



MARKETING HUB

Asset Publisher Certification Program Overview

The Marketing Hub Asset Publisher Certification is a formal training program for earning rights to add and edit digital assets in the Marketing Hub, Adobe's executive-approved central repository for all global marketing digital assets.

In order to maintain data quality within the Marketing Hub, 2 hours of live training and a skills assessment must be completed before rights are granted. Upon successful completion, certified asset publishers will receive author access. In addition, a letter of certification and a congratulatory gift will be mailed to each participant.

To qualify for the Asset Publisher Certification program, users must either create and publish digital assets or have a business need to modify digital assets on a weekly or bimonthly basis. Primary vendors are authorized two asset publishers per agency. Requests for additional assets publishers will be evaluated on a case-by-case basis.

To request asset publisher rights and begin Asset Publisher Certification, send an email to MarketingHubTraining@adobe.com. In the email, please estimate how often you will be posting assets as well as the types of assets that you'll be posting most often.

Program Requirements:

1. Completion of the live Connect class: Adding and Editing Digital Assets (120 minutes).
To view upcoming offerings and to register for a class, visit the training calendar posted on the *Marketing Hub Training* page.
2. Completion and submission of the Asset Publisher Certification Assessment.
After attending the required training, program participants will receive an email with the Asset Publisher Certification assessment form attached. The form includes login details for the Marketing Hub training environment and instructions for completing the assessment. When finished with the assessment, program participants must submit their completed form for review and approval.

NOTE: It is presumed that those participating in the Asset Publisher Certification program are comfortable with the Asset Finder search tool. Those brand new to the Marketing Hub should complete the Quick Hits for Asset Finder prior to attending the live Connect training.

Resources:

The *Asset Publisher Training Resources Portfolio* contains reference materials to assist asset publishers. The materials within the portfolio should be printed prior to attending the live training class.

One-on-one coaching and assistance to complete the Asset Publisher Certification Assessment is available. Contact MarketingHubTraining@adobe.com if you need help.

Questions:

General system support: MarketingHub@adobe.com

Asset publishing support: MarketingHubPublishers@adobe.com

Training support: MarketingHubTraining@adobe.com