

Add Custom Columns to a Person Report

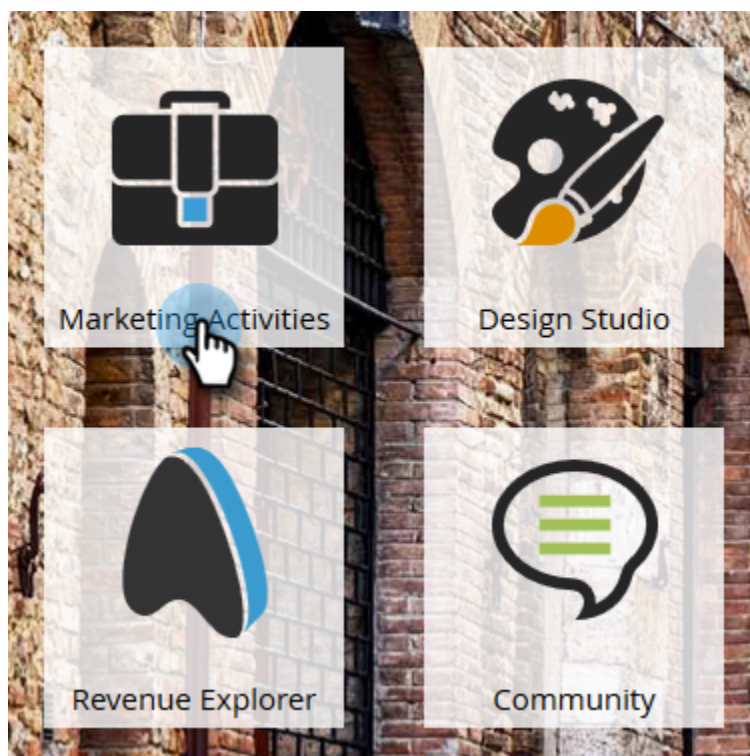
You can further filter the metrics in your [person reports](#) by using your [smart lists](#) as custom columns.



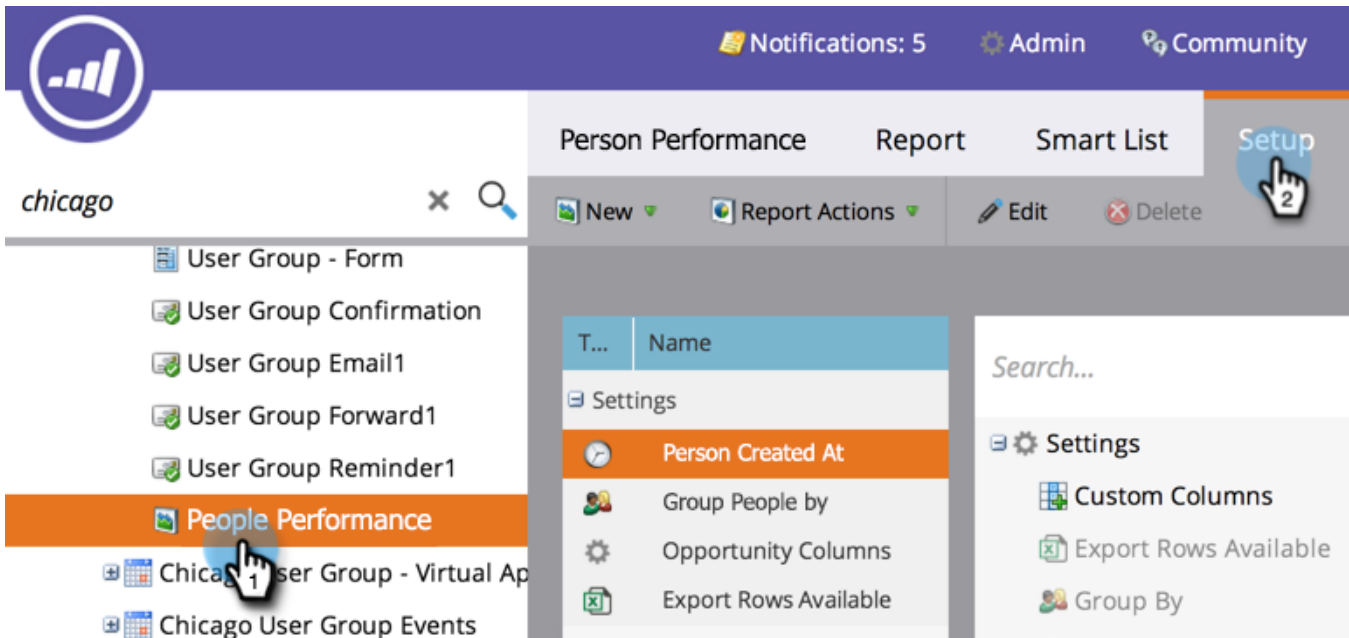
FYI

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.](#)

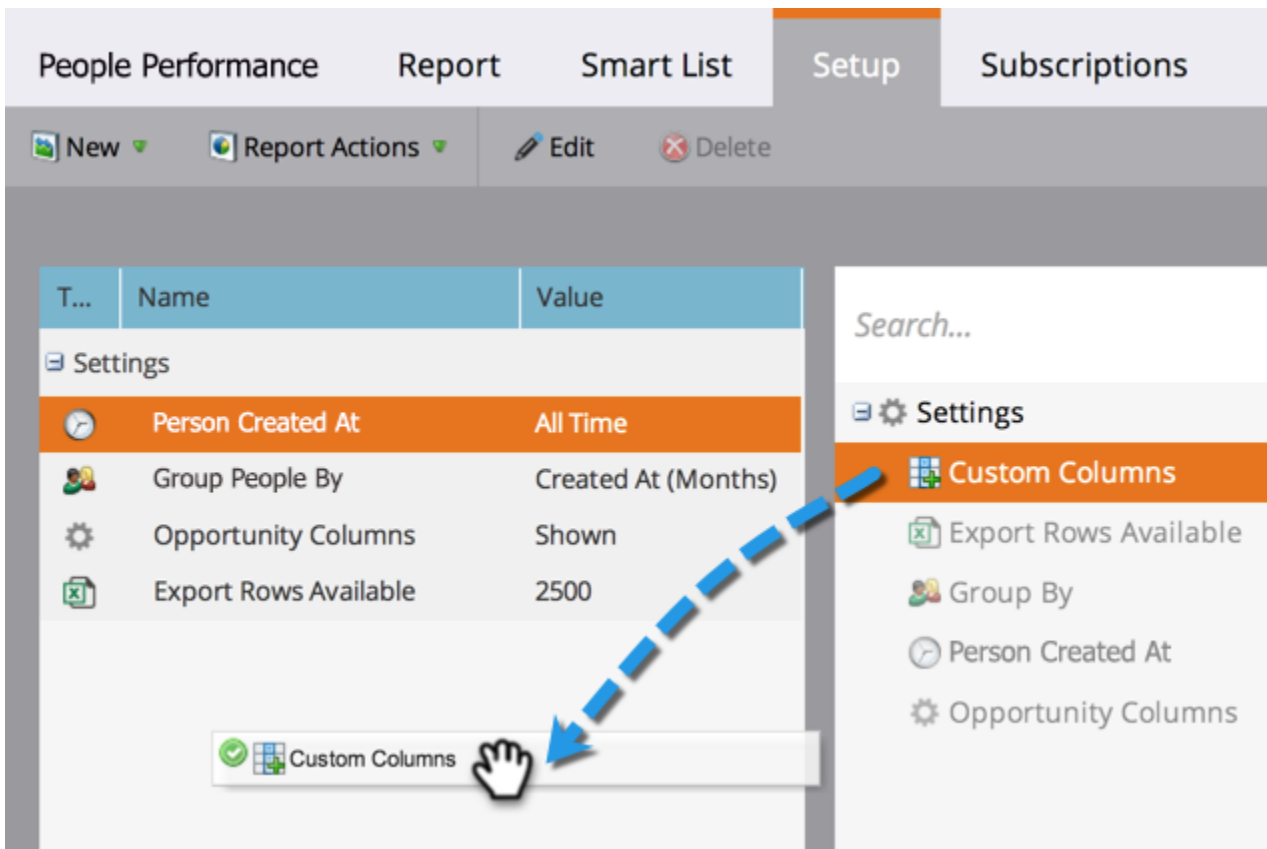
1. Go to the **Marketing Activities** (or **Analytics**) area.



2. Select your report and click the **Setup** tab.



3. Drag over **Custom Columns**.



4. Select the smart lists to use as report columns.

Manage Custom Smart List Columns ✕

Select Smart List columns to add:

Countries - Europe ✕ Countries - North America ✕ 

Filled out form or Web Activity Last 30 Days

Filled out Providering form 

CANCEL APPLY 



Deep Dive

Learn how to create and configure smart lists in the [Smart Lists and Static Lists](#) deep dive.

5. You've done it! Click the **Report** tab to see your report with the new columns.

People Performance **Report** Smart List Setup Subscriptions

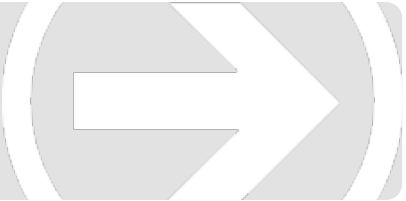
Report Actions Drill-D

Person Created At: All Time Sm

Countries ...	Countries ...	Created At	Total People	No Oppor.
People by Created At / Months				
148	1,969	Nov 2015	3,591	3,2
58	549	Dec 2015	962	9
230	1,266	Jan 2016	3,365	3,3
265	2,654	Feb 2016	3,985	3,9
123	800	Mar 2016	1,291	1,2
138	1,174	Apr 2016	1,665	1,6
98	850	May 2016	1,292	1,2

Related Articles

You can also [Add Opportunity Columns to a Lead Report](#).



Deep Dive

Learn more of the many things you can do with reports in the [Basic Reporting](#) deep dive.

