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personalize native onboarding experiences that guide your end-users from basic to expert-level fluency.

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

Getting Started

- 1 From the Segment web app, click **Catalog**.
- 2 Search for "Candu" 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 [Candu Settings page](#).

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 Candu as a `page` event. You will be able to use `page` events to ensure content is displayed in the right context.

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"];
```

Screen calls will be sent to Candu as a `screen` event.

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 Candu as an `identify` event. The `identify` call is used to record the identity of an end-user, which enables you to send them the most relevant content.

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 will be sent to Candu as a `track` event. You will be able to measure how well your content is performing by measuring uplift with any `track` events.

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 Candu 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.

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