



Getting Started

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Help

- From the Destinations catalog page in the Segment App, click **Add Destination**.
- Search for **Matcha** in the Destinations Catalog, and select the **Matcha** destination.
- Choose which Source should send data to the Matcha destination.
- Ask your Account Manager for your **API key** or [contact the Matcha Support team](#).
- Enter the **API Key** in the Matcha destination settings in Segment.

Supported methods

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

Page

Send [Page](#) calls to allow Matcha to use pageviews information in the scoring. For example:

```
analytics.page()
```

Segment sends Page calls to Matcha as a `pageview`.

Screen

Send [Screen](#) calls to Matcha to use mobile information in the scoring. For example:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to Matcha as a `screenview`.

Identify

Send [Identify](#) calls to relay identification information that will be used for cross references in Matcha's scoring. For example:

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

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

Track

Send [Track](#) calls to allow Matcha to better understand user interactions with your product and use it in the scoring. For example:

```
analytics.track('Login Button Clicked')
```

Segment sends Track calls to Matcha as a `track` 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 Matcha 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> . Ask your Account Manager for getting an API Key

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