

Create, edit, and delete custom fields on a contact record

This article applies to:

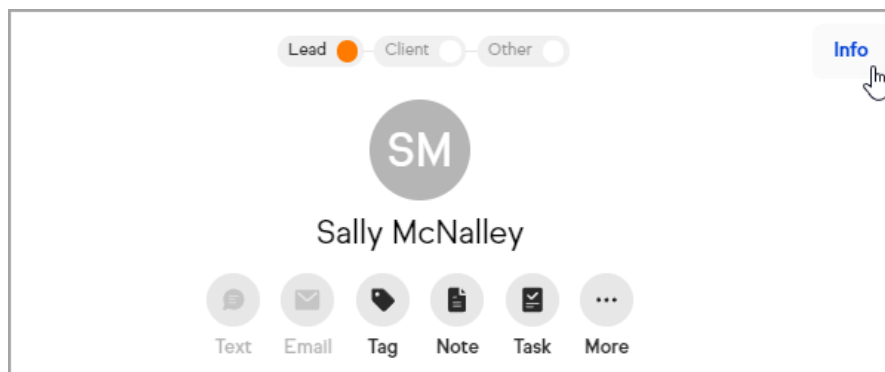
You can create custom fields for your contact and company records. Keap Lite and Pro customers can create up to 100 custom fields for contact records, while Keap Max customers can create 150 contact custom fields. All customers can also create up to 100 custom company fields, which are distinct from your contact custom fields. For more information about custom company fields, [click here](#).

You can also create, edit, and delete all your contact and company custom fields in the [custom fields management settings](#).

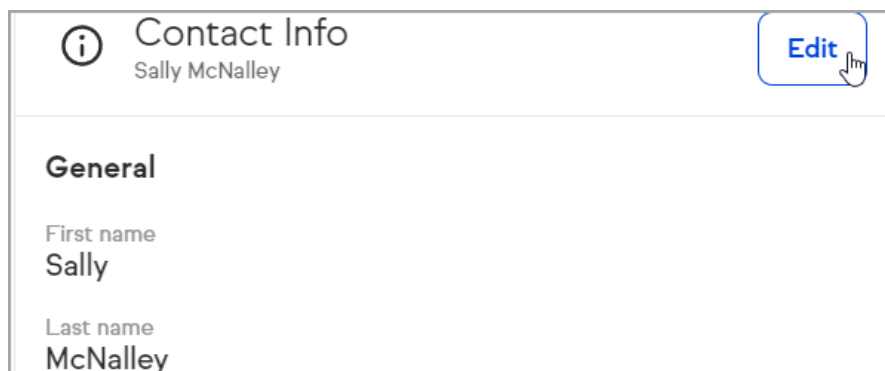
The field type you choose should correspond with the type of data you want to store in a way that satisfies your end goal for the data (i.e. reporting, merge field, etc.). Below is a complete list of all field types that are available and a description of each.

Create and add a custom contact field

1. Go to a contact record and click Info





2. Click **Edit** at the top right of the page



3. Scroll to the Additional info section at the bottom of the record and click **Add custom field**

Additional info



[+ Add custom field](#) 

4. Click Create a field


Additional info

[+ Create a field](#)
 98/100 remaining
 Fields
 Additional Comments
 Post Purchase Customer Feedback

5. Enter a Field name and choose a Field type.

field type that best matches the data you plan to enter.

Field name*


Field type* 

[Which type of field should I use?](#)

6. Click Save field

7. Enter or choose a value for the custom field.

Primary Product/Service Interest

Speaking engagement  ...

[+ Add custom field](#)


8. Click Save to update the contact record

- Now, when you view the Additional Info section of this contact, the custom field will be present near the bottom of the record.

- Note that if no value is present in the field, it will not be visible on the contact record. In this case, you will need to go to the details tab and click **Edit**

- Click **Add custom field**



- Then choose the custom field from the list and add a value to the field as described above.

Nickname	Spouse's name
Primary Product/Service Interest	
Email Marketing	
Speaking engagement	August 11, 2020  ...
+ Add custom field	



Edit custom fields





Warning: This will change the custom field for all of your contacts.

1. Click the breadcrumb menu next to the custom field

Nickname	Spouse's name
Primary Product/Service Interest	
Email Marketing	
Speaking engagement	August 11, 2020  
+ Add custom field	

2. Click Edit custom field

Industry	 
+ Add custom field	
Advanced	
Delete this contact	

-  Edit custom field 
-  Remove field from Sally
-  Manage all custom fields

3. Edit the custom field
4. Click Save field

You can add up to 100 custom fields on a contact record. Be sure to select a field type that best matches the data you plan to enter.

Field name*

Field type
Date


Field type cannot be changed after creation.

[Save field](#) [Cancel](#) [Delete field](#)

Remove a custom field from the contact record



1. Click the breadcrumb menu next to the custom field

Primary Product/Service Interest

Speaking engagement
 

[+ Add custom field](#)





2. Click **Remove field** from [Contact name]

Industry  

[+ Add custom field](#)

Advanced

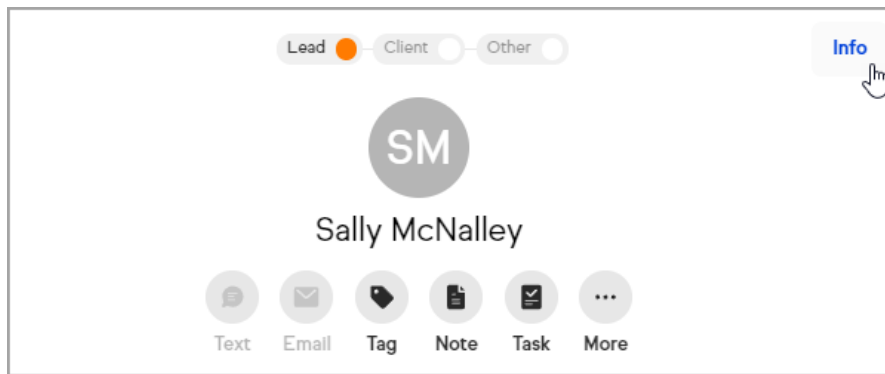
[Delete this contact](#)

-  Edit custom field
-  Remove field from Sally 
-  Manage all custom fields

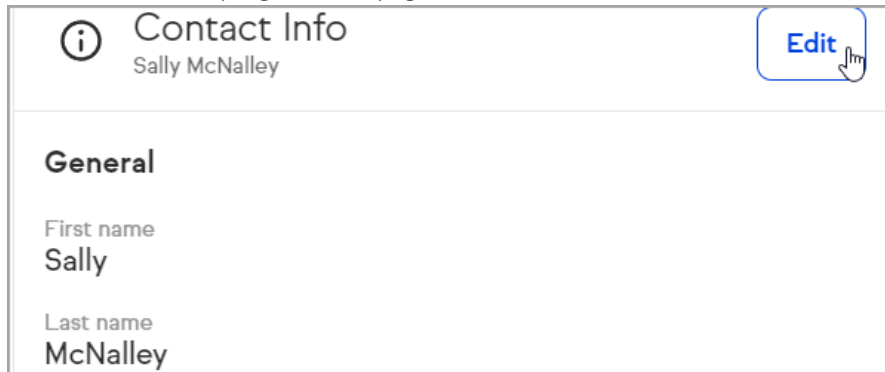
Completely delete a custom field from Keap

Warning: This will delete the field and any data for all of your contacts.

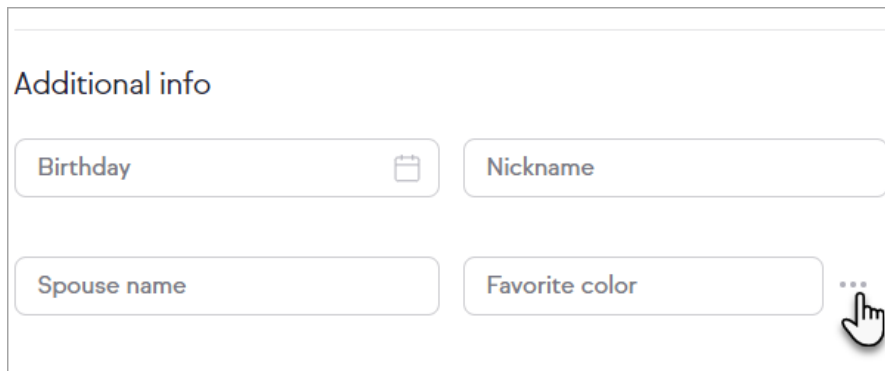
1. Go to a contact record and click on their avatar



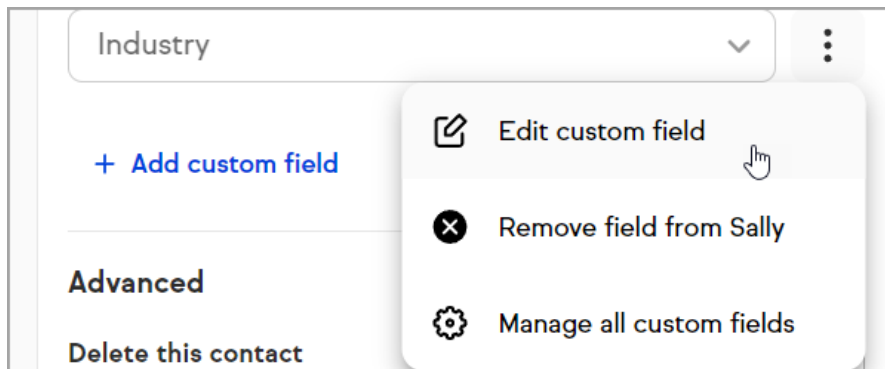
2. Click **Edit** at the top right of the page



3. Click the breadcrumb menu next to the custom field



4. Click **Edit custom field**



5. Then click the **Delete field** button to the far right

You can add up to 100 custom fields on a contact record. Be sure to select a field type that best matches the data you plan to enter.

Field name*

Field type

Field type cannot be changed after creation.

Create a custom field from the form builder

You can create new custom fields when creating or editing a smart form or lead form. Save time and stay in the zone instead of navigating to other areas of Keap when you realize you need a new [custom field](#) to capture a piece of information. Click the **Create new field** button to quickly create a custom field and continue working on your form.

⋮ Last name

⋮ Email address

⋮ Phone

[Create new field](#)

Hidden Custom Fields

- If your custom field has no data it will not be displayed
- Even though it's not displayed it will still capture data when submitted through your Web Form/Landing page

Field types available

- Checkboxes
- Currency
- Date
- Day of week
- Decimal number
- Drop Down
- Email

- Month
 - Percent
 - Phone number
 - Radio Buttons
 - State
 - Text
 - Text area
 - User
 - Website
 - Whole number
 - Year
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