



Getting Started

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Using Inleads, you can gain deeper insights into your customer journey and drive smarter decisions with the Inleads.ai and Segment integration. With this integration, seamlessly map Segment events to Inleads.ai events, enabling you to track deals, leads and customer activities across every touchpoint. Dive into real-time sales, product, and revenue insights, powered by advanced analytics and machine learning algorithms. With Inleads.ai and Segment, unlock the full potential of your customer data to fuel your business success.

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

Getting Started

- From the Destinations catalog page in the Segment App, click **Add Destination**.
- Search for **Inleads** in the Destinations Catalog, and select the **Inleads** destination.
- Choose which Source should send data to the Inleads destination.
- Go to the [Inleads dashboard](#) and find the **API Key** in Settings API Keys tab.
- Enter the **API Key** in the Inleads destination settings in Segment.

Supported methods

Inleads supports the following methods, as specified in the [Segment Spec](#).

Identify

Send [Identify](#) calls to create new user profile or update existing users with new trait values. For example:

```
analytics.identify("inleadsUser123", {
  email: "test@example.com",
});
```

Segment sends Identify calls to Inleads as an `identify` event.

Track

Send [Track](#) calls to record user behavior in your app. For example:

```
analytics.track("New lead created");
```

Segment sends Track calls to Inleads as a `track` event.

Group

Send [Group](#) calls to associate an individual user to group. For example:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  industry: "Technology",
  employees: 329,
  plan: "enterprise",
  "total billed": 830
});
```

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Your Inleads AI API Key. You can find your API Key in your inleads.ai settings.


Available Presets

Inleads AI has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Event	Event type = "track"	Track
Group	Event type = "group"	Group
Identify User	Event type = "identify"	Identify

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Inleads AI-supported actions:

**Mapping limits per destination**

Individual destination instances have support a maximum of 50 mappings.

- Group
- Track
- Identify

Group

Send group calls to Inleads AI.

Group is a **Cloud** action. The default Trigger is: `type = "group"`

Click to show / hide fields

FIELD	DESCRIPTION
Account id *	Type: <code>STRING</code> The External ID of the account to send properties for
User ID	Type: <code>STRING</code> The ID associated with the user
Account name *	Type: <code>STRING</code> The Account name
Account created at	Type: <code>STRING</code> The timestamp when the account was created, represented in the ISO-8601 date format. For instance, "2023-09-26T15:30:00Z".
Account properties	Type: <code>OBJECT</code> The properties of the account
Account website	Type: <code>STRING</code> The account website
User Metadata	Type: <code>OBJECT</code> User metadata including IP, Location, etc.
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time *	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.

FIELD	DESCRIPTION
IP Address	Type: <code>STRING</code> The IP address of the user.

Track

Send track calls to Inleads AI.

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

Click to show / hide fields

FIELD	DESCRIPTION
Event name *	Type: <code>STRING</code> The name of the event
User id *	Type: <code>STRING</code> The user id, to uniquely identify the user associated with the event
Account id	Type: <code>STRING</code> The account id, to uniquely identify the account associated with the user
Event properties	Type: <code>OBJECT</code> The properties of the track call
Event Traits	Type: <code>OBJECT</code> The Traits of the track call
User Metadata	Type: <code>OBJECT</code> User metadata including IP, Location, etc.
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time *	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.
IP Address	Type: <code>STRING</code> The IP address of the user.

Identify

Send identify calls to Inleads AI.

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID *	Type: <code>STRING</code> The External ID of the user
Name	Type: <code>STRING</code> The user's name
First name	Type: <code>STRING</code> The user's first name. This field is mandatory if you're not providing a name field
Last name	Type: <code>STRING</code> The user's last name. This field is mandatory if you're not providing a name field
Email address	Type: <code>STRING</code> The user's email address
Account id	Type: <code>STRING</code> The account id, to uniquely identify the account associated with the user
Created at	Type: <code>STRING</code> The timestamp when the user was created, represented in the ISO-8601 date format. For instance, "2023-09-26T15:30:00Z".
Traits	Type: <code>OBJECT</code> Properties to associate with the user
User Metadata	Type: <code>OBJECT</code> User metadata including IP, Location, etc.
Anonymous ID	Type: <code>STRING</code> User Anonymous id
Event ID	Type: <code>STRING</code> The ID of the event.
URL	Type: <code>STRING</code> The URL of the page where the event occurred.
Referrer	Type: <code>STRING</code> The referrer of the page where the event occurred.
User Language	Type: <code>STRING</code> The language of the browser.
UTC Time *	Type: <code>STRING</code> The time of the event in UTC.
UTM	Type: <code>OBJECT</code> Information about the UTM parameters.
Screen	Type: <code>OBJECT</code> Information about the screen.
Timezone	Type: <code>STRING</code> The timezone of the browser.
IP Address	Type: <code>STRING</code> The IP address of the user.

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 Inleads AI 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 <i>(required)</i>	<code>string</code> . Your Inleads AI API Key. You can find your API Key in your inleads.ai settings.

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