What is the maximum number of characters in a campaign option field (string)?

Deployteq - Suzanne Martens - 2026-02-25 - Comments (0) - Campaigns

By default, a campaign option field contains 265 characters. In some cases, this may not be sufficient. You can request an extension for one or more fields via our Support department.

After expansion, a campaign option field of the *string* type can contain up to 5,000 characters.

In practice, this is more than sufficient for most use cases.

Do you still require more space? Please contact Support, and we will be happy to help you find the best solution.