



Getting Started

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Connect is supported on the client-side, server-side and on mobile.

Identify

Connect needs to identify users and their data to track who we should message. Segment will pass your UserID and any traits that you store on that user to Connect. (Note: Segment refers to user data as “traits”; Connect refers to user data as “attributes”).

```
analytics.identify({
  userId: '019mr8mf4r',
  traits: {
    name: 'Michael Bolton',
    email: 'mbolton@example.com',
    phone: '1234567890',
  },
  context: {
    device: {
      type: "ios",
      token: 'XXXYYYZZZ'
    }
  }
});
```

Segment traits correspond to specific top level attributes within Connect. These attributes are used to send and customize messages on various channels:

- `name` maps to Connect's `first_name` and `last_name` attributes recommended for targeted copy.
- `email` maps to Connect's `email` attribute required for email campaigns
- `phone` maps to Connect's `phone_number` attribute for sms & voice campaigns
- `context.device.token` maps to Connect's `apns` or `fcm` attribute for iOS and Android Push.
- `timezone` maps to Connect's `timezone` attribute recommended to use Connect's time of day message delivery feature (note - Connect only accepts Olson name values) These are automatically collected if you're using Segment's mobile SDKs.

Alias

Connect allows aliasing, which enables you to join an anonymous pre-signup ID with a post-signup userID. When you send an identify call that has an anonymous user, that user will be created using the anonymous id you supply in the identify call. Later, when you want to update this anonymous user's id to their actual id, you can do so by using Segment's alias method. The following is an example alias call from Segment's Analytics.js library:

```
analytics.alias('019mr8mf4r');
```

Track

Events and their properties are used to trigger and customize message campaigns within Connect:

```
analytics.track('Signed Up', {
  plan: 'Startup',
  source: 'Analytics Academy'
});
```

Connect's campaign filters allow you to target specific segments of users based on events, event properties, and attributes. Having specific events and attributes allow you to better target your audiences with custom messaging:

Coupon Campaign - Europe

Who should receive this message?

If a user takes this action [Segment] Added item to cart send a message.

+ Add a delay *(Instant processing is off, because you have campaign filters)*

+ Delivery window

- Filters *(Instant processing is off, because you have campaign filters)*

price is greater than 45 OR

Segment users by Event Properties

where price is greater than 45

AND

locale equals EU

Once a user is sent a message, you will often want to measure whether or not they reach a specific goal. Events are used to calculate if users reach these goals:

Track what your users do after they get a message

▼ Define a goal Primary DELETE

When a user does this action

[Segment] Purchase made

with optional property

Coupon used

equals

true

+ Match with trigger event

within

2

minutes

hours

days

of receiving this message.

Name this goal

Purchased with coupon

+ ADD ANOTHER GOAL

Features

Test your Destination within Connect

Connect shows all received events on the Connect Settings > Events page. Searching for your Segment events will show if it has been received in the last 24 hours and how many times.

Events

Your Events in the last 30 days

Show Hidden Events

Segment

+

| EVENT NAME | DEFINITIONS | TIMES SEEN | SEEN IN LAST 24 HOURS? |
|---|-------------|------------|------------------------|
| <div></div> <div>[Segment Page] undefined</div> | 1 | 8923 | Yes |
| <div></div> <div>[Segment] Added to cart</div> | 1 | 278 | No |
| <div></div> <div>[Segment] Added item to cart</div> | 1 | 278 | Yes |
| <div></div> <div>[Segment] Purchase made</div> | 1 | 112 | Yes |
| <div>+ Add new event</div> | | | |

If your Segment events do not appear, they have not yet been received by Connect.

Build your First Campaign

Now that everything is hooked up, you can start messaging your users! Check out the following guides at Connect:

[1 Getting started with Connect](#)

[2 Understanding events in Connect](#)

[3 Create a trigger based campaign](#)

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