



Getting Started

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[Usermaven](#) is an all-in-one analytics solution for online businesses looking to unlock growth and make data-driven decisions - without spending hours on setup.

Benefits of Usermaven (Actions)

Usermaven (Actions) provides the following benefits:

- **Clear mapping of data.** Actions-based destinations enable you to define the mapping between the data Segment received from your source and the data Segment sends to Usermaven.
- **Pre-built mapping.** Mappings for Usermaven are prebuilt with the prescribed parameters and available for customization.
- **No 3rd party tool is involved.** Move the data directly from Segment to Usermaven without a 3rd party tool to facilitate the data sync.
- **Track events, identify users and companies.** You can track events, identify users and companies in Usermaven using Actions-based destinations.

Getting started

- From the Segment web app, click **Catalog**, then click **Destinations**.
- Search for "Usermaven (Actions)" in the Destinations Catalog, and select the destination.
- Click **Configure Usermaven (Actions)**.
- Select an existing Source to connect to Usermaven (Actions).
- Go to the [Usermaven App](#), and navigate to **Workspace Settings > General Settings** and copy the **API Key**.
- Enter the "API Key" in the "Usermaven (Actions)" destination settings in Segment.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Found on your general settings page.
Server Token	<i>Required.</i> Found on your general settings page.

Available Presets

Usermaven (Actions) has the following presets:

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

Available Actions

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

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

- Identify User
- Track Event
- Group
- Page

Identify User

Sets a user data.
Identify User is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
User id *	Type: <code>STRING</code> The user id, to uniquely identify the user
Email address *	Type: <code>STRING</code> The user email address
Created at	Type: <code>STRING</code> The timestamp when the user was created
First name	Type: <code>STRING</code> The user first name
Last name	Type: <code>STRING</code> The user last name
Custom attributes	Type: <code>OBJECT</code> The user custom attributes
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
Document Path	Type: <code>STRING</code> The path of the document.
Document Search	Type: <code>STRING</code> The search query of the document.
Event Type	Type: <code>STRING</code> The type of the event.
Page Title	Type: <code>STRING</code> The title of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
User Agent	Type: <code>STRING</code> The user agent of the browser.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.
IP Address	Type: <code>STRING</code> The IP address of the user.

Track Event

Sends a track event to Usermaven.

Track Event is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Event Name *	Type: <code>STRING</code> The event name
Event Attributes	Type: <code>OBJECT</code> Attributes associated with the event
User id	Type: <code>STRING</code> The user id, to uniquely identify the user
Email address	Type: <code>STRING</code> The user email address
Created at	Type: <code>STRING</code> The timestamp when the user was created
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
Document Path	Type: <code>STRING</code> The path of the document.
Document Search	Type: <code>STRING</code> The search query of the document.
Event Type	Type: <code>STRING</code> The type of the event.
Page Title	Type: <code>STRING</code> The title of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
User Agent	Type: <code>STRING</code> The user agent of the browser.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.
IP Address	Type: <code>STRING</code> The IP address of the user.

Group

Send company attributes to Usermaven.

Group is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
Company id *	Type: <code>STRING</code> The company id, to uniquely identify the company
User id *	Type: <code>STRING</code> The user id, to uniquely identify the user
Company name	Type: <code>STRING</code> The company name
Company created at	Type: <code>STRING</code> The timestamp when the company was created
Company custom attributes	Type: <code>OBJECT</code> The company custom attributes
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
Document Path	Type: <code>STRING</code> The path of the document.
Document Search	Type: <code>STRING</code> The search query of the document.
Event Type	Type: <code>STRING</code> The type of the event.
Page Title	Type: <code>STRING</code> The title of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
User Agent	Type: <code>STRING</code> The user agent of the browser.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.

FIELD	DESCRIPTION
IP Address	Type: <code>STRING</code> The IP address of the user.

Page

Send pageview events to Usermaven.

Page is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
User id	Type: <code>STRING</code> The user id, to uniquely identify the user
Email address	Type: <code>STRING</code> The user email address
Created at	Type: <code>STRING</code> The timestamp when the user was created
Page Name	Type: <code>STRING</code> The name of the page
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
Document Path	Type: <code>STRING</code> The path of the document.
Document Search	Type: <code>STRING</code> The search query of the document.
Event Type	Type: <code>STRING</code> The type of the event.
Page Title	Type: <code>STRING</code> The title of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
User Agent	Type: <code>STRING</code> The user agent of the browser.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.

FIELD	DESCRIPTION
Timezone	Type: <code>STRING</code> The timezone of the browser.
IP Address	Type: <code>STRING</code> The IP address of the user.

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 Usermaven (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> . Found on your general settings page.
Server Token <i>(required)</i>	<code>string</code> . Found on your general settings page.

This page was last modified: 07 Aug 2024

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