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## Manage Custom Attributes

Alexis - 2025-06-25 - [Comments \(0\)](#) - [Popular Features](#)

In regards to managing and storing your subscriber data, you can create "custom attributes" that allow you to store whatever data points you're interested in for each of your subscribers.

We'll walk you through what custom attributes are and how to set them up.

### Custom Attributes Overview

#### What's a Custom Attribute?

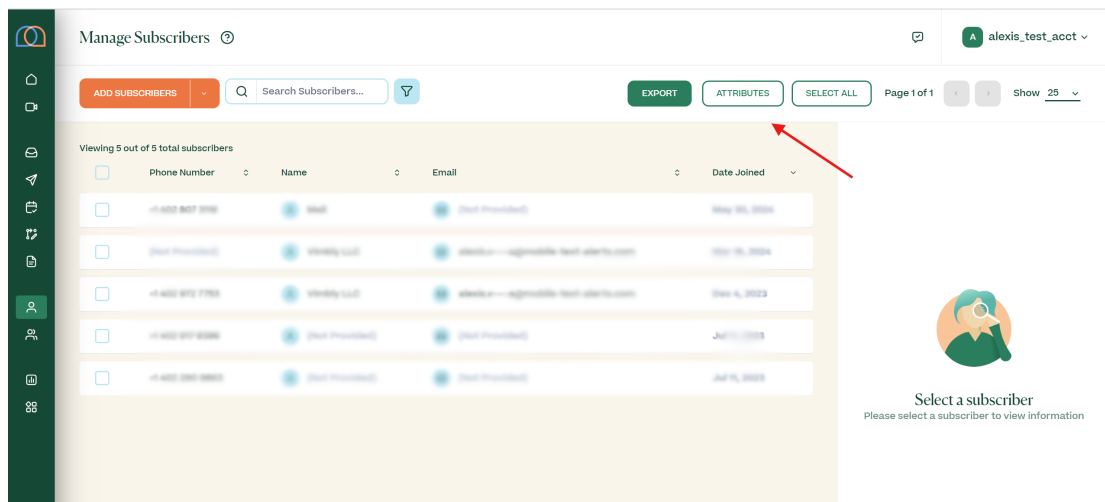
"Attributes" refer to data points that you can store for your subscribers (for example, you could designate a customer's location, gender, or age). That way, you can keep better track of your subscribers' information.

#### How to Use Custom Attributes in SMS

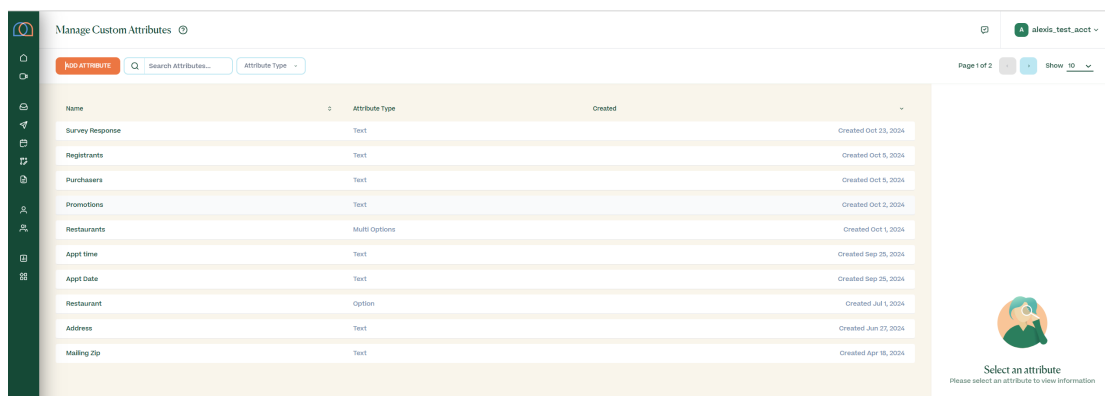
With custom attributes, you can store all the info you want about your subscribers. Having this info on hand can help you organize your lists so that you can send the right messages to the right people.

#### Managing Custom Attributes

Managing your subscribers' custom attributes (previously called "custom fields") has never been easier. You'll find this page from your "[Subscribers](#)" tab.



With the intuitive [Manage Custom Attributes](#) page, you can easily view and manage all of your attributes in one place. Add, delete, and edit attributes you want to be able to assign to your customers, plus designate what type of data the custom attribute corresponds to (for example, number, date, or plain text).



## Adding an Attribute

To add an attribute, first click the "Add Attribute" button.

Then you'll need to type in the name of the data point and select what type of data it is.

For example, you may want to keep track of your subscribers' birthdays, so you could name the attribute "Birthday" and you could set the "Attribute Type" as "Date":

**Add Attribute**

Name: Birthday

Attribute Type: Date

Date Format: MM/DD/YYYY

CANCEL

The data types you can select from are:

- Text (plain text)
- Number (digits)
- Date (will ask you to specify a date format)
- Checkbox (will simply be an option that checks or unchecks)
- Option (will allow you to enter different choices)
- Address

## Managing and Editing Attributes

Once at least 1 attribute is created, you can view, search, and edit all of your created attributes:

- Use the search bar to search for specific attributes
- Use the "Attribute Type" drop-down to filter the view according to a specific type of attribute
- Click on a specific attribute to pull up the edit fields

- Select the "trash bin" icon within the edit fields to delete an attribute

## Assigning Attributes to Subscribers

Once your attributes are created within your dashboard, you'll be able to assign the data for those attributes to your subscribers manually on the [Subscribers](#) page, or by [importing a spreadsheet](#).

You can also configure your account's [sign-up page](#) to collect the data for your custom attributes, so that when your subscribers are signing up, they can fill out the information on their end.

## Related Content

- [Sign-Up Page](#)
- [Manage Subscribers](#)
- [How do I import a spreadsheet of existing contacts?](#)