FTG FEARLESS
TECHNOLOGY GROUP

commercetools
Next generation commerce

www.commercetools.com

Building commercetools
customizations using Custom Fields

Table of Contents

Introduction

> *"The most important capability of any ecommerce system for a large company is customizability. The CDOs we spoke with were largely not interested in turn-key solutions. These entities prefer to have complete creative control over the environment their customers encounter."*
>
> – [The New Chiefs of Commerce in the Digital Enterprise](#), page 10

commercetools is a dynamically extensible, cloud-native commerce solution. It allows retailers to sculpt a solution that fits their unique needs today, and is flexible to support their evolving business strategy tomorrow.

There are many powerful extensibility features built into commercetools that handle a wide variety of use cases. For an overview of them, see [Building commercetools customizations - Overview](#).

In this whitepaper we will do a deep dive on one powerful technique for customizing commercetools: Custom Fields.

What are Custom Fields?

Custom Fields allow you to add data to an existing commercetools resource.

> *"The commercetools platform provides a flexible data model that covers a wide range of use cases. However, there might be use cases in which you wish to customize some resources in a way they fit your data model as close as possible. With Custom Fields we give you the possibility to add fields to predefined resources, similar to [AttributeDefinitions](#) on [ProductTypes](#)."*
>
> – [Custom Fields](#), Platform Documentation, commercetools

For example, it's pretty common for retailers to want to customize the attributes they maintain about their customers. If the retailer has not integrated a customer experience (CX) platform or similar solution, commercetools offers Custom Fields as a powerful way to expand customer attributes to suit specific needs.