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Journey JavaScript SDK

identify

7/23/2025

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Learn how to use the identify method to add information to a customer record.

Important

On January 31, 2023, Genesys removed the functionality of the identify method that is used to add a customer record. For more information, see [Deprecation: identify journey SDK method](#).

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

Description

The identify method adds information to a customer record.

Important

identify affects the next web event sent using the pageview or record method.

Signature

```
ac('identify', [loginId], [traits], [callback])
```

Arguments

- loginId
- traits

-
- **callback**

login

- **Description:** ID used to stitch customer identities together
- **Type:** String/null
- **Status:** Required
- **Note:** If loginId is null, the current identity is cleared.

traits

- **Description:** Information about a customer
- **Type:** Object
- **Status:** Optional
- **Restrictions:** Flat object with properties of type string, number, or Boolean

For more information about how to link different customer records, see Traits mapper.

callback

- **Description:** Callback
- **Type:** Function
- **Status:** Optional