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Unlock Marketing Insights

Trends, priorities & challenges from 6,000 global marketers

GET THE REPORT



8TH EDITION

State of Marketing

Insights and trends from 6,000 marketers and over 2 billion outbound marketing communications



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All Books

1

Setup Home Object Manager

Search apps and items...

Apps

- Service
- Marketing
- Community
- Salesforce Chatter
- Content
- Sales Console
- Service Console

View All

Get Started with Einstein Bots

Launch an AI-powered bot to automate your digital connections.

Get Started

Mobile Publisher

Use the Mobile Publisher to create your own branded mobile app.

Learn More

Real-time Collaborative Docs

Transform productivity with collaborative docs, spreadsheets, and slides inside Salesforce.

Get Started

Most Recently Used

10 items

https://avsenengineeringcollege56-dev-ed.develop.lightning.force.com/lightning/app/06m5j000004h4klAAA

	<input type="checkbox"/>	Avs	
1	<input type="checkbox"/>	AVS ENGINEERING COLLEGE	
2	<input type="checkbox"/>	Avs	

departments
Recently Viewed

New Import Change Owner



2 items • Updated a few seconds ago

	<input type="checkbox"/> Department Name	
1	<input type="checkbox"/> ECE	
2	<input type="checkbox"/> CSE	

App Settings

App Details & Branding

App Options

Utility Items (Desktop Only)

Navigation Items

User Profiles

App Details & Branding

Give your Lightning app a name and description. Upload an image and choose the highlight color for its navigation bar.

App Details

* App Name ⓘ

flower

* Developer Name ⓘ

Bhuvaneswari_Shanmugam

Description ⓘ

Enter a description...

App Branding

Image ⓘ



Clear

Primary Color Hex Value ⓘ



#0070D2

Org Theme Options

☒ Use the app's image and color instead of the org's custom theme

App Launcher Preview



flower

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Restriction Rules

Help Text

Child Relationship Name colleges

Sharing Setting

Select the minimum access level required on the Master record to create, edit, or delete related Detail records:

☐ Read Only: Allows users with at least Read access to the Master record to create, edit, or delete related Detail records.

☒ Read/Write: Allows users with at least Read/Write access to the Master record to create, edit, or delete related Detail records.

Allow reparenting

☐ Child records can be reparented to other parent records after they are created

Auto add to custom report type

☒ Add this field to existing custom report types that contain this entity

Lookup Filter

Optionally, create a filter to limit the records available to users in the lookup field. [Tell me more!](#)

[Show Filter Settings](#)

Previous Next Cancel

Details

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Restriction Rules

New Relationship

Help for this Page

Step 3. Enter the label and name for the lookup field Step 3 of 6

Previous Next Cancel

Field Label

Field Name

Description

Help Text

Child Relationship Name

Sharing Setting Select the minimum access level required on the Master record to create, edit, or delete related Detail records.



Custom Tabs

You can create new custom tabs to extend Salesforce functionality or to build new application functionality.

Custom Object tabs look and behave like the standard tabs provided with Salesforce. Web tabs allow you to embed external web applications and content within the Salesforce window. Visualforce tabs allow you to embed Visualforce pages. Lightning Component tabs allow you to add Lightning components to the navigation menu in Lightning Experience and the mobile app. Lightning Page tabs allow you to add Lightning Pages to Lightning Experience and the mobile app.

Custom Object Tabs			
		New	What Is This?
Action	Label	Tab Style	Description
Edit Del	colleges	Airplane	
Edit Del	consumers	CD/DVD	
Edit Del	departments	Bell	
Edit Del	providers	Camera	

Web Tabs			
		New	What Is This?

college | Salesforce

avseengineeringcollege56-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/0115j000002zbWG/FieldsAndRelationships/view

Gmail YouTube Maps

1

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SetupHomeObject Manager

SETUP > OBJECT MANAGERcollege

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Fields & Relationships

4 Items, Sorted by Field Label

Quick Find

NewDeleted FieldsField DependenciesSet History Tracking

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Avs	Name	Text(80)		✓
Created By	CreatedById	Lookup(User)		
department	department__c	Master-Detail(department)		✓
Last Modified By	LastModifiedById	Lookup(User)		

https://avseengineeringcollege56-dev-ed.develop.lightning.force.com/one/one.app#/setup/ObjectManager/0115j000002zbWG/FieldsAndRelationships/view

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Details

Description

API Name
college__c

Custom
✓

Singular Label
college

Plural Label
colleges

Enable Reports

Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

Edit

Delete

SETUP New Custom Object

Custom Object Definition Edit

Save Save & New Cancel

Custom Object Information

Required Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label Example: Account

Plural Label Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name Example: Account

Description

Context-Sensitive Help Setting

☒ Open the standard Salesforce.com Help & Training window

☐ Open a window using a Visualforce page

Content Name

 SETUP
New Custom Object

Object Classification

When these settings are enabled, this object is classified as an Enterprise Application object. When these settings are disabled, this object is classified as a Light Application object. [Learn more](#).

- ☒ Allow Sharing
- ☒ Allow Bulk API Access
- ☒ Allow Streaming API Access

Deployment Status

What is this?

- ☐ In Development
☒ Deployed

Search Status

When this setting is enabled, your users can find records of this object type when they search. [Learn more.](#)

- ☐
- Allow Search

Object Creation Options (Available only when custom object is first created)

- ☐ Add Notes and Attachments related list to default page layout
- ☐ Launch New Custom Tab Wizard after saving this custom object

Save Save & New Cancel

SETUP New Custom Object

New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit

Save Save & New Cancel

Custom Object Information

! = Required Information

The singular and plural labels are used in tabs, page layouts, and reports

Label college Example: Account

Plural Label colleges Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name college Example: Account

Description

information
New Custom Field

Help for this Page

Step 4. Add to page layouts

Step 4 of 4

Previous Save & New Save Cancel

Field Label Gender
Data Type Picklist
Field Name Gender
Description

Select the page layouts that should include this field. The field will be added as the last field in the first 2-column section of these page layouts. The field will not appear on any pages if you do not select a layout.

To change the location of this field on the page, you will need to customize the page layout.

☒ Add Field Page Layout Name
☒ information Layout

When finished, click Save & New to create more custom fields, or click Save if you are done.

PERMISSION SET: providerconsumer

1 assignments were successful.

Assignment Summary

Full Name	User License	Expires On	Time Zone	Status
Bhuvaneswari S	Salesforce Platform			Success