



## Getting Started

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[Cliff](#) monitors all your metrics in real time, detects unexpected changes (such as a sudden spike or dip), and notifies you immediately. It also shows you the root cause behind the unexpected change.

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

## Getting Started

1. Go to the [Cliff Integrations library](#).

2. Find "Segment" in the list of available integrations and click **Start**.

3. Name your integration and click **Authorise Segment**.

4. Select your Workspace and Source and click **Allow**.

5. [Create a Data Stream on Cliff](#). Choose which Segment events and dimensions to start monitoring. Enter the name of the event and click the blue + button. Repeat to add dimensions. Click **Continue**.

Configure the stream by selecting the measures and dimensions below

Spec type  
Track

Events ⓘ  
Input event name

Dimensions ⓘ  
Ex: properties.user.email

Would you like to customize how the measures are aggregated ?  
☐

Continue

**Note:** Cliff ingests *only* the events you select in this screen.

6 Select how often Cliff should batch the data that Segment sends.

< Scheduling ⓘ

Set aggregation frequency ⓘ  
Set when you would like to sync data to Cliff.ai

1 hours 3 hours 5 hours Custom

Customize Anchor Time ⓘ  
Set the time for the data sync to start

Next 3 runs

12:59 PM 01:59 PM 02:59 PM

Continue

## 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 Cliff as a `track` event.

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

Segment sends Group calls to Cliff as a `group` event.

## 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 Cliff 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> . no api key required

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[👎 No](#)

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