



[Knowledgebase](#) > [Features](#) > [Tags](#) > [Creating tags](#)

# Creating tags

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## Table of contents

1. [Creating Tag\(s\)](#)
  - [Tag Details Panel](#)
2. [Deleting a Tag](#)

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## Creating Tag(s)

Tags are applied at the individual contact level to categorize and organize C=contacts based on specific criteria. To create a Tag, follow these steps:

1. Navigate to "**Audience**" on the left panel, and click "**Tags**" under it, as illustrated in the image below.
2. On the main **Tags** page, click the "**Add Tag**" button from the top right to create a new tag.
3. A "**Create a New Tag**" popup form will appear, prompting you to fill in the following mandatory field:
  - **Tag Name:** Enter the name of the tag that you will later add to the contacts. For example, "**Non Active Customer**" is being entered in the image below. Learn more about [Tagging contacts](#).
4. After filling in the **Tag Name**, click **Create**.



5. Upon successfully creating a new tag, the following will occur:
  - The new tag will be created, and a success notification popup will appear at the top-right corner of the page, as shown in the image below.
  - The main **Tags** page will automatically refresh to display the newly created tag.



## Tag Details Panel

To view the details of the newly created tag, follow these steps:

1. On the main **Tags** page, navigate to the desired tag name, for example, '**Non Active customer**,' as shown in the image below.
2. Click the **arrow symbol (>)** located on the right side of the desired tag name to open its detail panel.



3. The **Tag Detail** panel displays the tag name at the top, accompanied by a pencil icon for renaming if desired. Additionally, under the tag name is a "**Contacts**" section indicating whether this tag has been added to contact(s). Learn more about [Tagging contacts](#).




## Deleting a Tag

In case a tag is no longer needed, it can easily be deleted. To delete a tag, follow these steps:

1. On the main **Tags** page, navigate to the desired tag name, for example, '**Non Active customer**,' as shown in the image below.
2. Click the **arrow symbol (>)** located on the right side of the desired tag name to open its detail panel.



3. On the tag detail panel, click the '**bin**'  button.
4. A "**Delete Tag**" popup window will appear to confirm the deletion action. Click the "**Delete**" button to confirm your intention.



5. After successfully deleting the tag, a success notification popup will appear at the top-right corner of the page. The main **Tags** page will automatically refresh and the deleted tag will be permanently removed from the system.

 To remove a tag from a contact, use the **Contact Details** page of that contact. Learn more about [removing tag\(s\) from a contact](#).

