



Getting Started

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Getting Started

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

2. Search for "Personyze" 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 [Personyze dashboard](#) under Account Settings > Integrations > Segment > Get Keys

4. Once you've updated the API key in Segment, data from the source you selected will be shown right away in Personyze under "Manage Visitor Profiles".

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

Identify calls will be sent to Personyze to update the Visitor Profile. You can see this updated under Dashboard > Users as well as in the Live Visits view.

The following traits are explicitly mapped in Personyze:

- email
- firstName
- lastName
- phone
- gender
- age
- city
- country
- zip code
- interest
- industry
- role

All other traits will be sent to Personyze as custom string attributes and used for targeting. You can edit the default trait type of these traits within Personyze as needed, by going to: Settings > Visitor Attributes > Visitor Attributes

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 Personyze 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
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SETTING	DESCRIPTION
API Key (required)	<code>string</code> . In the Personyze dashboard, under Account Settings > Integrations > Segment > Get Keys, you'll see your API Key.

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