



Documentation

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The Identity Graph creates or merges profiles based on external IDs. External IDs will become the identities 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.



Jane Doe

jane.doe@gmail.com





Traits

Audiences

Events


Identities

Associated Accounts

 <div> <div>email</div> <div>From Mobile (segkicks)at Nov 15, 2019</div> </div>	jane.doe@gmail.com
 <div> <div>user_id</div> <div>From Mobile (segkicks) at Nov 15, 2019</div> </div>	abc123def456
 <div> <div>ios.id</div> <div>From Mobile (segkicks) at Nov 15, 2019</div> </div>	ios_abc123
 <div> <div>anonymous_id</div> <div>From Mobile (segkicks) at Nov 15, 2019</div> </div>	anon_123

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	userId
email	traits.email, context.traits.email or properties.email
android.id	context.device.id when context.device.type = 'android'
android.idfa	context.device.advertisingId when context.device.type = 'android' AND context.device.adTrackingEnabled = true
android.push_token	context.device.token when context.device.type = 'android'
anonymous_id	anonymousId
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.advertisingId 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
<code>id</code>	value of the externalID
<code>type</code>	name of externalID type (<code>app_id</code> , <code>ecommerce_id</code> , <code>shopify_id</code> , and more)
<code>collection</code>	<code>users</code> if a user-level identifier or <code>accounts</code> if a group-level identifier
<code>encoding</code>	<code>none</code>

As an example:

```
analytics.track('Subscription Upgraded', {
  plan: 'Pro',
  mrr: 99.99
}, {
  externalIds: [
    {
      id: '123-456-7890',
      type: 'phone',
      collection: 'users',
      encoding: 'none'
    }
  ]
})
```

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:



User

Traits

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Events

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🔍 Filter events...

▶ Today

1 event

▼ Last Thursday (November 12, 2020)

6 events

01:11 am  Coupon Applied

Pretty

Raw

```
1 {  
2   "external_ids": [  
3     {  
4       "collection": "users",  
5       "type": "analytics_python.anonymous_id",  
6       "id": "c5bfa47a-3e7d-49b1-ba6e-ae1f599326f8",  
7       "encoding": "none"  
8     },  
9     {  
10      "collection": "users",
```

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.



Anonymous User

use_4paotyretuj4Ta2bEYQ0vKOq1e7

Traits Event History Identities

Oct 22, 2017



anonymous_id from Website

anon_123

Any new events received with the same external id (anonymous_id: anon_123) are appended to same user use_4paotyretuj4Ta2bEYQ0vKOq1e7.

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_4paotyretuj4Ta2bEYQ0vKOq1e7.



Anonymous User

use_4paotyretuj4Ta2bEYQ0vKOq1e7

Traits Event History Identities

Oct 22, 2017



anonymous_id from Website

anon_123

Oct 22, 2017



user_id from Website

use_123

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