

# Create a Market

To use the Markets feature, you must first create a market. You can later edit aspects of the market.

## Creating a Market

Follow these steps to create a market.

1. Click the settings cog and then select **Sites**.
2. Click the **Markets** tab.
3. Click **CREATE NEW**.
4. Name the market.
5. Select each account that you want to belong to the new market.
  - Type the account name into the search bar, and then select the result in the account listing.
  - Select either **PROD** or **DEV** to narrow the options in the account listing.
6. If necessary, add comments about the market in the **Notes** field.
7. Click **CONFIRM**.
8. Review the list of accounts you selected and then click **SAVE**.

The market is now available to use in [recommendation strategies](#).

## Editing a Market

Follow these steps to edit a market.

1. Click the settings cog and then select **Sites**.
2. Click the **Markets** tab.
3. Place your mouse pointer in the row of the market that you want to edit, and then click **Edit** when it appears below the market's name.

4. As necessary, revise the market's name, add or remove accounts, and add or revise any comments in the **Notes** field, and then click **CONFIRM**.
5. Review the list of accounts in the market, and then click **SAVE**.