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Getting Started

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

2 Search for "ChurnZero" 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 within ChurnZero under [Admin > Application Keys](#). Be sure you are providing the key for your Production instance of ChurnZero.

4 Once you've completed Steps 1-3, notify your ChurnZero Implementation Specialist or Customer Success Manager. The ChurnZero team will finalize your set-up for you. Note that you must also provide your Implementation Specialist or CSM with your company's [Segment Implementation Requirements](#).

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', {
  accountExternalId: '12345678',
  contactExternalId: 'john.smith@company.com'
});
```

Identify calls will match to Accounts and Contacts in ChurnZero when you pass the `accountExternalID` and the `contactExternalID` as traits.

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 appear in ChurnZero as in-app actions (ie. Events), associated with the correct Account and Contact based on the Identify call.

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 ChurnZero 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 it under the side nav bar, Admin -> Application Keys section.

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