




Integrate with 6sense

Add firmographic attributes that 6sense associates with your website visitors to Webflow Optimize. Once integrated, you can target those attributes (build audiences) to deliver tailor-made experiences. These attributes also appear as filters in reporting to refine your results -- gain a better understanding of who is engaging with your site and which variations resonate with which type of visitor.


Step 1: Generate a 6sense API token

1. Within 6sense, click the **Settings icon**  on the bottom-left.
2. Click **Integrations**.
3. Click the **All Integrations tab**.
4. Click **API Token**.
5. In the "Manage" tab, click **Generate New API Token** on the right.
6. Enter *Intellimize*, then select **Intellimize** from the list.
 - A new entry for Intellimize will be added to your integration list.
7. To the right "Intellimize," copy the API Token value (click the **Copy icon**  or write it down).


| Integrations | API Token |
|--------------|--|
| Intellimize |  a1b2c3d4e5f6a7b8c9d0a1b2c3d4e5f6a7b8c9d0 |

Recommended: Enable 6sense Score and Segments


Score and Segments are disabled by default. Enable them to leverage them within Webflow Optimize.

1. Within 6sense, click the **Settings icon**  on the bottom left.
2. Click **Integrations**.



3. Click **API Token**.
4. Click the **Settings & Configurations** tab.
5. Toggle "Score" and/or "Segments" to **On** .

Step 2: Add your 6sense API token to Webflow Optimize

1. Within the Webflow Optimize dashboard, click **Account Settings**  on the left.
2. Go down to "6sense."
3. Click **Set up**.
4. In the "API Token" section, enter or paste in your 6sense API token.
5. Click **Save**.

Targeting visitors with 6sense data

Once integrated, a new attribute set is added to audience builder. You can [create audiences](#) to target visitors who match your 6sense criteria. Leverage audiences within experiences to personalize the content that those audiences see. [Learn more about 6sense audiences](#).

