

Field Data Types

When creating fields within your DataMart there are 4 different data types to make note of:

1. **Email Address** - This data type is for collecting email addresses for your contacts for use with segmentation and deploying email type communications. In most situations, this will also be your "Identifier" field.
2. **Text** - This is the most common field type. The majority of the data you collect will be text. Common uses for this type are First Name, City, or dynamic content you wish to have appear in your email messages.
3. **Date** - This data type is for collecting dates that you wish to use for segmentation purposes. Any date field information should be ordered according to standard North American format (month, day, year).
4. **Number** - This data type is for collecting numbers that you wish to use for segmentation purposes. Common uses for this type are Total Donations, Revenue or other monetary related numbers. UMPIRE stores these numbers up to 2 decimal places.

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