



Getting Started

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Adding the dependency



the Facebook App Events library itself will be installed as an additional dependency.

To install the Segment-Facebook App Events integration, simply add this line to your gradle file:

```
implementation 'com.segment.analytics.kotlin.destinations:facebookappevents:<latest_version>'
```

Or the following for Kotlin DSL

```
implementation('com.segment.analytics.kotlin.destinations:facebookappevents:<latest_version>')
```

Using the Plugin in your App

Open the file where you setup and configure the Analytics-Kotlin library. Add this plugin to the list of imports.

```
import com.segment.analytics.kotlin.destinations.facebookappevents
```

Just under your Analytics-Kotlin library setup, call `analytics.add(plugin = ...)` to add an instance of the plugin to the Analytics timeline.

```
analytics = Analytics("<YOUR WRITE KEY>", applicationContext) {
    this.flushAt = 3
    this.trackApplicationLifecycleEvents = true
}
analytics.add(plugin = FacebookAppEvents())
```

Your events will now begin to flow to Facebook in device mode.

Screen

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

```
analytics.screen("ScreenName", buildJsonObject {
    put("productSlug", "example-product-123")
});
```

This integration also supports using Segment `screen` events as `track` events. For example, if you had a `screen` event named `Confirmation` you could map the invocation of this to a Facebook app event as you would with Segment `track` events.

To use this functionality you must opt into it using the integration setting named **Use Screen Events as Track Events**. Once enabled, you should start seeing `screen` events populate in Facebook App Events. The screen name you provide will be wrapped with the words **Viewed** and **Screen**. So, if you have a `screen` event with the name property set to `Welcome`, it will show up in Facebook as an event called **Viewed Welcome Screen**.

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("View Product", buildJsonObject {
    put("productId", 123)
    put("productName" "Striped trousers")
});
```

When you call `track` Segment sends that event and it's properties to Facebook. In the Facebook analytics interface you'll be able to use the event properties to segment your data.

Segment truncates events that are longer than 40 characters long due to Facebook's API constraints.

Facebook Parameters

Segment translates the [spec-matching properties](#) `revenue` and `currency` to the appropriate Facebook parameters (`valueToSum` and `FBSDKAppEventParameterNameCurrency`), and also send events with revenue to Facebook's purchase logging method (`logPurchase`).

If you don't provide a `currency` explicitly, Segment sends `USD`. If any properties don't match the below, Segment passes them as they were sent.

Revenue	_valueToSum
Currency	fb_currency

Limited Data Use

In July 2020, Facebook released [Limited Data Use feature](#) to help businesses comply with the California Consumer Privacy Act (CCPA). This feature limits the way user data is stored and processed for all California residents who opt out of the sale of their data. You can send Limited Data Use data processing parameters to Facebook on each event so that Facebook can appropriately apply the user's data choice. Segment recommends that you first familiarize yourself on this feature and the [Data Processing Options Facebook accepts](#).

This destination supports the following parameters:

Data Processing Options

Data Processing Options Country

Data Processing Options State

You can enable the feature using the **Use Limited Data Use** destination setting and control it using Data Processing Initialization Parameters.



The **Use Limited Data Use** destination setting is disabled by default for all Facebook destinations except for Facebook Pixel. This must be enabled manually from the destination settings if you're using other Facebook destinations.

Data Processing Destination Setting

You can change the **Use Limited Data Use** destination setting to enable or disable Limited Data Use. This must be enabled (set to "on") if you want to send data processing parameters as part of the the Limited Data Use feature.

Data Processing Initialization Parameters

The Data Processing parameters you set are the Data Processing Options Segment uses when sending data to Facebook. By default, Segment uses the following Data Processing Parameters:

DATA PROCESSING PARAMETER	DEFAULT VALUE	WHAT IT MEANS
Data Processing Options	["LDU"]	Use Facebook's Limited Data Use processing
Data Processing Options Country	0	Use Facebook's geolocation to determine country
Data Processing Options State	0	Use Facebook's geolocation to determine state

Facebook uses the `context.ip` to determine the geolocation of the event.

You can manually change the Data Processing parameters by adding settings to the `integrations` object.

Troubleshooting

Not seeing events?

Facebook requires that payloads include the following:

- `context.device.id`
- `context.device.type`
- `context.os.version`



The value of `context.device.type` must be either `ios` or `android`.

For example:

```
{
  "anonymousId": "507f191e810c19729de860ea",
  "event": "Event Name",
  "context": {
    "device": {
      "id": "B5372DB0-C21E-11E4-8DFC-AA07A5B093DB",
      "type": "ios"
    },
    "os": {
      "version": "8.1.3"
    }
  },
  "messageId": "bbac-11e4-8dfc-aa07a53436b09b45567i8245237824",
  "type": "track",
  "userId": "97980cfea0067"
}
```

Missing custom events

Facebook will only accept custom events with alphanumeric names (you can include spaces, "-" and "_") that are between 2 and 40 characters in length. Otherwise, Facebook will reject the event payload with a 400 status.

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