```
analytics.identify('userId123', {
  name: 'John Doe',
  email: 'john.doe@example.com'
});
```

A `userId` is required on all `identify` calls sent to Evergage. When you call `identify` Segment will call both `setUser` and `setUserField` in the Evergage library to insert both the `userId` and corresponding user traits into .

Group

If you're not familiar with the Segment Specs, take a look to understand what the Group method does. An example call would look like:

```
analytics.group('companyId123', {
  name: 'Segment'
});
```

A `groupId` is required on all `group` calls sent to Evergage. When you call `group` Segment will call both `setCompany` and `setAccountField` in the Evergage library to insert both the `groupId` and corresponding group traits into .

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('Email Opened', {
  name: 'John Doe',
  email: 'john.doe@example.com'
});
```

When you call `track` Segment triggers `trackAction` in Evergage and will pass any properties with the event.

This page was last modified: 27 Oct 2023

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?

Yes

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

or

Create free account

© 2025 Segment.io, Inc.

Privacy

Terms

Website Data Collection Preferences