Create a Custom List Dataset

A custom list dataset contains up to 5,000 curated product IDs (PIDs) that you can use as part of the following settings and options:

- An action condition
- A WHO Behavior target in an experience
- A recommendation filter in a recommendation strategy or Dynamic Bundle
- A Boost and Bury filter in a recommendation strategy or Dynamic Bundle

This type of dataset allows you to target customers who have browsing or purchase behaviors related to the PIDs in the custom list.

Follow these steps to create a custom list dataset in the platform.

1. Click **DATASETS** in the top navigation bar, and then, if necessary, select **Product Data**.
2. Click **CREATE DATASET**.

3. Select **Custom List** in the Create Dataset Schema wizard, and then click **NEXT**.

4. Name the dataset and then click **NEXT**.

   > The name must begin with a letter and can contain only letters, numbers, and underscores.

5. Select a method to add the PIDs to the dataset, and then click **NEXT**.

   > If you select **Upload a list of Product IDs**, then the file you upload must be in the CSV or TSV format. Do not include a header row in the file. It should only contain the column of PIDs.

6. Input the PIDs using the method you selected in the previous step.
   - If you selected **Input a list of product IDs**, then copy and paste into the text field the PIDs as comma-separated values or as a list with one PID per line, and then click **CONFIRM AND CREATE**.

   - If you selected **Upload a list of product IDs**, then drag and drop the file containing the PIDs, and then click **CONFIRM AND CREATE** once the wizard has verified the file.

After you click **CONFIRM AND CREATE**, Monetate ingests the product IDs and closes the wizard. It automatically assigns the new dataset a unique ID that you cannot edit.

Downloading Files

You can download a file from a custom list's **Update History** tab. You can download files successfully and unsuccessfully uploaded to the platform using the wizard; files created as a result of using the **Input a list of product IDs** method in the wizard; and files created from updates made using the field on the **Update Custom List** tab.

> Monetate retains dataset files for 180 days from the date it was uploaded. Once a file is out of this retention period, it still appears on the dataset's **Update History** tab, but you cannot download it.

If a file is available for download, its filename appears in purple in the Update History table.

Click the filename and then save it to a location on your computer.