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Partner Owned

- This integration is partner owned. Please reach out to the partner's support for any issues.

[Noora](#) is a customer product feedback management solution. It provides a centralized product feedback solution that gives you the tools to collect, aggregate and act on feedback from customers and internal teams.

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

Getting Started

1. Navigate to the Contacts tab while in your Noora workspace's Admin view.
2. Click **+** to add a Contact source and choose **Connect to Segment**.
3. Login and authorize the Noora Destination when routed to Segment.
4. Select a workspace and source and click **Allow**.

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 Noora as an `identify` event. The `name` and `email` traits are required fields.

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 Noora 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> . Your API key will be automatically populated for you during the OAuth set-up flow.

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