



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

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**.

Installation

You need to install the `@segment/analytics-react-native-plugin-branch` and the `react-native-branch` dependencies to use the Branch plugin.

Using NPM:

```
npm install --save @segment/analytics-react-native-plugin-branch react-native-branch
```

Using Yarn:

```
yarn add @segment/analytics-react-native-plugin-branch react-native-branch
```

Run `pod install` after the installation to autolink the Branch SDK.

See the [Branch React Native SDK](#) docs for more information about this dependency.

Usage

Follow the [instructions for adding plugins](#) on the main Analytics client.

In your code where you initialize the analytics client, call the `.add(plugin)` method with an `BranchPlugin` instance:

```
import { createClient } from '@segment/analytics-react-native';

import { BranchPlugin } from '@segment/analytics-react-native-plugin-branch';

const segmentClient = createClient({
  writeKey: 'SEGMENT_KEY'
});

segmentClient.add({ plugin: new BranchPlugin() });
```

Identify

If you're not familiar with the Segment Spec, take a moment to understand what the [Identify method](#) does. An example call looks like this:

```
const { identify } = useAnalytics();

identify('user-123', {
  username: 'MisterWhiskers',
  email: 'hello@test.com',
  plan: 'premium',
});
```

When you call `.identify('userId')`, Segment uses Branch's `setIdentity(userId)` method to send the `userId` that was passed in.

Track

If you're not familiar with the Segment Spec, take a moment to understand what the [Track method](#) does. An example call looks like this:

```
const { track } = useAnalytics();

track('View Product', {
  productId: 123,
  productName: 'Striped trousers',
});
```

When you call `track`, Segment translates it automatically and sends the event to Branch's `logEvent()` endpoint.

Screen

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

```
const { screen } = useAnalytics();

screen('ScreenName', {
  productSlug: 'example-product-123',
});
```

Segment sends Screen Events to Branch's `logEvent()` endpoint.

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.

Your work e-mail

[Request Demo](#)

or

[Create free account](#)

© 2025 Segment.io, Inc.

[Privacy](#)

[Terms](#)

[Website Data Collection Preferences](#)

