



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

Getting started

1. From the Segment web app, navigate to **Connections > Catalog**, then select the **Destinations** tab in the catalog.

2. Search for *Blend-AI* and select it.

3. Click **Configure Blend-AI**.

4. Select an existing Source to connect to Blend-AI (Actions).

5. Give the destination a name that is recognizable and detailed.

6. Paste your Blend's API key (found on Blend's integration page under the Segment section).

7. Enable the destination by changing the bottom **Enable Destination** toggle to active.

8. Click **Save Changes**.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Blend API key - found on integration page.

Available Presets

Blend Ai has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Send Data to Blend	Event type = "identify" Event type = "page" Event type = "screen" Event type = "track"	Track events

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Blend Ai-supported actions:

Mapping limits per destination
Individual destination instances have support a maximum of 50 mappings.

- [\[Deprecated\] Send Data](#)
- [Track events](#)

[Deprecated] Send Data

[Deprecated] Send data to Blend AI for product usage insights

[Deprecated] Send Data is a **Cloud** action. The default Trigger is:
type = "identify" or type = "page" or type = "screen" or type = "track"

This action does not have any fields.

Track events

Send data to Blend AI for product usage insights

Track events is a **Cloud** action. The default Trigger is:
type = "identify" or type = "page" or type = "screen" or type = "track"

Click to show / hide fields

FIELD	DESCRIPTION
Event Name	Type: <code>STRING</code> The name of event, page or screen
Event Type	Type: <code>STRING</code> The type of event
Event Properties	Type: <code>OBJECT</code> Properties of the event
User Traits	Type: <code>OBJECT</code> User profile details / traits

FIELD	DESCRIPTION
Identifiers	Type: OBJECT User identifiers

This page was last modified: 06 Dec 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.

Your work e-mail

Request Demo

or

Create free account

© 2025 Segment.io, Inc.

Privacy

Terms

Website Data Collection Preferences

