



Documentation

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



Mobile

Server



Mobile

Server

Partner Owned

- This integration is partner owned. Please reach out to the partner's support for any issues.

[SegMetrics](#) is a lead and revenue attribution tool for marketers. It combines cross-platform behavioral data from the marketing tools you already use to create a holistical customer journey of your entire marketing funnel.

This destination is maintained by SegMetrics. For any issues with the destination, [contact the SegMetrics Support team](#).

Getting Started

1. Go to your [Integrations tab](#) in SegMetrics, and click **Connect** for the Segment Integration.

2. Go to your [Account Settings](#) and copy your SegMetrics Account Id and API Key.

From the Destinations catalog page in the Segment App, click **Add Destination**.

Search for "SegMetrics" in the Destinations Catalog and select the SegMetrics Destination.

Enter the Account Key and API Key in the SegMetrics destination settings in Segment.



Data is available in your dashboard depending on your [SegMetrics plan](#).

Page

If you aren't familiar with the Segment Spec, take a look at the [Page method documentation](#) to learn about what it does. An example call would look like:

```
analytics.page()
```

Segment sends `page` calls to SegMetrics as `view` events, which are available in the analytics dashboard as a `click` event.

Track

If you aren't familiar with the Segment Spec, take a look at the [Track method documentation](#) to learn about what it does. An example call would look like:

```
analytics.track("User Registered", {  
  plan: "Pro Annual",  
  accountType: "Facebook"  
});
```

Segment sends `track` calls to SegMetrics as `view` events, which are available in the analytics dashboard as a `click` event.

Identify

If you aren't familiar with the Segment Spec, take a look at the [Identify method documentation](#) to learn about what it does. An example call would look like:

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

Segment sends `identify` calls to SegMetrics as `identify` events.

An email address is **required** by SegMetrics to connect a contact to your existing contacts in your CRM.

When you identify a new contact, the user's visitor tracking is connected to contacts in your CRM that share the same email address.

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 SegMetrics 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 API key is available by going to [Integration > Segment] under the gear icon in the main menu.
SegMetrics Account ID <i>(required)</i>	<code>string</code> . Your Account ID is available by going to [Integration > Segment] under the gear icon in the main menu.

This page was last modified: 27 Oct 2023

Need support?

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

[Visit our Support page](#)

Help improve these docs!

[Edit this page](#)

[Request docs change](#)

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](#)



