[ConvertFlow](#) is the all-in-one platform for converting your website visitors. From one builder, you can create, personalize and launch dynamic website content, forms, popups, sticky bars, surveys, quizzes and landing pages, without coding.

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

Getting Started

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

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

3. Paste in your ConvertFlow website's ID into your Segment Settings UI, which you can find by heading into your [ConvertFlow account](#), selecting a website and copying the website ID from the website dashboard's URL. This will enable the ConvertFlow website's tracking snippet as a Destination for your selected Segment source. Your ConvertFlow website campaigns can then be fully managed from the ConvertFlow dashboard.

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'
});
```

IMPORTANT: The *email* trait is a required field for the Identify call to reach ConvertFlow.

Upon identification, ConvertFlow will perform a 2-way sync with any email service providers (ESPs/CRMs) integrated with your ConvertFlow website, so you can begin targeting and personalizing for identified contacts on your website based on their segmentation in your ESP/CRM.

Contact records created by the `identify` function can be found in your ConvertFlow website dashboard in the "contacts" page.

Settings

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

SETTING	DESCRIPTION
Website ID *(required)*	`string`. You can retrieve your Website ID from your ConvertFlow Account by selecting a website and copying the ID within your URL (eg. https://app.convertflow.com/websites/4915/)

This page was last modified: 08 Jan 2024

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