



Getting Started

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This destination is maintained by Impact. For any issues with the destination, contact the [Impact Partnership Cloud team](#) or check out [Impact Partnership Cloud's documentation](#).

Getting Started

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for "Impact Partnership Cloud" in the Destinations Catalog, and select the Impact Partnership Cloud destination.
- 3 Choose which Source should send data to the Impact Partnership Cloud destination.
- 4 Go to the [Impact Partnership Cloud Settings](#), find and copy the "Account SID", "Auth Token", and "Campaign ID".
- 5 Back in the Impact Partnership Cloud destination settings in Segment, enter the "Account SID", "Auth Token", and "Campaign ID".



Workspace owner required for OAuth setup

Only a Segment workspace owner can enable OAuth between Impact and Segment. If you run into during setup, check your workspace settings to verify you have the required permissions.

Page

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

```
analytics.page("Home")
```

Segment sends Page calls to Impact Partnership Cloud as a `clicks` event, if they fit the definition of a unique click, or as a `Page Load` event.



Tip! To accurately track and attribute actions, send a Page call with every page load.

Read [Impact Partnership Cloud's documentation](#) to learn more about how Page properties are mapped.

Screen

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

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to Impact Partnership Cloud as a `clicks` event if they fit the definition of a unique click, or as a `Page Load` event.

Identify

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

```
analytics.identify('userId123', {  
  email: 'john.doe@example.com'  
});
```

Segment sends Identify calls to Impact Partnership Cloud as a `Page Load` event which allows you to update user identifiers.

Track

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

```
analytics.track('Order Completed', {
  checkout_id: 'fksdjfsdjfisjf9sdfjsd9f',
  order_id: '50314b8e9bcf000000000000',
  affiliation: 'Google Store',
  total: 27.50,
  subtotal: 22.50,
  revenue: 25.00,
  shipping: 3,
  tax: 2,
  discount: 2.5,
  coupon: 'hasbros',
  currency: 'USD',
  products: [
    {
      product_id: '507f1f77bcf86cd799439011',
      sku: '45790-32',
      name: 'Monopoly: 3rd Edition',
      price: 19,
      quantity: 1,
      category: 'Games',
      url: 'https://www.example.com/product/path',
      image_url: 'https://www.example.com/product/path.jpg'
    },
    {
      product_id: '505bd76785ebb509fc183733',
      sku: '46493-32',
      name: 'Uno Card Game',
      price: 3,
      quantity: 2,
      category: 'Games'
    }
  ]
});
```

Segment sends Track calls to Impact Partnership Cloud as a Conversion or Page Load event.

Conversion events appear as Actions on Impact Partnership Cloud's Dashboard.

Page Load events appear as clicks on Impact Partnership Cloud's Dashboard if they fit the definition of a unique click.

Read [Impact Partnership Cloud's documentation](#) to learn more about how Track properties are mapped.

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 Impact Partnership Cloud 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
Account SID <i>(required)</i>	<code>string</code> . The Account SID from the Impact Settings API page
Action Event Names	<code>array</code> , defaults to . Optional. A list of Segment track events that correspond to a user registration, completed order or other payable event. If multiple events need to be tracked as actions in Impact, please add all events to the array (e.g. Order Completed, User Registered, etc.). This helps us send your events to the correct Impact endpoint. Default: "Order Completed"
Android App ID	<code>string</code> . Required for app tracking. Android app identifier from Impact account.
API Key <i>(required)</i>	<code>string</code> . The Auth Token from Impact Settings API page
Campaign ID <i>(required)</i>	<code>string</code> . Campaign identifier from Impact account
Custom Mapping for Products	<code>text-map</code> , defaults to {}. Optional. Custom parameter mapping specific to the products array in the Segment data. The first parameter is the Impact API parameter (e.g. ItemSku) and the second is the Segment parameter specified in the products array (e.g. product_id).
Custom Parameter Mapping	<code>text-map</code> , defaults to {}. Optional. Mapping for any non-default parameters as specified by your Impact representative. The first parameter is the Impact API parameter (e.g. CustomerStatus) and the second is the Segment parameter using dot notation for nested parameters (e.g. properties.customer_status).
Enable Identify Events	<code>boolean</code> , defaults to <code>FALSE</code> . Enables identify events to be tracked within Impact.
Enable Page Events	<code>boolean</code> , defaults to <code>FALSE</code> . Required for web tracking. Enables page events to be tracked within Impact.
Enable Screen Events	<code>boolean</code> , defaults to <code>FALSE</code> . Optional. Enables screen events to be tracked within Impact.
Event Type ID	<code>string</code> . Optional. The ID of the Event Type specified in your Impact Settings. If left blank, we will use the event from Segment to map to Impact's event types. Please confirm the correct mapping is in place with your Impact representative.
Install Event Names	<code>array</code> , defaults to . Optional. The Segment track event names that correspond to the app install event. Default: "Application Installed"
iOS App ID	<code>string</code> . Required for app tracking. iOS app identifier from Impact account
Page Load Event Names	<code>array</code> , defaults to . Optional. A list of Segment track events that correspond to an app open or page load. Default: "Application Opened". Note events from page, screen or identify are enabled separately with the toggles below and are automatically considered page load events in Impact's platform.

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