

Segment Integration

Brief Overview

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)

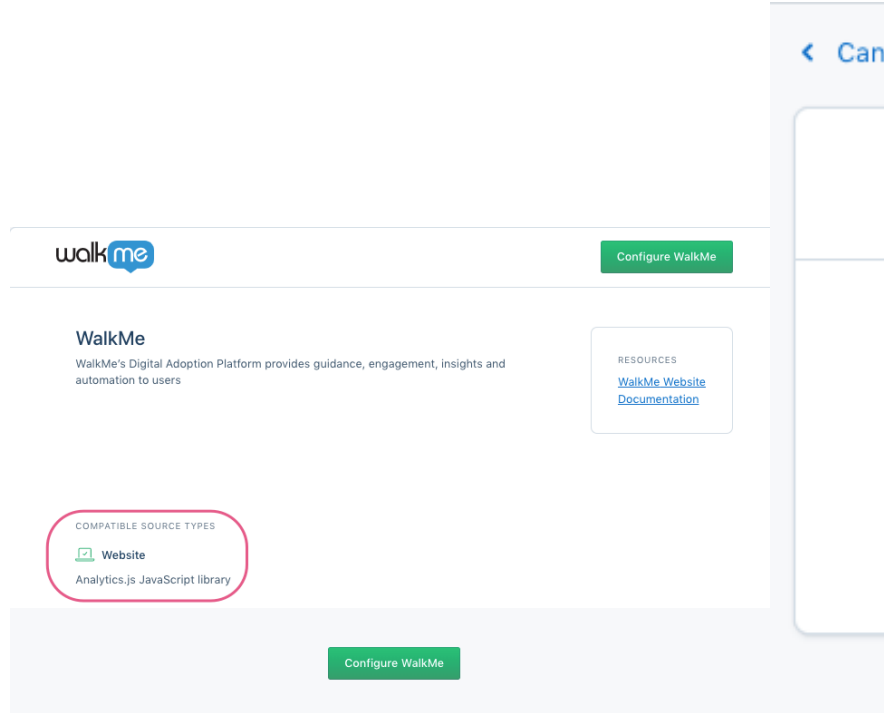
Use Cases

- Using Data from Segment within the Editor for Segmentation Rules or as a Dynamic Variable.
- Segment as "Tag" Manager (injecting WalkMe snippet to any system that uses and is integrated with Segment).
- Using EUID from Segment.
- Have WalkMe or UBT data sent directly to Segment.

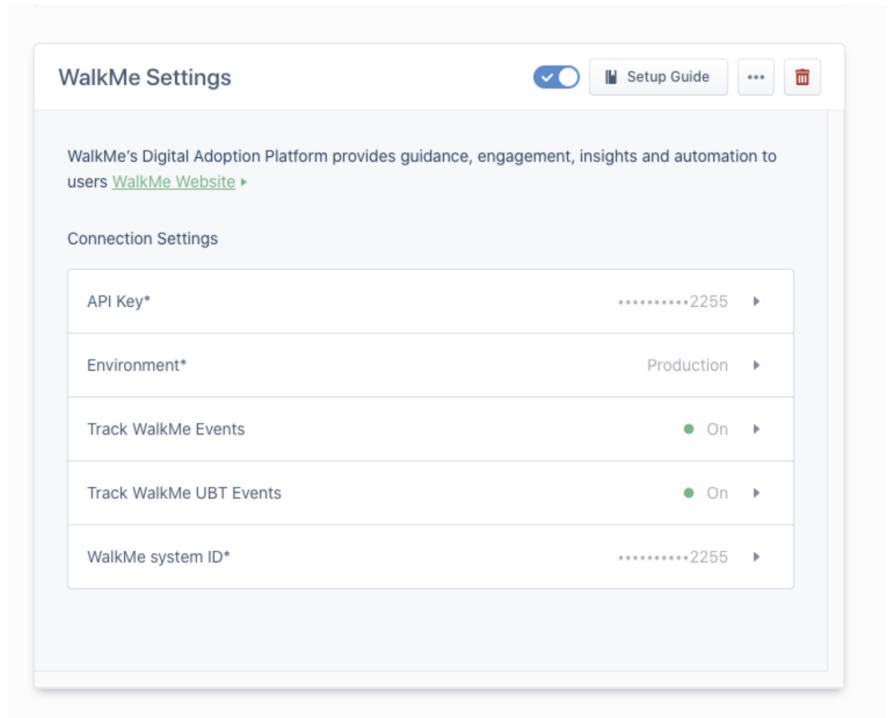
Set up the Integration

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

- Go to the [Segment Catalog](#) and search for WalkMe, or [click here](#).
- From your Segment UI's Destinations page click on "Add Destination".
- Search for "WalkMe" within the Destinations Catalog and confirm the Javascript



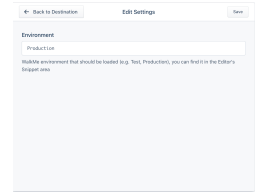
Source you'd like to connect to:



- Place the WalkMe system ID under the API key field. You can find

- Select an Environment - in the example below "Production" was selected,

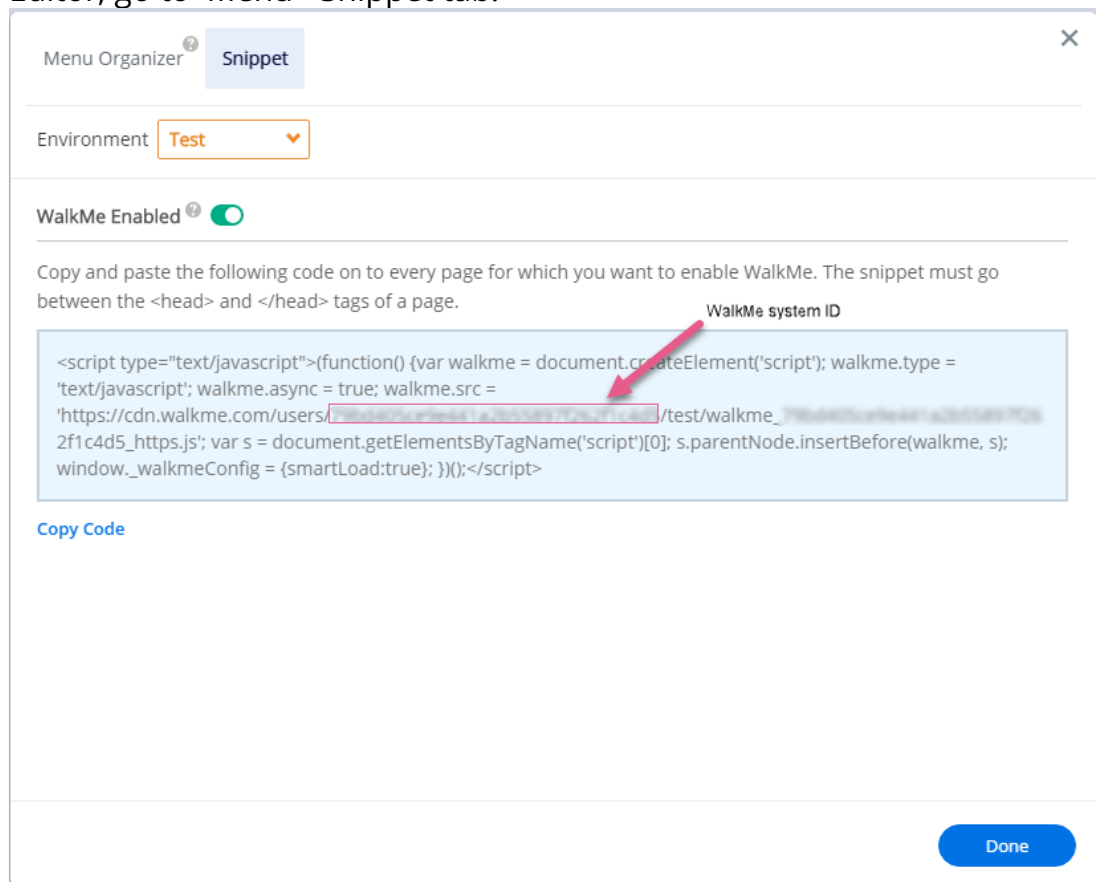
WalkMe system ID in your WalkMe Editor: Go to: Menu -> Snippet tab:



- 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

Partial view of a sidebar menu on the right side of the page, showing a scrollable list of items. The visible text includes "If" and a downward-pointing arrow.

- 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.

```
<script type="text/javascript">(function() {var walkme = document.createElement('script'); walkme.type = 'text/javascript'; walkme.async = true; walkme.src = 'https://cdn.walkme.com/users/[WalkMe system ID]/test/walkme_78405c9e4d7a203897262f1c4d5_https.js'; var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(walkme, s); window._walkmeConfig = {smartLoad:true};})();</script>
```

WalkMe system ID

[Copy Code](#)

Done

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Using Segment Data in WalkMe

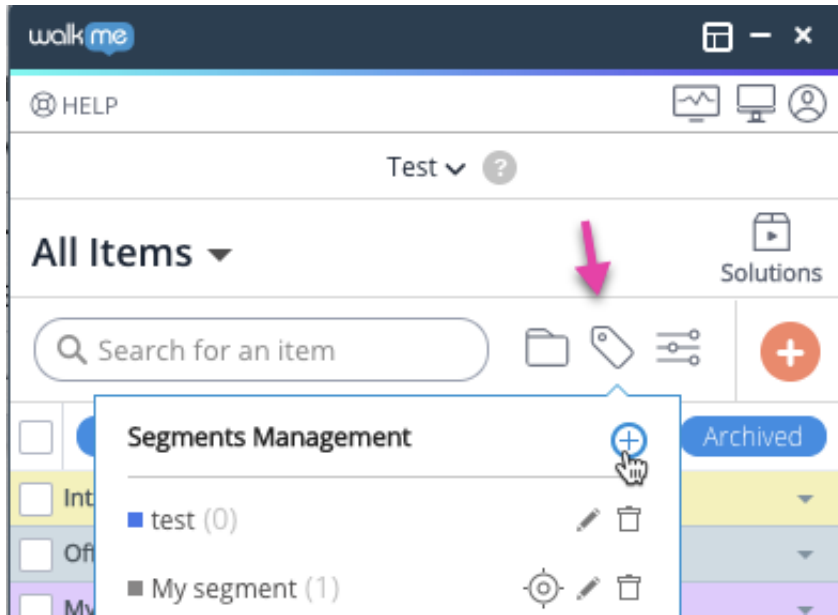
Once WalkMe integration is completed, you will be able to use the data from Segment.

You can use any parameter from Segment in the editor as Variable for different use cases.

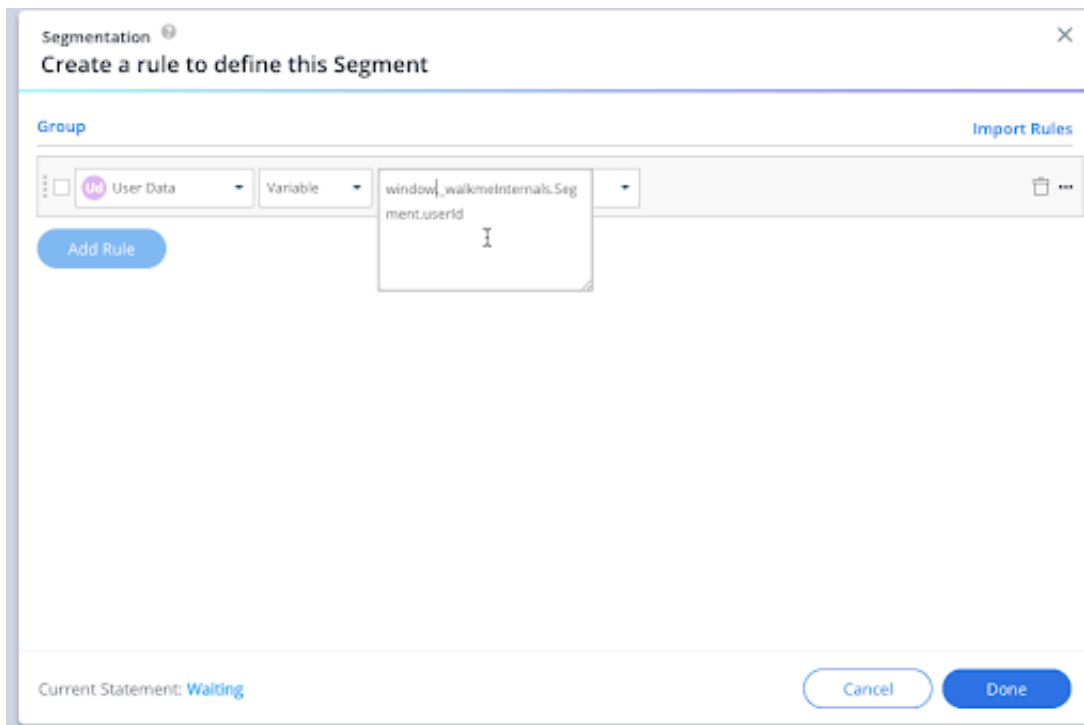
- Example: using `window._walkmeInternals.Segment.userId` for WalkMe Content Segmentation.

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 Extention [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 \square 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.

The screenshot displays the Segment 'Tracks' page for the 'Javascript' source. A notification at the top states: 'Your current plan does not include Schema Filtering. Filter data from hitting particular integrations on the Business plan.' Below this, the 'Tracks' section shows a bar chart for the 'Last 60 days' period, with a total count of 23 events. A table below the chart lists the event types and their counts:

| Name | Count (Last 60 days) | Last Seen | Filters | Sending |
|-------------------|----------------------|-------------|---------|-------------------------------------|
| open | 2 | 2 weeks ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_Event | 6 | 2 weeks ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_loaded | 1 | 4 days ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_open | 4 | 7 days ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_play | 7 | 7 days ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_playFailed | 1 | 7 days ago | 0 | <input checked="" type="checkbox"/> |
| WalkMe_search | 1 | 7 days ago | 0 | <input checked="" type="checkbox"/> |

This destination is maintained by WalkMe. For any issues with the destination, please reach out to [WalkMe Support team](#).