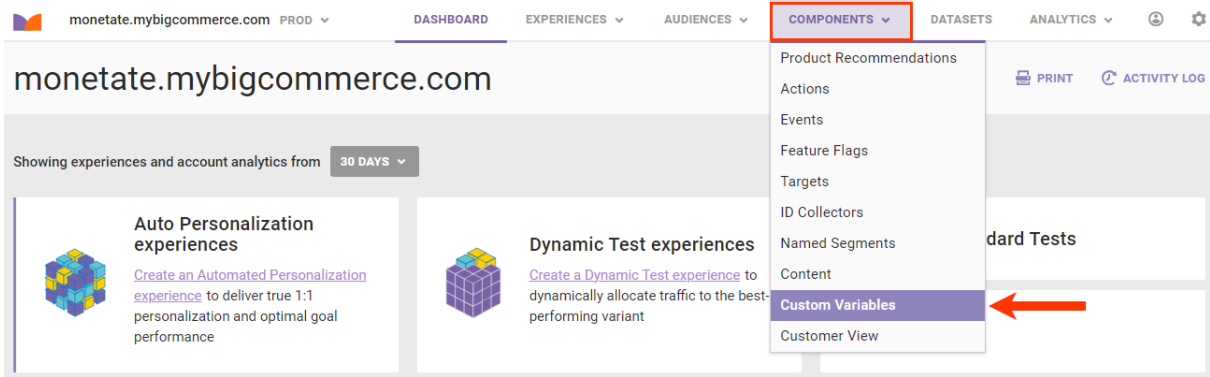


Define a Custom Context Variable

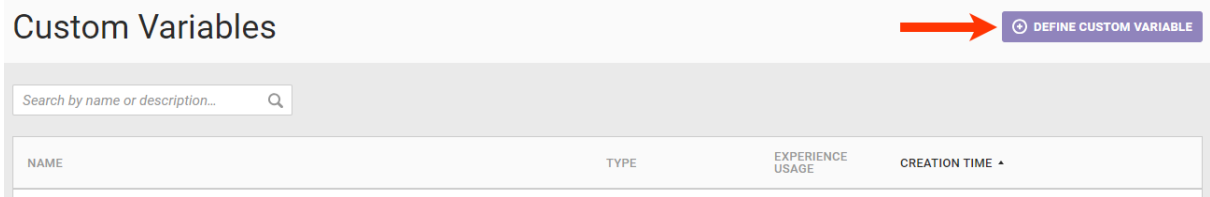
Follow these steps to define a custom variable that you can use as [Engine Context](#) for Automated Personalization experiences.

i If you're an Engine API client, you only need to use the `monetate:context:CustomVariables` event to pass the custom context variable and its value to Monetate.

- 1. Click **COMPONENTS** in the top navigation bar, and then select **Custom Variables**.




- 2. Click **DEFINE CUSTOM VARIABLE**.



- 3. Give the new custom variable a name in the Define a Custom Variable modal.

Define a Custom Variable ✕

Name 
The name cannot be edited after the custom variable is defined.

Description
The description can be edited after the custom variable is defined.

Data type


<input type="radio"/> BOOLEAN	A true or false value.
<input type="radio"/> CATEGORICAL	A string value representing several options (e.g., loyalty tiers or user personas).
<input type="radio"/> NUMERIC	An integer or decimal value.

The data type cannot be edited after the custom variable is defined.

4. Type a brief description of the custom variable.

Define a Custom Variable ✕

Name
The name cannot be edited after the custom variable is defined.


Description 
The description can be edited after the custom variable is defined.

Data type

<input type="radio"/> BOOLEAN	A true or false value.
<input type="radio"/> CATEGORICAL	A string value representing several options (e.g., loyalty tiers or user personas).
<input type="radio"/> NUMERIC	An integer or decimal value.

The data type cannot be edited after the custom variable is defined.

5. Select the appropriate data type for the custom context variable's value.

 The data type that you select must be the same data type of the value passed to Monetate in the `setCustomVariables` method.

- **Boolean** – The value passed to Monetate represents either a true state (yes, true, or 1) or a false state (no, false, or 0)

- **Categorical** – The value passed to Monetate is a string representing several options (for example, levels of a customer loyalty program)
- **Numeric** – The value passed to Monetate is an integer or decimal

Define a Custom Variable ✕

Name
The name cannot be edited after the custom variable is defined.

Description
The description can be edited after the custom variable is defined.

Data type

<input checked="" type="radio"/> <input type="text" value="BOOLEAN"/>	A true or false value.
<input type="radio"/> <input type="text" value="CATEGORICAL"/>	A string value representing several options (e.g., loyalty tiers or user personas).
<input type="radio"/> <input type="text" value="NUMERIC"/>	An integer or decimal value.

The data type cannot be edited after the custom variable is defined.

6. Click **SAVE**.

Define a Custom Variable ✕


Name
The name cannot be edited after the custom variable is defined.

Description
The description can be edited after the custom variable is defined.

Data type

<input checked="" type="radio"/> <input type="text" value="BOOLEAN"/>	A true or false value.
<input type="radio"/> <input type="text" value="CATEGORICAL"/>	A string value representing several options (e.g., loyalty tiers or user personas).
<input type="radio"/> <input type="text" value="NUMERIC"/>	An integer or decimal value.

The data type cannot be edited after the custom variable is defined.



After you save the new custom variable, it's available on the [Engine Context](#) page of the platform settings as well as in the [Engine Context options](#) of the HOW settings for an Automated Personalization experience.

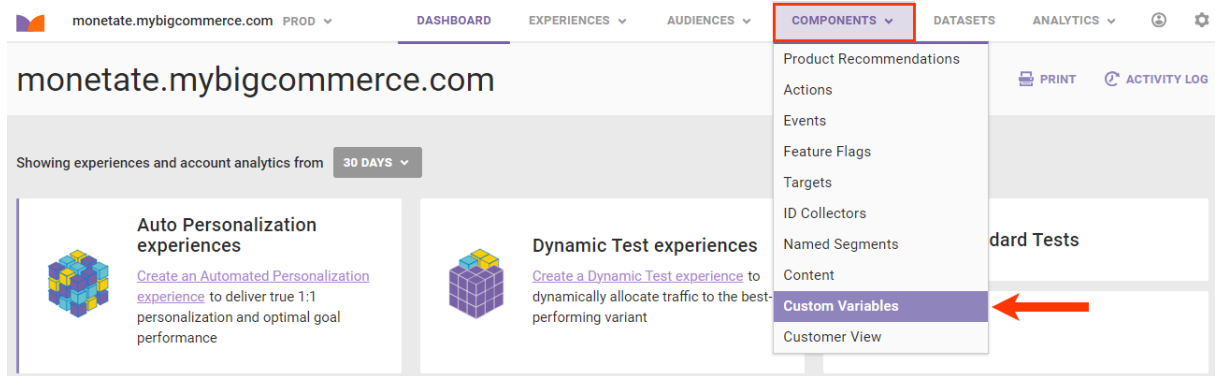
Deleting a Custom Context Variable



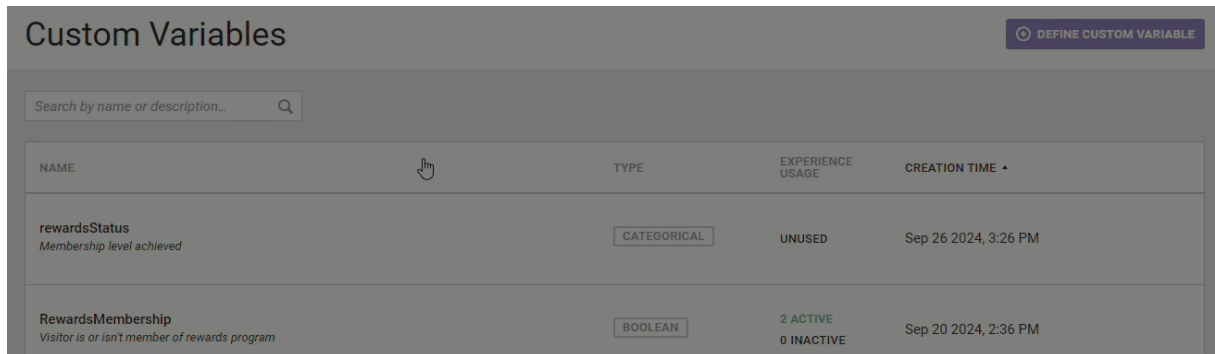
You cannot delete a custom context variable if it's part of any active Automated Personalization experiences.

Follow these steps to delete a custom context variable in the Monetate platform.

1. Click **COMPONENTS** in the top navigation bar, and then select **Custom Variables**.



2. Click the additional options menu (...) for the variable that you want to delete, and then select **Delete Custom Variable**.



If you're still passing the custom context variable to Monetate using `setCustomVariables` after you delete it in the platform, then the personalization engine doesn't use it.