

## Connect your customer data from mParticle to Retina

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

Retina's mParticle integration supports all event attribute sources.

To integrate Retina with mParticle as a **Destination**:

1. Search for "Retina AI" within the Directory tab in your mParticle UI and click the setup icon.
2. Choose the "Output Event" integration option and start the setup
3. Give your new configuration a meaningful name, provide the Token ID that Retina sent via email, and click save.
4. You will receive an email confirming data connectivity once the setup is complete.

To integrate Retina with mParticle as a **Source**:

1. Search for "Retina AI" within the Directory tab in your mParticle UI and click the setup icon.
2. Choose the "Input Feed" integration option and start the setup
3. Copy the S2S key and secret details and provide them to Retina via email.
4. Click "Save".
5. Set up the new Retina AI connection using the "Connections" tab in your mParticle UI.
6. 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.