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combining multiple channels, like push notifications, in-app messages, emails, and SMS.

Pushwoosh maintains this destination. For any issues with the destination, [contact the Pushwoosh support team](#).

Getting started

Pushwoosh SDK integration

1 If you configured Segment to receive push tokens, you don't need to integrate the Pushwoosh SDK into your app.

2 If your Segment implementation doesn't receive push tokens, integrate the Pushwoosh SDK into your app before setting up the Pushwoosh integration.

Segment configuration

1 From the Segment web app, navigate to **Connections > Destinations**, and click **Add Destination**.

2 Search for **Pushwoosh** and select it as the destination.

3 Choose the sources you want to connect the Pushwoosh destination to.

4. Open the destination settings.

5. Enter your **Pushwoosh API key** and **application code**, which you can find below the project name in Pushwoosh. Verify that the **Enable Destination** switch is toggled on, then click **Save Changes**.

6. Go to the **Mappings** tab and verify that the **Create or Update User Profile** and **Track Events options** are enabled.

Once you've configured the integration, Pushwoosh will receive events and user attributes from Segment.

Destination Settings

SETTING	DESCRIPTION
Pushwoosh API Key	<i>Required.</i> Pushwoosh API Key from Pushwoosh Control Panel
Pushwoosh Application Code	<i>Required.</i> Pushwoosh Application Code from Pushwoosh Control Panel

Available Presets

Pushwoosh has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Track Events	Event type = "track" Event type = "page" Event type = "screen"	Track Event
Create or Update User Profile	Event type = "identify"	Create or Update User Profiles

Available Actions

Build your own Mappings. Combine supported **triggers** with the following Pushwoosh-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

Create or Update User Profiles

Track Event

Create or Update User Profiles

Create or Update a user's profile attributes in Pushwoosh.

Create or Update User Profiles is a **Cloud** action. The default Trigger is: `type = "identify"`

Click to show / hide fields

FIELD	DESCRIPTION
External User ID	Type: <code>STRING</code> The unique user identifier
Email	Type: <code>STRING</code> The user's email

FIELD	DESCRIPTION
App Version	Type: <code>STRING</code> Version of the app
Device ID	Type: <code>STRING</code> Device ID
Device Model	Type: <code>STRING</code> Device Model
Device Platform	Type: <code>STRING</code> Device Platform
Device Token	Type: <code>STRING</code> Device Token. This is not automatically collected by Segment Mobile SDKs. Add it into the Segment payload if needed
Language	Type: <code>STRING</code> Language
Country	Type: <code>STRING</code> The country code of the user
City	Type: <code>STRING</code> The city of the user
Current Location	Type: <code>OBJECT</code> The user's current longitude/latitude.
Device OS Version	Type: <code>STRING</code> The version of the device OS
Timezone	Type: <code>STRING</code> The timezone of the user
User Agent	Type: <code>STRING</code> User agent of the device
Custom Attributes	Type: <code>OBJECT</code> Custom attributes to send to Pushwoosh

Track Event

Record custom events in Pushwoosh

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

Click to show / hide fields

FIELD	DESCRIPTION
External User ID *	Type: <code>STRING</code> The unique user identifier
Device ID	Type: <code>STRING</code> Device ID
Device Platform	Type: <code>STRING</code> Device Platform
Name *	Type: <code>STRING</code> Event Name
Timestamp *	Type: <code>DATETIME</code> When the event occurred.

FIELD	DESCRIPTION
Event Properties	Type: <code>OBJECT</code> Properties of the event
Batch Data to Pushwoosh	Type: <code>BOOLEAN</code> If true, Segment will batch events before sending to Pushwoosh. 100 events per request max.

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 Pushwoosh (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
Pushwoosh API Key <i>(required)</i>	<code>password</code> . Pushwoosh API Key from Pushwoosh Control Panel
Pushwoosh Application Code <i>(required)</i>	<code>string</code> . Pushwoosh Application Code from Pushwoosh Control Panel

This page was last modified: 07 Aug 2024

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