



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

Getting Started

1. If you have not already, create your app within the Kochava dashboard. Check out Kochava's documentation for information on [creating your app](#).

2. From your Segment UI's Destinations page click on "Add Destination".

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

4. In the Kochava app, grab your Kochava App GUID (Globally Unique Identifier)

5. Copy the Kochava GUID into the Segment Destinations Settings UI under "API key".

Additional information from Kochava on [setting up your first campaign within Kochava](#).

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:

```
[[SEGAnalytics sharedAnalytics] track:@"Item Purchased"
  properties:@{ @"item": @"Sword of Heracles", @"revenue": @2.95 }];
```

Kochava is able to accommodate any post-install track event that is passed into its system. Events, when received for the first time, will auto provision into the Kochava dashboard. There is no need to create / provision the post-install track event ahead of time. When enabling Kochava in the Segment dashboard, you should expect to see any / all actions you're tracking with Segment appear in your Kochava account.

`context.device.type` (has value of 'ios' or 'android'), `context.device.advertising_id` (IDFA on iOS and adID on Android) **and** `context.device.id` are required in all calls to Kochava.

To automatically collect `context.device.advertising_id`, on Android you must include the Google Mobile Ads component of Google Play services as described in the [Google Play services setup documentation](#). On iOS, you must include the [AdSupport and Ad Tracking Transparency frameworks](#).

If making calls outside of Segment's iOS or Android library (eg post-install events sent from a server-side library), you'll need to ensure that you collect and send `context.device.type`, `context.device.advertising_id` **and** `context.device.id`.

Note that if you are sending data from mobile devices using one of our mobile libraries as well as server-side, `context.device.id` and `context.device.advertising_id` need to be the same for the same user regardless of where the data originates. Below is a Ruby example of how to pass the required context information in the track call.

```
Analytics.track(
  user_id: '019mr8mf4r',
  event: 'Subscription Charge',
  properties: {
    subscription_type: 'Premium',
    revenue: '9.99'
  },
  context: {
    device: {
      id: '176779B9-8C07-4E53-B3EA-ABBFAA40C829',
      advertising_id: '017D76B5-85F8-4E3C-8CCE-8B29CCEACB1D',
      type: 'ios' # or 'android'
    }
  }
)
```

Install Attributed Postback

To create a Kochava-Certified Postback that will send campaign information to Segment after attributing an Application Installed event, follow [Kochava's Postback set up documentation](#).

Engage

You can send computed traits and audiences created with [Engage](#) to this destination as a **user property**.

For user-property destinations, Engage sends an [Identify call](#) to the destination for each user that is added or removed from an audience. The property name is the `snake_cased` version of the audience name you provide, with a boolean (`true/false`) value to indicate if they're a member of the audience. 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`, and when this user no longer satisfies these criteria (if the user does not complete another order over 30 days) Engage sends another Identify call to set that value to `false`.

When Engage first creates the audience, it sends an Identify call for every user in the audience. Later syncs only update users which were added or removed since the last sync.

Troubleshooting

advertisingId is string of 0s

This occurs when the user has limited ad tracking enabled on their iOS mobile device.

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 Kochava 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 <i>(required)</i>	<code>string</code> . Get your Kochava App GUID from your Kochava user interface.

This page was last modified: 13 Jun 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

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

Your work e-mail

Request Demo

or

Create free account

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

