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looking for a full-featured data stack who don't want to create and maintain it internally.

When the Serenytics destination is enabled in Segment, messages from Segment will be stored in the Serenytics Redshift and will be available for transformation and to create dashboards.

This destination is maintained by the company Serenytics. For any issues with the destination, [contact the Serenytics Support team](#).

Getting Started

From Serenytics app using OAuth:

1. In Serenytics, in the [datasources list](#), click on the button `New data source` and select the tab `Web services and API` and click on `Segment`.

2. This will redirect you to Segment website where you choose which Segment source you want to connect to Serenytics.

3. Once you have chosen the Segment source, you are redirected to Serenytics in a newly created datasources folder called 'Segment integration'. It contains all the Serenytics datasources where your data will be

available to create dashboards.

From Segment Destinations Catalog:

1. From the Segment web app, click **Catalog**.

2. Search for "Serenytics" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Enter the "API Key" into your Segment Settings UI which you can find from your [Serenytics account page](#).

4. In the [Serenytics datasources list](#), when the first message from Segment is received, a new folder named 'Segment integration' will be automatically created with datasources that contain your data.

Page

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

```
analytics.page()
```

To view your page calls in Serenytics, open the datasource called `Segment_Pages`.

Screen

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

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

To view your screen calls in Serenytics, open the datasource called `Segment_Screens`.

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'  
});
```

To view your identify calls in Serenytics, open the datasource called `Segment_Identifys`.

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('Article Completed')
```

To view your track calls in Serenytics, open the datasource called `Segment_Tracks`.


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 Serenytics 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 <i>(required)</i>	<code>string</code> . You can find your Serenytics API key in your user account page.

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