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[Adjust](#) is the mobile attribution provider of choice for hundreds of organizations across the globe. They unify all your marketing activities into one powerful platform, giving you the insights you need to scale your business. The Adjust Destination is open-source. You can browse the code on GitHub for [iOS](#) and [Android](#).

If you notice any gaps, out-dated information, or want to leave feedback to help improve Segment's documentation, [let us know](#).

Getting started

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

2 Search for "Adjust" in the Catalog, select it, and choose which of your sources to connect the destination to.

3 You don't need to include Adjust's SDK natively, as this prevents you from successfully implementing the Adjust.

4 Depending on the source you've selected, include Adjust's library by adding the following lines to your dependency configuration.

iOS



Note: The Adjust SDK requires these [frameworks from Apple](#) to enable advanced features like attribution. For best results, add these frameworks to your application.

If you are using iOS, add this line to your [CocoaPods](#) Podfile:

```
pod "Segment-Adjust"
```

After adding the dependency, you must register the destination with Segment's SDK. To do this, import the Adjust destination in your AppDelegate:

```
#import <Segment-Adjust/SEGAdjustIntegrationFactory.h>
```

And add the following lines:

```
NSString *const SEGMENT_WRITE_KEY = @" ... ";
SEGAnalyticsConfiguration *config = [SEGAnalyticsConfiguration configurationWithWriteKey:SEGMENT_WRITE_KEY];

[config use:[SEGAdjustIntegrationFactory instance]];

[SEGAnalytics setupWithConfiguration:config];
```

In cases where the Adjust integration sometimes does not track the install attribution properly, you can configure a delay for the Adjust reporting to ensure all session parameters have been loaded properly. You can configure this using Segment's UI by enabling `setDelay` and providing a `delayTime` in seconds. Segment then calls the [Adjust iOS SDK's configuration](#) to set a delay. The maximum delay start time of the Adjust SDK is 10 seconds.

Additional device-mode set up for iOS 14 support

Segment's Adjust SDK was updated to use Adjust version 4.23.0 to prepare for iOS 14. The updated Adjust SDK offers iOS 14 support, AppTrackingTransparency (ATT) and SKAdNetwork dashboard features.

See Adjust's [Steps to Support iOS 14 documentation](#) for more information.

To use the latest Adjust SDK to collect IDFAs, you must do the following:

1 Upgrade to use Xcode12.

2 Update your Segment Adjust SDK to version 3.0.0 or later. The latest SDK has integrated support for the SKAdNetwork, which is enabled by default. For access to the SKAdNetwork, make sure your ad networks are registered with Apple. Adjust automatically registers for SKAdNetwork attribution on SDK initialization, and can handle the conversion value update.

3 Support and implement the AppTrackingTransparency (ATT) Framework. Navigate to your project `Info.plist` and add a "Privacy - Tracking Usage Description". This description appears in a popup when the application initializes in iOS 14. Users are prompted to indicate whether or not they want to allow tracking.

4 Launch an opt-in popup using Adjust's SDK wrapper, built on top of `requestTrackingAuthorizationWithCompletionHandler` for the ATT Framework. An iOS pop-up launches when the wrapper is called the first time. When it is called again, the wrapper retrieves the tracking authorization status, which is sent to the Adjust backend. Adjust relays the information directly to you. The example below shows how to use this wrapper.

```
[Adjust requestTrackingAuthorizationWithCompletionHandler:^(NSInteger status) {
    switch (status) {
        case 0:
            // ATTrackingManagerAuthorizationStatusNotDetermined case
            break;
        case 1:
            // ATTrackingManagerAuthorizationStatusRestricted case
            break;
        case 2:
            // ATTrackingManagerAuthorizationStatusDenied case
            break;
        case 3:
            // ATTrackingManagerAuthorizationStatusAuthorized case
            break;
    }
}];
```

Follow [Segment's guide for collecting IDFA](#)

Android

If you are using Android, add this line to your gradle file:

```
compile 'com.segment.analytics.android.integrations.adjust:+'
```

After adding the dependency, you must register the destination with Segment's SDK. To do this, import the Adjust destination:

```
import com.segment.analytics.android.integrations.adjust.AdjustIntegration;
```

And add the following line:

```
analytics = new Analytics.Builder(this, "write_key")
    .use(AdjustIntegration.FACTORY)
    .build();
```

After you build and release to the App Store, Segment automatically starts translating and sending your data to Adjust.

Server

The Cloud-mode integration allows you to send *supplemental* data to Adjust. This *does not* include attribution events. If you rely on the Adjust server-side component, and do not bundle the Segment-Adjust SDK, your installs will not be attributed. E-commerce events and other general track events are supported out of the box. You **must** map your track events to your custom Adjust Event Token in your [Adjust destination settings](#).

Additionally, to send any events to Adjust from the server, you must include the `device.id` as well as the `device.type` in the context object of your event. For example:

```
analytics.track({
  userId: '019mr8mf4r',
  event: 'Item Purchased',
  properties: {
    revenue: 39.95,
    shippingMethod: '2-day'
  },
  context: {
    device: {
      id: '3e9ffbefafe0d903',
      type: 'Android'
    }
  }
});
```

For iOS and Android, Device ID and Advertising ID map to Segment as follows:

SEGMENT	IOS	ANDROID
context.device.advertisingId	idfa	gps_adid
context.device.id	idfv	android_id

Identify

If you're not familiar with the Segment Specs, take a look to understand what the [Identify method](#) does. An example call would look like:

```
analytics.identify('12091906-01011992', {
  name: 'Grace Hopper',
  email: 'grace@usnavy.gov'
});
```

When you call `identify`, Segment will call Adjust's [addSessionPartnerParameter](#) method and set the `userId` and/or `anonymousId`. This will set these values within Adjust, and allow Adjust to send back attribution data from their servers.

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track('Article Completed', {
  title: 'How to Create a Tracking Plan',
  course: 'Intro to Analytics',
});
```

When you call `track` Segment maps the event to your pre-defined Adjust custom event. You **must** map your track events to your custom Adjust Event Token in your Adjust destination settings.

If you don't provide a mapping, Adjust cannot accept the event. Segment includes all the event properties as callback parameters on the Adjust event, and automatically translate `revenue` and `currency` to the appropriate Adjust event properties based on Segment's [spec'd properties](#).

Install Attributed

Client

Segment will trigger an `Install Attributed` event if you have **trackAttributionData** enabled in your settings and the Segment-Adjust integration installed in your app.

Using Adjust's [Attribution callback](#), Segment listens for an attribution change from Adjust's SDK and triggers the call with the following Adjust attribution parameters:

KEY	VALUE	DESCRIPTION
provider	Adjust	hardcoded by Segment
trackerToken	attribution.trackerToken	the tracker token of the current install
trackerName	attribution.trackerName	the tracker name of the current install
campaign.source	attribution.network	the network grouping level of the current install
campaign.name	attribution.campaign	the campaign grouping level of the current install

KEY	VALUE	DESCRIPTION
campaign.content	attribution.clickLabel	the click label of the current install
campaign.adCreative	attribution.creative	the creative grouping level of the current install
campaign.adGroup	attribution.adgroup	the ad group grouping level of the current install

If any value is unavailable, it will default to nil. This call will be sent to all enabled [device and cloud mode](#) destinations.

Troubleshooting

If you are also loading Adjust's SDK natively in addition to loading using the Segment-Adjust integration, `Install Attributed` event callback will likely be affected/unable to be triggered. **Remove native Adjust implementation.**

Since there will not be a change in attribution for registered testing devices you are currently using to send data to Adjust, you will need to unregister that device in Adjust.

To do so:

1. Take note of the IDFA/advertisingId (you can find this in the raw view of an event in your Segment debugger)
2. Uninstall the app from your device
3. Delete the IDFA/advertisingId from [Adjust's testing console](#).
4. Re-install the app on the device. You should now see the device register in Adjust and an `Install Attributed` triggered.

Server

Unlike the Device-mode option to send `Install Attributed` to Segment, the Cloud-mode option will not include device context information nor will it be sent to enabled device mode destinations.

If you are bundling the Segment-Adjust integration and would like attribution data sent from Adjust's servers back to Segment, you can [enable Segment as a Special Partner in Adjust](#). Once set up, `Install Attributed` will be sent to Segment, and on to enabled Cloud-mode destinations.

Contact the Adjust team at support@adjust.com for questions related to enabling Segment as a Adjust Special Partner.

Additional features

Environments

By default, Segment's destination sends data to the Adjust Sandbox Environment. When you release your app to the App Store, enable the `Production` option in the Adjust destination settings on Segment (or use two separate sources, one for dev and one for prod, with different environment settings for Adjust).

Callback parameters

The destination sends all event `properties` as callback parameters to Adjust. To set [Partner Parameters](#), you can [access the Adjust SDK directly](#).

Segment supports setting these Partner Parameters. Be sure you are pulling in the minimum versions for [iOS 1.1.0](#) and [Android 0.3.0](#).

Transaction deduplication

The destination will automatically recognize the spec'd `orderId` property, and send it as the transaction ID to Adjust for revenue de-duplication.

Duplicate purchase events

If you're using Adjust's iOS SDK, it will automatically take care of duplicate purchase events. Segment uses Adjust's default deduplication (using `transactionId`) when you send an `orderId` (see the [ecommerce spec](#)).

In-app purchase receipts

The destination does not currently support in-app purchase receipts. If this is important to you, [reach out to support](#).

Push notifications

The destination automatically forwards push notification tokens through to Adjust.

Event buffering

By default, our destination enables event buffering for Adjust. This saves your customers' battery life. However, you can disable this in the options on the Adjust destination settings on Segment.

Deep linking

The destination does not automatically support deep linking out of the box (you'd need to write code here regardless). This means you can use [Adjust's deep-linking](#) by accessing [the Adjust SDK directly](#).

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.



Real-time to batch destination sync frequency

Real-time audience syncs to Adjust may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
App Token (required)	<code>string</code> . Your Adjust app token can be retrieved from your Adjust account in the app's Settings.
Map Your Events to Custom Adjust Event Tokens	<code>text-map</code> , defaults to <code>{}</code> . Enter your event on the left, and the Adjust custom event token to map into on the right. Adjust allows you to create custom events under Settings > Events , which have custom tokens. Adjust's API only accepts those tokens, not arbitrary event names. Any unmapped events will not be sent to Adjust, since they require a mapped token.

SETTING	DESCRIPTION
delayTime	<p><code>number</code>, defaults to 0.</p> <p><i>You must enable <code>setDelay</code> first!</i> Set the initial delay time in seconds with the setting <code>setDelay</code> enabled. The maximum delay start time of the adjust SDK is 10 seconds.</p>
Send Event Creation Time	<p><code>boolean</code>, defaults to <code>FALSE</code>.</p> <p><i>Warning: enabling this setting will cause more events to be rejected by Adjust.</i> When enabled, this will send the time the event was created to Adjust using unix timestamp formatting. Increased rejections are caused by [Adjust's requirement][1] that events are received in chronological order (Segment does not guarantee chronological order). When disabled, the <code>created_at</code> time will be the time an event is received by Adjust. [1]: http://help.adjust.com/tracking/app-events/basic-event-setup/track-s2s-events#recommended-additional-parameters</p>
setDelay	<p><code>boolean</code>, defaults to <code>FALSE</code>.</p> <p>Configure a delay to ensure all session parameters have been loaded properly. The max <code>delay start</code> time is 10 seconds.</p>
Send to Production Environment on Adjust	<p><code>boolean</code>, defaults to <code>FALSE</code>.</p> <p>This will send all your data to your production environment on Adjust. If unchecked, data will flow to your sandbox environment on Adjust.</p>
Buffer and batch events sent to Adjust	<p><code>boolean</code>, defaults to <code>FALSE</code>.</p> <p>Device Mode Only: This will save battery life by buffering and batching events sent to Adjust. But during development it's nicer to see events come through immediately.</p>
Track Attribution Data	<p><code>boolean</code>, defaults to <code>FALSE</code>.</p> <p>Send Adjust Attribution data to Segment and other tools as a <code>track</code> call.</p>

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