

CUSTOM FIELDS

MatchDayMailcloud offers default fields for storing information about your contacts, but you may want to add additional fields to collect information unique and important to your business.

You are able to create an unlimited amount of fields using our custom fields feature. Custom fields can be placed on forms so that a contact fills in the information for you when they submit a form.

Types of Custom Fields

Text input

This is a traditional text input field that collects a short piece of data that a contact would type. You can use this to collect short, typed responses from contacts when they submit a form, for example, a name or phone number.

Text area

This field type offers allows contacts to type multiple lines of text, allowing you to collect more data. You can use this to collect longer typed responses from contacts when they submit a form, for example, multi-sentence answers to a question on a form, notes, etc.

Date

This is used to specify a date and includes month, day, and year and can be used to collect birth dates, anniversaries, events, and more. The date field in a form uses the following format: YYYY-MM-DD. Upon form submission, the date will convert to the date format you have created in your account. If you do not wish to use this date display format, you must use a text input field to collect date information instead. In addition, if importing a CSV file, date fields should also use a YYYY-MM-DD format.

Drop-down menu

This uses a predefined set of options that contacts can select when submitting a form. This field type is recommended if you have ten or more options for contacts to choose from. If you have less than ten options, use a Radio button field instead.

Multi-selection list

This field type displays a list of predefined options that contacts can choose from. Contacts will need to shift-click to choose more than one answer option for this field.

Radio button

This custom field type functions the same as the drop-down menu field type; contacts can only choose one answer from a list of predefined answers. However, the visual representation is different.

Check box(es)

This custom field type allows contacts to choose one or more answer options from a predefined list of options.

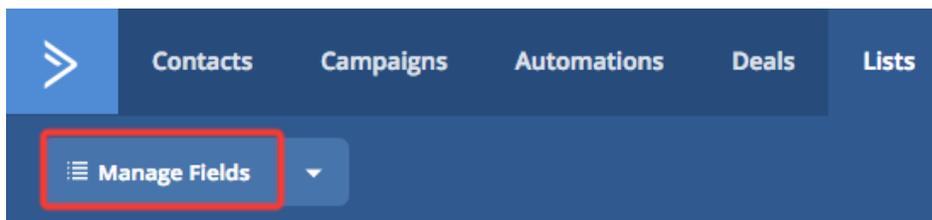
Custom fields also allow you to add PERSONALISATION TAGS so for example you can personalise your campaigns using for example, a contact's first name

You can also use custom fields to collect information from subscribers when creating FORMS

To create a new custom field:

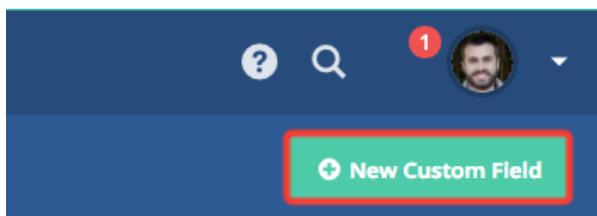
Click LISTS in the top menu to navigate to Lists Overview.

Click the MANAGE FIELDS button:



Lists

Click the NEW CUSTOM FIELD button in the top-left corner:



A modal window will appear with options for the format of your custom field. Select the custom field format you want and click NEXT

Type the name of the custom field and, if your format necessitates it, the names of any options. When you are done, click NEXT

Custom field options

Click EDIT next to a custom field to display additional configuration options.

Here, you can set a default value for your custom field so that if you use it as a personalisation tag in a campaign, it inserts a default value you define (rather than leaving an empty space).

Click SHOW ADVANCED in the bottom left-hand corner.

Here you can specify which lists will use this custom field. By default it is set to "All lists."

Note that you can change the order of the fields so that important information is displayed at the top of the contact record and related fields are grouped together by clicking REORDER FIELDS" and then dragging fields to new positions.

Custom field personalization tags

The third column labelled "Personalization tag" contains a tag you can use to insert a field's value into your campaign:

Fields

				TYPE	Any	LIST	All	Reorder Fields
<input type="checkbox"/>	Field Name	Type	Personalization Tag					
<input type="checkbox"/>	First Name	Text Input	%FIRSTNAME%					Edit
<input type="checkbox"/>	Last Name	Text Input	%LASTNAME%					Edit
<input type="checkbox"/>	Email	Text Input	%EMAIL%					
<input type="checkbox"/>	Phone	Text Input	%PHONE%					
<input type="checkbox"/>	Manage your subscriptions	Check Box(es)	%MANAGE_YOUR_SUBSCRIPTIONS%					Edit
<input type="checkbox"/>	Hidden field	Hidden Field	%HIDDEN_FIELD%					Edit

You can use the personalization button to insert your personalization tags:

