

# Understanding System Managed Fields

You might have noticed that the [person detail page](#) has a series of non-editable fields created by Marketo. This data comes from various sources, and there are countless values that could display.



## 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.](#)

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## Field Types

| Field Name                 | Definition   |
|----------------------------|--|
| Original Source Type       | The location a person or website visitor was first discovered (Example: List Import, Web Page Visit) |
| Original Source Info       | Specifics about that location (Example: Name of the list, URL of the web page)                       |
| Original Search Engine     | If applicable, the search engine that referred the person to the original entry source               |
| Original Search Phrase     | If applicable, the search term used that referred the person to the original entry source            |
| Original Referrer          | URL that hosted the original entry source  |
| Registration Source Type   | The location an activity first became a person (Example: List Import, Web Page Visit)                |
| Registration Source Info   | Specifics about that location (Example: Name of the list, URL of the web page)                       |
| Anonymous IP               | Indicates the IP address of a person   |
| Inferred Company           | Marketo's best guess (based on IP) of the person's company   |
| Inferred City              | Marketo's best guess (based on IP) of the person's city  |
| Inferred State Region      | Marketo's best guess (based on IP) of the person's state or region                                   |
| Inferred Postal Code       | Marketo's best guess (based on IP) of the person's postal code                                       |
| Inferred Country           | Marketo's best guess (based on IP) of the person's country   |
| Inferred Metropolitan Area | Marketo's best guess (based on IP) of the person's metropolitan area                                 |
| Inferred Phone Area Code   | Marketo's best guess (based on IP) of the person's area code   |

## Possible Values for Original and Registration Source Type

Below are some possible values and what they mean.

| Original Source Type | Definition  |
|----------------------|---|
| Salesforce.com       | Person was discovered from a Salesforce sync            |
| Web Page Visits      | Person was discovered from a web page                   |
| Web Form Fillout     | Person was discovered after filling out a form          |
| List Import          | Person was discovered from a list import                |
| New Person           | Person was manually entered into the database           |
| Web Link Click       | Person was discovered after clicking on a link          |
| Sales Email          | Person was sent an email via Sales Insight Email Add-In |
| Person               | Person was synced over from Salesforce as a person      |
| Contact              | Person was synced over from Salesforce as a contact     |
| Munchkin API         | Person was discovered by Marketo's Munchkin API         |
| Social App           | Person was discovered by a social widget                |
| Web Service API      | Person was discovered by a web service API              |
| Event Partner        | Person was discovered through a synced webinar service  |
| Associate Lead       | Person that was merged via Associate Lead API call      |

| Registration Source Type | Definition  |
|--------------------------|---|
| List Import              | Became a person through a list import                   |
| Salesforce.com           | Became a person through a Salesforce sync               |
| Web Form Fillout         | Became a person after filling out a form                |
| Sales Email              | Person was sent an email via Sales Insight Email Add-In |
| Web Service API          | Person was created via SOAP/REST API                    |
| New Person               | Person was manually entered into the database           |
| Munchkin API             | Became a person through Marketo's Munchkin API          |
| Social App               | Became a person through a social widget                 |
| Event Partner            | Became a person through a linked webinar service        |