

Add a Custom Attribute

To add a custom attribute:

1. On the Custom Attributes screen, click the **+New Custom Attribute** button. A blank Custom Attribute screen appears:

The screenshot shows a 'Custom Attribute' form with the following fields and controls:

- Name:** Text input field.
- Description:** Text input field.
- Program Code:** Dropdown menu with '- Select an option -'.
- Data Type:** Dropdown menu with '- Select an option -'.
- Linked Table:** Dropdown menu with '- Select an option -'.
- Linked Column:** Dropdown menu with '- Select an option -'.
- Max Length:** Text input field.
- Min Value:** Text input field.
- Max Value:** Text input field.
- Entity Name:** Dropdown menu with '- Select an option -'.
- Add Performance Index:** Dropdown menu with '- Select an option -'.
- PII Ind:** Dropdown menu with '- Select an option -'.
- Required:** Dropdown menu with 'No' selected.
- Status:** Dropdown menu with 'Active' selected.
- Buttons:** 'Cancel' button at the bottom left and 'Save' button at the bottom right.

2. Enter information in the fields on the screen. For more information, see [Field Definitions](#).
3. Click **Save**.

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Field Definitions

The following table defines the fields on this screen:

Field Name	Required	Definition
Name	Yes	User-facing name for the custom attribute. The name must be unique and cannot exceed 30 characters in length.

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		<p>Name must only contain:</p> <ul style="list-style-type: none"> • Uppercase letters • Numbers • Hyphens (-) • Underscores (_)
Description	No	Description for the custom attribute. The description cannot exceed 1000 characters in length.
Program Code	**	<p>Program to which the custom attribute applies.</p> <p>**If no program is selected, the custom attribute applies to all programs configured in the application.</p>
Data Type	Yes	<p>Data type for the custom attribute. Valid values include:</p> <ul style="list-style-type: none"> • Boolean • Date • Decimal • Number • String • Linked Table
Linked Table	**	<p>If the Data Type selected is Linked Table, in the Linked Table item list, select the reference table for this custom attribute. If the Data Type selected is anything else, this item list is disabled.</p> <p>Note: Before you can select a linked table for a custom attribute you must first set-up a custom data link for that table. (See Custom Data Links.)</p> <p>**This field is required if the Data Type is Linked Table. Otherwise, leave this field blank.</p>
Linked Column	**	<p>Column name of the custom attribute link.</p> <p>Like the linked table, before you can select a linked column for this custom attribute you must first set up a custom attribute link for that table column. The list values in this item list is dependent on the linked table selected.</p> <p>**This field is required if the Data Type is Linked Table. Otherwise, leave this field blank.</p>

Max Length	**	<p>Maximum length for the custom attribute.</p> <p>**This field is required if the Data Type is String. Otherwise, leave this field blank.</p>
Min Value	**	<p>Minimum value for the custom attribute.</p> <p>**This field is required if the Data Type is Date, Decimal, or Number. Otherwise, leave this field blank.</p>
Max Value	**	<p>Maximum value for the custom attribute.</p> <p>**This field is required if the Data Type is Date, Decimal, or Number. Otherwise, leave this field blank.</p>
Entity Name	Yes	<p>The type of custom attribute. Valid values include:</p> <ul style="list-style-type: none"> • Offer (program-level configuration) • Posting Key • Product • Profile • Profile Offer (profile-level offer) • Reward • Store • Transaction
Add Performance Index	Yes	<p>Determines if future custom attributes associated with this custom attribute data are stored in an indexed or a non-indexed column.</p> <p>Determines whether the custom attribute is searchable.</p> <p>Note: A program can have a maximum of 20 searchable custom attributes of each type.</p>
PII Ind	Yes	<p>Determines if the custom attribute is Personally Identifiable Information (PII) data. If it is, this data value is encrypted when stored in the database.</p>
Required	**	<p>Determines whether the custom attribute is a required data value during a profile enrollment.</p> <p>**Required for profile custom attributes and disabled for product, store, and transaction custom attributes.</p>

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