



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 your workspace's [Destination catalog page](#) search for "Churned"
- 2 Select "Churned" and click **Add Destination**
- 3 Choose which Source should send data to the "Churned" destination.
- 4 Enter the **API Key** you've received from Churned in the "Churned" destination settings in Segment.

Supported methods

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

Page

Send [Page](#) calls. For example:

```
analytics.page();
```

Segment sends Page calls to Churned as a `pageview`.

Identify

Send [Identify](#) calls. For example:

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

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

Track

Send [Track](#) calls. For example:

```
analytics.track("Login Button Clicked");
```


Segment sends Track calls to Churned as a `track` event.

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 Churned 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> . Your Churned API key

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