MARKETING HUB Shortcut

Asset Metadata Form

When publishing new assets to the Marketing Hub, at minimum, complete each of the required fields indicated by the red exclamation mark icon. The more metadata that you complete, the better chance the asset can be found easily in Asset Finder. See the corresponding number for details about each field.

1. **ASSET ID:** Automatically generated number assigned by the system.

2. **TITLE:** The overall descriptive name of the asset that will be seen when users browse assets and in asset reports.

3. **DESCRIPTION:** An optional description to explain the characteristics of the asset. There is no character limit.

4. **ASSET TYPE:** Indicates the type of asset that is being published.

5. **USE RESTRICTIONS:** Used to define limitations on who/how/when/where the asset may be used. If restrictions are listed when the asset is downloaded, a window will appear with the details, which must be read and accepted for the download to complete.

6. **LEGAL EXPIRATION:** Used to capture legal expiration dates. The asset will automatically be unpublished on the date entered at midnight EST.

7. **USE STATUS:** Default value is Active, but can be set to Inactive if the asset is depreciated or retired. Inactive assets will not show up in Asset Finder search results, unless the **Include Inactive Assets** checkbox is selected.

8. **KEYWORDS:** Used to capture additional terms that users may use when searching for the asset. Since all metadata fields are indexed and consequently searchable, the keywords in this field could contain values that do not correspond with the rest of the metadata fields.

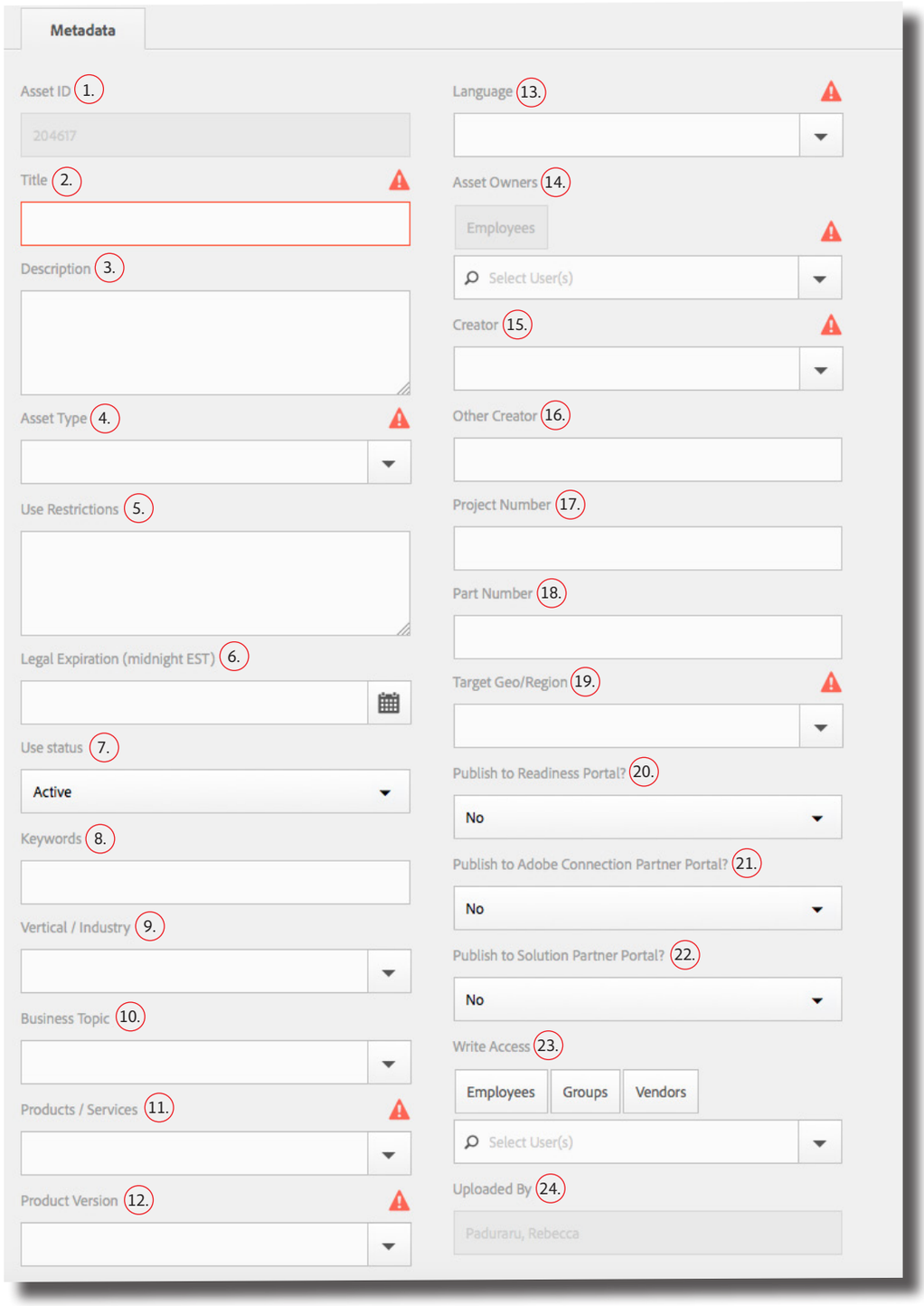
9. **VERTICAL/INDUSTRY:** A list of industry sectors to which the asset may coincide. Multiple industries can be specified. The parent industry can be chosen as well the corresponding children sub-sectors.

10. **BUSINESS TOPIC:** A list of Digital Marketing business topics. Select the topic that coincides with the asset's content.

11. **PRODUCTS/SERVICES:** A list of Adobe products and services. Multiple products/services can be chosen. If no products or services are applicable, select N/A.

12. **PRODUCT VERSION:** A list of Adobe product versions. Multiple product versions can be chosen. If product version is not applicable, select N/A.

13. **LANGUAGE:** Indicates the language of the asset. If the asset has no text, select N/A.



14. **ASSET OWNERS:** Indicates the Adobe employee who is responsible for maintaining the asset. Multiple asset owners can be specified.

15. **CREATOR:** Indicates the Adobe team or vendor who created the asset.

16. **OTHER CREATOR:** Used to identify the creator of the asset when the Adobe team or vendor is not found in the Creator field.

17. **PROJECT NUMBER:** Used to capture Adobe project numbers associated with the asset.

18. **PART NUMBER:** Used to capture Adobe part numbers associated with the asset.

19. **TARGET GEO/REGION:** Indicates the locale(s) the asset may be used. If the asset can be used worldwide, select Global. If it is intended for a specific country, select the country within the region.

20. **PUBLISH TO READINESS PORTAL?:** Defaults to No. Select Yes, if the asset should be published to Readiness (Adobe's internal sales enablement portal). Leave as No, if the asset should not.

21. **PUBLISH TO ADOBE CONNECTION PARTNER PORTAL?:** Defaults to No. Select Yes, if the asset should be published to Adobe Connection Partner Portal (an external content repository for Adobe partners). Leave as No, if the asset should not.

21. **PUBLISH TO SOLUTION PARTNER PORTAL?:** Defaults to No. Select Yes, if the asset should be published to Solution Partner Portal (an external content repository for Adobe partners). Leave as No, if the asset should not.

23. **WRITE ACCESS:** Employees or vendors specified in this list are given permission to edit the asset. Multiple users can be granted write access.

24. **UPLOADED BY:** Indicates the user who created the asset in the DAM. The field is automatically populated by the system.

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