



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

	Mobile		Mobile
	Server		Server

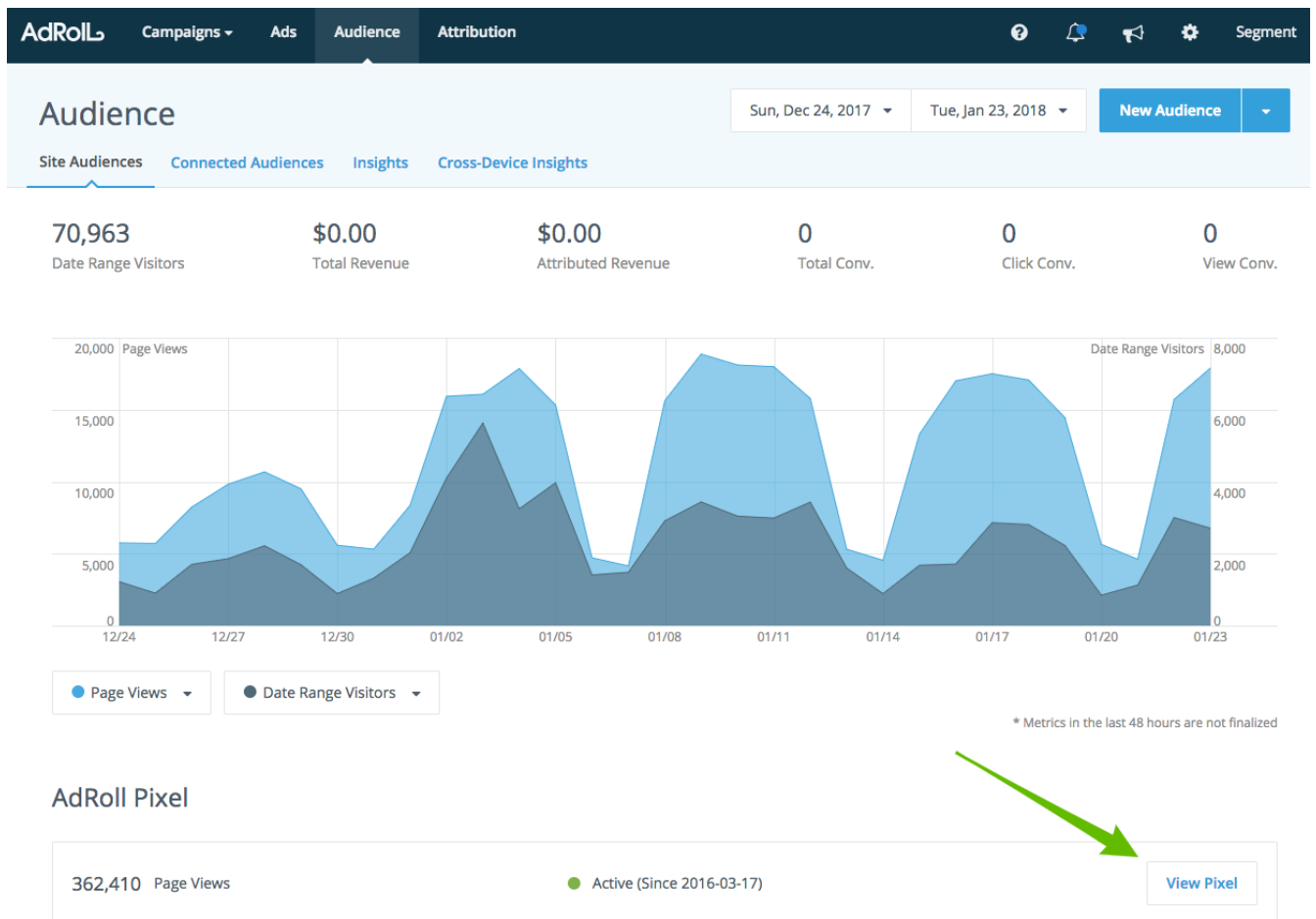
[AdRoll](#) is a retargeting network that allows you to show ads to visitors who've landed on your site while browsing the web. The AdRoll Destination is open-source. You can browse the code on [GitHub](#).

Getting Started

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

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

3. Locate both your AdRoll Advertiser ID and Pixel ID in AdRoll's "Audience" tab, "AdRoll Pixel" section. Click on "View Pixel". Your Advertiser ID will be listed beside `adroll_adv_id` and your AdRoll Pixel will be listed beside `adroll_pix_id`.



Add both your Advertiser ID and Pixel ID to your Segment Destination Settings.

Page

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

```
analytics.page()
```

NOTE: The `page` call **must** be made on a page for any `identify` or `track` events to be sent to AdRoll. Our `Analytics.js` snippet includes a `page` call by default so you should be fine, unless you've manually removed the `page` call from your `Analytics.js` snippet.

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('123', {
  email: 'testing@segment.com'
});
```

Set a `userId` using the `identify` call which will then be passed it to AdRoll each time a `track` call is made. If you pass an `email` trait, we'll send that to AdRoll by setting `window.adroll_email` to that value.

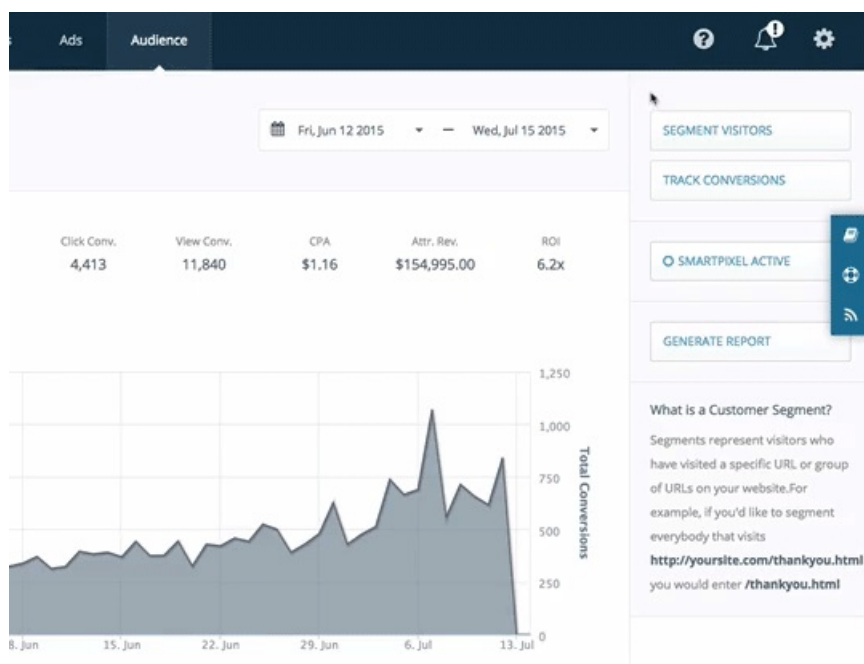
Track

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('Sign-up Form Completed');
```

In order to send your track calls to AdRoll for segmenting your users, get started by creating a new “segment” in their interface, copying the “Segment ID”, and pasting that following a + into the URL rule field.



Map your client-side Analytics.js event names to the corresponding AdRoll “Segment ID” in the Segment Settings UI.

[← Back to Destination](#)

Edit Settings

[Save](#)

Events

AdRoll allows you to create a Segment Name and ID for conversions events. Use this mapping to trigger the *AdRoll Segment ID* (on the right) when the Event Name (on the left) is passed in a Track method.

Sign-up Form Completed	▶	2a6c73b39	✕
Button Clicked	▶	c319a83d63	✕

[↻ Add row](#)

We'll fire the correct pixel accordingly to put the user into that “segment” whenever they trigger the event you've chosen. Note that you will still need to map semantic events like Viewed Product, Added Product, and

Order Completed.

Then, inside AdRoll you can create a "segment" of all users doing any of those events by adding a + to the segment name and adding it in the URL field, like this:

New User Segment

Name Your Segment

URL Pattern ex: /thankyou.html

You may use '*' characters as wild cards. ex: /thankyou*

Duration (days)

Number of days to keep inactive user in segment

☐ **Count this as a conversion**

Conversion Value

When you include an event property labeled price it will be tracked to AdRoll as `adroll_conversion_value`.

Currency

When you send Order Completed event with `properties.currency`, we will send that as `adroll_currency`. AdRoll supports [these currency codes](#).

Order ID

If you send an Order Completed event with `properties.orderId`, we will send that as `order_id`.

```
analytics.track('Order Completed', {
  revenue: 100,
  currency: 'USD',
  orderId: 'abc12345'
});
```

Product ID

If you send a Viewed Product OR Added Product with `properties.id` we will map it as `product_id`.

```
analytics.track('Viewed Product', {
  id: 'abc98765'
});
```

Legacy: Named Segments

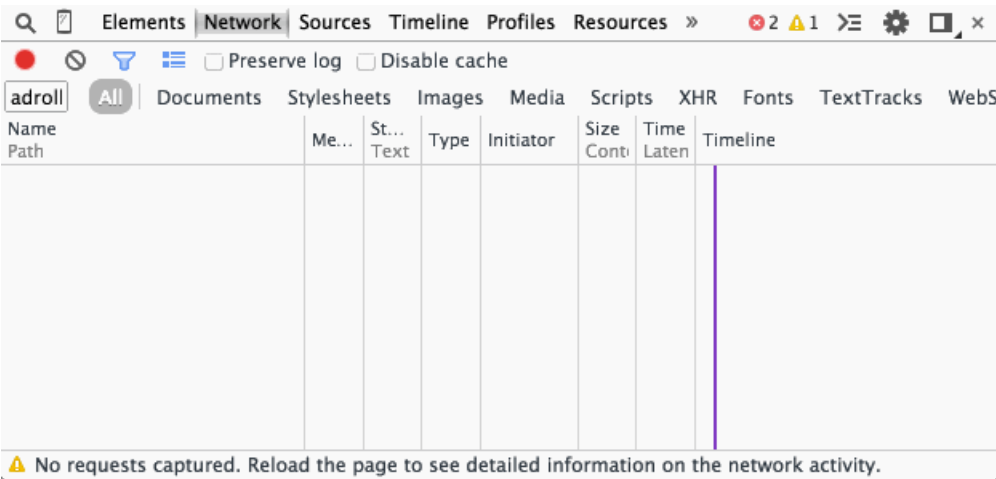
Prior to rolling out Segment ID's, AdRoll allowed "named segments". If your account was created prior to 2015, then the track events you send from the browser using our `analytics.track` method will be passed on to AdRoll as `adroll_segments` with the segment being the snake-cased event name.

Troubleshooting

Script unverified or undetected by third-party tool

Many times this is a limitation on the tool's detection process, where the detector is looking for a specific HTML element on your page. Our client side analytics.js library asynchronously loads the tool's library or pixel onto the page. As such, the detection fails.

In order to confirm that the tool's library or pixel is actually loaded onto the page, you can open up the [JavaScript console](#) and go to the network tab when the page is loading.



If the script isn't loading, check that any form of ad blocker is disabled.

Settings

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

SETTING	DESCRIPTION
<code>_version</code>	<code>number</code> , defaults to 2.
Advertiser ID <i>(required)</i>	<code>string</code> . You can find your Advertiser ID in your AdRoll dashboard by clicking the green or red dot in the lower-left corner. In the Javascript snippet, the Advertiser ID appears as <code>adroll_avd_id = 'XXXXXXX'</code> on line 2. It should be 22 characters long and look something like this: <code>WYJD6WNIAJC2XG6PT7UK4B</code> .
Events	<code>text-map</code> , defaults to {}. AdRoll allows you to create a Segment Name and ID for conversions events. Use this mapping to trigger the <i>AdRoll Segment ID</i> (on the right) when the Event Name (on the left) is passed in a Track method.
Pixel ID <i>(required)</i>	<code>string</code> . You can find your Pixel ID in your AdRoll dashboard by clicking the green or red dot in the lower-left corner. In the Javascript snippet, the Pixel ID appears as <code>adroll_pix_id = 'XXXXXXX'</code> on line 3. It should be 22 characters long, and look something like this: <code>6UUA5LKILFESVE44XH6SVX</code> .

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