Getting Started

1. From the Destinations catalog page in the Segment App, click **Add Destination**.
2. Search for **Mailmodo** in the Destinations Catalog, and select the **Mailmodo** destination.
3. Choose which Source should send data to the Mailmodo destination.
4. Go to the Mailmodo Dashboard and navigate to **Settings > API Keys**, then create a new API Key and copy it.
5. Enter the **API Key** in the Mailmodo destination settings in Segment.

Supported methods

Mailmodo supports the following methods, as specified in the Segment Spec.

Identify

Take a look at the Identify method documentation to learn about what it does.

```
analytics.identify('userId12345', {
  firstName: 'Bob',
  lastName: 'Dole',
  email: 'bob.dole@example.com',
  company: 'Initech',
  employees: 234
});
```

Every time you make an identify call with an email address included:

1. Mailmodo verifies that the email exists.
2. the email doesn't exist, Mailmodo adds the user as a contact to the Mailmodo database and matches user properties with the Segment `traits` sent in the identify call payload.
3. the email exists, Mailmodo updates the user properties for the Contact against the Segment `traits` sent in the identify call payload.

All the special traits recognized by Segment are translated and matched with the Mailmodo user properties for a Contact. These fields are automatically created or mapped for a Contact in Mailmodo and are available for personalization and advance segmentation.

How Mailmodo handles incoming email addresses

- The email field is required. Mailmodo drops identify calls without an email.
- If different email addresses are sent against the same user ID in identify call, Mailmodo treats them as two different contacts.

Track

Take a look at the Track method documentation to learn about what it does. An example call looks like:

```
analytics.track('Product Viewed', {
  product_id: '507f1f77bcf86cd799439011',
  name: 'Monopoly: 3rd Edition',
  price: 18.99,
  url: 'https://www.example.com/product/path',
  image_url: 'https://www.example.com/product/path.jpg'
});
```

Segment sends `Track` calls to Mailmodo as a Custom Event. When you call track, Segment sends the event to Mailmodo with the event name and all properties that you specified.

Be sure you send an Identify call for any user who triggers Track calls. If Mailmodo receives a Track call for an unknown userId, the call drops.

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 Mailmodo 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 *(required)*	`string`. You can create and copy-paste your Mailmodo API Key from Settings > API Keys.

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