✅ Set up a free account with Correlated by visiting their website.

Getting Started

Connect with OAuth

1. Log in to the Correlated application.

2. Go to Correlated integrations and select the Segment integration.

3. Click **Connect to Segment** to connect with OAuth.

4. Select the relevant Sources that you want to include (Correlated recommends that you include your website and application)

Connect with an API Key

1. From the Destinations catalog page in the Segment App, click **Add Destination**.

2. Search for "Correlated" in the Destinations Catalog, and select the "Correlated" destination.

3. Choose which Source should send data to the "Correlated" destination.

4. Go to Correlated integrations and click on the "Segment" integration.

5. Copy the "Segment API key".

6. Enter the "Segment API Key" in the "Correlated" destination settings in Segment.

Supported Methods

Correlated supports the following methods.

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 Correlated as a `page` event. Correlated displays these events as `Page views` by default.

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("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  industry: "Technology",
  employees: 329,
  plan: "enterprise",
  "total billed": 830
});
```

Segment sends Group calls to Correlated as a `group` event. `Group` events are augmented with group traits. Correlated displays these events as `Accounts` by default. It's best to include a name as a trait, as Correlated will use this to populate Account views by default.

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 Correlated as an `identify` event. Correlated displays these events as `Users` by default. `Track` event data is augmented with identify traits. It's best to include email as a trait, as Correlated will use email to populate User views by default.

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 Correlated as a `track` event. Track events should be flattened whenever possible.

For example, rather than "Button Click" as a track event with "Onboarding Form Submit" as a property, use "Onboarding Form Submit Button Click". `Product Events` can be filtered and grouped by identify traits or group traits.

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.

> ℹ️ **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to Correlated 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)*	`string`. You can find your API key in the dashboard by clicking on the 'Integrations' tab on the left hand side, and then looking for the Segment integration.

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