

#### **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

Connect is supported on the client-side, server-side and on mobile.

# **Identify**

Connect needs to identify users and their data to track who we should message. Segment will pass your UserID and any traits that you store on that user to Connect. (Note: Segment refers to user data as "traits"; Connect refers to user data as "attributes".)

```
analytics.identify({
  userId: '019mr8mf4r',
  traits: {
    name: 'Michael Bolton',
    email: 'mbolton@example.com',
    phone: '1234567890',
  },
  context: {
    device: {
      type: "ios",
      token: 'XXXYYYZZZ'
}}}});
```

Segment traits correspond to specific top level attributes within Connect. These attributes are used to send and customize messages on various channels:

- name maps to Connect's first\_name and last\_name attributes recommended for targeted copy.
- email maps to Connect's email attribute required for email campaigns
- phone maps to Connect's phone\_number attribute for sms & voice campaigns
- context.device.token maps to Connect's apns or fcm attribute for iOS and Android Push.
- timezone maps to Connect's timezone attribute recommended to use Connect's time of day message delivery feature (note Connect only accepts Olson name values) These are automatically collected if you're using Segment's mobile SDKs.

#### **Alias**

Connect allows aliasing, which enables you to join an anonymous pre-signup ID with a post-signup userID. When you send an identify call that has an anonymous user, that user will be created using the anonymous id you supply in the identify call. Later, when you want to update this anonymous user's id to their actual id, you can do so by using Segment's alias method. The following is an example alias call from Segment's Analytics.js library:

```
analytics.alias('019mr8mf4r');
```

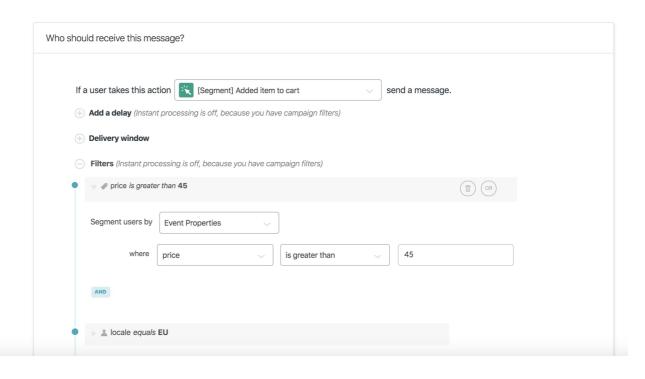
### **Track**

Events and their properties are used to trigger and customize message campaigns within Connect:

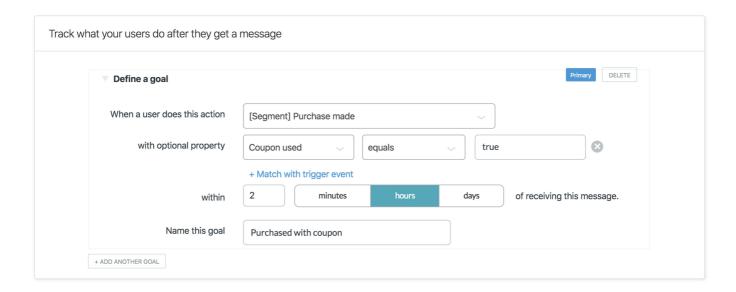
```
analytics.track('Signed Up', {
  plan: 'Startup',
  source: 'Analytics Academy'
});
```

Connect's campaign filters allow you to target specific segments of users based on events, event properties, and attributes. Having specific events and attributes allow you to better target your audiences with custom messaging:

# Coupon Campaign - Europe



Once a user is sent a message, you will often want to measure whether or not they reach a specific goal. Events are used to calculate if users reach these goals:

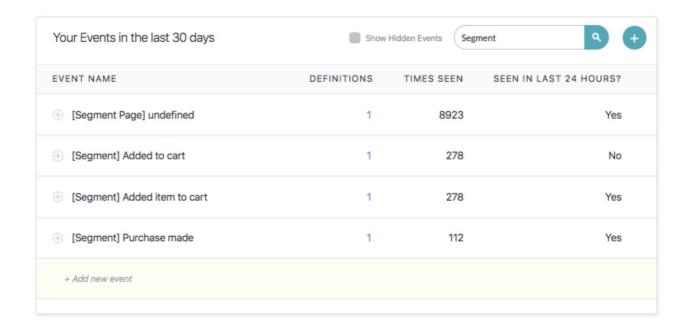


#### **Features**

## **Test your Destination within Connect**

Connect shows all received events on the Connect Settings > Events page. Searching for your Segment events will show if it has been received in the last 24 hours and how many times.

# **Events**



If your Segment events do not appear, they have not yet been received by Connect.

### **Build your First Campaign**

Now that everything is hooked up, you can start messaging your users! Check out the following guides at Connect:
€etting started with Connect
2Inderstanding events in Connect
<b>S</b> reate a trigger based campaign
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!
<b> ≽</b> Edit this page
Request docs change
Was this page helpful?
ı≟ Yes
IIP 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
© 2005 Commant in Inc
© 2025 Segment.io, Inc.
Privacy  Terms
Website Data Collection Preferences
in ▼
↑ ↑