



Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

Search for `analytics` in the catalog, select it, and choose which of your sources to connect the destination to.

Enter the `dataGroupId`, `analyticsTagId`, `dctTagId` into your Segment Settings UI which you can find from [My Data Tab](#) under [My Audience in CoEx](#).

Page

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

```
analytics.page()
```

OwnerIQ have mapped `analytics.page()` to OwnerIQ's Website Analytics Tag method and will forward all page views accordingly. Note that the integration will ignore any parameters you pass to `analytics.page()`.

Track

If you aren't familiar with the Segment Spec, take a look to understand what the [Track method](#) does.

The following table shows how OwnerIQ map Segment’s [semantic ecommerce](#) or custom event names to OwnerIQ’s tag event:

SEGMENT EVENT NAME	OWNERIQ TAG EVENT
Order Completed	Sale/Purchase (DCT)
All others	N/A

The following table shows how OwnerIQ maps Segment’s raw message fields or properties to OwnerIQ’s semantic conversion event parameters:

SEGMENT PROPERTY	OWNERIQ CONVERSION PARAMETERS
orderId	order_id
total	total_cost_notax
products.\$.brand	brand
products.\$.sku	id
products.\$.price	price
products.\$.category	product_type
products.\$.quantity	quantity
products.\$.title	name

Since track events by default do not require you to send user metadata, it is still possible for OwnerIQ to send a conversion as long as you send a userId. However, for better attribution results, OwnerIQ recommend you send as much applicable user data through context.traits as shown in the mapping table below:

SEGMENT CONTEXT.TRAITS PROPERTIES	OWNERIQ MATCH KEY PARAMETERS
email	email
userId	customer_id

Order Completed

For each order completed you must include an orderId. All other properties are optional.

```
analytics.track({
  userId: '019mr8mf4r',
  event: 'Order Completed',
  properties: {
    orderId: '50314b8e9bcf000000000000',
    total: 27.5,
    shipping: 3,
    tax: 2,
    discount: 2.5,
    coupon: 'hasbros',
    currency: 'USD',
    repeat: true,
    products: [
      {
        id: '507f1f77bcf86cd799439011',
        sku: '45790-32',
        brand: 'Monopoly',
        name: 'Monopoly: 3rd Edition',
        price: 19,
        quantity: 1,
        category: 'Games'
      },
      {
        id: '505bd76785ebb509fc183733',
        sku: '46493-32',
        name: 'Uno Card Game',
        price: 3,
        quantity: 2,
        category: 'Games'
      }
    ]
  }
});
```

`analytics.track({event: 'Order Completed'})` calls will be sent to OwnerIQ as a Sale/Purchase tag conversion event.

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