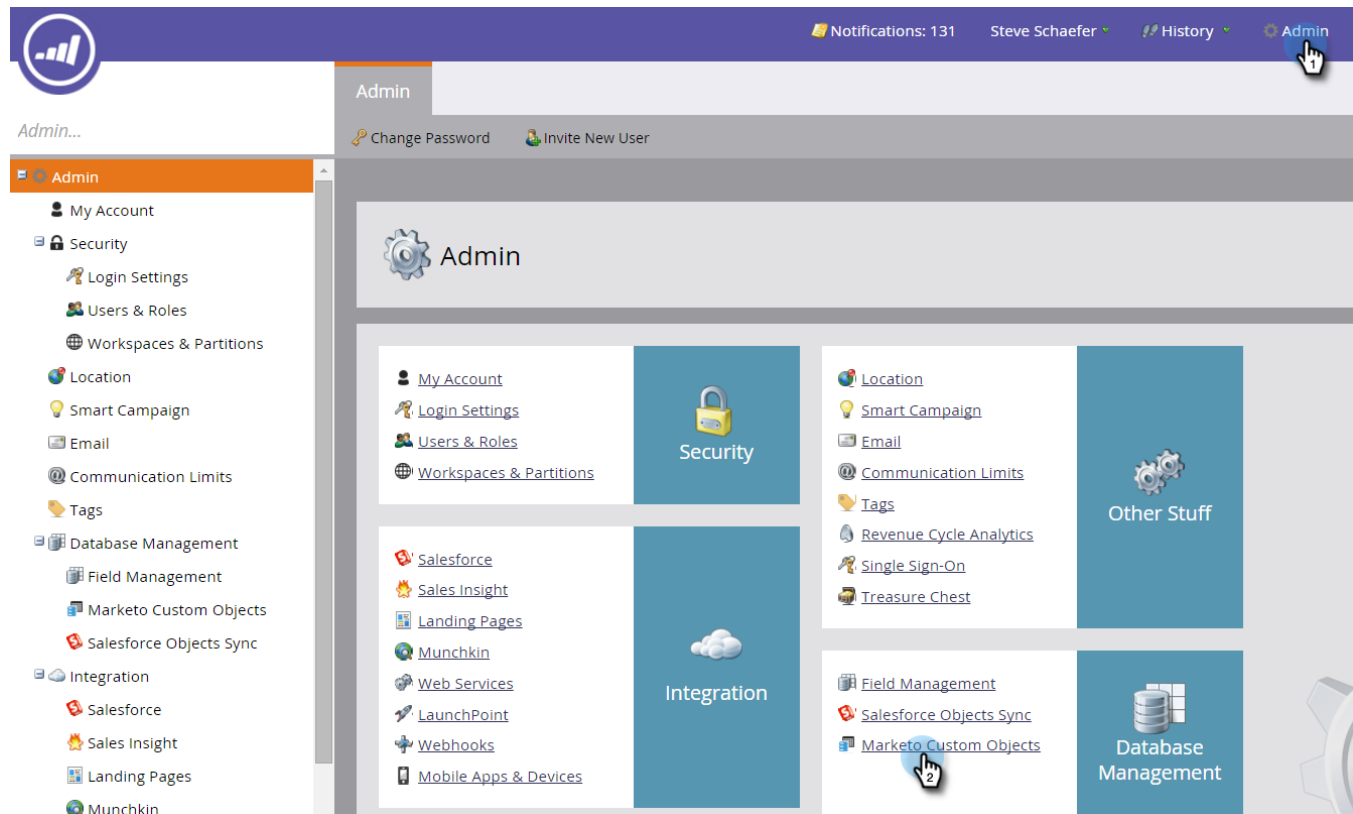


Add Marketo Custom Object Fields

After you've created a custom object, you need to add fields to it to meet your business needs.

Fields define the specific information used by a custom object. Link fields have a special job, to connect custom objects, and are covered in a [separate article](#).

1. Click **Admin**, and in **Database Management**, select **Marketo Custom Objects**.



2. Select the object you want to add the field to on the right.

Marketo Custom Objects Fields Used By

New Custom Object Custom Object Actions ▾

Car

Automobiles owned by customer and me

Details

Display Name: Car
API Name: car_c
Plural Name: Cars
State: Published With Draft
Description: Automobiles owned by customer and me
Show in Lead Detail: Hide
Dedupe Fields: vin
Link Field: vin
Linked Object Name: Lead
Linked Field Name: a6formula

Marketo Custom Objects

- Car
- region
- Case
- asdasd
- course
- enrollment

3. In the **Fields** tab, click **New Field**.

Marketo Custom Objects **Fields**

New Field Field Actions ▾

Fields

Display Name	API Name	Type	State
Created At	createdAt	datetime	★ New
Marketo GUID	marketoGUID	string	★ New
Updated At	updatedAt	datetime	★ New


Note




The three fields shown above are created automatically by Marketo when you create a custom object. Marketo manages these fields automatically and you can't edit or delete them.

4. Enter a display name and description.


New Field ✕

Display Name: * 

API Name: *

Description: 

Data Type: *

Dedupe Field: NO 

Note

The API name can be edited only until it's approved.

5. Now, choose an appropriate data type from the list.

New Field ✕

Display Name: * vin

API Name: * vin

Description: Vehicle ID number

Data Type: * Select...

Dedupe Field:

- string
- boolean
- integer
- float
- link
- email
- currency
- date
- datetime
- phone

6. Pull the Dedupe slider over if you want to use the new field as a unique identifier. Click **Save** to finish.



New Field ✕


Display Name: *

API Name: *

Description:

Data Type: *

Dedupe Field: YES  



Tip

When you create a dedupe field, you can use it to remove duplicate fields in your database.

7. Add any other fields you need.

Reminder

If you're building a one-to-many structure, you need to add a Link field to your custom object. For a many-to-many structure, you don't need a link field in the custom object, but you must add two link fields in the intermediary object. See [Add Marketo Custom Object Link Fields](#) to create the link fields, and [Understanding Marketo Custom Objects](#) for more information about types of custom objects.

Related Articles

- [Add Marketo Custom Object Link Fields](#)
- [Edit and Delete a Marketo Custom Object](#)
- [Understanding Marketo Custom Objects](#)
- [Edit and Delete Marketo Custom Object Fields](#)

