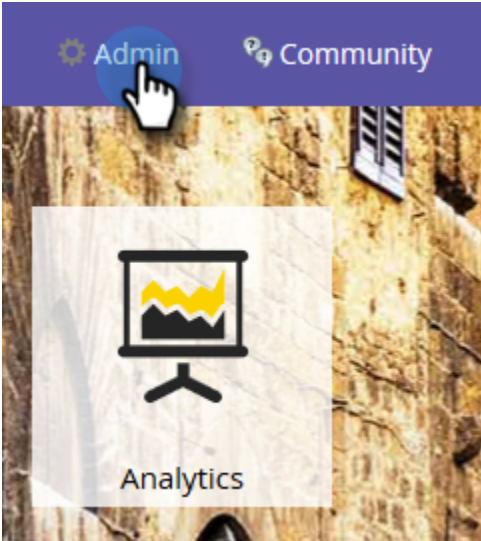


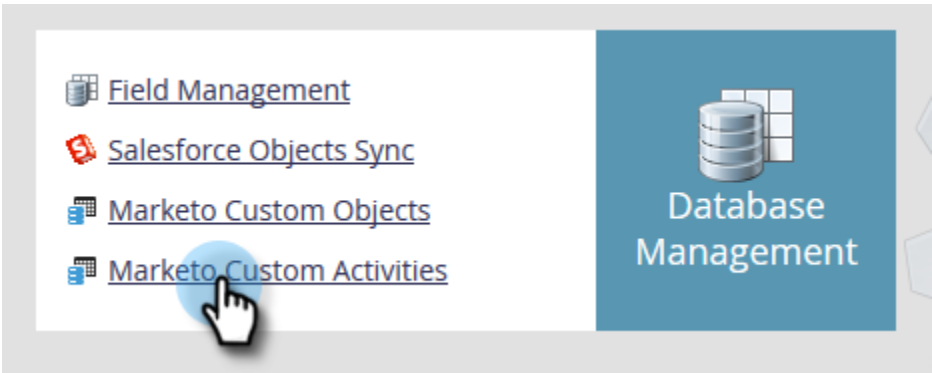
Create a Custom Activity

Follow these steps to create a new custom activity.

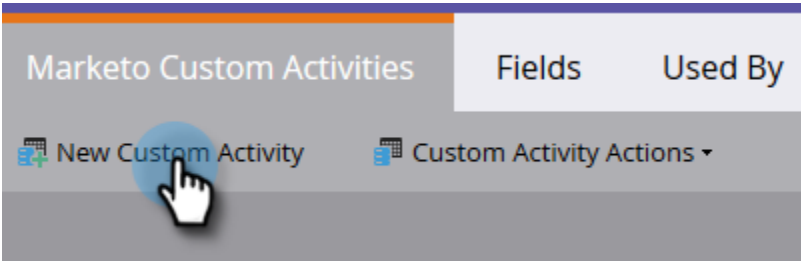
1. Click **Admin**.



2. In **Database Management** click **Custom Activities**.




3. Click **New Custom Activity**.



4. Enter a name and optional description, then click **Next**. The API Name auto-fills, but can be customized.


New Custom Activity ✕

Track an action a lead has taken specific to your business with custom activities.

Display Name: * 

API Name:

Description:




Caution


If you decide to change the API name, make sure the name does not conflict with fields in other custom activities.

5. Define your **Filter** and **Trigger** and click **Next**.


New Custom Activity ✕

Define how your custom activity's filter and trigger will be displayed.

Filter: * Attended Recorded Webinar 

Trigger: * Attends Recorded Webinar 

NOTE: Filters are past tense and triggers are present tense.




6. Give your primary field a name that summarizes what the custom activity is for.

New Custom Activity ✕


Define your custom activity's primary field.

Data Type: String

Name: * Monthly Webinar 

Api Name: * monthlyWebinar

Description: *ex. The name of the product that is purchased.*



And that's it!

Related Articles

- [Understanding Custom Activities](#)

