

# 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 an action condition, as part of a WHO target in an experience, or as part of a filter in a recommendation strategy. 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.