

Custom Columns Overview

04/30/2025 3:17 pm CDT

Overview

You can add **Custom Columns** for your products, orders, purchase orders, vendors, shipping containers, and customers. Custom columns let you store information that doesn't fit into the existing Sellercloud columns. You can set default values and update values at any time.

You can use custom columns:

- When [Filtering Searches](#)
- In [Bulk Product Updates](#)
- In [Custom Exports](#)
- In [Description Templates](#)
- In [Mapping Profiles](#)
- To send information to [Channels](#)

Column Data Types

Each custom column can contain only one of the following data types:

- **String** – The most common since it can handle any sort of input.
- **Integer** – Accepts only whole numbers.
- **Decimal** – Accepts only decimal values.
- **DateTime** – Provides a calendar for date selection.
- **Boolean** – Adds a checkbox to mark the value as True/False.
- **nText** – Same as string, but offers a larger character limit.
- **Hyperlink** – A URL pointing to a page.

Request Custom Columns

Only your system administrator and [Sellercloud Support](#) can create custom columns, except [Order](#) and [Product Custom Columns](#).

You can request custom columns via tickets in the [Sellercloud Support Portal](#). When submitting a request, be sure to specify the data type for each one.

Custom Column names must not exceed 50 characters.

Product Custom Columns

You can create and manage your Product Custom Columns from the Delta Interface. However, you cannot delete or edit existing columns. If you no longer need a specific column, you can disable it for your account.

Create Product Columns

Only user with the [Client Admin Role](#) can create Product Custom Columns:

1. Navigate to **Settings > Products > Custom Columns**.
2. Click on the Plus icon in the top right corner of the **Custom Column List** panel.

3. In the pop-up dialogue box, fill in the necessary fields:
 - a. **Column Name** – This is the name saved in the server database and will be the column header for imports and exports. This name does not necessarily have to exactly match the display name, as it must adhere to strict formatting: it only accepts capitalized letters, while spaces, numbers, and special characters are not allowed, with the exception of underscores. So, for example, if the **Display Name** is “Custom Column,” the **Column Name** should be “CUSTOMCOLUMN” or “CUSTOM_COLUMN.”
 - b. **Display Name** – This is the name you will see within the UI. You can use letters, numbers, special characters, and spaces.
 - c. **Data type** – this determines the value expected by the column. Read the [Column Data Types](#) section for more information.
 - d. **Dropdown** – Check this box to make the column value appear as a dropdown menu with pre-set options. You can also enable one of the following sub-settings:
 - i. **Drop Down: Allow Custom Values** – enable to allow write-in values for the dropdown.
 - ii. **Drop Down: Allow Multiple Selection** – enable to allow selecting multiple rows from the dropdown. If you select the Dropdown option, the **Create Custom Column** dialog will display **Next** instead of **Add Column** at the bottom. There, you can click the plus icon to add the dropdown options. Once you click **Next**, the column will be created, and you will not be able to return to the previous dialog page.
 - e. **Default Value** – Optionally, you can set a default value for your custom column, which will be pre-selected for all SKUs. You can still manually edit it later.
 - f. **Enable Custom Column** – checked by default. This checkbox controls whether the Custom Column is enabled for your account.
4. When you are ready, click **Create**. Ensure you have filled in everything correctly, as you will not be able to return to this dialogue and edit the column.

By default, **Product Custom Columns** are organized in alphanumeric order. You can re-arrange them by dragging them up or down through the list, which will affect the order they are displayed on the [Product Details > Toolbox > Custom Columns](#) page.

Manage Product Columns

All of your existing Custom Product Columns are displayed in [Settings > Products > Custom Columns](#). From this page, you can control whether they are enabled and on which pages they are displayed.

1. On the **Custom Columns** page, click the pencil icon in the top right corner of the **Custom Column List** panel.
2. For each custom column, click the boxes to enable or disable for the corresponding page:
 - a. The **Unnamed** checkboxes let you use and edit the columns with imports, include them in mapping profiles, and send them to channels via API. However, the columns will not appear on product pages.
 - b. The **Dashboard** checkboxes display the custom column on the product’s Product Details and Custom Columns pages.
 - c. The **Channel** (eBay, Amazon, etc.) checkboxes let you show the custom column on products’ channel properties pages (eBay Properties, Amazon Properties, etc.)

3. Click the check mark to **Save**.

USER DEFINED COLUMNS LIST											✓	✕	
	DASHBOARD	EBAY	WEBSITE	MAGENTO	AMAZON	WALMART	MARKETPLACE	WALMART	GOOGLE SHOPPING	SEND TO WEBSITE	COLUMN NAME	DISPLAY NAME	DATA TYPE
☰	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ACCESSORIES	Accessories	String					
☰	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ENGRAVING_PROCESS	Engraving Process	String
☰	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ERP_ENABLED	ERP_Enabled	Boolean
☰	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UNITYTYPE	UNITYTYPE	String
☰	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MICHAELSENABLED	Michaels Enabled	Boolean
☰	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	INFORMEDCOST	InformedCost	Decimal

You can also enable the Advanced [Client Setting Filter Custom Columns To Be Per Product Type](#). In this case, you must enable each custom column per product type as follows:

1. Go to **Catalog > Product Types**.
2. Search for product types.
3. Click a product type's **Type ID**.
4. Find the **Custom Columns To Display** section on the product type's page.
5. Click the **Edit** icon.
6. Check or uncheck columns to display or hide them.
7. Click **Save**.

Product Type | Animal Door Stoppers

TYPE ID: 3084

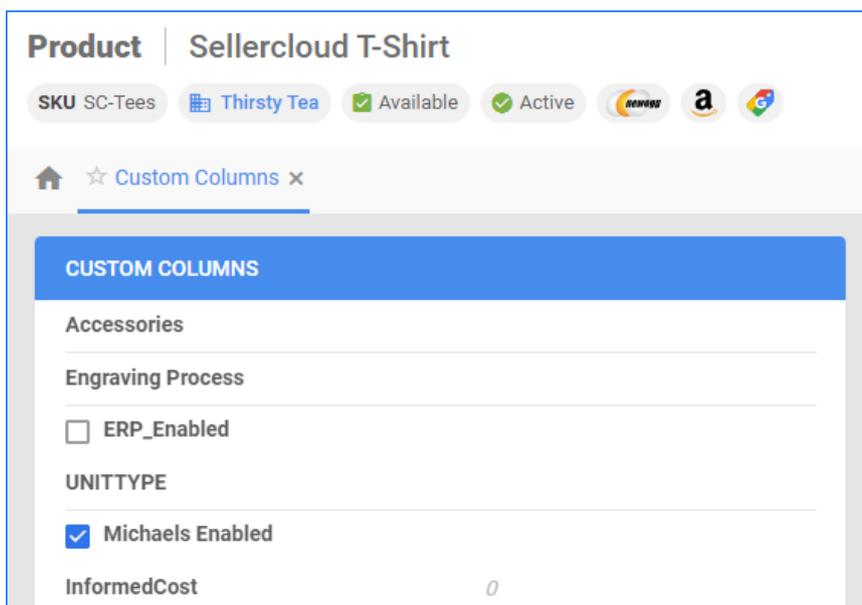
🏠

CUSTOM COLUMNS TO DISPLAY

NAME	DISPLAY
Accessories	<input checked="" type="checkbox"/>
Engraving Process	<input checked="" type="checkbox"/>
ERP_Enabled	<input type="checkbox"/>
UNITYTYPE	<input type="checkbox"/>
Michaels Enabled	<input checked="" type="checkbox"/>
InformedCost	<input type="checkbox"/>
SteinmartMerchantSKU	<input type="checkbox"/>

To manage your products' custom column values:

1. Go to a [Product Details](#) page.
2. Click **Toolbox** and select **Custom Columns**.
3. Click **Edit**.
4. Edit the custom columns.
5. Click **Save**.



You can also use our [Bulk Update Tool](#) to edit Custom Column values via a file import.

Order Custom Columns

To set custom columns for orders, you must enable the [Client Setting Enable Custom Columns for Order](#).

Create Order Columns

Only users with a [Client Admin Role](#) can create Order Custom Columns. To do that:

1. Navigate to **Settings > Orders > Custom Columns**.
2. Click on the Plus icon in the top right corner of the **Order Custom Columns** panel.

ORDER CUSTOM COLUMNS				+
COLUMN NAME	DISPLAY NAME	DATA TYPE	SIZE	
:: DSCO_CHANNEL	DSCO_Channel	String	50	↑
:: AARDVARK	AARDVARK	Integer	4	
:: INVOICE_NUMBER	INVOICE_NUMBER	String	50	

3. In the pop-up dialogue box, fill in the necessary fields:
 - a. **Column Name** – this is the name saved in the server database and will be the column header for imports and exports. This name does not necessarily have to exactly match the display name, as it must adhere to strict formatting: it only accepts capitalized letters, while spaces, numbers, and special characters are not allowed, with the exception of underscores. So, for example, if the **Display Name** is “Custom Column,” the **Column Name** should be “CUSTOMCOLUMN” or “CUSTOM_COLUMN.”
 - b. **Display Name** – This is the name you will see within the UI. You can use letters, numbers, special characters, and spaces.
 - c. **Data type** – this determines the value expected by the column. Read the [Column Data Types](#) section for more information.
 - d. **Dropdown** – Check this box to make the column value appear as a dropdown menu with pre-set options. You can also enable one of the following sub-settings:
 - i. **Drop Down: Allow Custom Values** – enable to allow write-in values for the dropdown.

- ii. **Drop Down: Allow Multiple Selection** – enable to allow selecting multiple rows from the dropdown. If you select the Dropdown option, the **Create Custom Column** dialog will display **Next** instead of **Add Column** at the bottom. There, you can click the plus icon to add the dropdown options. Once you click **Next**, the column will be created, and you will not be able to return to the previous dialog page.
 - e. **Is For RMA** – check this box if you need the Custom Column to apply to **RMAs** instead of regular sales orders.
 - f. **Default Value** – Optionally, you can set a default value for your custom column, which will be pre-selected for all new Orders. You can still manually edit it later.
4. When you are ready, click **Create**. Ensure you have filled in everything correctly, as you will not be able to return to this dialogue and edit the column.

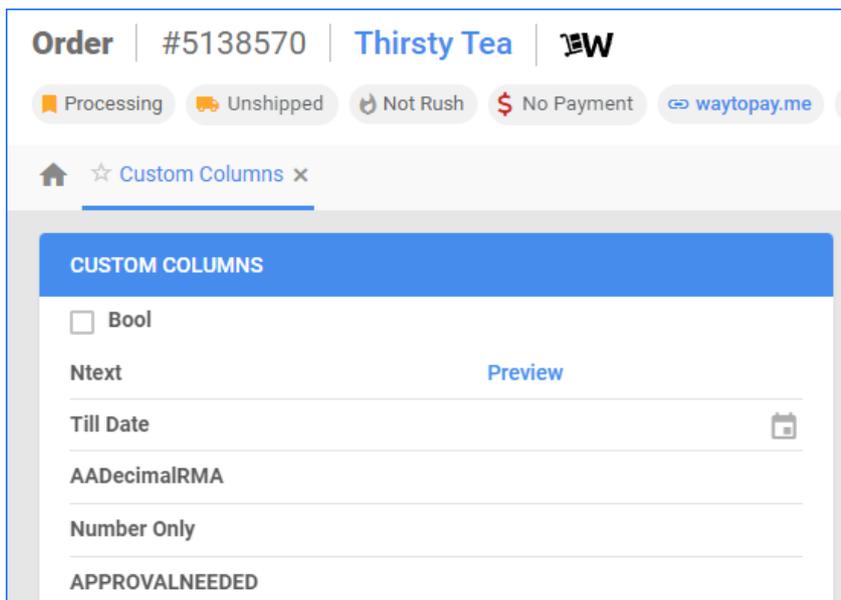
By default, **Order Custom Columns** are organized in alphanumeric order. You can re-arrange them by dragging them up or down through the list, which will affect the order they are displayed in on the [Order Details > Toolbox > Custom Columns](#) page.

Update Order Columns

You can update your orders' custom column values individually or in bulk.

To update values individually:

1. Open the [Order Details Page](#).
2. Click **Toolbox** and select **Custom Columns**.
3. Click **Edit**.
4. Edit the custom columns as needed.
5. Click **Save**.



You can also update values in bulk by uploading an Excel spreadsheet or a Comma-Separated Values file with one of these plugins:

- **Order Custom Column Bulk Update** – Imports files in .xlsx format.
- **Order Custom Column Bulk Update Using CSV** – Imports files in .csv format.

To use this functionality, open a ticket with [Sellercloud Support](#) and request that your preferred plugin be installed on your server.

Both plugins require you to prepare a file with the following column headers:

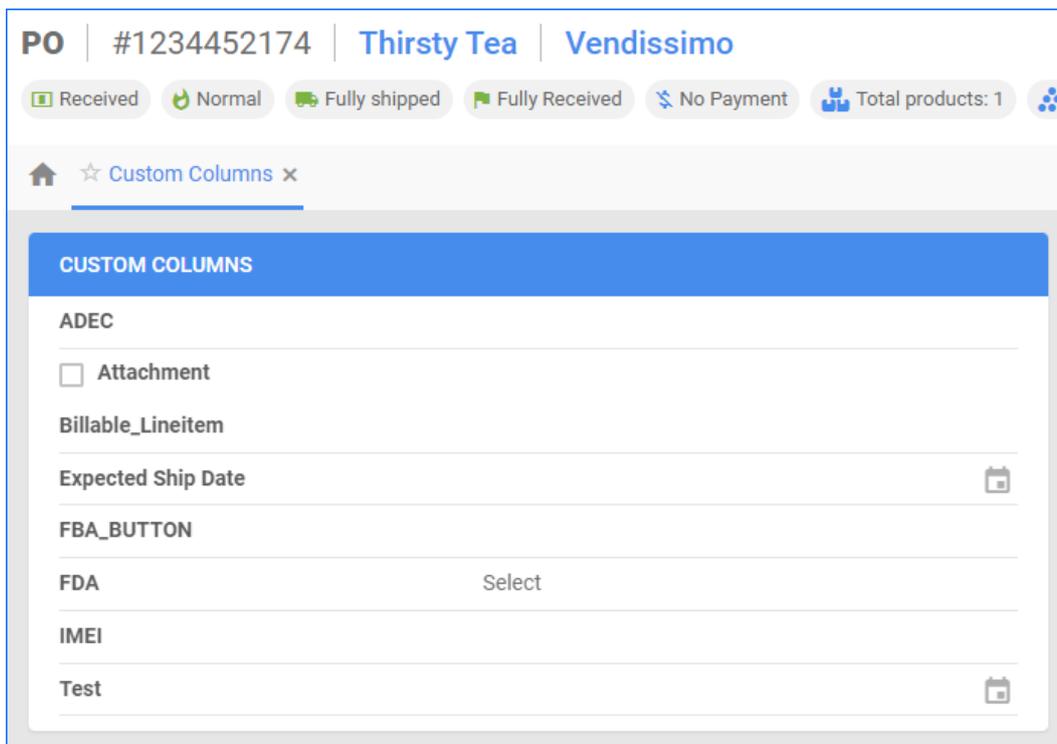
- **OrderID** – Enter the Sellercloud **Order Number** or;
- **OrderSourceOrderID** – Enter the **Channel Order Number**.
Only supported in the **Order Custom Column Bulk Update** plugin.
- **CustomColumnHeader** – Enter the **Column Name** from the **Settings > Orders > Custom Columns** page. Be sure not to enter the **Display Name** instead, as the plugin won't accept it.
- **CustomColumnValue** – Enter the column's new value.

Once your file is ready, follow the steps to [Import Order Information Via Plugin](#).

PO Custom Columns

To manage your POs' custom column values:

1. Open a Purchase Order.
2. Click **Toolbox** and select **Custom Columns**.
3. Click **Edit**.
4. Edit the custom columns' values.
5. Click **Save**.



Columns can be organized in any order that suits your needs. Open a ticket with [Sellercloud Support](#) and provide them with your desired column order. The change will be applied to you.

Customer Custom Columns

To manage specific customers' custom column values:

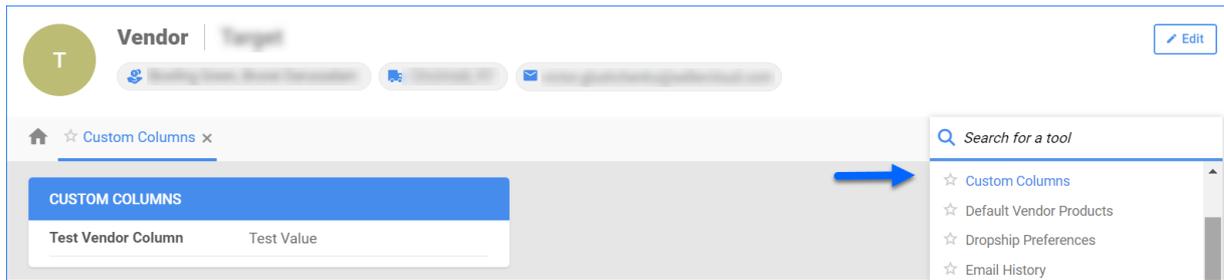
1. Go to **Customers > Manage Customers**.
2. Click a customer's **ID** or **Email**.
3. Click **Toolbox** and select **Custom Columns**.
4. Click **Edit**.
5. Edit the custom columns' values.
6. Click **Save**.

Vendor Custom Columns

To manage the custom column values for your [Vendors](#):

1. Navigate to **Purchasing > Vendors > Manage Vendors**.
2. Click on a **Vendor** to open the **Details** page.
3. From the **Toolbox > Select Custom Columns**.
4. Click **Edit**.
5. Edit the custom columns' values.

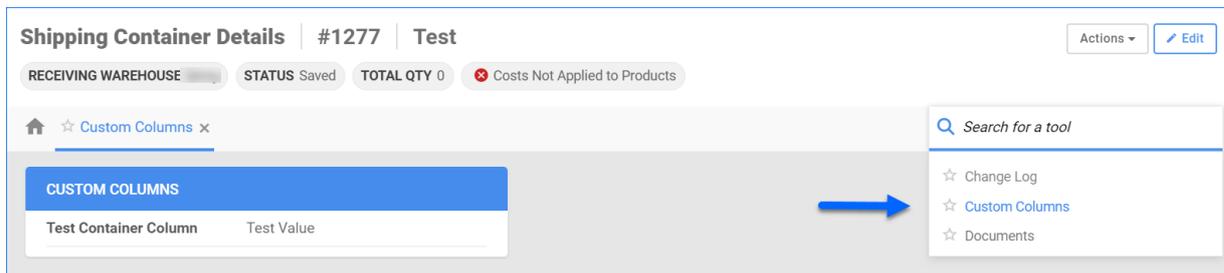
6. Click **Save**.



Shipping Container Custom Columns

To manage the custom column values for your [PO Shipping Containers](#):

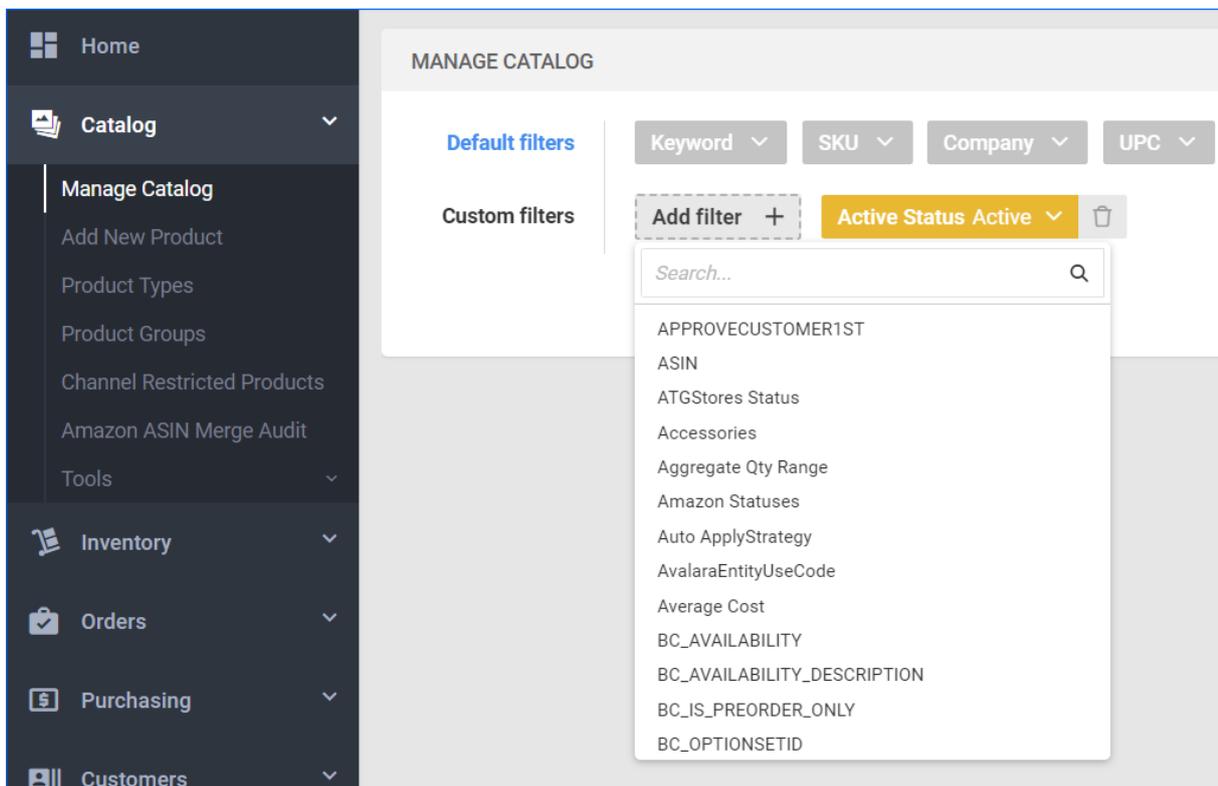
1. Navigate to **Purchasing > Shipping Containers**.
2. Click on a **Container** to open the **Details** page.
3. From the **Toolbox > Select Custom Columns**.
4. Click **Edit**.
5. Edit the custom columns' values.
6. Click **Save**.



Search by Custom Columns

Another benefit of adding custom columns is expanding your [Searching and Filtering](#) capabilities.

Your custom columns can function as **Custom filters** on search pages. Click **Add filter** and then click one of your custom columns to use it as a search filter and narrow down your search results.



Overview

You can add **Custom Columns** for your products, orders, purchase orders, and customers. Custom columns let you store information that doesn't fit into the default columns. You can set default values and update values at any time.

You can use custom columns:

- When [Filtering Searches](#)
- In [Bulk Product Updates](#)
- In [Custom Exports](#)
- In [Description Templates](#)
- In [Mapping Profiles](#)
- To send information to [Channels](#)

Column Data Types

Each custom column can contain only one of the following data types:

- **String** – The most common since it can handle any sort of input.
- **Integer** – Accepts only whole numbers.
- **Decimal** – Accepts only decimal values.
- **DateTime** – Provides a calendar for date selection.
- **Boolean** – Adds a checkbox to mark the value as True/False.
- **nText** – Same as string, but offers a larger character limit.
- **Hyperlink** – A URL pointing to a page.

Request Custom Columns

Only your system administrator and [Sellercloud Support](#) can create custom columns.

You can request custom columns via tickets in the [Sellercloud Support Portal](#). When submitting a request, be sure to specify the data type for each one.

Custom Column names must not exceed 50 characters.

Product Custom Columns

To enable or disable custom columns for products:

1. Go to **Settings**.
2. Select **Custom Column Settings**.
3. For each custom column, check or uncheck the following boxes to enable or disable it for:
 - a. The **Unnamed** checkboxes let you use and edit the columns with imports, include them in mapping profiles, and send them to channels via API. However, the columns will not appear on product pages.
 - b. The **Dashboard** checkboxes let you show the custom column on the product's Product Details and Custom Columns pages.
 - c. The **Channel** (eBay, Amazon, etc.) checkboxes let you show the custom column on products' channel properties pages (eBay Properties, Amazon Properties, etc.)
4. Click **Update Settings** at the bottom.

<input type="checkbox"/>	Dashboard	eBay	Website	Magento	Amazon	JET	Walmart Marketplace	Walmart	Google Express	Send To Website	Column Name	Display Name	Data Type	Size
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ACCESSORIES	Accessories	String	50
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ENGRAVING_PROCESS	Engraving Process	String	50
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ERP_ENABLED	ERP_Enabled	Boolean	1
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UNITTYPE	UNITTYPE	String	150
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MICHAELSENABLED	Michaels Enabled	Boolean	1
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	INFORMEDCOST	InformedCost	Decimal	8

Alternatively, you can enable the Advanced Client Setting **Filter Custom Columns To Be Per Product Type**. In this case, the above steps don't apply to you. Instead, you must enable the custom columns per product type as follows:

1. Go to **Settings**.
2. Select **Product Types**.
3. Click a product type.
4. Under **Custom Columns to Display**, check or uncheck columns to display or hide them.
5. Click **Save**.

Custom Columns to Display:	<input checked="" type="checkbox"/> Accessories	<input type="checkbox"/> CASEPACK	<input checked="" type="checkbox"/> Features	<input checked="" type="checkbox"/> ReceivedInventory
	<input type="checkbox"/> Engraving Process	<input type="checkbox"/> Category	<input type="checkbox"/> FLAG	<input checked="" type="checkbox"/> Repricing Active
	<input type="checkbox"/> ERP_Enabled	<input type="checkbox"/> CBM	<input type="checkbox"/> FreeItemReference	<input type="checkbox"/> Size Description
	<input type="checkbox"/> UNITTYPE	<input type="checkbox"/> Channel_Enabled	<input type="checkbox"/> fusion	<input type="checkbox"/> SplitAndSetDropship
	<input type="checkbox"/> Michaels Enabled	<input type="checkbox"/> COSTCO_MERCHANTSKU	<input type="checkbox"/> GenerateFixedPriceListing	<input type="checkbox"/> Shipping Package

To set your products' custom column values:

1. Go to a [Product Details](#) page.

2. Click **Toolbox** and select **Custom Columns**.
3. Edit the custom columns.
4. Click **Save**.

Custom Columns to Display:	<input checked="" type="checkbox"/> Accessories	<input type="checkbox"/> CASEPACK	<input checked="" type="checkbox"/> Features	<input checked="" type="checkbox"/> ReceivedInventory
	<input type="checkbox"/> Engraving Process	<input type="checkbox"/> Category	<input type="checkbox"/> FLAG	<input checked="" type="checkbox"/> Repricing Active
	<input type="checkbox"/> ERP_Enabled	<input type="checkbox"/> CBM	<input type="checkbox"/> FreeItemReference	<input type="checkbox"/> Size Description
	<input type="checkbox"/> UNITTYPE	<input type="checkbox"/> Channel_Enabled	<input type="checkbox"/> fusion	<input type="checkbox"/> SplitAndSetDropship
	<input type="checkbox"/> Michaels Enabled	<input type="checkbox"/> COSTCO_MERCHANTSKU	<input type="checkbox"/> GenerateFixedPriceListing	<input type="checkbox"/> Shipping Package

Order Custom Columns

You must enable the [Client Setting Enable Custom Columns for Order](#) to set custom columns for orders.

You can organize **RMA** and **Order Custom Columns** in any order that suits your needs. Open a ticket with [Sellercloud Support](#), provide them with your desired column order, and they will apply the changes for you.

You can update your orders' custom column values individually or in bulk.

Update Individually

To update values individually:

1. Open the [Order Details Page](#).
2. Scroll down to the **Custom Columns** section.
3. Click **Edit Values**.
4. Edit the custom columns as necessary and save them.
5. Click **Save**.

Home > Manage Orders > Order No: 5138570 > Custom Columns

LOWES_STORENUMBER	<input type="text"/>
QuickBooks Invoice #	<input type="text"/>
IS_SOS_ORDER	<input type="checkbox"/>
NText Field	<input type="text"/> Change
AADecimalRMA	<input type="text"/>
String	<input type="text"/>
Number only	<input type="text"/>

Update in Bulk

You can also update values in bulk by uploading an Excel spreadsheet or a Comma-Separated Values file with one of these plugins:

- **Order Custom Column Bulk Update** – Imports files in .xlsx format.
- **Order Custom Column Bulk Update Using CSV** – Imports files in .csv format.

To use this functionality, open a ticket with [Sellercloud Support](#) and request that your preferred plugin be installed on your server.

Both plugins require you to prepare a file with the following column headers:

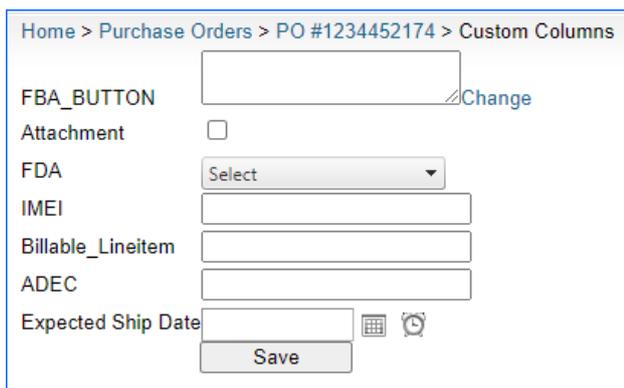
- **OrderID** – Enter the Sellercloud **Order Number** or;
- **OrderSourceOrderID** – Enter the **Channel Order Number**.
Only supported in the **Order Custom Column Bulk Update** plugin.
- **CustomColumnHeader** – Enter the **Column Name** from the **Settings > Orders > Custom Columns** page. Be sure not to enter the **Display Name** instead, as the plugin won't accept it.
- **CustomColumnValue** – Enter the column's new value.

Once your file is ready, follow the steps to [Import Order Information Via Plugin](#).

PO Custom Columns

To set your POs' custom column values:

1. Open a Purchase Order.
2. Click **Select** action, select **Manage Custom Columns**, and click **Go**.
3. Edit the custom columns.
4. Click **Save**.



The screenshot shows a web interface for editing custom columns for a specific Purchase Order. The breadcrumb trail is 'Home > Purchase Orders > PO #1234452174 > Custom Columns'. The form includes several fields: 'FBA_BUTTON' with a text input and a 'Change' link; 'Attachment' with a checkbox; 'FDA' with a dropdown menu showing 'Select'; 'IMEI', 'Billable_Lineitem', and 'ADEC' each with a text input; and 'Expected Ship Date' with a text input, a calendar icon, and a clock icon. A 'Save' button is located at the bottom of the form.

Customer Custom Columns

To manage specific customers' custom column values:

1. Go to **Customers**.
2. Click a user's **UserName**.
3. Select **Custom Columns** on the left.
4. Edit the custom columns.
5. Click **Save**.

Search by Custom Columns

Another benefit of adding custom columns is that you can expand your [Searching and Filtering](#) capabilities. Your custom columns can function as **Custom filters** on search pages:

1. Go to a search page and click **Advanced Search**.

Home > Search > Manage Inventory

Saved Searches: [Select](#)

Inventory Mode: Default

Select Action [Go](#)

* Keyword/UPC: Company: [ALL Companies](#) Active: [Active](#) Rows Per Page: [50](#)

* SKU: Manufacturer: [All](#) Website: [All](#) Max Records: [1000](#)

[Search](#) [Advanced Search](#)

2. Scroll to the bottom and click the **Select** link next to **Custom Columns**.

Custom Columns: [Select](#)

[Search](#) [Advanced Search](#)

3. Set the **Custom Columns Criteria** to specific values to narrow down your search results.

4. Click **Select**.

Custom Columns Criteria

Accessories	<input type="text"/>
Engraving Process	<input type="text"/>
ERP_Enabled	ALL v
UNITTYPE	<input type="text"/>
Michaels Enabled	ALL v
InformedCost	<input type="text"/> To <input type="text"/>
SteinmartMerchantSKU	<input type="text"/>
STEINMART_PRICE	<input type="text"/>

[Select](#)