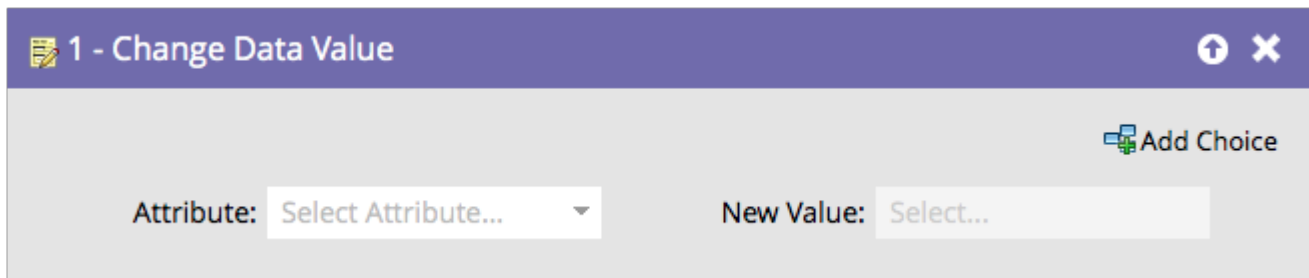


Change Data Value

Overview

You can use Marketo to update the value of a field. For this, you will use the **Change Data Value** flow action.



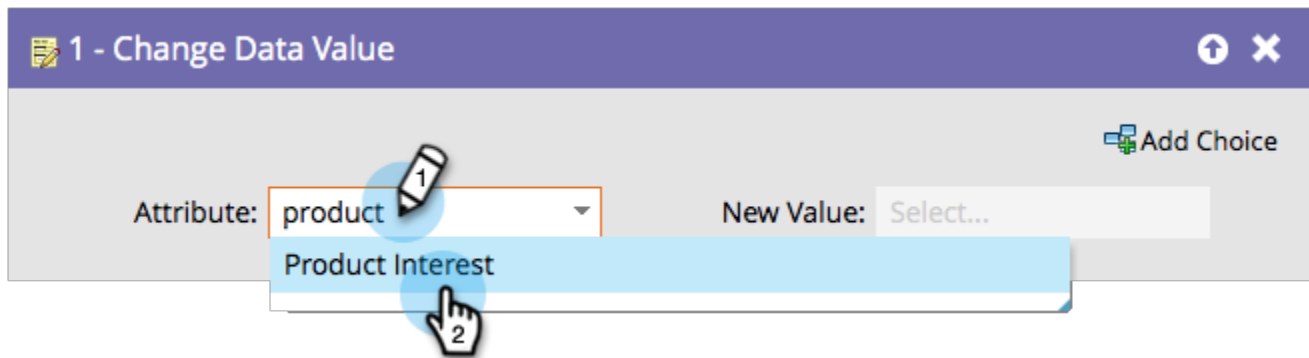
The screenshot shows a configuration window titled "1 - Change Data Value". It features a purple header bar with a close button (X) and a refresh button (circular arrow). Below the header, there is a grey area with an "Add Choice" button (plus icon) in the top right corner. The main configuration area contains two fields: "Attribute:" with a dropdown menu currently showing "Select Attribute..." and "New Value:" with a text input field currently showing "Select...".

Note

You can also block a field from being updated. See [Block Updates to a Field](#) for details.

Usage

1. Find and select the field you want to change the value of.



This screenshot is similar to the one above but includes annotations. A red box highlights the "Attribute:" dropdown menu, which now displays "product". A blue circle with the number "1" and a pencil icon points to this dropdown. Below the dropdown, a light blue box highlights the "Product Interest" option, with a blue circle containing the number "2" and a hand cursor icon pointing to it. The "New Value:" field remains "Select...".

2. Enter the value you want, and you're done!

1 - Change Data Value ⏪ ✕

Attribute: ▾ New Value: ✎ + Add Choice



Reminder

You can also use tokens in **New Value**.



Tip

You can enter 'NULL' (no quotes, all caps) in **New Value** to clear the field. See [Clear Field Values](#) for details.

Related Articles

- [Tokens for Flow Steps](#)
- [Append Data to a Field](#)

