



Getting Started

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

Getting Started

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



Optional: If you are on a Business tier Segment plan, you can sync past events sent through Segment to your ClearBrain instance using [Segment Replay](#).

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()
```

Segment sends Page calls to ClearBrain 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"];
```

Segment sends Screen calls to ClearBrain 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'  
});
```

Segment sends Identify calls to ClearBrain as an `identify` event. The `userId` becomes the primary key used to identify user attributes across later user activity events. These are then used to train and personalize your ClearBrain predictions.

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')
```

Segment sends Track calls to ClearBrain as a `track` event. You can use these to configure conversion goals to inform ClearBrain predictive analyses. You can use any Track call that has been instrumented for at least one week as the basis for a predictive goal in ClearBrain.

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 ClearBrain 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> . The API key can be found in your ClearBrain account, by clicking on your active Segment connection in the "Connections" page.

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