



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

Getting Started

To set up Mutiny to receive Segment data:

1. From your Segment Project's Destinations page click on "Add Destination".
2. Search for "Mutiny" in the Catalog, select it, and choose which of your sources to connect the destination to.
3. In the destination settings, enter your personal "API Key" into Segment's Mutiny integration settings panel UI, which you can find from your [Mutiny 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', {  
  email: 'john.doe@example.com'  
});
```

Identify calls will be sent to Mutiny as an `identify` event. Segment uses this in order to associate traits with an individual, which can be targeted for personalization in outbound email campaigns.

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 are sent to Mutiny as a `track` event. Within the Mutiny dashboard, you can select which events signal a conversion for your website visitors. When a `track` event is processed for these events, a visitor will be marked as converted and that information will be displayed in the experiment results for a given experience.

Mutiny’s integration with Segment enables customers to use Segment events to track conversions in Mutiny. Mutiny also sends events *to* Segment to help track attribution for Mutiny experiences. Mutiny sends the `Mutiny Experience Viewed` with the `audienceSegment`, `experience`, and `personalized` properties. For example:

```
analytics.track('Mutiny Experience Viewed', {
  experience: 'Corporate Website Experiment',
  audienceSegment: 'Small company',
  personalized: true,
});
```


The `personalized` property is `true` for personalized experiences and `false` for a control views. For more information, contact [Mutiny Support](#).

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 Mutiny 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 API key under “Segment” in the Integrations tab.

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.

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

