

Twilio Segment Event - Webhook Setup Instructions

Step 1

- Navigate to a Qualtrics Destination, or view your list of destinations at: <https://app.segment.com/<SLUG>/destinations>
- **Note:** the Slug can be found under Settings > Workspace Settings > General Settings.





The screenshot shows the Twilio Segment interface. On the left is a dark blue sidebar with a menu. The top of the sidebar shows the workspace name 'Qualtrics-Killianc'. Below it are icons and labels for 'Connections', 'Privacy', 'Protocols', 'Personas', 'Settings' (highlighted in green), 'Workspace Settings', 'User Preferences', 'Usage & Billing', 'Authentication', 'End-user Privacy', and 'Admin'. The main content area is titled 'Workspace Settings' and has four tabs: 'General Settings' (active), 'Audit Forwarding', 'Support Access', and 'Access Management'. Under 'General Settings', there are three fields: 'Workspace Name *' with the value 'Qualtrics-Killianc', 'ID' with the value 'mPuTwysENi1zcJawjZnPp5' and a note that it is auto-generated and cannot be changed, and 'Slug *' with the value 'example-name'. The 'Slug *' field and its label are enclosed in a red rectangular box.

Step 2

- Click on your Qualtrics Destination from the list, or add a new destination by navigating to Add Destination.

My Destinations

[Add Destination](#)

NAME ▾	STATUS ▾	CATEGORY ▾	CREATED AT ▾	SOURCES ▾	⋮*
 a for Javascript source	● Disabled	Customer Success	6 months ago		
dev Carl Testing for HTTP API source	● Enabled	Custom	a month ago		
dev daniel-testing for HTTP API source	● Enabled	Custom	7 days ago		

Step 3

- If this is your first time setting up the destination there are additional settings you need to enter, namely:
 - Destination Name
 - API Token
 - Datacenter ID
- Make sure **Enable Destination** is turned on.

Basic Settings

Name *

Type a name to help you identify this destination in Segment.

API Token *

Qualtrics API token found in your Qualtrics account under "Account settings" -> "Qualtrics IDs."

Datacenter ID *

Qualtrics datacenter id that identifies where your qualtrics instance is located. Found under "Account settings" -> "Qualtrics IDs".

Enable Destination *



When enabled, Segment will send data to Qualtrics based on configuration in the Mappings tab.

[Save Changes](#)[Copy Settings](#)

Step 4

- Head over to the Mappings section and either create a new mapping, or edit an existing one.
- **Note:** you can click on the three dots beside “Enabled” and click on Edit Mapping.

Destinations / Qualtrics ▾ / Receiving From HTTP API ▾ 🔍 ? 📧 Upgrade KC ▾

🏠 Filters Mappings Event Tester Event Delivery Settings

Mappings

Configure the data mapping from HTTP API to Qualtrics

🔍 Search... + New Mapping

NAME	TRIGGER	ACTION	STATUS	
Trigger workflow in xflow	🔍 Event Type is Track and Event Name is onboarding	→ ⚙️ Trigger workflow in xflow	🟢 Enabled	⋮
Add / Update Contact in XMD	🔍 Identify (All)	→ ⚙️ Add / Update Contact in XMD	🟢 Enabled	⋮

Step 5

- Here you can add filter conditions.

Trigger workflow in xflow ✎

This action triggers a workflow in Qualtrics xflow

1 Define event trigger

When **HTTP API** receives an event, send it to **Qualtrics** when the following conditions are true

all of the following conditions are true:

- Event Type ▾ is ▾ Track ▾ 🗑️
- Event Name ▾ is ▾ onboarding 🗑️

+ Add Condition

Step 6

- Paste in the webhook URL from the Twilio Segment Event within Qualtrics.

dev Workflow URL *

Enter the full URL as you see in your Xflow trigger. See more details on setting up an xflow trigger and getting the URL here.

```
https://g1-cmh.qualtrics.com/inbound-event/v1/events/segment/triggers?urlTokenId=17ac2bca-5296-4542-9323-3426057e422e
```

Step 7

- Scrolling further below you'll find the mappings section where you match whatever you have in the Qualtrics event.

dev Event payload

 Edit Object

A mapping of key values to send to Qualtrics xflow.







You can specify individual key/value pairs for the object. If you don't need to specify individual key/value pairs, you can switch back to "Edit Object" mode.

traits.name	=	traits.name	×
traits.industry	=	traits.industry	×
userId	=	userId	×
	=		×
+ Add Key/Value			

In Qualtrics:

Map fields

Map survey responses to Twilio Segment fields.

Path	Type
traits.name	string  
traits.industry	string  
userId	string  

[Add a field](#)

Step 8

- Finally, Save the changes you've made.