

# Create, Change, or Delete User or Account Level Attributes



Evergage user or account-level attributes can be used to 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.

## This Article Explains

This page details how to modify user or account level attributes.

## Sections in this Article

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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

Name	Label	Type	Classification Override	
BirthDay	BirthDay	String	Sensitive	
CRMField1	Persona	String		
CRMField2	Newsletter Subscriber	String		
CRM_Segment1	Catalog Subscriber	String		
Campaign Response	Campaign Response	String		
CartTotal	Favorite Brand	String		
Category Interest	Category Interest	String		
ChargeIt User	ChargeIt User	String		
DMP Audiences	DMP Audiences	String		
Email Subscriber	Email Subscriber	String		
Favorite Color	Favorite Color	String		
First Name	First Name	String		
Last Name	Last Name	String		
Last Search Term	Last Search Term	String		
Likelihood to Churn	SFMC: Last Email Sent	Decimal		
Likelihood to Click	Likelihood to Click	String		
Likelihood to Open	Likelihood to Open	String		

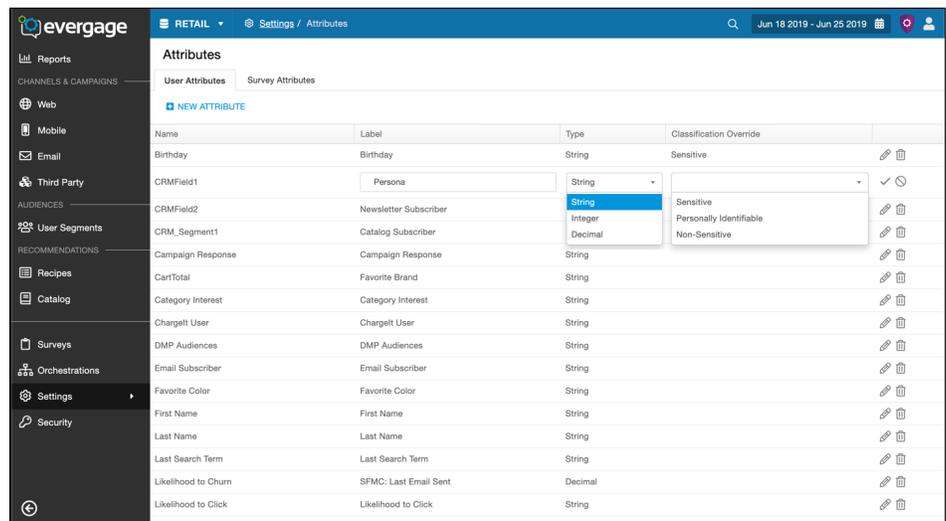
Customer Profile and segment list screens. Additionally, email address fields (specifically named "emailAddress") will not be searchable

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



The screenshot shows the Evergage 'Attributes' management page. The interface includes a sidebar with navigation options like Reports, Channels & Campaigns, Audiences, and Settings. The main content area displays a table of attributes with columns for Name, Label, Type, Classification Override, and actions (edit/delete). A dropdown menu is open for the 'CRMField2' attribute, showing options for Type (String, Integer, Decimal) and Classification Override (Sensitive, Personally Identifiable, Non-Sensitive).

Name	Label	Type	Classification Override	
Birthdate	Birthdate	String	Sensitive	 
CRMField1	Persona	String	Sensitive	 
CRMField2	Newsletter Subscriber	String	Sensitive	 
CRM_Segment1	Catalog Subscriber	Integer	Personally Identifiable	 
Campaign Response	Campaign Response	Decimal	Non-Sensitive	 
CartTotal	Favorite Brand	String		 
Category Interest	Category Interest	String		 
Chargeit User	Chargeit User	String		 
DMP Audiences	DMP Audiences	String		 
Email Subscriber	Email Subscriber	String		 
Favorite Color	Favorite Color	String		 
First Name	First Name	String		 
Last Name	Last Name	String		 
Last Search Term	Last Search Term	String		 
Likelihood to Churn	SFMC: Last Email Sent	String		 
Likelihood to Click	Likelihood to Click	Decimal		 
Likelihood to Click	Likelihood to Click	String		 