



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

extract deep insights using a powerful, yet simple interface.

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

Getting Started

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

2 Search for "Cruncher" 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 which you can find from your [Cruncher dashboard](#).

Alternatively, you can connect Segment to Cruncher directly from your [Cruncher dashboard](#). For more information, visit [Cruncher Documentation](#).

Optional: If you would like to sync your past events which were sent through Segment into your Cruncher instance as a Business Tier customer, you have the option of leveraging [Segment Replay](#).

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 Cruncher as a `pageview`.

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 Cruncher as a `screenview`.

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 Cruncher 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 Cruncher 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 Cruncher 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 API key under your connector's detail page. |

This page was last modified: 08 Jan 2024

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

Help improve these docs!

Edit this page

+ Request docs change

Was this page helpful?

Yes

No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

Request Demo

or

Create free account

© 2025 Segment.io, Inc.

Privacy

Terms

Website Data Collection Preferences

