



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

- 1 From the Destination catalog page in the Segment app, search for Convertly.
- 2 Select and click **Add Destination**.
- 3 Select an existing Source to connect to.
- 4 In Convertly, navigate to your [API Keys](#) page.
- 5 Copy your API key.
- 6 Return to Segment and enter the API key in the destination settings for your Convertly destination.

Supported methods

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

Page

Send Page calls to Convertly, for example:

```
analytics.page();
```

Page calls are used in Convertly to analyze drop off and build user funnels.

Identify

Send Identify calls to Convertly, for example:

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

Identify calls are used in Convertly to recognize users with a unique ID. This allows Convertly to generate charts and tables, providing insights into how users interact with data—all in natural language.

Track

Send Track calls to Convertly, for example:

```
analytics.track("Login Button Clicked");
```


Track calls, along with event names, are used in Convertly to track user events. Once a track event is sent, Convertly can query the data using natural language.

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 Convertly 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> . Your Convertly API key

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