



Getting Started

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Getting Started

To enable sending data to User.com you need to provide API key. You can generate and revoke keys for your app by going to **App settings > Advanced > Segment API keys** at app.user.com.

Note that **all available** methods will try to select user base on `userId`, falling back to `anonymousId` if `userId` is not provided. If user with given identifier does not exist in your app it will be **created automatically**. That means you do not have to worry about request that return `404` for unknown user.

Identify

Calling `.identify()` causes User.com to automatically map the call's traits and context data to appropriate fields in the user profile.

Traits that are mapped are:

- email
- first_name
- last_name

- phone
- gender
- address is mapped to country, region and city fields if possible.

If possible following data is extracted from context and mapped to user profile's fields: user_agent, os, device_name, device_type, language, resolution, ip_address, browser_family, browser_version, timezone, current_url.

Other custom fields present in traits are added as custom attributes. **NOTE:** if a given trait has no respective custom attribute already defined in User.com, it will be created with the type string! However, if a custom attribute already exists, we'll try to convert given data to defined type, ignoring values that cannot be converted, e.g.:

Let's assume you have created custom attribute custom_integer with type number and send following data:

```
analytics.identify({
  custom_integer: '123',
  custom_integer_new: 999
})
```

Such request results in:

- custom_integer attribute will be set to 123 in user's profile because custom_integer is already defined in User.com with type number
- custom_integer_new attribute will be created and set to '999' in user profile, because it did not exist before we use default string type for attribute

To define custom attributes for application, visit **App settings > User data & events > Client attributes** at app.user.com.

Page

Sending a .page() request increments page_views counter and updates last_seen timestamp if it is newer than the existing timestamp on a user's profile. It also records a new 'Page view' that can be used for filtering and aggregation.

Track

Sending a .track() request records a new 'Event occurrence' that can be used to filter and bucket users. **NOTE:** if an event with a given name is not defined in User.com, it will be created automatically, as will its properties. This mechanism works exactly the same as custom traits that have been explained in Identify section. To make sure type of data recorded in database reflects your expectations, visit **App settings > User data & events > Events** or **App settings > User data & events > Event attributes** at app.user.com.

Group

Sending a .group() request allows to create or update a company profile and associate a user with it. We will use the groupId. If a company is not found, we will automatically create new company instance and set its groupId to that identifier.

The user that owns the userId on this event will be associated with this company.

Any custom traits of the .group() call will follow same logic as Identify method. Semantic traits that are mapped are: address, description, email, employees, name, phone. **NOTE:** to make sure types of custom traits defined in database reflect your expectations, visit **App settings > Companies > Company attributes** at [\[app.user.com\]](https://app.user.com) ([https://user.com/en?target="_blank"](https://user.com/en?target=))

Troubleshooting

403 Forbidden **HTTP code**

Verify that API key your using in Segment is not revoked by going to **App settings > Advanced > Segment API keys** at [app.user.com](#).

If problems still persist verify that domain the request from is trusted. You can edit domains you trust by going to **App settings > Advanced > Domains** at [app.user.com](#).

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.



Real-time to batch destination sync frequency

Real-time audience syncs to User.com 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 <i>(required)</i>	<code>string</code> . In UserEngage app settings, there is a special secret Segment API Key .

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