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Getting Started

1 From the Segment web app, click **Catalog**.

2 Search for "BuzzBoard" 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 BuzzBoard [Dashboard](#).

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('John123', {  
  email: 'john.lewis@example.com'  
});
```

NOTE: `userId` and `email` are required traits in order for BuzzBoard to enrich your data.

Identify calls will be sent to BuzzBoard with the required traits, matching and sending the full profile with enriched data downstream through Segment to all your other enabled Destinations as a new `identify` call within your Segment Source.

While your data is being enriched, a `track` call will appear in your Segment Debugger with event name `enrichment_in_progress`.

In order to send back the data to your Segment source, BuzzBoard would need the write key access. For this, you would have to add the Segment write key by going into the BuzzBoard [Dashboard](#).

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 BuzzBoard 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)	<code>string</code> . You can find your API token in the SMBStreams Dashboard.

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