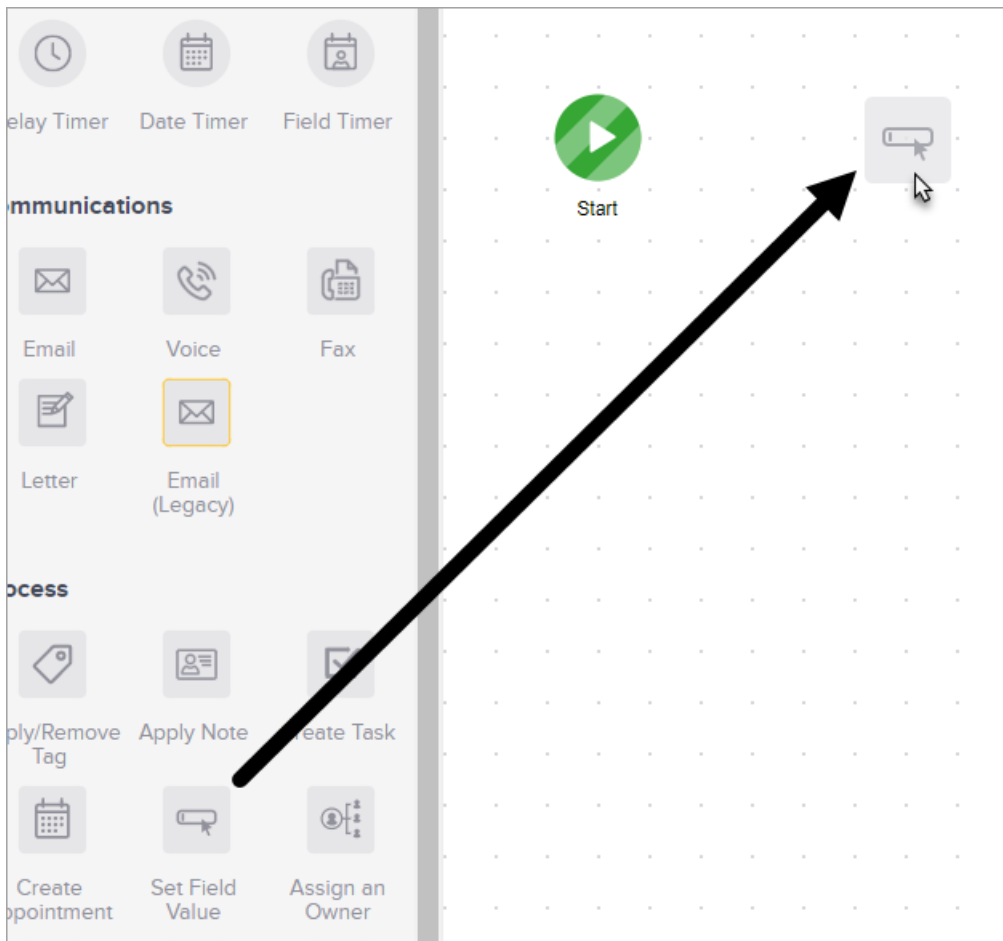# Campaign Sequence - Set Field Value 🔗
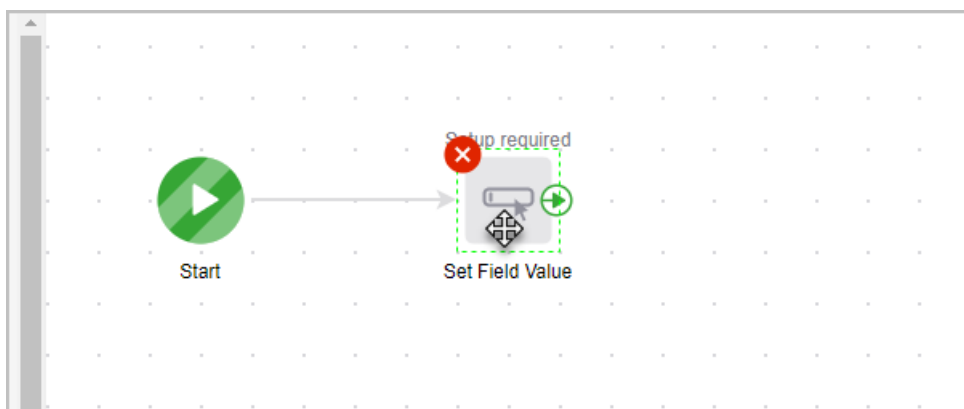
This article applies to:

You can automatically set the value of a standard or custom field on the contact record in a Campaign Builder sequence.

Use the Set Field Value process

1. Click inside a campaign sequence and drag and drop the Set Field Value object onto the campaign canvas.

2. Double-click the Set Field Value icon

3. Select a field to edit

4. Set the field value.

5. Or clear the field's value entirely

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**

Overwrite any existing field value and replace it with a new one.

Set field value
Set a value to an empty field, this will NOT overwrite an existing field value.

Clear field value
Remove any value from the selected field (set to empty).

Use math
Use math to change an existing field value (for number fields only)

2. Select the field to update

Select a field*

| Select a field | | Math* | | Quantity* |

PR

decimal

...ulate a new field value based on adding, subtracting, dividing or ...pick with the existing field value. For example, let's say you want ...s" to contact, you would select "Use math" then select your ...d "Add (+)" and then input "25" in quantity. Learn more

Total purchases made

3. Select the type of math to perform

Select a field*

Total purchases ma..

Math*

Math

Quantity*

Add (+)

ⓘ Pro tip: Use math to calculate ... multiplying a number you pic... to add 25 "Rewards points" t... "Rewards points" field and "A...

Subtract (-)

Multiply (*)

Divide (/)

...g, subtracting, dividing or ...example, let's say you want ...ath" then select your ...ntity. Learn more

4. Enter a quantity

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.

Select an option*

Use math

Select a field*
Total purchases ma..

Math*
Add (+)

Quantity*
1

Pro tip: Use math to calculate a new field value based on adding, subtracting, dividing or

5. Click **Save**

Exceptions to the Set Field Value process

- The only fields that you <u>cannot</u> 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