Before you start your Segment implementation, you need:

1. Segment user account and a workspace. If you're not already part of an organization with a Segment Workspace, you can sign up for a free account and workspace.

2. Access to the code for a basic website, PHP website, or an iOS app.

> ✓
> **Tip**! If you don't have any of those things, consider creating a simple GitHub Pages website.

Create separate dev and prod sources

When you develop and test sources, Segment recommends you to create and use separate sources for each of your environments (production, development, staging) to prevent testing and development activities from filling production systems with invalid data.

You can give each source an environment label when you create it, and Segment strongly suggests that you use these labels to sort your sources. When you create a source during the steps below, make sure you enter an

environment label.

⚠ Double-check when you enter write keys for dev and production environments to make sure that you send the right data to the right place.

Create a Segment source

To create a Segment source:

1. Go to your Segment workspace, and navigate to the Sources catalog.

2. Select your source. You can choose from either the Javascript source, the PHP source, or the iOS source.

3. Click **Add Source**.

4. Enter a name for the source. Segment recommends that you include the word `demo`, `test`, or `quickstart` in the name so you can easily find and delete this source later.

5. *(Optional)* Add an Environment label of `dev` to the source in the **Labels** field. Segment recommends you do this so that you know this demo source isn't part of a production installation.

6. *(Optional)* Add the website URL. Segment provides this field so that you can flag the website being tracked to the source. Segment does not use this URL anywhere else.

Find your write key

The write key is a unique identifier for a source that tells Segment which source the data comes from, to which workspace the data belongs, and which destinations should receive the data.

To find your write key:

1. Go to **Connections > Sources** and select your source.

2. Click the **Settings** tab for the source and click **API Keys**.

Make note of or write down your write key, as you'll need it in the next steps.

Any time you change a library's settings in the Segment App, the write key regenerates.

Sources / Web ▾   🔍 💬 🔔 MZ ▾

Overview   Visual Tagger   Debugger   Schema   **Settings**

Basic

SQL Settings

Schema Configuration

Clear Schema

Transfer to Workspace

API Keys

Plugins

Analytics.js

API Keys

Source ID

For webhooks and S3 integrations, you can differentiate sources by the source id.

[   ]

Write Key

Use this write key to send data to this source from our partners, plugins, libraries or REST API.

[   ]   📋 Copy   ✕ Revoke

Generate New Key

ℹ Cloud-sources do not have write keys, as they use a token or key from your account with that service. Cloud-sources have other considerations and aren't part of this tutorial.

Installing Segment

Click a tab below to see the tutorial content for the specific library you chose.

Javascript quickstart

iOS Mobile quickstart

PHP quickstart

Test that it's working

Once you've set up your Segment library, and instrumented at least one call, you can look at the Debugger tab for the Source to check that it produces data as you expected.

The Source Debugger is a real-time tool that helps you confirm that API calls made from your website, mobile app, or servers arrive at your Segment Source, so you can quickly see how calls are received by your Segment source, so you can troubleshoot quickly without having to wait for data processing.

The Debugger is separate from your workspace's data pipeline, and is not an exhaustive view of all the events ever sent to your Segment workspace. The Debugger only shows a sample of the events that the Source receives in real time, with a cap of 500 events. The Debugger is a great way to test specific parts of your implementation to validate that events are being fired successfully and arriving to your Source.

> ✅ **Tip**: To see a more complete view of all your events, you might consider setting up either a warehouse or an S3 destination.

The Debugger shows a live stream of sampled events arriving at the Source, but you can also toggle from "Live" to "Pause" to stop the stream and prevent it from displaying new events. Events continue to arrive to your Source while you Pause the stream, they just are not displayed.

You can search on any information you know is available in an event payload to search in the Debugger and show only matching payloads. You can also use advanced search options to limit the results to a specific event.

| Live | Pause | | Q Type to search... | | Advanced |

Search ?   ● Property Values   ○ Full Payload

Keywords   [   ]   Add

Filter   ☑ Allowed   ☑ Blocked

clear filter ☑ Track   ☑ Page   ☑ Screen   ☑ Identify   ☑ Group   ☑ Alias

Two views are available when viewing a payload:

- The **Pretty view** is a recreation of the API call you made that was sent to Segment.

- The **Raw view** is the complete JSON object Segment received from the calls you sent. These calls include all the details about what is being tracked: timestamps, properties, traits, ids, and contextual information Segment automatically collects the moment the data is sent.

Set up your first destination

Once you're satisfied that data is arriving from your new source, it's time to set up your first destination! As long as you have `page` or `screen` data coming from the source, you can quickly enable Google Analytics to look at the page view statistics.

If you don't have a Google Analytics account, you can either set up a free account, or look at the Destination Catalog for a different destination to enable.

You'll need a tracking ID for Google Analytics (either a "website" or "serverside" tracking ID), or another API key if you're substituting another destination. Make a note of this ID or key as you'll need it to connect your destination.

To set up your first destination:

1. Go to your Segment workspace, click **Destinations**, and click **Add Destination** to go to the Catalog.

2. Search for the destination you want to add. In this case, search for `Google Analytics`.

3. Click the tile for the destination to see information about it.

4. Click **Configure Google Analytics**.

5. Select the source that you set up earlier in this quickstart, then click **Confirm Source**.

6. On the settings page, locate the setting line for the tracking ID or other API key to connect to your destination.

7. Enter the ID or API key and click **Save**.

8. Click **Back to Destination**, then click the toggle to enable the destination.

Congratulations! Data is now flowing from the source you set up, to the first destination. Do some test browsing on your site or app, then log in to your downstream tool to see the data in place.

You can click around and load pages to see your Segment calls in action, watch them arrive in the Debugger, and see them arrive in the destination tool.

> ⚠️ **Note:** When you're done with this test source and destination, you can delete them. This prevents you from getting unplanned "demo" data in your production environment later.

←
BACK

What is Segment

The basics of the Segment platform and what you can do with it.

→
NEXT

Planning a Full Installation

Think through your goals, plan your calls, and set yourself up for success.

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