



## 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

1. From the Destinations catalog page in the Segment App, click **Add Destination**.
2. Search for **Blitzllama** in the Destinations Catalog, and select the **Blitzllama** destination.
3. Choose which Source should send data to the Blitzllama destination.
4. Go to the [Blitzllama dashboard](#) and navigate to the **Connections** tab. Search for Segment, and click on the card to find and copy the **API key**.
5. Enter the **API Key** in the Blitzllama destination settings in Segment.

## Supported methods

Blitzllama supports the following methods, as specified in the [Segment Spec](#).

### Identify

Send [Identify](#) calls to identify users in Blitzllama. A trait in the Identify method maps to a single attribute in Blitzllama. For example:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

Segment sends Identify calls to Blitzllama as an `identify` event.

## Group

Send [Group](#) calls to associate users with existing or new cohorts in Blitzllama. For example:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  employees: 329
});
```

Segment sends Groups calls to Blitzllama as a `group` event.

## 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 Blitzllama 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> . Search for Segment within the Connections tab, and open the Segment modal to get the Segment API key.

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