

#### **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**

From the Destinations catalog page in the Segment App, click **Add Destination**.

Search for Blitzliama in the Destinations Catalog, and select the Blitzliama destination.

**B**hoose which Source should send data to the Blitzllama destination.

**6**o 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**nter 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 Blitzlama. A trait in the Identify method maps to a single attribute in Blitzlama. 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)	string . Search for Segment within the Connections tab, and open the Segment modal to get the Segment API key.

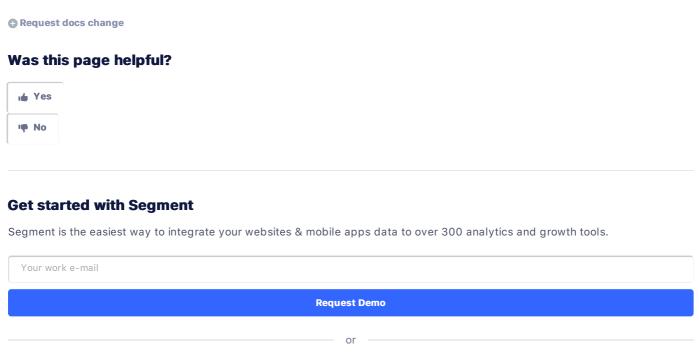
This page was last modified: 20 Jun 2023

## **Need support?**

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

### **Help improve these docs!**



**Create free account** 

