



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

Device-mode	Cloud-mode
<input type="radio"/> Web	<input checked="" type="radio"/> Web
<input type="radio"/> Mobile	<input checked="" type="radio"/> Mobile
<input type="radio"/> Server	<input checked="" type="radio"/> Server



Additional versions of this destination are available

This page is about the Braze Cloud Mode (Actions) Destination. See below for information about other versions of the Braze destination:

- [Braze Web Mode \(Actions\)](#)
- [Braze \(Classic\)](#)

Braze, formerly Appboy, is an engagement platform that empowers growth by helping marketing teams to build

customer loyalty through mobile, omni-channel customer experiences.



Good to know: This page is about the [Actions-framework](#) Braze Segment destination. There's also a page about the [non-Actions Braze destination](#). Both of these destinations receives data *from* Segment. There's also the [Braze source](#), which sends data *to* Segment!

Benefits of Braze Cloud Mode (Actions) vs Braze Classic

Braze Cloud Mode (Actions) provides the following benefit over Braze Classic:

E-commerce mappings. Segment implementations that don't follow the e-commerce spec due to incompatible event names (for example, Trip Booked vs Order Completed) can use Event Triggers to log purchases in Braze Cloud Mode (Actions).

Getting Started

1. From the Segment web app, click **Catalog**.

2. Search for "Braze" in the Catalog, select **Braze Cloud Mode (Actions)**, and choose which of your sources to connect the destination to.

3. Add the following Connection Settings:

API Key: Created under Developer Console in the Braze Dashboard.

App ID: The app identifier used to reference specific Apps in requests made to the Braze API. Created under Developer Console in the Braze Dashboard.

REST Endpoint: Your Braze REST Endpoint. For more information, see [API Overview](#) in the Braze documentation.



Braze now supports sending **email** as an identifier. Braze requires that you include **userId**, **braze_id**, or **email** for all calls made in cloud-mode. Segment sends a **braze_id** if the **userId** is missing. When you use a device-mode connection, Braze automatically tracks anonymous activity using the **braze_id** if a **userId** is missing.

Actions v2

Segment's introduced the following v2 Actions to add additional functionality to the Braze Cloud Mode (Actions) destination:

[Update User Profile v2](#)

[Track Event v2](#)

[Identify User v2](#)

[Create Alias v2](#)

[Track Purchase v2](#)

These Actions support the following features:

Sync modes: Control how Segment updates your downstream destination by selecting a sync mode, or a strategy for updating your downstream data.

Dynamic dropdowns: When creating or updating a mapping in the Segment app, the dropdown auto-populates all of the available properties directly from Braze.

Create and modify data: Use Sync modes to create objects in your downstream destination without having

to leave the Segment app.



You might need to reauthorize your Braze account to use all of the features associated with v2 Actions.

Sync modes

Sync modes allow users to define how Segment should update the data in your destination.

Sync modes available for v2 Actions include:



Upsert: Update existing records and add new ones, if necessary.



Add: Add records to a list, segment, or journey.

Destination Settings

SETTING	DESCRIPTION
API Key	<i>Required.</i> Created under Developer Console in the Braze Dashboard.
App ID	The app identifier used to reference specific Apps in requests made to the Braze API. Created under Developer Console in the Braze Dashboard.
REST Endpoint	<i>Required.</i> Your Braze REST endpoint. See more details

Available Presets

Braze Cloud Mode (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Order Completed Calls	Event event = "Order Completed"	Track Purchase
Track Calls	Event type = "track" and event != "Order Completed"	Track Event
Identify Calls	Event type = "identify"	Update User Profile

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Braze Cloud Mode-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.



[Update User Profile](#)



[Track Event](#)



[Track Purchase](#)



[Debounce Middleware](#)



[Identify User](#)



[Create Alias](#)



[Update User Profile V2](#)

Track Event V2

Identify User V2

Create Alias V2

Track Purchase V2

Update User Profile

Update a user's profile attributes in Braze

Update User Profile is a **Cloud** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Country	Type: <code>STRING</code> The country code of the user
Current Location	Type: <code>OBJECT</code> The user's current longitude/latitude.
Date of First Session	Type: <code>DATETIME</code> The date the user first used the app
Date of Last Session	Type: <code>DATETIME</code> The date the user last used the app
Date of Birth	Type: <code>DATETIME</code> The user's date of birth
Email	Type: <code>STRING</code> The user's email
Email Subscribe	Type: <code>STRING</code> The user's email subscription preference: "opted_in" (explicitly registered to receive email messages), "unsubscribed" (explicitly opted out of email messages), and "subscribed" (neither opted in nor out).
Email Open Tracking Disabled	Type: <code>BOOLEAN</code> Set to true to disable the open tracking pixel from being added to all future emails sent to this user.
Email Click Tracking Disabled	Type: <code>BOOLEAN</code> Set to true to disable the click tracking for all links within a future email, sent to this user.
Facebook Attribution Data	Type: <code>OBJECT</code> Hash of Facebook attribution containing any of <code>id</code> (string), <code>likes</code> (array of strings), <code>num_friends</code> (integer).
First Name	Type: <code>STRING</code> The user's first name
Gender	Type: <code>STRING</code> The user's gender: "M", "F", "O" (other), "N" (not applicable), "P" (prefer not to say) or nil (unknown).

FIELD	DESCRIPTION
Home City	Type: <code>STRING</code> The user's home city.
Image URL	Type: <code>STRING</code> URL of image to be associated with user profile.
Language	Type: <code>STRING</code> The user's preferred language.
Last Name	Type: <code>STRING</code> The user's last name
Marked Email as Spam	Type: <code>DATETIME</code> The date the user marked their email as spam.

Track Event

Record custom events in Braze

Track Event is a **Cloud** action. The default Trigger is: `type = "track" and event != "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Email	Type: <code>STRING</code> The user email
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Event Name *	Type: <code>STRING</code> The event name
Time *	Type: <code>DATETIME</code> When the event occurred.
Event Properties	Type: <code>OBJECT</code> Properties of the event
Update Existing Only	Type: <code>BOOLEAN</code> Setting this flag to true will put the API in "Update Only" mode. When using a "user_alias", "Update Only" mode is always true.
Batch Data to Braze	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Braze's user track endpoint. Braze accepts batches of up to 75 events.

Track Purchase

Record purchases in Braze

Track Purchase is a **Cloud** action. The default Trigger is: `event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Email	Type: <code>STRING</code> The user email
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Time *	Type: <code>DATETIME</code> When the event occurred.
Products *	Type: <code>OBJECT</code> Products purchased
Event Properties	Type: <code>OBJECT</code> Properties of the event
Update Existing Only	Type: <code>BOOLEAN</code> Setting this flag to true will put the API in "Update Only" mode. When using a "user_alias", "Update Only" mode is always true.
Batch Data to Braze	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Braze's user track endpoint. Braze accepts batches of up to 75 events.

Debounce Middleware

When enabled, it ensures that only events where at least one changed trait value are sent to Braze, and events with duplicate traits are not sent. Debounce functionality requires a frontend client to work. Therefore, it cannot be used with server-side libraries or with Engage.

Debounce Middleware is a **Web** action. The default Trigger is: `type = "identify" or type = "group"`

This action does not have any fields.

Identify User

Identifies an unidentified (alias-only) user. Use alongside the Create Alias action, or with user aliases you have already defined.

Identify User is a **Cloud** action.

[Click to show / hide fields](#)

FIELD	DESCRIPTION
External ID *	Type: <code>STRING</code> The external ID of the user to identify.
User Alias Object *	Type: <code>OBJECT</code> A user alias object. See the docs .
Merge Behavior	Type: <code>STRING</code> Sets the endpoint to merge some fields found exclusively on the anonymous user to the identified user. See the docs .

Create Alias

Create new user aliases for existing identified users, or to create new unidentified users.

Create Alias is a **Cloud** action. The default Trigger is: `event = "Create Alias"`

Click to show / hide fields

FIELD	DESCRIPTION
External ID	Type: <code>STRING</code> The external ID of the user to create an alias for.
Alias Name *	Type: <code>STRING</code> The alias identifier
Alias Label *	Type: <code>STRING</code> A label indicating the type of alias

Update User Profile V2

Update a user's profile attributes in Braze

Update User Profile V2 is a **Cloud** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Country	Type: <code>STRING</code> The country code of the user
Current Location	Type: <code>OBJECT</code> The user's current longitude/latitude.
Date of First Session	Type: <code>DATETIME</code> The date the user first used the app
Date of Last Session	Type: <code>DATETIME</code> The date the user last used the app
Date of Birth	Type: <code>DATETIME</code> The user's date of birth
Email	Type: <code>STRING</code> The user's email
Email Subscribe	Type: <code>STRING</code> The user's email subscription preference: "opted_in" (explicitly registered to receive email messages), "unsubscribed" (explicitly opted out of email messages), and "subscribed" (neither opted in nor out).
Email Open Tracking Disabled	Type: <code>BOOLEAN</code> Set to true to disable the open tracking pixel from being added to all future emails sent to this user.
Email Click Tracking Disabled	Type: <code>BOOLEAN</code> Set to true to disable the click tracking for all links within a future email, sent to this user.
Facebook Attribution Data	Type: <code>OBJECT</code> Hash of Facebook attribution containing any of <code>id</code> (string), <code>likes</code> (array of strings), <code>num_friends</code> (integer).

FIELD	DESCRIPTION
First Name	Type: <code>STRING</code> The user's first name
Gender	Type: <code>STRING</code> The user's gender: "M", "F", "O" (other), "N" (not applicable), "P" (prefer not to say) or nil (unknown).
Home City	Type: <code>STRING</code> The user's home city.
Image URL	Type: <code>STRING</code> URL of image to be associated with user profile.
Language	Type: <code>STRING</code> The user's preferred language.
Last Name	Type: <code>STRING</code> The user's last name
Marked Email as Spam At	Type: <code>DATETIME</code> The date the user marked their email as spam.

Track Event V2

Record custom events in Braze

Track Event V2 is a **Cloud** action. The default Trigger is: `type = "track" and event != "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Email	Type: <code>STRING</code> The user email
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Event Name *	Type: <code>STRING</code> The event name
Time *	Type: <code>DATETIME</code> When the event occurred.
Event Properties	Type: <code>OBJECT</code> Properties of the event
Batch Data to Braze	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Braze's user track endpoint. Braze accepts batches of up to 75 events.

Identify User V2

Identifies an unidentified (alias-only) user. Use alongside the Create Alias action, or with user aliases you have already defined.

Identify User V2 is a **Cloud** action.

Click to show / hide fields

FIELD	DESCRIPTION
External ID *	Type: <code>STRING</code> The external ID of the user to identify.
User Alias Object *	Type: <code>OBJECT</code> A user alias object. See the docs .
Merge Behavior	Type: <code>STRING</code> Sets the endpoint to merge some fields found exclusively on the anonymous user to the identified user. See the docs .

Create Alias V2

Create new user aliases for existing identified users, or to create new unidentified users.

Create Alias V2 is a **Cloud** action. The default Trigger is: `event = "Create Alias"`

Click to show / hide fields

FIELD	DESCRIPTION
External ID	Type: <code>STRING</code> The external ID of the user to create an alias for.
Alias Name *	Type: <code>STRING</code> The alias identifier
Alias Label *	Type: <code>STRING</code> A label indicating the type of alias

Track Purchase V2

Record purchases in Braze

Track Purchase V2 is a **Cloud** action. The default Trigger is: `event = "Order Completed"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
User Alias Object	Type: <code>OBJECT</code> A user alias object. See the docs .
Email	Type: <code>STRING</code> The user email
Braze User Identifier	Type: <code>STRING</code> The unique user identifier
Time *	Type: <code>DATETIME</code> When the event occurred.
Products *	Type: <code>OBJECT</code> Products purchased
Event Properties	Type: <code>OBJECT</code> Properties of the event

FIELD	DESCRIPTION
Batch Data to Braze	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Braze’s user track endpoint. Braze accepts batches of up to 75 events.

Migration from Braze Classic

Keep the following in mind if you plan to move to Braze (Actions) from the classic Braze destination.

Braze-cloud settings mapping

Search for setting..

- All
- Cloud
- Device-web

BRAZE-CLOUD CLASSIC DESTINATION SETTING	HOW TO ENABLE IN BRAZE-CLOUD (ACTIONS)
CONNECTION SETTINGS	
IN-APP MESSAGING	
PAGE	
OTHER SETTINGS	

Troubleshooting

Missing required fields

Braze requires one of either `external_id`, `user_alias`, or `braze_id` to be present in all events sent. If events are failing to send, please check your event mappings to make sure these fields are resolving to valid values.

Missing events

When an event is sent under an alias, the event may seem to be missing when the alias cannot be found in Braze. This may be due to incorrect search for the alias in Braze. To search for an alias in Braze, use the format “Alias Label:Alias Name”. For example, if the “Alias Label” field is set as email and “Alias Name” field is set as email address (for example: “test@email.com”), use “email:test@email.com” to search for the alias in Braze.

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