

Custom Field Type Glossary



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.](#)

When you create a custom field in Marketo you have a list of types to choose from.

Prerequisites

- [Create a Custom Field in Marketo](#)



Tip

Depending on field type, filter/trigger [operators](#) will be different.

What's in this article?

- Boolean
- Currency
- Date
- Datetime
- Email
- Float
- Formula
- Integer
- Percent
- Phone
- Score

String

Text Area

URL



Note

Most fields don't max out at number of characters, but instead at amount of bytes. Because of that, we're unable to provide a definitive character limit for each field. The exception is **String**, which maxes out at 255 characters.

Boolean

Example Name: Is Customer - Tag your people as customers

Example Values: True (checked) / False (unchecked)

Operators: None

Currency

Example Name: Budget - Store a number value for a company's budget

Example Values: 100

Operators: is, is not, between, greater than, less than, at least, at most, is empty, is not empty

Date

Example Name: Renewal Date - Store your customers renewal dates

Example Values: 8/19/14

Operators: is, is not, between, in past, in past before, in future, in future after, in time frame, after, before, on or after, on or before, is empty, is not empty

Datetime

Example Name: Created Date - Store the date and time at which a person is created

Example Values: 8/19/14 2:00

Operators: is, is not, between, in past, in past before, in future, in future after, in time frame, after, before, on or after, on or before, is empty, is not empty

Email

Example Name: Alternate Email - Keep an alternate email address for your people (cannot actually send emails to this field like the default email address field, that one is special)

Example Values: [name@company.com](#)

Operators: is, is not, starts with, not starts with, contains, not contains, is empty, is not empty

Float

Example Name: Grade Point Average - Keep a person's grade point average or any other numeric value that has decimals

Example Values: 2.47

Operators: is, is not, between, greater than, less than, at least, at most, is empty, is not empty

Formula

Example Name: Salutations - use this special field in a [solution to get the right salutation](#) based on gender

Example Values: check the linked solution

Integer

Example Name: Number of Employees - store a number value that does not require decimals

Example Values: 600

Operators: is, is not, between, greater than, less than, at least, at most, is empty, is not empty

Percent

Example Name: Likely To Buy - store a percentage value (perhaps calculated on the CRM side)

Example Values: 85%

Operators: is, is not, between, greater than, less than, at least, at most, is empty, is not empty

Phone

Example Name: Alternate Phone - store an additional phone number for your people

Example Value: 650-555-5555

Operators: is, is not, starts with, not starts with, contains, not contains, is empty, is not empty

Score

Example Name: Behavioral Score / Demographic Score - create multiple score fields to keep track of different attributes.

Example Value: 14

Operators: is, is not, between, greater than, less than, at least, at most, is empty, is not empty

String

Example Name: Middle Name - store an additional text attribute

Example Value: Rose

Operators: is, is not, starts with, not starts with, contains, not contains, is empty, is not empty

Text Area

Example Name: Comments - add a comments field to your forms to allow multi-line text entry

Example Value: This article is fantastic!

Operators: is, is not, starts with, not starts with, contains, not contains, is empty, is not empty

URL

Example Name: Blog - create a field to store person blog urls

Example Value: www.myblog.com

Operators: is, is not, starts with, not starts with, contains, not contains, is empty, is not empty