



Getting Started

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Podscribe measures the effectiveness of podcast advertising. Through integrations with podcast hosting providers, matches downloads with on-site actions, providing advertisers household-level attribution.

Getting started

1 From the Segment web app, navigate to **Connections > Catalog**.

2 Search for "Podscribe", select it, and choose which of your sources to connect the destination to.

Once you start sending data to the Podscribe's Destination it will take up to 20 minutes to appear in the Podscribe postbacks page.

Destination Settings

SETTING	DESCRIPTION
Advertiser	<i>Required.</i> Podscribe advertiser lookup key

Available Presets

Podscribe (Actions) has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Order Completed Calls	Event type = "track" and event = "Order Completed"	Track
Signed Up Calls	Event type = "track" and event = "Signed Up"	Track
Page Calls	Event type = "page"	Page

Available Actions

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

i

Mapping limits per destination
Individual destination instances have support a maximum of 50 mappings.

Page

Track

Page

Register page view in Podscribe

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

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID	Type: <code>STRING</code> The anonymous ID associated with the user
Timestamp *	Type: <code>STRING</code> The timestamp of the event
Page Referrer	Type: <code>STRING</code> The page referrer
Page URL	Type: <code>STRING</code> The page URL
User IP address *	Type: <code>STRING</code> The IP address of the device sending the event.
Segment Library	Type: <code>OBJECT</code> The library sending the event.
User Agent	Type: <code>STRING</code> The user agent of the device sending the event.

Track

Send user events to Podscribe

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

Click to show / hide fields

FIELD	DESCRIPTION
Anonymous ID	Type: <code>STRING</code> The anonymous ID associated with the user
Timestamp *	Type: <code>STRING</code> The timestamp of the event
Page Referrer	Type: <code>STRING</code> The page referrer
Page URL	Type: <code>STRING</code> The page URL
User IP address *	Type: <code>STRING</code> The IP address of the device sending the event.
Segment Library	Type: <code>OBJECT</code> The library sending the event.
User Agent	Type: <code>STRING</code> The user agent of the device sending the event.
Email address	Type: <code>STRING</code> Email address of the user
Event properties	Type: <code>OBJECT</code> Properties to send with the event
Podscribe event type *	Type: <code>STRING</code> Podscribe type of event to send

Page

If you're not familiar with the Segment Specs, take a look to understand what the [Page method](#) does. An example call would look like:

```
analytics.page();
```

Page calls will be sent to Podscribe as a View event.

Podscribe is an attribution platform, and as such, Podscribe needs more context about the visitor than just a User ID. Analytics.js [automatically collects context fields](#). Podscribe requires certain context fields and properties for Page calls. Below is an example of a raw JSON payload that contains the minimum requirements.

```
{
  "type": "page",
  "context": {
    "ip": "111.111.111.111",
    "userAgent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko Chrome/118.0.0.0 Safari/537.36"
  },
  "properties": {
    "referrer": "",
    "url": "https://url.com"
  },
  "timestamp": "2023-11-05T01:00:00.000Z",
  "userId": "3212"
}
```

For Page events Podscribe requires:

- A context object that contains a `userAgent` and an `ip` field

A `properties` object that contains a `referrer` and a `url` field

You'll see these in the Page event's raw JSON payload above.

The `context` and `properties` objects are required, along with the fields in them. If you're using Segment server-side you must send these attributes.

Track

If you're not familiar with the Segment Specs, take a look to understand what the [Track method](#) does. An example call would look like:

```
analytics.track("Order Completed", {
  order_id: "50314b8e9bcf000000000000",
  total: 27.5,
  coupon: "hasbros",
  currency: "USD",
});
```

Track calls will be mapped to Podscribe events. Podscribe supports the following from the Segment Spec:

[Signed Up](#) as `signup`

[Order Completed](#) as `purchase`

For Track events, Podscribe requires:

A `context` object that contains a `userAgent`

An `ip` Podscribe also requires a `page` object that contains a `referrer` and a `url` field

Analytics.js [automatically collects context fields](#). Podscribe requires certain context fields for Track calls. Below is an example of a raw JSON payload that contains the minimum requirements.

```
{
  "type": "track",
  "context": {
    "ip": "1.2.3.4",
    "userAgent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko Chrome/118.0.0.0 Safari/537.36"
  },
  "page": {
    "url": "https://url.com",
    "referrer": ""
  },
  "event": "Test Event Name",
  "userId": "test-user-xip99",
  "timestamp": "2023-11-05T01:00:00.000Z",
  "properties": {}
}
```

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 Podscribe (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
Advertiser (required)	<code>string</code> . Podscribe advertiser lookup key

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