

Marketing Cloud | Adding Non-Salesforce Profile Attributes ^[1]

October 19, 2017 by [Melanie Jones](#) ^[2]

Does your user need to send an email containing a unique piece of information for each recipient? ?eComm specialists can learn how to add information that is not housed in Salesforce (called profile attributes) to your Marketing Cloud email.

eComm specialists can request access to add Profile Attributes through the eComm Training Manager. Access will be permitted for the duration of your project.

Examples include:

- Sending students a unique password
- Asking alumni to complete a survey - each with a unique link that can only be completed once (i.e. Qualtrics)

[Tutorial](#) ^[3]

Users do not have access to complete this task - ask your eComm specialist.

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