Create, Change, or Delete User or Account Level Attributes

Evergage user or account-level attributes can be used collect data for use in segmentation, reporting, or in integrated third party systems. For example, if you created a form in Evergage, you can assign each field to an already created attribute. Depending on the configuration of your dataset, this attribute will either collect the data for availability in reporting, or can write it back to the third-party integrated system.

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Create a User (or Account) Attribute

1. Log into Evergage as an administrator
2. Select **Settings** > **Attributes**
3. You will see the full list of tracked attributes in your dataset
4. On the *User* (or *Account*) tab, click **New Attribute**
5. Enter or select the following information:
    1. *Name* - name of the attribute which cannot be changed
    2. *Label* - add a descriptive label to an attribute which will appear in places like the *Unified Customer Profile*
    3. *Type* - select either **String**, **Integer**, **Decimal**
    4. *Classification Override* - select either

        1. **Sensitive** - the attribute will be displayed only to those with *Editor with Export* or higher permissions and cannot be used in a campaign. Those with lesser permissions will see ******* in place of a value on the Unified
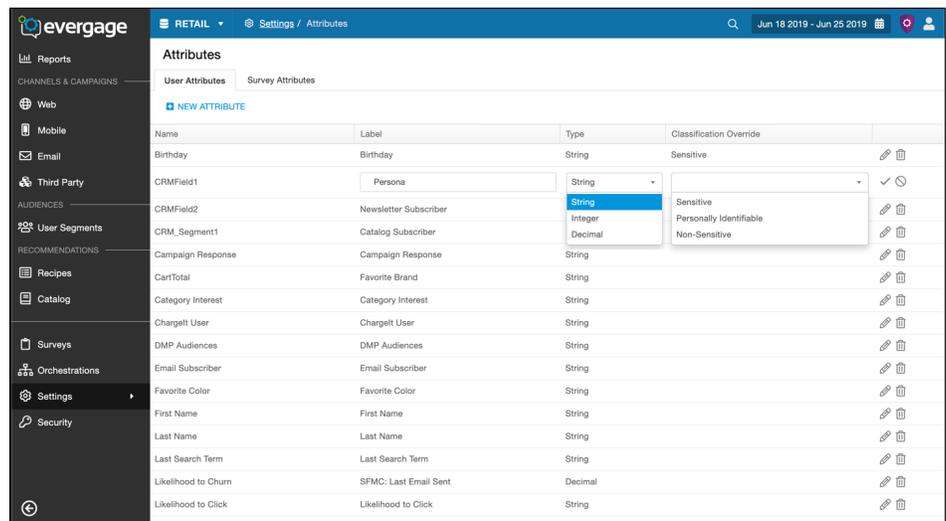
Customer Profile and segment list screens. Additionally, email address fields (specifically named "emailAddress") will not be searchable

2. **Personally Identifiable** - the attribute can be viewed by anyone, but cannot be used in a campaign

3. **Non-Sensitive** - the attribute can be viewed by anyone and used in campaigns

6. Click ✓ to save or ⊘ to cancel

Change or Delete an Attribute

1. Click 🖉 next to the attribute you'd like to change

   1. *Label* - change the descriptive label
   2. *Type* - change the type of attribute: **String**, **Integer**, **Decimal**
   3. *Classification Override* - select either **Sensitive**, **Personally Identifiable**, **Non-Sensitive**

2. Click ✓ to save changes or ⊘ to cancel changes

3. Click 🗑 to delete an attribute