

# Segment Integration

## Brief Overview

Leverage additional integrations to more effectively analyze your users and target them with in-app experience.

Using Segment™ is now possible for out of the box integration with WalkMe to inject the WalkMe snippet to any system integrated with Segment and to get events from segments and use it within your WalkMe content for different use cases (such as segmentation of content)

## Use Cases

### Incoming Integration

Get events from Segment.io and use them within WalkMe for content segmentation.

- Use data from Segment.io within the WalkMe Editor for segmentation of rules or as a dynamic variable
- Target WalkMe content based on customer attributes defined in Segment.io
- Personalize end-user experience based on user attributes
- Using EUID from Segment.

### Outgoing Integration

Inject the WalkMe snippet to any system integrated with Segment.io to make more data-driven decisions.

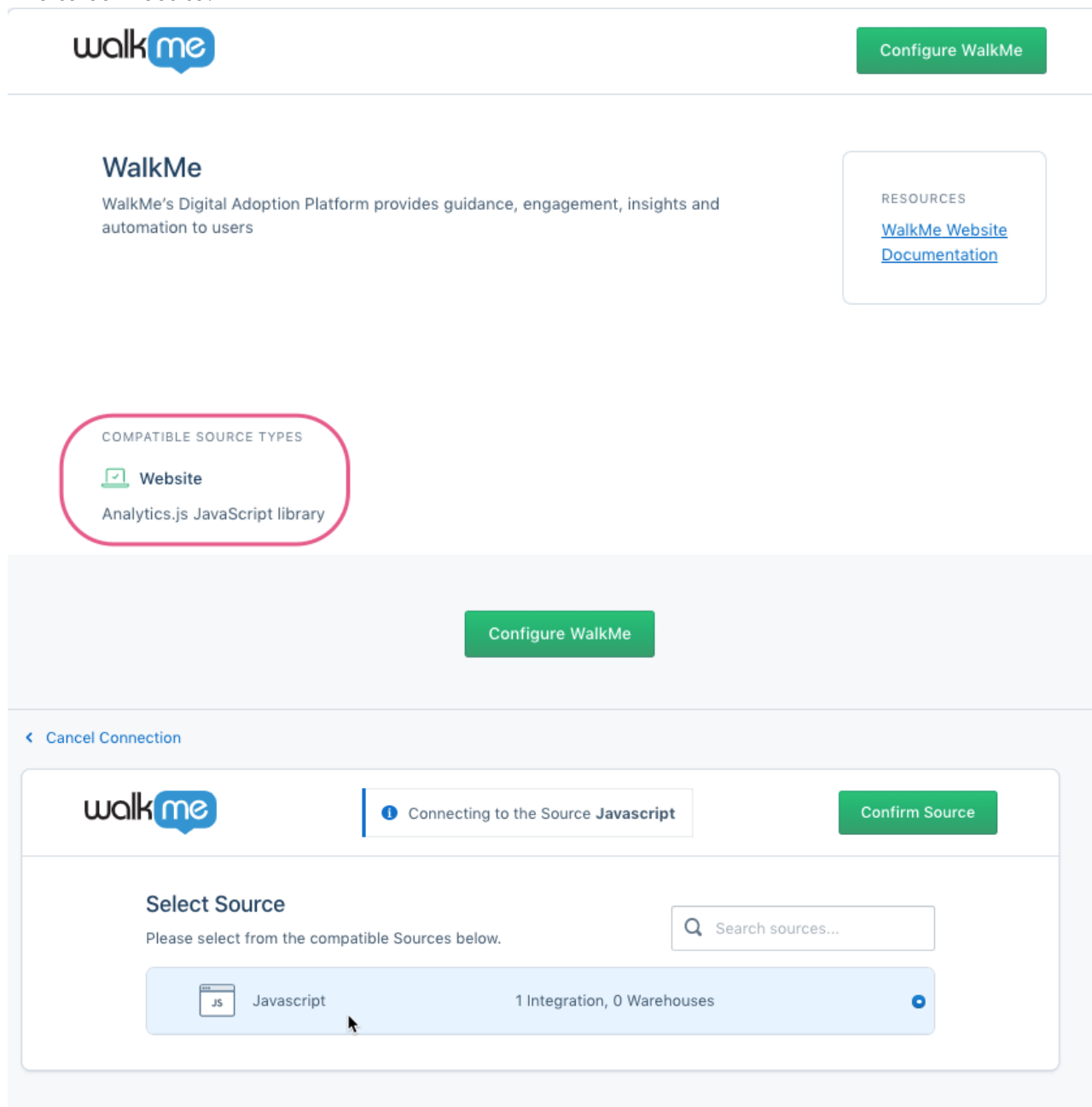
- Connect to data warehouse or BI tools to further analyze systems
- Increase the visibility of WalkMe engagement with other stakeholders within the organization
- Segment as “Tag” Manager (injecting WalkMe snippet to any system that uses and is integrated with Segment).
- Have WalkMe or UBT data sent directly to Segment.

## Set up the Integration

Using Segment integration eliminates the need to deploy WalkMe on your application (the WalkMe snippet will be injected by Segment), make sure to remove the WalkMe snippet from your site once

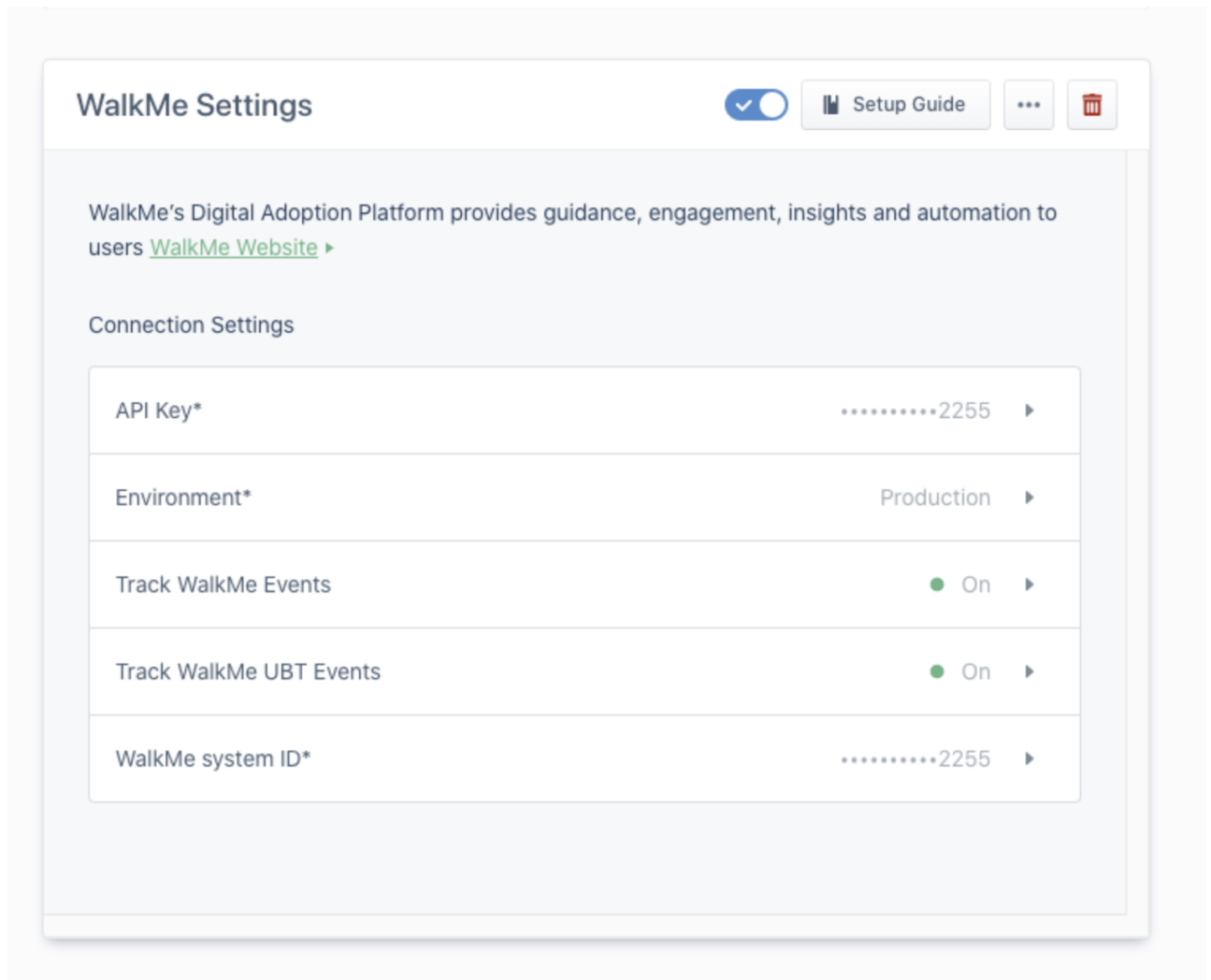
the integration is ready

1. Go to the [Segment Catalog](#) and search for WalkMe, or [click here](#)
2. From your Segment UI's Destinations page click on "Add Destination"
3. Search for "WalkMe" within the Destinations Catalog and confirm the Javascript Source you'd like to connect to:



The screenshot shows the WalkMe integration setup process. At the top, there's a WalkMe logo and a green "Configure WalkMe" button. Below this, the "WalkMe" section describes it as a Digital Adoption Platform. To the right, under "RESOURCES", are links to the "WalkMe Website" and "Documentation". A pink oval highlights the "COMPATIBLE SOURCE TYPES" section, which lists "Website" with a checkmark icon and "Analytics.js JavaScript library". Below this is a "Configure WalkMe" button. The main part of the interface shows a "Select Source" step with a "Cancel Connection" link. It features the WalkMe logo, a status bar indicating "Connecting to the Source Javascript", and a "Confirm Source" button. The "Select Source" section includes a search bar and a list of compatible sources. The "Javascript" source is highlighted, showing "1 Integration, 0 Warehouses".

4. In the WalkMe settings:




1. Place the Segment Source Snippet's API key under the API key field
  - You can find the Segment Source Snippet's API key in your Segment Workspace by navigating to the Segment Source, clicking "Add Segment to your site" and copying the string within analytics.load("some-key")

▼ Add Segment to your site – required

#### Install the Segment snippet on your website

Copy the Segment snippet and paste it high in the <head> of your website. Learn more about setting up Segment in the [Analytics.js guide](#).

```
<script>
!function(){var analytics=window.analytics=window.analytics||[];if(!analytics.initialize)if(analytics.invoked)
analytics.load("AAABBBCCDDDEEEFF1122233344455");
analytics.page();
})();
</script>
```

 Copy Snippet

Don't have access to code? [Invite a team member!](#)

Settings

Destination Filters

Event Tester

Event Delivery

← Back to Destination

Edit Settings

Save

API Key

Edit

2. Select an Environment - in the example below "Production" was selected, we recommend setting this on Test environment at first:

← Back to Destination

Edit Settings

Save

Environment

Production

WalkMe environment that should be loaded (e.g. Test, Production), you can find it in the Editor's Snippet area

3. Select which Data should be sent to segment by enabling the settings of **“Track Walkme Events”** and/or **“Track WalkMe UBT Events”**
  - You can now have all WalkMe data to be sent to Segment by enabling “Track Walkme Events”

Settings

Destination Filters

Event Tester

Event Delivery

← Back to Destination

Edit Settings

Track WalkMe Events

☒

If enable, WalkMe events will be tracked by Segment

[← Back to Destination](#)[Edit Settings](#)

Track WalkMe UBT Events☒

If enabled, WalkMe UBT events will be sent to Segment

4. WalkMe system ID - you can find WalkMe system ID in your WalkMe Editor, go to **Menu - Snippet** tab:

Menu Organizer ⓘ
Snippet

Environment
Test

WalkMe Enabled ⓘ ☒

Copy and paste the following code on to every page for which you want to enable WalkMe. The snippet must go between the <head> and </head> tags of a page.

WalkMe system ID

```

<script type="text/javascript">(function() {var walkme = document.createElement('script'); walkme.type =
'text/javascript'; walkme.async = true; walkme.src =
'https://cdn.walkme.com/users/' + '7764405c4f9e441a28058972d6
2f1c4d5_https.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(walkme, s);
window._walkmeConfig = {smartLoad:true}; })();</script>

```

Copy Code

Done

## Using Segment Data in WalkMe

Once WalkMe integration is completed, you will be able to use the data from Segment.

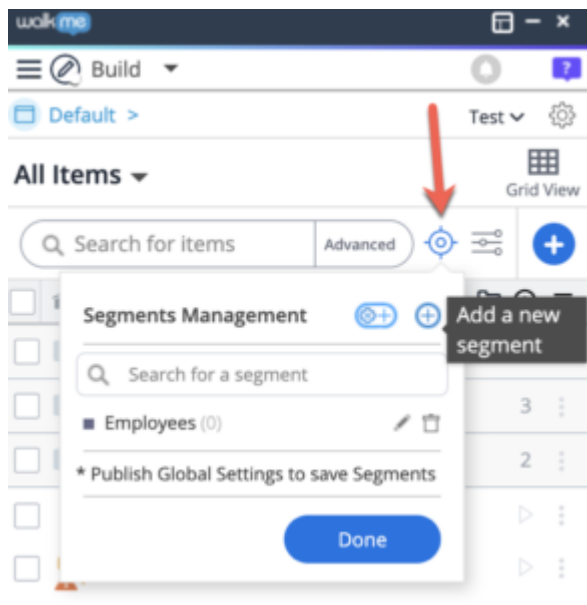
You can use any parameter from the Segment “Identify” event in the editor as a Variable for different use cases.

- Example: using *window.\_walkmeInternals.Segment.userId* for WalkMe Content Segmentation

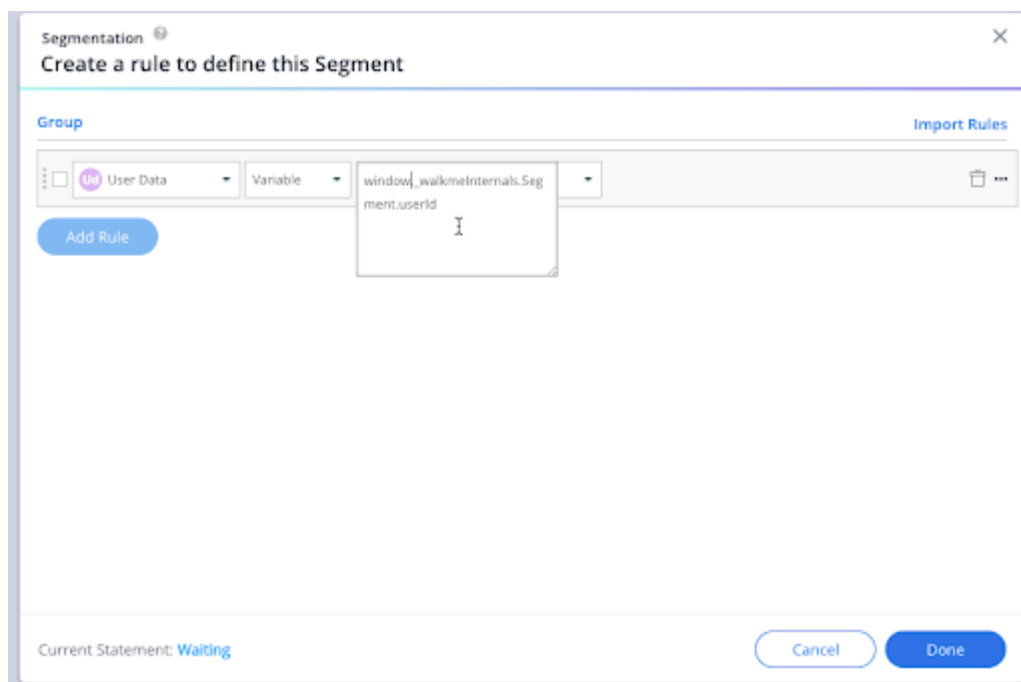
In WalkMe Editor:

- Open the Segmentation area (Rule engine) :





- Define a Rule using Segment variable:



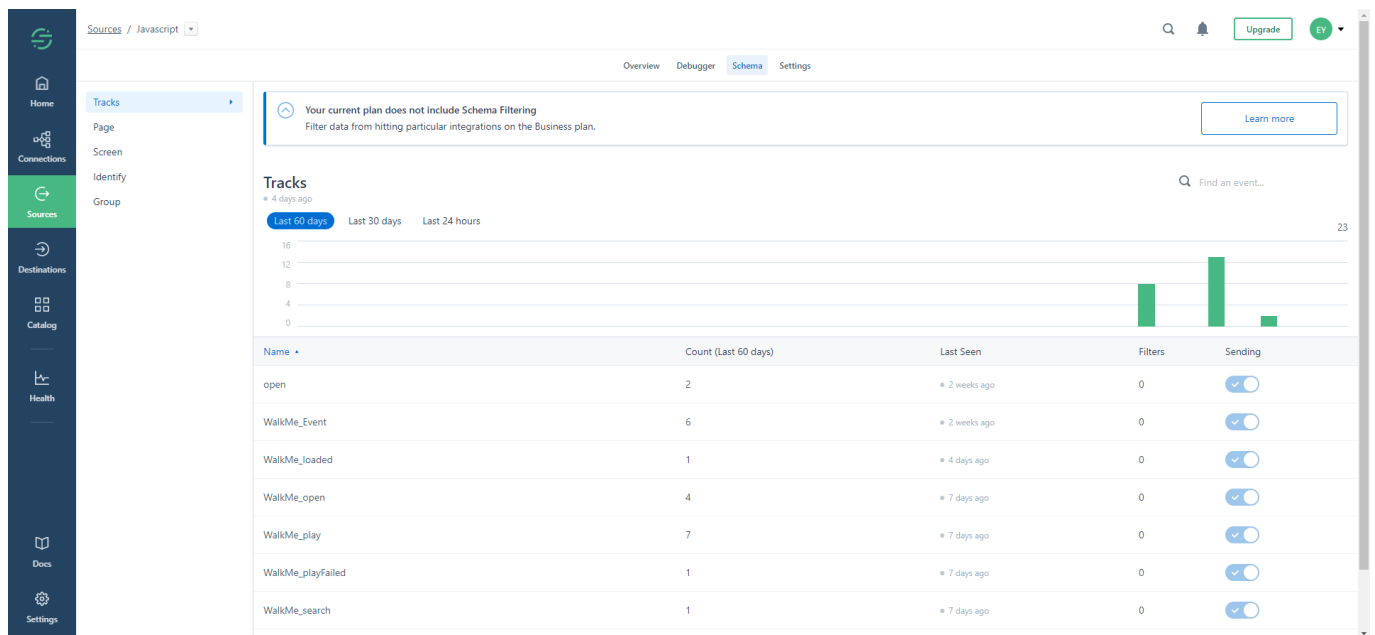
Use this segmentation in WalkMe Editor.

- Learn more about the [Segmentation \(Rule Engine\) here](#)
- Use [Segment documentation](#) to learn more about available events
- Read more on the other deployment methods for Snippet [here](#) and mass Extension [here](#)

## Using WalkMe Data in Segment

If **Track WalkMe Events** is enabled, you'll be able to see WalkMe Events under Segment, for the environment in which the Integration was set.

Under Source → Schema, you will be able to see the WalkMe event types, counts and drill down into the event's properties once clicking on a specific event type.



This destination is maintained by WalkMe. For any issues with the destination, please reach out to your Customer Success Manager or [contact Support](#).