



## Getting Started

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**Good to know:** This page is about the Beamer Segment destination, which receives data from Segment. There's also a page about the [Beamer Segment source](#), which sends data to Segment!

## Getting Started

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

2. Search for "Beamer" 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 [Beamer settings](#).

You can select any of the existing API keys in [your list](#), but we recommend creating a new key to use specifically with your new Segment integration. Make sure to **enable the 'Create users' and 'Update users' permissions** for the API key you select.

## 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({
  "email": "john.doe@example.com",
  "name": "John Doe",
  "position": "Sales associate"
})
```

identify calls will create a user in Beamer with the data available in each event, including basic attributes (such as ID, name or email) as well as any custom user traits you may send to Segment.


New users will show up in the [Users](#) section within your Beamer 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 Beamer 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> . You can find your API key in Settings > API. <a href="https://app.getbeamer.com/settings#api">https://app.getbeamer.com/settings#api</a>

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