



Get more value from Adobe Experience Manager Assets.

6 tips and tricks that make managing images, videos, and text files easy at any scale.

Adobe Experience Manager Assets is a powerful solution that can help content teams find, edit, and deliver assets—all from one centralized location. With it, super users can make assets easily accessible and discoverable, giving authors the speed they need to deliver relevant customer experiences fast.



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Abhishek Dwevedi is an Adobe Experience Manager technical enablement subject matter expert. In this role, he creates and delivers technical training sessions and conducts workforce development programs for Adobe consultants and developers. Previous to this, Abhishek was an Adobe Experience Manager product expert and consultant, implementing and optimizing solutions for some of today's top global brands.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make managing millions of assets even easier.

Tip 1: Export, update, and import metadata for several assets at once.

Managing the metadata of thousands of content assets can be difficult—if not impossible—if you have to make changes one file at a time. With Experience Manager Assets, you can export the metadata of multiple assets to a .csv file, and in just a few steps, make simple or complex updates to multiple files at once. Simply navigate to "Files," select the asset folder or folders, click the ellipsis icon, and select "Export Metadata." Give the .csv file a name and check the "Include assets in subfolders" box. Next, choose whether you want to start the export now or schedule it for a later time, select metadata properties, and click "Export." A notification will appear in the admin inbox when the export is complete. Download the .csv file, make the desired changes, and save it to your computer. To import, select the asset folder or folders again, click "Create," and select "Import Metadata." Select the .csv file, toggle "Launch Workflows," complete the form fields, and click "Import."

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Tip 2: Automate accurate asset tagging with artificial intelligence.

Proper tagging helps content authors find an image among millions. But the process for manually tagging vast numbers of individual images can be tedious and time-consuming. The Smart Tags cloud service within Experience Manager can identify more synonyms for items within an image than the human brain can, and in much less time. Navigate to "Files" and select an asset folder. Click on "Properties," check the "Enable Smart Tags" box, and click "Save." Now every asset you upload into the folder will be tagged automatically. To bulk edit images already in the file, click the tool icon. Then click "Workflow," then "Models," and select "DAM Smart Tag Assets." Next, click on "Start Workflow" and click the search folder icon. Click "Start Page," then "Assets," and select the asset folder. Click the checkmark icon and then "Run."

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Helpful hint: Downloading thousands of assets may slow your system down. Experience Manager Assets lets you schedule an export when your website traffic is low, so business doesn't skip a beat.

Highly requested capability: Our customers asked us to make it easier for them to take inventory of their assets. Now they can export asset metadata and sort it to see everything they have in stock.

The Adobe difference: Because of our creative solution background, we understand how to help our customers manage metadata at scale—better than any other vendor out there.

Do this first: Before you can enable smart asset tagging, you'll need to configure the Smart Tags cloud service. [View instructions >](#)

Good to know: Smart Tags use Adobe Sensei, our artificial intelligence engine, to analyze your images against what it has already learned from Adobe Stock images.

Tip 3: Train smart tags to recognize your organization's unique taxonomy.

Common images, such as those that contain people, places, or objects, are easy for smart tags to identify. But identifying images that are specific to your business takes training. For example, a car dealership super user can teach smart tags the difference between multiple car makes and models. That way, an image search for a particular model won't return images of every car in stock. Simply run a tagging workflow on a set of ten to twenty images with your organization's taxonomy. Smart tags will soon start to recognize the images and tag them accordingly.

To run periodic training, open the properties page of an asset folder, click the "Details" tab, select "Enable Smart Tags," and click "Save." By default, the workflow will then run on a weekly basis at 12:30 AM on Saturdays. To run on-demand training, navigate to "Tools," then select "Workflows," then "Models." Next, select "Smart Tags Training" and click "Start Workflow." From the "Payload" box in the "Run Workflow" dialog, navigate to an asset folder. Give the workflow a title, add a comment if desired, then click "Run."

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Tip 4: Automate image cropping for multiple device screens.

Create one image, then size it for any screen—no manual cropping required. Dynamic media smart cropping can resize a thousand images in less than a minute. With your Experience Manager instance up and running in Dynamic Media Scene7 mode, navigate to "Assets" and click "Files." Open the asset folder, then the "dynamicmedia-demo" folder. Next, click "Create" and create a new folder. From the home screen, click the tool icon and select "Assets." Click on "Image Profiles" and then "Create." Select cropping size options and click "Save." Then check the box next to the folder you just created and click on the "Apply Processing Profile to Folder(s)" tab. Select "dynamicmedia-demo," check the box next to "smartcrop," and click "Apply." Navigate back to "Assets," then "Files," then "dynamicmedia-demo." Then click "Create," then "Files," select your images, and click "Upload."

[View demonstration >](#)

Tip 5: Make entering metadata easier with cascading metadata schemas.

With cascading metadata schemas, only the necessary fields will appear when entering metadata. For example, a super user entering metadata for a shirt only sold during summer months won't see fields relevant to winter stock.

Click on the tool icon, then "Assets" and then "Metadata Schemas." From "Schema Forms," select a form, click "Edit," and then click the "Settings" tab. Next, click the addition icon and add a new metadata field. Create key-value pairs to specify field selections for authors, either manually or from a JSON file. Then add a dropdown field for the asset type, such as video. Name the field, and add a path and description. Then add dependent fields, such as format, codec, or duration. To create a dependency, select a dependent field, click the "Rules" tab, then "Requirement," then "Required, based on new rule." Click "New Rule," select "Asset Type" from the dropdown menu, choose dependent field values, and click "Done." From "Visibility," select "Visible, based on new rule" and select "Asset Type" from the dropdown menu. Then choose the dependent field values and click "Done."

[View step-by-step instructions >](#)

Do this first: Smart tagging is a feature available through the Smart Content Service as an Experience Manager add-on. After purchasing the service, your admin will receive an email with a link to integrate it with Experience Manager Assets through Adobe I/O. [View instructions >](#)

Good to know: With the power of Adobe Sensei, the smart cropping feature already understands what the focal point of an image should be. However, you can override the chosen crop if you wish. Just click on the image, then "Smart Crop," and then use the formatting tools to adjust.

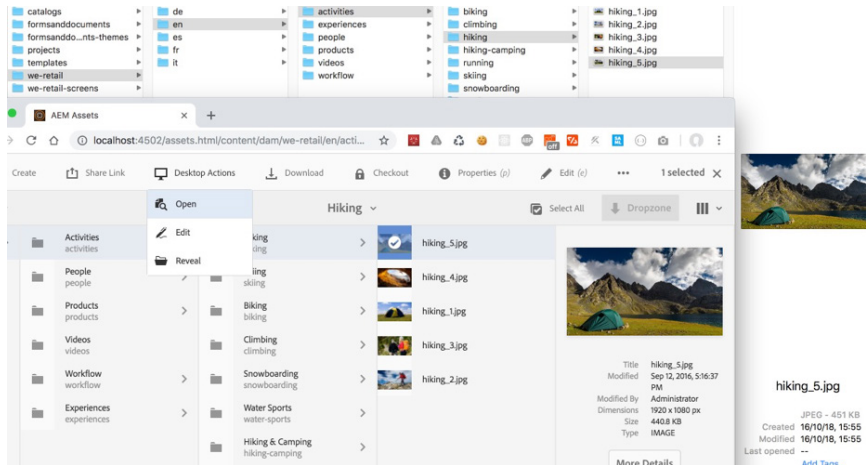
Helpful hint: If you import key-value pairs via a JSON file, you cannot manually edit them. Additionally, the key-value pairs will not be displayed in the Metadata Schema Editor, but can be viewed in the published form.

Try this: When customizing a cascading metadata schema, you can make certain fields mandatory. That way, the image won't store or save to Experience Manager Assets unless the correct metadata is added.

Tip 6: Give creatives access to Assets right from their desktops.

With the Experience Manager desktop app, creatives can access images and upload new ones into Experience Manager Assets without having to learn to use the platform itself. They also have the option to install the Assets plug-in within Adobe Photoshop, so they can pull, edit, and upload images without leaving their workflows.

[View app capabilities >](#)



Good to know: Learn our recommended uses for the Adobe Experience Manager desktop app and how to optimize network performance.

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