



## Getting Started

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## Getting Started

- From the Segment web app, click **Catalog**.
- Search for "Custify" in the Catalog, select it, and choose which of your sources to connect the destination to.
- Enter the "API Key" into your Segment Settings UI which you can find from your [Custify Developer area](#).

## 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'  
});
```

Identify calls will be sent to Custify as customers, with the `userId` being stored as Custify's `user_id`. You can view the Customers by going to Customers > People in your Custify app interface.

## Track

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

```
analytics.track('Clicked Login Button')
```

Track calls will appear in Custify as **events** with the same name, associated with the correct Company and Customer based on the Identify call.

Track calls require the **identify** call to be made in advance to be able to link the **event** to a **customer**.

To view the events, go to their linked Customer and they are displayed in the activity stream (when filtering the view by System > Events).

## Group

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

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  industry: "Technology",
  employees: 329,
  plan: "enterprise",
  "total billed": 830
});
```

Group calls will be sent to Custify as **companies** and the identified **customer** will be linked to the **company**. You can view Companies by going to Customers > Companies in your Custify app interface

## 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 Custify 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> . Go to Settings > Developer and copy your API key

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