



Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

Getting Started

Before getting started, you need to request an API Key and AppId by sending an email to LiveIntent support at support@liveintent.com.

Once you have your API Key and APP ID:

1. Navigate to the Destinations catalog page in the Segment App and click **Add Destination**.
2. Search for **LiveIntent** in the Destinations Catalog, and select the LiveIntent Audiences destination.
3. Choose which Source should send data to the LiveIntent Audiences destination.
4. Enter the API Key and AppId that you received from LiveIntent in the LiveIntent Audiences destination settings page in Segment.

When you set up this destination for an Engage audience, provide the snake_cased version of the audience name in the Audience settings. You can send audiences generated using Engage to this destination as a user property. If no corresponding audience exists in LiveIntent's platform, one will automatically create.

Settings

SETTING	DESCRIPTION
API Key	Request from LiveIntent
Appld	Request from Liveintent
Audiences	If you use this destination for an audience generated using Engage, specify the snake-cased name of the Segment audience; otherwise, the setting is invalid

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 LiveIntent Audiences may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

This page was last modified: 07 Aug 2024

Need support?

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

[Visit our Support page](#)

Help improve these docs!

[Edit this page](#)

[Request docs change](#)

Was this page helpful?

☐ Yes

☐ No

Get started with Segment

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

Your work e-mail

Request Demo

or

Create free account

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

