



Getting Started

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points on a website to identify patterns in journeys enabling real-time predictions, and improves over time due to its self-learning nature. The platform then uses these predictions to intelligently automate ad retargeting, personalization, content recommendations, and more.

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

Getting Started

- From the Segment web app, click **Catalog**.
- Search for "ByteGain" in the Catalog, select it, and choose which of your sources to connect the destination to.
- Enter the "API Key" which you can find from the set up tab in the ByteGain UI into your Segment Settings UI.
- You can now start sending events to ByteGain and check the status light on the set up tab in the ByteGain UI to verify that data is flowing.
- The ByteGain team will process your data over 2-4 weeks. Work with them directly on next steps.

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()
```

Page calls will be sent to ByteGain as a `page` event.

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:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Screen calls will be sent to ByteGain as a `screen` event.

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'  
});
```

Identify calls will be sent to ByteGain as an `identify` event.

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('Clicked Login Button')
```

Track calls will be sent to ByteGain as a `track` event.

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 ByteGain 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> . Retrieve your ByteGain API Key from the Setup tab in the ByteGain Dashboard

This page was last modified: 08 Jan 2024

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