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[Clearbit Reveal](#) helps customers instantly match IP addresses with company names, and see full profiles for all site visitors. It turns your anonymous web traffic into a full company profile — complete with industry, employee count, funding details, and much more. You can find a list of the different attributes you can collect with Clearbit [on Clearbit's attributes page](#).

Getting Started

Setup within Segment:

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

2. Search for "Clearbit Reveal" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. In your Segment Settings UI, enter your Clearbit **secret** API key (note: it should start with "sk_"). You can

find this in the API section of your [Clearbit dashboard](#).

Setup within Clearbit:

- 1 From your [Clearbit dashboard](#) click on the [Reveal product](#).
- 2 Click on the Segment integration tile and click to 'Enable with Segment'.
- 3 Select the source that you connected Clearbit Reveal to as a destination in the above Segment set up instructions.
- 4 Click 'Send Data'.

To verify that the destination has been set up correctly, send a page event **that includes an IP address**, check the Debugger section of your Segment Source. Assuming everything is as it should be, you should start seeing Clearbit Reveal data populate in an `identify` event – click on the specific event you're interested in to see Clearbit Reveal traits. These traits will now be available to other Segment destinations in your account. Notice that all Clearbit Reveal traits are prefixed with `reveal_` to ensure they don't conflict with existing traits. Clearbit will also send a `track` event for 'enrichment_provider'.

When you make requests to Clearbit, Clearbit send events with its own data back to your Segment source server-side using Segment's analytics-ruby library. If you see unexpected traffic from analytics-ruby in your Debugger, that traffic represents the events that Clearbit sends back.

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('Home', {
  title: 'Welcome | My Website',
  url: 'https://mywebsite.com/'
});
```

When you call `page` event from Analytics.js, Clearbit Reveal will send back an enriched `identify` call from their servers. For this to work you **must** send an IP address in the context of your Page calls. Our Analytics.js library collects the IP address for you, otherwise you need to manually retrieve and set it in `context.ip`. The Clearbit Reveal Destination is a server-side destination so you will need to use your secret key. This enriched `identify` call will only arrive in downstream destinations that are configured to receive server-side `identify` events.

You can find details on what traits Clearbit adds and exactly what will be in the enriched `Identify` call on [Clearbit's site](#) and full documentation on the Reveal API in the [docs here](#).

Notes

- 1 Clearbit Reveal attributes will not populate on every single `identify` event as Reveal will not have 100% match rates for your traffic.
- 2 Enriched `identify` events will only be sent back after the first `page` call per visitor, not with every subsequent `page` call.

Troubleshooting

Clearbit Enrichment data is not populating

Double check that you have entered **the secret key**, not the *public key* Clearbit provides. Also check that you included an IP address in your request.

Marketo not receiving enriched data

By default, Clearbit Reveal information will not be sent to Marketo. If you are interested in passing Clearbit data

to Marketo, contact [Clearbit Support](#).

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 Clearbit Reveal 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> . Enter your API Key associated with your Clearbit Reveal account.
writeKeyAllowed	<code>boolean</code> , defaults to <code>TRUE</code> . writeKeyAllowed

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