⟲ Documentation

1. Login to your Breyta account.

2. Go to the Integrations page and click **Add New**.

3. Select the Segment Integration and sign in to your Segment account to grant Breyta access.

Supported methods

Breyta supports the following methods, as specified in the Segment Spec.

Page

Segment sends Page calls to Breyta as page events. They can be used in Breyta as event sources. You can filter and score users based on which pages they have visited.

```
analytics.page()
```

Screen

Segment sends Screen calls to Breyta as screen events. They can be used in Breyta as event sources. You can

filter and score users based on which screens they have visited.

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

Identify

Segment sends Identify calls to Breyta as an identify event. When you identify a new user, Breyta creates a new User record. If the User already exists, Breyta updates the User's properties.

```
analytics.identify('userId123', {
  email: 'john.doe@example.com'
});
```

Group

Segment sends Group calls to Breyta as an group event. A group event can create a Group or associate a User to a Group within Breyta.

```
analytics.group('accountId123', {
 account_id: '12345678',
 name: "ABC Group"
});
```

Track

Segment sends Track calls to Breyta as a track event. They can be used in Breyta as event sources. You can filter and score users based on which events they have triggered in your app.

```
analytics.track('Login Button Clicked')
```

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 Breyta 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

SETTING	DESCRIPTION
API Key (required)	`string` . Breyta App Login -> Integrations -> Segment -> Copy API key
Workspace Id (required)	`string` . Your Breyta Workspace Id

This page was last modified: 20 Jun 2023

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