

Manage Person Data

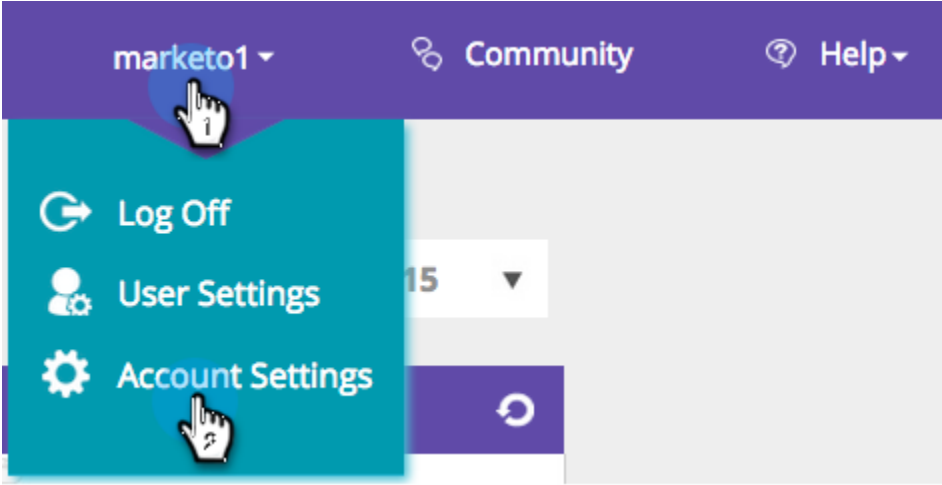
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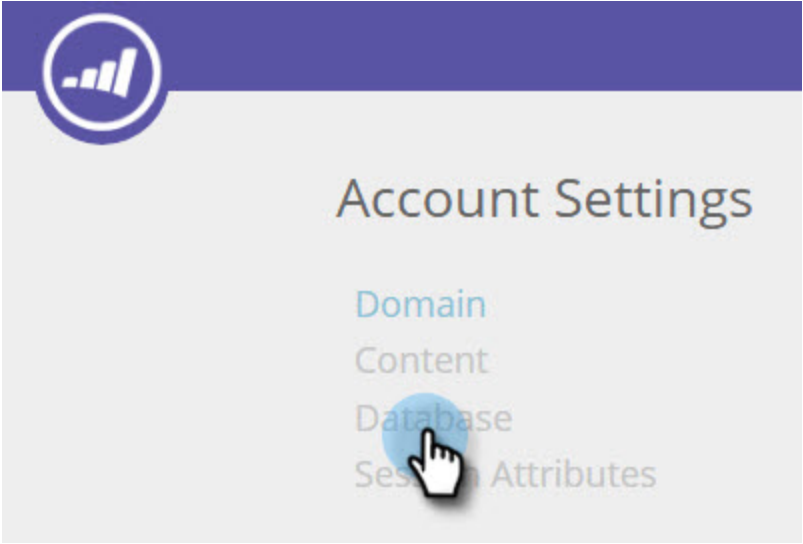
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Leverage Person Data for Web Personalization by selecting person fields to use in your segmentation.

1. Go to **Account Settings**.



2. Go to **Database**.



Adding a New Person field

1. Select **Field to add** from the drop-down to add a person data field to the list.

9	Role	String	✓	
10	Unsubscribed	Boolean	✓	
11	Updated At	Datetime	✓	

Select field to add

SAVE

Notes

- You may add up to 30 Data Fields
- Adding New Fields can take up to 24 hours to activate
- During sync process, creating new segments for Lead data will be unavailable
- Maximum length of string types are 255 characters

Note

- A new field is added in a pending state and can take up to 24 hours to activate.

Deleting a Person Field

1. Click the delete icon () to remove a field from the list. Click **Yes** to confirm you want to delete the field.

Web Engagement Settings

Leverage known profile Data for Web Personalization by selecting people fields below to use in your real-time segmentation.

Tag ID:

	Name	Type	Status	
1	Created At	Datetime	✓	
2	Date of Birth	Date	✓	

Note

Managing your Person Data fields

- Only Person Data Fields can be included
- You may add up to 30 Person Data Fields
- Adding New Fields can take up to 24 hours to activate
- Maximum length of string types are 255 characters
- Hidden fields will be removed automatically

The following lead fields are provided out of the box for new Web Personalization accounts:

REST API Name	SOAP API Name	Friendly Name
department	Department	Department
title	Title	Job Title
rating	Rating	Rating
leadScore	LeadScore	Score
leadStatus	LeadStatus	Status
priority	Priority	Priority
leadRole	LeadRole	Role
unsubscribed	Unsubscribed	Unsubscribed

Related Articles

- [Create a Segment Using Known Person Data](#)

