



Getting Started

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Getting Started

- From the Destinations catalog page in the Segment App, click **Add Destination**.
- Search for "ProductBird" in the Destinations Catalog, and select the ProductBird destination.
- Choose which Source should send data to the ProductBird destination.
- Go to your [ProductBird Settings](#), find and copy the "Secret API Key".
- Enter the "Secret API Key" in the ProductBird destination settings in Segment.

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',  
  name: "Bobby Tables",  
});
```

firstName or fullName are required fields.

Use the Identify method to pass user properties into user profiles in ProductBird.

Read more about [ProductBird’s Special Properties](#) which have reserved meanings.



If the ProductBird widget is implemented, ensure that the `userId` matches exactly with the corresponding ProductBird `userID`.

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 ProductBird 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> . You can find your secret API key in your settings page in the dashboard.

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