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Getting Started

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for "Rokt" in the Destinations Catalog. Select the **Rokt** destination.
- 3 Choose which source should send data to the Rokt destination.
- 4 Enter the API key provided to you by your Rokt Account manager. If you haven't received your login credentials, please reach out to them.

Once you've entered the API credentials for Rokt, the chosen source sends data through to Rokt's API.

Supported Methods

Rokt supports the `track` API call, which can be used to send data to Rokt:

Track

The `track` API call is how you record any actions your users perform, along with any properties that describe the action. [Learn more about the track call](#). An example call would look like:

```
analytics.track('Clicked Login Button', , {
  property1: 1,
  property2: 'test',
  property3: true
})
```

Segment sends `track` calls to Rokt as `track` events. You can use these to configure conversion goals to inform the destination predictive analyses. You can use any `track` call made in the past week as the basis for a predictive goal in the Rokt destination.

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 Rokt 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
Account ID (required)	<code>string</code> . For account ID, Refer to Rokt's documentation .
API Key (required)	<code>string</code> . You should receive your API Key from your Rokt account manager.
App ID (required)	<code>string</code> . You can get the App ID details from the Rokt platform in profile settings.

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