



Getting Started

- What is Segment?
- [How Segment Works](#)
- Getting Started Guide
- A Basic Segment Installation
- Planning a Full Installation
- A Full Segment Installation
- Sending Data to Destinations
- Testing and Debugging
- What's Next
- Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

All customers can connect a [data warehouse](#) to Segment – Free and Team customers can connect one, while Business customers can connect as many as they need. We translate and load your raw data logs into your warehouse for more powerful analysis in SQL.

S3 Logs

We store all your API calls as line-separated JSON objects in Amazon S3. If you [enable Amazon S3](#) in your destinations catalog, we will copy the same data to your own S3 bucket. The data copied will only include data sent to Segment after you turn on the destination. Read our [Amazon S3 docs](#) to learn more about how we structure that data.

Webhooks

You can use our [webhooks destination](#) to fire off requests in realtime to an endpoint that you would need to spin up and manage on your side. This is basically re-creating how our business system works but takes a bit of work on your side. If your event volume is high it can be difficult to keep a server up to receive those messages in realtime.

Iron.io

Another one of our destinations is [Iron.io](#). They function similar to webhooks, but they will manage the message queue and allow you to run scripts on your data before routing it to another end point. Again this is similar to what Segment does for our business customers, but will require a decent amount of work from your team, however it will be much more reliable if your event volume gets high.

3rd Party Reporting APIs

This option is the most restrictive but might be the easiest if you need only basic data to be exported. A few examples would be to use the reporting APIs [Clicky](#) or [Google Analytics](#) provide (after turning those tools on in Segment and sending them data). Those APIs aren't super flexible and you won't see all the data from Segment, but for basic metrics they should work. One tool that's a bit more flexible when it comes to a reporting API is [Keen.io](#), which is also available on the Segment platform.

This page was last modified: 01 Dec 2022

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

[Visit our Support page](#)

Help improve these docs!

 [Edit this page](#)

 [Request docs change](#)

Was this page helpful?

 [Yes](#)

 [No](#)

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)



