

Learn From Your Peers Webinar | Adobe Experience Manager Adobe Smart Tags Streamlining Content & Enhancing Discoverability

Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!



Adobe Smart Tags Streamlining Content & Enhancing Discoverability

Adobe AEM Champions - Deepak Khetawat & Melanie Bartlett

August 28, 2025

8 AM PST | 11 AM EST





Hello!

Share in chat:

- Where are you joining us from?
- What are you hoping to learn today?
- Mountain, beach, desert, valley? (Or an entirely different happy place for you?)



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being recorded
– we'll send you
the link**



**We'll share the
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About Us



Deepak Khetawat
Principal Engineer Software,
Palo Alto Networks



Melanie Bartlett
Partner Development Director,
MRM

Agenda

AEM Smart Tags: Streamlining Content & Enhancing Discoverability

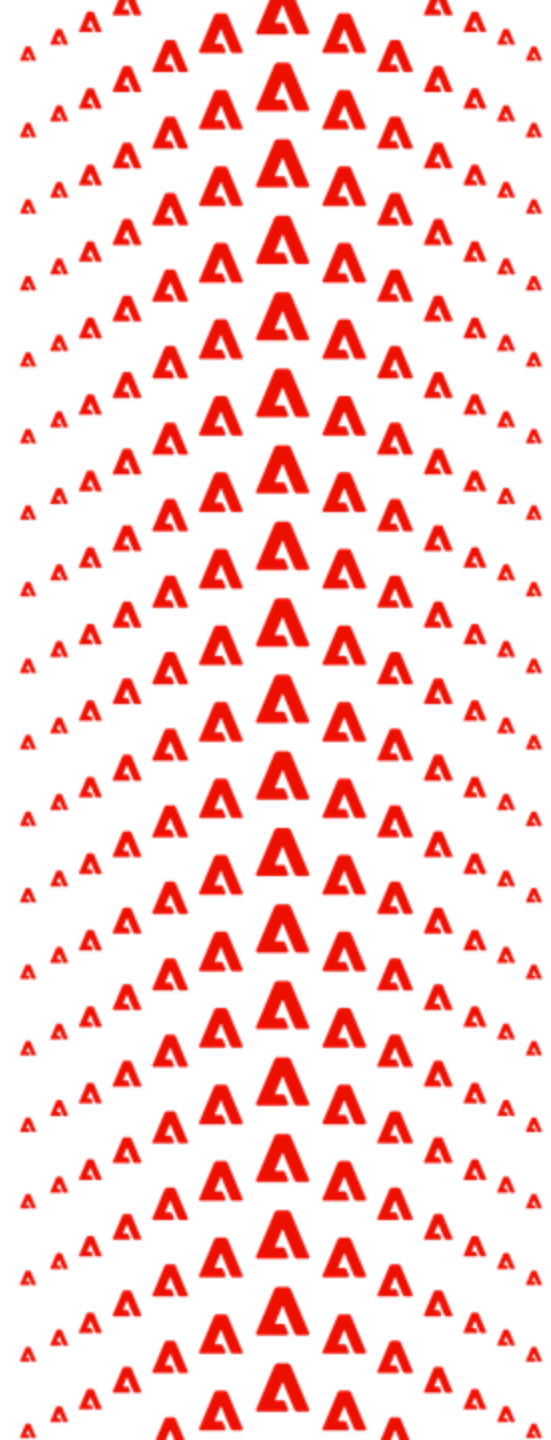
Metadata & Tagging Essentials: Understand how tags, including Smart Tags, organize content and improve searchability for all users.

Boosting Discoverability: See how tags empower authors to find assets, developers to syndicate content, and users to navigate content efficiently.

Scaling DAM with Smart Tags & AI: Learn to leverage Smart Tags for automated tagging and explore AI for generating titles, descriptions, and keywords.

Tag Taxonomies & Best Practices: Discover how to build effective tag taxonomies, managing "blocked" tags, and train Smart Tags with real-world examples.

Metadata and Tagging



Metadata & Tagging Essentials

Tags and metadata organize assets, making it easier to find, filter, and manage.

- Organizes content for easy retrieval
- Improves consistency across teams
- Enhances SEO and user experience

Types of Tags:

- Manual Tags: Applied by users
- Smart Tags: AI-driven auto-labels added to assets by Adobe Sensei

The Challenge of Manual Tagging

- **Exponential growth of assets** makes manual tagging unsustainable.
- **Time-consuming and labor-intensive process** that slows down content operations.
- **Inconsistent or incomplete tags** result in poor search accuracy and hinder asset discovery.
- **Lost productivity** as teams spend more time searching for assets instead of creating new content.
- **Missed opportunities** when valuable assets remain hidden or underutilized.

Scaling DAM with Smart Tags and AI



Scaling DAM with Smart Tags & AI

- Smart tagging uses [Adobe Sensei](#), Adobe's artificial intelligence and machine learning framework to understand the content of an asset and provide relevant and descriptive tags.
- Adobe's Smart Tags tool automatically tags images, video and text-based assets with intelligent, business-specific keywords that go beyond basic descriptions.
- AEM Smart tags allows users to find the right asset in just a few clicks.

What Can Be Smart-Tagged?

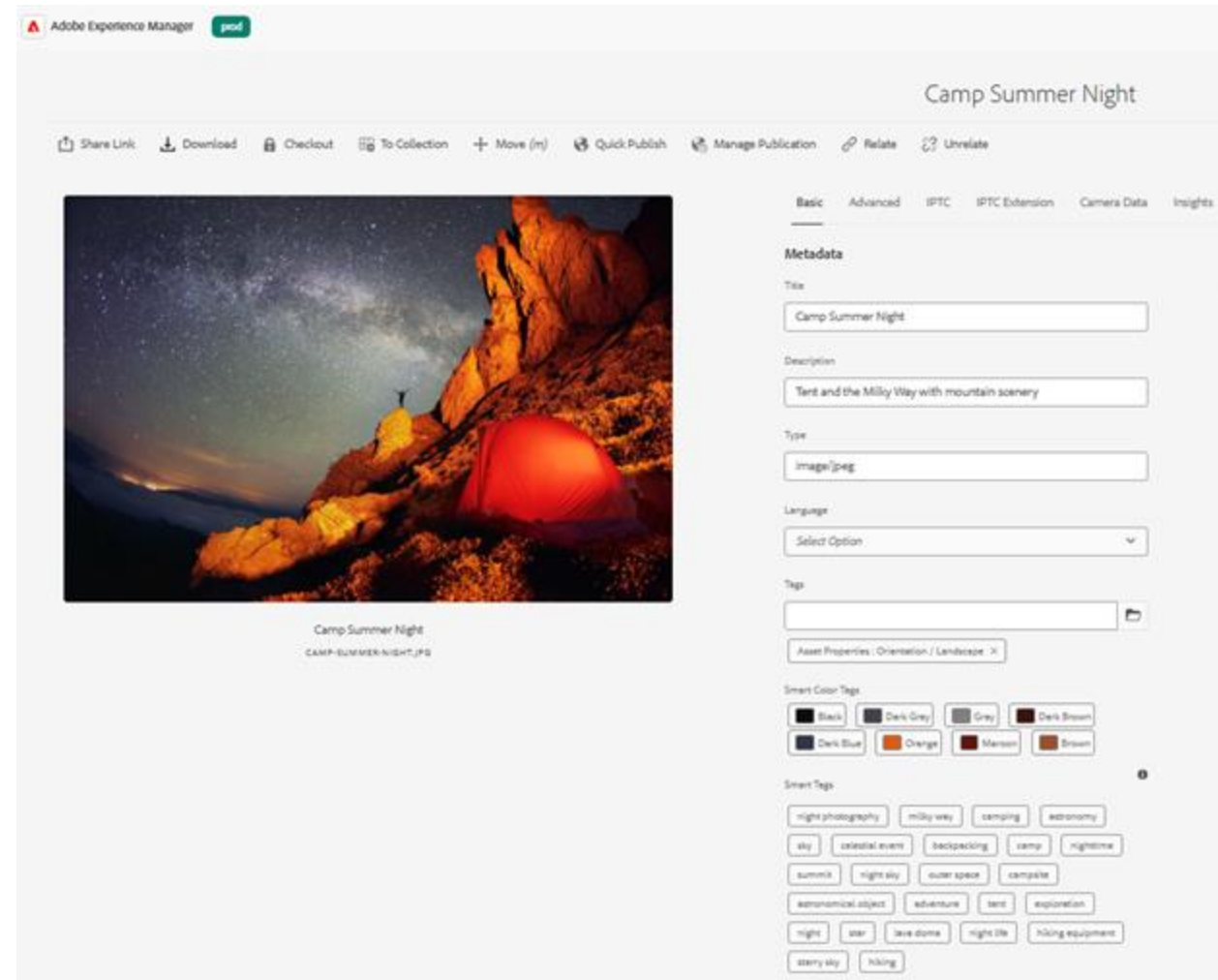
- **Image-Based Assets:** Analyzes visual aspects to identify objects (e.g., "person," "car," "building"), scenes (e.g., "beach," "cityscape"), and attributes (e.g., "sunny," "indoor").
- **Video-Based Assets:** Generates tags for objects, scenes, and actions (e.g., "running," "drinking"). This is often enabled by default in AEM as a Cloud Service.
- **Text-Based Assets:** Extracts keywords and entities from the text to provide structured and high-priority search facets.

How Smart Tags Work

1. **Asset Upload:** An image, video, or text-based file is uploaded to AEM.
2. **Processing:** AEM triggers a workflow that sends a secure request to Adobe Sensei Smart Content Service.
3. **Tag Generation:** The AI identifies objects, scenes, attributes, and actions (for videos) and generates a list of potential tags.
4. **Confidence Score:** Each tag is assigned a "confidence score" based on the AI's certainty.
5. **Tag Application:** The tags are automatically added to the asset's metadata, sorted by their confidence score.

Smart Tags in action

Adobe's Smart Tags automatically tagged this image with keywords based on the photo type, activities, popular objects, primary colors and more.



Smart Tags in action

Adobe's Smart Tags automatically tagged this image with keywords based on the photo type, activities, popular objects, primary colors and more.



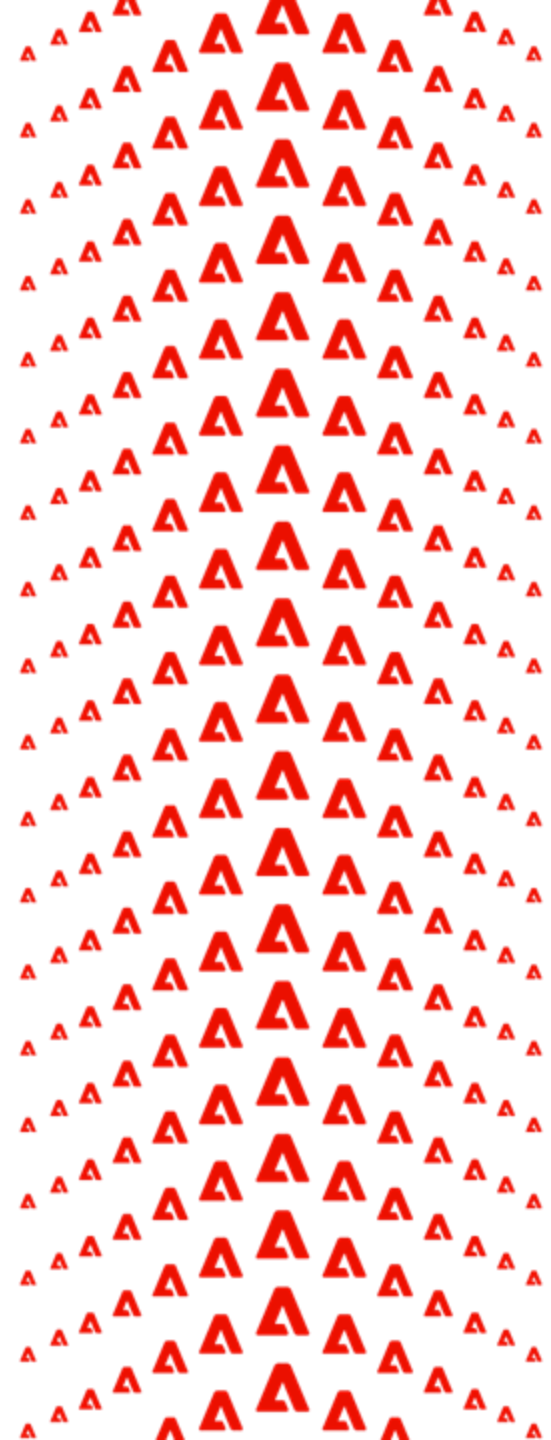
Smart Color Tags in action

Adobe's Smart Tags automatically added Color Tags.

- Distinguish between colors ratios in an image
- Allow for enhanced Search experience, based on image color composition.
- The number of colors can be configured within a range of one to forty, that are tagged to an image
- Tags are based on the color coverage in an image.
- The display format for a color tag can be configured - possible options include the color name, RGB, or HEX format.



Boosting Delivery



Boosting Discoverability

For Authors / Asset Librarians:

- Quickly locate relevant assets
- Avoid duplicating assets

For Developers:

- Enable accurate content syndication
- Support content personalization and reuse

For Users: (Internal teams / DAM users)

- Navigate large libraries efficiently
- Surface relevant results via search

For Users: (External customers / site visitors)

- Receive more relevant, personalized content
- Faster content delivery and consistent experiences across channels

The Need for Custom Training

- **Problem:** The out-of-the-box smart tagging model is trained on a massive, general dataset (like Adobe Stock). It performs well with **generic concepts** like “car,” “tree,” “office,” but fails with **business-specific taxonomy**. This gap leads to inaccurate metadata for industries that require precise labeling.
- **Example:** In the **automotive industry**, an organization may need assets tagged with: "Sedan LX," "Roadster GT". The generic model would only assign broad labels like "car," "vehicle," or "automobile." This makes search and personalization **less effective**, because the AI doesn't recognize business-specific terminology.
- **Solution:** Use Enhanced Smart Tags to train the AI on your brand, product lines, and industry-specific vocabulary, so it can generate accurate, business-relevant tags. Improve **search accuracy, personalization, and asset reuse**.
- **Result:** Assets are tagged not just as “car”, but precisely as “Sedan LX” or “Roadster GT”, matching the organization's taxonomy.

Prerequisites for Smart Tag Training:

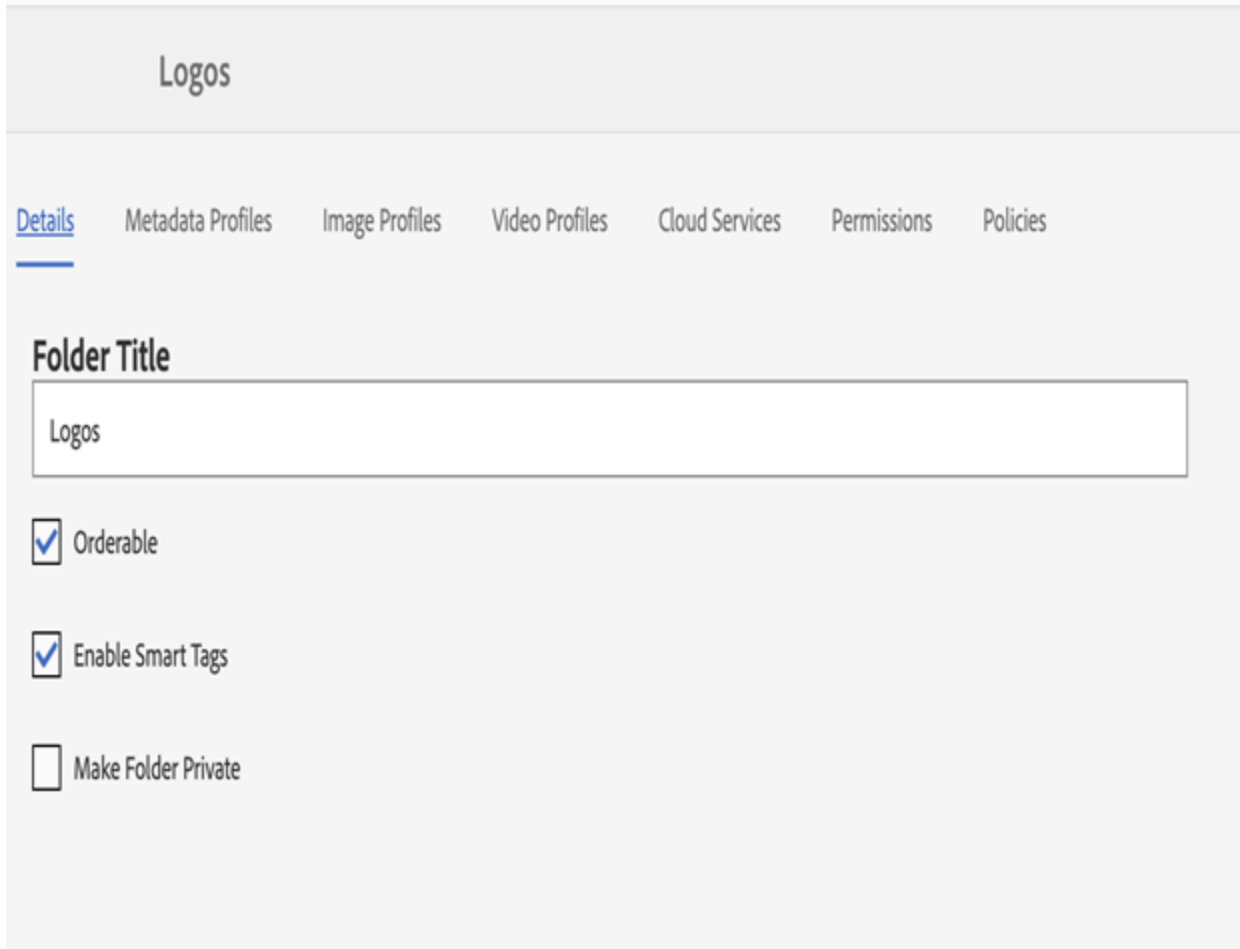
On Prem

- AEM 6.5+ with latest Service Pack installed.
- Smart Content Services (SCS) license available.
- Adobe I/O integration: generate certificate in AEM, create Adobe I/O project, get Client ID, Secret, Org ID, Tech Account ID.
- Configure IMS Technical Account and Smart Tag Cloud Config in AEM.
- Ensure required bundles/packages for Smart Tagging are active.
- Workflows: DAM Smart Tag Assets & DAM Update Asset enabled.
- Proper permissions on /content/dam, /conf, and /var/workflow.

Cloud

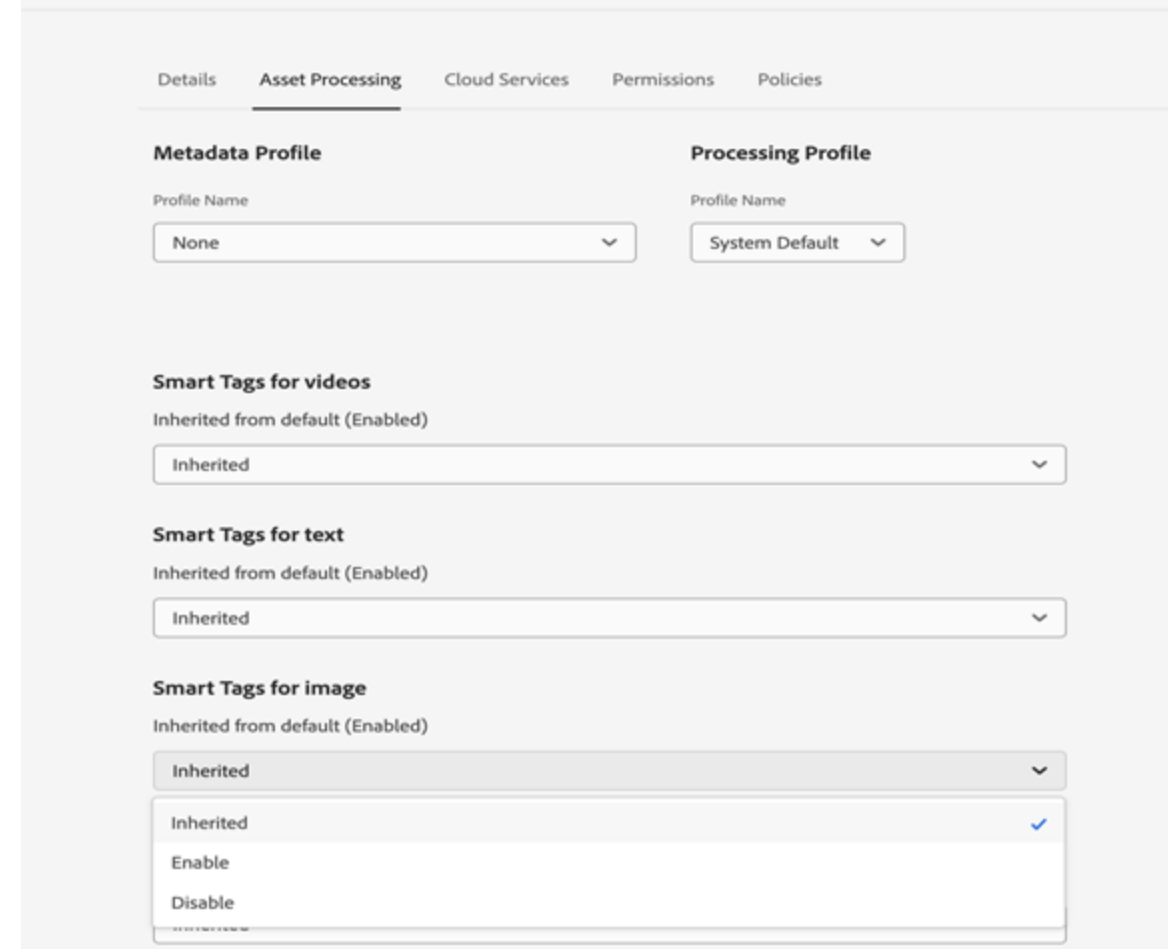
- AEM as a Cloud Service instance (latest build, no extra SPs needed).
- Smart Content Services are already bundled - no separate license or package install.
- Adobe Admin Console access (Org-level admin rights).
- IMS configuration is auto-managed in Cloud.
- Set up the Smart Content Cloud Service config under Tools - > Cloud Services.
- Select correct environment/project.
- Ensure DAM Smart Tag Assets workflow is available (preconfigured in Cloud).
- Permissions for users/groups on /content/dam to apply and train tags.

Prerequisites for Smart Tag Training:



The screenshot shows the 'Logos' folder configuration page. At the top, the word 'Logos' is displayed. Below it, a navigation bar includes links for 'Details' (which is underlined), 'Metadata Profiles', 'Image Profiles', 'Video Profiles', 'Cloud Services', 'Permissions', and 'Policies'. The main section is titled 'Folder Title' and contains a text input field with the value 'Logos'. Below this, there are three checkboxes: 'Orderable' (checked), 'Enable Smart Tags' (checked), and 'Make Folder Private' (unchecked).

On Prem



The screenshot shows the 'Asset Processing' configuration page. At the top, there is a navigation bar with tabs for 'Details', 'Asset Processing' (which is selected), 'Cloud Services', 'Permissions', and 'Policies'. The page is divided into two main sections: 'Metadata Profile' and 'Processing Profile'. The 'Metadata Profile' section has a 'Profile Name' dropdown menu set to 'None'. The 'Processing Profile' section has a 'Profile Name' dropdown menu set to 'System Default'. Below these, there are three sections for smart tags: 'Smart Tags for videos', 'Smart Tags for text', and 'Smart Tags for image'. Each section has a dropdown menu set to 'Inherited'. The 'Smart Tags for image' dropdown menu is open, showing options: 'Inherited' (selected with a blue checkmark), 'Enable', and 'Disable'.

Cloud

The Smart Tags Training Process: Step 1

Preparing Your Training Data

1. Define Your Custom Tags: Create a set of specific tags in AEM tag manager that you want to train the AI to recognize (e.g., "product/Sedan-LX").
2. Gather Training Assets: Curate a folder of assets that are visually representative of that tag.
 - Recommendation: Use a minimum of 30 assets for each tag.
 - Variety is Key: The assets should have visual variety (different angles, lighting, backgrounds, etc.) to help the AI generalize.
3. Apply Tags Manually: Ensure all assets in the training folder are correctly and consistently tagged with the correct custom tags. Consistency is crucial: mislabeled assets will reduce model accuracy.

Key takeaway: The quality and consistency of your training dataset directly impacts the accuracy of Smart Tagging after training.

The Smart Tags Training Process: Step 2

Initiating the Training Workflow:

1. Select the Training Folder: In the AEM Assets UI, navigate to the folder containing **curated, tagged assets**.
2. Start the Workflow: Run the "**Smart Tags Training**" workflow on that folder.
3. Monitoring: The workflow is a background process. Check workflow console or logs to see if it completed successfully or failed.
4. Behind the Scenes: The workflow sends your assets and their associated tags to the Adobe Sensei service, Sensei uses this data to build a **custom AI model** tailored to your taxonomy.

The Smart Tags Training Process: Step 3

Putting Your New Model to Work:

1. **Apply the New Model:** Run the "**DAM Smart Tags Assets**" workflow on a folder of untagged assets. The model now enriches assets with **both generic and custom tags**.
2. **Review the Results:** Open asset properties -> check Smart Tags. You'll see tags with **confidence scores**, including your custom tags (e.g., *Sedan-LX*).
3. **Refine and Repeat:** Review the tags applied to the new assets. If the AI didn't perform as expected, you can add more assets to your training set and run the training workflow again. Training is an iterative process.

Best Practices for Training Smart Tags

- ❖ **Quality over Quantity:** Ensure your training assets are high-quality, clear, and relevant. Avoid busy or distracting backgrounds.



Yes



No

Best Practices for Training Smart Tags

- ❖ Two-Tag Minimum: When training for the first time, train on at least two distinct tags to provide the AI with a contrast to learn from
 - This side-by-side comparison allows the model to create a much more precise classification boundary.
 - It understands that "A" and "B" are two separate categories, and it can accurately place new images into one of the two.
 - This not only improves accuracy for the two chosen tags but also helps it to correctly identify images that are neither "A" nor "B".

Best Practices for Training Smart Tags

- ❖ Irrevocable Process: Training is an irreversible process. Be sure your tags and assets are correct before you train.
 - Ensure your tags are consistent and accurately reflect the assets. For example, if you're training for “**Sedan LX**,” don't mix in **SUVs** or **Trucks** — it will confuse the AI and weaken results.
 - The assets themselves should be high-quality and representative of the category
 - Time spent ensuring accuracy upfront is far less than the time required to fix a faulty model later.

Best Practices for Training Smart Tags

- ❖ **Periodic Training:** Retrain your model periodically as your brand's taxonomy evolves or as you add new product lines. Periodic retraining in AEM is a targeted process that strengthens the model's existing knowledge and adds new knowledge.
 - **Identify New Assets:** Gather a representative set of new assets (e.g., photos of your new product line, or images that represent a new tag in your taxonomy).
 - **Manual Tagging:** Manually apply the correct, new tags to these assets.
 - **Trigger Training:** Re-initiate the Smart Tagging training process in AEM. The system will use the newly tagged assets to update the existing model, incorporating the new information without losing the old learning.

Best Practices for Training Smart Tags

- ❖ Use of the **reports AEM provides on smart tags training** to understand how well your custom tags are performing and to identify areas for improvement.
 - You can generate this report from **Tools > Assets > Reports > Create Smart Tag Report**. The report provides a summary of all your custom-trained tags and their training status. It helps you assess if the AI has successfully learned from the training assets you provided. The report uses a visual indicator - typically a color-coded status to quickly show the performance of each tag.
 - **Green Status:** Indicates that the model is **successfully trained** for a specific tag. This means the AI has learned enough from the provided assets to confidently apply that tag in the future.
 - **Yellow Status:** Indicates that the model is **not fully trained** for a specific tag. This is a direct signal that the AI is still "learning" and requires more examples to build confidence.
 - **Red Status:** Indicates that the training for a specific tag **failed**. This could be due to issues with the training assets, such as a lack of examples, or assets that are too visually ambiguous.

Tag Taxonomies and Best Practices



Tag Taxonomies & Best Practices

Building a Tag Taxonomy:

- Use categories, subcategories, and synonyms
- Reflect business-specific terminology

Smart Tag Training:

- Use real-world examples to improve accuracy
- Exclude irrelevant or misleading tags

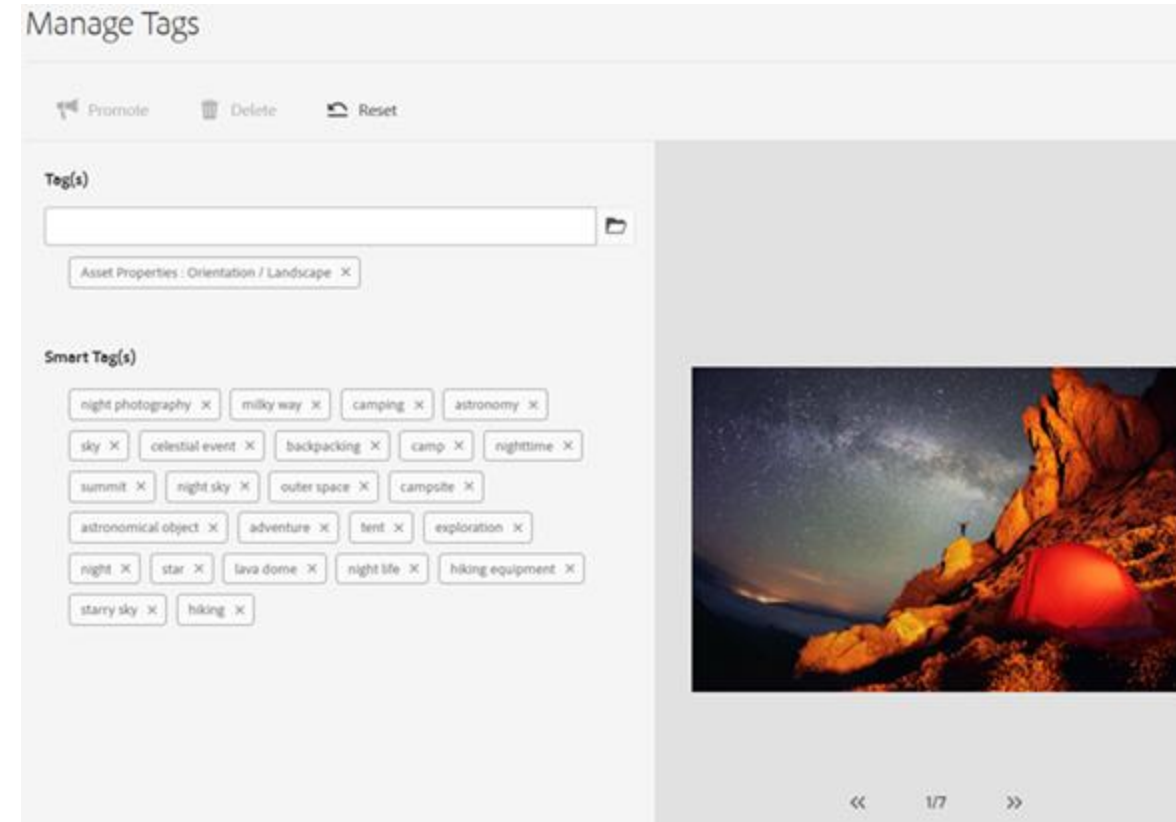
Governance Tips:

- Maintain a list of “blocked” or restricted tags
- Review and refine tags regularly

Manage Smart Tags

Manage Smart Tags to ensure they confirm to your brand and its values.

- Remove inaccurate tags so only the most relevant are displayed
- Assign a higher rank to a tag to increase the tag's relevance
- Quickly navigate other assets in the same folder to review and save any changes to the Tags



Blocked Tags

Blocked Tags exclude keywords from being applied to assets to prevent the application of unwanted tags.

Common reasons often stem from these categories:

- Culturally sensitive, irrelevant, or controversial Smart Tags.
- Irrelevant or non-business-related Smart Tags
- Overly specific or niche tags that don't align with the broader taxonomy.

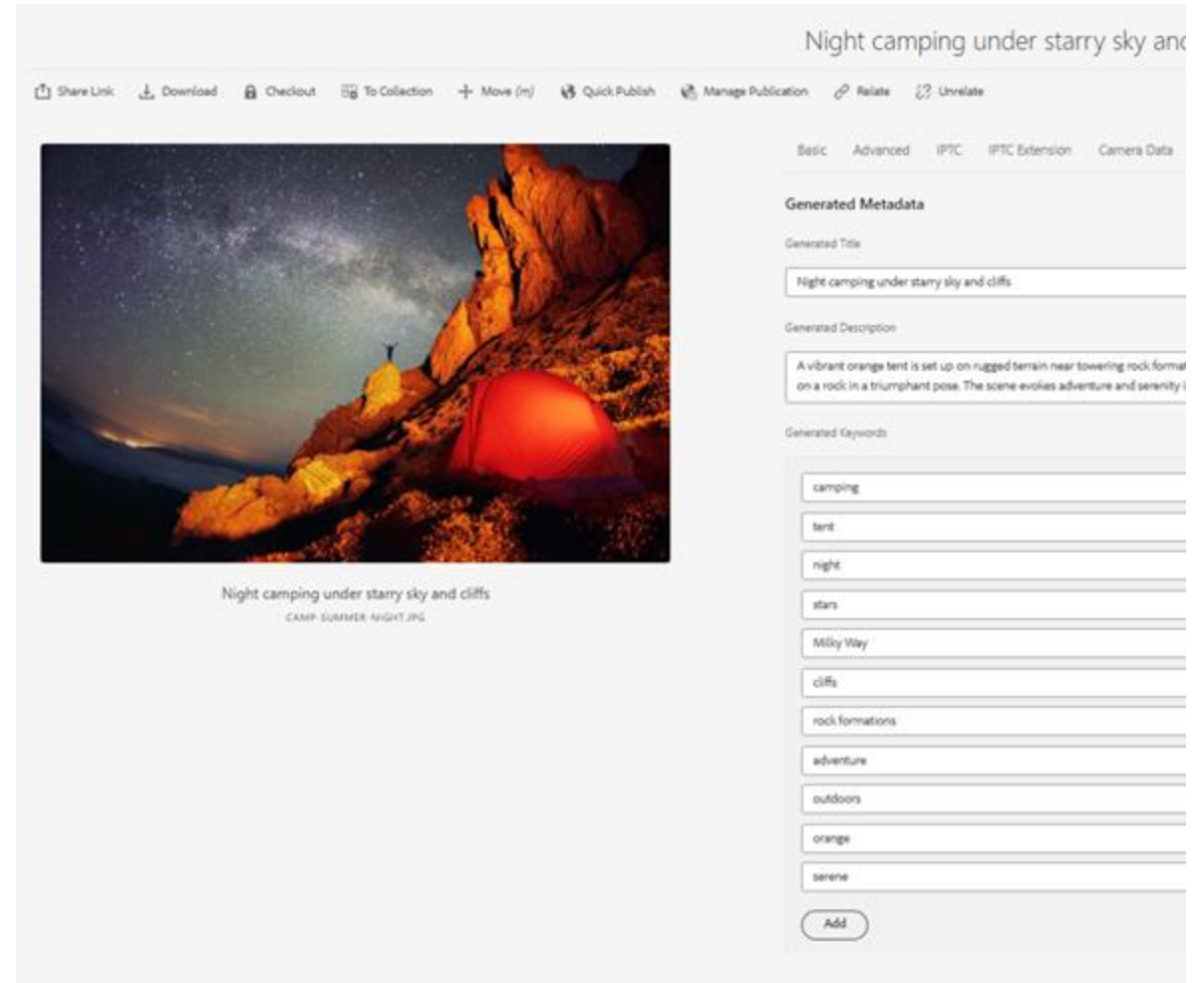


Always review your Blocked Tags to adapt to changing content strategies or cultural sensitivities.



AI-Generated Metadata

- AEM as a Cloud Service Assets now uses AI to automatically generate metadata, including Title, Description, and Keywords.
- These AI-generated fields enhance metadata accuracy, making the assets easier to search, categorize, and recommend. This approach not only improves efficiency by eliminating manual tagging but also ensures consistency and scalability across large volumes of digital content.



Summary of Benefits

- Productivity: Saves countless hours of manual work.
- Accuracy: Ensures a consistent, reliable taxonomy across the board.
- Discoverability: Turns "dark assets" into "findable assets," maximizing the ROI of your content.
- Governance: Enables metadata-driven policies for compliance, security, and version control.
- Customization: The ability to train the AI on your specific business language is the key to unlocking its full potential, no matter your industry.

Use Cases



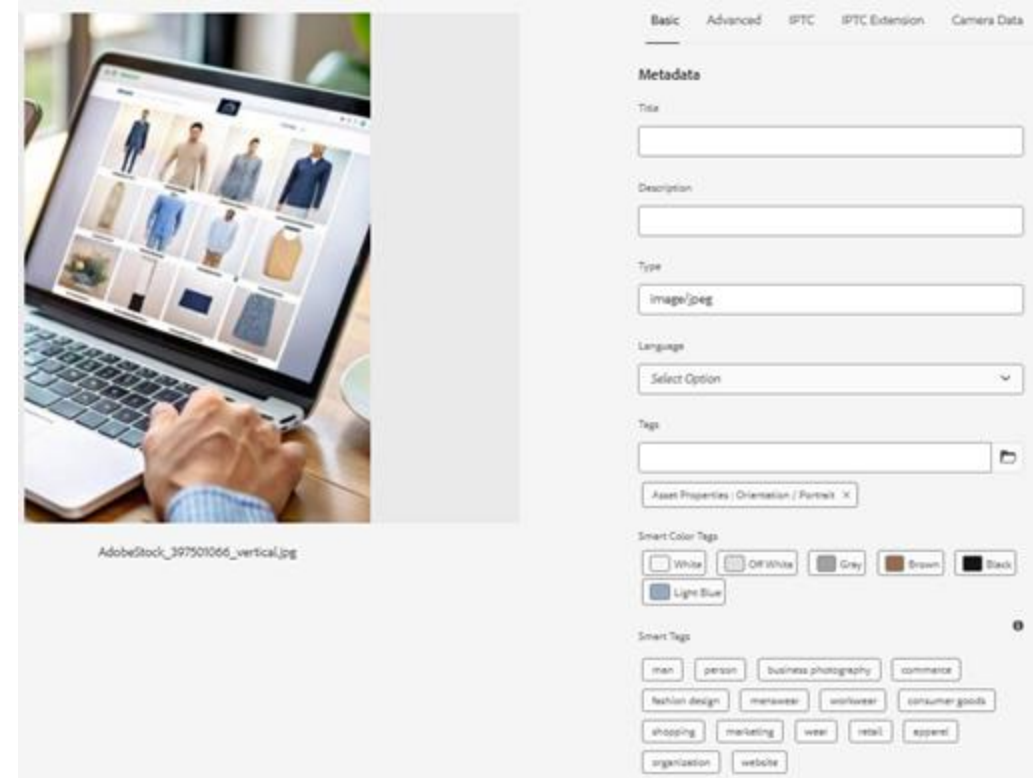
Use Case: E-Commerce (Apparel Store Example)

Challenge: Manually tagging **thousands of product images** with details like *color, fabric, style, and fit* (e.g., “blue,” “cotton,” “V-neck”, “t-shirt”, “long-sleeve”). This takes huge effort and often leads to inconsistent tags.

Smart Tags Solution:

1. Train the AI on specific product types (like "V-neck," "crewneck").
2. Train the AI on brand-specific details.
3. Upload new product photos. The AI automatically tags them with "t-shirt," "long-sleeve," "blue," and the specific "V-neck" tag.

Benefit: Streamlined product catalog management, faster product launches, and a more accurate faceted search experience for customers.



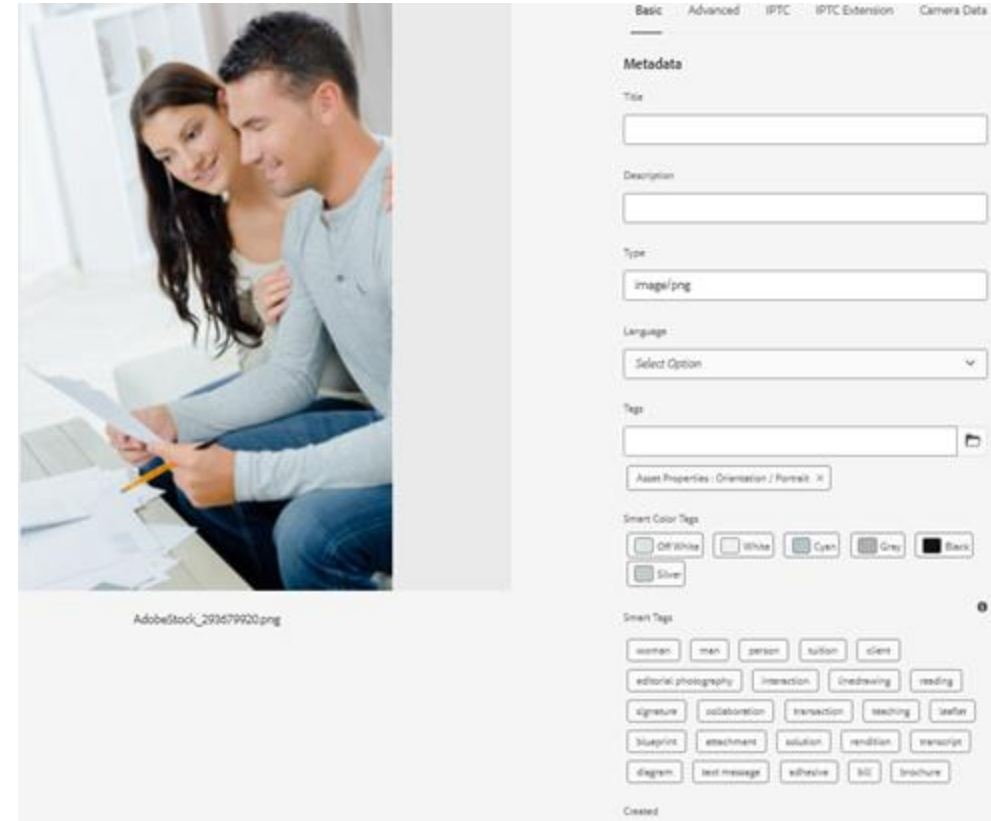
Use Case: Financial Services & Banking

Challenge: A bank's marketing team needs quick access to approved assets, like an image of a "young couple signing mortgage papers." Compliance requires that only up-to-date, legally approved content is used.

Smart Tags Solution:

1. **Automated Tagging:** AI adds relevant tags such as "couple," "signing papers," "document," "home," and "mortgage."
2. **Compliance Workflows:** If an image is tagged with "legal document," workflows can automatically trigger a compliance review.
3. **Smarter Search:** Teams can search for "mortgage" and filter by "approved by legal" or "latest version."

Benefit: Speeds up content discovery, ensures compliance with regulations, reduces legal risk, and streamlines approval processes.



Summary and Final Thoughts

- **Smart Tags solve asset discoverability** – making it easier to find the right content fast.
- **Out-of-the-box model** handles common, generic tags powered by Adobe Sensei.
- **Custom training** adapts tagging to your brand, products, and industry terms.
- **Training workflow is simple** → curate, tag, train, and apply.
- **End result** → a smarter DAM, higher productivity, and better content experiences for both teams and customers.

 Invest in metadata now to unlock long-term efficiency and content ROI

Questions?



We want your feedback!

How do you prefer the Adoption Marketing team at Adobe delivers programs to you and your end users?

Please fill out the surveys in our attendee panel before you go!

Join an Adobe Experience Manager User Group!

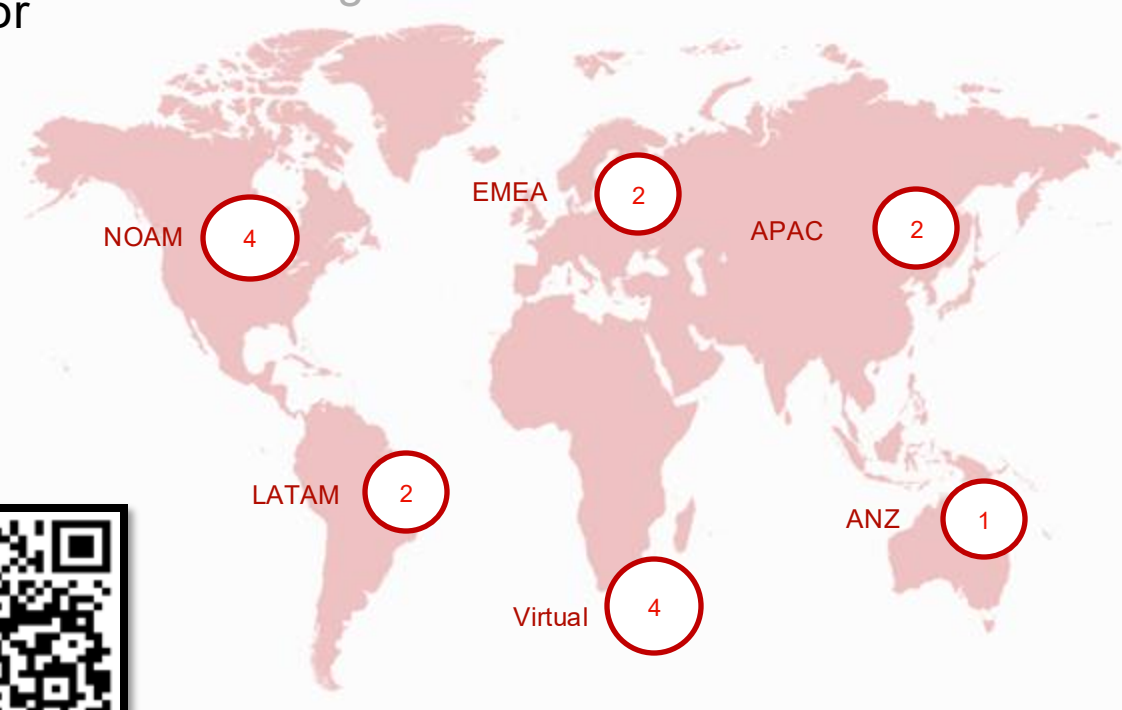
Objectives

- AEM User Groups bring together users in person and/or virtually to foster open and inclusive communities to network, collectively problem-solve, and provide ongoing education.
- As an AEM user group member, you gain access to a global network of AEM users and learning events. Get your toughest questions answered and deepen your understanding of AEM by signing up, joining chapters and attending events.

Visit **<https://aem-augs.adobe.com/>** to find chapters and upcoming events!



Number of chapters by region



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Connect with your community

- Get real-world advice
- Learn best practices from expert peers
- Network with fellow learners



Access Personalized support

- Create and manage technical Support cases in one place



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Thank you!

