



Getting Started

- What is Segment?
- [How Segment Works](#)
- Getting Started Guide
- A Basic Segment Installation
- Planning a Full Installation
- A Full Segment Installation
- Sending Data to Destinations
- Testing and Debugging
- What's Next
- Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

can imply things about the data you intend to collect.

For example, the properties for `page()` and `screen()` calls are intended to describe the page, not the user or their actions. Similarly, the data automatically included in a `page()` in particular is important for UTM campaign capture.

Simplifying implementation

As we mentioned above, you *could* build a full Segment implementation using only Track events, and this is probably a bad idea. To do this, you would need to include page-related data in every Track call, which means adding all of the information that Page calls automatically include, except now manually as event properties. As you might imagine, this gets unwieldy fast!

It's better to pair a Page and a Track call together (making one of each call), especially if you have a complex tracking implementation. When you use the semantic methods you reduce the amount of information and other properties required in a single call.

Ensuring destination compatibility

The `track()` call, and `page()` or `screen()` calls are handled very differently by your downstream tools, and how you can use that data is different. When you use the Spec, Segment uses the call type to help translate the data into destination's tracking format. This ensures the highest level of compatibility with the end tools.

Some destinations were built around a specific call type and Segment maps to those specific methods. Some downstream tools do not accept `page()` and `screen()` calls at all. Many of the destinations that *do* accept these calls, also expect a *limited* range of data in a `page()` call, and may not properly receive or handle data that would be expected in `track()` calls.

To help you with this, the Segment documentation includes [a list of all of the supported destinations and the calls they accept](#).

Filtering data by purpose

Finally, when you use the different methods correctly, it can help you separate out "types" of information in your downstream tools and warehouses, so you can use them for different purposes.

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