

Introduction to Objects and Properties

In OnceHub, data is structured into **Objects** and **Properties**. An **Object** acts as a container for a specific category of information (e.g., a booking or a guest), while **Object Properties** are the individual data points stored within those containers (e.g., meeting time or email address).

Understanding this structure allows you to capture information accurately and synchronize it across your integrated workflows.

Understanding the Three Types of Objects

Before creating **Object Properties**, you must first determine which of the three **Objects** the data should be assigned to: Contact, Meeting, or Conversation. Each **Object** serves a unique purpose in your customer's data flow and dictates how its properties are managed.

Contact

The **Contact object** stores persistent data about an individual. Use this for properties that remain the same regardless of how many times the person interacts with you.

For example:

- Company name
- Job title
- Email address

Meeting

The **Meeting object** captures data specific to a meeting. Use this when the properties are unique to a particular appointment rather than the person attending.

For example:

- Reason for scheduling
- Specific goals for the session
- Preparation requirements

Conversation

The **Conversation object** is used for data specific to a conversation, rather than to a person or meeting. It is ideal for qualifying leads or gathering general inquiries.

For example:

- Budget

- Integration needs
 - Purchase timeframe
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Understanding the Two Types of Object Properties

Once you have selected an Object, you will work with two types of Object Properties: **System Properties** and **Custom Properties**.

System Properties

These are the standard data points built into every **Object** by default when you create your OnceHub account. They offer the following core features:

- **Permanent Access:** These properties are permanent and cannot be archived.
- **Native Integration:** System Properties are automatically available on Meeting and Contact Objects for use in the [API](#), [webhooks](#), and [Zapier](#).
- **CRM Updates:** They are designed to [update your CRM records automatically](#).

Custom Properties

These are user-defined data points that you add to an **Object** to capture specific information unique to your business. They offer the following core features:

- **Archivable Data:** These properties can be archived as your data requirements change.
 - **Data Arrays:** All custom properties are grouped together in a `custom_fields[]` array for use in the [API](#), [webhooks](#), and [Zapier](#).
 - **CRM Updates:** They can be used to [update your CRM records automatically](#).
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For instructions on how to create **Object Properties**, please see our [Managing Properties](#) article.
