



Documentation

Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

Server

Server

Branch empowers you to increase mobile revenue with enterprise-grade links built to acquire, engage, and measure across all devices, channels, and platforms. An industry-leading mobile measurement and deep linking platform, trusted by the most top ranking apps to increase efficiency and revenue.

As of November 2019, the Branch mobile SDKs for Segment are in maintenance mode.

Existing users of the Branch SDKs are unaffected, however new installations must implement the Branch native SDK separately. They can then enable Branch's [data export integration](#) to push additional data to Segment, and [data import integration](#) to pull additional Segment data into the Branch dashboard.

The legacy instructions for implementing the Branch mobile SDKs for Segment have been removed from this documentation. If you need access to the removed sections, you can view the [Archived version of this documentation](#).

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

Getting Started

1. From the Segment web app, click **Catalog**.
2. Search for “Branch Metrics” in the Catalog, select it, and choose which of your sources to connect the destination to.
3. On Branch side you will need to [sign up for a free Branch account](#) and follow the steps on their Dashboard to complete set up.
4. Copy your Branch Key from the Settings page of your [Branch dashboard](#).
5. Paste the Branch Key in the destination settings and click **Save**.

Identifiers for app events

Identifiers are required for events to be imported to Branch. You must include:

- context.device.advertisingId and context.os.name and context.os.version, OR
- context.device.id and context.os.name and context.os.version

Identify

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

```
[[SEGAnalytics sharedAnalytics] identify:@"12091906-01011992"
                                traits:@{ @"email": @"john.doe@example.com" }];
```

Track

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

```
[[SEGAnalytics sharedAnalytics] track:@"Article Completed"
                                properties:@{ @"title": @"How to Create a Tracking Plan", @"course": @"Intro to Analytics"
                                              }];
```

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Branch Secret	<code>string</code> . Required for server-side calls. Your Branch secret can be retrieved on the settings page of the Branch dashboard .
Branch Key <i>(required)</i>	<code>string</code> . Your Branch app key can be retrieved on the settings page of the Branch dashboard .

This page was last modified: 09 Aug 2024

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

[Visit our Support page](#)

Help improve these docs!

 [Edit this page](#)

 [Request docs change](#)

Was this page helpful?

 [Yes](#)

 [No](#)

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

[Request Demo](#)

or [Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

