MARKETING HUB Quick Reference Guide
Finding and Downloading Digital Assets with Asset Finder

When digital assets are added to the Digital Asset Management system, the asset's metadata as well as the content of Microsoft Office and PDF documents are extracted and made searchable. Asset Finder is a power and intuitive tool that searches this metadata and content for you so you can download the asset instantly or create a collection of assets to download in bulk.

Step 1: Search for Digital Assets

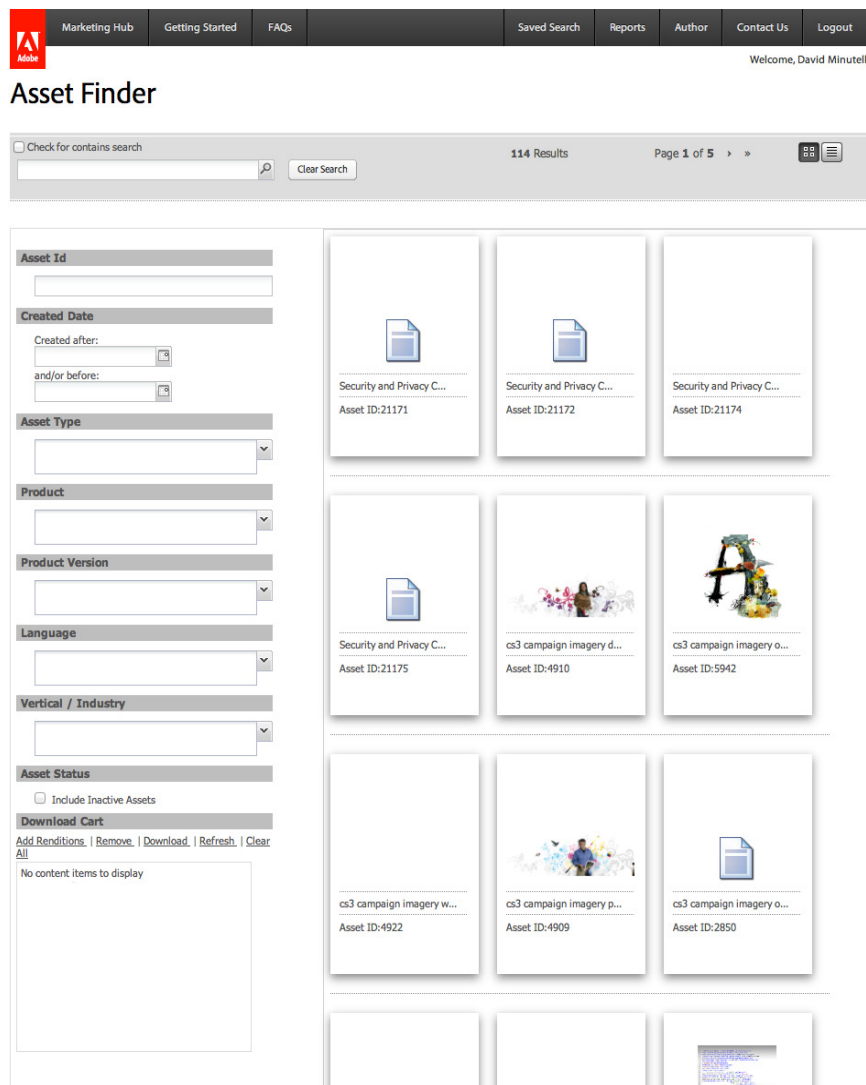The following picture shows the Asset Finder search form.

1. Log into Marketing Hub. See *Quick Reference Guide: Logging In* for instructions on how to log in.
2. Enter relevant keywords into the search field and click on the magnifying glass to search using those keywords.
3. Narrow your search by entering additional filters. See *Shortcut: Asset Finder Form Details* for an explanation of each of the Asset Finder Form fields.

NOTE:
There may be several pages of assets that have been retrieved. To cycle through the pages of results, click on the < and > to view one page at a time. The double arrowheads (<< >>) will go to the first and last page of results respectively.

TIPS:
- The search field has two useful features to help you search:
  1. Autocomplete - offers searches that might be similar to the one you're typing.
  2. Did You Mean - offers suggestions in case of a misspelling.
- You can change the view from Mosaic view (shown) to List View (smaller thumbnails with longer space to show the asset titles) by clicking on the appropriate view buttons (top right of Asset Finder).
- Filters that have pull-down lists can also be populated by typing a value directly in the field. Asset Finder will match the text you type to possible options in the list.

Step 2: Download the Asset(s)

The following picture shows the Asset Viewer.

There are two methods of downloading an asset rendition (or multiple asset renditions):

1. Instant Download - useful for downloading a single asset's rendition(s) at a time.
2. Download Cart - useful for downloading several different asset's rendition(s). Selected renditions get added to the cart and can be downloaded as a single zip file.

1. To download instantly or add to the Download Cart, you can either:
   - Double Click on the asset to open Asset Viewer and click the **Download Rendition** or **Add to Download cart** links.
   - Hover over the asset and click on the **Download Asset** or **Send Rendition to Cart** buttons.
2. When you add an asset to the Download Cart or instantly download, a popup window will appear asking you to choose which renditions to download. Select the renditions you want by checking the check box(es) and choose **Add** (for Download Cart) or **Download** (for instant download).
3. If you added assets to the Download Cart, choose the Download link to download all the asset renditions you added. The renditions will be downloaded as a single zip file.

NOTE:
You can remove a rendition in the Download cart by highlighting it in the cart and choosing the **Remove** link. You can also clear all renditions by clicking on the **Clear All** link.

TIP:
You can see the full title of the assets by hovering over the asset with your cursor.

The following picture shows the hover menu.

The following picture shows the rendition popup window.

Step 3: Send a Link (Optional)

The following picture shows Send Link form.

If you want to send a link to a specific asset to another Marketing Hub user, the process is similar to downloading asset renditions. There are two ways to send a link to an asset:
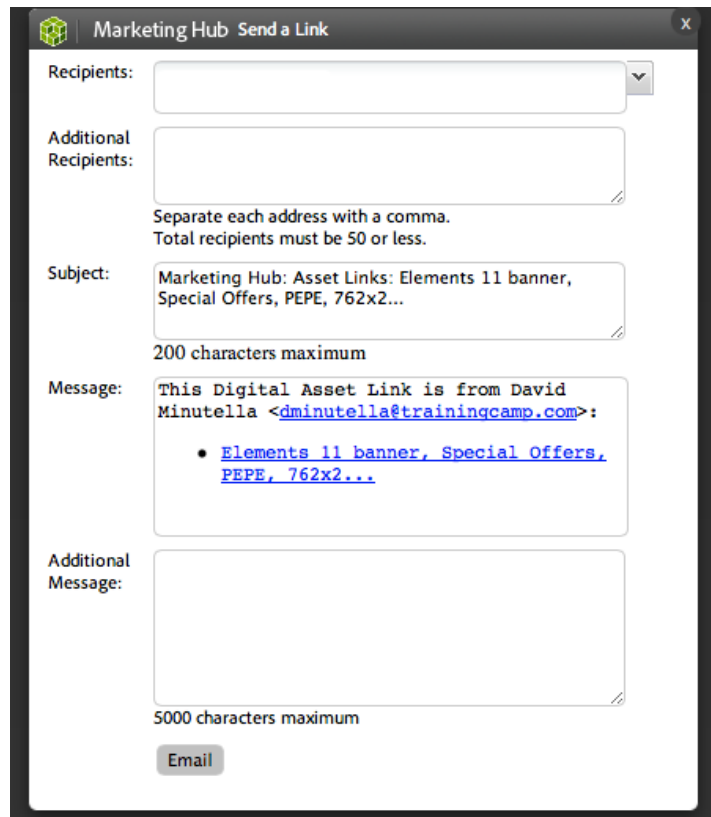
1. On the hover menu, click the **Send Link** button.
2. In Asset Viewer, click on the **Send Link** hyperlink.

1. Choose the recipient(s) in the dropdown menu. Adobe employees are listed by their last names. There is also an alphabetical listing of vendors on the **Vendor** tab.
2. If you can not find the Marketing Hub user in the list, you can also type their email address(es) in the **Additional Recipients** field.
3. You can customize the Subject if a different title is desired.
4. If there is additional information that needs to be in the email, you can add that in the **Additional Message** area and it will be added to the email that is sent.
5. Click the Email button.

NOTE:
The recipient(s) of the link must have access to Marketing Hub.

TIP:
You can type the last name of the recipient in the Recipient Field. Asset Finder will match the text you type to possible options in the list.
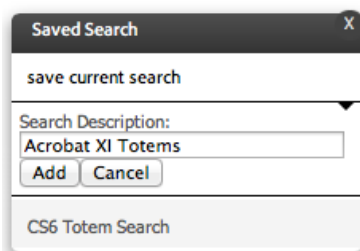
Step 4: Save a Search (Optional)

The following picture shows Saved Search popup.

1. If you want to save a search with the parameters that you specified for later use, click on the **Saved Search** menu button on the Navigation Bar at the top of Asset Finder.
2. A popup window will appear with a list of any saved searches. Click on the **save current search** link.
3. Add a search description for thew new search.
4. Click on the **Add** button.