



## Getting Started

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

## Getting Started



You need Workspace Owner permissions to create the Ortto destination through OAuth on Ortto's website.

1. From the Destinations catalog page in the Segment App, click **Add Destination**.
2. Search for "Ortto" in the Destinations Catalog, and select the "Ortto" destination.
3. Click **Configure Ortto** and choose which Source should send data to the "Ortto" destination.
4. If prompted, specify the Destination Name for your "Ortto" destination, and click **Save**.
5. Complete [integrating your Ortto account with Segment](#), which automatically configures your Ortto API keys within your "Ortto" destination in Segment.

## Supported methods

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

### Identify

Send [Identify](#) calls to create or update [people](#) in Ortto. For example:

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

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

### Track

Send [Track](#) calls to create or update [activities](#) (including activity attributes) in Ortto. For example:

```
analytics.track('Login Button Clicked', {
  action: "login-clicked"
});
```


Segment sends Track calls to Ortto 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 Ortto 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 <i>(required)</i>	<code>string</code> . Enter your Ortto API key here

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