



Getting Started

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Create a Profile space

To use this destination, you must have an active Segment Profile space. If you have not yet created a Segment Profile space, please follow the steps in the [Profiles Onboarding Guide](#).

Connect and configure the Segment Profiles destination

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

2 Click **Add Destination**.

3 Select the Segment Profiles destination, click **Next**, and select the warehouse source that will send data to the Segment Profiles 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, select an endpoint region, and click **Save Changes**. It is recommended to configure and enable all mappings before enabling the Segment Profiles destination.

5 On the **Mappings** tab, click **Add Mapping**. Select a data model and the API call type you want to map. Identify calls will create and update user profiles and Group calls will create and update account profiles. 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 Profiles destination.

Available Actions

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



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

[Send Identify](#)

[Send Group](#)

[Send Subscriptions](#)

[Send Track](#)

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
Profile Space *	Type: <code>STRING</code> The Profile Space to use for creating a record. <i>Note: This field shows list of internal sources associated with the Profile Space. Changes made to the Profile Space name in Settings will not reflect in this list unless the source associated with the Profile Space is renamed explicitly.</i>
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.
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.
Timestamp	Type: <code>DATETIME</code> The timestamp of the event.

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
Profile Space *	Type: <code>STRING</code> The Profile Space to use for creating a record. <i>Note: This field shows list of internal sources associated with the Profile Space. Changes made to the Profile Space name in Settings will not reflect in this list unless the source associated with the Profile Space is renamed explicitly.</i>
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.
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.
Timestamp	Type: <code>DATETIME</code> The timestamp of the event.

Send Subscriptions

Send an identify call to Segment's tracking API. This is used to get user channel subscription data into Engage.

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

Click to show / hide fields

FIELD	DESCRIPTION
Profile Space *	Type: <code>STRING</code> The Profile Space to use for creating a record. <i>Note: This field shows list of internal sources associated with the Profile Space. Changes made to the Profile Space name in Settings will not reflect in this list unless the source associated with the Profile Space is renamed explicitly.</i>
User ID	Type: <code>STRING</code> Unique identifier for the user in your database.
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.
Email	Type: <code>STRING</code> Email of the user
Email Subscription Status	Type: <code>STRING</code> Global status of the email subscription. True is subscribed, false is unsubscribed, and <code>did_not_subscribe</code> is <code>did_not_subscribe</code> .
Email Subscription Groups	Type: <code>OBJECT</code> Group Subscription statuses are supported for the email channel. This object contains group names as keys and statuses as values. True is subscribed, false is unsubscribed, and <code>did_not_subscribe</code> is <code>did_not_subscribe</code> .
Phone	Type: <code>STRING</code> Phone number of the user
SMS Subscription Status	Type: <code>STRING</code> Global status of the SMS subscription. True is subscribed, false is unsubscribed, and <code>did_not_subscribe</code> is <code>did_not_subscribe</code> .
WhatsApp Subscription Status	Type: <code>STRING</code> Global status of the WhatsApp subscription. True is subscribed, false is unsubscribed, and <code>did_not_subscribe</code> is <code>did_not_subscribe</code> .
Android Push Token	Type: <code>STRING</code> Android Push Token of the user

FIELD	DESCRIPTION
Android Push Subscription Status	Type: <code>STRING</code> Global status of the android push subscription. True is subscribed, false is unsubscribed, and did_not_subscribe is did_not_subscribe.
Ios Push Token	Type: <code>STRING</code> Ios Push Token of the user
Ios Push Subscription Status	Type: <code>STRING</code> Global status of the ios push subscription. True is subscribed, false is unsubscribed, and did_not_subscribe is did_not_subscribe.
Traits	Type: <code>OBJECT</code> Free-form dictionary of traits that describe the user or group of users.
Timestamp	Type: <code>DATETIME</code> The timestamp of the event.

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.

Click to show / hide fields

FIELD	DESCRIPTION
Profile Space *	Type: <code>STRING</code> The Profile Space to use for creating a record. <i>Note: This field shows list of internal sources associated with the Profile Space. Changes made to the Profile Space name in Settings will not reflect in this list unless the source associated with the Profile Space is renamed explicitly.</i>
User ID	Type: <code>STRING</code> Unique identifier for the user in your database. A userId or an anonymousId 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 userId or an anonymousId is required.
Timestamp	Type: <code>DATETIME</code> The timestamp of the event.
Event Name *	Type: <code>STRING</code> Name of the action that a user has performed.
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 event.

FAQ & Troubleshooting

API Calls and MTUs

The Segment Profiles destination is not subject to API call or MTU costs. Any users or accounts created and updated by the Segment Profiles destination will not count towards your API call or MTU usage.

Successful syncs but no changes on profiles

Make sure that the Endpoint Region setting matches the region of your workspace. If the region is correct and you don't see any profile changes, [contact Segment](#).

Can I view samples of events received in Engage by the Segment Profiles Destination?

Records sent to the Segment Profiles Destination are managed through a Unify Spaces' Profile Sources. Samples of these events may be reviewed in a [Profile Source Debugger](#). For a more comprehensive analysis of the events received in Unify & Engage, consider utilizing [Profiles Sync](#) connected to your Data Warehouse.

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