

Our Vero destination code is all open-source on GitHub if you want to check it out: JavaScript, Server.

Getting Started

Vero helps you send targeted emails to customers based on their behavior.

When you enable Vero in the Segment web app, your changes appear in the Segment CDN in about 45 minutes,

and then Analytics.js starts asynchronously loading Vero's m.js onto your page. This means you should remove Vero's snippet from your page.

Vero only records custom events and custom user data so no events or users will appear in Vero until you start using the API outlined below.

Identify

Client Side

When you call Identify on analytics.js, Segment augments traits to have traits.id set to the userId, and then call Vero's user with the augmented traits object. You should provide both a traits.email and a userId for Vero to work best.

If no email is attached, the user is created in Vero but cannot be emailed. If you send omit the userId, Vero will use the email as the ID, which is is not recommended. Check out the Vero docs for more information.

A userId is a required value for all types of calls. Be sure you call Identify with a userId for subsequent track calls to populate into Vero correctly. For server side calls, you will have to manually pass in the userId at the top level.

Server Side

When you call Identify from one of Segment's server-side languages, Segment calls Vero's REST API and update the traits for the customer with that userId. If your userId is an email, Segment sets the trait email as your userId in the update call.

Track

When you call Track, Segment sends the event to Vero with the event name and properties you provide. Events will be matched to the current user.

You can also unsubscribe users by sending a Track event, passing in the user's ID as a property, like so:

```
analytics.track('Unsubscribe', {
  id: '12345'
});
```

Note: If you'd like to explicitly specify a user's email with track events that is not an event metadata, you can send that under context.traits.email.

Sending Data from Vero

Vero supports sending email events to other tools on the Segment platform. These events will be sent as Track calls to the other destinations you've turned on.

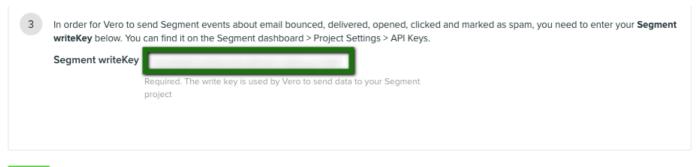
To enable this feature,

Log into Vero and go to Settings

2hen go to Integrations

Bit 'view' next to the Segment integration

Enter in your Segment write key at the bottom.



Save

Need further help? Please contact our team: support@getvero.com

Group

When you call Group, the traits included in the call will be set to the current user's Group property in Vero.

Alias

Segment's Alias method can be used from your server to "re-identify" an existing user identity to a new one.

Most of the time this happens when you identify a visitor by their email address after they opt in, then later reidentify with a database ID when they become registered users.

To connect the two identities you'll need to Alias their current identity to their new one.

Here's a python example of using Alias to update the identity from an email address to a database ID:

```
analytics.alias('example@example.com', '8765309')
```

Features

Tags

The destination is capable of both adding and removing tags in Vero for a given user. Because tags is not a common property of events, this functionality is invoked using an destination specific option.

To start using this feature, pass an object called tags with the following properties:

FIELD		TYPE	DESCRIPTION
id	optional	String	The user Id to associate tags with. If this is not specified, the destination will simply use the userId from the event itself.
action	required	String	Must be either 'add' or 'remove'. Indicates whether you would like to add or remove the tags for the given user.
values	required	Array	An array of strings representing the tags to either add or remove.

Here is an example using Segment's Node.js library:

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 Vero 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)	string. You can find your API key in your Vero Settings.
Auth Token (required)	string. Your auth token allows you to send data to Vero through our server-side libraries. You can find your auth_token on Vero's account page.

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