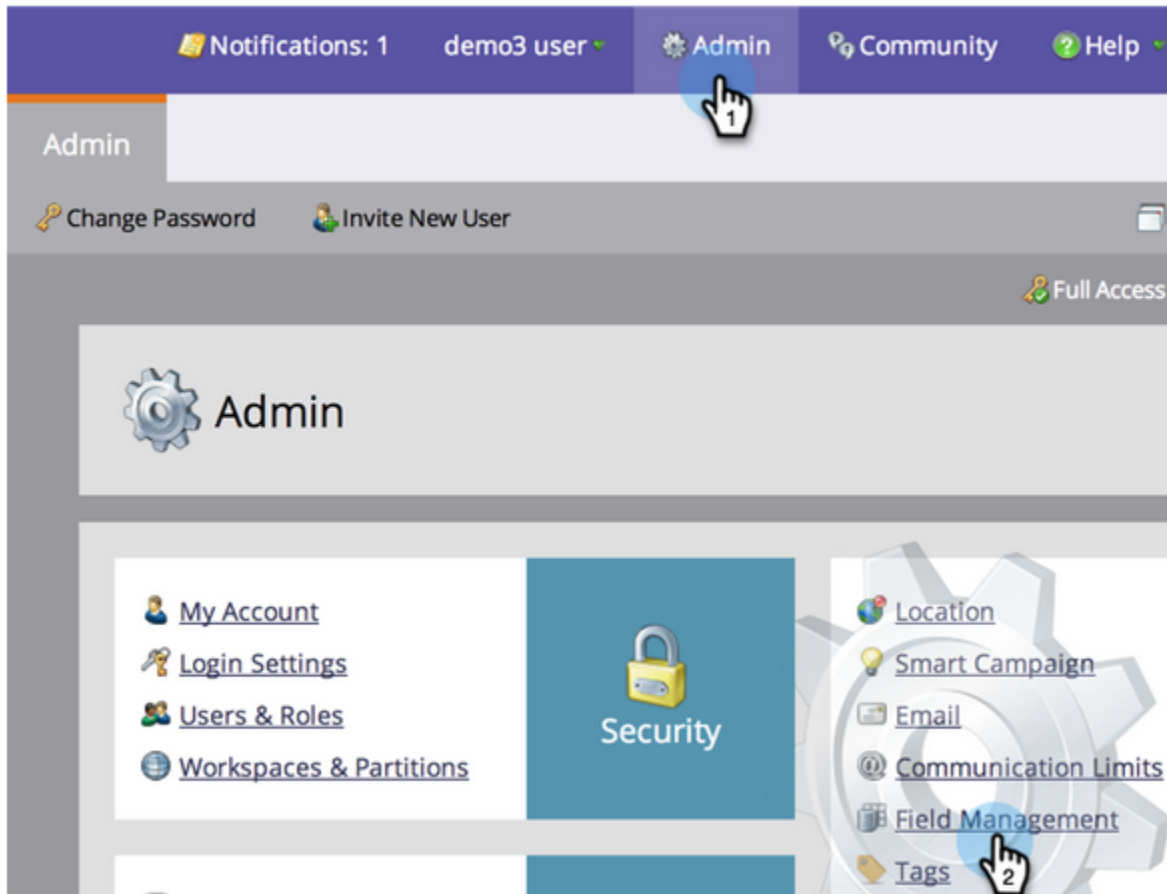


Create a Custom Field in Marketo

If you need a new custom field in Marketo to store/capture data, here's how to create one.

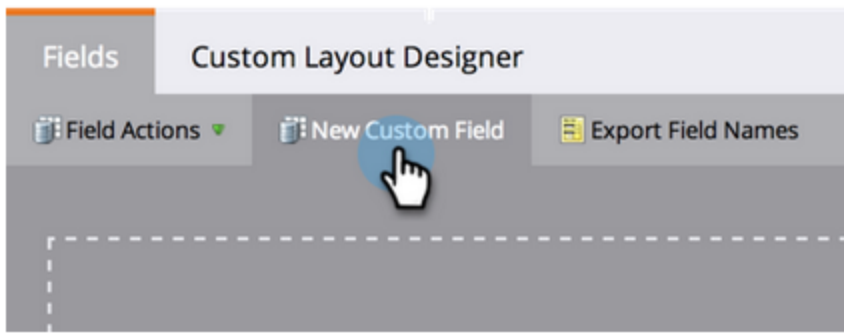
1. Go to **Admin** and click **Field Management**.



Tip

If you want the fields to be kept in sync with your CRM, create them in the CRM and they will automatically be created in Marketo.

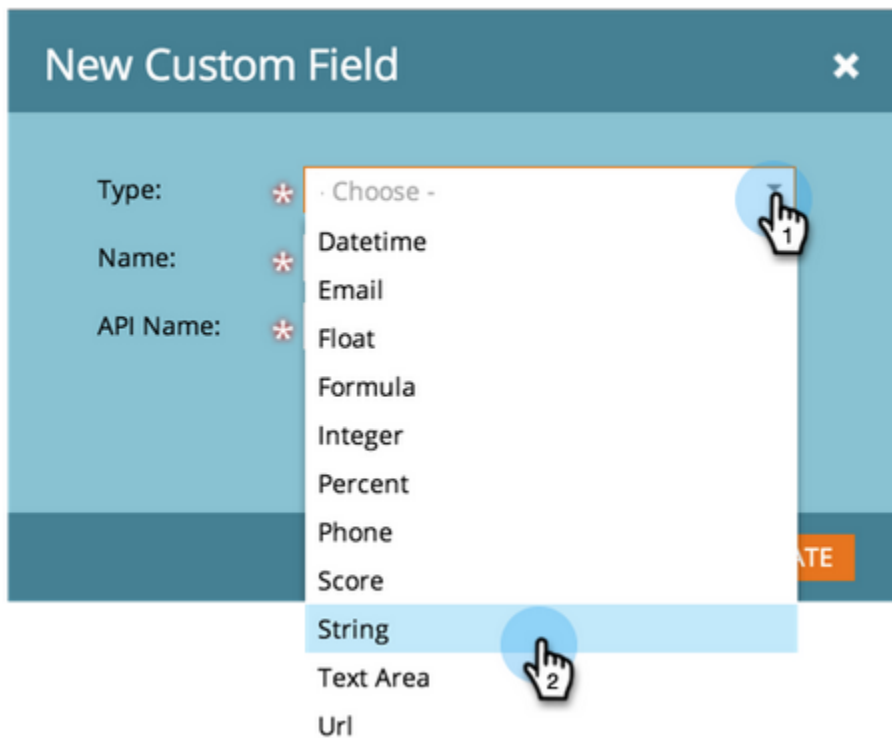
2. Click **New Custom Field**.



3. Choose the field **Type**. This will change how it is rendered in smart lists and forms in Marketo.

Tip

Check out the [Custom Field Types Glossary](#).



4. Enter the **Name** as you want it to appear in Marketo. Pick the Name and API Name carefully, as renaming fields can be difficult and in some situations not possible.

Caution



Field names cannot start with the following characters: . & + []

New Custom Field ✕

Type: * String

Name: * My Custom Field

API Name: * myCustomField

CANCEL CREATE

Note



The automatically generated API name is used by the SOAP API and other backend processes.

You can now use this custom field in forms, flow steps and smart lists!