Additional versions of this destination are available

This page is about the Amplitude (Actions) Destination. See below for information about other versions of the Amplitude destination:

Amplitude (Classic)

Amplitude is an event tracking and segmentation platform for your web and mobile apps. By analyzing the actions your users perform, you can gain a better understanding to drive retention, engagement, and conversion.

Benefits of Amplitude (Actions) vs Amplitude Classic

Amplitude (Actions) provides the following benefits over the classic Amplitude destination:

Fewer settings. Data mapping for actions-based destinations happens in during configuration, which eliminates the need for most settings.

Clearer mapping of data. Actions-based destinations enable you to define the mapping between the data Segment receives from your source, and the data Segment sends to the destination.

Support for Amplitude's HTTP API v2. Amplitude (Actions) is built on the latest version of Amplitude's

HTTP API.

- **Revenue is a top-level property**. Amplitude (Actions) elevates `revenue` to a top-level property in requests sent to Amplitude. This enables inclusion of this data in Amplitude features like customer LTV reports.
- **Tracking in cloud-mode**. Amplitude (Actions) supports sending details from cloud-mode sources.

Getting started

1. Before you start, go to your Amplitude workspace. Click **Settings** in the top right and then click **Organization Settings** to navigate to your **Projects** in the menu. Select your **Project**. Copy the Amplitude API Key and Secret Key for the project.

2. From the Segment web app, click **Catalog**, then click **Destinations**.

3. Find the Destinations Actions item in the left navigation, and click it.

4. Click the "Amplitude" item to select it and click **Configure**.

5. Choose which of your sources to connect the destination to. (You can connect more sources to the destination later.)

Once you have a mapping, you can follow the steps in the Destinations Actions documentation on Customizing mappings.

Log Purchases in existing destination instances

Initially, the Log Event Action was reporting purchases to Amplitude for all events containing a `products` array, even if the products were just added to cart. This inflated the LTV Chart in Amplitude.

To resolve this, purchase reporting takes place in a new Action called Log Purchase.

For instances created prior to before the Log Purchases action was released, you need to manually add the Log Purchases Action to report purchases to Amplitude.

To manually add the Log Purchases Action:

1. Add a new Mapping for the Log Purchases Action. The default trigger for this action is Order Completed events.

2. Modify the Trigger if you need to report purchases for any other events.

3. Modify the Trigger of Log Event to exclude these same events. This helps you to avoid sending the same event twice.

4. Enable the Log Purchases mapping.

Connection Modes for Amplitude (Actions) destination

The Amplitude (Actions) destination does not offer a device-mode connection mode. Previous deployments of the Amplitude Segment destination required the device-mode connection to use the `session_id` tracking feature. However, the Amplitude (Actions) destination now includes session ID tracking by default when you use Segment's Analytics.js 2.0 library.

Track sessions

Session tracking is available with Segment's new libraries: Analytics.js 2.0, Swift or Kotlin.

When connected to the Analytics.js 2.0 source, Segment automatically loads a plugin on your website for session tracking and enrichment as an alternative to the Amplitude SDK. This means you don't need to bundle any software or write any code to run on the user's device, and can use more of the Segment platform features for data going to Amplitude, like Protocols filtering and transformations and Unify Identity Resolution.

If you're using one of Segment's Swift, Kotlin, or React Native libraries, you will need to include the Amplitude

destination plugin to enable session tracking.

You can read more about Amplitude's [tracking sessions](#) feature in Amplitude's documentation.

Device ID Mappings

The Amplitude destination requires that each event include either a Device ID or a User ID. If a User ID isn't present, Amplitude uses a Device ID, and vice versa, if a Device ID isn't present, Amplitude uses the User ID.

By default, Segment maps the Segment property `context.device.id` to the Amplitude property `Device ID`. If `context.device.id` isn't available, Segment maps the property `anonymousId` to the Amplitude `Device ID`. The Actions interface indicates this with the following contents of the Device ID field: `coalesce( context.device.id anonymousId )`.

Enable session tracking for Analytics.js 2.0

JavaScript sources automatically enable session tracking.

The session ID Segment passes to Amplitude stores locally in a key-value pair. View the value associated with the `analytics_session_id`key to access the session ID. The session ID is set to timeout every 30 minutes by default.

Enable Amplitude session tracking for Swift

To enable session tracking in Amplitude when using the [Segment Swift library](#):

1. Enable `trackApplicationLifecycleEvents` in your configuration.

2. Add the [Amplitude Session plugin](#) to your project.

3. Initialize the plugin ([example](#))

```
analytics?.add(plugin: AmplitudeSession(name: "Amplitude"))
```

Enable Amplitude session tracking for Kotlin

To enable session tracking in Amplitude when using the [Segment Kotlin library](#):

1. Enable `trackApplicationLifecycleEvents` in your configuration.

2. Add the [Amplitude Session plugin](#) to your project.

3. Initialize the plugin

```
analytics.add(AmplitudeSession())
```

Enable Amplitude session tracking for iOS

To enable session tracking in Amplitude when using the [Segment iOS library](#):

1. Add the [Amplitude Session middleware](#) to your project.

2. Add the middleware & enable `trackApplicationLifecycleEvents` in your configuration:

```
NSString *const SEGMENT_WRITE_KEY = @" ... ";
SEGAnalyticsConfiguration *configuration = [SEGAnalyticsConfiguration configurationWithWriteKey:SEGMENT_WRITE_KEY
];
configuration.trackApplicationLifecycleEvents = true
configuration.sourceMiddleware = @[[[SEGAmplitudeSession alloc] init]];
[SEGAnalytics setupWithConfiguration:configuration];
```

Enable Amplitude session tracking for Android

To enable session tracking in Amplitude when using the [Segment Android library](#):

1. Add the [Amplitude Session middleware](#) to your project.

```
implementation 'com.segment.analytics.android.integrations:amplitude:3.1.0'
```

2. Add the middleware & enable `trackApplicationLifecycleEvents` in your configuration:

```
String SEGMENT_WRITE_KEY = " ... ";
analytics = new Analytics.Builder(this, SEGMENT_WRITE_KEY)
            .trackApplicationLifecycleEvents()
            .useSourceMiddleware(new AmplitudeSessionId())
            .build();
```

Important differences from the classic Amplitude destination

The classic Amplitude destination captures the following user fields in device-mode (when it runs on the user's device):

- Device Type (for example, Mac, PC, mobile device)
- Platform (for example iOS or Android)

Amplitude (Actions) runs in cloud-mode, and does not capture these fields.

Destination Settings

SETTING	DESCRIPTION
API Key	*Required.* Amplitude project API key. You can find this key in the "General" tab of your Amplitude project.
Endpoint Region	The region to send your data.
Secret Key	*Required.* Amplitude project secret key. You can find this key in the "General" tab of your Amplitude project.

Available Presets

Amplitude (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Calls	Event type = "track" and event != "Order Completed"	Log Event V2
Browser Session Tracking	Event type = "track" Event type = "identify" Event type = "group" Event type = "page" Event type = "alias"	Session Plugin
Identify Calls	Event type = "identify"	Identify User
Order Completed Calls	Event type = "track" and event = "Order Completed"	Log Purchase
Screen Calls	Event type = "screen"	Log Event V2
Page Calls	Event type = "page"	Log Event V2

Available Actions

Build your own Mappings. Combine supported triggers with the following Amplitude-supported actions:

ℹ️
Mapping limits per destination

> Individual destination instances have support a maximum of 50 mappings.

Map User

Merge two users together that would otherwise have different User IDs tracked in Amplitude.

Map User is a **Cloud** action. The default Trigger is: `type = "alias"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: `STRING` The User ID to be associated.
Global User ID	Type: `STRING` The Global User ID to associate with the User ID.
Minimum ID Length	Type: `INTEGER` Amplitude has a default minimum id length (`min_id_length`) of 5 characters for user_id and device_id fields. This field allows the minimum to be overridden to allow shorter id lengths.

Identify User

Set the user ID for a particular device ID or update user properties without sending an event to Amplitude.

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: `STRING` A UUID (unique user ID) specified by you. **Note:** If you send a request with a user ID that is not in the Amplitude system yet, then the user tied to that ID will not be marked new until their first event. Required unless device ID is present.
Device ID	Type: `STRING` A device specific identifier, such as the Identifier for Vendor (IDFV) on iOS. Required unless user ID is present.
User Properties	Type: `OBJECT` Additional data tied to the user in Amplitude. Each distinct value will show up as a user segment on the Amplitude dashboard. Object depth may not exceed 40 layers. **Note:** You can store property values in an array and date values are transformed into string values.
Groups	Type: `OBJECT` Groups of users for Amplitude's account-level reporting feature. Note: You can only track up to 5 groups. Any groups past that threshold will not be tracked. **Note:** This feature is only available to Amplitude Enterprise customers who have purchased the Amplitude Accounts add-on.
App Version	Type: `STRING` Version of the app the user is on.

FIELD	DESCRIPTION
Platform	Type: `STRING` The platform of the user's device.
OS Name	Type: `STRING` The mobile operating system or browser of the user's device.
OS Version	Type: `STRING` The version of the mobile operating system or browser of the user's device.
Device Brand	Type: `STRING` The brand of user's the device.
Device Manufacturer	Type: `STRING` The manufacturer of the user's device.
Device Model	Type: `STRING` The model of the user's device.
Carrier	Type: `STRING` The user's mobile carrier.
Country	Type: `STRING` The country in which the user is located.
Region	Type: `STRING` The geographical region in which the user is located.
City	Type: `STRING` The city in which the user is located.
Designated Market Area	Type: `STRING` The Designated Market Area in which the user is located.
Language	Type: `STRING` Language the user has set on their device or browser.
Is Paying	Type: `BOOLEAN` Whether the user is paying or not.
Initial Version	Type: `STRING` The version of the app the user was first on.
Insert ID	Type: `STRING` Amplitude will de-duplicate subsequent events sent with this ID we have already seen before within the past 7 days. Amplitude

Log Event

Send an event to Amplitude.

Log Event is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: `STRING` A readable ID specified by you. Must have a minimum length of 5 characters. Required unless device ID is present. **Note:** If you send a request with a user ID that is not in the Amplitude system yet, then the user tied to that ID will not be marked new until their first event.
Device ID	Type: `STRING` A device-specific identifier, such as the Identifier for Vendor on iOS. Required unless user ID is present. If a device ID is not sent with the event, it will be set to a hashed version of the user ID.
Event Type *	Type: `STRING` A unique identifier for your event.

FIELD	DESCRIPTION
Session ID	Type: `DATETIME` The start time of the session, necessary if you want to associate events with a particular system. To use automatic Amplitude session tracking in browsers, enable Analytics 2.0 on your connected source.
Timestamp	Type: `DATETIME` The timestamp of the event. If time is not sent with the event, it will be set to the request upload time.
Event Properties	Type: `OBJECT` An object of key-value pairs that represent additional data to be sent along with the event. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.
User Properties	Type: `OBJECT` An object of key-value pairs that represent additional data tied to the user. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.
Groups	Type: `OBJECT` Groups of users for the event as an event-level group. You can only track up to 5 groups. **Note:** This Amplitude feature is only available to Enterprise customers who have purchased the Accounts add-on.
App Version	Type: `STRING` The current version of your application.
Platform	Type: `STRING` Platform of the device. If using analytics.js to send events from a Browser and no if no Platform value is provided, the value "Web" will be sent.
OS Name	Type: `STRING` The name of the mobile operating system or browser that the user is using.
OS Version	Type: `STRING` The version of the mobile operating system or browser the user is using.
Device Brand	Type: `STRING` The device brand that the user is using.
Device Manufacturer	Type: `STRING` The device manufacturer that the user is using.
Device Model	Type: `STRING` The device model that the user is using.
Carrier	Type: `STRING` The carrier that the user is using.
Country	Type: `STRING` The current country of the user.
Region	Type: `STRING` The current region of the user.
City	Type: `STRING` The current city of the user.

Track Revenue Per Product

> ℹ️
> If you use Track Revenue Per Product, add a `revenue` property inside the `products` array of the Order Completed event.

Amplitude has two different ways to track revenue associated with a multi-product purchase. You can choose which method you want to use using the **Track Revenue Per Product** destination setting.

If you disable the setting ("off"), Segment sends a single revenue event with the total amount purchased and adds revenue data the Amplitude "Order Completed" event. The "Product Purchased" events do not contain any

native Amplitude revenue data.

If you enable the setting ("on"), Segment sends a single revenue event for each purchased product and adds Revenue data to each "Product Purchased" event. The "Order Completed" event does not contain any native Amplitude revenue data.

Make sure you format your events using the Track method spec. You must pass a `revenue` property, a `price` property, and a `quantity` property for each product in the products list.

Log Revenue v2

Segment's iOS and Android sources can send revenue using Amplitude's preferred `logRevenueV2` method. Segment sets Amplitude's special revenue properties, such as `revenueType` and `productIdentifier`, which Amplitude's Revenue Analysis uses for Revenue Analysis and Revenue LTV charts. Segment uses the Amplitude `eventProperties` field to send any properties *not* mapped to Amplitude's special properties.

AMPLITUDE PROPERTY	SEGMENT PROPERTY	DESCRIPTION
productId	productId	An identifier for the product.
quantity	quantity	The quantity of products purchased. Note: revenue = `quantity` * `price`.
price	price or revenue (or total for mobile, see note below)	The price of the products purchased, and this can be negative.
revenueType	revenueType	The revenue type (for example tax, refund, income).
receiptSignature	receiptSignature (Android)	The receipt signature.
receipt	receipt	Required if you want to verify the revenue event.
eventProperties	Any remaining properties	A NSDictionary or Map of event properties to include in the revenue event.

* If `properties.price` is not present, Segment uses `revenue` instead, and sends that as `price`. In Segment's iOS and Android libraries, if `revenue` isn't present either, Segment sends the `total`.

Property names should be `camelCase` for Android implementations, and `snake_case` for iOS implementations.

> ℹ️ Amplitude does not support currency conversion. You should normalize all revenue data to your currency of choice before sending it to Amplitude.

Send To Batch Endpoint

> ℹ️ This endpoint is available when you send data in Cloud-mode.

If `true`, the destination sends events to Amplitude's `batch` endpoint rather than the `httpapi` endpoint. Because Amplitude's `batch` endpoint throttles traffic less restrictively than the Amplitude `httpapi` endpoint, enabling this setting can help to reduce 429 errors (throttling errors) from Amplitude.

Amplitude's `batch` endpoint throttles data when the rate of events sharing the same `user_id` or `device_id` exceeds an average of 1,000/second over a 30-second period. See the Amplitude documentation for more about 429 errors and throttling in Amplitude.

Group Identify User

Set or update properties of particular groups. Note that these updates will only affect events going forward.

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

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: `STRING` A UUID (unique user ID) specified by you. **Note:** If you send a request with a user ID that is not in the Amplitude system yet, then the user tied to that ID will not be marked new until their first event. Required unless device ID is present.
Device ID	Type: `STRING` A device specific identifier, such as the Identifier for Vendor (IDFV) on iOS. Required unless user ID is present.
Insert ID	Type: `STRING` Amplitude will deduplicate subsequent events sent with this ID we have already seen before within the past 7 days. Amplitude recommends generating a UUID or using some combination of device ID, user ID, event type, event ID, and time.
Timestamp	Type: `STRING` The timestamp of the event. If time is not sent with the event, it will be set to the request upload time.
Group Properties	Type: `OBJECT` Additional data tied to the group in Amplitude.
Group Type *	Type: `STRING` The type of the group
Group Value *	Type: `STRING` The value of the group
Minimum ID Length	Type: `INTEGER` Amplitude has a default minimum id lenght of 5 characters for user_id and device_id fields. This field allows the minimum to be overridden to allow shorter id lengths.

In the default configuration, Amplitude (Actions) triggers this mapping when it receives a Group call.

> ⚠ Groups are an enterprise feature in Amplitude, and are available if you've purchased the Accounts add-on.

This Action sets or updates the properties of specific groups. You can use this when you want to update a group's information without sending an Event to Amplitude.

These Group updates affect events that occur after you set up the Amplitude mapping. You cannot use this to group historical data.

> ✅ If you are on a Business Tier Segment plan, you can use Replay to run historical data through the Amplitude (Actions) destination to apply the grouping.

If you don't have an enterprise Amplitude account, or don't have the Accounts add-on, Segment always adds groups as `user_properties` on a user record. As long as you specify the Action settings below, Segment adds a "group type" user property with a value of the "group value".

To use Amplitude's groups with Segment, you must enable the following Action settings and make sure to include the data values they need to function. These settings act as a mapping from Segment group traits to Amplitude group types and values.

- **"Amplitude Group Type Trait"**: This specifies what trait in your Group calls contains the Amplitude "group type". In other words, it's how you tell Segment which trait to use as the group type.

- **"Amplitude Group Value Trait"**: This specifies what trait in your Group calls contains the Amplitude "group"

value". It's how you tell Segment which trait to use as the group value.

Session Plugin

Generates a Session ID and attaches it to every Amplitude browser based event.

Session Plugin is a **Web** action. The default Trigger is:
`type = "track" or type = "identify" or type = "group" or type = "page" or type = "alias"`

Click to show / hide fields

FIELD	DESCRIPTION
Session Length	Type: NUMBER Time in milliseconds to be used before considering a session stale.

Log Purchase

Send an event to Amplitude.

Log Purchase is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
Track Revenue Per Product	Type: BOOLEAN When enabled, track revenue with each product within the event. When disabled, track total revenue once for the event.
User ID	Type: STRING A readable ID specified by you. Must have a minimum length of 5 characters. Required unless device ID is present. **Note:** If you send a request with a user ID that is not in the Amplitude system yet, then the user tied to that ID will not be marked new until their first event.
Device ID	Type: STRING A device-specific identifier, such as the Identifier for Vendor on iOS. Required unless user ID is present. If a device ID is not sent with the event, it will be set to a hashed version of the user ID.
Event Type *	Type: STRING A unique identifier for your event.
Session ID	Type: DATETIME The start time of the session, necessary if you want to associate events with a particular system. To use automatic Amplitude session tracking in browsers, enable Analytics 2.0 on your connected source.
Timestamp	Type: DATETIME The timestamp of the event. If time is not sent with the event, it will be set to the request upload time.
Event Properties	Type: OBJECT An object of key-value pairs that represent additional data to be sent along with the event. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.
User Properties	Type: OBJECT An object of key-value pairs that represent additional data tied to the user. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.
Groups	Type: OBJECT Groups of users for the event as an event-level group. You can only track up to 5 groups. **Note:** This Amplitude feature is only available to Enterprise customers who have purchased the Accounts add-on.
App Version	Type: STRING The current version of your application.

FIELD	DESCRIPTION
Platform	Type: STRING Platform of the device. If using analytics.js to send events from a Browser and no if no Platform value is provided, the value "Web" will be sent.
OS Name	Type: STRING The name of the mobile operating system or browser that the user is using.
OS Version	Type: STRING The version of the mobile operating system or browser the user is using.
Device Brand	Type: STRING The device brand that the user is using.
Device Manufacturer	Type: STRING The device manufacturer that the user is using.
Device Model	Type: STRING The device model that the user is using.
Carrier	Type: STRING The carrier that the user is using.
Country	Type: STRING The current country of the user.

Log Event V2

Send an event to Amplitude

Log Event V2 is a **Cloud** action. The default Trigger is: `type = "track"`

Click to show / hide fields

FIELD	DESCRIPTION
User ID	Type: STRING A readable ID specified by you. Must have a minimum length of 5 characters. Required unless device ID is present. **Note:** If you send a request with a user ID that is not in the Amplitude system yet, then the user tied to that ID will not be marked new until their first event.
Device ID	Type: STRING A device-specific identifier, such as the Identifier for Vendor on iOS. Required unless user ID is present. If a device ID is not sent with the event, it will be set to a hashed version of the user ID.
Event Type *	Type: STRING A unique identifier for your event.
Session ID	Type: DATETIME The start time of the session, necessary if you want to associate events with a particular system. To use automatic Amplitude session tracking in browsers, enable Analytics 2.0 on your connected source.
Timestamp	Type: DATETIME The timestamp of the event. If time is not sent with the event, it will be set to the request upload time.
Event Properties	Type: OBJECT An object of key-value pairs that represent additional data to be sent along with the event. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.
User Properties	Type: OBJECT An object of key-value pairs that represent additional data tied to the user. You can store property values in an array, but note that Amplitude only supports one-dimensional arrays. Date values are transformed into string values. Object depth may not exceed 40 layers.

FIELD	DESCRIPTION
Groups	Type: `OBJECT` Groups of users for the event as an event-level group. You can only track up to 5 groups. **Note:** This Amplitude feature is only available to Enterprise customers who have purchased the Accounts add-on.
App Version	Type: `STRING` The current version of your application.
Platform	Type: `STRING` Platform of the device. If using analytics.js to send events from a Browser and no if no Platform value is provided, the value "Web" will be sent.
OS Name	Type: `STRING` The name of the mobile operating system or browser that the user is using.
OS Version	Type: `STRING` The version of the mobile operating system or browser the user is using.
Device Brand	Type: `STRING` The device brand that the user is using.
Device Manufacturer	Type: `STRING` The device manufacturer that the user is using.
Device Model	Type: `STRING` The device model that the user is using.
Carrier	Type: `STRING` The carrier that the user is using.
Country	Type: `STRING` The current country of the user.
Region	Type: `STRING` The current region of the user.

Migration from Amplitude Classic

Keep the following in mind if you plan to move to Amplitude (Actions) from a classic Amplitude destination.

> ℹ️
> In some cases, Amplitude Classic uses different default mappings than Amplitude (Actions). For example, the `Viewed Home Page` event in Amplitude Classic will be `Viewed Home` in Amplitude Actions, unless you configure it as `Viewed Home Page`. Be sure to follow the steps in the Destination Actions documentation to customize your mappings. Review how events appear in each destination, and configure the Actions' mappings properly to maintain continuity between Classic and Actions destinations.

Amplitude (Actions) uses Amplitude's HTTP API v2

> ⚠️
> If you used Amplitude Classic in cloud-mode, you'll notice different responses from Amplitude to calls you make with the destination. Classic Amplitude was built on Amplitude's now-deprecated HTTP API v1.

You configure the Amplitude (Actions) destination through Filters and Actions. Consult the table below for information about configuring your Amplitude (Actions) destination similarly to your classic Amplitude destination.

> ℹ️
> Contact Segment support if you find features missing from the Amplitude (Actions) destination that were available in the classic Amplitude destination.

Set Once/Set Always fields

Amplitude restricts the mixing of top-level user properties with `$set`, `$setOnce`, or `$setAlways` operations in a single request, as outlined in Amplitude's documentation.

To circumvent this within Segment, users can opt to exclusively map event parameters to either the **User Properties** field or to one of the user property operations (Set Once and/or Set Always) available in mappings. If you use the **Set Once** and/or **Set Always** fields, include all relevant fields in their respective mappings and do not configure mappings for **User Properties** in the same request.

Conversely, to send top-level user properties, map only to the **User Properties** field and exclude mappings for the **Set Once** and **Set Always** fields.

Amplitude settings mapping

Search for setting..

All   **Cloud**   **Device-web**   **Device-mobile**

AMPLITUDE CLASSIC DESTINATION SETTING	HOW TO ENABLE IN AMPLITUDE (ACTIONS)
CONNECTION SETTINGS	
PAGE AND SCREEN	
TRAITS	
OTHER SETTINGS	

Advanced Amplitude (Actions) settings

Increment Traits

The `traitsToIncrement` setting increases a user property by some numerical value. If the user property does not have a value set yet, Segment initializes it with a value of 0. The trait must have a numerical value so it can be incremented.

In the following example, the Amplitude User property `friendCount` equals 4.

```
"traits" : {"$add": {"friendCount": 3} }
"traits" : {"$add": {"friendCount": 1} }
```

FAQs and troubleshooting

Does Segment load the Amplitude SDK on the webpage to collect data?

Segment doesn't load the Amplitude SDK directly on the webpage. Instead, Segment collects data using the Analytics.js library. Once events reach Segment's servers, they are forwarded to Amplitude's servers using Amplitude's HTTP API.

How does Segment handle the Amplitude session ID?

The Analytics.js library includes a plugin that sets the Amplitude session ID on the device. This session ID is used to track sessions and is automatically attached to events sent to Amplitude. By default, the session ID is set to timeout after 30 minutes of inactivity. You can review the code implementation for setting the session ID.

How can I retrieve the Amplitude session ID set by Segment?

Since Segment doesn't load the Amplitude SDK, the Amplitude native method `amplitude.getInstance()._sessionId` won't work. You can retrieve the session ID using the this method:

```
localStorage.getItem('analytics_session_id');
```

This call accesses the session ID stored in the browser's local storage. You can review the retrieval code.

Why doesn't Segment automatically add the session_id to my Web Events?

For Segment to automatically add the session_id to your web events, your website must allow the following URL:

```
https://cdn.segment.com/next-integrations/actions/amplitude-plugins/..
```

To check if your website allows the URL:

1. Open your browser's developer tools and inspect the network requests on your website.
2. Look for a request related to Amplitude.

If the request is missing:

- Ensure your browser settings or network configuration allow the URL to load.
- Check for any third-party script blockers or restrictions that might prevent it.

This page was last modified: 10 Jan 2025

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