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Getting Started

1. Contact [Jivox IQ Support Team](#) to get the API Key.
2. From the Destinations catalog page in the Segment App, click **Add Destination**.
3. Search for "Jivox IQ" in the Destinations Catalog, and select the "Jivox IQ" destination.
4. Choose which Source should send data to the "Jivox IQ" destination.
5. Enter the "API Key" in the "Jivox IQ" destination settings in Segment.

Supported methods

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

Page

Send [Page](#) calls to understand the user journey. For example:

```
let properties = {
  jvxUserId: 'a345pf56',
  ...otherProperties
};
analytics.page(properties);
```

Segment sends Page calls to Jivox IQ as a `pageview`.

Screen

Send [Screen](#) calls to understand the user journey. For example:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"
  properties:@{ @"jvxUserId": @"a345pf56" }];
```

Segment sends Screen calls to Jivox IQ as a `screenview`.

Identify

Send [Identify](#) calls to connect Jivox IQ User identified by `jvxUserId` with Segment User identified by `anonymousId/userId`. Send the `jvxUserId` as `userId` in identify call. For example:

```
let jvxUserId = 'a345pf56';
analytics.identify(jvxUserId, {
  email: 'john.doe@example.com'
});
```

The `userId` becomes the primary key used to identify user attributes, event, conversions across later user activity events. These are then used to personalise the ad serving.

Segment sends Identify calls to Jivox IQ as an `identify` event.

Track

Send [Track](#) calls to track user conversions and other actions. For example:

```
let properties = {
  jvxUserId: 'a345pf56',
  ...otherProperties
}
analytics.track('Login Button Clicked', properties);
```

Segment sends Track calls to Jivox IQ as a `track` event.

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 Jivox IQ 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 (required)	<code>string</code> . Enter the API Key that Jivox team has provided you.

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