

# Adding custom fields to user attributes

Custom data are fields that you can add as user attributes to your user profiles. They can be filled with data.

## When to use it

If you want to pass on data to target specific user groups. You can use the attributes to base your User Segments on them.

Before you proceed, make sure you've already [planned and created all custom data fields that you will need](#).

## The JavaScript snippet

Userlane is loaded up via a [JS snippet](#) already. This JS snippet is the foundation. You can amend the JS snippet of Userlane to save data in the user profile of the current user. This happens with the identify command in the snippet:

```
Userlane('identify', currentUser.id, {  
  attribute_key: 'attribute_value'  
});
```

**Example snippet:**

```

// load Userlane

(function(i,s,o,g,r,a,m){i['UserlaneCommandObject']=r;i[r]=i[r]||function(){ (i[r].q=i[r].q||[]).push(arguments)};a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })(window,document,'script','https://cdn.userlane.com/userlane.js','Userlane');

// TODO: the command below is just for illustration purposes
// it's definition must be changed to work for your application

var currentUser = please_replace_this_with_your_api_call.getCurrentUser(); // returns an object with id and other data
of the current user who's using the application in this moment

// identify the user for Userlane

Userlane('identify', currentUser.id, {

// TO DO: these fields below are defined by you.
// Below are just examples. You must individually customize your own attributes and variables here.

name: currentUser.name,
email: currentUser.email,
permissions: currentUser.permissions
});

// initialize Userlane with your account ID, in this example it is "12345"
Userlane('init', 12345);

```

## Your individual JS Snippet

You will find an [example](#) tailored to your setup in your Portal.

## Custom field data types

Every custom field has a data type. It can only accept data that fits this type. These types are defined when the custom data field is first created and can not be changed afterward.

### Supported data types:

**1. True/false:** Custom true/false fields accept JavaScript booleans. We also parse values like 1, 0, "yes" and "no" to their respective true/false value.

*Example:*

```

Userlane('identify', currentUser.id, {
  is_admin: true
});

```

**2. Text:** Custom text fields accept JavaScript strings. There is no length limit on individual strings but all custom data may not exceed the size of 500kb.

*Example:*

```
Userlane('identify', currentUser.id, {  
  description: 'Some text description'  
});
```

**3. Number:** Custom number fields accept JavaScript numbers, both integers and decimals/floats.

*Example:*

```
Userlane('identify', currentUser.id, {  
  store_number: 224  
});
```

**4. Date and time:** Custom date and time fields accept strings that represent a timestamp in any of these formats:

YYYY-MM-DD HH:mm:ss	2017-04-28 20:12:55
yyyy-mm-ddThh:mm:ssZ	2017-04-28T20:12:55Z
yyyy/mm/ddThh:mm:ssZ	2017/04/28T20:12:55Z
yyyy-mm-dd	2020-02-20
yyyy-mm-dd hh:mm:ss	2020-02-20 23:42:51
yyyy/mm/dd hh:mm:ss	2020/02/20 23:42:51
yyyy/mm/dd	2020/02/20

*Example:*

```
Userlane('identify', currentUser.id, {  
  date_created: '2020/02/20 23:42:51'  
});
```

**5. List:** Custom list fields accept JavaScript arrays. We only accept string and integer elements in the array. The order of the elements in the array is not considered. When a new array is provided, we'll override the previous array entirely.

*Example:*

```
Userlane('identify', currentUser.id, {
  roles: ['admin','editor','user']
});
```

In the case of the list, if you create a segment with the logic EQUALS, it will not work with just one item from the list. EQUALS in this case means all items in the list.

**i** An Attribute that is passed via the snippet but has not been set up in the Portal will be ignored by Userlane. This also applies to Attributes that have a different name in the snippet and in the Portal.

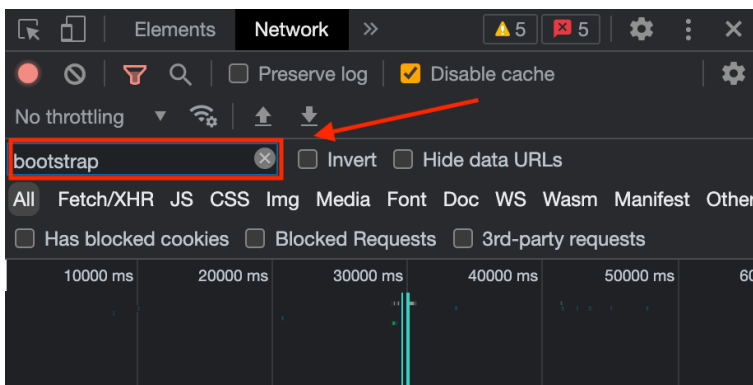
## What's Next?

After creating the Attributes, you might want to consider creating a [User Segment](#) if you want to target only specific Users for some content.

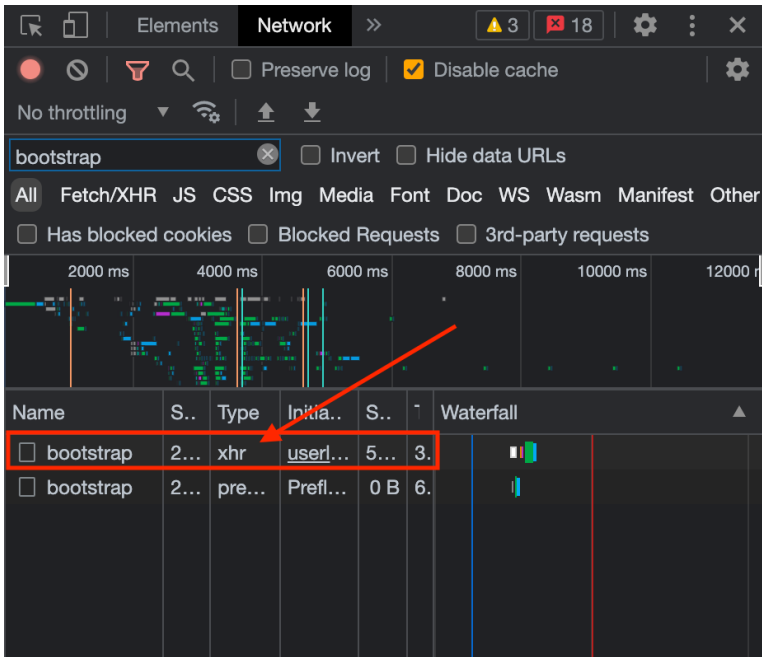
## Check what Attributes are passed on

When you already implemented the Snippet, you can check in the Developer Tools what information is being passed on.

1. Open the Developer Tools and navigate to the Network tab
2. Once in the Network tab, enter 'bootstrap' in the filter:



3. After entering 'bootstrap', refresh the page to re-trigger the Userlane commands
4. Then you will find two bootstrap options under the 'Name' column, click to open the bootstrap



5. Upon opening the bootstrap, you will be able to see the implemented attribute keys as well as their values for your users in the 'Payload' tab under customerUser/customData

