



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.

- 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.

The screenshot shows the 'Metadata' tab of the Asset Metadata Form. It is divided into two main sections: 'General' and 'Right Management'. The 'General' section contains fields for Asset ID, Title, Short Name, Description, Asset Type, Keywords, Language, Region, Country, Product, Product Release, Customer Journey Stage, Target Audience (Industry), Target Audience (Persona), and Use Case. The 'Right Management' section contains fields for Use Restrictions, Legal Expiration Date, Asset Owner, Creator, Other Creator, Project Number, Write Access, and Uploaded by. Red exclamation mark icons are present next to several fields, indicating they are required. Numbered callouts (1-23) are overlaid on the form to identify each field.

- 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.