



## Getting Started

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## Getting Started

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

2. Search for "Proof Experiences" 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 Proof Experiences dashboard.

4. You should see data flowing into your Proof dashboard in the event debugger within 1 minute of creating your API key and activating your Proof Experiences integration.

## 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()
```

Page calls will be sent to Proof Experiences as a `pageview`.

## 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',
  role: 'Software Engineer',
  company: 'Segment'
});
```

Identify calls will be sent to Proof Experiences as an `identify` call along with any included traits (optional).

## 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', {
  btnText: 'Sign in here'
})
```

Track calls will be sent to Proof Experiences as a `track` call along with any included properties (optional).

## 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 Proof Experiences 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> . The keys to the kingdom, generally found under "settings" in the destination's website.

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