This integration is partner owned. Please reach out to the partner's support for any issues.

PostHog is an open-source suite of product and data tools including product analytics, session replays, feature flags, A/B testing, surveys, and more.

You can find out more about the destination in PostHog's Segment documentation.

This destination is maintained by PostHog. For any issues with the destination, ask a question in the PostHog community or contact the PostHog support team in-app.

Getting started

1. From the Destinations catalog page in the Segment App, click **Add Destination**.

2. Search for "PostHog" in the Destinations Catalog, and select the PostHog destination.

3. Choose which Source should send data to the PostHog destination.

4. Go to your PostHog project settings, and copy the **project API key**.

5. Enter the project API Key that you copied in the PostHog destination settings in Segment.

6. Enter your PostHog instance address *without any trailing slash*, for example:

- `https://us.i.posthog.com` if you use PostHog US Cloud
- `https://eu.i.posthog.com` if you use PostHog EU Cloud
- Your self-hosted URL if you self-host

Page

If you aren't familiar with the Segment Spec, take a look at the Page method documentation to learn about what it does. An example call would look like:

```
analytics.page()
```

Segment sends Page calls to PostHog as a `$pageview`.

Screen

If you aren't familiar with the Segment Spec, take a look at the Screen method documentation to learn about what it does. An example call would look like:

```
[[SEGAnalytics sharedAnalytics] screen:@"Home"];
```

Segment sends Screen calls to PostHog as a `$screen` event.

Identify

If you aren't familiar with the Segment Spec, take a look at the Identify method documentation to learn about what it does. An example call would look like:

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

Segment sends Identify calls to PostHog as an `$identify` event. Data from Identify calls appears in PostHog under the **People** tab.

Track

If you aren't familiar with the Segment Spec, take a look at the Track method documentation to learn about what it does. An example call would look like:

```
analytics.track('Login Button Clicked')
```

Segment sends Track calls to PostHog using the event name you provide.

Alias

If you aren't familiar with the Segment Spec, take a look at the Alias method documentation to learn about what it does. An example call would look like:

```
analytics.alias('507f191e81')
```

Segment sends Alias calls to PostHog as a `$create_alias` event.

Group

If you aren't familiar with the Segment Spec, take a look at the [Group method documentation](#) to learn about what it does. An example call would look like:

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

Segment sends Group calls to PostHog as a `$groupidentify` event. This creates or updates a group with the group type `segment_group` in PostHog. To create or update a group with a different group type, call `track` with a `$group` property.

```
analytics.track('user_signed_up', {
    $groups: { company: 'Initech' }
})
```

Adding custom session IDs

Segment doesn't include a Session ID with events. This means that events don't have session properties and won't work with PostHog web analytics. As an alternative, you can provide your own `$session_id`. For more information on formatting the session ID, see [PostHog's custom session IDs](#) documentation.

Engage

You can send computed traits and audiences generated using [Engage](#) to this destination as a **user property**. To learn more about Engage, schedule a [demo](#).

For user-property destinations, an [identify](#) call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.

> ℹ️ **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to PostHog may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

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

SETTING	DESCRIPTION
API Key *(required)*	`string`. Go to Project Settings to find your Project API Key
PostHog instance (US/EU)	`string`. If you're using EU, add https://eu.posthog.com. If you're using US, you can leave this field empty.

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