

# MIXPANEL IDENTITY MANAGEMENT

Goal: Data Trust - identify users - link pre/post auth events across devices

Multiple versions: To know your version: Project Settings > Identity Merge

AVAILABLE FOR  
ALL PROJECTS

## LEGACY ID MGMT

ON	CALL
LOGIN	identify("userid/email");
SIGNUP	alias("userid/email"); <small>ONLY CALL ALIAS ONCE</small>
LOGOUT	reset(); * optional / recommended shared devices

  
MIGRATION POSSIBLE  
UNDER CERTAIN CRITERIA  
(CHECK WITH SUPPORT)

- ✅ no delays or limits
- 👎 pre auth activity lost on new devices
- 👎 causes orphan users
- 👎 increases billing on MTU plans
- 👎 race conditions

## ORIGINAL ID MERGE

ON	CALL
LOGIN & SIGNUP	identify("userid/email");
LOGOUT	reset(); * optional / recommended shared devices

  
NO MIGRATION  
ONLY NEW PROJECTS

DO NOT CALL PEOPLE.SET BEFORE IDENTIFY();

- ✅ all activity merged->prevents orphans
- 👎 limit of 500 ids per user cluster
- 👎 can't define custom id as main
- 👎 some delay merging events (max.24h)

## SIMPLIFIED ID MERGE

ON	CALL
LOGIN & SIGNUP	identify("userid/email");
LOGOUT	reset(); * optional / recommended shared devices

DO NOT CALL PEOPLE.SET BEFORE IDENTIFY();

- ✅ all activity merged->prevents orphans
- ✅ no limit of 500 ids
- ✅ define custom id as main
- ✅ Full Segment identity compatibility
- 👎 some delay merging events (max.24h)

## USER FLOW EXAMPLE FOR ORIGINAL/SIMPLIFIED IDMERGE

JS CLIENT SIDE SDK

anonymous user



track('landing'): random123

user identity is unknown so  
random\_id generated by SDK



identified user on signup/login



identify('lisa@me.com');  
track("event"): lisa@me.com

after identify() all previous & future  
events will be merged into one user

MIXPANEL UI



cluster of 2 ids  
lisa@me.com  
random123

Event	ID
landing event	lisa@me.com lisa@me.com

max 24 hours later > all events appear  
under the same id

INFO/TIPS

RAW exported data after 24h will appear  
under the same id.

data pipelines: 1) activate people pipeline to  
export a temp identity table that links  
identities 2) turn sync parameter always on

UI profile for old id will redirect to new id

never call people.set before the first  
identify() call to prevent dropping  
properties when identities are merged

For identity merge delays, funnels and  
uniques could be affected