

Twilio Segment Integration for Alchemer Workflow

Overview

Twilio Segment is a customer data platform used by organizations to collect, unify, and route customer event data to analytics, marketing, and data warehousing tools.

The Alchemer integration with Twilio Segment supports sending events from workflow data. The Alchemer Twilio Segment integration allows Alchemer to push event data from a workflow directly into Segment, enabling downstream activation across any connected Segment destination.

Common uses for the Alchemer Twilio Segment integration

- Send workflow-triggered events into Segment for downstream activation
- Identify users in Segment using workflow data
- Enrich Segment event streams with survey or workflow response data
- Automate event tracking without manual data exports
- Keep Segment customer profiles synchronized with Alchemer workflow outcomes

What can the Alchemer Twilio Segment integration do?

- [Send event](#)

You will need

- Twilio Segment Write Key. [More details in the authentication how-to guide.](#)
- An Alchemer plan that includes integrations and the Integration Manager permission enabled.
 - [Contact us](#) if you are unsure if your plan includes integrations.

Setup Alchemer Twilio Segment integration in workflow

Twilio Segment | Send Event

You will need:

- Twilio Segment Write Key. [More details in the authentication how-to guide.](#)
- Workflow fields containing the data you want to send as event properties

Configure the action

1. Open your workflow in **Workflow Builder**.

2. On the right side, drag and drop the **Twilio** connection where you want the action to trigger.
3. In the connection box, click the pencil icon in the top-right corner.
4. Select **Twilio Segment | Send Event**.
5. **Twilio Segment | Authentication**: Select an existing authentication or [create a new authentication](#).
6. **Twilio Segment | Map event fields**: Enter a name for the event. Map a workflow field to `userId`, or leave it blank — an anonymous ID will be generated automatically.
7. **Twilio Segment | Map optional fields**: Map any additional fields you want to include with the event. All fields in this step are optional. Three mappers are available — **properties**, **integrations**, and **context** — each mapping independently.
 - In the left column, type and enter the key for the field you want to set.
 - In the right column, select the workflow field that contains the value for that key.
8. Save the action.

Status codes

- 200: Event was successfully sent to Twilio Segment
 - 400: The external integration returned an error
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Testing and Troubleshooting

Testing and Validation

How to test

- Trigger the workflow and monitor individual runs in the **Monitor** tab.
 - Click on individual workflow runs to see metadata outputs.
- Confirm the expected event appears in your Twilio Segment source debugger.
- Use metadata values returned to verify success or help debug issues.

How to verify results

- Check your Segment source debugger to confirm the event was received.
 - Ensure event name, `userId`, and mapped property values match expectations.
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Monitoring Integration Activity

Where to find logs

- Go to **Results** → **Monitor**.
- Select the integration step you want to inspect.

What logs display

- Input/Output
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Troubleshooting

Authentication issues

- Incorrect or expired Write Key
- Write Key does not have access to the intended Segment source

Mapping errors

- Missing event name
- Key entered in left column does not match expected Segment field name
- Workflow field mapped in right column contains no value

API errors

- Segment validation failures
 - Endpoint or runtime errors
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FAQs

What permissions do I need?

Integration Manager in Alchemer and a Twilio Segment Write Key with access to the target source.

When does the integration run?

When the workflow triggers and reaches the Twilio Segment integration step.

Can I use multiple Twilio Segment actions in one workflow?

Yes. Actions can work independently or together.

What happens if I leave userId blank?

Segment will assign an anonymous ID to the event automatically.

Why isn't my event appearing in Segment?

Check the Monitor tab for authentication errors, missing event names, or mapping issues. Also verify in the Segment source debugger that events are being received.

What if I need additional functionality?

Contact Alchemer Support for enhancement requests.

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