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The Drip destination code is all open-source on GitHub if you want to check it out: [JavaScript](#), (iOS and Android work using the server destination).

Getting Started

When you enable Drip in the Segment web app, your changes appear in the Segment CDN in about 45 minutes, and then Analytics.js starts asynchronously loading Drip's `track.js` onto your page. This means you should remove Drip's snippet from your page.

- Since Drip only records custom events and custom user data, no events or users will appear in Drip until you start using the API outlined below.

Identify

When you call `identify` on `analytics.js`, Segment calls `identify` on Drip and passes through all of the user traits that were included on that call. You must pass email as a trait to identify the user to Drip. Note that if you want to do cross-domain tracking, after you've enabled it in the Drip UI, you'll need to pass `email` as a trait on the `identify` call on both domains.

Track

When you call `track`, Segment sends the event to Drip with the event `name` and all `properties` that you specified. If you include `revenue` as a property, it will get passed to Drip as the conversion value of this event.

Note:

- If you are sending custom server side events, you must include an `email` property of the user that the event belongs to.
- Only conversions that are attributed to a Drip email delivery will show on the conversions dashboard page.

Sending data from Drip

Drip supports sending [email events](#) to other tools on the Segment platform. These events will be sent as `track` calls to the other destinations you've turned on.

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 Drip 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
Account Key (required)	<code>string</code> . Your account ID can be found on your Site Setup page under 3rd-Party Integrations . It should be a 7, 8, or 9 character numerical string, like this: <code>83702741</code> .
Campaign ID	<code>string</code> . Your campaign ID can be found in your Campaigns page. Copy a campaign URL, the campaign ID will be the last segment of that url e.g (<code>https://www.getdrip.com/account_id/campaigns/campaign_id</code>). If you need to set this value dynamically, you can pass <code>integrations.Drip.campaignId</code> as an integration specific option and we will respect that. IMPORTANT: If you put a value in here, we will by default try to subscribe every user to this campaign ID.

SETTING	DESCRIPTION
API Token	<code>string</code> . Your API Token can be found in your User Settings . It should be 20 character alphanumeric string, like: <code>bmrdc6hczyn8yss8o8td</code> .

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