To set up your Pointillist account and receive your API key, click on this link and follow the instructions on the screen. For any additional questions, get in touch with a Pointillist customer representative at customer-success@pointillist.com.

Note: Pointillist accepts server-side, client-side as well as mobile app-data, so you can use either or all of Segment's libraries (browser, mobile and server) to send data to Pointillist.

Identify

When you call identify, we'll log an `identify` event with Pointillist and set `userId` and `anonymousId` as Actor Identifiers. Pointillist will then automatically associate all events tagged previously with the *anonymousId* to the provided *userId*. We will also associate any special traits that you provide such as name, email, and other custom traits with Labels and Numbers so that you can filter or create metrics.

Track

When you call track, we'll log an event with Pointillist with `userId` and / or `anonymousId` as Actor Identifier and set `event` as Event Type. The table below shows mappings for other attributes. You'll pass the key on the left into Segment and we will transform it to the key on the right in Pointillist.

SEGMENT PARAMETER	POINTILLIST PARAMETER
anonymousID	Actor Identifier
userId	Actor Identifier
timestamp	Event Time
event	Event Type
location	Attributes Labels
campaign	Attributes Labels
user traits	Labels
device attributes	Labels

API Key

To get your API key, contact the Pointillist customer success team

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 Pointillist 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 Token *(required)*	`string`. To get your API Token please get in touch with a Pointillist customer representative via customer-success@pointillist.com

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