

# Fields

Behind every database is set of data points that you have decided to collect. These points provide not only a way to organise the data you collect, but also allow you an easy reference point to segment on.

**Fields** are data points that you have pro-actively decided to collect within your database.

Fields can be anything from email address to postal code to the last purchase you made. In order to utilise Fields properly in UMPIRE, this requires some pro-active thought.

It is recommended that you Map out each of the data points you will be collecting from your customers and then set up each field in your DataMart.

Once you have these fields set up, you are able to not only map incoming data to these fields so that your database stays organised, but you are also able to easily segment your data using these fields AND use the field names in your templates to pull in data.

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Revision #1

Created 15 January 2020 01:39:58 by Admin

Updated 25 June 2020 18:58:55 by Admin