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This page is about the Xtremepush Destination. See below for information about other versions of the Xtremepush destination:

 [Xtremepush \(Actions\) Destination](#)

[Xtremepush](#) is a complete digital engagement platform. Empowering global brands to create personalised, real-time experiences for their customers across mobile, web, email, SMS and social. Xtremepush's clients are increasing revenue through data-driven, contextually-relevant interactions. The software is flexible, reliable and quick to deploy, backed up by a team of expert strategists and technical support.

This destination is maintained by Xtremepush. For any issues with the destination, [contact the Xtremepush Support team](#).

Getting Started

1. From the Segment web app, click **Catalog**.

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

Enter the "API Key" into your Segment Settings UI which you can find from your Xtremepush Project under *Settings > Integrations* as described in the [user guide](#).

Identify

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

```
analytics.identify('userId123', {
  email: 'john.doe@example.com',
  phone: '1234567890',
  firstName: 'John'
});
```

When you identify a user, we'll pass that user's information to Xtremepush and will try to update or create a new user based on whether a Profile exists with that `user_id`.

Some special traits will also be used as additional user identifiers:

SEGMENT TRAIT	XTREMEPUSH USER IDENTIFIER
email	email
phone	mobile_number

For any additional traits you want to save you should create [User Profile Attributes](#) in your Xtremepush Project.

If a trait does not match a custom Xtremepush User Profile Attribute and is not recognized as a User Identifier it will be ignored.

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('Product Purchased', {
  productName: 'Some Product'
});
```

Track calls will be sent to Xtremepush as a `event hits`, so you can use it to [trigger a campaign](#) for a user.

Event properties can be used as merge tags in the message content. You can also define additional rules on where to trigger the campaign based on event properties value.

Enabling Push and In-App Notifications

To enable Xtremepush push and in-app notifications you will also need to install the relevant Xtremepush SDKs.

[Xtremepush iOS SDK Docs](#)

[Xtremepush Android SDK Docs](#)

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 Xtremepush 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
API Key (required)	<code>string</code> . You can find the API Key in your Xtremepush Project via 'Settings > Integrations'

This page was last modified: 17 May 2024

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