



Getting Started

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Help

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

Getting Started

- From the Segment web app, click **Catalog**.
- Search for Hydra in the Catalog, select it, and choose which of your sources to connect the destination to.
- Enter the "Hydra API Key" into your Segment Settings UI which you can find from Hydra's [Settings screen](#), under the [integrations tab](#).

If you would like to use track event data, create a Segment Product Usage Scanner by visiting the [Scanners screen](#) in Hydra app. See [track event details](#) below for more information.

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',
  firstName: 'John',
  lastName: 'Doe',
  title: 'VP of Happiness'
});
```

Identify calls will be sent to Hydra as an `identify` event. Upon receiving an Identify event, Hydra will do the following:

- 1 Create or update a person record
- 2 Create or update the associated company record
- 3 Source additional data points about the newly created person and company
- 4 Run any scanners triggered by person creation (e.g. persona scanner, role scanner)
- 5 Run any scanners triggered by company creation (e.g. Ideal Customer Profile scanner)

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track('Device deploy started',
  "properties": {
    "feature": "Device management",
    "eventFlag": "Positive"
  })
```

Track calls will be sent to Hydra as a `track` event. If you haven't already, make sure to create a `Segment Product Usage Scanner` by visiting the [Scanners screen](#) in Hydra app.

Hydra uses the `feature` property to group events and the `eventFlag` property to weigh event importance. You can send any of the following as the value for the `eventFlag`: negative, neutral, positive. If you send anything other than these values, Hydra will consider the `eventFlag` to be neutral. Within Hydra, you will see this information populate in the following areas:

- 1 Top features chart in person details
- 2 Usage trend in the person details
- 3 Pattern labels (these take time) inside the insights widget

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 Hydra 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 (required)	<code>string</code> . Look for the API Key under the settings menu, Integrations.

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