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Getting Started

1. From the Destinations catalog page in the Segment App, click **Add Destination**.
2. Search for "Screeb" in the Destinations Catalog, and select the "Screeb" destination.
3. Choose which Source should send data to the "Screeb" destination.
4. Go to the [Screeb platform](#) > Integration, and install the Segment connector.
5. Find and copy the "API Key".
6. Enter the "API Key" in the "Screeb" 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'
});
```

Segment sends Identify calls to Screeb as an `identity` event.

The traits provided along with the identity can be listed on the [Screeb platform](#) > Settings. Surveys can be customized or displayed according to identity properties.

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('Login Button Clicked')
```

Segment sends Track calls to Screeb as an `event.track` event.

The provided events can be listed on the [Screeb platform](#) > Settings. Surveys can be displayed according to event rules.

Alias

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

```
analytics.alias('newUserId')
```

Segment sends Alias calls to Screeb as an `identity.alias` event.

Important: After this call, the Screeb respondent will have 3 aliases for the same identity: previous `userId`, `anonymousId` and `newUserId`. Merge of responses and events will be added in the future.

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 Screeb 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> . You can find your Segment token in the integration section of the Screeb platform

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