page was last modified: 27 Oct 2023

---

## 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](#)

