



Documentation

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[Click](#) **Configure Saleswings (Actions).**

[Select](#) an existing Source to connect to SalesWings (Actions).

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Segment.io API key for your SalesWings project.
Environment	<i>Required.</i> SalesWings environment this destination is connected with.

Available Presets

Saleswings (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
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PRESET NAME	TRIGGER	DEFAULT ACTION
Submit Screen Event	Event type = "screen"	Submit Screen Event
Submit Page Event	Event type = "page"	Submit Page Event
Submit Identify Event	Event type = "identify"	Submit Identify Event
Submit Track Event	Event type = "track"	Submit Track Event

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Submit Page Event
- Submit Screen Event
- Submit Identify Event
- Submit Track Event

Submit Page Event

Send your Segment Page events to SalesWings to use them for tagging, scoring and prioritising your leads.

Submit Page Event is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
Segment User ID	Type: <code>STRING</code> Permanent identifier of a Segment user the event is attributed to.
Segment Anonymous User ID	Type: <code>STRING</code> A pseudo-unique substitute for a Segment user ID the event is attributed to.
URL *	Type: <code>STRING</code> URL associated with the event.
Referrer URL	Type: <code>STRING</code> Referrer URL associated with the event.
User Agent	Type: <code>STRING</code> User Agent associated with the event.
Event Timestamp	Type: <code>DATETIME</code> When the event was sent.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

Submit Screen Event

Send your Segment Screen events to SalesWings to use them for tagging, scoring and prioritising your leads.

Submit Screen Event is a **Cloud** action. The default Trigger is: `type = "screen"`

Click to show / hide fields

FIELD	DESCRIPTION
Custom Event Kind *	Type: <code>STRING</code> Type of the SalesWings custom event (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Custom Event Data *	Type: <code>STRING</code> String description of the SalesWings custom event payload (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Segment User ID	Type: <code>STRING</code> Permanent identifier of a Segment user the event is attributed to.
Segment Anonymous User ID	Type: <code>STRING</code> A pseudo-unique substitute for a Segment user ID the event is attributed to.
Email	Type: <code>STRING</code> Identified email of the Segment User.
URL	Type: <code>STRING</code> URL associated with the event.
Referrer URL	Type: <code>STRING</code> Referrer URL associated with the event.
User Agent	Type: <code>STRING</code> User Agent associated with the event.
Event Timestamp	Type: <code>DATETIME</code> When the event was sent.
Custom Attribute Values	Type: <code>OBJECT</code> Custom attribute values associated with the SalesWings custom event.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

Submit Identify Event

Send your Segment Identify events to SalesWings to use them for tagging, scoring and prioritising your leads.

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

Click to show / hide fields

FIELD	DESCRIPTION
Custom Event Kind *	Type: <code>STRING</code> Type of the SalesWings custom event (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Custom Event Data *	Type: <code>STRING</code> String description of the SalesWings custom event payload (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Segment User ID	Type: <code>STRING</code> Permanent identifier of a Segment user the event is attributed to.
Segment Anonymous User ID	Type: <code>STRING</code> A pseudo-unique substitute for a Segment user ID the event is attributed to.
Email *	Type: <code>STRING</code> Identified email of the Segment User.

FIELD	DESCRIPTION
URL	Type: <code>STRING</code> URL associated with the event.
Referrer URL	Type: <code>STRING</code> Referrer URL associated with the event.
User Agent	Type: <code>STRING</code> User Agent associated with the event.
Event Timestamp	Type: <code>DATETIME</code> When the event was sent.
Custom Attribute Values	Type: <code>OBJECT</code> Custom attribute values associated with the SalesWings custom event.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

Submit Track Event

Send your Segment Track events to SalesWings to use them for tagging, scoring and prioritising your leads.

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

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Custom Event Kind *	Type: <code>STRING</code> Type of the SalesWings custom event (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Custom Event Data *	Type: <code>STRING</code> String description of the SalesWings custom event payload (a custom event is visualized in SalesWings cockpit and Salesforce Lead Intent View as "[[Kind]] Data").
Segment User ID	Type: <code>STRING</code> Permanent identifier of a Segment user the event is attributed to.
Segment Anonymous User ID	Type: <code>STRING</code> A pseudo-unique substitute for a Segment user ID the event is attributed to.
Email	Type: <code>STRING</code> Identified email of the Segment User.
URL	Type: <code>STRING</code> URL associated with the event.
Referrer URL	Type: <code>STRING</code> Referrer URL associated with the event.
User Agent	Type: <code>STRING</code> User Agent associated with the event.
Event Timestamp	Type: <code>DATETIME</code> When the event was sent.
Custom Attribute Values	Type: <code>OBJECT</code> Custom attribute values associated with the SalesWings custom event.
Enable Batching?	Type: <code>BOOLEAN</code> When enabled, Segment will send events in batches.

How Segment users are mapped to SalesWings lead-profiles

The SalesWings Destination provides four actions for sending the following Segment event types to SalesWings: Track, Identify, Page and Screen. Each event will be associated with a SalesWings lead-profile based on `userId` and `anonymousId`, as well as the `email` trait.

When you send events to SalesWings, SalesWings creates a lead-profile based on the `userId`, `anonymousId`, and `email` of the tracked user or interaction.

SalesWings displays leads that are identified with an email, but all events sent to SalesWings are registered. When Segment sends Track, Screen, or Page events, it identifies users with an `anonymousId` or `userId`. SalesWings stores these events, but does not show them with a lead-profile until it receives an Identify event with the `email` trait which associates the users email address with the `anonymousId` or `userId` that was previously captured.

How Segment events are mapped to SalesWings lead activities

Segment Page events are registered as Page-Visit activities in a SalesWings lead. To make use of these activities for tags and scores in the Falcon engine, use the “Page Visit” condition.

Segment Track, Identify, and Screen events are registered as Custom-Event activities of a SalesWings lead. To make use of these activities for tags and scores in the Falcon engine, use the “Custom Event” condition.

When you add a Track, Identify, or Screen action, you control how a corresponding Custom-Event activity looks in SalesWings. When you see a Custom-Event activity in the SalesWings cockpit or the SalesWings Lead Intent View in Salesforce, the activity is visualized as `[Kind] Data`. When adding an action for Track, Identify or Screen, you can configure how `Kind` and `Data` fields are formed in SalesWings. The action configuration has the following defaults:

SEGMENT EVENT	KIND VALUE	DATA VALUE	CUSTOM EVENT ACTIVITY
Track	Track	The name of the Track event, for example, <code>User Registered</code>	<code>[Track] User Registered</code>
Identify	Identify	The email address as identified by Segment	<code>[Identify] peter@example.com</code>
Screen	Screen	The name of the screen	<code>[Screen] Home View</code>

You can override these defaults in the action configuration and map `Kind` and `Data` to static values, or map them to other properties that are part of the Segment event.

If you have the Custom Attributes feature enabled in SalesWings, you can configure SalesWings Custom Attributes based on Segment events properties (for Track and Screen events) and traits (for Identify events). When you add a Custom Attribute with an id that matches a property or a trait name in Segment, you will see the Custom Attribute values on the lead profiles created for Segment users.

Configuring multiple actions for the same event type

You can add any number of SalesWings Destination actions for the same Segment event type, for example, Track. But by default, every SalesWings action is added with a trigger that only filters by event type (for example, “Event Type is Track”). If you choose to add multiple actions for the same event type, make sure to configure mutually exclusive triggers (for example, “Event Type is Track and Event Name is Order Completed” and “Event Type is Track and Event Name is Cart Abandoned”). If the triggers are not mutually exclusive, this would result in registering multiple SalesWings lead activities for the same Segment event.

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