| ⊘ Mobile | ✓ Mobile |
| ⊘ Server | ✓ Server |

Partner Owned

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

Lou turns new users into power users with self-serve onboarding, personalized product tours, and feature announcements. Launch in just minutes with no dev time required.

This destination is maintained by Lou. For any issues with the destination, contact the Lou Support team.

Getting Started

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

2. Search for "Lou" in the Destinations Catalog, and select the Lou destination.

3. Choose which Source should send data to the Lou destination.

4. Go to the Lou dashboard, add Segment as a new integration, and click **Generate API Key**

5. Enter the "API Key" in the Lou destination settings in Segment.

Identify

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

```
analytics.identify('userId123', {
  company: 'Company A',
  permissions: 'admin',
});
```

Segment sends traits in Identify calls to Lou as properties that can be used in Custom Segments to group users into different audiences.

Lou does not accept any personally identifiable information (PII) fields from Identify calls. These fields are automatically filtered out so they do not reach Lou's servers. For a full list of PII fields that Lou removes from Identify calls, see Lou's Segment integration documentation.

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 Lou as Events that can be used to define Goals.

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 Lou 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` . Required for client-side integration functionality. You can generate your API Key on the Segment integration page of the Lou Dashboard.

Need support?

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

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👎 No

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