



## Documentation

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### Partner Owned

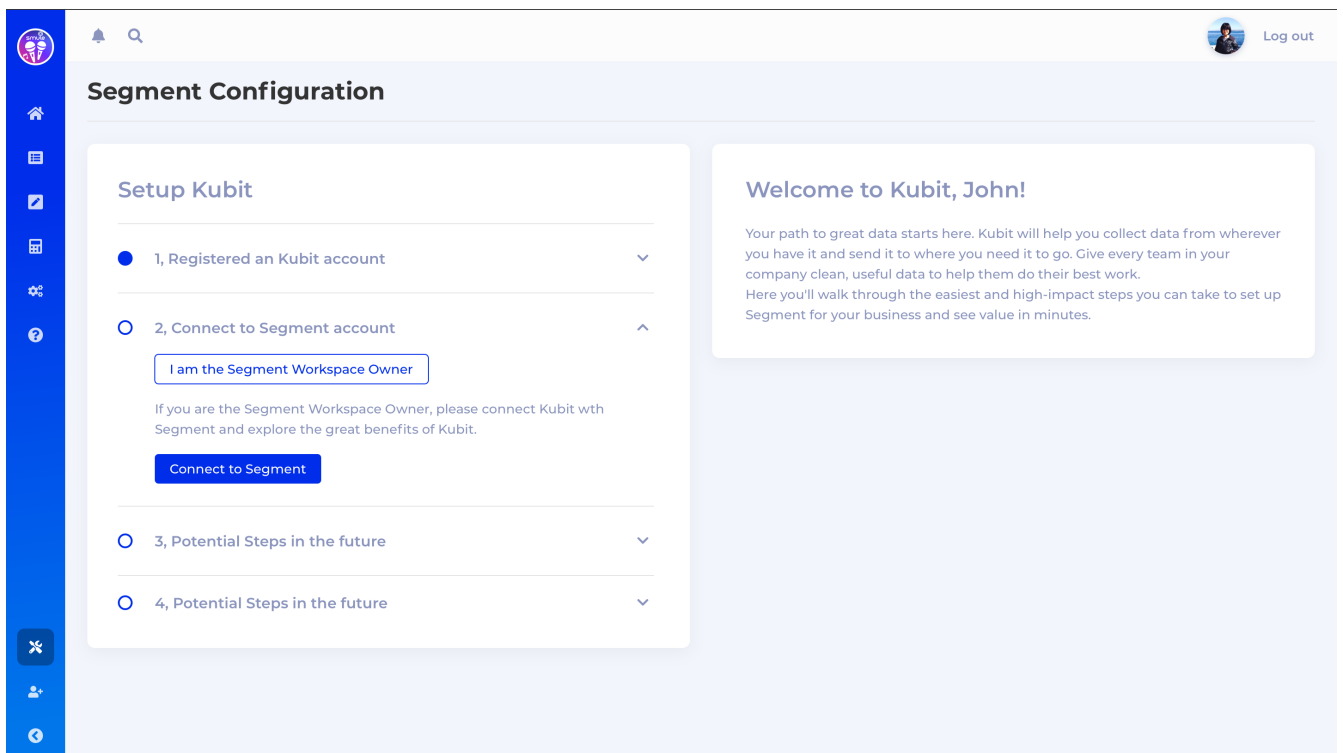
• This integration is partner owned. Please reach out to the partner's support for any issues.

[Kubit](#) is an analytics tool which makes deep data discovery and insights accessible for everyone. Kubit Smart Analytics help product people get clear, fast answers about user engagement and retention. When you send your events through Segment, you benefit from Kubit's AI-powered behavioral analytics, diagnostics, and collaborative workspaces.

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

## Getting Started

On Kubit's [Welcome Page](#), click on "**Connect to Segment**".



1. Segment, select the Source to connect to the Kubit destination.

3. Click **Allow**.

## Page

If you aren't familiar with the Segment Spec, take a look at the [Page method documentation](#) to learn about what it does. An example call would look like:

```
analytics.page()
```

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

## Track

If you aren't familiar with the Segment Spec, take a look at the [Track method documentation](#) to learn about what it does. An example call would look like:

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

Segment sends Track calls to Kubit 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 Kubit 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> . Contact kubit to get your API Key

This page was last modified: 27 Oct 2023

## Need support?

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## Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

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