



## Getting Started

What is Segment?  
[How Segment Works](#)  
Getting Started Guide  
A Basic Segment Installation  
Planning a Full Installation  
A Full Segment Installation  
Sending Data to Destinations  
Testing and Debugging  
What's Next  
Use Cases

## Guides

## Connections

## Unify

## Engage

## Privacy

## Protocols

## Segment App

## API

## Partners

## Glossary

## Config API

## Help

stage of the user journey. When you integrate Userpilot with Segment, you can send your Segment events to Userpilot, which allows you to create more personalized experiences for your users.

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

## Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.
2. Find the Destinations Actions item in the left navigation, and click it.
3. Click **Configure Userpilot Web (Actions)**.
4. Select an existing Source to connect to Userpilot Web (Actions).
5. Find your Userpilot App Token in the [installation dashboard](#).

## Page

If you're not familiar with the Segment Specs, take a look to understand what the [Page method](#) does. An

example call would look like:

```
analytics.page()
```

Calling the `page` from `analytics.js` triggers the `userpilot.reload` method that will check for any current running experiences on that page and fetch any new experiences that satisfy the specified page settings.

## 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'
});
```

Calling `identify` from `analytics.js` will trigger the `userpilot.identify`. Segment recommends passing as much data as possible to get the most out of Userpilot.

Data passed in an `Identify` call can be organized under different categories.

- Properties about the user such as `plan` or `userRole` to help targeting a specific segment
- Properties to personalize the content of the Userpilot experiences, such as `name` or `company`
- Properties to target users based on their lifecycle, such as `createdAt`, which allows you to target newly created accounts or accounts that have yet to achieve a certain feature in the user lifecycle

## Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track('Clicked Login Button')
```

Calling `track` from `analytics.js` will trigger `userpilot.track`. This sends event data to Userpilot where it can be used for content triggering.

## Settings

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

SETTING	DESCRIPTION
The API endpoint the SDK would connect to	<code>string</code> . By default, Userpilot would use a service discovery mechanism to determine the API endpoint to connect to. If you are using a proxy or a firewall, you can specify the API endpoint here.
Segment Loads Userpilot JS (required)	<code>boolean</code> , defaults to <code>TRUE</code> .  By default, Segment will load the Userpilot JS snippet onto the page. If you are already loading the Userpilot JS onto the page then disable this setting and Segment will detect the Userpilot JS on the page
App Token (required)	<code>string</code> . Your Userpilot app token, you can find it in the <a href="#">Userpilot installation</a> dashboard.

This page was last modified: 07 Aug 2024

Questions? Problems? Need more info? Contact Segment Support for assistance!


[Visit our Support page](#)

### Help improve these docs!

 [Edit this page](#)

 [Request docs change](#)

### Was this page helpful?

 [Yes](#)

 [No](#)

### Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

