



Getting Started

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Getting Started

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for "Everflow" in the Destinations Catalog, and select the Everflow destination.
- 3 Choose which Source should send data to the Everflow destination.
- 4 Go to the My Account page in Everflow, find and copy the "API key".
- 5 Enter the "API Key" in the Everflow destination settings in Segment.

Track

If you aren't familiar with the Segment Spec, take a look at the [Track method documentation](#) to learn about what it does. An example call would look like:

```
{
  "context": {
    "referrer": {
      "type": "everflow",
      "id": EF.getAdvertiserTransactionId(7)
    },
    "ip": "23.123.123.123"
  },
  "event": "Order Completed",
  "properties": {
    "adv1": "adv1test",
    "adv3": "adv3test",
    "total": 76.0,
    "orderId": "123456789"
  },
  "type": "track",
  "userId": "a1b2c3d4"
}
```



Map your events

To track the event, go to the Everflow Segment destination settings, and in the Segment event name field, enter the Advertiser ID from your [Offer's Revenue & Payout card](#).

TransactionId

The TransactionId (context.referrer.id) and context.referrer.type are **required** fields. Read more about how to pass the TransactionId in [Everflow's TransactionId Documentation](#)

Property Mappings

The data type for Segment properties must match the data type set in Everflow for the corresponding property. Read more about how Everflow maps Segment properties in [Everflow's Properties Mapping documentation](#).

Custom properties are not supported at this time.

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 Everflow 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> . You can find the API key by navigating to: Control Center > My Account > API Key
Event Mapping <i>(required)</i>	<code>text-map</code> , defaults to {}. The Event Mapping refers to “Advertiser Events” that are setup on your Everflow account

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