Adding new destinations

Adding a destination is quick and easy from the Segment App. You'll need a token or API key for the tool, or some way to confirm your account in the tool.

1. From your Segment workspace, click **Add destination**. You can find this option on the Connections home page, from the Destinations list, or from a Source overview page.

2. Search for the destination in the Catalog, and click the destination's tile.

3. From the destination summary page that appears, click **Configure**.

4. Choose which source should send data to this destination, and click **Confirm source**.

5. In the **Connection Settings** that appear, enter any required fields. These might be an API key, an account ID, a token, or you might be prompted to log in to the tool.

6. If needed, click the toggle to enable the destination so it begins receiving data.

Recommended destinations

If you're just starting out, we know the catalog can be really overwhelming. How do you choose from all of the available destinations?

We've written a lot about how to choose your tools, but as a start, we recommend that you have one tool from each of the following categories:

- Analytics
- Email marketing
- Live-chat

If you're adding more destinations after you've done your Segment instrumentation, you might want to check that the destinations you choose can accept the methods you're already using, and that they can use the Connection Modes you're already using.

We also feel that it's really important to have a data warehouse, so you can get a clearer view of all of your data for analytics purposes. More on that just below.

Adding a warehouse

Warehouses are a special type of destination which receive streaming data from your Segment sources, and store it in a table schema based on your Segment calls. This allows you to do a lot of interesting analytics work to answer your own questions about what your users are doing and why.

> ⓘ
> All customers can connect a data warehouse to Segment. Free and Team customers can connect one, while Business customers can connect as many as needed.

You should spend a bit of time considering the benefits and tradeoffs of the warehouse options, and then choose one from our warehouse catalog.

When you choose a warehouse, you can then use the steps in the documentation to connect it. This may require that you create a new dedicated user (or "service user") to allow Segment to access the database.

Once your warehouse is configured and running, you can connect to it using a Business Intelligence (BI) tool (such as Looker, Mode, Tableau, or others) to analyze your data in-depth.

There are also a number of Business tier features you can then use with your warehouse, including selective sync and Replay.

Segment University: Warehouses

Check out our course on warehouses in Segment University. (Must be logged in to access.)

←
BACK
A full Segment implementation

Take your plans, and make them real.

→
NEXT
Testing and Debugging

Test your implementation and see where your data is and isn't arriving.

This page was last modified: 09 Aug 2022

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Help improve these docs!

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