Connect your customer data from Segment to Retina

Segment is a customer data platform which creates a persistent, unified customer view that is accessible to multiple systems in an organization. Retina integrates with and enriches your data in Segment, where it can be made available to Data Warehouses, BI dashboards, and other systems.

Retinas Segment integration supports Web , Mobile, Server, and Cloud App, and User-created Sources.

To integrate Retina with Segment as a **Destination**:
1. From your Segment UI's Destinations page click on "Add Destination".
2. Search for "Retina AI" within the Destinations Catalog and confirm the Source you'd like to connect to.
3. Drop in the "API Key" into your Segment Settings UI that Retina AI provides via secure data transfer.
4. You will receive an email confirming data connectivity once the setup is complete.

To integrate Retina with Segment as a **Source**:
1. Provide Retina AI your Segment Write Key
1. From your Segment UI's Sources page click on "Add Source".
2. Search for "Retina AI" within the Sources Catalog and confirm the Source you'd like to connect to and client connect
3. You will receive an email confirming data connectivity once the setup is complete.

Please refer to Retina's data schema guide for information on the output schemas sent by Retina.