Getting Started

1. From your Tamber dashboard, head to Sources > Segment and click enable.

2. Follow the instructions to configure your Destination and optionally defined a custom name for your `item` and click save.

3. You may now use either the one-click activation button to complete your set up or continue reading the below steps to manually add the Tamber Destination from within Segment using the "API Key" displayed.

4. From your Segment UI's Destinations page click on "Add Destination".

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

6. Drop the "API Key" into your Segment Settings UI. If you do not have the key from the steps above, you can find it in your Tamber dashboard as the "Project Key" in your project's dashboard.

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', {
  age: 23,
  location: {
    latitude: 40.8,
    longitude: -74.0
  }
});
```

Identify calls will be sent to Tamber as a `user-update` call and increment the User count within the Tamber UI. You can also retrieve and list users from Tamber.

Track

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

```
analytics.track("Watched", {
  item: "f8ca1e4de5024d9430b3928bd8ac6b96"
});
```

You may also provide full item objects:

```
analytics.track("Watched", {
  item: {
    id: "f8ca1e4de5024d9430b3928bd8ac6b96", // required
    title: "Kurt Vonnegut 60 Minutes Interview",
    genre: "News"
  }
});
```

Track calls will be sent to Tamber as `event-track` calls and increment both Event and Item counts within the Tamber UI. You can also retrieve events, and retrieve or list items from Tamber.

NOTE: `item` is a required property but can be renamed within the Tamber UI under Custom Field Definition for Item. Make sure that the name passed into your Track call matches what you have set in the Tamber UI. If you are using Segment's E-Commerce or Video APIs, you can configure Tamber to automatically handle item loading – either during set up or at any time in the Tamber Dashboard **Sources** > **Segment** section – and ignore this information.

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 Tamber 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)*	`string` . You can find your API key on your Dashboard under "Project Key"

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