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[Amazon EventBridge](#) is the easiest way to onboard your Segment data into the AWS ecosystem.

In addition to already supported destinations like Kinesis, S3, and Redshift, you can use EventBridge to selectively route streaming data into Amazon SQS, SNS, and any service supported by [AWS CloudWatch Events](#).

Getting Started

1 Provide Segment your AWS Account ID and the region you'd like us to configure the Segment Partner Event Source in. Ensure you've provided the same region in Segment where you'd like to configure your Event Bus.

2 Once you send an event through with the destination enabled, we'll create a Partner Event Source in Amazon EventBridge, which you can activate in the AWS Console.

Use the [AWS Console](#) to configure rules and destinations for the events in your Segment Partner Event Source.

The Event Source will be denoted by your Segment Source ID, which you can find in your Source Settings page under API Keys.

We'll forward all the messages in the source (pending any Destination Filters you've enabled) to the Segment Partner Event Source we create for you in EventBridge.



Create a separate Segment source for testing

Segment recommends that you create a separate Segment source for testing if you use a test Account ID, because you cannot change the test Account ID to a production Account ID at a later date.

Page

If you're not familiar with the Segment Specs, take a look to understand what the [Page method](#) does. An example call would look like:

```
analytics.page();
```

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example identify call is shown below:

```
analytics.identify('97980cfea0085', {  
  email: 'gibbons@example.com',  
  name: 'John Gibbons'  
});
```

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example identify call is shown below:

```
analytics.track("User Registered", {  
  checkinDate: new Date(),  
  myCoolProperty: "foobar",  
});
```

FAQs

Can I change my AWS Account ID?

You are only able to configure one AWS Account ID per source. Once you've configured your Amazon EventBridge destination with an AWS Account ID, it is not possible to modify it. If you do need to change the AWS Account ID for any reason, you will need to create a new Segment source and configure a new destination.

As an alternative, you can use a [Repeater destination](#) to your existing source, which repeats the events through the new source you create. This new source can then be connected to a new EventBridge destination which can be configured with a new Account ID in the settings.

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 Amazon EventBridge 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
AWS Account ID <i>(required)</i>	<code>string</code> . The ID of the AWS Account you'd like us to send data to.
Region <i>(required)</i>	<code>string</code> , defaults to <code>us-west-2</code> . The EventBridge Firehose AWS region key.

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