TYPE

Custom traits	Traits created from source events you pass into Segment. From your sources, send custom traits as pieces of information that you know about a user in an Identify call.
Computed traits	Traits collected from computations off of event and event property data from your sources. Create user or account-level calculations like `most_viewed_page` or `total_num_orders` for a customer. Learn more by viewing types of computed traits.
SQL traits	Traits created by running SQL queries on data in your warehouse. SQL traits are a type of computed trait. SQL traits help you import traits from your data warehouse back into Segment to build audiences or enhance data that you send to other destinations.

Using custom traits

Here's the payload of a typical Identify call with custom traits (with most common fields removed):

```
{
  "type": "identify",
  "traits": {
    "name": "John Smith",
    "email": "john@example.com",
    "plan": "premium",
    "logins": 5
  },
  "userId": "97980cfea0067"
}
```

And here's the corresponding JavaScript event that would generate the above payload:

```
analytics.identify("97980cfea0067", {
  name: "John Smith",
  email: "john@example.com",
  plan: "premium",
  logins: 5
});
```

✅ Any source event where there's a `traits` object and key value pairs generates custom traits.

Custom traits are mutable and update to the latest value seen by the user's Identify events.

When an audience that previously generated Identify events is deleted, the data for the audience key is still attached to profiles that entered the audience and becomes visible in Segment as a custom trait.

Reserved custom traits

Segment has reserved some custom traits that have semantic meanings for users, and will handle them in special ways. For example, Segment always expects `email` to be a string of the user's email address. Segment sends this on to destinations like *Mailchimp* that require an email address for their tracking.

⚠️ Only use reserved custom traits for their intended meaning.

Reserved custom traits Segment has standardized:

TRAIT	TYPE	DESCRIPTION
address	Object	Street address of a user optionally containing: `city`, `country`, `postalCode`, `state`, or `street`
age	Number	Age of a user
avatar	String	URL to an avatar image for the user
birthday	Date	User's birthday
company	Object	Company the user represents, optionally containing: `name` (String), `id` (String or Number), `industry` (String), `employee_count` (Number) or `plan` (String)
createdAt	Date	Date the user's account was first created. Segment recommends using ISO-8601 date strings.
description	String	Description of the user
email	String	Email address of a user
firstName	String	First name of a user

TRAIT	TYPE	DESCRIPTION
gender	String	Gender of a user
id	String	Unique ID in your database for a user
lastName	String	Last name of a user
name	String	Full name of a user. If you only pass a first and last name Segment automatically fills in the full name for you.
phone	String	Phone number of a user
title	String	Title of a user, usually related to their position at a specific company. Example: "VP of Engineering"
username	String	User's username. This should be unique to each user, like the usernames of Twitter or GitHub.
website	String	Website of a user

To learn more about using an Identify call to tie custom traits to profiles, visit Segment's Identify documentation.

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