

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

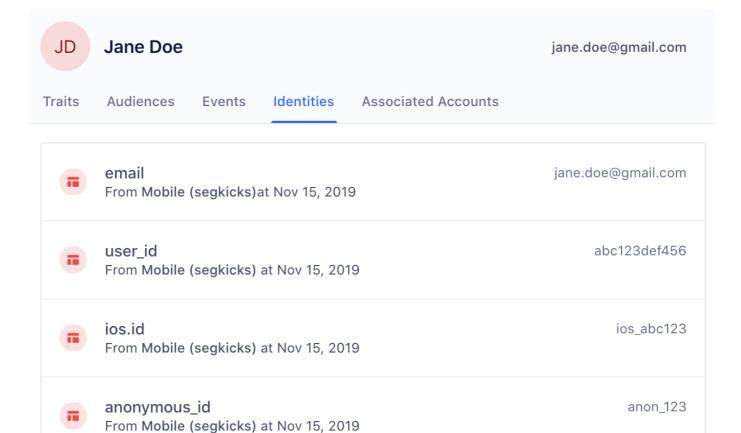
Config API

Help

attached to a user profile in the Profile explorer.



Navigate to **Unify > Profile explorer** to view identities attached to a profile, along with custom traits, event history, and more.



Segment automatically promotes the following traits and IDs in track and identify calls to externalIDs:

EXTERNAL ID TYPE	MESSAGE LOCATION IN TRACK OR IDENTIFY CALL
user_id	userld
email	traits.email, context.traits.email or properties.email
android.id	context.device.id when context.device.type = 'android'
android.idfa	context.device.advertisingld when context.device.type = 'android' AND context.device.adTrackingEnabled = true
android.push_token	context.device.token when context.device.type = 'android'
anonymous_id	anonymousld
ga_client_id	context.integrations['Google Analytics'].clientId when explicitly captured by users
ios.id	context.device.id when context.device.type = 'ios'
ios.idfa	context.device.advertisingld when context.device.type = 'ios'
ios.push_token	context.device.token when context.device.type = 'ios'

The Google clientID(ga_clientid) is a unique value created for each browser-device pair and will exist for 2 years if the cookie is not cleared. The analytics.reset() call should be triggered from Segment end when the user logs off. This call will clear the cookies and local Storage created by Segment. It doesn't clear data from other integrated tools. So on the next login, the user will be assigned with a new unique anonymous_id, but the same ga_clientid will remain if this cookie is not cleared. Hence, the profiles with different anonymous_id but with same ga_clientid will get merged.

Custom externalIDs

Unify resolves identity for any other externalIDs that you bind to users - such as a phone number or any custom identifier that you support.

As long as you've configured custom externalIDs, such as phone, in your Space's Identity Resolution rules, you can include it with the context.externalIds array, the properties object, or the context.traits object.

As seen in the example below, you can send custom externalIds in the context object of any call to Segment's API.

The four fields below (id, type, collection, encoding) are all required:

KEY	VALUE
id	value of the externalID
type	name of externalID type (app_id, ecommerce_id, shopify_id, and more)
collection	users if a user-level identifier or accounts if a group-level identifier
encoding	none

As an example:

Additionally, adding phone with the properties object gets picked up by Unify and applied as an externalID:

```
analytics.track('Subscription Upgraded', { plan: 'Pro', mrr: 99.99, phone: '123-456-7890'})
```

You can also include phone using the context.traits object and Unify adds it as an externalID to the profile.

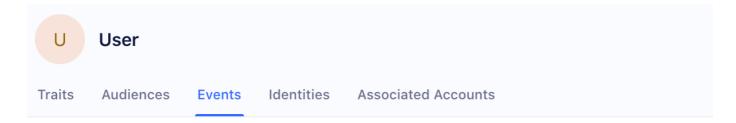
```
analytics.track('Subscription Upgraded', { plan: 'Pro', mrr: 99.99}, {traits: {phone_number: '123-456-7890'}})
```

Unify creates a user (user_id: use_123) with the custom externalID (phone: 123-456-7890). Query the user's phone record by using the externalID (phone: 123-456-7890), or update the profile with that externalID going forward. (Note: externalIDs must be lower-case.)

Viewing promoted externalIDs

Users can view which externalIDs are promoted on each event by viewing the raw payload on Events in the User Profile in the "external_ids" object.

For example, the following user had anonymous_id and user_id promoted as identifiers from the Course Clicked track call:



Q Filter events...

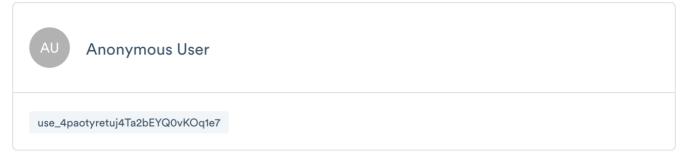
```
Today
                                                                                1 event
▼ Last Thursday (November 12, 2020)
                                                                               6 events
01:11 am
             Coupon Applied
          \odot
  Pretty
              Raw
   1 - [
          "external_ids": [
   2 -
   3 🕶
              "collection": "users",
   4
              "type": "analytics_python.anonymous_id",
   5
   6
              "id": "c5bfa47a-3e7d-49b1-ba6e-ae1f599326f8",
    7
              "encoding": "none"
   8
           },
   9 🕶
              "collection": "users",
  10
```

Example

For example, a new anonymous user visits your Pricing page:

```
analytics.page('Pricing', {
  anonymousId: 'anon_123'
  title: 'Acme Pricing',
  url: 'https://acme.com/pricing',
  referrer: 'https://google.com/'
});
```

At this point, the Identity Graph will create a new user with external id (anonymous_id: anon_123) and a persistent and globally unique segment_id, in this case: use_4paotyretuj4Ta2bEYQ0vK0q1e7.



Traits Event History Identities

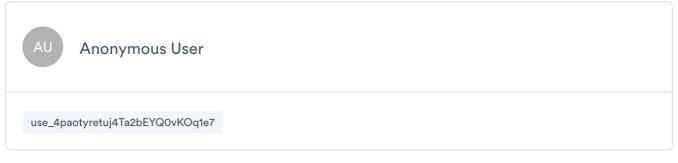


Any new events received with the same external id (anonymous_id: anon_123) are appended to same user use_4paotyretuj4Ta2bEYQ0vK0q1e7.

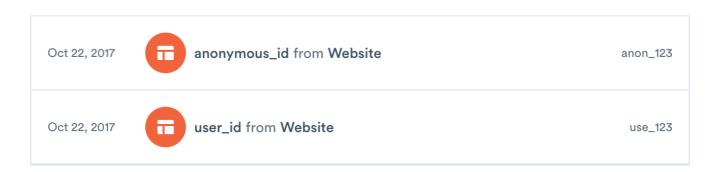
Next, the user goes to a sign up form and signs up:

```
analytics.track('User Signup', {
  userId: 'use_123',
  anonymousId: 'anon_123'
});
```

At this point, the Identity Graph associates external ID (user_id: use_123) with the same user use_4paotyretuj4Ta2bEYQ0vK0q1e7.



Traits Event History Identities



Need support? Questions? Problems? Need more info? Contact Segment Support for assistance! Visit our Support page **Help improve these docs!** Edit this page • Request docs change Was this page helpful? ı**≜** Yes **I**₱ No **Get started with Segment** Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools. Your work e-mail **Request Demo Create free account**

