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[Retina AI](#) is a customer intelligence partner that provides accurate **customer-level lifetime value** metrics at or before their first transaction. You can use this to improve targeting, ad relevance, conversion rates, and customer loyalty.

Retina AI maintains this destination. For any issues with the destination, contact the [Retina AI Support Team](#).



The Retina AI Destination is in beta, which means that they are still actively developing the destination. To join the beta program, or if you have any feedback to help improve the Retina AI Destination and its documentation, contact the [Retina AI Support Team](#).

Getting Started

To integrate Retina AI with Segment as a destination:

- 1 From your Segment UI's Destinations page click on "Add Destination".
- 2 Search for "Retina" in the Catalog, select it, and choose which of your sources to connect the destination to.

3. Add the "API Key" that Retina AI provides through a secure data transfer to your Segment workspace.

4. You will receive an email confirming data connectivity once the setup is complete.

Page

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

```
analytics.page()
```

Segment sends Page calls to Retina AI as a `pageview`.

Screen

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

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to Retina AI as a `screenview`.

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 Retina AI as an `identify` event.

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 Retina AI as a `track` event.

Group

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

```
analytics.group("e8c78ea9d97a7b8185e8632", {  
  name: "Initech",  
  industry: "Technology",  
  employees: 329,  
  plan: "enterprise",  
  total billed: 830  
});
```

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("507f191e81");
```

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 Retina AI 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> . This key is given by your Retina Account Manager

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