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

2 Search for "Emarsys" 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 obtain from your Emarsys Account Manager.

4 Work with your Emarsys Account Manager to establish the initial processing rules required within the Emarsys platform.

Configuration

Once enabled you will have a new item in the Add-Ons menu: "segment.com". This will open the configuration page to set up data maps and rules. An Emarsys integration consultant will assist you with setting up your first data maps and rules.

Page, Screen, Identify, Track

Identify, Track, Screen and Page requests have identical behavior for the Emarsys Destination.

Emarsys maintains an intermediate users table which stores three different identification properties: `anonymousId`, `userId`, `primarykey`. While `anonymousId` and `userId` will be used from Segment's standard properties you can define which property in the JSON from Segment has to be used as the primary key (e.g. `traits -> email`). Each incoming request will update this intermediate users table.

The Emarsys Destination allows you to map any data property to fields in the Emarsys platform. With the integrated rule builder you can define sequences of events which will trigger marketing automation programs in the Emarsys platform.

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 Emarsys 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> . Please consult your Emarsys account manager for your API Key.

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