Partner Owned

This integration is partner owned. Please reach out to the partner's support for any issues.

ProfitWell provides free subscription metrics to help you identify opportunities and then tools to help you reduce churn, optimize pricing, and grow your subscription business end-to-end. This integration enables ProfitWell users to use it's Retain product and Engagement Tracking capabilities.

This destination is maintained by ProfitWell. For any issues with the destination, contact the ProfitWell Support team.

Getting Started

1. From the Segment web app, click **Catalog**.

2. Search for "ProfitWell" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Drop your token into the Segment destination settings for "Public API Token". You can find your public token in the Retain control center under preview snippet.

5. Select "wep app" in the dropdown if you're tracking inside the app or "marketing" for your marketing site.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the Identify method does. An example call would look like:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

Identify calls will start the ProfitWell service using the customer's email to track them. If no email is provided it will start the service anonymously.

Customers need to be created first within ProfitWell in order for the indentify calls to trigger their engagements.

> ⓘ
> **Note**: The data doesn't sync into the ProfitWell UI in real time. It can take up to 24 hours to reflect.

Settings

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

SETTING	DESCRIPTION
Public API Token *(required)*	`string` . You can retrieve your API token from the Retain control center under the preview snippet.
Site Type	`select` . A marketing site will assume that the user will be anonymous and thus will start the ProfitWell service on load. A web app will wait for Identity to be called to start the ProfitWell service.

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