

B2B Attributes

B2B attributes are similar to [customer attributes](#), but applied specifically to B2B accounts or individual users. For instance, a "birthdate" or "gender" attribute could be used for a user, while a "logo" attribute could be used for an account.

As with customer attributes, you can configure B2B attributes to display only in Admin, or in both Admin and on the storefront. You can also specify whether the definition or selection of associated values can be done by shoppers, administrators, or both. You can choose various input and data types with various input parameters.

Create a B2B Attribute

To create a B2B attribute:

1. Go to **System > Schema > B2B Attributes**.
2. Click **Create New B2B Attribute**.
3. Enter an **Attribute Label**. Keep in mind that this may appear on the storefront if you specify it to display there with the next step.
 - If you want to give it a different name for administration purposes, edit the **Administration Name**. The default name is the **Attribute Label**.
 - If you want to customize the **Attribute Code**, edit the value accordingly. This field automatically populates based on the **Attribute Label**.
4. Select a **Display Group**. This field determines whether the attribute displays in the Admin UI only or in both the Admin and storefront.
5. Select a **Value Source** to determine whether this attribute's value can be set via the Admin UI and/or Storefront. If you chose the Admin Only display group, then Admin Entered is the only valid source.
6. Select an **Input Type**.
 - If you choose **List**, select a **Data Type** and enter the selection options in the **Values** field.
 - If you choose **Text box**, select a **Data Type**. Optionally, you can define input parameters in the **Min char/val** and **Max char/val** fields, or enter a regular expression in the **Input validation** field.
 - If you choose **Text area**, you can optionally define a **Max char** value.
 - If you choose **Date**, you can optionally define a start and/or end date for the selectable range.
7. Click **Save**. The attribute can now be applied to either account configurations or individual users, as with customer attributes.

