



Documentation

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

⊘ Server

✓ Server

Getting Started

1) Lytics uses Segment's JavaScript library so make sure to [go through our quickstart guide to get set up on that first](#).

2) Once you're recording data enable Lytics on your destination page using your Customer ID number, which can be found in the admin section of your Lytics account: **Account** -> **Manage Accounts**.

Master account details and a list of accounts within this parent.		EDIT MASTER CREATE CHILD
Name : K2 Test Account Email : <input type="text"/>	Customer ID : <input type="text"/> Foreign ID : <input type="text"/>	Full API Key : <input type="text"/> Data API Key : <input type="text"/>

You can also enter your Data API Key under **Advanced Options**. The data API Key can send data to Lytics, but not edit your account info. The Full API Key has access to edit all of your account info, so it should not be used for sending data.

Master account details and a list of accounts within this parent.		EDIT MASTER CREATE CHILD
Name : K2 Test Account Email : <input type="text"/>	Customer ID : <input type="text"/> Foreign ID : <input type="text"/>	Full API Key : <input type="text"/> Data API Key : <input type="text"/>

Paste into your Destination page:

[< BACK TO INTEGRATIONS](#)

LYTICS

DETAILS

SETTINGS

ADVANCED SETTINGS

API KEY

Your API key should be a series of numbers and letters, like
 3daDL1qb4ANg710rf4cf16xF.

Features

You can see what [data fields](#) Lytics pulls in by default.

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 Lytics 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	<code>string</code> . Your API key should be a series of numbers and letters, like <code>3daDL1qb4ANg710rf4cf16xF</code> . This is only required if you are using the Lytics server side integration.
Ensure Entity	<code>boolean</code> , defaults to <code>FALSE</code> . If <code>true</code> , ensures entity returned from Lytics personalization api reflects all events from current page view.
CID (required)	<code>string</code> . Your CID should be a series of numbers, like <code>9289</code> .
Allow UID Sharing Across Multiple Domains	<code>boolean</code> , defaults to <code>FALSE</code> . If <code>true</code> , allows for the Lytics <code>_uid</code> to load the same across multiple domains.
Stream	<code>string</code> , defaults to <code>default</code> . A brief, but informative name for organizing your data in Lytics. Only necessary when you are tracking multiple websites.

This page was last modified: 27 Oct 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](#)

