DIGITAL ASSET MANAGEMENT INTEGRATIONS WITH MEDIA BUILDER

Media Builder has the ability to integrate with digital asset management (DAM) systems, which allows your end users to customize their documents with your assets.

ADMIN SETUP RECOMMENDATIONS FOR DAM ASSETS AND TEMPLATES

SELECTING ASSETS FOR USE IN TEMPLATES

When integrating with a digital asset management system, Media Builder uses the DAM's meta data to filter what assets are available to be selected within the template. Essentially, Media Builder is doing a query out to the DAM, similar to how you would search within the DAM for the assets.

Suttle-Straus often leverages the advanced search capabilities of a DAM, including the Quick Search Keys that are sometimes available for the specific categories of metadata. For example, the Brand Quick Search Key is abbreviated brd. If searching for "Suttle-Straus" in Media Builder, the filter would be brd:"Suttle-Straus." Many DAMs have these terms and definitions referenced under their help sections.

When creating templates using assets in a DAM, please specify the query that will be needed to program the template to pull in the desired assets. A best practice is to perform the query within the DAM to see your results before providing it to Suttle-Straus.

Note: Our Media Builder integration preserves the permissions the end user has on the DAM to access assets. If assets are permissioned based on a user's role within your organization, asset results will vary based on those permissions.
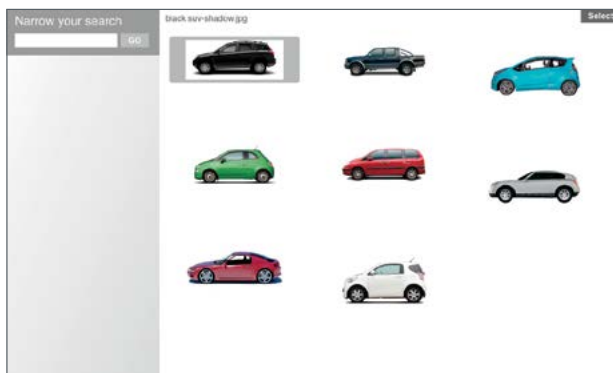
SEARCH BOX OPTIONS

There are several options available to end users for selecting assets that can be pulled into a template. The two related to DAM integrations are DAM with search capabilities and DAM without search. Determining which option should be made available will depend on the number of results that are available to the end user based on the asset selection query that you set up previously. The option can be set per variable and does not need to be applied the same way across all DAM variables within the template.

If more than 50 results will be available, it is recommended that a search box be enabled. The lightbox only allows for 50 asset previews to be displayed.

If less than 50 results will be available, you should offer a search box if you think users will want to narrow down on their selection to limit results. Otherwise, the search box is not necessary.

You should keep in mind that as you add more assets to your DAM, more options may become available within a template. If your current asset selection is under 50, but there is a strong possibility that more will be available in a future, it is recommended that you enable the search functionality so your template will not need to be modified later.

FORMATTING METADATA

Media Builder has the ability to pull in specific metadata and display it within a template. To leverage this functionality, metadata should be formatted exactly how you want it to appear in the template.

For example, if you want to display a model number, the model number would need to be stored as its own metadata field in your DAM — not part of a more general metadata category. Media Builder cannot parse the values from what is returned.

Ex. Model Number returns "101121-A"; Keywords returns "10121-A, appliance, red" within the template.