

Object Field References

Requests `create`, `update`, and `upsert` manipulate fields marked as 'Editable'.

'Required' means that the specified field can't be left without a value during `insert` and some `upsert` requests. Account Engagement declines any `update` request that clears a required field.

During `update` requests, unless otherwise specified the parameter names submitted to the API and tag names in the API's response match field names within the Account Engagement user interface.

Field Name	Data Type	Required	Editable	Description
<code>id</code>	integer			Account Engagement ID for this account.
<code>level</code>	string			The level of product for the account.
<code>website</code>	string			Account website.
<code>vanity_domain</code>	string			Custom vanity domain name.
<code>plugin_campaign_id</code>	integer			Plugin ID for account campaign.
<code>tracking_code_template</code>	string			Markup and code for use in tracking templates.
<code>address1</code>	string			Account contact address, line 1.
<code>address2</code>	string			Account contact address, line 2.
<code>city</code>	string			Account contact city.
<code>state</code>	string			Account contact state.
<code>territory</code>	string			Account contact territory.
<code>zip</code>	integer			Account contact ZIP code.
<code>country</code>	string			Account contact country (full string).
<code>phone</code>	string			Account contact phone number.
<code>fax</code>	string			Account contact fax number.

Field Name	Data Type	Required	Editable	Description
<code>id</code>	integer	X		Account Engagement ID for this campaign.
<code>name</code>	string		X	Campaign's name.
<code>cost</code>	integer		X	Cost related to the campaign.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this custom field.
name	string		X	Custom field's name.
field_id	string			API ID for custom field
type	string		X	Type of field.
type_id	integer			Account Engagement ID for custom field's type.
created_at	timestamp			Time custom field is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time custom field was updated. Time is reported in API user's preferred timezone.
is_record_multiple_responses	boolean		X	If true, this custom field records multiple responses.
crm_id	string		X	The CRM ID of the field you want to map to this custom field.
is_use_values	boolean		X	If true, this custom field uses predefined values.
is_analytics_synced	boolean			If true, this custom field is marked to sync with Tableau CRM.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this custom redirect.
name	string			Custom redirect's name.
Url	string			URL for the custom redirect.
destination	string			URL the custom redirect leads to
campaign	string			The campaign associated with this custom redirect.
created_at	timestamp			Time custom redirect is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time custom redirect was updated. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this dynamic content.
name	string			Dynamic content's name.
embedCode	string			Code to embed this dynamic content onto your webpage.
embedUrl	string			URL to embed this dynamic content.
baseContent	string			The default dynamic content.
basedOn	string			Field that this dynamic content is based on.
variation	node			The variation of content that the prospect sees based on the field's value. Note: Information about a variation is returned in a <code><variation></code> node in the XML response. It contains the value of the field in the <code><comparison></code> tag and the content of the variation in the <code><content></code> tag.
created_at	timestamp			Time dynamic content is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time dynamic content was updated. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this email.
name	string			Name of this email.
subject	string			Email subject.
message	XML Object			Contains text and html elements of different formats.
created_at	Timestamp			Time the email is created.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this email click.
prospect_id	integer			Account Engagement ID for the associated prospect.
url	string			URL of the email click.
list_email_id	integer			Account Engagement ID for the associated list email. Value not present if null.
drip_program_action_id	integer			Account Engagement ID for the associated drip program action. Value not present if null.
email_template_id	integer			Account Engagement ID for the associated email template. Value not present if null.
tracker_redirect_id	integer			Account Engagement ID for the associated tracker redirect. Value not present if null.
created_at	timestamp			Time that email click occurs. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this form.
name	string			Form's name.
campaign_id	string			Account Engagement ID of the campaign associated with this form.
embed_code	string			The code used to embed the form on your webpage.
created_at	timestamp			Time form is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time form was updated. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this identified company.
name	string			Identified Company's name.
street_address	string			Identified Company's street address.
city	string			Identified Company's city.
state	string			Identified Company's state.
postal_code	string			Identified Company's postal code.
country	string			Identified Company's country.
email	string			Identified Company's email address.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID of this lifecycle history.
prospect_id	integer			Account Engagement ID for the prospect in this stage.
previous_stage_id	integer			Account Engagement ID of the stage this prospect previously was in.
next_stage_id	integer			Account Engagement ID of the stage this prospect is in next.
seconds_elapsed	integer			Number of seconds for prospect to get to current stage.
created_at	timestamp			Time lifecycle history is created in Account Engagement. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
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<code>id</code>	integer	X		Account Engagement ID of this lifecycle stage.
<code>name</code>	string			Lifecycle stage's name.
<code>position</code>	integer			Lifecycle stage's position in lifecycle.
<code>is_locked</code>	boolean			If true, lifecycle stage is locked.

Field Name	Data Type	Required	Editable	Description
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<code>id</code>	integer	X		Account Engagement ID of this list.
<code>name</code>	string		X	List's name (internal to Account Engagement).
<code>is_public</code>	boolean		X	If true, list shows on EPC pages to prospects.
<code>is_dynamic</code>	boolean			If true, list has prospects dynamically added to it via a set of chosen rules.
<code>title</code>	string		X	List's title (visible to subscribers)
<code>description</code>	string		X	List's description.
<code>is_crm_visible</code>	boolean		X	If true, list is visible in CRM, and can be added to, or removed from.
<code>created_at</code>	timestamp			Time list is created in Account Engagement. Time is reported in API user's preferred timezone.
<code>updated_at</code>	timestamp			Last time list was updated. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
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<code>id</code>	integer	X		Account Engagement ID for this list membership.
<code>list_id</code>	integer	X		Account Engagement ID of the list for this membership.
<code>prospect_id</code>	integer	X		Account Engagement ID of the prospect for this membership.
<code>opted_out</code>	integer		X	If value is 1, the prospect is unsubscribed from receiving emails from this list.
<code>created_at</code>	timestamp			Time that this membership is created in Account Engagement. Time is reported in API user's preferred timezone.
<code>updated_at</code>	timestamp			Last time that this membership was updated. Time is reported in API user's preferred timezone.

When using the v3 Export API or v4 Export API to export list membership, the following fields are selectable for export in addition to the list membership fields listed above.

Note: The following fields are only available via the Export API and are only exported if selected via `fields` parameter specified in export `create` request.

Field Name	Data Type	Description
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created_by	integer	Account Engagement ID for the user who created this object.
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updated_by	integer	Account Engagement ID for the user who last updated this object.
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Field Name	Data Type	Required	Editable	Description
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id	integer	X		Account Engagement ID for this opportunity.
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campaign_id	integer	X	X	Account Engagement ID of the campaign associated with this opportunity. Note: Information about an opportunity's campaign association is returned in a <code><campaign></code> node in the XML response. However, updates to campaign associations are made by providing <code>campaign_id=<campaign_id></code> during an <code><UPDATE></code> request. See XML Response in the Campaign documentation for more details.
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name	string	X	X	Opportunity's name
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value	float	X	X	Opportunity's value.
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Restrictions: The value must be a positive numeric value.

probability	integer	X	X	Opportunity's probability.
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Restrictions: The value must be a positive integer from 0 through 100, inclusive.

type	string		X	Opportunity's type.
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stage	string		X	Opportunity's stage.
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status	string		X	Opportunity's status.
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Restrictions: status must be either won, lost, or open.

closed_at	timestamp		X	Opportunity's closed date.
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Note If this field is left blank, the closed_at timestamp (Closed Date within the app) is not set, even when the Opportunity's stage, status, or probability are set to indicate opportunity closure.

created_at	timestamp			Time opportunity is created in Account Engagement. Time is reported in API user's preferred timezone.
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updated_at	timestamp			Last time opportunity was updated in Account Engagement. Time is reported in the API user's preferred timezone.
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Field Name	Data Type	Required	Editable	Description
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id	integer	X		Account Engagement ID for this profile.
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name	string			Profile's name.
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Field Name	Data Type	Required	Editable	Description
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id	integer	X		Required. Account Engagement ID for this profile criteria.
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name	string			Profile criteria's name.
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matches	string		X	The matching status of this profile criteria with the current prospect.
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Restrictions: Updates can be performed by using the values `match`, `nomatch`, or `unknown`.

Field Name	Data Type	Required	Editable	Description
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Field Name id	Data Type	Required	Editable	Description
	integer	X		Account Engagement ID for this prospect.
campaign_id	integer		X	Account Engagement ID of the campaign associated with this prospect Note: Information about a prospect's campaign association is returned in a <campaign> node in the XML response. However, updates to campaign associations are made by providing campaign_id=<campaign_id> during an <UPDATE> request. See XML Response Formats in Prospects for more details.
salutation	string		X	Prospect's formal prefix.
first_name	string		X	Prospect's first name.
last_name	string		X	Prospect's last name.
email	string	X	X	Prospect's email address.
password	string		X	Prospect's password.
company	string		X	Prospect's company.
prospect_account_id	integer		X	Prospect's account ID.
website	string		X	Prospect's website URL.
job_title	string		X	Prospect's job title.
department	string		X	Prospect's department.
country	string		X	Prospect's country.
address_one	string		X	Prospect's address, line 1.
address_two	string		X	Prospect's address, line 2.
city	string		X	Prospect's city.
state	string		X	Prospect's US state.
territory	string		X	Prospect's territory.
zip	string		X	Prospect's postal code.
phone	string		X	Prospect's phone number.
fax	string		X	Prospect's fax number.
source	string		X	Prospect's source.
annual_revenue	string		X	Prospect's annual revenue.
employees	string		X	Prospect's number of employees.

Field Name	Data Type	Required	Editable	Description
<code>years_in_business</code>	string	X		Prospect's number of years in business.
<code>comments</code>	string	X		Comments about this prospect.
<code>notes</code>	string	X		Notes about this prospect Note: Available for export, but only exported if selected via <code>fields</code> parameter specified in export <code>create</code> request.
<code>score</code>	integer	X		Prospect's score.
<code>grade</code>	string			Prospect's letter grade Note: Available for export, but only exported if selected via <code>fields</code> parameter specified in export <code>create</code> request.
<code>last_activity_at</code>	timestamp			Time stamp of this prospect's latest visitor activity; Time is reported in API user's preferred timezone.
<code>recent_interaction</code>	string			Describes the prospect's most recent interaction with Account Engagement (Not available for V3/V4 export) .
<code>crm_lead_fid</code>	string			Prospect's lead ID in a supported CRM system.
<code>crm_contact_fid</code>	string			Prospect's contact ID in a supported CRM system.
<code>crm_owner_fid</code>	string			Prospect's owner ID in a supported CRM system.
<code>crm_account_fid</code>	string			Account ID in a supported CRM system.
<code>crm_last_sync</code>	timestamp			Last time this prospect was synced with a supported CRM system.
<code>crm_url</code>	string			URL to view the prospect within the CRM system (Not available for V3/V4 export) .
<code>is_do_not_email</code>	boolean	X		If value is 1, prospect prefers not to be emailed.
<code>is_do_not_call</code>	boolean	X		If value is 1, prospect prefers not to be called.
<code>opted_out</code>	boolean			If value is 1, prospect has opted out of marketing communications.
<code>is_reviewed</code>	boolean	X		If value is 1, prospect has been reviewed.
<code>is_starred</code>	boolean	X		If value is 1, prospect has been starred.
<code>is_archived</code>	boolean	X		If value is 1, prospect has been archived.
<code>created_at</code>	timestamp			Time prospect is created in Account Engagement; Time is reported in API user's preferred timezone.
<code>updated_at</code>	timestamp			Last time prospect was updated in Account Engagement; Time is reported in API user's preferred timezone.

When using the v3 Export API or v4 Export API to export prospects, the following prospect fields are selectable for export in addition to the prospect fields listed above.

Note: The following fields are only available via the Export API and are only exported if selected via `fields` parameter specified in export `create` request.

Field Name	Data Type	Description
<code>converted_at</code>	timestamp	Time when prospect was converted from visitor; Time is reported in API user's preferred timezone
<code>converted_from_object_type</code>	string	Type of object associated with visitor activity that resulted in prospect being converted from visitor. Supported values include 'Form', 'FormHandler', 'LandingPage', 'MultivariateTestVariation', and 'Video'.
<code>converted_from_object_name</code>	string	Name of object associated with visitor activity that resulted in prospect being converted from visitor.
<code>do_not_sell</code>	boolean	Indicates whether the visitor recorded an activity with the Global Privacy Control Header enabled.
<code>is_email_hard_bounced</code>	boolean	if value is 1, prospect email address has hard bounced.
<code>email_bounced_at</code>	timestamp	Time when prospect email address hard bounced; Time is reported in API user's preferred timezone.
<code>email_bounced_reason</code>	string	Reason why prospect email address hard bounced.
<code>first_assigned_at</code>	timestamp	Time prospect was first assigned to a user; Time is reported in API user's preferred timezone.
<code>first_activity_at</code>	timestamp	Time when first visitor activity occurred for this prospect; Time is reported in API user's preferred timezone.
<code>first_referrer_url</code>	string	First referrer's URL.
<code>first_referrer_type</code>	string	First referrer's vendor and type (such as 'Google Natural Search').
<code>first_referrer_query</code>	string	First referrer's search query.
<code>campaign_parameter</code>	string	Prospect's campaign parameter <code>utm_campaign</code> from Google Analytics.
<code>medium_parameter</code>	string	Prospect's medium parameter <code>utm_medium</code> from Google Analytics.
<code>source_parameter</code>	string	Prospect's source parameter <code>utm_source</code> from Google Analytics.
<code>content_parameter</code>	string	Prospect's content parameter <code>utm_content</code> from Google Analytics.
<code>term_parameter</code>	string	Prospect's term parameter <code>utm_term</code> from Google Analytics.
<code>created_by</code>	integer	Account Engagement ID for the user who created this object.
<code>updated_by</code>	integer	Account Engagement ID for the user who last updated this object.

Note: Prospect account fields are fully customizable. To get the most accurate field metadata for your Account Engagement business unit, use the describe operation on the prospectAccount API endpoint.

Field Name Data Type Required Editable Description

<code>id</code>	integer	X		Account Engagement ID of the prospect account.
<code>name</code>	string	X		The name of the prospect account.

When using the v3 Export API or v4 Export API to export prospect account, the following fields are selectable for export in addition to the prospect account fields listed above.

Note: The following fields are only available via the Export API and are only exported if selected via `fields` parameter specified

in export create request.

Field Name Data Type Description

created_by	integer	Account Engagement ID for the user who created this object.
updated_by	integer	Account Engagement ID for the user who last updated this object.

Field Name Data Type Required Editable Description

id	integer	X		Account Engagement ID for this tag.
name	string			Tag's name.
created_at	timestamp			Time tag is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time tag was updated. Time is reported in API user's preferred timezone.

Field Name Data Type Required Editable Description

id	integer	X		Account Engagement ID of the tag object.
tag_id	integer			The Account Engagement ID of the tag.
type	string			The type of object associated with the tag.
object_id	integer			The Account Engagement ID of the object.
created_at	timestamp			Time tag is associated with the object in Account Engagement. Time is reported in API user's preferred timezone.

Field Name Data Type Required Editable Description

id	integer	X		Account Engagement ID of the user.
email	string			User's email address.
first_name	string			User's first name.
last_name	string			User's last name.
job_title	string			User's job title
role	string			User's role.
created_at	timestamp			Time user is created in Account Engagement. Time is reported in the API user's preferred timezone.
updated_at	timestamp			Last time user was updated in Account Engagement. Time is reported in the API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer			Account Engagement ID for this visit.
visitor_id	integer			Account Engagement ID for the associated visitor.
prospect_id	integer			Account Engagement ID for the associated prospect.
visitor_page_view_count	integer			Number of page views for this visit.
first_visitor_page_view_at	timestamp			Time of first page view for this visit. Time is reported in API user's preferred timezone
last_visitor_page_view_at	timestamp			Time of last page view for this visit. Time is reported in API user's preferred timezone.
duration_in_seconds	integer			Length of this visit.
campaign_parameter	string			Visit's campaign parameter utm_campaign from Google Analytics.
medium_parameter	string			Visit's medium parameter utm_medium from Google Analytics.
source_parameter	string			Visit's source parameter utm_source from Google Analytics.
content_parameter	string			Visit's content parameter utm_content from Google Analytics.
term_parameter	string			Visit's term parameter utm_term from Google Analytics.
created_at	timestamp			Time visit is created in Account Engagement. Time is reported in API user's preferred timezone.
updated_at	timestamp			Last time visit was updated in Account Engagement. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
<code>id</code>	integer	X		Account Engagement ID for this visitor.
<code>page_view_count</code>	integer			Number of page views by this visitor.
<code>ip_address</code>	string			Visitor's IP address.
<code>hostname</code>	string			Visitor's hostname.
<code>campaign_parameter</code>	string			Visitor's campaign parameter <code>utm_campaign</code> from Google Analytics.
<code>medium_parameter</code>	string			Visitor's medium parameter <code>utm_medium</code> from Google Analytics.
<code>source_parameter</code>	string			Visitor's source parameter <code>utm_source</code> from Google Analytics.
<code>content_parameter</code>	string			Visitor's content parameter <code>utm_content</code> from Google Analytics.
<code>term_parameter</code>	string			Visitor's term parameter <code>utm_term</code> from Google Analytics.
<code>created_at</code>	timestamp			Time visitor is created in Account Engagement. Time is reported in API user's preferred timezone.
<code>updated_at</code>	timestamp			Last time visitor was updated in Account Engagement. Time is reported in API user's preferred timezone.

When using either the v3 Export API or the v4 Export API to export visitors, the following prospect fields are selectable for export in addition to the Visitor fields listed earlier.

Field Name Data Type Description

`do_not_sell` boolean Indicates whether the visitor recorded an activity with the Global Privacy Control Header enabled.

Field Name	Data Type	Required	Editable	Description
<code>id</code>	integer	X		Account Engagement ID for this visitor activity
<code>prospect_id</code>	integer			Account Engagement ID for the associated prospect
<code>visitor_id</code>	integer			Account Engagement ID for the associated visitor
<code>type</code>	integer			Visitor activity's type number. See the listing that follows.
<code>type_name</code>	string			Visitor activity's type name. See the listing that follows.
<code>details</code>	string			Details about this visitor activity. Examples include The name of the object associated with this activity. The search phrase used in a site search query. Others as your needs require.
<code>email_id</code>	integer			Account Engagement ID of the email associated with this visitor activity. Note: This node appears only if this visitor activity has an email associated with it.
<code>email_template_id</code>	integer			Account Engagement ID of the email template associated with this visitor activity. Note: This node appears only if this visitor activity has

Field Name	Data Type	Required	Editable	Description
<code>list_email_id</code>	integer			Account Engagement ID of the list email associated with this visitor activity. Note: This node appears only if this visitor activity has an email associated with it.
<code>form_id</code>	integer			Account Engagement ID of the form associated with this visitor activity. Note: This node appears only if this visitor activity has a form associated with it.
<code>form_handler_id</code>	integer			Account Engagement ID of the form handler associated with this visitor activity. Note: This node appears only if this visitor activity has a form handler associated with it.
<code>site_search_query_id</code>	integer			Account Engagement ID of the site search query associated with this visitor activity. Note: This node appears only if this visitor activity has a site search query associated with it.
<code>landing_page_id</code>	integer			Account Engagement ID of the landing page associated with this visitor activity. Note: This node appears only if this visitor activity has a landing page associated with it.
<code>paid_search_ad_id</code>	integer			Account Engagement ID of the paid search ad associated with this visitor activity. Note: This node appears only if this visitor activity has a paid search ad associated with it.
<code>multivariate_test_variation_id</code>	integer			Account Engagement ID of the multivariate test variation associated with this visitor activity. Note: This node appears only if this visitor activity has a multivariate test variation associated with it.
<code>file_id</code>	integer			Account Engagement ID of the file associated with this visitor activity. Note: This node appears only if this visitor activity has a file associated with it.
<code>custom_redirect_id</code>	integer			Account Engagement ID of the custom redirect associated with this visitor activity. Note: This node appears only if this visitor activity has a custom redirect associated with it.
<code>campaign</code>	object			Campaign information including id, name, and cost. (Not available for V3/V4 export).
<code>created_at</code>	timestamp			Time that visitor activity occurred. Time is reported in API user's preferred timezone.
<code>updated_at</code>	timestamp			Time that visitor activity update occurred. Time is reported in API user's preferred timezone.

Visitor Activities have the following values for `type`.

- 1 - Click
- 2 - View
- 3 - Error
- 4 - Success
- 5 - Session (Omitted from Synchronous and Export endpoints)
- 6 - Sent
- 7 - Search
- 8 - New Opportunity
- 9 - Opportunity Won

- 10 - Opportunity Lost
- 11 - Open
- 12 - Unsubscribe Page
- 13 - Bounced
- 14 - Spam Complaint
- 15 - Email Preference Page
- 16 - Resubscribed
- 17 - Click (Third Party)
- 18 - Opportunity Reopened
- 19 - Opportunity Linked
- 20 - Visit
- 21 - Custom URL click
- 22 - Olark Chat
- 23 - Invited to Webinar
- 24 - Attended Webinar
- 25 - Registered for Webinar
- 26 - Social Post Click
- 27 - Video View
- 28 - Event Registered
- 29 - Event Checked In
- 30 - Video Conversion
- 31 - UserVoice Suggestion
- 32 - UserVoice Comment
- 33 - UserVoice Ticket
- 34 - Video Watched (≥ 75% watched)
- 35 - Indirect Unsubscribe Open
- 36 - Indirect Bounce
- 37 - Indirect Resubscribed
- 38 - Opportunity Unlinked
- Other - Unknown

Field Name	Data Type	Required	Editable	Description
id	integer			Account Engagement ID for this visitor page view.
url	string			Page view. URL
title	string			Page title.
created_at	timestamp			Time page view occurred. Time is reported in API user's preferred timezone.

Field Name	Data Type	Required	Editable	Description
id	integer	X		Account Engagement ID for this visitor referrer.
referrer	string			Referrer's URL.
vendor	string			Referrer's vendor (such as 'Google' or 'Yahoo').
type	string			Referrer's type (such as 'Natural Search').
query	string			Referrer's search query.