



Getting Started

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Help

companies can implement an effective product-led go-to-market strategy that will increase product adoption and customer lifetime value.

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

Good to know: This page is about the [Actions-framework](#) Gainsight PX Cloud Segment destination. There's also a page about the [non-Actions Gainsight PX Cloud destination](#). Both of these destinations receive data from Segment.

Benefits of Gainsight PX Cloud (Actions) vs Gainsight PX Cloud Classic

Gainsight PX Cloud (Actions) provides the following benefits over the classic Gainsight PX Cloud destination:

- Data Center Support.** The new Actions-based integration allows for the selection of the PX datacenter. This is required for any PX customers based in any data center other than the main US datacenter (accessed via [app.aptrinsic.com](#)).

Getting started

- From the Segment web app, navigate to **Connections > Catalog** and select the **Destinations** tab.
- Search for *Gainsight PX Cloud (Actions)* and select it.
- Click **Add destination**.
- Select an existing Source to connect to Gainsight PX Cloud (Actions).
- Find your Gainsight PX key.
 - Log in to Gainsight PX and navigate to **Settings > Products > Web App**. Enter the URL for your web application and click the **Generate** button. The Tag Key is the value that begins with "AP-" to the right of the URL value. Copy the value to your clipboard.
- Paste the Gainsight PX Tag Key into the Segment connection settings API Key field.
- Choose the appropriate data center value in the "Other Settings" Data Center dropdown. If you access the PX instance with app.aptrinsic.com, select 'United States', otherwise, choose the appropriate selection based on the suffix after "app-" in the application's URL.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Gainsight PX API key. You can find this key in the "Administration/Products" screen.
Data center	<i>Required.</i> The PX data center where your PX subscription is hosted.


Available Presets

Gainsight Px Cloud (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Page View	Event type = "page"	Send Event
Group User	Event type = "group"	Send Event
Identify User	Event type = "identify"	Send Event
Track Event	Event type = "track"	Send Event

Available Actions

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



Mapping limits per destination
Individual destination instances have support a maximum of 50 mappings.

- Identify User
- Group Identify User
- Track Event
- Track Page View
- Send Event

Identify User

Set the user ID for a particular device ID or update user properties

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

This action does not have any fields.

Group Identify User

Updates or adds properties to an account. The account is created if it does not exist.

Group Identify User is a **Cloud** action. The default Trigger is: `type = "group"`

This action does not have any fields.

Track Event

Send an event to Gainsight PX

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

This action does not have any fields.

Track Page View

Send a page view event to Gainsight PX

Track Page View is a **Cloud** action. The default Trigger is: `type = "page"`

This action does not have any fields.

Send Event

Send entire event payload to Gainsight PX

Send Event is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Segment Event	Type: <code>OBJECT</code> The raw Segment event

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 Gainsight PX Cloud (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 <i>(required)</i>	<code>string</code> . Gainsight PX API key. You can find this key in the "Administration/Products" screen.
Data center <i>(required)</i>	<code>select</code> . The PX data center where your PX subscription is hosted.

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