Marketing Cloud Field Conventions

All Naming Conventions Are [RFC 2119](#) and [RFC 6919](#) compliant. The country code naming convention based on the[ISO 3166](#) standards.

1 - General Conventions

1. The field names **must not contain** special characters (accent included) or spaces.
2. The Data Extensions names **must not contain** special characters (accent included) or spaces.

> e.g. You cannot include the following characters in the name and field name of a data extension:

Data Extensions Name	Field Name
!@#%^*()={}[]\\\\\\\\\\.<>/":?\\\\\\\\\\	,_&

3. All field names **must** be written in [PascalCase](#).
4. If it is necessary to add the data table (data extension) name as a prefix for the field names: all field names **must** have an underscore as a delimiter of the data table name and the field concatenation.
5. The fields to be used in *Mobile Connect***must** have a maximum length of 20.
6. e.g. The field `FirstName` for the `Contact` data extension would be represented as "`Contact_FirstName`".
7. The fields cannot have a *description* in Marketing Cloud. So the the fields names and description **ought to** be updated into the blueprint at the *Data Source* Section (example below).

Fields Names	Description	Primary Key	Data Type	Max Length	Required
CustomerId	Id of the customer description	PK	Text	100	Y
FirstName	First Name of the customer		Text	100	

6. Globally the field naming conventions **must** be applied on any Marketing Cloud's tool:

- Data relationships
- Queries
- Filters
- Journeys
- Lists
- Automations
- Triggered sends
- Data Extract

- File Transferts
- Send Management
- Social Studio
- Scripts
- Contact Builder

2 - Marketing Cloud Connect Specific Conventions

If Marketing Cloud is connected to a Salesforce (Sales/Service Cloud) organization

1. The *General Conditions* mentionned above **must** apply.
2. The field names of the duplicated data extensions **should** be the Salesforce API Names.
3. If the names need to be changed, the naming conventions described above **must** apply.