MARKETING HUB Portfolio
Author Training Resources

Use the following resources to learn about how to upload and edit assets in the Marketing Hub.

• Quick Reference Guide: Adding Assets & Editing Metadata

• Quick Reference Guide: Editing Metadata in Bulk

• Quick Reference Guide: Managing Renditions

• Quick Reference Guide: Managing Versions

• Shortcut: Asset Metadata Form

• Reference: Approved Marketing Hub Language Abbreviations

• Reference: File Formats that Render Thumbnails

Need a new folder created in the system for you? Submit a *Marketing Hub New Folder Request* to have a Marketing Hub system administrator configure the folder.

Have a question about managing assets in the Marketing Hub that these resources do no cover? Email MarketingHub@adobe.com.

MARKETING HUB Quick Reference Guide
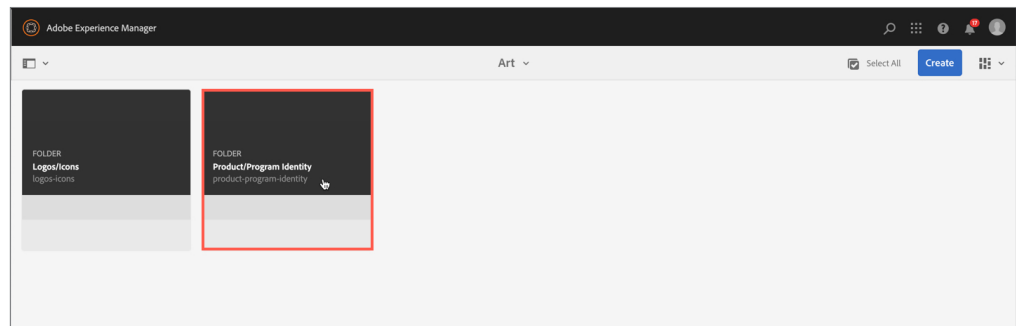## Adding Assets & Editing Metadata

HOW TO ...
- Upload assets
- Edit asset metadata
- Publish assets to Brand Portal
- Unpublish assets from Brand Portal

The Assets console lets you upload final assets such as documents, images and videos to the Marketing Hub for long term storage. After upload, you can easily manage the assets by adding relevant metadata to enable findability and publish the assets to the Brand Portal for distribution to the global marketing organization and extended marketing and business teams.
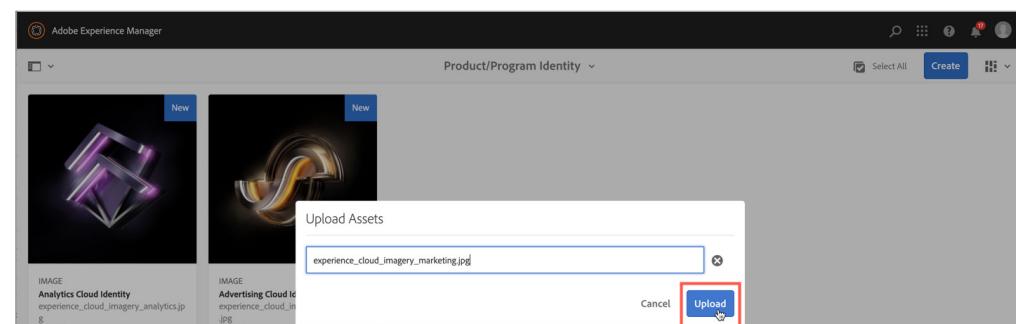
Uploading assets

1. Navigate to the location where you want to add your asset(s).

NOTES
- The file(s) you upload here should be source files. To see the process for adding renditions, refer to *Quick Reference Guide: Managing Renditions*.
- To select multiple files, press the Cmd or Ctrl key and select the assets in the file picker dialog.
- In a browser that supports HTML5, you can drag and drop the assets directly into the folder, but be aware that the dialog box will not display.

2. On the toolbar, click the **Create** icon and choose **Files** from the menu. Select the source file for the asset(s) you want to upload.
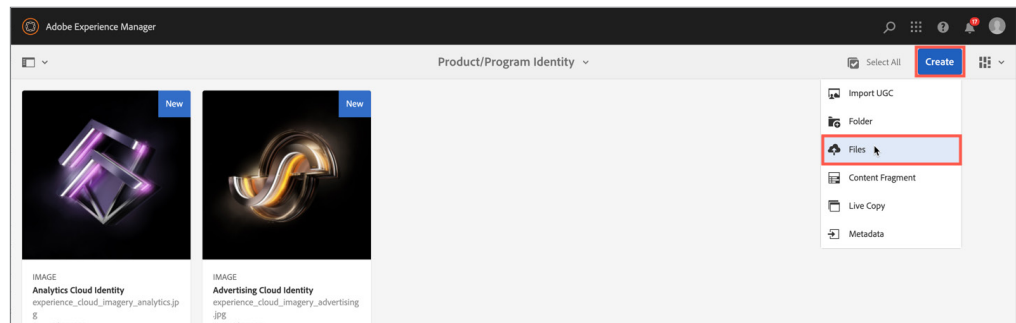
3. In the Upload Assets dialog box, rename the file(s) to align with the Marketing Hub file naming guidelines and click **Upload**.

IMPORTANT
The source file name is used by AEM to create the asset path and is included in the downloaded rendition file names. The source file you are uploading MUST NOT include any rendition details in the file name. For examples, see *File Name Guidelines (page 5)*.

4. The Upload Assets dialog box shows the progress of your asset upload. Click **Cancel** if you need to stop the upload before it completes.
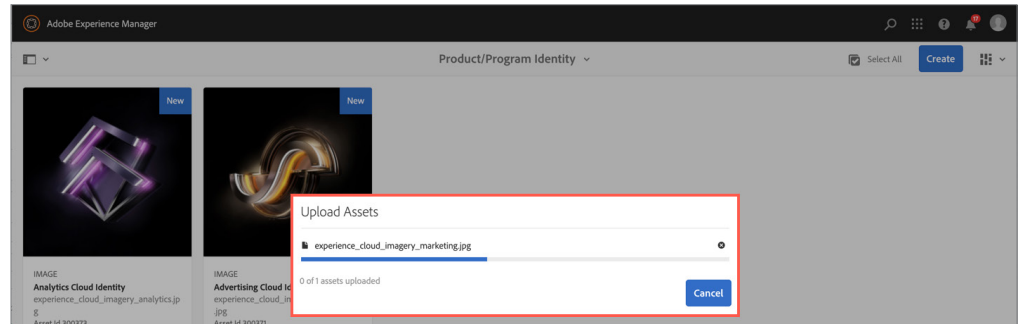
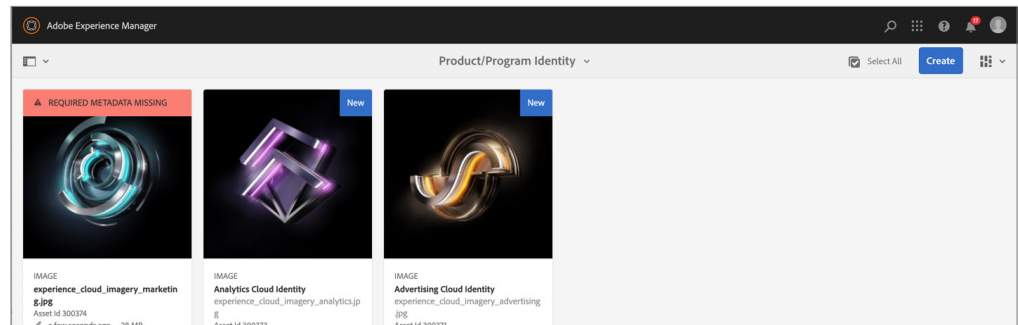5. An asset thumbnail will appear when the processing workflow is complete. A red **Required Metadata Missing** banner will appear across the asset card until all required metadata fields have been entered.
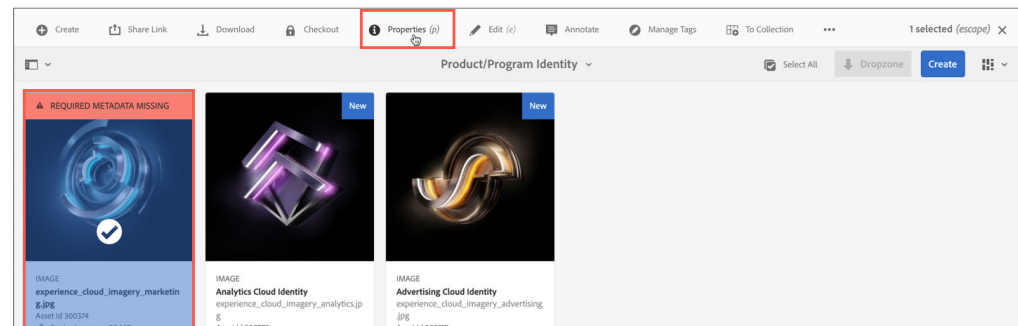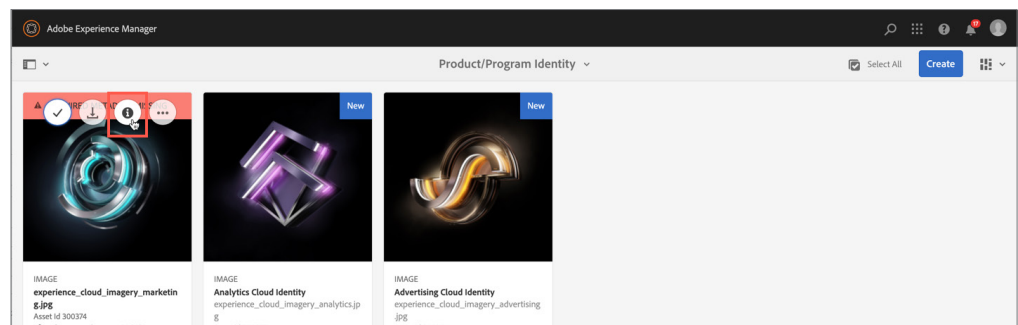
Editing asset metadata

1. Navigate to the location of the asset that you want to edit. Select the asset, and click **Properties**.

2. Alternatively, hover the pointer over the asset and click the **Properties** icon from the quick action thumbnails.

3. In the properties page, add or update the asset metadata. Required fields are indicated by the red exclamation mark icons.

4. Metadata tags are indicated by a check mark icon. To open the tag selection window, click the **Check Mark** icon. To choose a metadata tag, click on the **Tag** icon next to the attribute you want to add. Your selection in confirmed by a blue check mark icon. When finished, click **Select**.

5. When all appropriate metadata has been entered, click **Save & Close**.

Publishing assets to Brand Portal

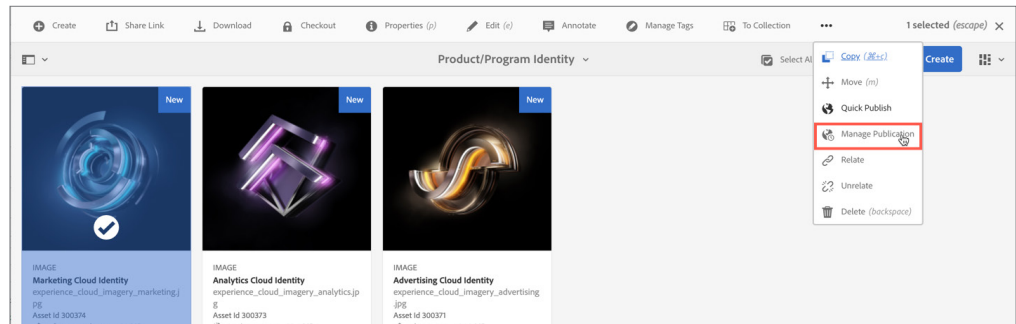1. Navigate to the location of the asset that you want to publish. Select the asset, click **Quick Publish**, and then click **Publish to Brand Portal** to publish the asset now.
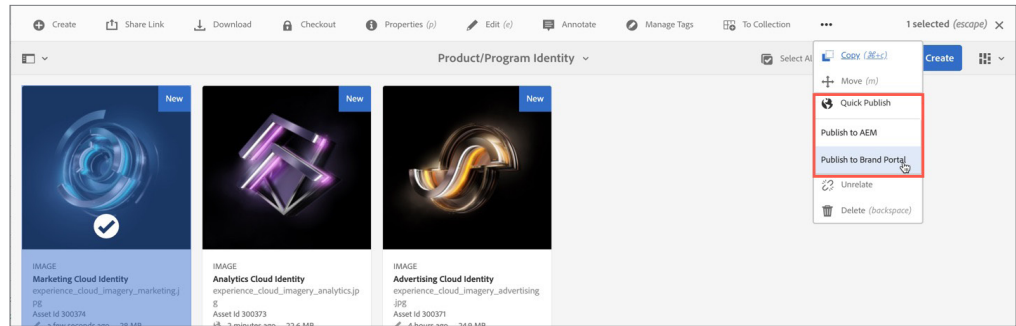
2. To publish the asset later, select **Manage Publication**.

3. In the Manage Publication wizard, select **Publish to Brand Portal.** Click the **Later** radio button and enter an activation date and time. Click **Next** to complete the wizard.
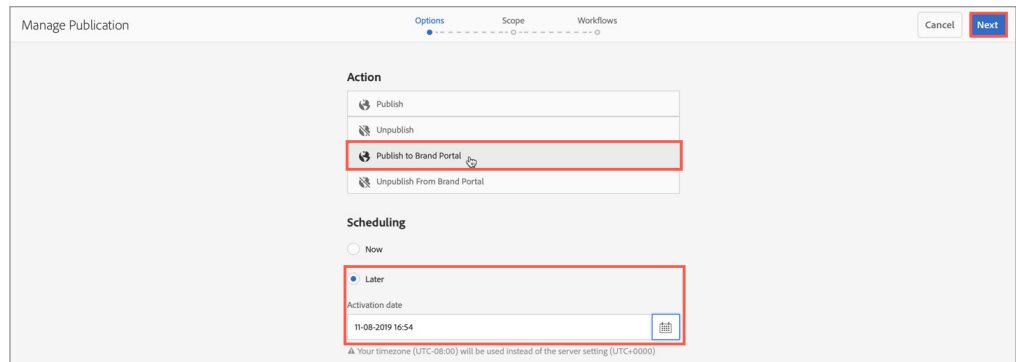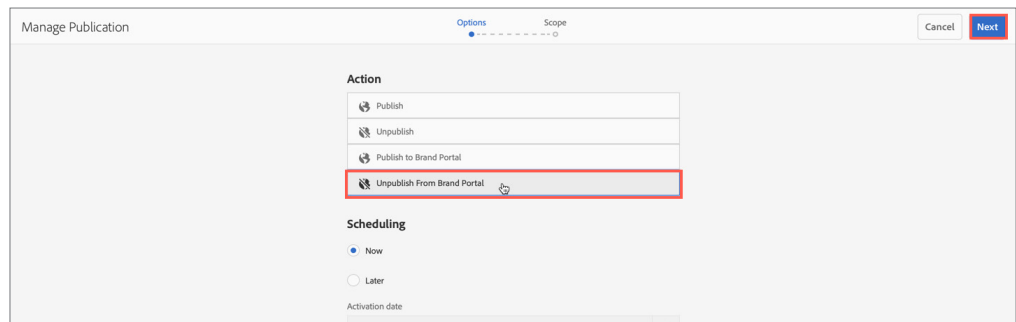
Removing assets from Brand Portal

1. Select the asset and click **Manage Publication**. In the Manage Publications wizard, select **Unpublish from Brand Portal** and click **Next** to complete the wizard.

4

ASSET TITLE

DEFINITION:

The asset title is the overall descriptive name of the asset that will be seen when users browse assets and in asset reports.

NOTES:

- Use the "biggest to smallest rule" to create the asset title—start broad and then get more specific. Include (when applicable): Campaign Program, Segment, Industry/Persona, Product, Product Release, Asset Type, and Language.
- Do NOT include specifics about file format, resolution, color type, size, etc.
- Do NOT abbreviate product names.
- Use spaces not underscores between words.

EXAMPLES:

- Experience Cloud Logo
- Adobe Sign for PROS Smart CPQ Solution Brief - DK
- Commerce Cloud Internet Retailer Webinar Web Banner - UE
- Illustrator CC Facebook Hero with Logo

RENDITION TITLE

DEFINITION:

The rendition title describes what is unique about that specific variant of the asset.

NOTES:

- Only include rendition specific details such as size, resolution, color type or file format.
- Do NOT include spaces between words. Use capitals to distinguish different words.

EXAMPLES:

• 250x250	• HighRes	• CMYK	• PDF
• 728x90	• LowRes	• RGB	• Comp

FILE NAME

DEFINITION:

The file name is the name of the actual file that is uploaded to the Marketing Hub.

NOTES:

- Use underscores or hyphens between words to keep file names readable.
- Use Marketing Hub language abbreviations in file names when text is present.
- Do NOT include version numbers (e.g., v2 or rev2) or dates in the file names.
- Do NOT include project numbers that have no meaning to the general user.

EXAMPLES:

- Adobe_Red_Tag_Logo_Bottom.png
- Photoshop_Black_Friday_Promo_Web_Banner_FR.psd
- EXL_Onboarding_Email_Blast3_UK.html
- EDU_K12_Graduation_2018_Postcard_UE.zip

IMPORTANT
The source file name is used by AEM to create the asset path and is included in the downloaded rendition file names. The source file you are uploading MUST NOT include any rendition details in the file name. For how to rename files during asset upload, refer to *Uploading assets (page 1)*.

MARKETING HUB Quick Reference Guide
## Editing Metadata in Bulk

The bulk metadata editor enables authors to edit the metadata of multiple assets simultaneously so you can quickly propagate common metadata changes to assets. Use of the editor both saves time and helps ensure metadata consistency. While the editor can be used for updating any group of assets, it's most helpful when editing the properties for a collection of localized assets or like assets for a specific campaign program or product launch.

## Editing metadata properties for multiple assets

1. Navigate to the location of the assets you want to edit by browsing the folder tree or performing a search.

2. Select the assets for which you want to edit common properties. From the toolbar, click the **Properties** icon to open the bulk metadata editor.
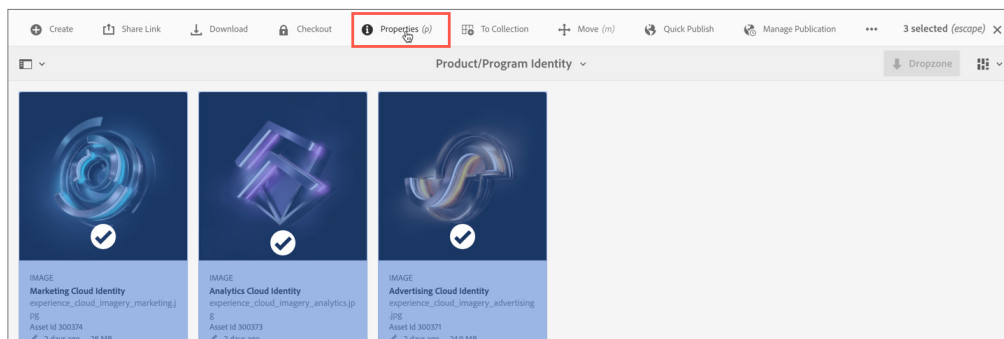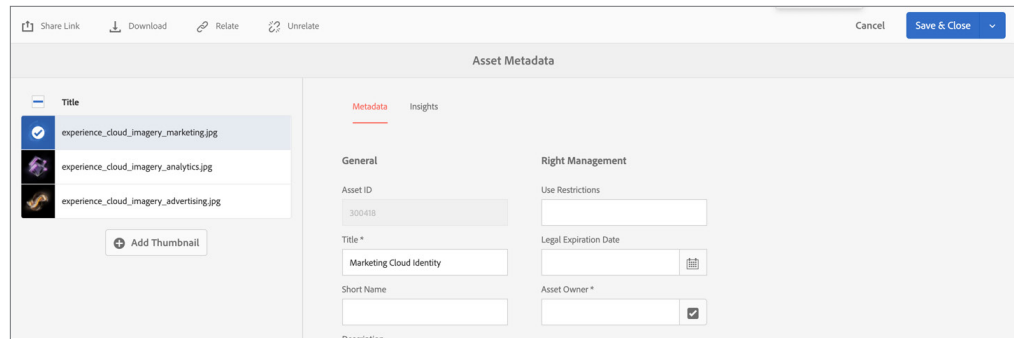

3. In the bulk metadata editor, view and modify the metadata properties for the selected assets.
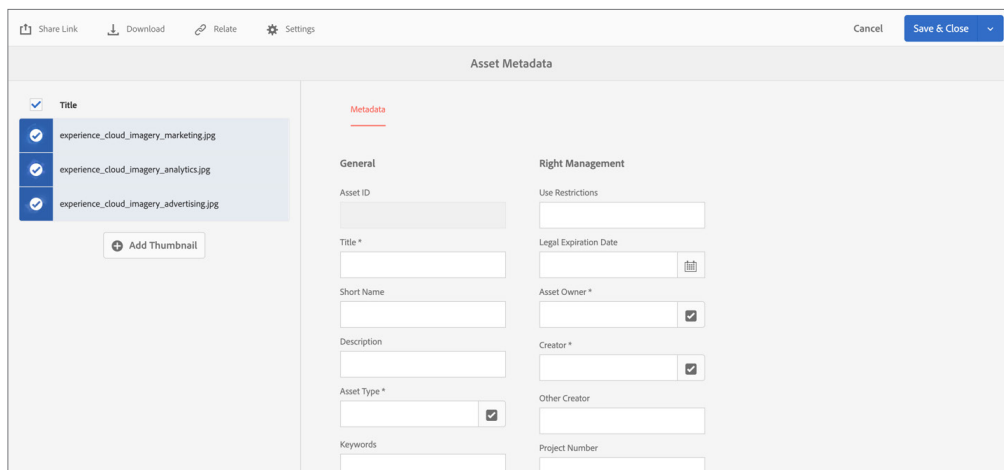
4. To view the metadata for a specific asset, unselect the remaining assets in the list. The metadata editor fields are populated with the metadata for the particular asset.
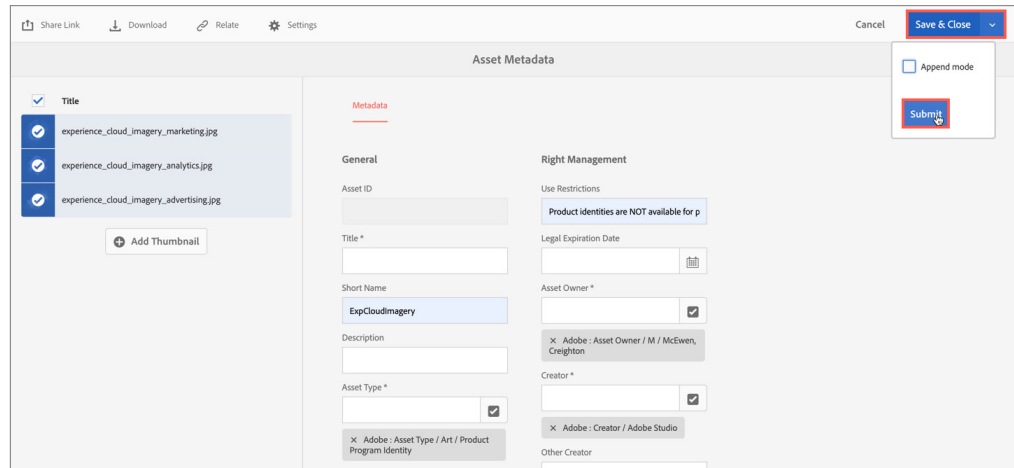

5. When finished adding metadata, click **Save & Close**, and then click **Submit**.

6. The bulk metadata editor closes and a green success banner appears when the metadata form has been submitted successfully.
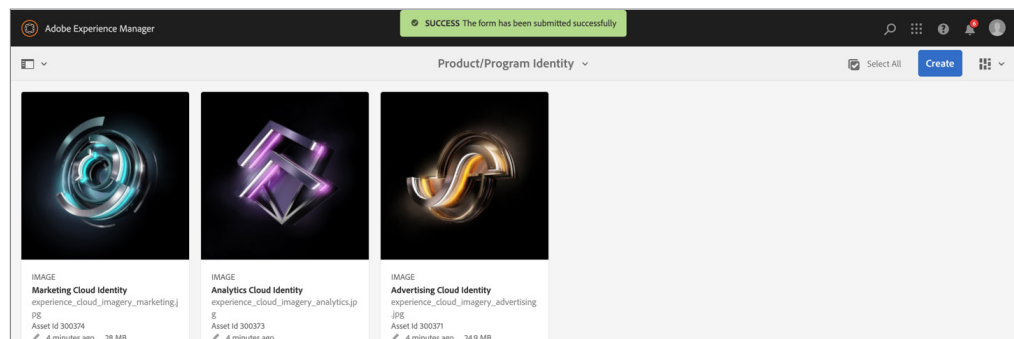
MARKETING HUB Quick Reference Guide
Managing Renditions

Assets added to the Marketing Hub have an original representation of the file that was uploaded. Quite often, it is necessary to add renditions of that asset with some changed characteristic of the original such as a different size, resolution, color type or file format.

Viewing renditions

1. Navigate to the location of the asset for which you want to view renditions. Click the asset card to open the asset details page.
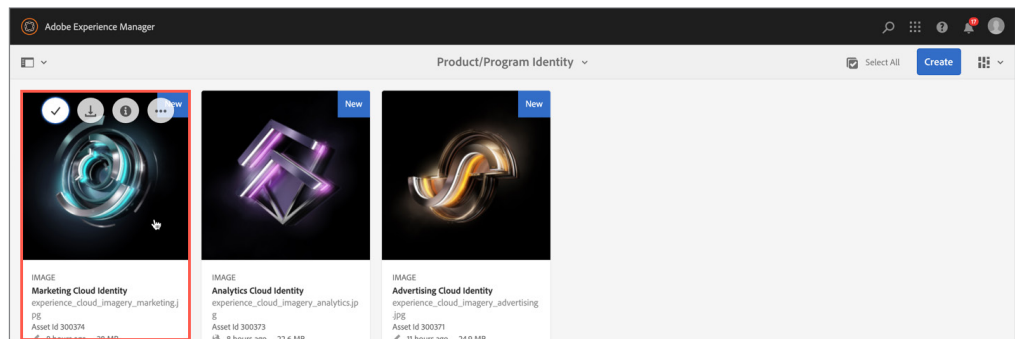
2. Click the overlay icon and select **Renditions**.
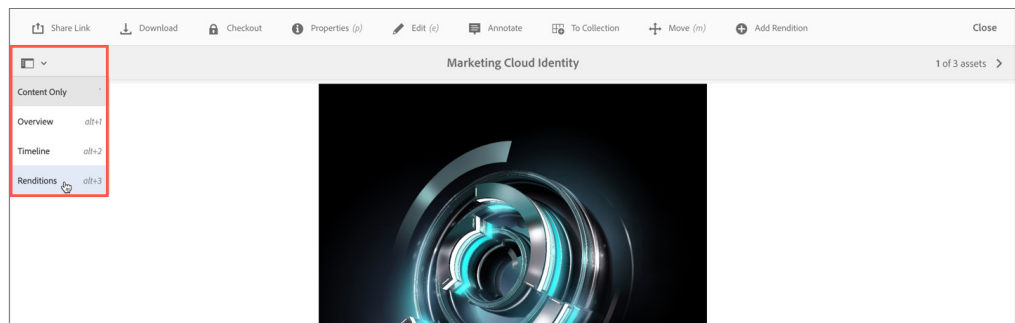
3. The Renditions panel lists the original and all available renditions generated for the asset.
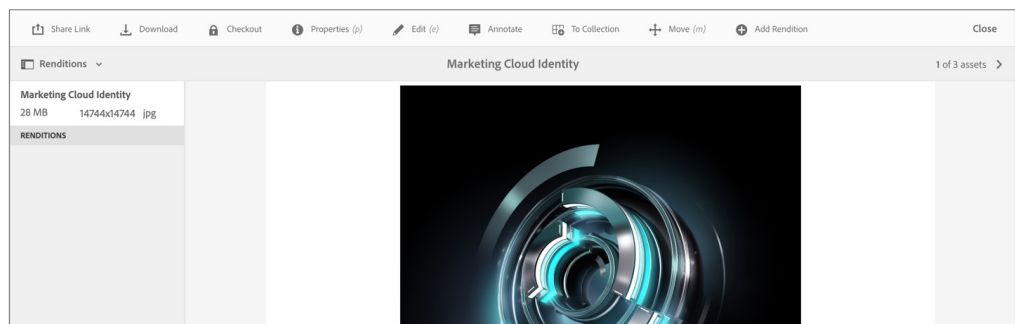
Adding renditions

1. From the asset details page, click **Add Rendition**.
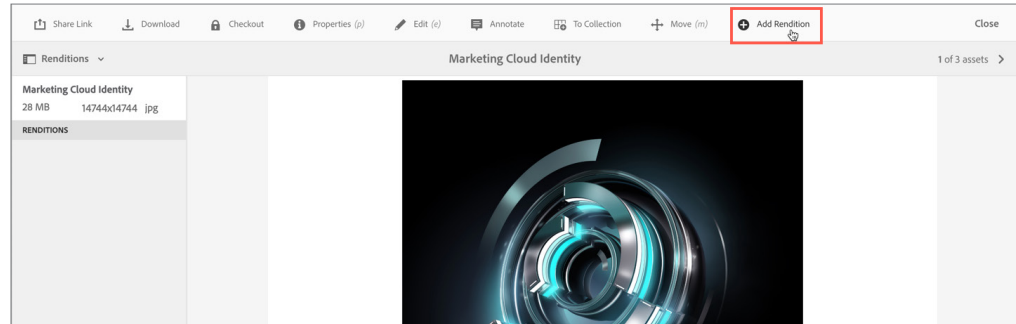
2. In the file picker, select the rendition file(s) you want to upload. In the Rename rendition dialog box, rename the file(s) to align with the Marketing Hub file naming guidelines and click **Ok**.

NOTES
- You can upload one or multiple rendition files at a time. To select multiple files, press and hold the Cmd or Ctrl key and select the desired renditions in the file picker.
- If the uploaded renditions do not appear in the Renditions panel automatically, refresh your browser.
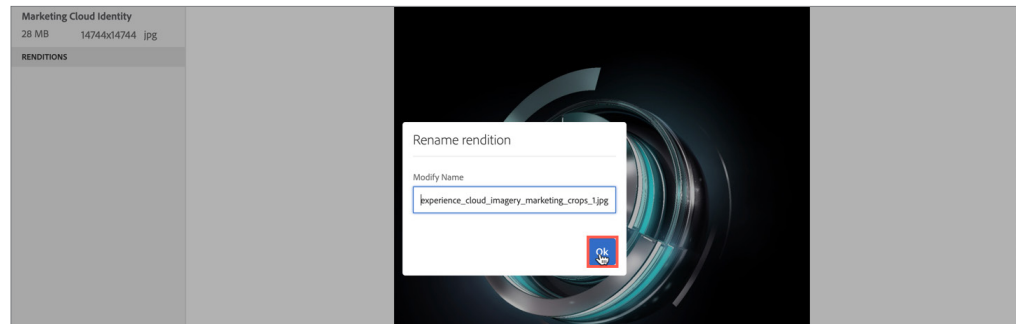
3. An Upload Rendition dialog box will appear when the selected file has uploaded successfully.
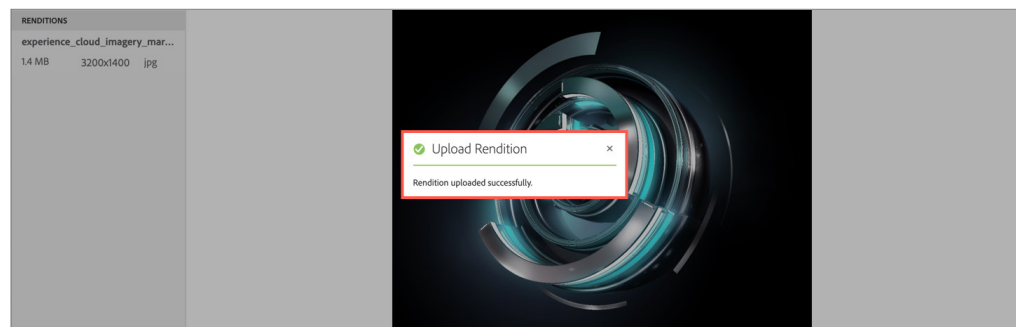
Renaming Rendition Titles

1. Select a rendition listed in the Renditions pane. Click **Rename Rendition**.

NOTE
If you select a rendition from the Renditions panel, the toolbar changes context and displays additional actions that are relevant to renditions.
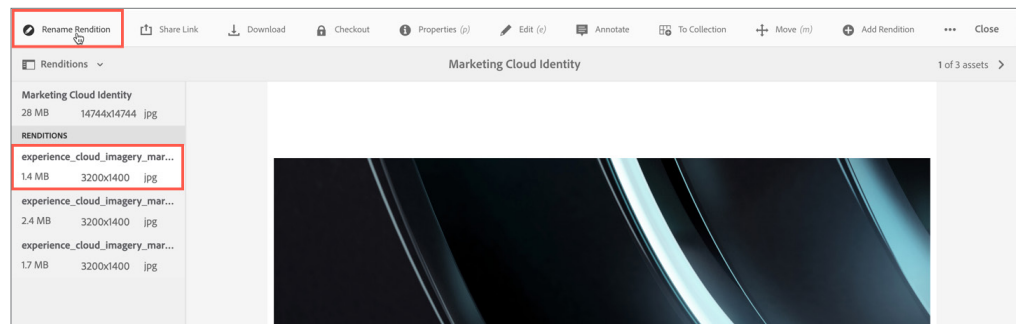
2. Following the Marketing Hub rendition title guidelines, enter the proper rendition title in the **New Title** field. Then, click **Rename**.
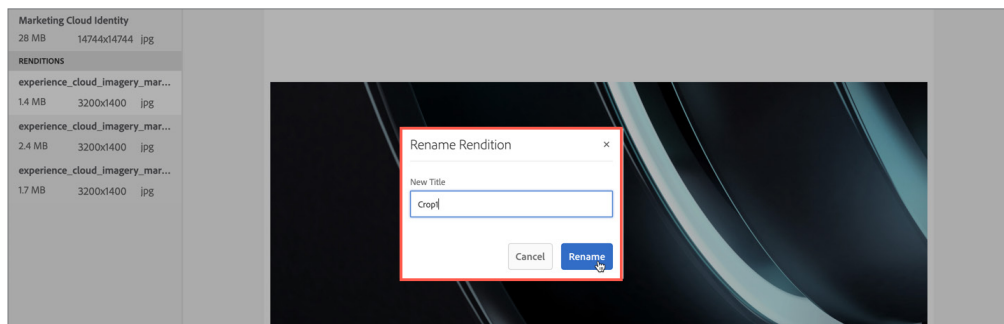
RENDITION TITLE GUIDELINES
DEFINITION:

The rendition title describes what is unique about that specific variant of the asset.

NOTES:
- Only include rendition specific details such as size, resolution, color type or file format.
- Do NOT include spaces between words. Use capitals to distinguish different words.

EXAMPLES:

• 250x250	• HighRes	• RGB	• PDF
• 728x90	• LowRes	• CMYK	• Comp

3. Repeat steps 1 & 2 for each rendition uploaded.

Deleting Renditions

1. If you accidentally upload the wrong file, select the rendition added in error and click **Delete Rendition**.

NOTE
Due to the space restrictions in some windows, the toolbar can quickly become longer than the space available. When this happens additional options appears. Click on the **ellipsis** (the three dots or ...) to open a drop down selector holding all remaining actions.
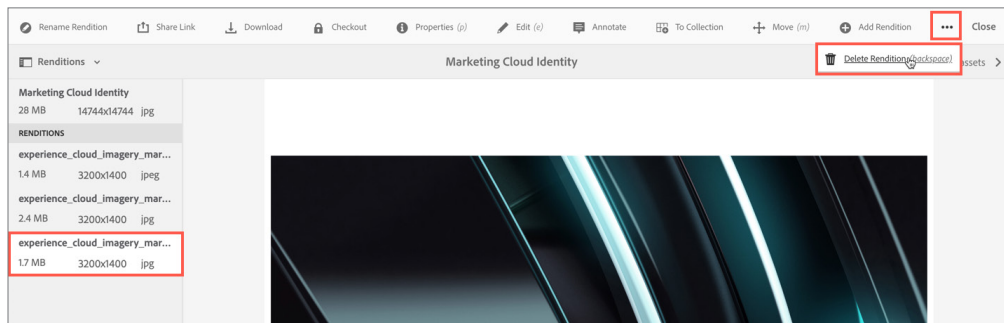
2. In the Delete Rendition dialog box, click **Delete** to confirm the action.
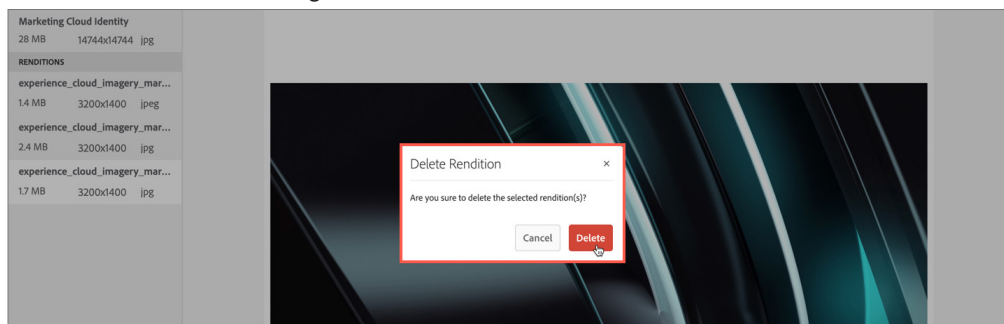
MARKETING HUB Quick Reference Guide
Managing Versions

When an asset has undergone a significant change, you can create a new version of the asset. This process creates a snapshot of the current version and archives it. Additionally, it creates an edit trail that gives you the ability to restore the asset to a previous state of time if ever required.

Viewing versions

1. Navigate to the location of the asset for which you want to create a version. Click the asset card to open its asset details page.
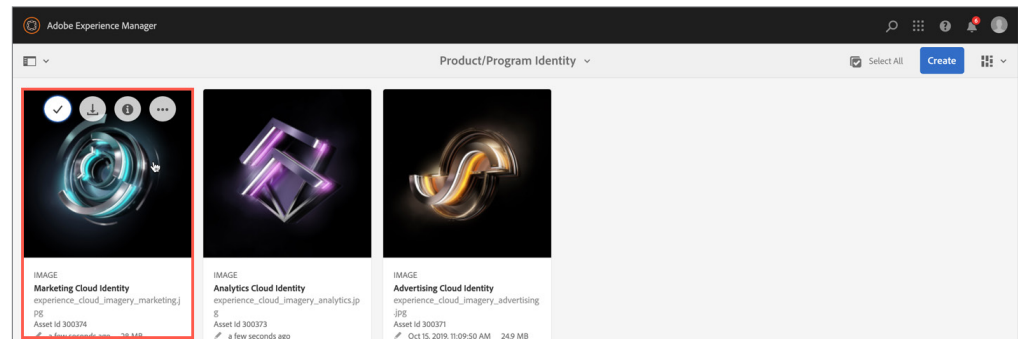
2. Click the overlay icon and select **Timeline** from the menu.
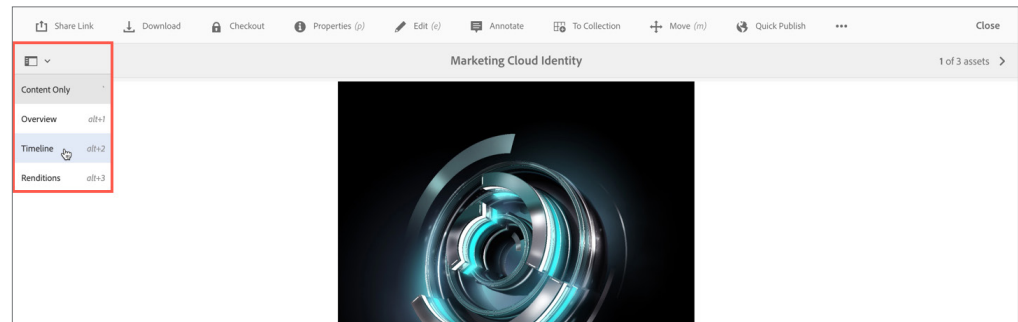
3. Timeline displays the activity stream for all operations performed on the asset, including versions.

TIP
To reduce the list of operations to Versions only, click **Show All** and select **Versions**.
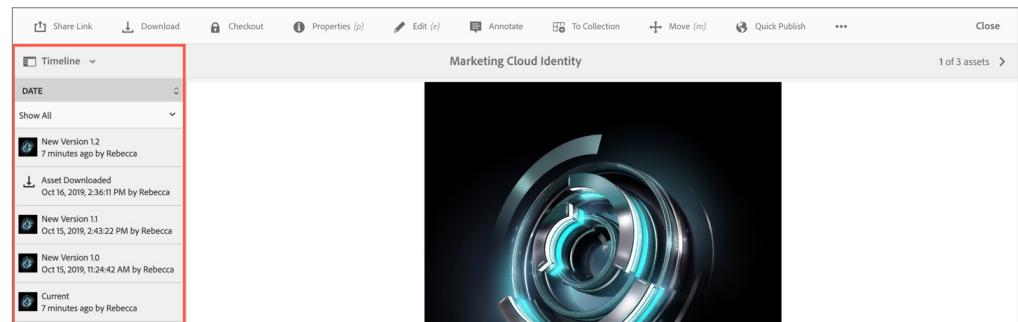
Adding a new version

1. Navigate to the location of the asset that you want to version. On the toolbar, click the **Create** icon and choose **Files** from the menu. Select the updated source file for the asset you want to version.
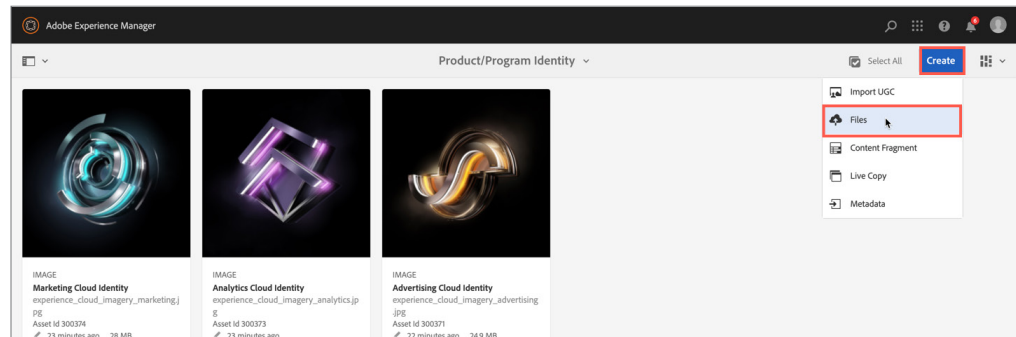
2. In the Upload Assets dialog box, validate the file name matches the name of the original source file that was uploaded to create the asset record. The file names MUST be the same. Once confirmed, click **Upload**.
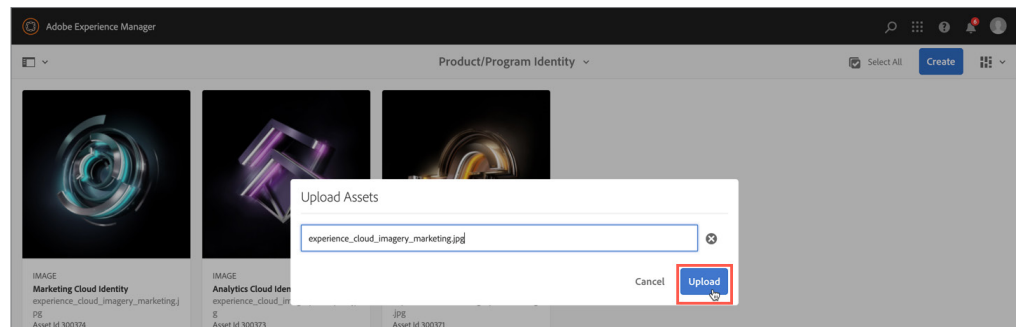
3. In the name conflict dialog box, click **Create Version**.
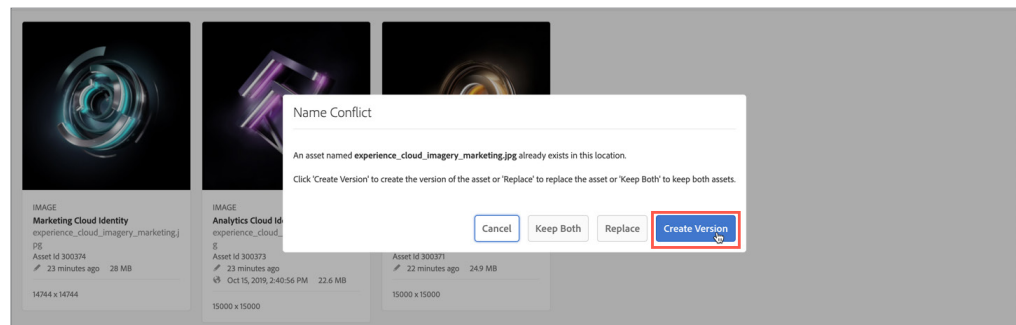
4. Click the asset card to open the asset details page. Click the overlay icon and select **Renditions**.
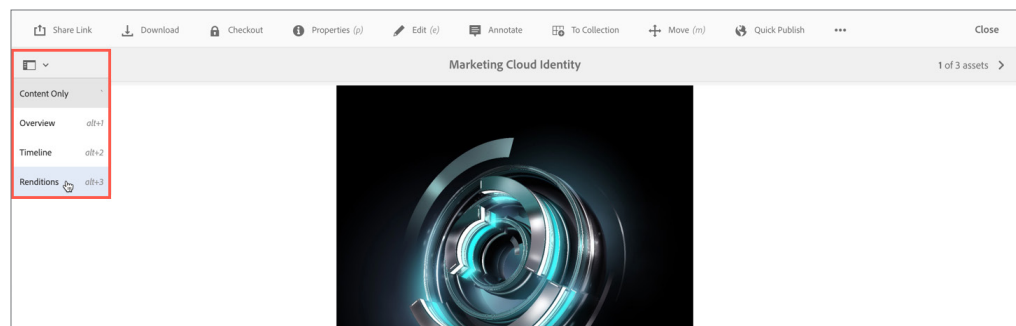
5. Renditions listed are those from the prior version. Select a rendition, and then click **Delete Rendition.**
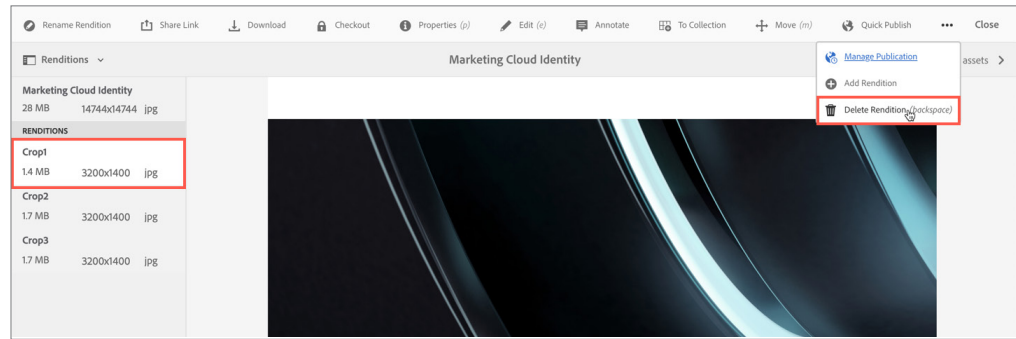
7. Repeat step 5 for all prior renditions. Once complete, upload the updated rendition files.

8. Re-publish the asset to the Brand Portal. Until re-published, users will continue to view and download the previously published version.

Restoring a previous version

1. Navigate to the location of the asset for which you want to view renditions. Click the asset card to open its asset details page.

2. Click the overlay icon and select **Timeline**.
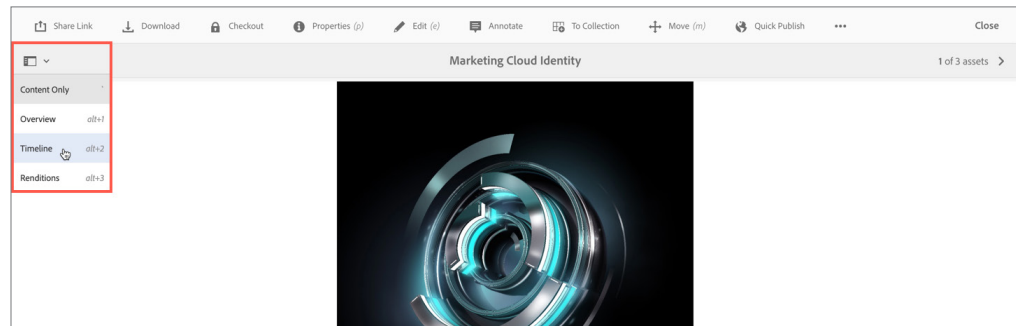
3. From the Timeline, select a prior version. Add a label and comment for the version and then click **Revert to this Version**.

4. If the previous asset had renditions, re-upload the renditions using files stored in your personal records.

5. Re-publish the asset to the Brand Portal. Until re-published, users will continue to view and download the previously published version.

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 in keyword or filter based searches. See the corresponding number for details about each field.

Metadata   Insights

General

1. Asset ID — 300374
2. Title *
3. Short Name
4. Description
5. Asset Type *
6. Keywords
7. Language *
8. Region *
9. Country
10. Product *
11. Product Release
12. Customer Journey Stage
13. Target Audience (Industry)
14. Target Audience (Persona)
15. Use Case

Right Management

16. Use Restrictions
17. Legal Expiration Date
18. Asset Owner *
19. Creator *
20. Other Creator
21. Project Number
22. Write Access
23. Uploaded by

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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. **SHORT NAME:** An optional abbreviated name unique to the asset. Short names are used by DX marketing teams.

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

5. **ASSET TYPE:** Indicates the type of asset that is being published. Only **ONE** asset type attribute should be selected.

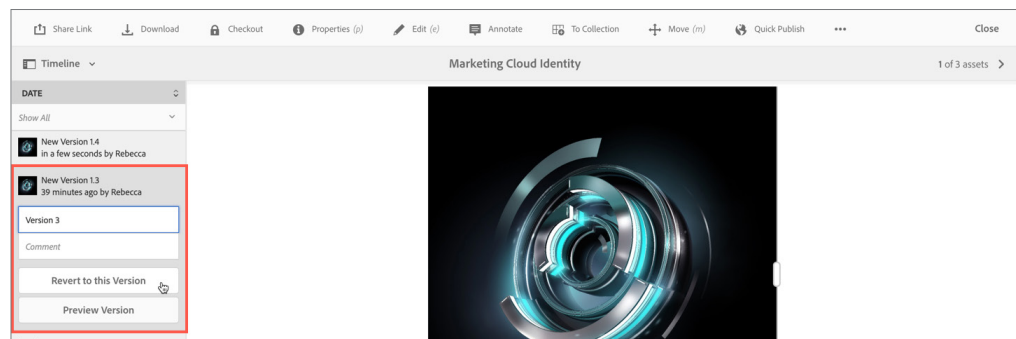6. **KEYWORDS:** Used to capture additional terms that users may use when searching for the asset. Since all metadata fields are indexed and consequently searchable, the keywords in this field should contain values that do not correspond with the rest of the metadata fields.

7. **LANGUAGE:** Indicates the language of the asset. If the asset has no text, select 'NA'.

8. **REGION:** Used to capture the region(s) that the asset was created for. If the asset can be used worldwide, select Global.

9. **COUNTRY:** Used to capture the county or countries that the asset was created for.

10. **PRODUCT:** A list of Adobe products and services. Multiple products and/or services can be chosen. If no products or services are applicable, select 'NA'.

11. **PRODUCT RELEASE:** A list of Adobe product versions and release years. Multiple product release attributes can be chosen.

12. **CUSTOMER JOURNEY STAGE:** A list of customer stages that align with DDOM. Multiple stages can be chosen. If Customer Journey Stage does not apply to the asset being uploaded, select '08 NA'.

13. **TARGET AUDIENCE (INDUSTRY):** A list of key industry sectors to which the asset was created to target. Multiple industries can be specified.

14. **TARGET AUDIENCE (PERSONA):** A list of key business personas to which the asset was created to target. Multiple personas can be specified.

15. **USE CASE:** Indicates the DX use case that the asset best aligns to. Multiple use cases can be specified.

16. **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.

17. **LEGAL EXPIRATION:** Used to capture legal expiration dates. The asset will be appended with an 'Expired' banner on the day and time entered.

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

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

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

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

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

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

MARKETING HUB Reference
Approved Language Abbreviations

Below is a list of approved language abbreviations for use in Marketing Hub asset titles and file names. Language abbreviations other than what is listed should not be used.

Language	Abbreviation
Arabic	AR
Bulgarian	BG
Chinese Simplified	CS
Chinese Traditional	CT
Croatian	HR
Czech	CZ
Danish	DK
Dutch	NL
English, British	UK
English, International	IE
English, Universal	UE
Estonian	EE
Finnish	FI
French	FR
French Canadian	FC
German	DE
Greek	GR
Hebrew	HE
Hungarian	HU
Italian	IT

Language	Abbreviation
Japanese	JP
Korean	KR
Latin America Spanish	LA
Latvian	LV
Lithuanian	LT
Norwegian	NO
Polish	PL
Portuguese	PT
Portuguese Brazilian	BR
Romanian	RO
Russian	RU
Serbian	RS
Slovakian	SK
Slovenian	SI
Spanish	ES
Swedish	SE
Thai	TH
Turkish	TR
Ukrainian	UA

NOTES:
- English Universal: US English; asset is used in North America; 8.5x11 paper size
- English International: US English with North America specific aspects removed; A4 paper size; asset is used in APAC, EMEA or Japan
- English British: UK English; A4 paper size; asset is used in APAC, EMEA or Japan

MARKETING HUB Reference
File Formats that Render Thumbnails

A Marketing Hub thumbnail is a small graphical representation of an asset to help users quickly identify it in the application. The thumbnail that appears is either an auto-generated image rendered from the asset's current version or a custom image uploaded by an Author.

The application automatically renders thumbnails for the file formats listed below.

Supported Document Formats	Extension(s)
Illustrator File	.ai
InDesign Document	.indd
Open eBook File	.epub
Portable Document Format	.pdf
PowerPoint Presentation	.ppt or .pptx
Word Document	.doc or .docx

Supported Raster Image Formats	Extension(s)
Bitmap Image	.bmp
Encapsulated PostScript (raster images only)	.eps
Graphics Interchange Format	.gif
JPEG Image	.jpeg or .jpg
Portable Bitmap Image	.pbm
Portable Greymap Image	.pgm
Portable Network Graphic	.png
Portable Anymap Image	.pnm
Portable Pixmap Image	.ppm
Photoshop Document [ADD PSB]	.psd
Photopship Large Document	.psb
Tagged Image File Format	.tiff

Supported Multimedia Formats	Extension(s)
Device Independent Format	.dvi
Flash Video	.flv
iTunes Video	.m4v
MPEG Movie	.mpeg
Ogg Video	.ogv
QuickTime Movie	.mov
Windows Media Video	.wmv