



## Getting Started

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## Getting Started

- 1 From your Segment UI's Destinations page, click "Add Destination".
- 2 Search for "EMMA" in the Destinations Catalog, and confirm the Source you'd like to connect to.
- 3 Copy and paste the "API Key" into your Segment Settings UI. You can find your API key on your [EMMA Dashboard](#). To find your API Key follow the steps on [this guide](#).

## Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
analytics.identify('userId123', {  
  email: 'john.doe@example.com',  
  favoriteFood: 'Healthy food',  
  restaurant: 'BCN Mediterranean Food'  
});
```

This method calls in EMMA to method update the user, processing all traits as user tags. Then in EMMA you can segment data, for example to send Push Notifications. In the EMMA SDK this is equivalent to `trackUserExtraInfo`.

Info can be consulted in all parts on EMMA Dashboard where segmentation is used and [Explore](#) section to view analytics data.

## Track

Track calls are sent to EMMA as a `trackEvent`. It's necessary to activate the events in our [Dashboard](#).

EMMA identifies the events with a token. This token can be modified using an alias to replace it (only in non-reserved tokens).

Reserved events:

TOKEN	DESCRIPTION
Register	Used when user is registered in app
Login	Used when user is logged in app
Order Completed	Used when the user buys a product

Login or register example:

```
analytics.track("Login", {
  userId: "97980cfea0067",
  email: "register@email.com"
});
```

Transaction example:

```
analytics.track("Order Completed",{
  "purchase": {
    "orderId": "HTP-123",
    "price": "34",
    "currencyCode": "eur",
    "products": [
      {
        "productId": "PR-890",
        "productName": "Gray jacket",
        "quantity": 1,
        "price": 34
      }
    ]
  }
});
```

## Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an `identify` call is sent to the destination for each user being added and removed. The property name is the snake\_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



### Real-time to batch destination sync frequency

Real-time audience syncs to Emma may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

## Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
API Key (required)	<code>string</code> . <a href="https://support.emma.io/hc/en-us/articles/360019026214-How-to-find-you-API-Key">https://support.emma.io/hc/en-us/articles/360019026214-How-to-find-you-API-Key</a>

This page was last modified: 08 Jan 2024

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