

Using the Person Detail Page

The person detail page contains all the information Marketo knows about a person. You can edit data directly from this page.



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

Getting to Person Detail Page

There are lots of ways to open specific people. Some examples are listed below.



Example

- From the **Database**, you can search in the Quick Find
- Any smart **list** or list
- **Members** tab of a program
- **View Campaign Members** in a Smart Campaign
- Some **reports**

1. Either double-click on any person or single-click the ID on the left.

Id	Full Name	Job Title	Company	Email	Phone	Source
5100	John Doe			jdoe7@marketo.c...		
5101	John Doe			jdoe8@marketo.c...		

2. This will open the person detail screen.

Page Organization - Salesforce

Person information is categorized into the following tabs:

Tab	Description
Info	Contact information and custom fields about a person.
Company Info	Person's company information and address.
Opportunity Info	Opportunity information synced from Salesforce.
SFDC Lead Field	Built-in Salesforce fields.
SFDC Custom Field	Custom Salesforce fields.
Activity Log	All activities related to the person.

Page Organization - Microsoft Dynamics

Tab	Description
Info	Contact information and custom fields about a person.
Company Info	Person's company information and address.
Opportunity Info	Opportunity information synced from Microsoft.
Microsoft Custom Fields	Custom Microsoft fields.
Microsoft Lead Field	Built-in Microsoft fields.

Activity Log	All activities related to the person.
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Editing a Field

Many fields are editable. To update a person's information, type in a new value and click outside the field to save.

The image shows a form with three input fields: 'Job Title:', 'Phone:', and 'Mobile:'. The 'Job Title:' field is currently active, indicated by a blue highlight and a pencil icon. The 'Phone:' and 'Mobile:' fields are empty.

Marketo Default Fields Prior to CRM Sync

Address	Annual Revenue	Anonymous IP	Billing Address	Billing City
Billing Country	Billing Postal Code	Billing State	City	Company Name
Country	Created At	Date of Birth	Department	Do Not Call
Do Not Call Cause	Do Not Call Reason	Email Address	Email Invalid	Email Invalid Cause
External Company Id	External Sales Person Id	Fax Number	First Name	Full Name
Industry	Inferred City	Inferred Company	Inferred Country	Inferred Metropolitan Area
Inferred Phone Area Code	Inferred Postal Code	Inferred State Region	Is Anonymous	Is Customer
Is Partner	Job Title	Last Name	Rating	Score
Person Source	Status	Main Phone	Marketo Social Facebook Display Name	Marketo Social Facebook Id
Marketo Social Facebook Photo URL	Marketo Social Facebook Profile URL	Marketo Social Facebook Reach	Marketo Social Facebook Referred Enrollments	Marketo Social Facebook Referred Visits
Marketo Social Gender	Marketo Social Last Referred Enrollment	Marketo Social Last Referred Visit	Marketo Social LinkedIn Display Name	Marketo Social LinkedIn Id
Marketo Social LinkedIn Photo URL	Marketo Social LinkedIn Profile URL	Marketo Social LinkedIn Reach	Marketo Social LinkedIn Referred Enrollments	Marketo Social LinkedIn Referred Visits
Marketo Social Syndication ID	Marketo Social Total Referred Enrollments	Marketo Social Total Referred Visits	Marketo Social Twitter Display Name	Marketo Social Twitter Id
Marketo Social Twitter Photo URL	Marketo Social Twitter Profile URL	Marketo Social Twitter Reach	Marketo Social Twitter Referred Enrollments	Marketo Social Twitter Referred Visits
Middle Name	Mobile Phone Number	Num Employees	Phone Number	Postal Code
Priority	Relative Score	Role	Salutation	SIC Code
Site	State	Unsubscribed	Unsubscribed Reason	Updated At
Urgency	Website			

Deep Dive



Some fields are *not* editable:

- Company Information
- Opportunities for SFDC Contacts
- Certain Marketo-specific fields, such as Created Date and Original Source Type.
- Activity Log

Learn more about [System Managed Fields](#).

Related Articles

- [Creating a Custom Tab for the Person Detail Page](#)

