⊘ Mobile	✅ Mobile
⊘ Server	✅ Server

Partner Owned

This integration is partner owned. Please reach out to the partner's support for any issues.

Gist is a marketing and support platform that helps companies attract visitors, convert leads, and support customers.

This destination is maintained by Gist. For any issues with the destination, contact the Gist Support team.

Getting Started

1. From the Segment App's Destinations catalog page, click **Add Destination**.

2. Search for "Gist" in the Destinations Catalog, and select the Gist destination.

3. Choose which Source should send data to the Gist destination.

4. Copy your Gist API key.

5. Enter the "API Key" in the Gist destination settings in Segment.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the Identify method does. An example call would look like:

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

`userId` and `email` fields are **required** fields.

When you identify a new user, the contact is created in Gist. If the contact already exists, the contact properties are updated according to the traits provided.

Only `identify` events can *update* existing Contacts.

See Gist's Contact Properties for more details.

Track

If you're not familiar with the Segment Specs, take a look to understand what the Track method does. An example call would look like:

```
analytics.track('Login Button Clicked')
```

Segment's `track` events create Gist events and associate them with the corresponding Contact.

The name of the `track` event appears as a Custom Event in Gist and is able to trigger workflows, segment users, and view analytics.

An `email` field is **required** to create a Contact with 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 Gist 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

SETTING	DESCRIPTION
API Key *(required)*	`string`. You can find your API key in Settings > API Key page. Link here: https://app.getgist.com/projects/_/settings/api-key

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