



Asset Fields will extend the current field values that exist on Campaigns and Tasks to Assets. Upon release to customers on edge accounts (December 18) and to all other customers on our General Availability release schedule (January 28), all existing fields (set up in Fields admin settings) will be able to be added to assets either within a Task or from within the Library.

FAQ: Asset Fields

Why are fields being introduced to assets?

In the past, only label data defined in user settings could be applied to assets. Asset fields allows users to add any type of field, giving them the ability to add any information that applies to an asset. Here are some examples:

Text fields: Could be used to add additional information to an asset or SKU codes

Date Fields: Add in dates for when an asset should be reviewed

Image Fields: Add supporting images or consent forms

How does field inheritance work for assets?

Assets will inherit all fields applied in the Fields tab within a task. Users can amend or add additional fields in the Fields section directly beneath the asset.

In early Q1 2024, we will also introduce an inheritance toggle on individual assets for content that users don't want fields to be inherited from the task.

What happens to labels data?

Labels will become a type of field, and the data will remain.

Are asset fields available in the API?

Yes, find more information in our developer documentation [here](#).

Is there any way to limit the number of fields available on assets?

Currently, all fields available in a given instance can be added to an asset via the “Add fields” dropdown. We will work on ways to limit fields by object (campaign, tasks, assets) in 2024.

What field types can users filter by?

Users will be able to filter by any option-based fields (labels, dropdowns, radio, checkbox). In the future, we will look at adding more support for filtering by date fields, too.

Do I need to do anything?

No—upon release, all fields will be available on assets immediately.

Can I add fields to the List view in Library?

Not yet, we will look to change our List view to incorporate this in the future.

How can I edit asset fields in the task?

Asset fields can be changed beneath the content within a task (this is where the labels appeared in the past).

How can I edit asset fields in the Library?

Fields will show under the asset in the side panel where labels appeared in the past.

Who can edit fields?

Anyone who has edit permissions for the asset will be able to edit its fields.

Can you restrict users from editing fields?

Not currently.

Can I remove field values from the filters?

Not currently.

Will asset fields be available in Collections?

Yes.

If you have further questions about Asset Fields, please reach out to your customer success manager.