



Getting Started

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Help

This destination is maintained by Taboola. For any issues with the destination, contact their [Support team](#) or your account manager.

Getting started

Get Taboola Account Details

Before connecting the **Taboola (Actions)** destination you'll need the following:

1. Your Taboola **Client ID** and **Client Secret** - provided by your Taboola account manager.

2. **Account ID**: retrieve using one of these options:

- **Taboola Ads** - Use the account's alphanumeric name without spaces and in lowercase. For example, 'My Account - Name' would become 'myaccountname'

- **API** - Retrieve Account Details using the Get Account Details API.

Create and Connect the Taboola Destination

1. From your Segment workspace's [Destination catalog page](#) search for **Taboola (Actions)**.

2. Select **Taboola (Actions)** and click **Add Destination**.

3. Next, connect the Engage Space to your **Taboola (Actions)** Destination. To do this, use the Search for a source search field to find your Engage Space, then select it. Next, click the **Confirm Source** button.

4. On the **Basic Settings** screen input the Taboola **Client ID** and **Client Secret** values.

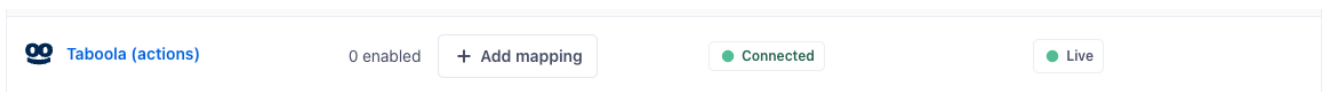
5. Enable the Destination using the toggle, then click the **Save Changes** button.

The **Taboola (Actions)** Destination is now connected to your Engage Space. The next steps cover connecting an Audience to a **Mapping** on your **Taboola (Actions)** Destination.

1. Navigate to the Audience you'd like to sync to **Taboola (Actions)**.

2. On the **Audience Overview** tab, click the **Add Destination** button, then select the **Taboola (Actions)** Destination.

3. Under the **Destinations** heading in the **Audience Overview** page you should now see your **Taboola (Actions)** listed. Click the **Add Mapping** button.



4. When the side panel on the right displays, navigate to the **Settings** tab.

5. On the **Settings** tab, ensure that **Send Track** is enabled, then populate the Taboola **Account ID** field.



Matching mappings

Traits and identifiers

Syncs

Settings

Connection settings

☒ Send Track

Event names

Changes to event names apply to all Track events generated from this audience.

Audience entered event name

Audience Entered

Audience exited event name

Audience Exited

Audience settings

Account ID *

The alphabetic ID for the Taboola Account to sync to.

Exclude from Campaigns

☐ Whether to exclude the audience from campaigns.

TTL in Hours

The time for which a given user will belong to this audience in hours.

8760

☒ Connect to destination

Enable syncing your audience to Taboola (actions).

This will start sending audience data to this destination based on your mapping configuration.

Remove destination from audience

When you remove a destination from an audience, events are no longer sent to the destination.

You cannot undo this action. Learn more about [removing destination from audience](#).

Remove

[View all destination settings](#)

Cancel

Save

6. Click the **Save** button.

7. Remain in the side panel, and navigate to the **Matching mappings** tab. Click the **Add mapping** button, then select **Sync Audience**.

8. On the **Sync Audience** page, click the **Save** button. You'll be taken back to the **Matching mappings** tab. Enable the Mapping using the toggle.



Matching mappings

Traits and identifiers

Syncs

Settings

This page shows the mappings receiving events from this audience. Go to [Settings](#) tab to enable Track or Identify calls to start sending audience data.

View all mappings in [Connections](#)

[Add mapping](#)

Trigger	Action	Status	
Track (All)	Sync Audience	Enabled	

The Audience will start to sync to Taboola shortly. It takes another 2-5 days for the segment to scale up and become available for targeting/suppression in Taboola Ads.



To view the audience on the Taboola platform, navigate to the [Taboola Ads audience page](#), select "Custom Audience" and search for the audience you have just connected.

Supported identifiers

The **Taboola (Actions)** destination supports syncing Audiences to Taboola using either the email and/or the Mobile Device ID. email will be automatically included if present. Additional configuration steps are required in order to sync Mobile Device ID values. To sync Mobile Device ID values ensure the following is configured:

Configure your Engage Space's identity resolution rules for android.id and ios.id identifiers by navigating to Unify » Unify Settings.

Identity resolution

[Identity documentation](#)[+ Add identifier](#)

Use identity resolution to match traits, identities, and events to user profiles. You can customize the priority, uniqueness, and allowed values of each external ID.

[Edit priority](#)

Priority	Identifier	Seen ⓘ	Value limit	Blocked values	Identifier type
1	user_id		2	Zeros and dashes, -1, anonymous, null	Default
2	android.id		5	Zeros and dashes, anonymous	Default
3	ios.id		5	Zeros and dashes, anonymous	Default

Ensure that both the android.id and ios.id identifiers are configured exactly as per the image below. This configuration step takes place when the Destination is being connected to an Audience.

Connection settings

Send Track



Enter Event

Name of event to send to this destination when user enters an audience

Audience Entered

Exit Event

Name of event to send to this destination when user exits an audience

Audience Exited

Event settings



Default Setup

Get data flowing immediately with the default event settings. You can add additional customization or configurations later.



Customized Setup

Control the way your data is sent to Taboola BATCH 12JUL by creating your own identifier and trait mappings.



Identifiers

2 SELECTIONS

SEGMENT

ios.id



DESTINATION

ios_id

ID STRATEGY

Last Added



android.id



android_id

Last Added



+ Add Identifier

Traits

0 SELECTION

Destination Settings

SETTING	DESCRIPTION
Audience Identifier	The audience identifier from your Taboola account.
Client ID	<i>Required.</i> The client ID from your Taboola account.
Client Secret	<i>Required.</i> The client's secret from your Taboola account.

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following Taboola-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Sync Audience

Sync Audience

Sync a Segment Engage Audience to Taboola.

Sync Audience is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Email address	Type: <code>STRING</code> The user's email address
Batch events *	Type: <code>BOOLEAN</code> When enabled, events will be batched before being sent to Taboola. In most cases, batching should be enabled.
Mobile Device ID	Type: <code>STRING</code> To send iOS and Android Device IDs include them as 'ios_id' and 'android_id' via the 'Customized Setup' option when connecting your Audience.

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 Taboola (Actions) 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
Audience Identifier	<code>select</code> , defaults to <code>computation_key</code> . The audience identifier from your Taboola account.
Client ID (required)	<code>string</code> . The client ID from your Taboola account.
Client Secret (required)	<code>string</code> . The client's secret from your Taboola account.

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