

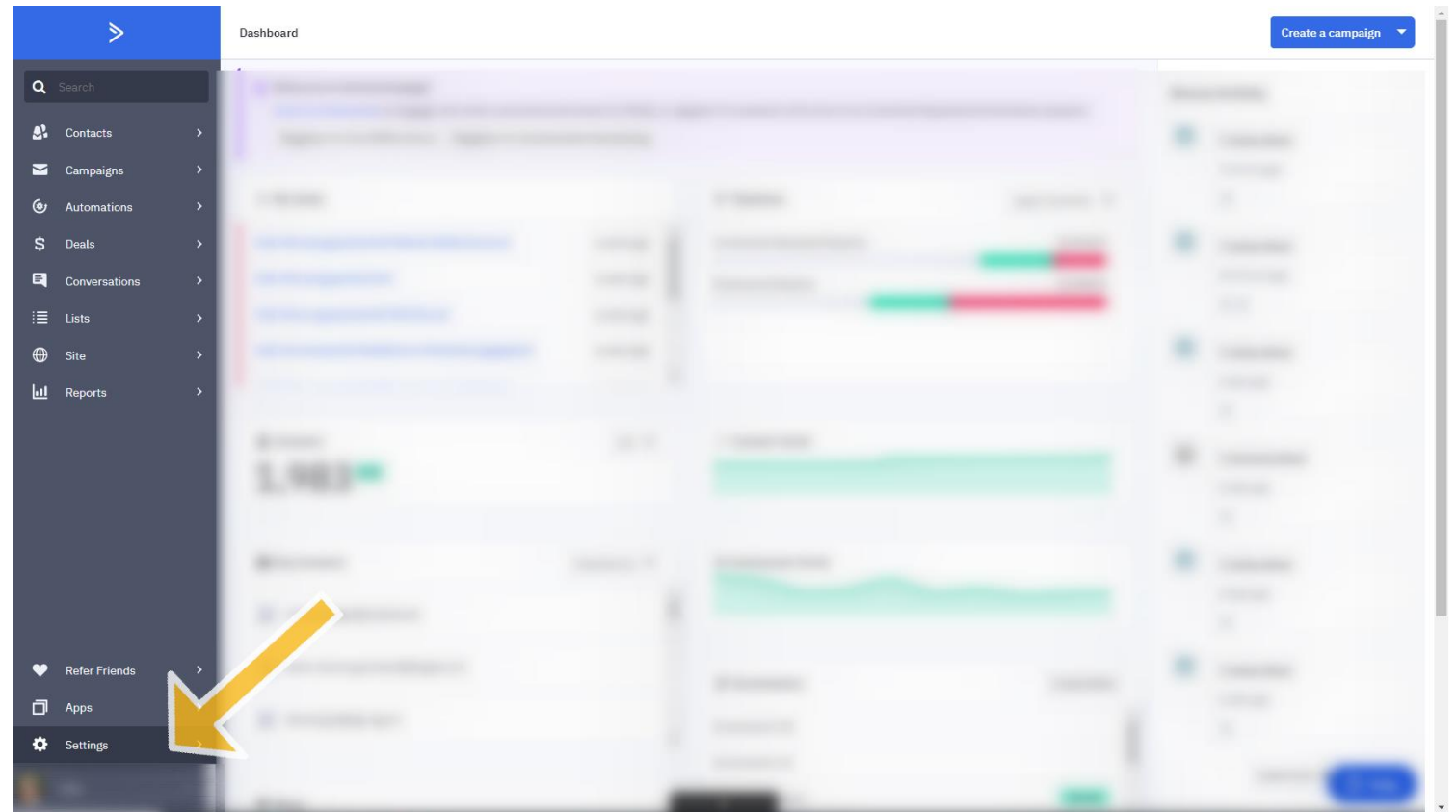


Create a custom contact field in  
ActiveCampaign

John Doe, Marketing Manager

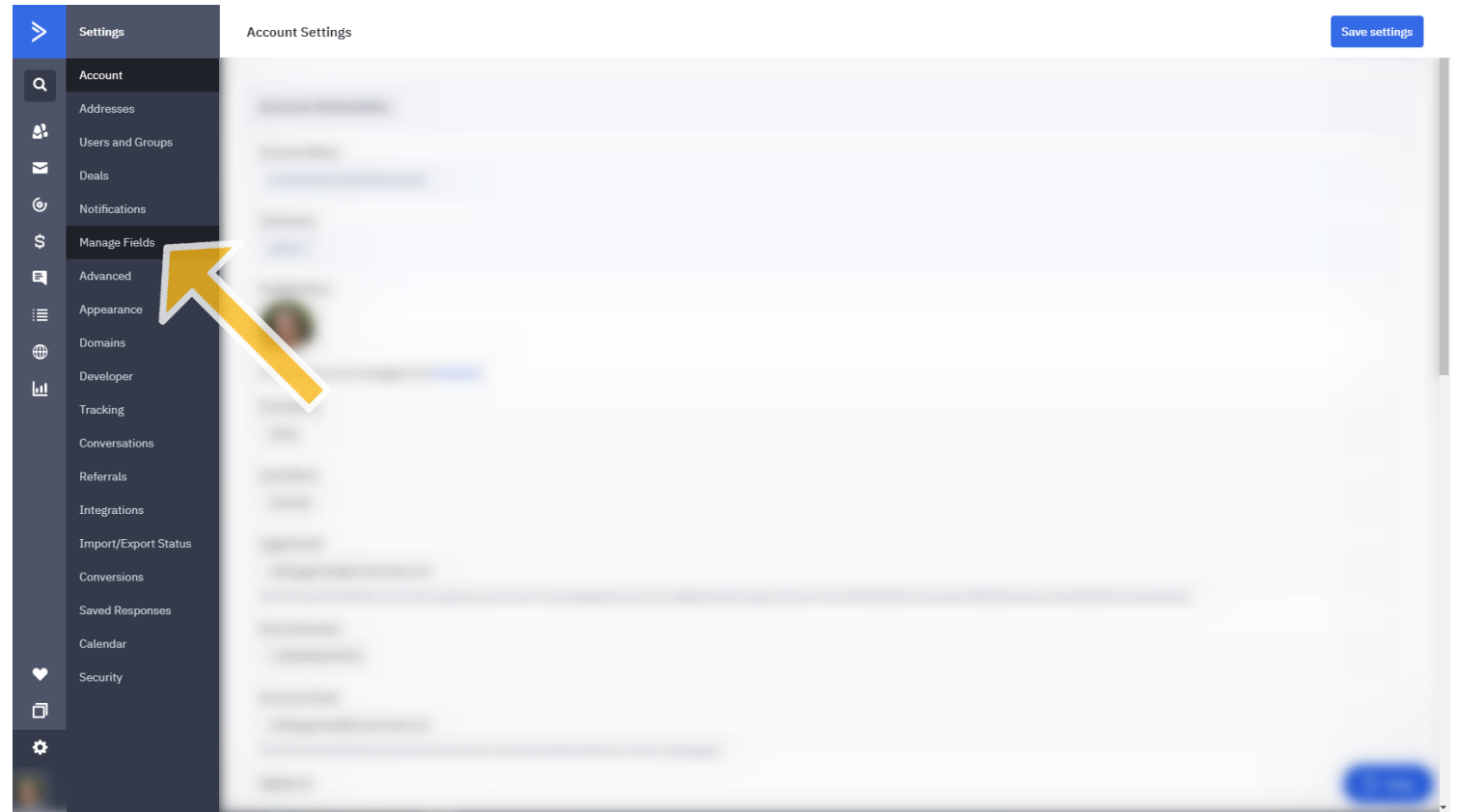
## CREATE A CUSTOM CONTACT FIELD FROM THE MANAGE FIELDS PAGE

1  
Log into your ActiveCampaign account as usual. In the menu bar on the left click 'Settings'.



2

Click 'Manage Fields'.



3

Make sure you have the 'Contacts' tab selected (A). Click the 'Add Field' Button.

The screenshot shows the 'Manage Fields' interface for the 'Contacts' list. The 'Contacts' tab is selected and highlighted with a yellow box and the letter 'A'. The 'Add Field' button is highlighted with a yellow arrow. The interface includes a sidebar with navigation options, a top navigation bar with 'Accounts', 'Contacts', and 'Deals' tabs, and a main content area with a table of fields and a search bar.

Field Name	Type	Personalization Tag
<input type="checkbox"/> First Name	Text Input	%FIRSTNAME%
<input type="checkbox"/> Last Name	Text Input	%LASTNAME%
<input type="checkbox"/> Email	Text Input	%EMAIL%
<input type="checkbox"/> Phone	Text Input	%PHONE%
<input type="checkbox"/> Account	Text Input	%ACCT_NAME%
<input type="checkbox"/> Job Title	Text Input	%CONTACT_JOBTITLE%
<input type="checkbox"/> Mobile Phone	Text Input	%MOBILE_PHONE%
<input type="checkbox"/> Anrede	Text Input	%ANREDE%
<input type="checkbox"/> Title / Job Position	Text Input	%TITLE_JOB_POSITION%
<input type="checkbox"/> Website	Text Input	%WEBSITE%
<input type="checkbox"/> Adresse	Text Area	%ADRESSE%
<input type="checkbox"/> Use Case	Dropdown	%USE_CASE%
<input type="checkbox"/> Language	Radio Button	%LANGUAGE%
<input type="checkbox"/> Weitere E-Mail	Text Input	%WEITERE_EMAIL%
<input type="checkbox"/> UTM-Parameter	Text Input	%UTMPARAMETER%
<input type="checkbox"/> clientid	Text Input	%CLIENTID%
<input type="checkbox"/> z_seller_name	Text Input	%Z_SELLER_NAME%

4

Click 'Field name' (A) and enter a name for the field.

**Add Field** ✕

**Field name\*** Group

newsletter-optin | General Details ▾

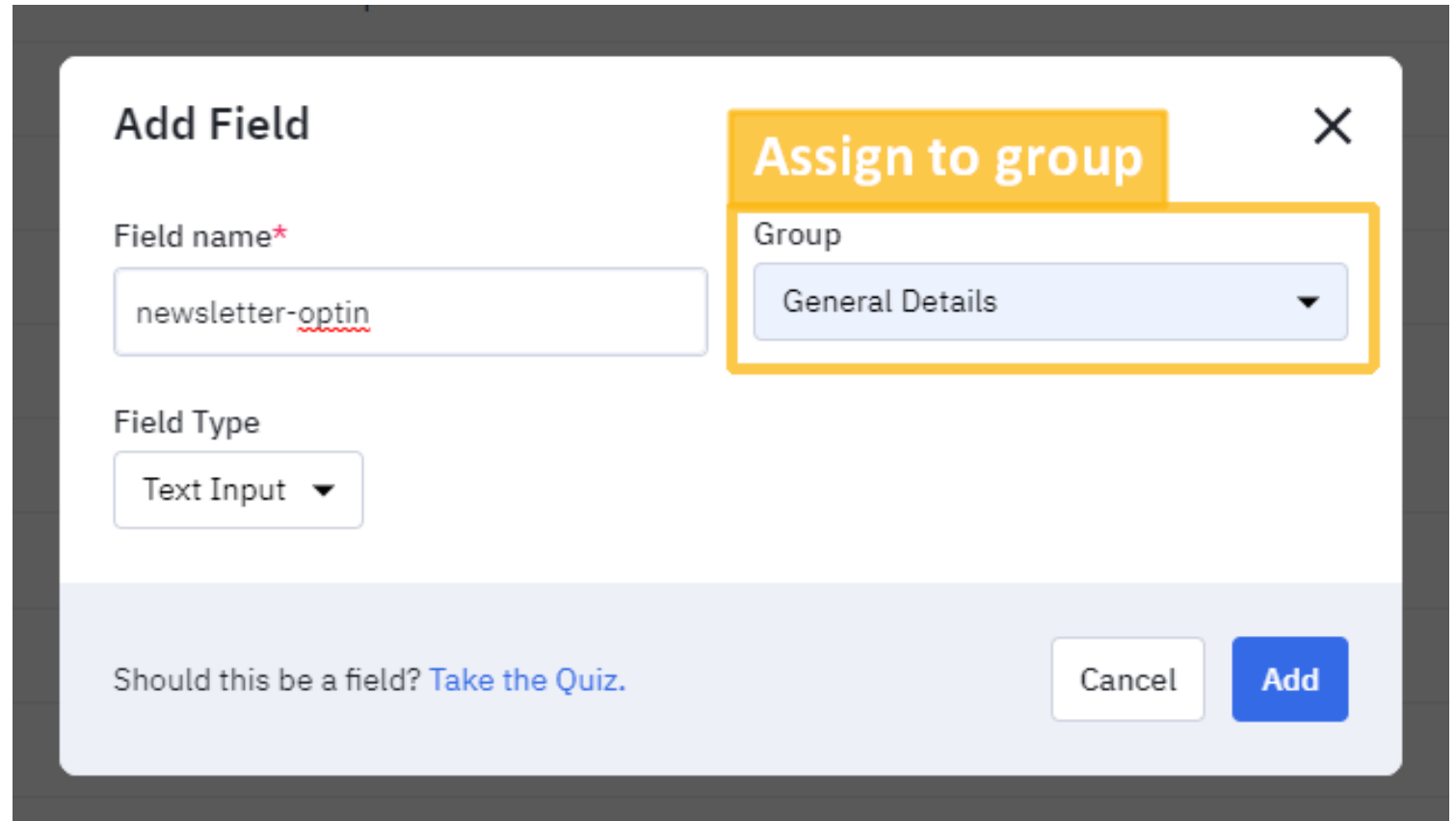
**Field Type**

Text Input ▾

Should this be a field? [Take the Quiz.](#) Cancel **Add**

5

If you want to assign the contact field to a group, open the 'General Details' combo box and select from the drop-down menu.



The image shows a screenshot of a web application interface for adding a field. The main dialog is titled "Add Field" and contains the following elements:

- Field name\***: A text input field containing "newsletter-optin".
- Field Type**: A dropdown menu currently set to "Text Input".
- Assign to group**: A highlighted section containing a dropdown menu labeled "Group" with "General Details" selected.
- Footer**: A light blue bar containing the text "Should this be a field? [Take the Quiz.](#)", a "Cancel" button, and an "Add" button.

6

1. To adjust the field type, open the 'Text Input' combo box.
2. A number of options are available. Select the appropriate one from the drop-down menu.

Text Input %LASTNAME%

### Add Field

Field name\* newsletter-optin

Group General Details

Field Type Text Input

Select

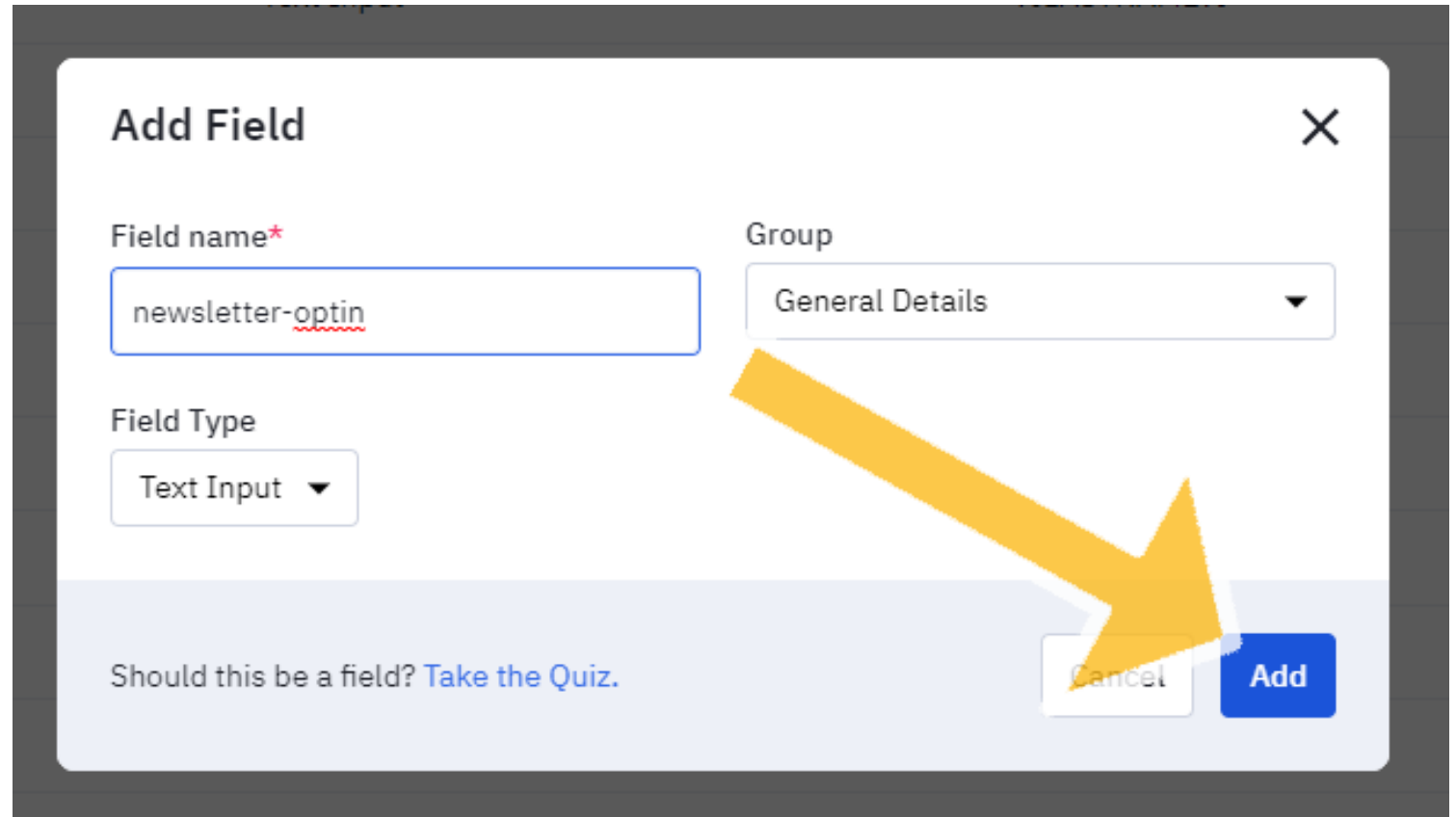
- Text Input
- Text Area
- Date
- Date Time
- Dropdown
- List Box
- Radio Button

Text Input %WEBSITE\_EMAIL%

Text Input %UTMPARAMETER%

7

Click the 'Add' Button.



The image shows a modal dialog box titled "Add Field" with a close button (X) in the top right corner. The dialog contains the following fields:

- Field name\***: A text input field containing "newsletter-optin".
- Group**: A dropdown menu with "General Details" selected.
- Field Type**: A dropdown menu with "Text Input" selected.

At the bottom of the dialog, there is a light blue bar containing the text "Should this be a field? [Take the Quiz.](#)" and two buttons: "Cancel" and "Add". A large yellow arrow points from the "Group" dropdown menu towards the "Add" button.



# 8

The newly created contact field will appear at the bottom of the Manage Fields page (A).

The screenshot shows the 'Manage Fields' interface for 'Contacts'. The left sidebar contains navigation options: Lists, Manage Lists, Manage Fields (selected), Subscriptions by Email, Manage Exclusions, and Edit Email Headers. The main content area is titled 'Manage Fields' and has tabs for 'Accounts', 'Contacts', and 'Deals'. At the top right, there are filters for 'Any Type' and 'Any List', a search bar for 'Search fields', and buttons for 'Add Group' and 'Add Field'. The table below lists various fields:

Field Name	Type	Code
<input type="checkbox"/> Use Case	Dropdown	%USE_CASE%
<input type="checkbox"/> Language	Radio Button	%LANGUAGE%
<input type="checkbox"/> Weitere E-Mail	Text Input	%WEITERE_EMAIL%
<input type="checkbox"/> UTM-Parameter	Text Input	%UTMPARAMETER%
<input type="checkbox"/> clientid	Text Input	%CLIENTID%
<input type="checkbox"/> z_seller_name	Text Input	%Z_SELLER_NAME%
<input type="checkbox"/> z_gdpr	Text Input	%Z_GDPR%
<input type="checkbox"/> z_seller_company_name	Text Input	%Z_SELLER_COMPANY_NAME%
<input type="checkbox"/> z_bot_name	Text Input	%Z_BOT_NAME%
<input type="checkbox"/> z_company_name	Text Input	%Z_COMPANY_NAME%
<input type="checkbox"/> z_overview_url	Text Input	%Z_OVERVIEW_URL%
<input type="checkbox"/> z_appointment_date_str	Text Input	%Z_APPOINTMENT_DATE_STR%
<input type="checkbox"/> z_appointment_date	Text Input	%Z_APPOINTMENT_DATE%
<input type="checkbox"/> Vorname	Text Input	%VORNAME%
<input type="checkbox"/> miranews DownloadForm Opt-In	Text Input	%MIRANEWS_DOWNLOADFORM_OPTIN%
<b>A</b> <input type="checkbox"/> Was interessiert Sie?	Checkbox	%WAS_INTERESSIERT_SIE%
<input type="checkbox"/> newsletter-optin	Text Input	%NEWSLETTEROPTIN%

A yellow box highlights the last two rows of the table, and a yellow 'A' in a square is placed to the left of the 'Was interessiert Sie?' row. At the bottom right, there is a 'Help' button.

# CREATE A CUSTOM CONTACT FIELD FROM A CONTACT PROFILE PAGE

9

To create a custom contact field from a Contact Profile page, click 'Contacts'.

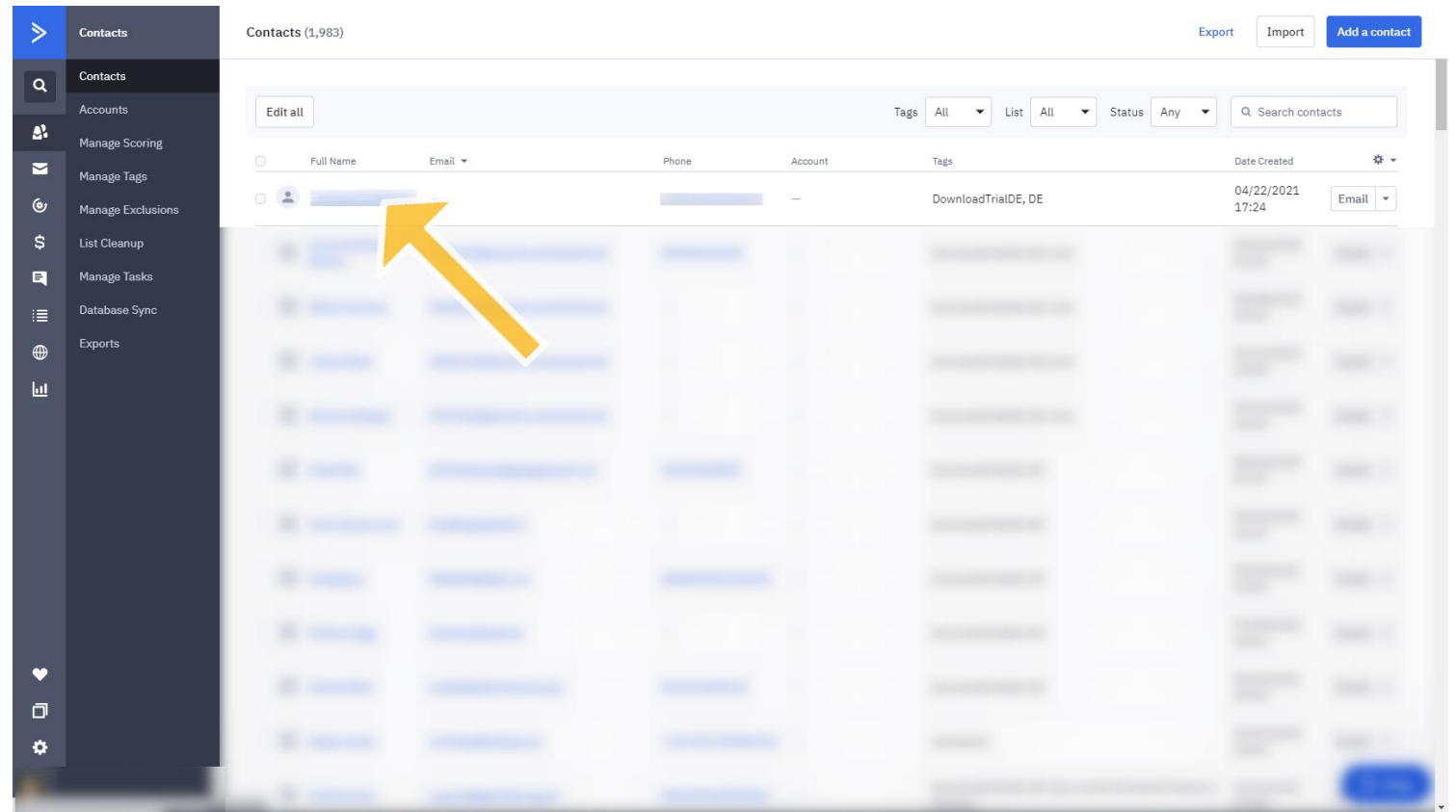
The screenshot shows the 'Manage Fields' interface. The left sidebar contains a navigation menu with the following items: Lists, Manage Lists, Manage Fields, Contacts (highlighted with a yellow arrow), Manage Exclusions, and Edit Email Headers. The main content area is titled 'Manage Fields' and has tabs for 'Accounts', 'Contacts', and 'Deals'. Below the tabs, there are dropdown menus for 'Any Type' and 'Any List', a search box labeled 'Search fields', and buttons for 'Add Group' and 'Add Field'. The table below lists various fields:

Field Name	Type	Code
<input type="checkbox"/> Use Case	Dropdown	%USE_CASE%
<input type="checkbox"/> Language	Radio Button	%LANGUAGE%
<input type="checkbox"/> Weitere E-Mail	Text Input	%WEITERE_EMAIL%
<input type="checkbox"/> UTM-Parameter	Text Input	%UTMPARAMETER%
<input type="checkbox"/> clientid	Text Input	%CLIENTID%
<input type="checkbox"/> z_seller_name	Text Input	%Z_SELLER_NAME%
<input type="checkbox"/> z_gdpr	Text Input	%Z_GDPR%
<input type="checkbox"/> z_seller_company_name	Text Input	%Z_SELLER_COMPANY_NAME%
<input type="checkbox"/> z_bot_name	Text Input	%Z_BOT_NAME%
<input type="checkbox"/> z_company_name	Text Input	%Z_COMPANY_NAME%
<input type="checkbox"/> z_overview_url	Text Input	%Z_OVERVIEW_URL%
<input type="checkbox"/> z_appointment_date_str	Text Input	%Z_APPOINTMENT_DATE_STR%
<input type="checkbox"/> z_appointment_date	Text Input	%Z_APPOINTMENT_DATE%
<input type="checkbox"/> Vorname	Text Input	%VORNAME%
<input type="checkbox"/> miranews DownloadForm Opt-In	Text Input	%MIRANEWS_DOWNLOADFORM_OPTIN%
<input type="checkbox"/> Was interessiert Sie?	Checkbox	%WAS_INTERESSIERT_SIE%
<input type="checkbox"/> newsletter-optin	Text Input	%NEWSLETTEROPTIN%

A 'Help' button is located in the bottom right corner of the interface.

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Click on any contact profile.



The screenshot displays a CRM interface with a dark sidebar on the left containing navigation options: Contacts, Accounts, Manage Scoring, Manage Tags, Manage Exclusions, List Cleanup, Manage Tasks, Database Sync, and Exports. The main content area is titled 'Contacts (1,983)' and includes buttons for 'Export', 'Import', and 'Add a contact'. Below the title is a search bar and filter controls for 'Tags', 'List', and 'Status'. A table of contacts is shown with columns for 'Full Name', 'Email', 'Phone', 'Account', 'Tags', and 'Date Created'. A yellow arrow points to the first contact profile in the list, which is highlighted in blue. The contact's name is partially visible as 'DownloadTrialDE, DE' and the date created is '04/22/2021 17:24'. There is also an 'Email' dropdown menu next to the date.

||

Click 'Add Field' button.

Contacts / Annabell Heidkamp Send a Campaign

Personal Info All Deals (0)

Add an account  
Email

ABOUT ANNABELL HEIDKAMP

**General Details** Hide Employee Add Field

Mobile Phone	Click to add
Anrede	
Title / Job Position	Click to add
Website	Click to add
Adresse	Click to add
Use Case	Click to add
Language	
Weitere E-Mail	Click to add
UTM-Parameter	
clientid	false
z_seller_name	Click to add
z_gdpr	Click to add
z_seller_company_name	Click to add
z_bot_name	Click to add
z_company_name	Click to add

Add a contact task Add a contact note Send an email + ▲

**Recent Activities** All Activities

- Completed automation  
Completed automation DE Onboarding Sequence FlowShare  
3 months ago  
Comment
- Completed automation  
Completed automation DEUTSCH Spracheinstellung basiert auf dem Tag "DE" hinzufügen  
3 months ago  
Comment
- Entered automation  
Entered automation DEUTSCH Spracheinstellung basiert auf dem Tag "DE" hinzufügen  
3 months ago  
Comment
- Entered automation  
Entered automation DE Onboarding Sequence FlowShare  
3 months ago  
Comment
- Subscribed to list  
Subscribed to list FlowShare by miramins via API  
3 months ago  
Comment
- Subscribed to list

Help

12

Click 'Field name' (A) and enter a name.  
Make adjustments for Groups and Field Types  
as required.

**Add Field** ✕

**A**

Field name\*

Group

Field Type

Should this be a field? [Take the Quiz.](#)

13

Click the 'Add' button. The new custom contact field will appear on the Manage Fields page.

**Add Field** ✕

Field name\*

Group

Field Type

Should this be a field? [Take the Quiz.](#)