



## Getting Started

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## Getting Started

- 1 From the Destinations catalog page in the Segment App, click **Add Destination**.
- 2 Search for **AB Tasty** in the Destinations Catalog, and select the **AB Tasty** destination.
- 3 Choose which Source should send data to the AB Tasty destination.
- 4 Go to the [AB Tasty settings interface](#) and navigate to **Integrations > API Key**.
- 5 Click **Generate API Key** (if the API key doesn't already exist) and copy the API key.
- 6 Enter the API key in the AB Tasty destination settings in Segment.

## Supported methods

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

### Identify

Send [Identify](#) calls to AB Tasty webhook. For example:

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  trait1: 1,
  trait2: "test",
  trait3: true
},
});
```

Segment sends Identify calls to AB Tasty as an `identify` event. The AB Tasty data engine then ingests the different traits associated to the identified user.

Traits received are then available in the [AB Tasty segment builder](#).

## Group

Send `Group` calls to AB Tasty webhook. The AB Tasty data engine then ingests the different traits associated to the identified group. For example:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  industry: "Technology",
  employees: 329,
  plan: "enterprise",
  "total billed": 830,
});
```

Segment sends Track calls to AB Tasty as a `group` event. The AB Tasty data engine then ingests the different traits associated to the identified user.

Traits received are then available in the [AB Tasty segment builder](#).

## 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 AB Tasty 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 (required)	<code>string</code> . You can find the API Key on the integration setting page of AB Tasty

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