



Documentation

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

⊘ Server

✓ Server

Natero, also known as Freshdesk Customer Success helps customer success managers better understand their customers by integrating all of your customer data in one place and leveraging it to help with prioritization and context. By reaching out to customers in the right way at the right time, CSMs can reduce churn, increase upsell and create advocates for your business. For more details on how the segment integration for Natero works, visit the [Natero developer site](#).

Getting Started

1. From the Destinations catalog page in the Segment App, click **Add Destination**.
2. Search for "Natero" in the Destinations Catalog, and select the "Natero" destination.
3. Choose which Source should send data to the "Natero" destination.
4. Within Natero, navigate to IT Administration from the cogwheel in the left navigation bar.
5. Go to the tab labeled "Source Overview" and retrieve the "Event API / Send key" and the "Event auth key".

Enter those keys in the “Natero” destination settings in Segment.

Supported methods

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

Group

Send [Group](#) calls to provide updated metadata about the account that a user is associated with. For example:

```
analytics.group('accountId123', {
  name: 'Example Inc.',
  description: 'Description of Example Inc.'
});
```

Segment sends Group calls to Natero as a `group` event.

Identify

Send [Identify](#) calls to update detail about a user. For example:

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

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

Track

Send [Track](#) calls to capture user actions within your application as features within Natero. For example:

```
analytics.track('Login Button Clicked')
```

Segment sends Track calls to Natero as a `track` events.

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 Natero 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
Auth Key (required)	<code>string</code> . To retrieve your Auth Key first navigate to Sources > List Sources. Select your source, and then click the 'Select View' dropdown, and select 'View Settings'.
Endpoint Region	<code>select</code> . If you are located in the EU, set the Natero API endpoint to "EU" to send your data to Natero's EU endpoint to ensure compliance with GDPR's data storage rules.
Send Key (required)	<code>string</code> . To retrieve your Send Key first navigate to Sources > List Sources. Select your source, and then click the 'Select View' dropdown, and select 'View Settings'.

This page was last modified: 20 Jun 2023

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.

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)



