engineering, product, and business metrics, and rapidly iterate to refine functionality anywhere in the application stack.

Split also maintains integration specific documentation which include additional troubleshooting and frequently asked questions.

This destination is maintained by Split. For any issues with the destination, contact the Split IO Support team.

Getting Started

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

2. Search for Split 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.

To find your key, log into Split and navigate to "Admin Settings" > "Integrations" > select your desired workspace > "Segment". There you can find the key for each configured integration. If you don't have an integration configured, be sure to configure your integration in the section "Configure as a destination in Segment" and click save to generate a key. For more information, learn more in Split's integration

documentation.

Page

If you're not familiar with the Segment Specs, take a look to understand what the Page method does. An example call would look like:

```
analytics.page({
  userId: "some_user_id",
  category: "Merchant",
  name: "Signup",
})
```

Page calls will be sent to Split with a format of `viewed_<page_name>_page`.

Split records events for page method calls that have a name associated with them. For example, `page('signup')` translates to `viewed_signup_page`.

If you would not like Split to receive `page` calls, you can configure in your integration settings in Split.

Screen

If you're not familiar with the Segment Specs, take a look to understand what the Screen method does. An example call would look like:

```
analytics.screen({
  userId: "some_user_id",
  category: "Merchant",
  name: "Signup",
})
```

Screen calls will be sent to Split with a format of `viewed_<page_name>_screen`.

Split will record events for page method calls that have a name associated with them. For example, `page('signup')` translates to `viewed_signup_page`.

If you would not like Split to receive `screen` calls, you can configure in your integration settings in Split.

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("userId1", {
  name: "Peter Gibbons",
  email: "peter@example.com",
  plan: "premium",
  logins: 5
});
```

Identify calls will be sent to Split as an `identify` event. The `identify` event's userId (or anonymousId) will be mapped to the selected Split traffic type.

Any traits you provide will be displayed in Split as traffic type attributes. Learn more about attributes in Split's documentation.

If you would not like Split to receive `identify` calls, you can configure in your integration settings in Split.

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("Registered", {
  plan: "Pro Annual",
  accountType: "Facebook"
});
```

Track calls will be sent to Split as a `track` event. The `track` event's userId (or anonymousId) will be mapped to the selected Split traffic type.

The events received correspond to an event type in Split. In some cases the name of the event is not in the `event` field. If this is the case, configure your integration in Split to select the correct field when creating the event type. If an event type does not exist when an event is first received, the event type will be automatically created.

Each event may have a `value` field which you would like to use in Split metric definitions. Configure your integration in Split to select the correct field from your track events as the `value` field. The value must be an integer or float value.

If you would not like Split to receive `track` calls, you can configure in your integration settings in Split.

NOTE: *Split currently does not capture the properties of your track events. The Split team is currently working to accept these properties for use in creating metrics in Split.*

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.

> ℹ️
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Split 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)*	`string`. To find your key, log into Split and navigate to "Admin Settings" > "Integrations" > select your desired workspace > "Segment". There you can find the key for each configured integration. If you don't have an integration configured, be sure to configure your integration in the section "Configure as a destination in Segment" and click save to generate a key. For more information, learn more in Split's integration documentation.

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