

# How do I configure Metadata?

Last Modified on 06/25/2026 9:24 am EDT

Metadata means "data about data", and is most commonly used for configuring campaigns with parameters to control the behavior of Custom JS. This allows you to configure and maintain custom campaign behavior without revisiting Custom JS. Best practice with Digioh JS is to avoid hard coding parameters in Custom JS, and instead use Metadata where possible. We also recommend avoiding use of the Campaign JS "include/exclude" by Campaign ID feature, and instead write your Custom JS to be *always on* for all campaigns, while activating only when certain metadata is present. Metadata is key-value pairs that can be configured throughout Digioh:

- At the Digioh **Account level**, e.g. for "global" configuration like a text-to-SMS number or your API endpoint URL.
- At the **Campaign level**, for data parameters that applies to an entire campaign, e.g. a Campaign ID, or to enable/disable tracking.
- At the **Campaign Page level**, to configure page-specific behavior e.g. special form processing.
- At the **Element level**: text, button, image, html, e.g. to dynamically show or hide certain elements, or change button behavior dynamically.
- At the **Field level**: name, phone, opt\_in, custom\_1, ..., e.g. to define a property name for CUSTOM\_1 to pass to your integrations.

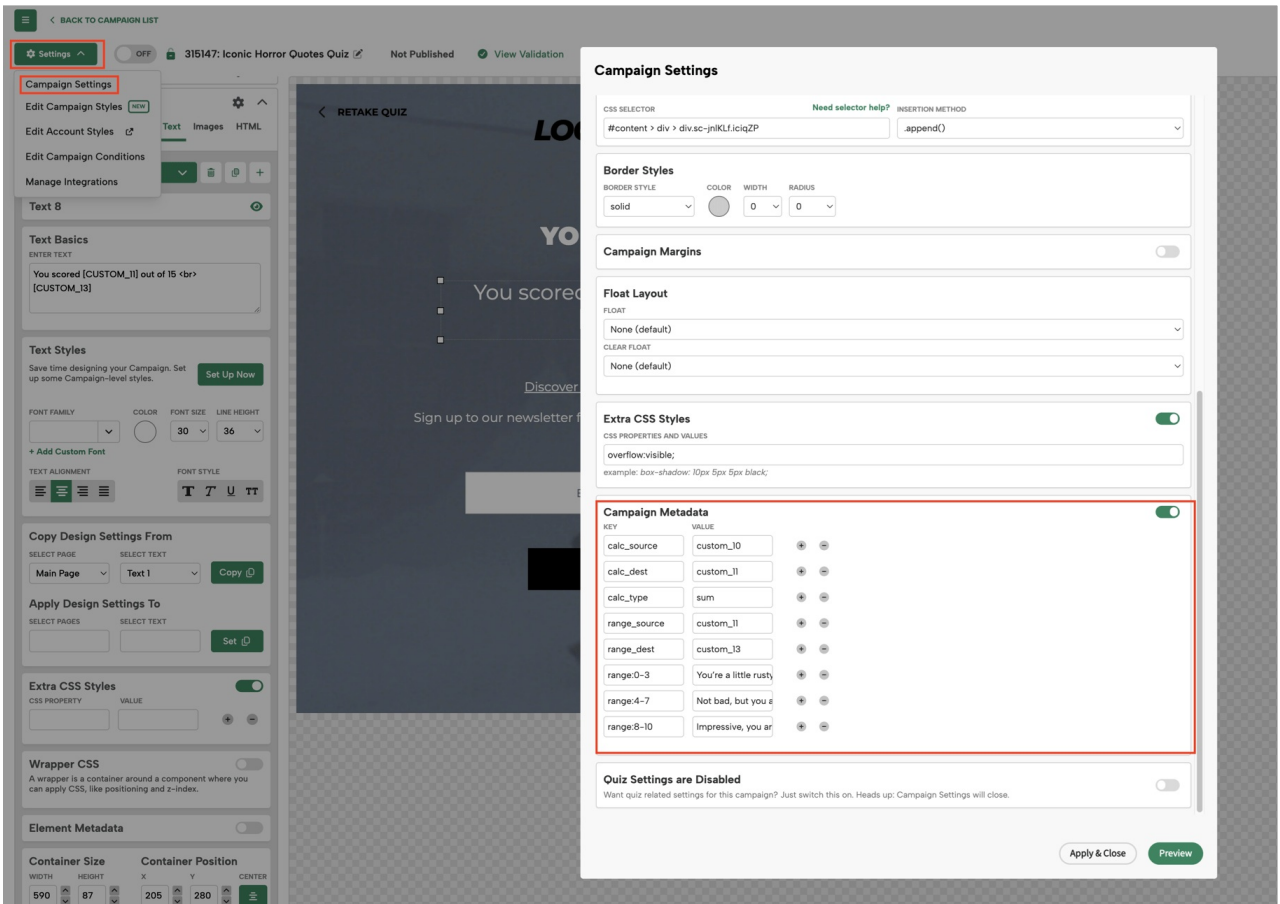
Note that all metadata is included in the Digioh HTML that injects onto your page, so do **not** put any sensitive information such as secret keys into metadata.

Here's where to configure metadata:

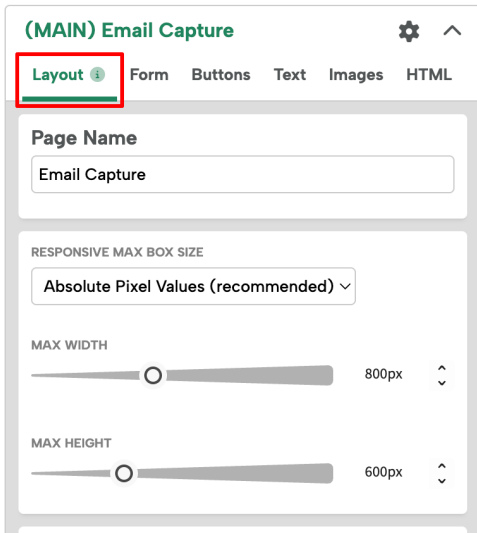
## Account-level: Admin > Account Metadata

The screenshot shows the Digioh Admin interface. The top navigation bar includes the Digioh logo, dropdown menus for Campaigns, Reporting, A/B Testing, Integrations, and Admin, and the user name Dante Munoz. The main content area is titled "Account Metadata" and features a table with six rows for Key 1 through Key 6, each with a corresponding Value field. At the bottom of the table are "Save" and "Cancel" buttons. A right-hand sidebar menu is visible, listing various account settings like Profile, Account Settings, Push Planet, Activity, Logout, Change Email, Change Password, Notifications, Account Metadata (highlighted), Named Custom Fields, Custom Javascript, Extensions, Custom JavaScript (Templates), Custom Fonts, Upload Files, Account Styles, Coupons, Google Analytics Integration, Users, and Setup Instructions.

## Campaign-level: Campaign Editor > Settings > Campaign Settings:



**Campaign Page-level: Campaign Editor > Page > Layout:**



... scroll down ...

**Apply Current Page Layout To**

SELECT PAGE(S)

[Apply](#)

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**Global Font**

SELECT GLOBAL FONT

[Apply](#)

[+ Add Custom Font](#)

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**Page Metadata**

KEY	VALUE		
<input type="text" value="Default_1"/>	<input type="text" value="Page_MD1"/>	<a href="#">+</a>	<a href="#">-</a>
<input type="text" value="Default_2"/>	<input type="text" value="Page_MD2"/>	<a href="#">+</a>	<a href="#">-</a>

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**Page Branches**

[Bulk Editor](#)

**Element-level: Campaign Editor > Page > Element:**

**Steps/Pages** [+ Add](#)

**(MAIN) Email Capture** [Settings](#) [^](#)

Layout [Form](#) **Buttons** [Text](#) [Images](#) [HTML](#)

**Button 1 - Sign up** [v](#) [x](#) [i](#) [+](#)

**Button 1** [v](#)

**Button Basics**

ENTER BUTTON TEXT

... scroll down ...

**Integration ID**

Set an integration id to trigger on button click.

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**Button Metadata**

Button Metadata allows you to assign key-value pairs to define additional properties or context for buttons.

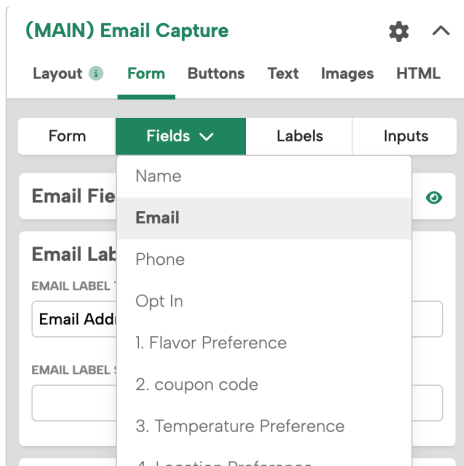
KEY	VALUE		
<input type="text" value="Button_1"/>	<input type="text" value="Sign_up"/>	<a href="#">+</a>	<a href="#">-</a>
<input type="text" value="score"/>	<input type="text" value="2"/>	<a href="#">+</a>	<a href="#">-</a>
<input type="text" value="score_id"/>	<input type="text" value="registered"/>	<a href="#">+</a>	<a href="#">-</a>

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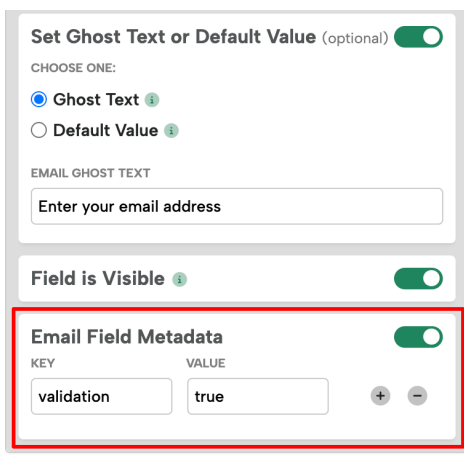
**Button Size**      **Button Position**

WIDTH	HEIGHT	X	Y	CENTER
<input type="text" value="320"/>	<input type="text" value="60"/>	<input type="text" value="40"/>	<input type="text" value="370"/>	<input checked="" type="checkbox"/>

**Field-level: Campaign Editor > Page > Form Tab > Fields > Field:**



... scroll down ...



## Using Metadata

Metadata is intended for use in Custom JS, and access functions are documented in the [Digioh JS API](#) under Campaign Metadata Functions.

Tips and Tricks:

- Metadata configured on your Default breakpoint will act as the source of truth. When metadata is updated on the default breakpoint and saved, it propagates downstream to all breakpoints.
- Metadata is case sensitive.
- Duplicate key names are allowed across different metadata types (e.g. page and element).
- Duplicate key names are **not** allowed in the *same* metadata section.
- Configured Metadata is converted into HTML element *attributes* and so keys must be syntactically valid HTML attribute names. The HTML specification is very forgiving, but we recommend sticking to lower case, underscore (\_) separated key names.
- You may find it more convenient to access metadata using jQuery, e.g.  `$('[my_metadata_key]')`, but be aware that this will return values for metadata anywhere on the campaign, so you may need to restrict the query to a specific campaign page, e.g.  `$('#ep1layout').find('[my_metadata_key]')`