⊘ Web	✓ Web
⊘ Mobile	✓ Mobile
⊘ Server	✓ Server

Indicative is a behavioral analytics platform designed to help Marketing and Product teams optimize user engagement, conversion, and retention.

Getting Started

1. Create an Indicative account.

2. To integrate Segment as a data source go to **Settings > Integrations > Segment**

3. Click **Enable with Segment** under One-click Setup.

4. Select which Segment Source you want to connect to Indicative.

5. To connect multiple sources to this project, simply repeat steps 2 - 4.

You're all set! Walkthrough the Interactive Demo to get ramped up quickly and easily!

For additional information, contact `support@indicative.com`.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the Identify method does.

When you call `identify`, we send the entire call as is to Indicative's server.

```
analytics.identify('ze8rt1u89', {
  name: 'Katherine Johnson',
  gender: 'Female',
  email: 'katherine@example.com',
  pioneer: true,
  building: 'Katherine G. Johnson Computational Research Facility'
  address: {
    city: 'Hampton',
    state: 'VA',
    postalCode: '23681'
  }
});
```

Track

If you're not familiar with the Segment Specs, take a look to understand what the Track method does.

When you call `track`, we send the entire call as is to Indicative's server.

```
analytics.track("Calculation Completed", {
  calculation: "Launch window",
  mission: "Mercury mission"
  year: 1961
});
```

Page and Screen

If you're not familiar with the Segment Specs, take a look to understand what the Page method and Screen method does.

Both `page` and `screen` calls will be sent to Indicative as events.

```
analytics.page({
  userId: "some_user_id", // on A.js client-side, you can leave out the `userId`
  category: "Merchant",
  name: "Settings",
})

// Note: `screen` calls are not possible from the A.js client-side.
analytics.screen({
  userId: "some_user_id",
  category: "Merchant",
  name: "Settings",
})
```

Troubleshooting

Property values have maximum length of 255 characters

Indicative's documentation states that the values in the properties must not exceed 255 characters. Segment will still accept the call, but any values that exceed 255 characters will be trimmed (meaning only the first 255 characters will be sent to Indicative).

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.

> ℹ️ **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Indicative 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` . You can find your Indicative API Key in your Project Settings inside the Indicative app.

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