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Server

[Perfect audience](#) is a retargeting platform that lets marketers bring back lost web visitors through Facebook ads and banner ads in the web.

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

Getting Started

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

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

3. Add your Advertiser ID (located in the User tracking session in Perfect Audience) and enable the destination in Segment.

4. Segment automatically starts sending data from the source you selected

When you enable Perfect Audience from the Segment web app, Your changes appear in the Segment CDN in about 45 minutes, and then Analytics.js starts asynchronously loading Perfect Audience's JavaScript onto your page.

Remember to remove Perfect Audience's snippet from your page.

Perfect Audience is only supported on the client-side.

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("My Custom Event", {
  checkinDate: new Date(),
  myCoolProperty: "foobar",
});
```

When you call `track` on `analytics.js`, we call Perfect Audience's `track` with the exact same parameters.

Perfect Audience requires that you define your goals ahead of time in their interface. If that hasn't happened, then they don't track the events.

Order Completed

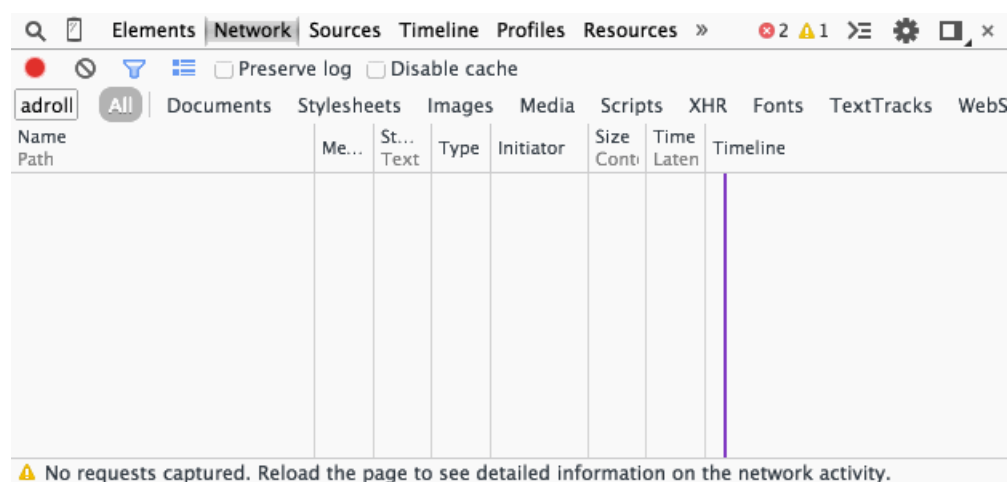
If you're using our [ecommerce spec](#) and passing the `Order Completed` event the `orderId` and `total` will be passed along to Perfect Audience.

Troubleshooting

Script unverified or undetected by third-party tool

Many times this is a limitation on the tool's detection process, where the detector is looking for a specific HTML element on your page. Our client side `analytics.js` library asynchronously loads the tool's library or pixel onto the page. As such, the detection fails.

In order to confirm that the tool's library or pixel is actually loaded onto the page, you can open up the [JavaScript console](#) and go to the network tab when the page is loading.



If the script isn't loading, check that any form of ad blocker is disabled.

Settings

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

SETTING	DESCRIPTION
Advertiser ID (required)	<code>string</code> . You can find your Advertiser ID by going to Manage > User Tracking and looking in the top-right corner for 'Advertiser ID' . It should be 24 characters long, and look something like this: <code>43c4b9f66d5f88435700003c</code> .

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