

MARKETING HUB Quick Reference Guide

Adding Assets & Editing Metadata

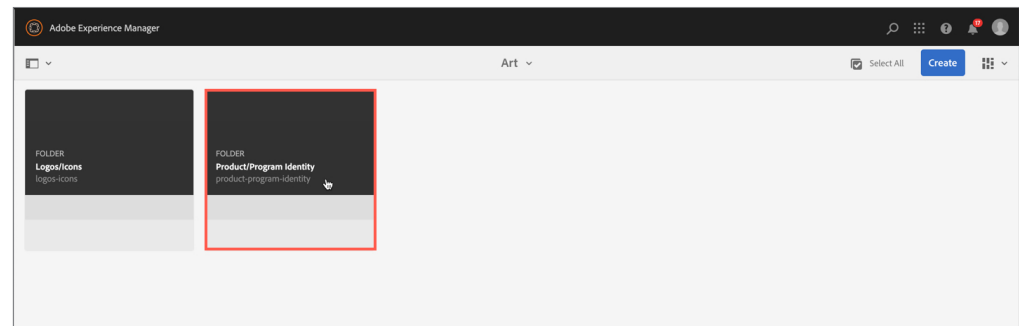
HOW TO ...

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

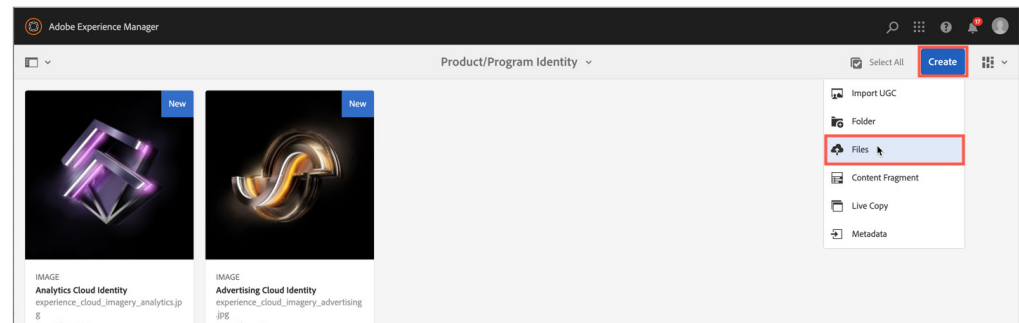
The Assets console lets you upload final assets such as documents, images and videos to the Marketing Hub for long term storage. After upload, you can easily manage the assets by adding relevant metadata to enable findability and publish the assets to the Brand Portal for distribution to the global marketing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

Uploading assets

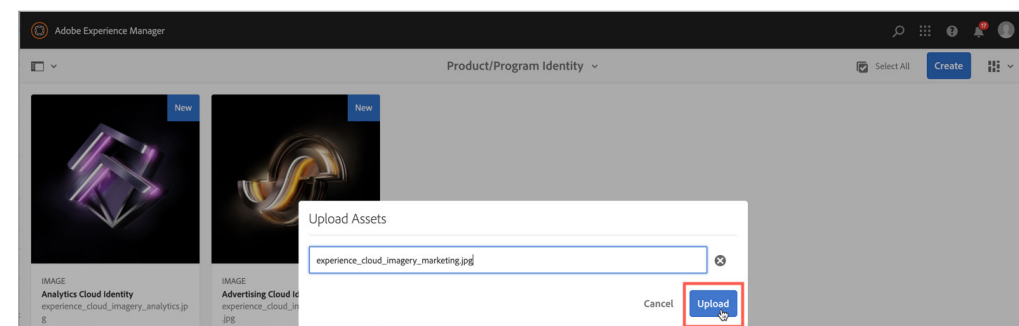
1. Navigate to the location where you want to add your asset(s).



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**.



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.

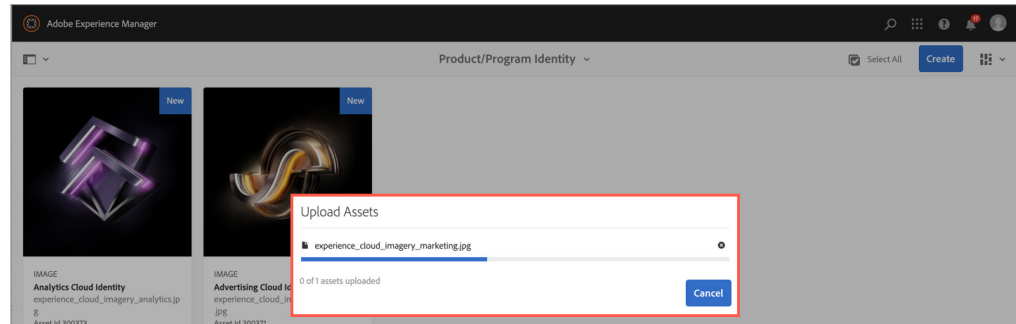
IMPORTANT

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.

NOTE

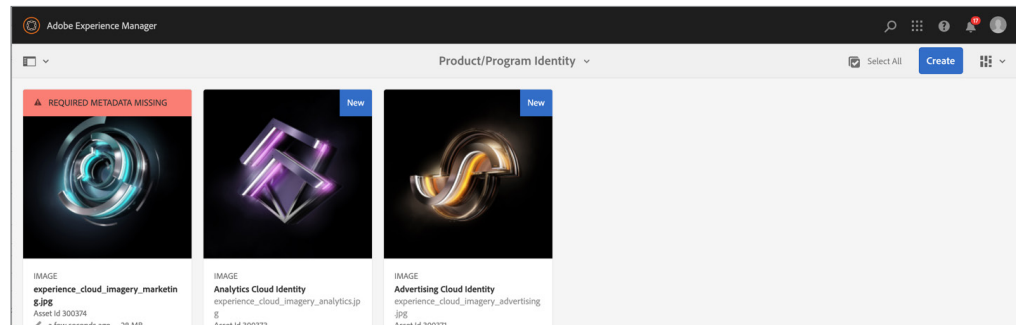
Asset files exceeding 500 MB allow you to toggle between a Pause/Play icon to stop an upload and resume it at a later time. To be successful, these actions must be done from the same page.



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.

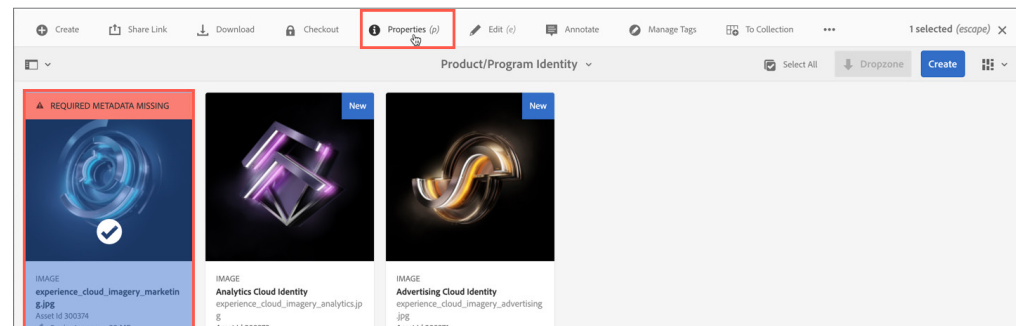
NOTE

The blue New banner will appear on cards for 24 hours.

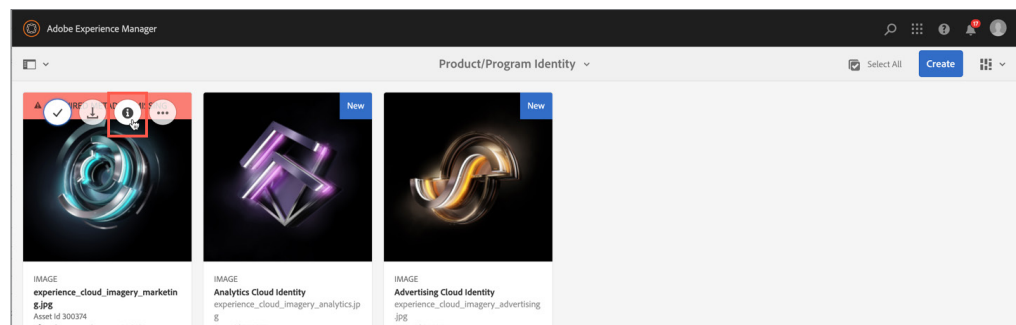


Editing asset metadata

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.

NOTES

- To get an explanation of each metadata field, see *Shortcut: Asset Metadata Form*.
- If the thumbnail is missing or the rendered image is not desirable, click **Add Thumbnail** to create a custom thumbnail. The file you upload will render a new thumbnail image that will overwrite all prior system thumbnails generated for the asset. To learn which file types will render thumbnails, refer to *Reference: File Formats that Render Thumbnails*.

TIP

You can press the **Tab** key to advance to the next field in the metadata form.

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 is confirmed by a blue check mark icon. When finished, click **Select**.

TIP

As an alternative to opening the tag selection window, you can type a value in the tag field. Type ahead functionality will be activated after three characters are entered and will populate a list of possible tags to choose from.

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

NOTE

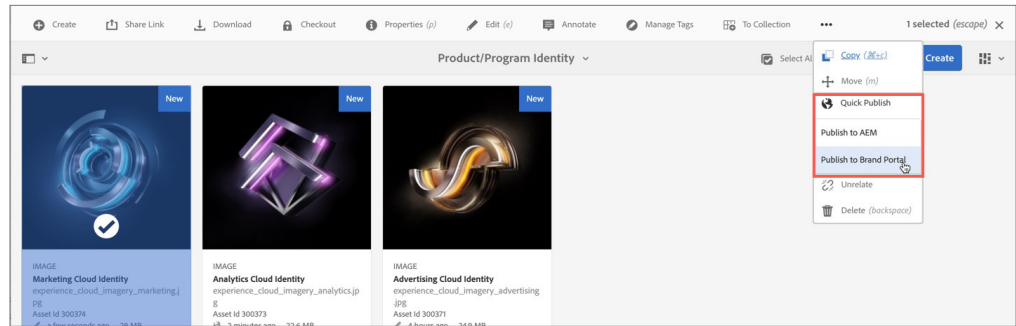
All required fields must be completed in order to save changes made to the asset properties page.

Publishing assets to Brand Portal

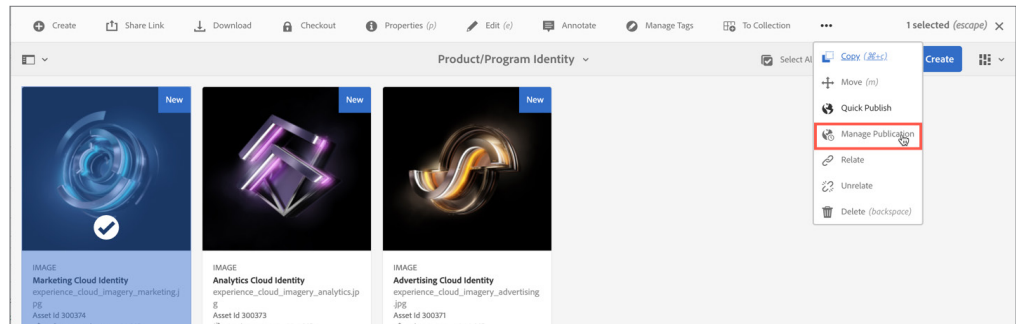
1. Navigate to the location of the asset that you want to publish. Select the asset, click **Quick Publish**, and then click **Publish to Brand Portal** to publish the asset now.

NOTE

All required fields must be completed in order for Quick Publish and Manage Publication icons to be active.



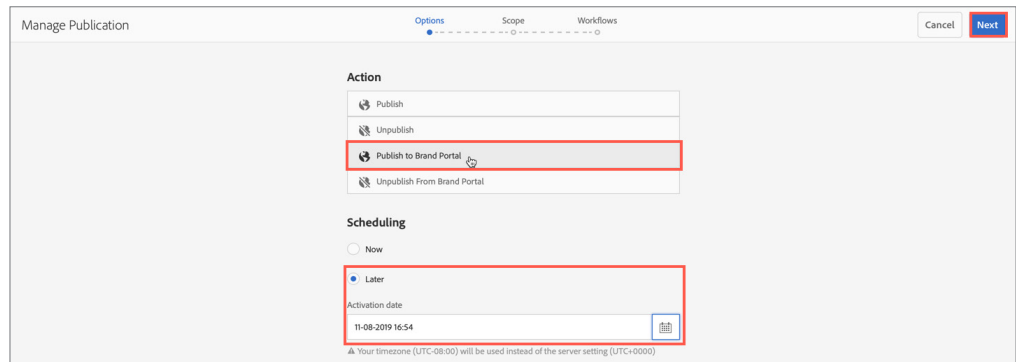
2. To publish the asset later, select **Manage Publication**.



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.

NOTES

When scheduling an asset to publish at a later date, the last step in the Manage Publication wizard requires you to input a workflow title. Enter the asset ID and the action (e.g., Asset 123456 Publish to Brand Portal).

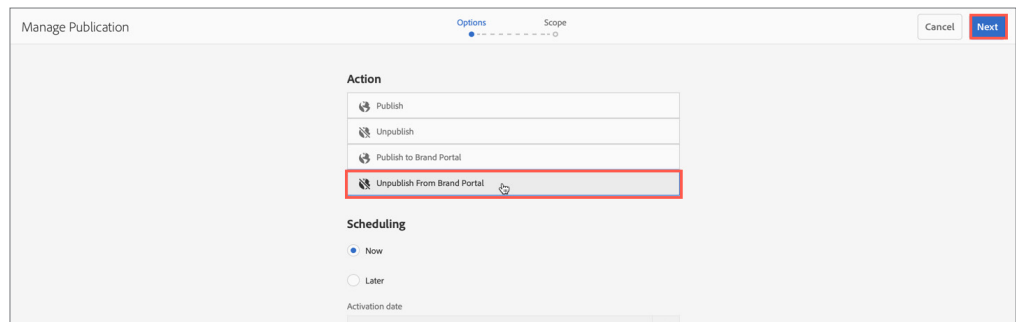


Removing assets from Brand Portal

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.

NOTE

There is no Quick Unpublish button. You must use the Manage Publication wizard to unpublish assets from the Brand Portal.



Adobe Marketing Hub Naming Guidelines

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)*.

