≡ Documentation

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Additional versions of this destination are available

This page is about the VWO Web Mode (Actions) Destination. See below for information about other versions of the VWO destination:

• VWO Cloud Mode (Actions)

VWO is an optimization platform that allows websites to run experiments on their platforms to derive insights from visitor behavior and harness the results to amp up the conversion rate. Apart from experimentation, it also provides for personalization of the platform for different cohorts, full stack implementation, and direct deployment of the changes determined through experimentation.

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The events and attributes that are transferred from Segment to your VWO account will appear under Unregistered Events and Unregistered Attributes sections, respectively. You need to save these events and attributes to VWO for further use.

Benefits of VWO Web Mode(Actions) vs VWO Classic

VWO Web Mode (Actions) provides the following benefits over the classic VWO destination:

- **Support for Customer Data Platform (Data360)**. With the Web mode destination enabled, you will be able to transfer all the events and attributes into your VWO account through the Data360 module. You can use these events and attributes to create segments and metrics in your VWO campaigns.

Getting started

1. From the Segment web app dashboard, navigate to **Connections > Catalog**.

2. Under the **Destinations** tab, search for "VWO Web Mode (Actions)", and select the destination.

3. Click **Configure VWO Web Mode (Actions)**.

4. Select the source that will send data to VWO Web Mode (Actions), click Next to enter the name of your destination, and click Save.

5. On the **Basic Settings** page that appears, configure the following details in the respective fields:

   - Name of the destination
   - Your VWO Account ID
   - Settings Tolerance
   - Library Tolerance

6. In order for VWO to function properly, it needs jQuery to be loaded on your web page. If jQuery already exists, then turn ON the **Use Existing JQuery** toggle switch. Else, VWO will load a jQuery on your web page.

7. To customize the mapping of actions, follow the steps in the Destinations Actions documentation on Customizing mappings. Mappings in Segment allow you to control the events and attributes that are sent to VWO.

8. Finally, enable the destination using the **Enable Destination** toggle switch and click **Save Changes**.

Destination Settings

SETTING	DESCRIPTION
Add Asynchronous SmartCode	When enabled, Segment will load the VWO SmartCode onto the webpage. When disabled, you will have to manually add SmartCode to your webpage. The setting is enabled by default, however we recommended manually adding SmartCode to the webpage to avoid flicker issues.
Library Tolerance	The maximum amount of time (in milliseconds) to wait for VWO's full library to be downloaded before simply displaying your original page.
Settings Tolerance	The maximum amount of time (in milliseconds) to wait for test settings before VWO will simply display your original page.
Use Existing JQuery	If your page already includes JQuery, you can set this to "true". Otherwise, VWO will include JQuery onto the page for you. VWO needs JQuery on the page to function correctly.
VWO Account ID	*Required.* Your VWO account ID, used for fetching your VWO async smart code.

Available Presets

VWO Web Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track Event

PRESET NAME	TRIGGER	DEFAULT ACTION
Identify User	Event type = "identify"	Identify User

Available Actions

Build your own Mappings. Combine supported triggers with the following VWO Web Mode-supported actions:

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

- Track Event
- Identify User

Track Event

Sends Segment's track event to VWO

Track Event is a **Web** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Name *	Type: `STRING` Name of the event.
Properties	Type: `OBJECT` JSON object containing additional properties that will be associated with the event.

Identify User

Sends Segment's user traits to VWO

Identify User is a **Web** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

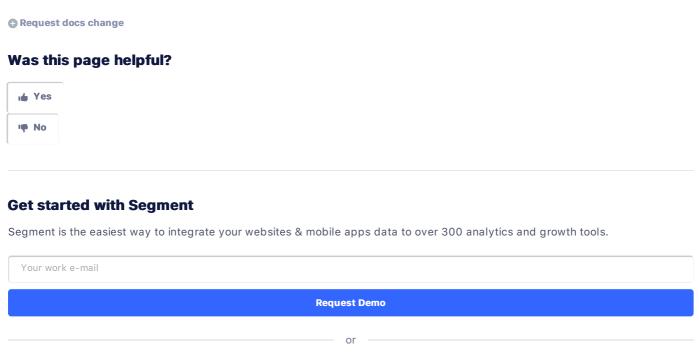| FIELD	DESCRIPTION
Attributes *	Type: `OBJECT` JSON object containing additional attributes that will be associated with the user.

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