



Getting Started

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[Dreamdata](#) uses your Segment data to deliver marketing, per account attribution. This enables B2B companies to understand the impact on revenue of every touch in their customer journey.

This destination is maintained by Dreamdata. For any issues with the destination, [contact the Dreamdata Support team](#).

Getting Started

- From the Segment web app, click **Catalog**.
- Search for "Dreamdata" in the Catalog, select it, and choose which of your sources to connect the destination to.
- Enter the "API Key" into your Segment Settings UI which you can find from your [Dreamdata settings](#).
- You will be able to verify that data is flowing into Dreamdata from your [Dreamdata 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 [Dreamdata](#) as a `pageview`.

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 [Dreamdata](#) as a `screenview`.

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'  
});
```

Identify calls will be sent to [Dreamdata](#) as an `identify` event.

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')
```

Track calls will be sent to [Dreamdata](#) as a `track` event.

Group

If you're not familiar with the Segment Specs, take a look to understand what the [Group method](#) does. An example call would look like:

```
analytics.group("userId123", {  
  name: "Initech",  
  industry: "Technology",  
  employees: 329,  
  plan: "enterprise"  
});
```

Group calls will be sent to [Dreamdata](#) as a `group` event where it is used to join users to accounts.

By default, [Dreamdata](#) uses user emails and your CRM data to map user activities to accounts and attribute the value correctly. Adding Group calls using Segment will give a more precise attribution and ensure that all activities are attributed to the right account.

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 Dreamdata 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 <i>(required)</i>	<code>string</code> . You can find your API key in your sources page.

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