



Documentation

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Segment makes it easy to send your data to Azure Function (and lots of other destinations). When you track your data using Segment's open-source [libraries](#), Segment can translate and route your data to an Azure Function in the format it expects.

[Azure Function](#) is a serverless compute service that enables you to run code on-demand without having to explicitly provision or manage infrastructure. Use Azure Functions to run a script or piece of code in response to a variety of events.



This document is about a destination which is in beta

This means that the Azure Function Destination is in active development, and some functionality may change before it becomes generally available.

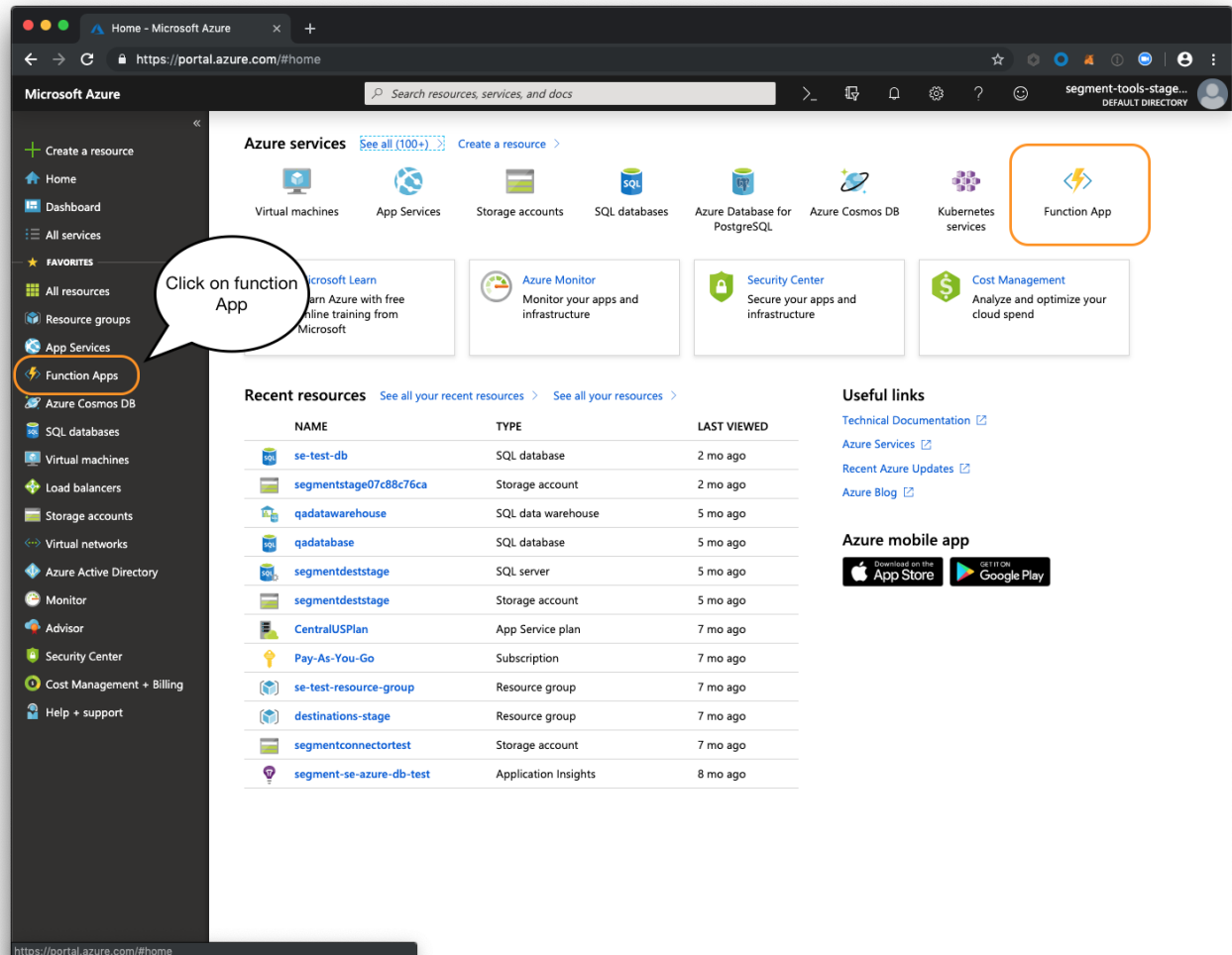
Getting Started

Build an Azure Function to Process Segment Events

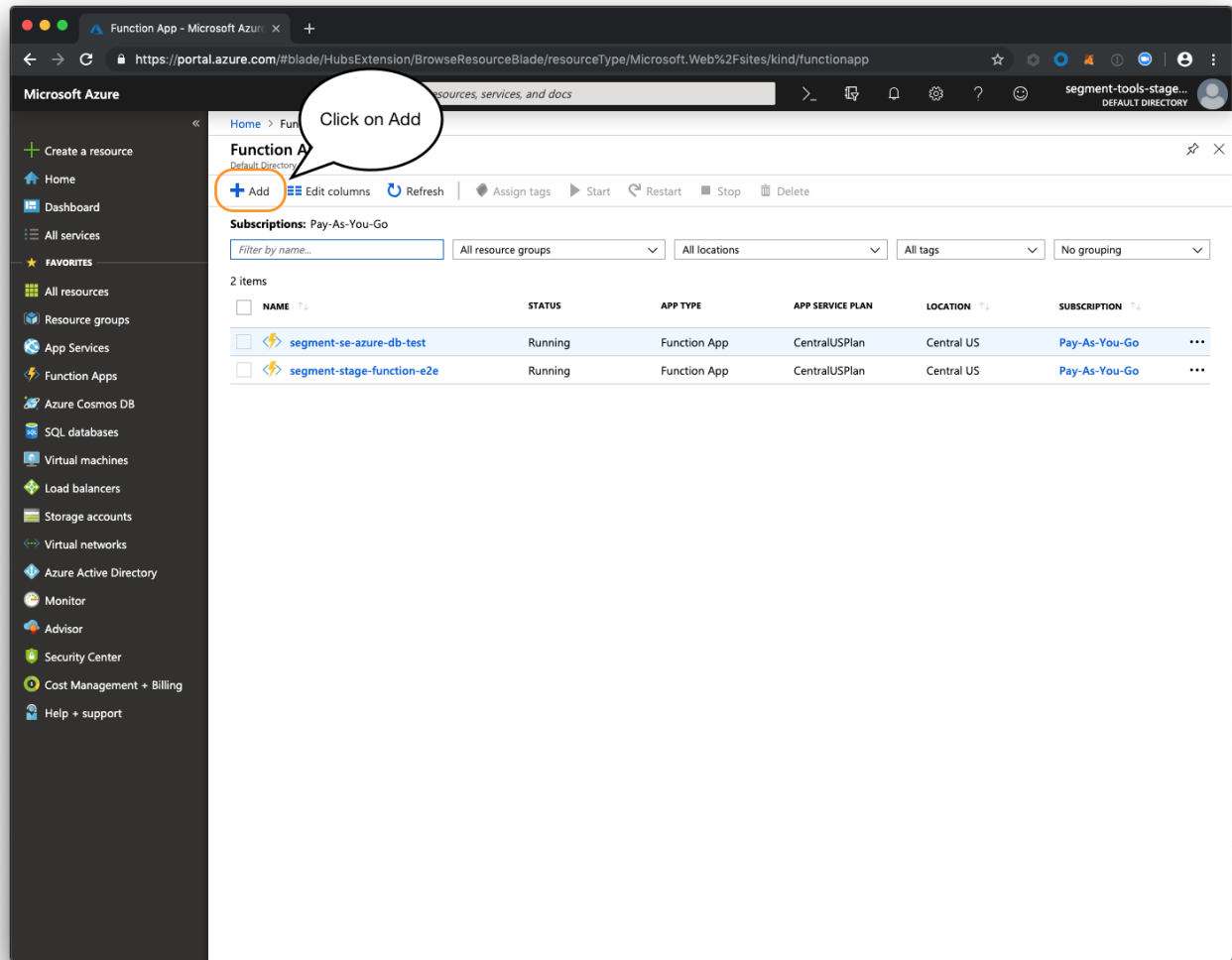
To process events from Segment, first create a Azure Function that can handle your event flow.

Create a Functions App

Go to <https://portal.azure.com>, and click **Functions App**.

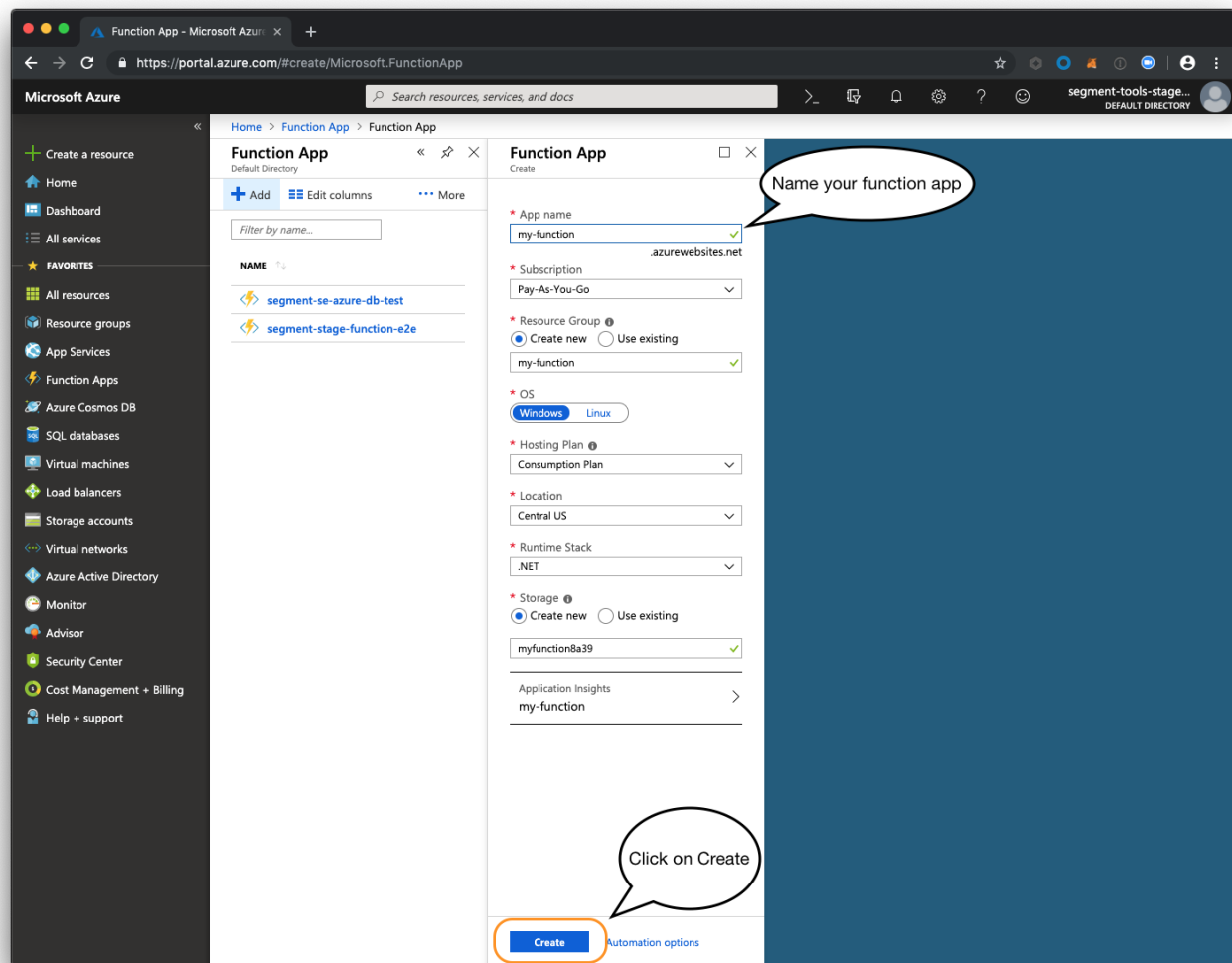


Click **+Add** to create your Function App.



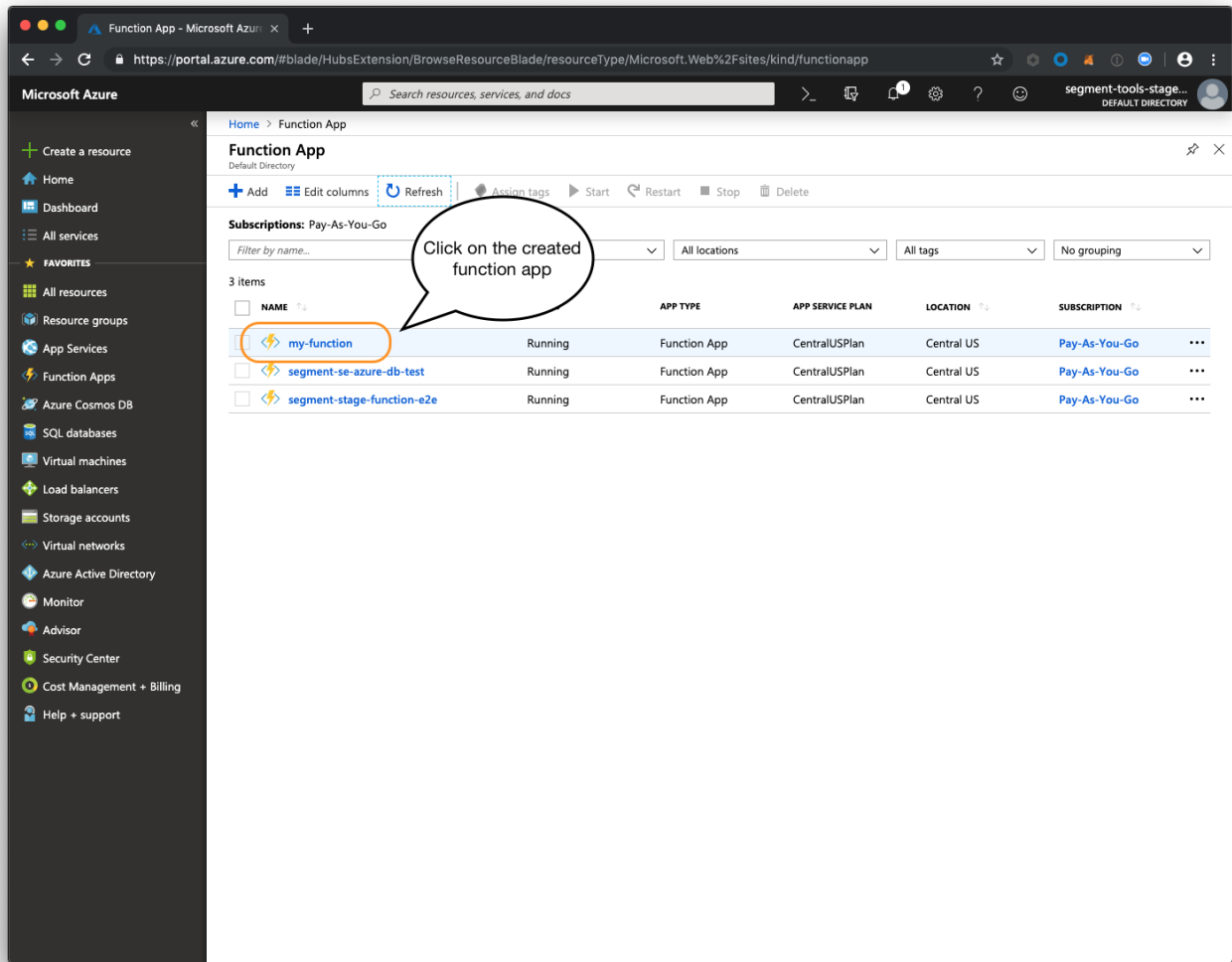
Enter a name for your app in the **App name** field, and configure any other fields as needed own flavor.

Click **Create**. Azure creates your new function app.

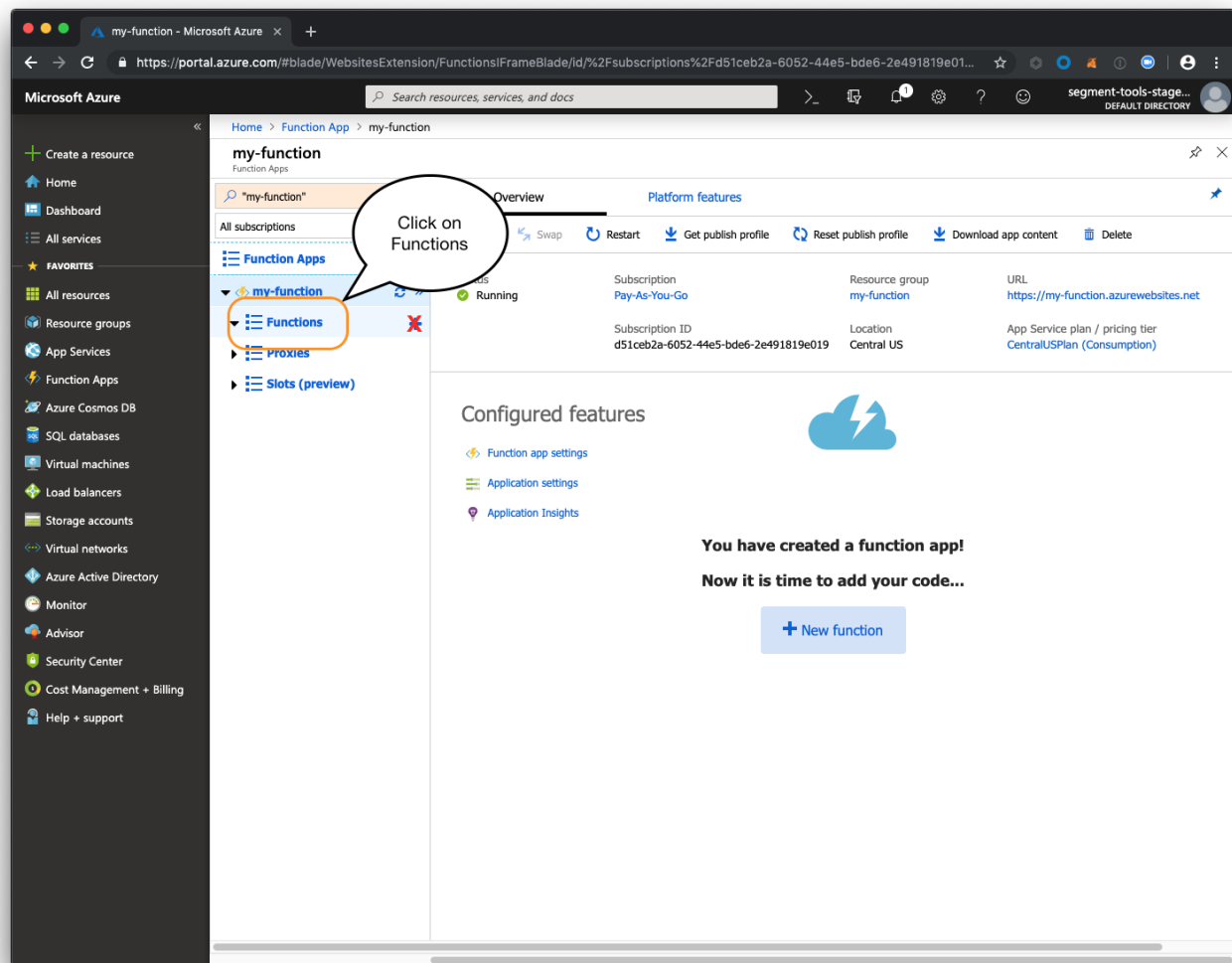


Create a new Azure function

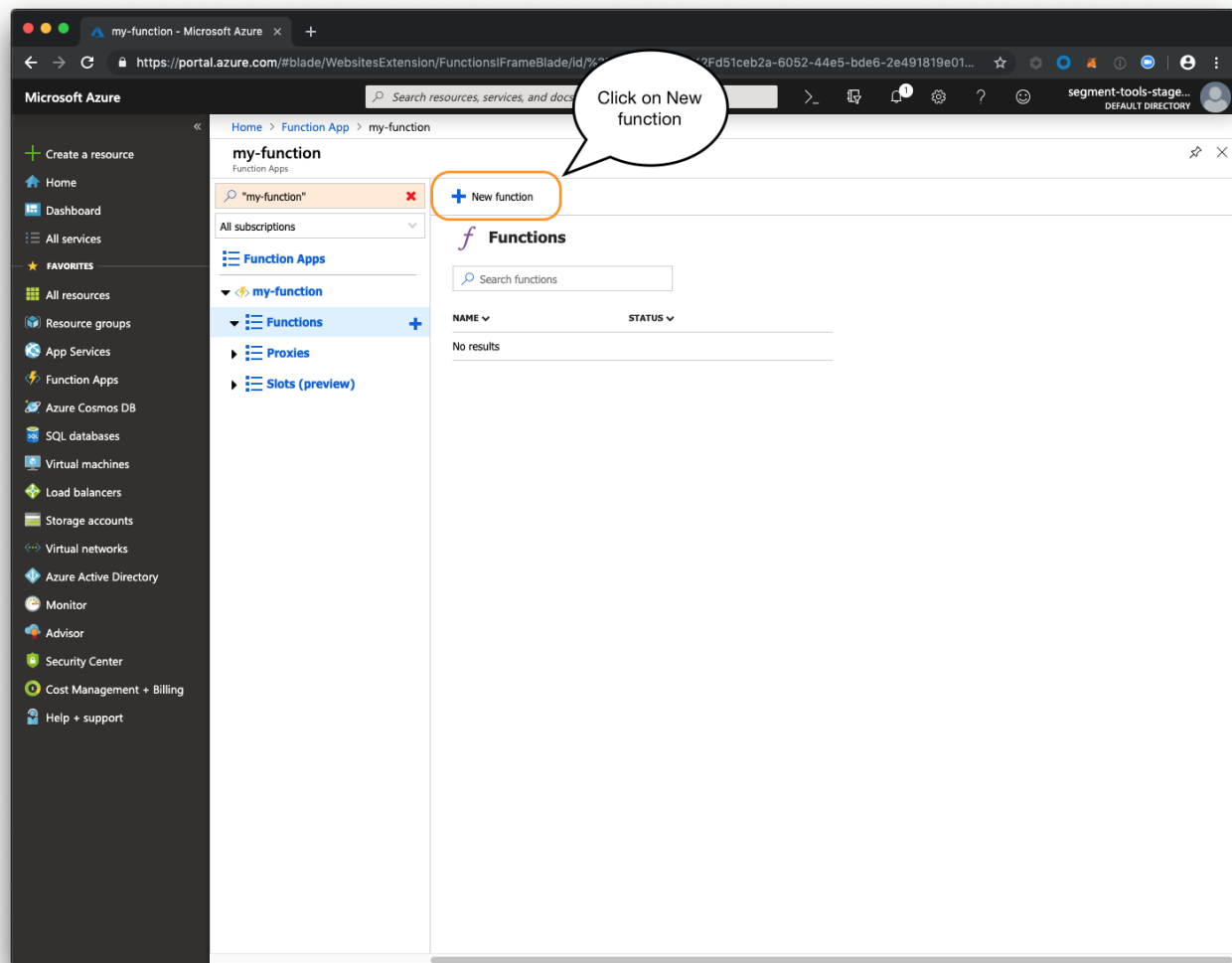
Click the new function app's name. (You might need to click the **Refresh** button if the new function doesn't appear.)



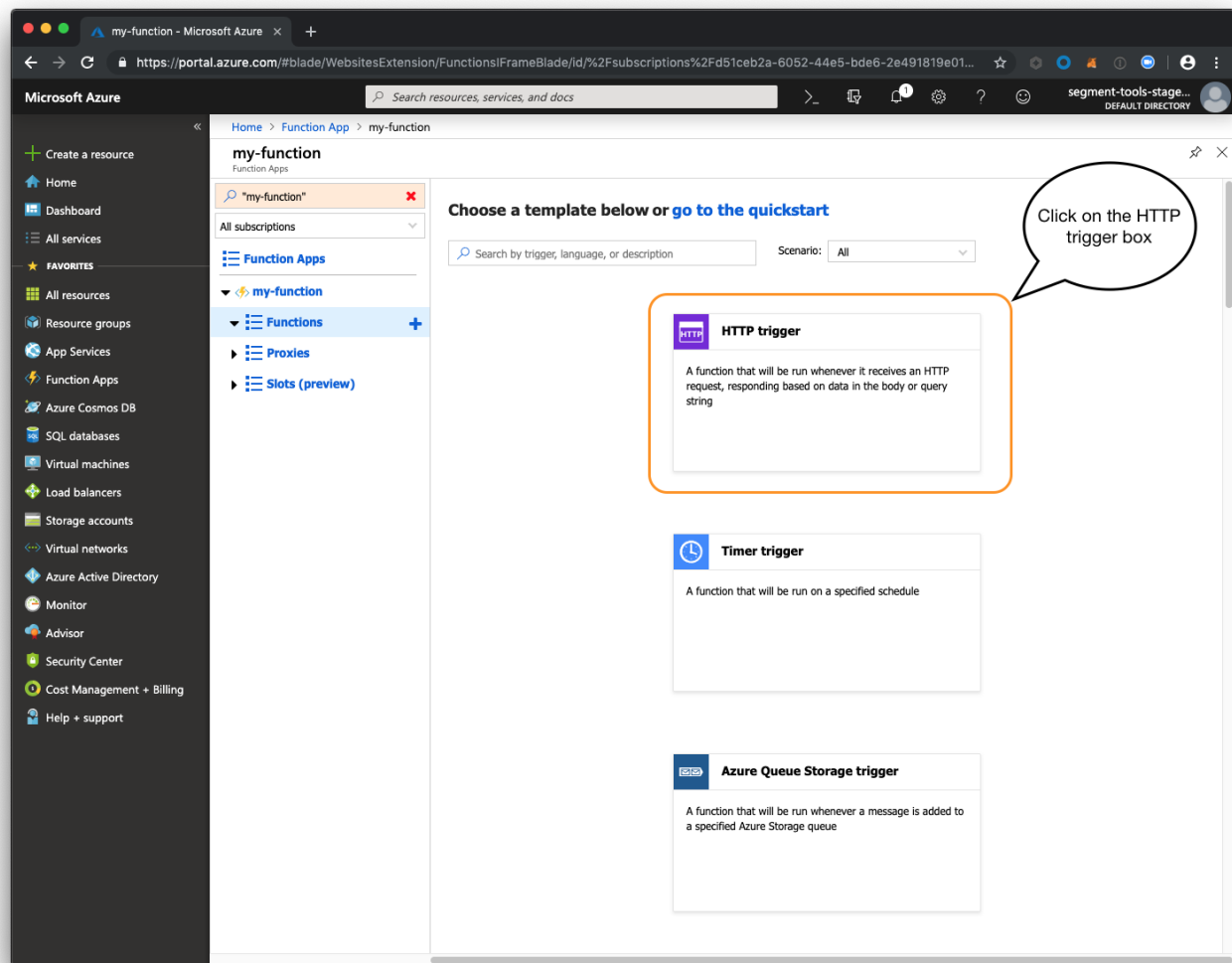
On the left pane, click **Functions**.



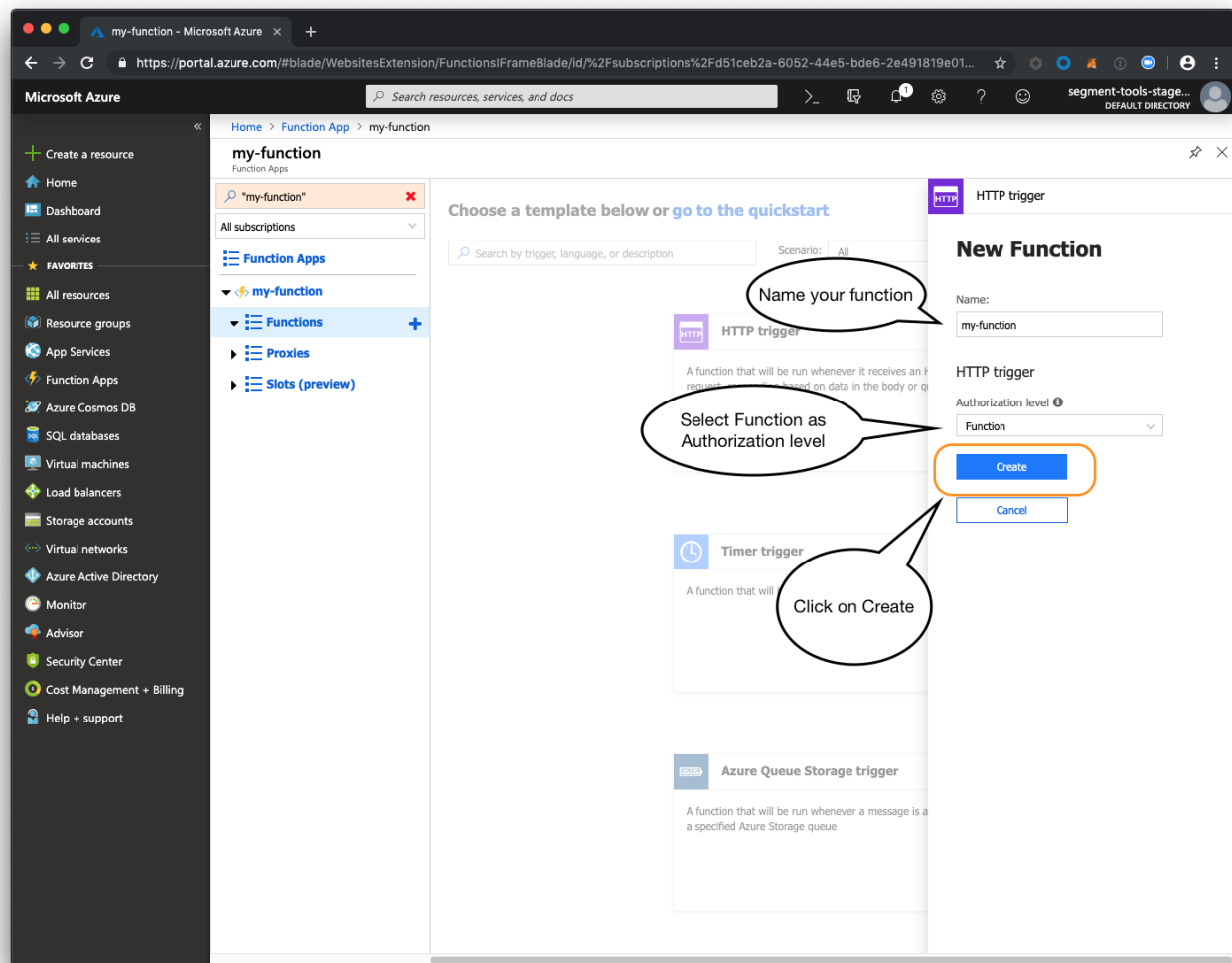
8. In the main frame, click **New function**.



Choose **HTTP trigger**.



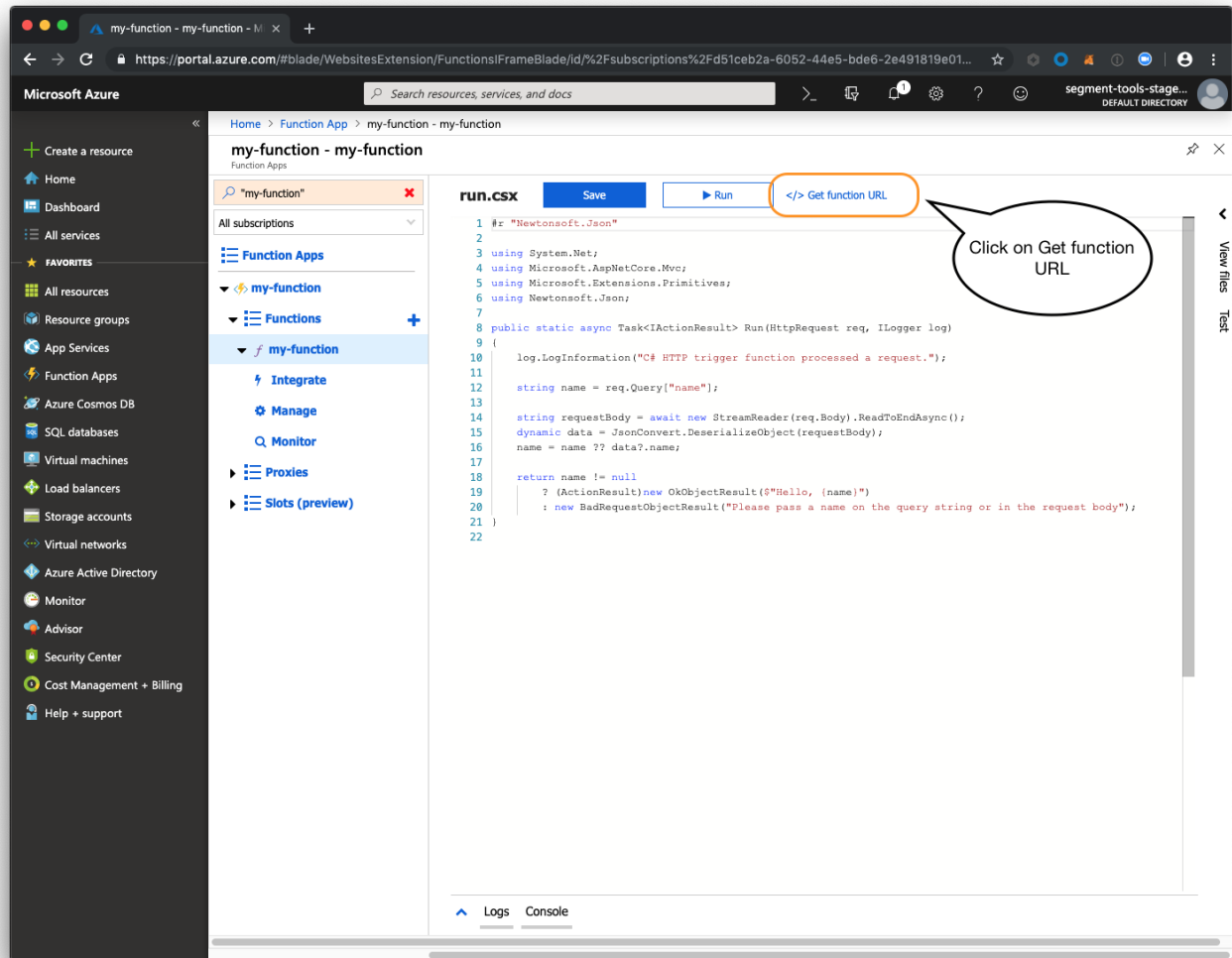
5. Enter a name for your function, and choose Function for the **Authorization level** field.



6. Click Create.

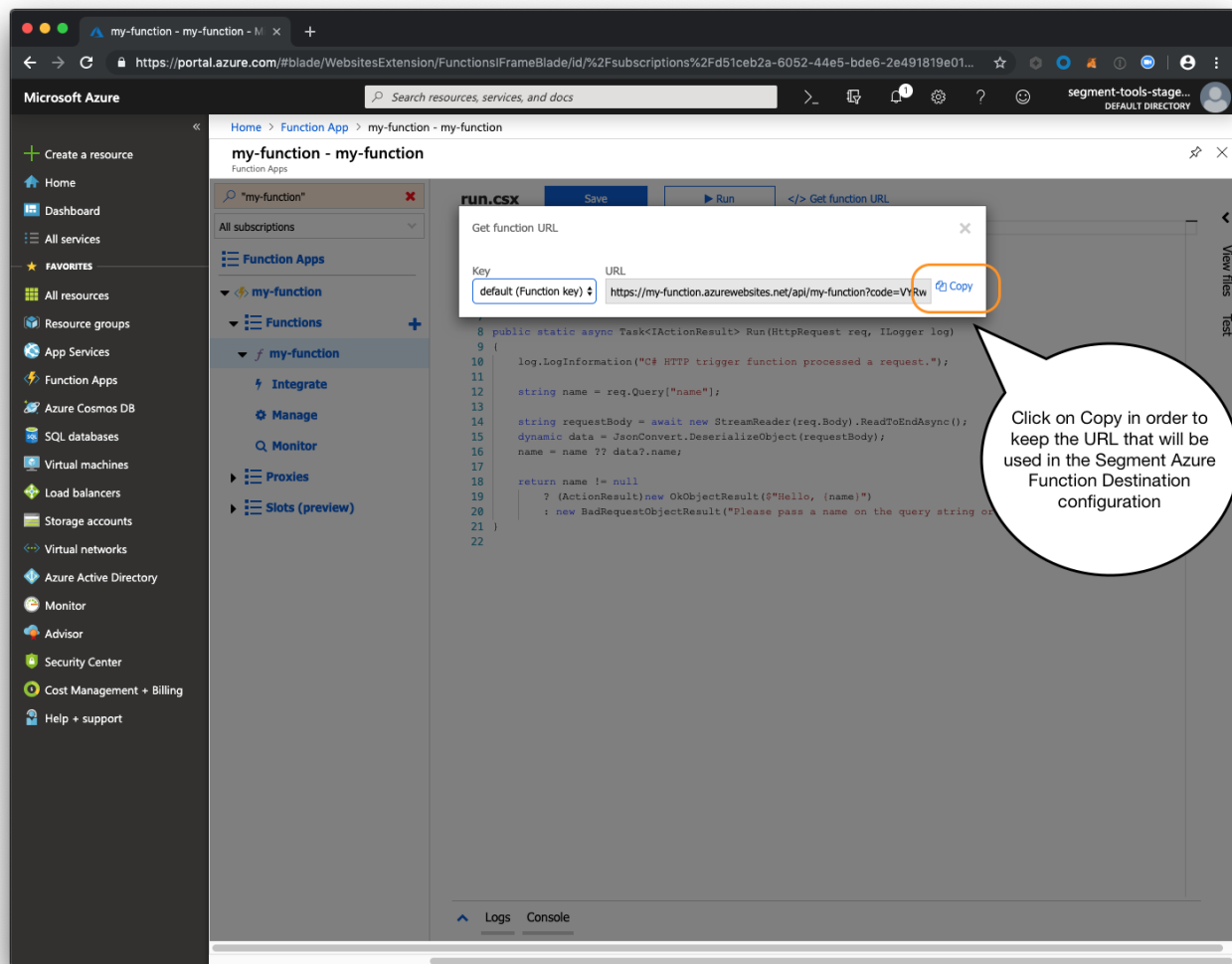
7. Set up your function code.

8. In the created function screen, click on `</>` Get function URL.



9. In the **Key** field, choose default (Function key).

10. Click **Copy** to the right of the URL. You'll use this URL to tell Segment where to connect to use this Azure Function.



Configure Azure Function Destination

After you create the Azure Function, configure a Segment destination that calls the function.

1. In the Segment web app, click **Destinations**.
2. Click **Add Destination** to go to the Catalog.
3. Search for and choose the **Azure Function** destination.
4. Click **Configure Azure Function**.
5. In the **HTTP Trigger** field, enter the URL you copied from the </> Get function URL button in the Azure function code screen.

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 Azure Function 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
HTTP Trigger (required)	<code>string</code> . The URL to call the Function. It must follow the `https://{function app name}.azurewebsites.net/api/{function name}?code={function key}` pattern.

This page was last modified: 07 Aug 2024

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