Documentation

Getting Started

To get started with Attentive:

1. Install the Segment integration from attentive. Follow the Attentive documentation to install the Segment integration from Attentive.
Note: To generate an API key, you must install this integration from Attentive. Only after doing so, can you create an additional Attentive destination from the Segment UI.

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

3. Search for *Attentive Mobile* in the Destinations Catalog, and select the **Attentive Mobile** destination.

4. Choose which Source should send data to the Attentive Mobile destination.

5. Go to the Attentive Mobile dashboard. Find and select the installed 'Segment (Beta)' integration. In the settings page, find and copy the **API key**.

6. Enter the **API Key** in the Attentive Mobile destination settings page in Segment.

Supported methods

The Attentive Mobile destination supports the following methods, as specified in the [Segment Spec](#).

Identify

Send [Identify](#) calls to add attributes to the Attentive subscriber. These attributes are used to target Attentive subscribers in the [Attentive Segments product](#). For example:

```
analytics.identify("userId123", {
  phone: "+13334445555",
  favoriteColor: "red",
});
```

Segment sends Identify calls to Attentive Mobile as an `identify` event. The event's `traits` are saved to the Attentive subscriber with phone `+13334445555`.

It may take up to 10 minutes for the `identify` attributes to appear in Attentive.

> ℹ️ For best results, send at least one Identify call that contains both a Segment `userId` and `email` or `phone`. This enables Attentive Mobile to link the Segment `userId` with an Attentive Mobile subscriber.

Track

Send [Track](#) calls to save the event to the Attentive subscriber as an Attentive "Custom Event". These events are used to target Attentive subscribers. For example:

```
analytics.track("Login Button Clicked");
```

Segment sends Track calls to Attentive Mobile as a `track` event. The event is saved to the Attentive subscriber, and is usable in both the [Attentive Segments product](#) and the [Attentive Journeys product](#).

It may take up to 10 minutes for the track events to appear in Attentive.

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 Attentive Mobile 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`. Install the "Segment" integration in the Attentive UI. The API Key will be displayed after the "Segment" integration is installed.

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