

# Managing My Tokens

Using tokens can simplify your efforts in Marketo. You can use [My Tokens](#) (custom tokens) in flow steps, webhooks, emails, and landing pages. Here's how to make them.



## Tip

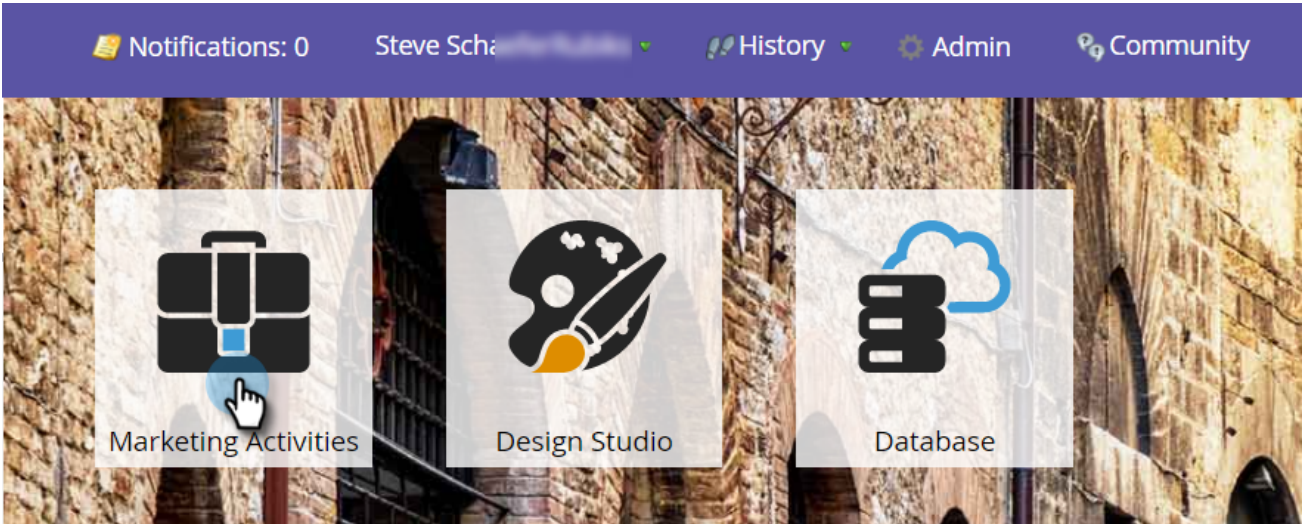
Learn more about what tokens are already available in [Tokens Overview](#).

## What's in this article?

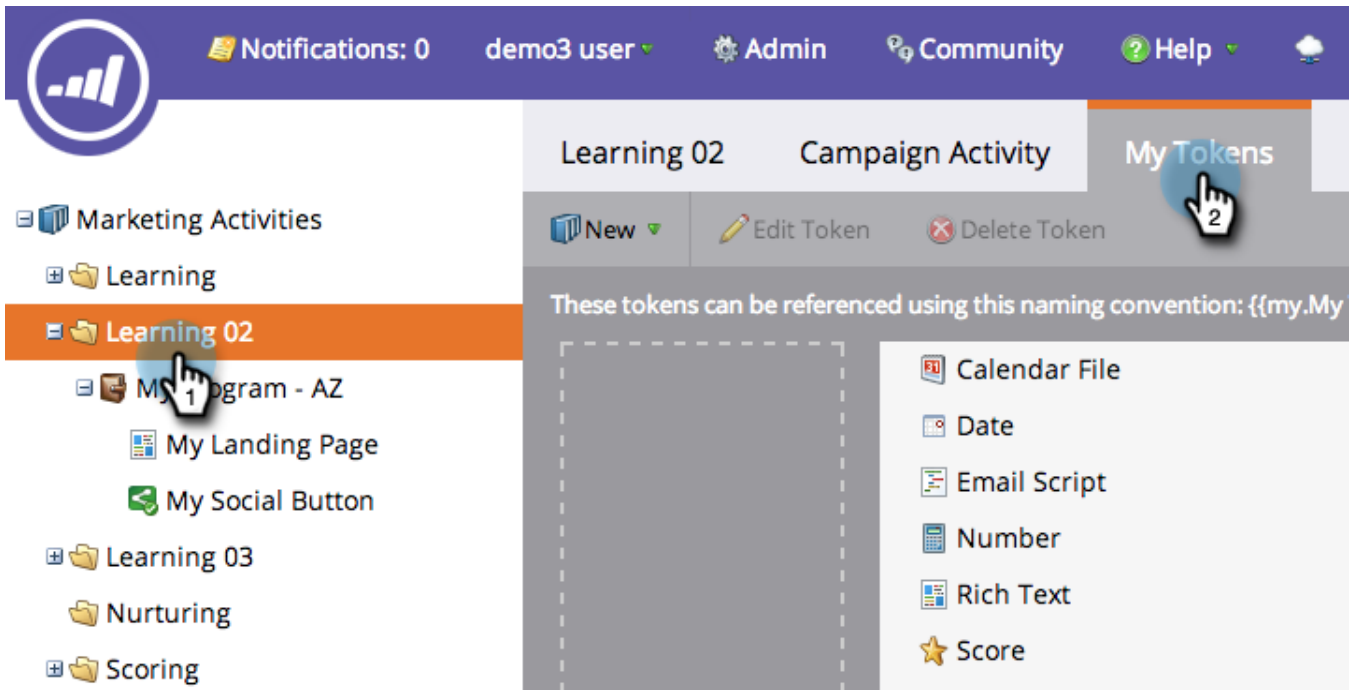
- [Create a My Token](#)
- [Edit a My Token](#)
- [Delete a My Token](#)

## Create a My Token

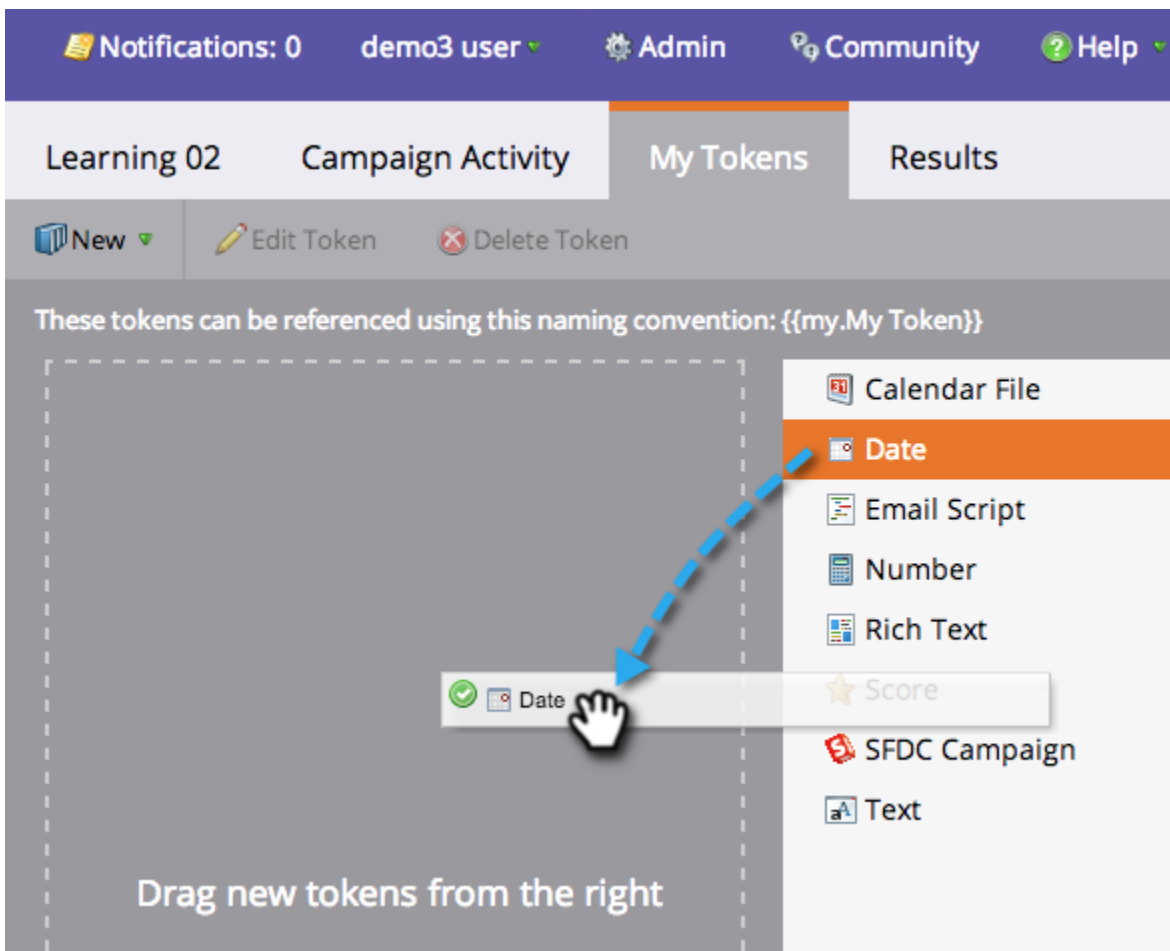
1. Go to **Marketing Activities**.



2. Select a program or campaign folder. Click **My Tokens**.



3. Select a **My Token** type. Drag and drop it onto the canvas.



4. Type in a unique name. Enter a relevant value for the token.

Learning 02 Campaign Activity **My Tokens** Results

New Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

T...	Token Name ▲	Value	Updated
Local (1 Token)	Event Date	Jur	

CANCEL SAVE

JUNE 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

TODAY

- Calendar File
- Date**
- Email Script
- Number
- Rich Text
- Score
- SFDC Campaign
- Text

5. Click **Save**.

Learning 02 Campaign Activity **My Tokens** Results

New Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

T...	Token Name ▲	Value	Updated
Local (1 Token)	Event Date	114	

CANCEL SAVE

Yay! You made a **My Token**.

T...	Token Name ▲	Value	Updated
Local (1 Token)			
	{{my.Event Date}}	Jun ...	Jun 27, 2014 8:56 PM

## Edit a My Token

1. Double-click the **My Token** and make your changes. Click **Save**.

Learning 02 Campaign Activity **My Tokens** Results

New ▼ Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

T...	Token Name ▲	Value	Updated
Local (1 Token)			
	Event Date - Edit	Jun	Jun 27, 2014 8:56 PM

1 double-click 2 3

CANCEL SAVE

## Delete a My Token



### Caution

When you delete a My Token, make sure you aren't referencing it in any asset. A blank space will display in any place it's referenced if deleted.

1. Right-click the **My Token**. Select **Delete Token**.

Learning 02 Campaign Activity My Tokens Results

New Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

T...	Token Name ▲	Value	Updated
Local (1 Token)			
1	{{mv.Event Date}}	Jun ...	Jun 27, 2014 8:56 PM

right-click token  
Delete Token

2

2. Click **Delete**.

### Delete token

Are you sure you want to delete **Event Date**?

CANCEL DELETE

## Related Articles

- [Tokens Overview](#)
- [Understanding My Tokens in a Program](#)
- [Using URLs in My Tokens](#)



