

Understanding Tags

You probably know by now that programs are like building blocks in Marketo. Utilizing tags and channels will assist you in filtering data for reporting purposes.

Tags are used to describe programs. You can make as many as you need, each with unique values. Channels identify the delivery mechanism in a program, such as webinar, sponsorship, or online ad.

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Tag Type

Tag types identify the kind of information you want to sort by.

Tip

Talk to your [Marketo Admin](#) if you'd like to create custom tags.



Example

- Tag Type = Program Owner



Tags		Calendar Entry Types	
New ▼		Tag Actions ▼	
<input type="checkbox"/> Show Hidden			
Tag Type	Applies To		
Channel			
Program Owner	Email, Event, Engagement, Default, Event with...		
Anna			
Arun			
Reza			

Tag Value

Each tag type will have values to choose from.



Example

- Tag Values = Anna, Arun, Reza

Tags		Calendar Entry Types	
New ▼		Tag Actions ▼	
<input type="checkbox"/> Show Hidden			
Tag Type	Applies To		
Channel			
Program Owner	Email, Event, Engagement, Default, Event with...		
Anna			
Arun			
Reza			

Channel

Channels are used to report on how your [members](#) moved through your program. Each channel has a set of progression statuses and one status that is set to equal success.



Example

- Channel = Roadshow
- Progression status = Invited, Registered, Attended, No Show
- Success = Attended

Tags		Calendar Entry Types	
New	Tag Actions		
<input type="checkbox"/> Show Hidden			
Tag Type	Applies To	Required	Used By
Channel			1
Email Send			0
List Import			1
Live Event			0
Newsletter			0
Nurture			0
Online Advertising			0
Operational			0
Tradeshaw			0
Web Content			0
Web Form			0
Webinar			0

Related Articles

- [Create Custom Tags](#)
- [Create a Program Channel](#)

