targeting with Web Experimentation audiences, Feature Experimentation audiences, and CMS Visitor Groups.

This destination is maintained by Optimizely. For any issues with the destination, contact the Optimizely Support team.

Getting started

Within your Optimizely Data Platform Account

1. Navigate to the **App Directory**.

2. Use autocomplete to find the **Twilio Segment** app.

3. Click into the app and click **INSTALL**.

4. Click **SETTINGS > GENERATE** and copy the resulting token to your clipboard.

Within your Twilio Segment Account

1. From the Segment web app, navigate to **Connections > Catalog** and select the **Destinations** tab of the catalog.

2. Select the Destinations Actions tab and search for **Optimizely Advanced Audience Targeting**.

3. Select the **Configure Optimizely Advanced Audience Targeting** tile.

4. Select your **Engage Space** as a source. Note that this destination only works when an Engage Space is configured as a Source.

5. Click **Confirm Source**.

6. Within the **Settings** tab paste your ODP token into the **API Key** field, select your region, enable the integration and click **Save Changes**.

7. Click into the **Mappings** section, then click **New Mapping**, then click on the **Sync Audience** tile.

8. In section 3 **Select Mappings** ensure the user identifier you are targeting with your Advanced Audience Targeting integration is mapped to the Optimizely User ID field.

9. Click **Save**.

10. Enable the Action by toggling the Status to **Enabled**.

11. Click back to the **Settings** tab and enable the destination by toggling the **Enable Destination** toggle to *On*.

12. Click **Save changes**.

Destination Settings

SETTING	DESCRIPTION
Api Key	*Required.* Api Key used for Optimizely API authorization when sending events
Region	*Required.* The Optimizely Region to sync Audience data to. Default is US

Available Actions

Build your own Mappings. Combine supported triggers with the following Optimizely Advanced Audience Targeting-supported actions:

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

Sync Audience

Sync Audience

Sync a Segment Engage Audience to Optimizely Data Platform

Sync Audience is a **Cloud** action. The default Trigger is: `type = "track" or type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
Optimizely User ID *	Type: `STRING` The user identifier to sync to the Optimizely Audience

Notes

- Ensure the Advanced Audience Targeting integration is configured in your Optimizely Products so that you can access your connected audiences from Segment Engage.

If connecting your Segment Engage audiences to **Optimizely Web Experimentation** ensure the user id mapped to the Optimizely User ID in the Destination mappings area is an identifier available on the browser (client side). This allows Optimizely web to properly check audience membership for visitors included in connected Segment Engage audiences.

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.

> ℹ️
> **Real-time to batch destination sync frequency**
> Real-time audience syncs to Optimizely Advanced Audience Targeting 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)*	`password` . Api Key used for Optimizely API authorization when sending events
Region *(required)*	`select` . The Optimizely Region to sync Audience data to. Default is US

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