

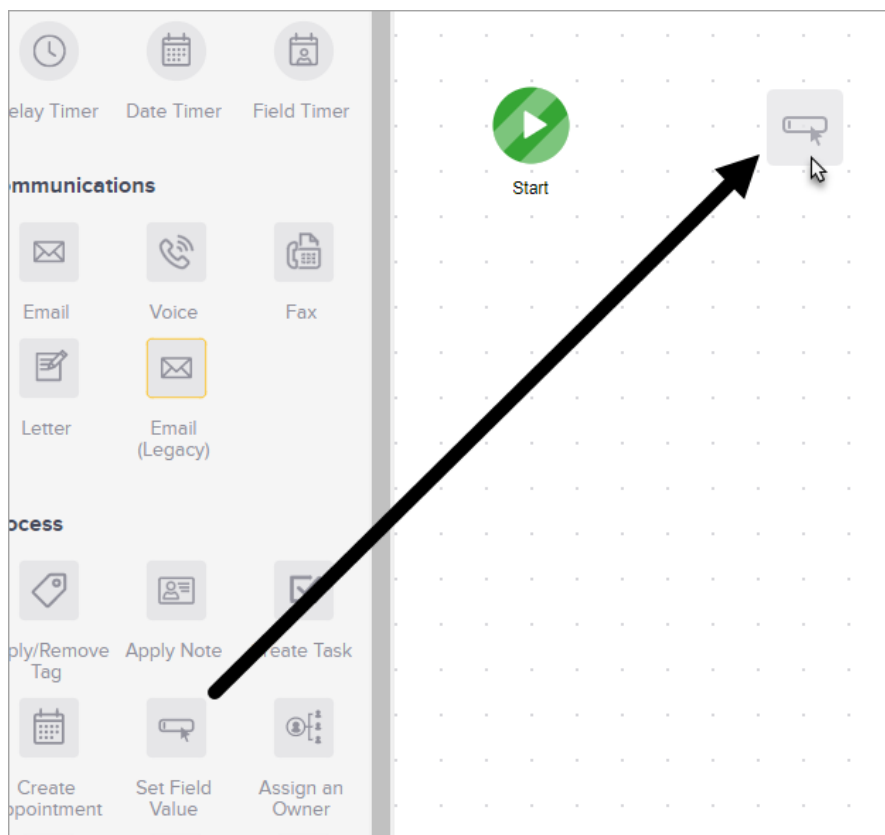
Set the value of a field in a sequence

This article applies to:

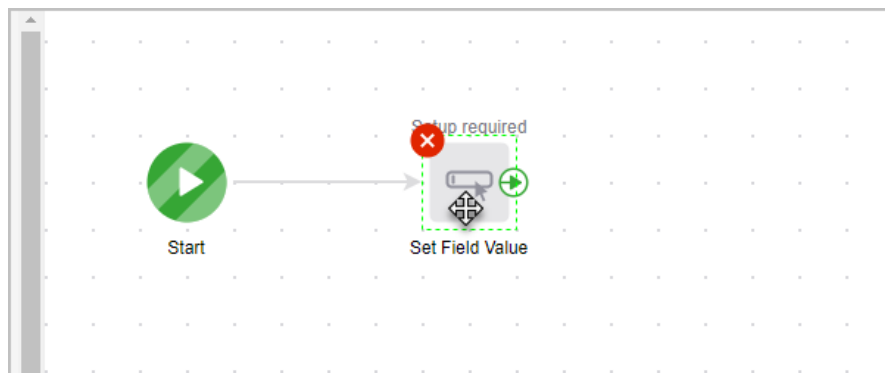
You can automatically set the value of a standard or custom field on the contact record in an Advanced Automation sequence.

Use the Set Field Value process

1. Click inside an automation sequence and drag and drop the Set Field Value object onto the canvas.



2. Double-click the Set Field Value icon



3. Select a field to edit

Summary
This action allows you to automatically add information to a Contact's field, override the Contact's previous field value, or clear the existing field value.

Field Value
Please select one

- Please select one
- Company
- Title
- Job Title
- Person Title
- Person Notes

4. Set the field value.

Summary
This snippet allows you to automatically add information to a Contact's field or override the C

Field Value Branch

Overwrite existing value

Branch South

5. Or clear the field's value entirely

Summary
This action allows you to automatically add information to a Contact's field, override the Contact's previous field value, or clear the existing field value.

Field Value Referring Email

Referring Email

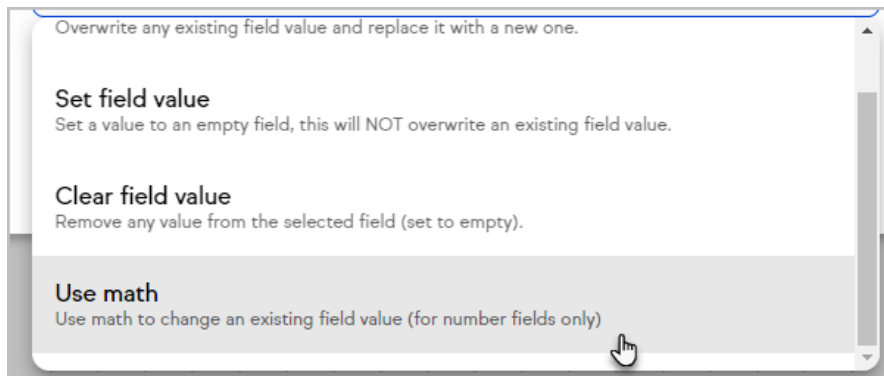
Overwrite existing field value

Clear existing field value

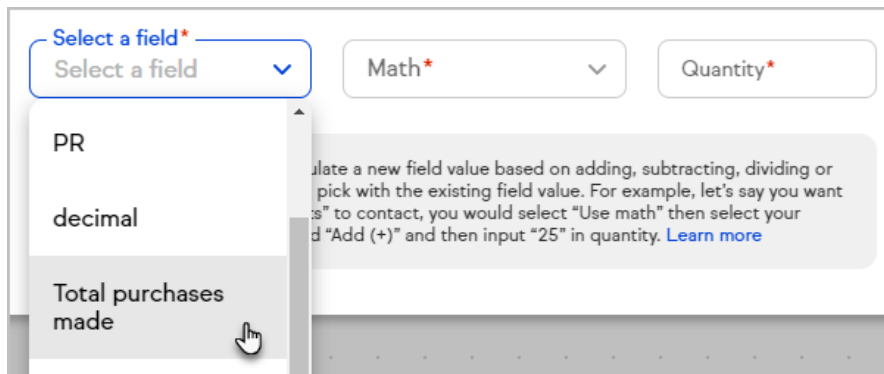
Use math to adjust field values

You can use the Set Field Value process to update field values in Keap using addition, subtraction, division, or multiplication.

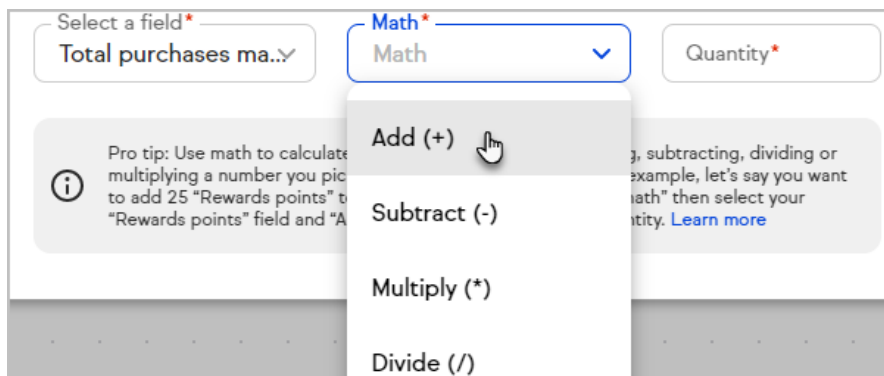
1. After opening the Set Field Value process, select **Use math**



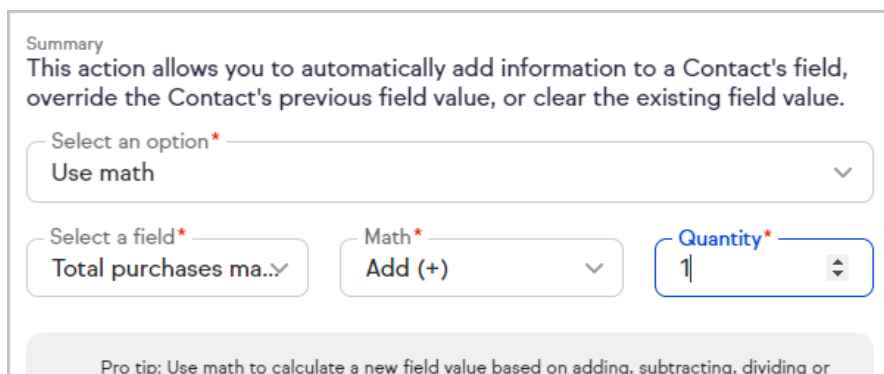
2. Select the field to update



3. Select the type of math to perform



4. Enter a quantity



5. Click Save

Exceptions to the Set Field Value process

- The only fields that you cannot update using this process are the following:
Name, Phone, Address, Main Email, and SSN
 - You cannot update/change the lead source field if it already has a value
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