



Getting Started

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1 From the Segment web app, navigate to **Sources** and select **Add Source**.

2 Search for **HTTP API** in the Sources Catalog, select the [HTTP API source](#), and click **Add Source**.

3 Follow the steps to name your source. This is the source that will receive API calls from the Segment Connections destination.

4 Copy the Write Key on the **Overview** tab. You will need this when you set up the Segment Connections destination.

Connect and configure the Segment Connections destination

1 From the Segment web app, navigate to **Reverse ETL > Destinations**.

2 Click **Add Destination**.

3 Select the Segment Connections destination, click **Next**, and select the warehouse source that will send data to the Segment Connections destination. If you have not set up a warehouse source, follow the steps in the Reverse ETL documentation on [Getting started](#).

4 On the **Settings** tab, name your destination, input the Write Key from the source created above, select an

endpoint region, and click **Save Changes**. It is recommended to configure and enable all mappings before enabling the Segment Connections destination.

5. On the **Mappings** tab, click **Add Mapping**. Select a data model and the API call type you want to map. Fill in the fields on screen to create the desired mappings, and click **Create Mapping** to complete the configuration. Repeat this step to configure multiple mappings.

6. Enable the configured mapping(s).

7. On the **Settings** tab, click the **Enable Destination** toggle, and then click **Save Changes** to enable the Segment Connections destination.

Destination Settings

SETTING	DESCRIPTION
Source Write Key	<i>Required.</i> The Write Key of a Segment source.

Available Actions

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

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Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

- Send Page
- Send Track
- Send Identify
- Send Group
- Send Screen

Send Page

Send a page call to Segment’s tracking API. This is used to track website page views.

Send Page is a **Cloud** action. The default Trigger is: `type = "page"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A <code>userId</code> or an <code>anonymousId</code> is required.
Anonymous ID	Type: <code>STRING</code> A pseudo-unique substitute for a User ID, for cases when you don’t have an absolutely unique identifier. A <code>userId</code> or an <code>anonymousId</code> is required.
Timestamp	Type: <code>STRING</code> Timestamp when the message itself took place as a ISO-8601 format date string. Defaults to current time if not provided.
Page Name	Type: <code>STRING</code> Name of the page that was viewed.

FIELD	DESCRIPTION
Page Category	Type: <code>STRING</code> Category of the page that was viewed.
Application	Type: <code>OBJECT</code> Dictionary of information about the current application.
Campaign Parameters	Type: <code>OBJECT</code> Dictionary of information about the campaign that resulted in the API call. This maps directly to the common UTM campaign parameters.
Device	Type: <code>OBJECT</code> Dictionary of information about the device the API call originated from.
IP Address	Type: <code>STRING</code> The current user's IP address.
Locale	Type: <code>STRING</code> Locale string for the current user, for example en-US.
Location	Type: <code>OBJECT</code> Dictionary of information about the user's current location.
Network	Type: <code>OBJECT</code> Dictionary of information about the current network connection.
Operating System	Type: <code>OBJECT</code> Dictionary of information about the operating system.
Page	Type: <code>OBJECT</code> Dictionary of information about the current page in the browser.
Screen	Type: <code>OBJECT</code> Dictionary of information about the device's screen.
User Agent	Type: <code>STRING</code> User agent of the device the API call originated from.
Timezone	Type: <code>STRING</code> The user's timezone as a tz database string, for example America/New_York.
Group ID	Type: <code>STRING</code> The group or account ID a user is associated with.
Properties	Type: <code>OBJECT</code> Free-form dictionary of properties that describe the screen.

Send Track

Send a track call to Segment's tracking API. This is used to record actions your users perform.

Send Track is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A <code>userId</code> or an <code>anonymousId</code> is required.
Anonymous ID	Type: <code>STRING</code> A pseudo-unique substitute for a User ID, for cases when you don't have an absolutely unique identifier. A <code>userId</code> or an <code>anonymousId</code> is required.

FIELD	DESCRIPTION
Timestamp	Type: <code>STRING</code> Timestamp when the message itself took place as a ISO-8601 format date string. Defaults to current time if not provided.
Event Name *	Type: <code>STRING</code> Name of the action that a user has performed.
Application	Type: <code>OBJECT</code> Dictionary of information about the current application.
Campaign Parameters	Type: <code>OBJECT</code> Dictionary of information about the campaign that resulted in the API call. This maps directly to the common UTM campaign parameters.
Device	Type: <code>OBJECT</code> Dictionary of information about the device the API call originated from.
IP Address	Type: <code>STRING</code> The current user's IP address.
Locale	Type: <code>STRING</code> Locale string for the current user, for example en-US.
Location	Type: <code>OBJECT</code> Dictionary of information about the user's current location.
Network	Type: <code>OBJECT</code> Dictionary of information about the current network connection.
Operating System	Type: <code>OBJECT</code> Dictionary of information about the operating system.
Page	Type: <code>OBJECT</code> Dictionary of information about the current page in the browser.
Screen	Type: <code>OBJECT</code> Dictionary of information about the device's screen.
User Agent	Type: <code>STRING</code> User agent of the device the API call originated from.
Timezone	Type: <code>STRING</code> The user's timezone as a tz database string, for example America/New_York.
Group ID	Type: <code>STRING</code> The group or account ID a user is associated with.
Properties	Type: <code>OBJECT</code> Free-form dictionary of properties that describe the screen.
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.

Send Identify

Send an identify call to Segment's tracking API. This is used to tie your users to their actions and record traits about them.

Send Identify is a **Cloud** action. The default Trigger is: `type = "identify"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A <code>userId</code> or an <code>anonymousId</code> is required.
Anonymous ID	Type: <code>STRING</code> A pseudo-unique substitute for a User ID, for cases when you don't have an absolutely unique identifier. A <code>userId</code> or an <code>anonymousId</code> is required.
Timestamp	Type: <code>STRING</code> Timestamp when the message itself took place as a ISO-8601 format date string. Defaults to current time if not provided.
Application	Type: <code>OBJECT</code> Dictionary of information about the current application.
Campaign Parameters	Type: <code>OBJECT</code> Dictionary of information about the campaign that resulted in the API call. This maps directly to the common UTM campaign parameters.
Device	Type: <code>OBJECT</code> Dictionary of information about the device the API call originated from.
IP Address	Type: <code>STRING</code> The current user's IP address.
Locale	Type: <code>STRING</code> Locale string for the current user, for example <code>en-US</code> .
Location	Type: <code>OBJECT</code> Dictionary of information about the user's current location.
Network	Type: <code>OBJECT</code> Dictionary of information about the current network connection.
Operating System	Type: <code>OBJECT</code> Dictionary of information about the operating system.
Page	Type: <code>OBJECT</code> Dictionary of information about the current page in the browser.
Screen	Type: <code>OBJECT</code> Dictionary of information about the device's screen.
User Agent	Type: <code>STRING</code> User agent of the device the API call originated from.
Timezone	Type: <code>STRING</code> The user's timezone as a tz database string, for example <code>America/New_York</code> .
Group ID	Type: <code>STRING</code> The group or account ID a user is associated with.
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.
Address	Type: <code>OBJECT</code> Dictionary of information about the user's current Address.

Send Group

Send a group call to Segment's tracking API. This is used to associate an individual user with a group

Send Group is a **Cloud** action. The default Trigger is: `type = "group"`

[Click to show / hide fields](#)

FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A <code>userId</code> or an <code>anonymousId</code> is required.
Anonymous ID	Type: <code>STRING</code> A pseudo-unique substitute for a User ID, for cases when you don't have an absolutely unique identifier. A <code>userId</code> or an <code>anonymousId</code> is required.
Group ID *	Type: <code>STRING</code> The group or account ID a user is associated with.
Timestamp	Type: <code>STRING</code> Timestamp when the message itself took place as a ISO-8601 format date string. Defaults to current time if not provided.
Application	Type: <code>OBJECT</code> Dictionary of information about the current application.
Campaign Parameters	Type: <code>OBJECT</code> Dictionary of information about the campaign that resulted in the API call. This maps directly to the common UTM campaign parameters.
Device	Type: <code>OBJECT</code> Dictionary of information about the device the API call originated from.
IP Address	Type: <code>STRING</code> The current user's IP address.
Locale	Type: <code>STRING</code> Locale string for the current user, for example <code>en-US</code> .
Location	Type: <code>OBJECT</code> Dictionary of information about the user's current location.
Network	Type: <code>OBJECT</code> Dictionary of information about the current network connection.
Operating System	Type: <code>OBJECT</code> Dictionary of information about the operating system.
Page	Type: <code>OBJECT</code> Dictionary of information about the current page in the browser.
Screen	Type: <code>OBJECT</code> Dictionary of information about the device's screen.
User Agent	Type: <code>STRING</code> User agent of the device the API call originated from.
Timezone	Type: <code>STRING</code> The user's timezone as a tz database string, for example <code>America/New_York</code> .
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.

Send Screen

Send a screen call to Segment's tracking API. This is used to track mobile app screen views.

Send Screen is a **Cloud** action. The default Trigger is: `type = "screen"`

Click to show / hide fields

FIELD	DESCRIPTION
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FIELD	DESCRIPTION
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A <code>userId</code> or an <code>anonymousId</code> is required.
Anonymous ID	Type: <code>STRING</code> A pseudo-unique substitute for a User ID, for cases when you don't have an absolutely unique identifier. A <code>userId</code> or an <code>anonymousId</code> is required.
Timestamp	Type: <code>STRING</code> Timestamp when the message itself took place as a ISO-8601 format date string. Defaults to current time if not provided.
Screen Name	Type: <code>STRING</code> Name of the screen that was viewed.
Application	Type: <code>OBJECT</code> Dictionary of information about the current application.
Campaign Parameters	Type: <code>OBJECT</code> Dictionary of information about the campaign that resulted in the API call. This maps directly to the common UTM campaign parameters.
Device	Type: <code>OBJECT</code> Dictionary of information about the device the API call originated from.
IP Address	Type: <code>STRING</code> The current user's IP address.
Locale	Type: <code>STRING</code> Locale string for the current user, for example <code>en-US</code> .
Location	Type: <code>OBJECT</code> Dictionary of information about the user's current location.
Network	Type: <code>OBJECT</code> Dictionary of information about the current network connection.
Operating System	Type: <code>OBJECT</code> Dictionary of information about the operating system.
Page	Type: <code>OBJECT</code> Dictionary of information about the current page in the browser.
Screen	Type: <code>OBJECT</code> Dictionary of information about the device's screen.
User Agent	Type: <code>STRING</code> User agent of the device the API call originated from.
Timezone	Type: <code>STRING</code> The user's timezone as a <code>tz</code> database string, for example <code>America/New_York</code> .
Group ID	Type: <code>STRING</code> The group or account ID a user is associated with.
Properties	Type: <code>OBJECT</code> Free-form dictionary of properties that describe the screen.

FAQ & Troubleshooting

API Calls and MTUs

The Segment Connections destination sends data to Segment's Tracking API, which has cost implications. New users will count as new MTUs and each call will count as an API call. For information on how Segment calculates MTUs and API calls, please see [MTUs, Throughput and Billing](#).

Test Mapping

The **Test Mapping** feature on the Mapping page does not send events to the Tracking API. It only validates the mappings and confirms that the event will be accepted by the Tracking API. To send and validate the event in your source, run a RETL sync.

This page was last modified: 09 Feb 2024

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