different value.

When using the Group call, it's helpful if you have accounts with multiple users.

Segment doesn't have an ungroup call

If you're using a device-mode destination that has a method for ungrouping users, you can invoke it directly on the client side using Segment's ready() method.

For cloud-mode destinations, you can create a Destination Function to ungroup users.

Here's the payload of a typical Group call, with most common fields removed:

```
{
  "type": "group",
  "groupId": "0e8c78ea9d97a7b8185e8632",
  "traits": {
    "name": "Initech",
    "industry": "Technology",
    "employees": 329,
    "plan": "enterprise",
    "total billed": 830
  }
}
```

And here's the corresponding JavaScript event that would generate the above payload:

```
analytics.group("0e8c78ea9d97a7b8185e8632", {
  name: "Initech",
  industry: "Technology",
  employees: 329,
  plan: "enterprise",
  "total billed": 830
});
```

Based on the library you use, the syntax in the examples might be different. You can find library-specific documentation on the Sources Overview page.

Beyond the common fields, the Group call takes the following fields:

FIELD		TYPE	DESCRIPTION
`groupId`	*required*	String	A unique identifier for the group in your database. See the Group ID field docs for more detail.
`traits`	*optional*	Object	Free-form dictionary of traits of the group, like `email` or `name` See the Traits field docs for a list of reserved trait names.
`userId`	*required; optional if `anonymousID` is set instead*	String	Unique identifier for the user in your database. A `userId` or an `anonymousId` is required. See the Identities docs for more details.
`anonymousId`	*required; optional if `userID` is set instead*	String	A pseudo-unique substitute for a User ID, for cases when you don't have an absolutely unique identifier. A `userId` or an `anonymousId` is required. See the Identities docs for more details.

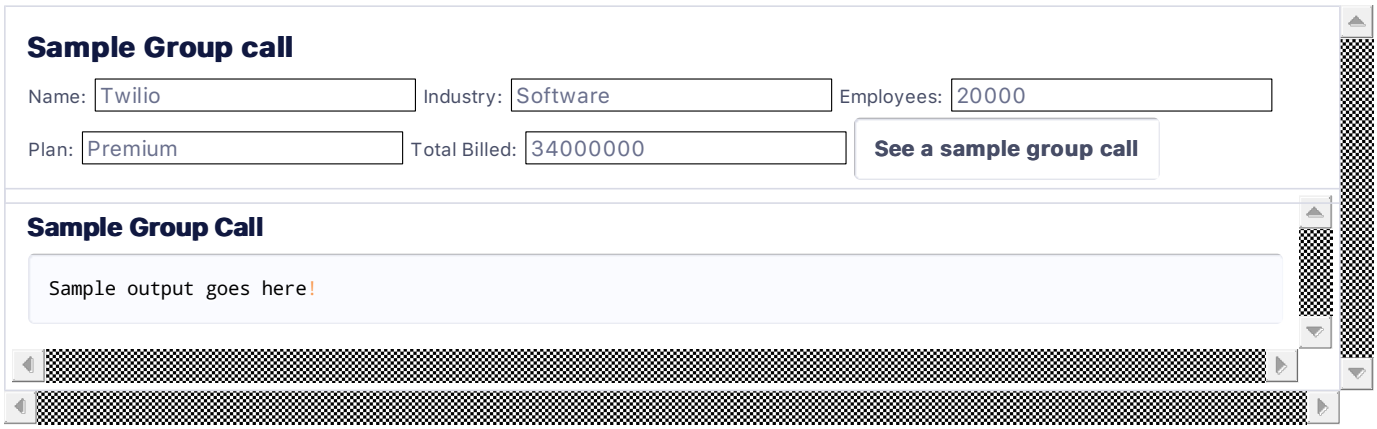
Example

Here's a complete example of a Group call:

```
{
  "anonymousId": "507f191e810c19729de860ea",
  "channel": "browser",
  "context": {
    "ip": "8.8.8.8",
    "userAgent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_9_5) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/40.0.2
214.115 Safari/537.36"
  },
  "integrations": {
    "All": true,
    "Mixpanel": false,
    "Salesforce": false
  },
  "messageId": "022bb90c-bbac-11e4-8dfc-aa07a5b093db",
  "receivedAt": "2015-02-23T22:28:55.387Z",
  "sentAt": "2015-02-23T22:28:55.111Z",
  "timestamp": "2015-02-23T22:28:55.111Z",
  "traits": {
    "name": "Initech",
    "industry": "Technology",
    "employees": 329,
    "plan": "enterprise",
    "total billed": 830
  },
  "type": "group",
  "userId": "97980cfea0067",
  "groupId": "0e8c78ea9d97a7b8185e8632",
  "version": "1.1"
}
```


Create your own Group call

Use the following interactive code pen to see what your Group calls would look like with user-provided information:



Identities

The User ID is a unique identifier for the user performing the actions. Check out the User ID docs for more detail.

The Anonymous ID can be any pseudo-unique identifier, for cases where you don't know who the user is, but you still want to tie them to an event. Check out the Anonymous ID docs for more detail.

Note: In our browser and mobile libraries a User ID is automatically added from the state stored by a previous `identify` call, so you do not need to add it yourself. They will also automatically handle Anonymous IDs under the covers.

Group ID

A Group ID is the unique identifier which you recognize a group by in your own database. For example, if you're using MongoDB it might look something like `507f191e810c19729de860ea`.

Traits

Traits are pieces of information you know about a group that are passed along with the Group call, like `employees` or `website`.

Segment has reserved some traits that have semantic meanings for groups, and handles them in special ways. You should **only use reserved traits for their intended meaning**.

The following are the reserved traits Segment has standardized:

TRAIT	TYPE	DESCRIPTION
`address`	Object	Street address of a group. This should be a dictionary containing optional `city`, `country`, `postalCode`, `state`, or `street`.
`avatar`	String	URL to an avatar image for the group.
`createdAt`	Date	Date the group's account was first created. Segment recommends ISO-8601 date strings.
`description`	String	Description of the group, like their personal bio.
`email`	String	Email address of group.
`employees`	String	Number of employees of a group, typically used for companies.
`id`	String	Unique ID in your database for a group.
`industry`	String	Industry a user works in, or a group is part of.
`name`	String	Name of a group.
`phone`	String	Phone number of a group.
`website`	String	Website of a group.
`plan`	String	Plan that a group is in.

Note: You might be used to some destinations recognizing special properties differently. For example, Mixpanel has a special `track_charges` method for accepting revenue. Luckily, you don't have to worry about those inconsistencies. Just pass along `revenue`. **Segment handles all of the destination-specific conversions for you automatically.** Same goes for the rest of the reserved properties.

If you pass these values, `on null` will throw a `NullPointerException`. You may continue to set values inside the trait. If you do so, this would work the same as the rules do with NoSQL data. If you had set a value previously for a user and on the next request you sent the same value of that property as `on null`, it will be replaced by `null`, but if you do not send that property, the original value is persisted.

Traits are case-insensitive, so in JavaScript you can match the rest of your camel-case code by sending `createdAt`, and in Ruby you can match your snake-case code by sending `created_at`. That way the API never seems alien to your code base.

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