growth marketers, using machine learning to automate audience insights and recommendations.

This destination is maintained by EPICA. For any issues with the destination, contact the Epica Support team.

Getting Started

1. From the Segment web app, click **Catalog**.
2. Search for “EPICA” in the Catalog, select it, and choose which of your sources to connect the destination to.
3. Enter the “API Key” into your Segment Settings UI which you can find from your EPICA Account settings.

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()
```

Page calls will be sent to EPICA as a `page`.

Screen

If you're not familiar with the Segment Specs, take a look to understand what the Screen method does. An example call would look like:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Screen calls will be sent to EPICA as a `screen`.

Identify

If you're not familiar with the Segment Specs, take a look to understand what the Identify method does. An example call would look like:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  firstName: 'Peter',
  lastName: 'Gibbons',
  phone: '888-8880'
});
```

Identify calls will be sent to EPICA as an `identify` event. Traits are optional but EPICA recommends the following: `email`, `firstName`, `lastName` and `phone`.

Track

If you're not familiar with the Segment Specs, take a look to understand what the Track method does. An example call would look like:

```
analytics.track('Clicked Login Button', {
  color: 'Red',
  size: 'Large'
})
```

Track calls will be sent to EPICA as a `track` event and can be seen populated in the `Data Platform > Personas` section of EPICA admin panel, which includes unified profiles across a single customer journey.

There are two types of Personas:

- Anonymous - events triggered by a visitor who only has an `anonymousId`
- Identified - events triggered by an identified user with a `userId`, `email` or `phone`

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 EPICA 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 API key in your account settings page

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