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Charging customers often happens when they aren't online, and accuracy for payments is so important. Server-side tracking tends to be more accurate than user devices since it's a more controlled environment.

Accuracy

In general client-side data is fine for watching general trending, but it's never going to be perfect. Especially if your customers are likely to use things like adblock or old/non-standard browsers.

For example, if you're sending triggered emails based on events, it's probably a good idea to make sure your user profiles are sent through Segment's servers so no one gets left out or mis-emailed.

Calculated from your database

Another good type of data to send server-side are things that need to be calculated from a database query. This might be something like "Friend Count" if your site or app is a social network.

Sensitive information

Sensitive information is also best kept out of browsers. Any data you don't want exposed to users should be sent server-side.

Selecting Destinations

Each Segment library allows an `integrations` object either as a top level object or nested in options object. This flag may be especially useful in Legacy source types, where an event might be triggered on both the client and server for various reasons. The following will cause the payload to be sent to all enabled tools **except** Facebook Pixel:

```
analytics.identify('user_123', {
  email: 'jane.kim@example.com',
  name: 'Jane Kim'
}, {
  integrations: {
    'Facebook Pixel': false
  }
});
```

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