



## Documentation

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[Airship](#) provides an end-to-end solution for capturing value across the entire customer app lifecycle — from acquisition and activation to engagement and loyalty. It starts with Airship's market-leading app store optimization (ASO) solutions promoting app discovery and downloads. Then the unified journey orchestration, content creation and experimentation solutions kick in. App teams can quickly design, deploy and iterate no-code native app experiences and cross-channel campaigns — bridging inside-the-app experiences with outside-the-app messaging.

Airship maintains this destination. For any issues with the destination, [contact the Airship Support team](#).



**Good to know:** This page is about the [Actions-framework](#) Airship Segment destination. There's also a page about the [non-Actions Airship destination](#). Both of these destinations receive data from Segment.

## Benefits of Airship (Actions) vs Airship Classic

Airship (Actions) provides the following benefits over the classic Airship destination:

**Flexibility.** Complete flexibility for mapping your data from any Segment event type to one of three Airship

endpoints. Make optimal use of data from Segment to trigger Automations, audience segmentation, or to personalize end-users in-app experiences and messages.

**Additional functionality.** Supports email registration, named user association, as well as delete for GDPR compliance. This is in addition to the previously supported custom events, tag management, and attributes.

**Reporting.** Better and more meaningful feedback from the Airship API. This integration calls the Airship API directly, so the endpoint response shows precisely how the integration is performing.

## Getting started

**1** From the Segment web app, navigate to **Connections > Catalog**, and select the **Destinations** tab in the catalog.

**2** Search for *Airship (Actions)* and select it.

**3** Click **Configure Airship (Actions)**.

**4** Select an existing Source to connect to Airship (Actions).

**5** Name the destination and choose between filling in the settings manually or copying from an existing instance.

**6** Click **Create Destination**.

**7** Enter your Access Token and App Key. You can get your access token and app key by going to your Airship project and navigating to **Settings > Partner Integrations** and selecting Segment. Following the instructions there will create a Tag Group, Attributes, and provide the Access Token and App Key.

**8** Select the appropriate data center.

## Destination Settings

SETTING	DESCRIPTION
Access Token	<i>Required.</i> Create in the Airship Go dashboard in Settings->Partner Integrations->Segment
App Key	<i>Required.</i> The App Key identifies the Airship Project to which API requests are made.
Data Center	<i>Required.</i> US or EU

## Available Presets

Airship (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Custom Events	Event type = "track"	Custom Events
Set Attributes	Event type = "identify"	Set Attributes

## Available Actions

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



### Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

• [Custom Events](#)

• [Manage Tags](#)

• [Set Attributes](#)

• [Register And Associate](#)

## Custom Events

Set Custom Events on Users

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

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Airship Named User ID *	Type: <code>STRING</code> The identifier assigned in Airship as the Named User
Name *	Type: <code>STRING</code> Event Name
Occurred *	Type: <code>DATETIME</code> When the event occurred.
Event Properties	Type: <code>OBJECT</code> Properties of the event
Batch Data to Airship	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Airship. Limit 100 events per request.

## Manage Tags

Associate tags with users in your audience for segmentation and automation

Manage Tags is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Airship Named User ID *	Type: <code>STRING</code> The identifier assigned in Airship as the Named User
Tag Name	Type: <code>OBJECT</code> Tag name to add or remove. Values for each tag should be boolean only. A true value creates a tag, a false value removes a tag. Non-boolean values will be ignored.
Tag Group *	Type: <code>STRING</code> The Tag Group to sync your tags to. This defaults to <code>segment-integration</code> but can be overridden with this field. Note: the Tag Group used must be valid and exist in Airship.

## Set Attributes

Set user attributes in Airship with data from Segment. Some common user attributes are predefined in the attributes field, however note that all must be created in Airship before use. More information here: <https://docs.airship.com/guides/messaging/user-guide/audience/segmentation/attributes/project/#adding-attributes>

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

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Airship Named User ID *	Type: <code>STRING</code> The identifier assigned in Airship as the Named User
Occurred *	Type: <code>DATETIME</code> When the Trait was set
Attributes	Type: <code>OBJECT</code> User Attributes. Attributes should exist in Airship in order to be set, including the predefined ones defaulted here.

## Register And Associate

Register an Email address or SMS number and associate it with a Named User ID.

Register And Associate is a **Cloud** action. The default Trigger is: `type = "track" and event="Address Registered"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
Channel Type	Type: <code>STRING</code> Email (default) or SMS
SMS Sender	Type: <code>STRING</code> A long or short code the app is configured to send from (if using for SMS).
Airship Named User ID	Type: <code>STRING</code> The identifier assigned in Airship as the Named User
Locale	Type: <code>STRING</code> Locale includes country and language
Timezone	Type: <code>STRING</code> Timezone
Registration Type	Type: <code>STRING</code> Classic or Double
Channel *	Type: <code>OBJECT</code> Information about the email registration.

## Named User ID

Named User is an Airship concept for identifying users and associating them with devices and delivery addresses. For more information, see [Airship | Named Users](#). This integration does not perform the association of a Named User to a delivery address, configure that in either the mobile/web SDK or through a custom workflow out of band from this integration.


## 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 Airship (Actions) 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
Access Token <i>(required)</i>	<code>password</code> . Create in the Airship Go dashboard in Settings->Partner Integrations->Segment
App Key <i>(required)</i>	<code>string</code> . The App Key identifies the Airship Project to which API requests are made.
Data Center <i>(required)</i>	<code>select</code> , defaults to US.  US or EU

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