

Adobe Experience Manager Dynamic Media

Best Practices Guide

January 2017



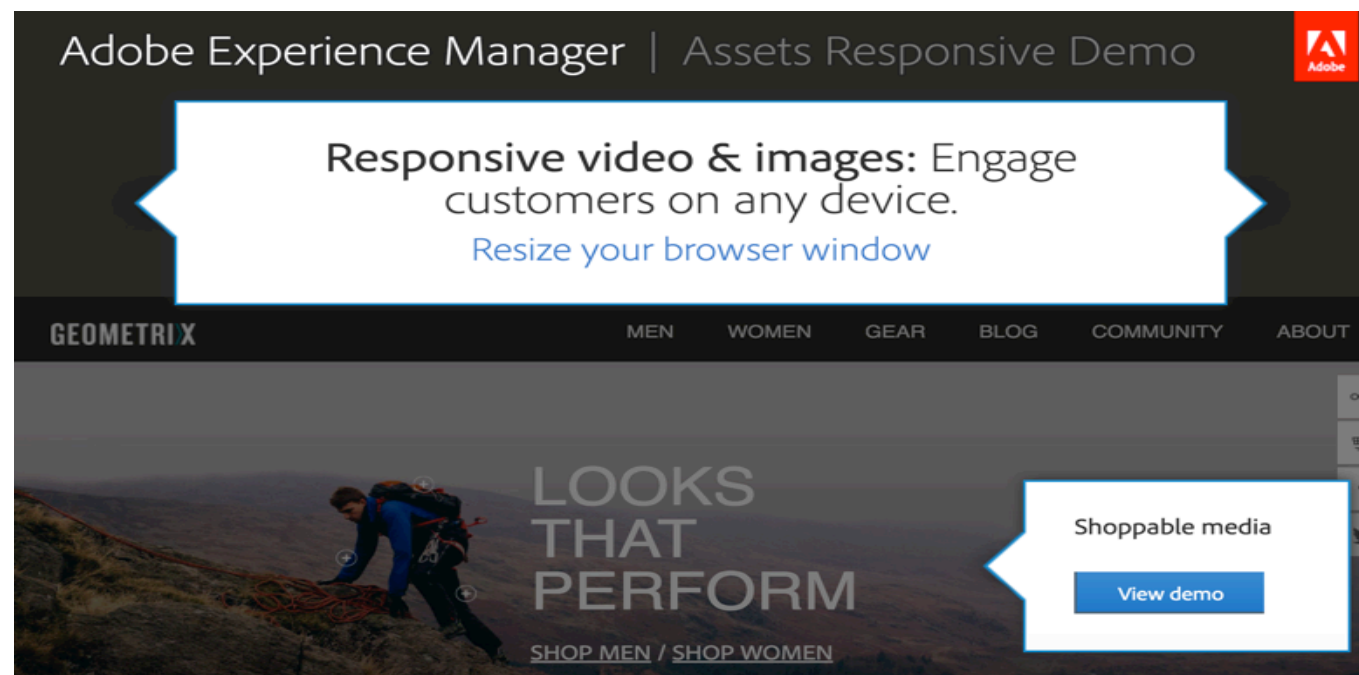
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Deliver rich visual content with dynamic media

Adobe Experience Manager Dynamic Media generates and delivers automatically scaled, interactive rich media content, in real time, via a global, scalable, performance-optimized network. It can be integrated with product information stored on other servers to synch information in real time to keep sites up to date. It also can incorporate workflows from Experience Manager Assets to simplify and streamline digital campaigns.

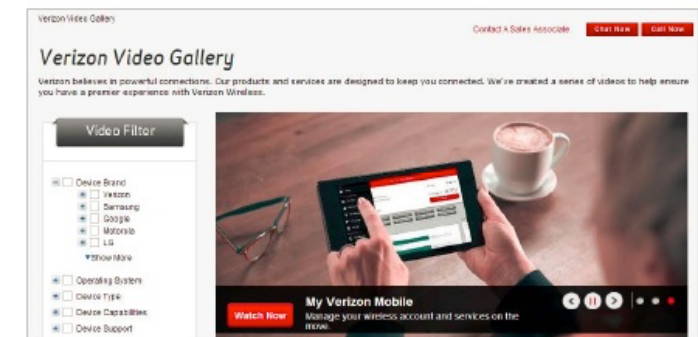
In this guide, you'll find several best practices to help you get the most out rich media assets using Adobe Experience Manager Dynamic Media.



Resource

[Experience dynamic media demos in action](#)

[Viewer library examples](#)



See how this wireless communications leader enhances customer experiences with dynamic imaging and video.

'With Adobe Experience Manager Dynamic Media, we can easily optimize, manage, and deliver images and video across desktop and mobile devices to drive customer engagement.'

CHRIS HANSEN

Associate Director
Digital Design and Development Group
Internet Sales Operations, Verizon Wireless

Organize assets with a unique file and folder name

BEST PRACTICE TIP:

Proper naming convention use and folder organization helps maximize asset value.

Keeping track of thousands of assets requires organization. Applying a simple naming convention and logical folder structure to assets will help you get the most out of Dynamic Media.

The key basic rule of thumb is that all Dynamic Media requires that all asset names be unique, even if they reside in a separate folder structure. Using a unique name allows each asset to be called by its own URL.

Important Note: If you ingest or rename an existing asset with a duplicate file name, the asset will be overwritten.

Folder names (directories) are not shown in the URL path, and are technically not required. However, as a best practice having a formal folder structure in place will greatly aid in managing your asset library.

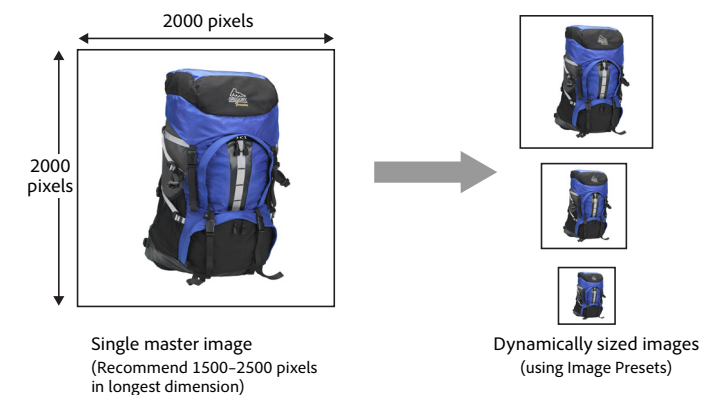
Some scenarios where folder structure is important:

- Root Directory
At a minimum, a single top-level folder should be used for assets. Adding 'loose' assets to the root directory will negatively impact performance.
- Brand Portal
A portal gives you and partners the ability to grant access to assets within a specific folder. A well-organized folder structure helps users manage asset permissions and quickly find items.
- Asset Automation
If you plan to use the Dynamic Media Web Services API folder structure is required. API queries are limited in the number of assets that can be processed with one call (~1000). Folder structure should be used to segment large numbers of assets.

Top 5 Tips for Better Product Pictures

It is important to define and adhere to a standard aspect ratio for all imagery on your website and apps. Quality needs to be high enough to support zoom and dynamic derivative motions.

1. For zoom, use a picture about 2,000 pixels or more on its longest dimension. Images that do not need to support zoom, like page banners or logos, should be uploaded in the largest size needed.
2. Use a .PNG OR .TIF
3. Images with transparent backgrounds should be saved as a transparent PNG or TIF with an alpha channel
4. Crop closely so your customers do not zoom into white space.



Streamline asset ingestion using smart folders

BEST PRACTICE TIP:

Add new assets into the system in structured batches to maximize organization.

After initial ingestion of assets, day-to-day loading of items is handled by FTP. Using the master account, log-in connect to the FTP server located with Dynamic Media's image management and delivery server, choose the correct target folder and upload assets. We recommend uploading files and folders to match your desired tree structure.

Upload Steps and Tips:

- Upload files using a FTP desktop client (such as FileZilla) or push the files using your internal synched smart folder and FTP service (contact your IT department).
- Once the files are uploaded, start an import from within the Dynamic Media tool. (This can be scheduled to take place automatically).
- During upload, configure options to generate desired "ImageSets" (one or more image references stored under a single ID). Note: When the upload is complete, image files will be removed but folders remain intact. These can be replaced or added during the next upload.

4 Easy Ways to Improve Site Performance

1. **Optimize images to improve page performance:**
Use JPEG files with an image preset to fill in the background color, instead of using larger PNG files. JPEGs have around 10% the page weight of PNGs.
2. **Use "lazy loading,"** in which images appear only when the viewer reaches them. This allows the customer to interact with the page sooner.
3. **Deliver mobile-specific images on demand:**
Use image presets and the responsive image library to resize, crop and modify pictures to adapt to different screen sizes.
4. **Optimize performance and SEO for media viewers:** Provide a placeholder image and indexable keywords to help customers find your videos. The media viewer replaces the image when it is fully loaded, allowing the customer to zoom, see a 360-spin view, or watch a product video.

Learn more, read [our blog](#).

Create image sets automatically using batch presets

BEST PRACTICE TIP:

Ease creation of animations and multi-views by enabling batch set presets before uploading your asset files.

In the Dynamic Media tool, images may consist of:

Image – used for a single image

and

ImageSet – used to house multiple images

An ImageSet contains multiple images under a single ID. ImageSets are used for alternate product views and for Spin Sets. Tip: ImageSets may not contain mixed media types.

Using ImageSets for animated product views allows a customer to dynamically explore multiple aspects of an item.

- ImageSets can be automatically created by using batch set presets
- Presets are configured before uploading assets
- The optimal time to run a preset is at ingestion
- Batch presets need to be configured per account, based on naming convention
- ImageSets may be created after ingestion using the Dynamic Media API

Note: Depending on your viewer, ImageSets will display as a single image or with additional thumbnail views.

Steps to Creating a Spin Set

A spin set is a series of combined photographs that give customers the ability to interactively view a product from all sides.

- Use a maximum of 12 images per product. More than this will impact performance.
- Use a high-quality JPEG
- Mask images on transparency, or add a clipping path around the image to make it easier to allow changing of the background at a later date. Optionally, add shadows.
- Set up product on turntable with lighting and camera angle fixed
- Document the setup for the turntable, lighting, and camera settings so your product spins are shot consistently.
- Check that product details are all well-lit and in sharp focus.

Production Tip: Using Photoshop, place each image on a separate layer to check alignment, focus, and lighting.



Automate set creation with the Dynamic Media API

BEST PRACTICE TIP:

Streamline mixed media set creation using scripts

A number of tasks can be automated by writing scripts for the Dynamic Media Web Services API. One of the most common scenarios is to automate set types that cannot be created using the batch set presets, such as mixed media. In this case, you would upload your assets, run a script query within Dynamic Media to locate all related assets (such as video or documentation), and combine and save them into a set.

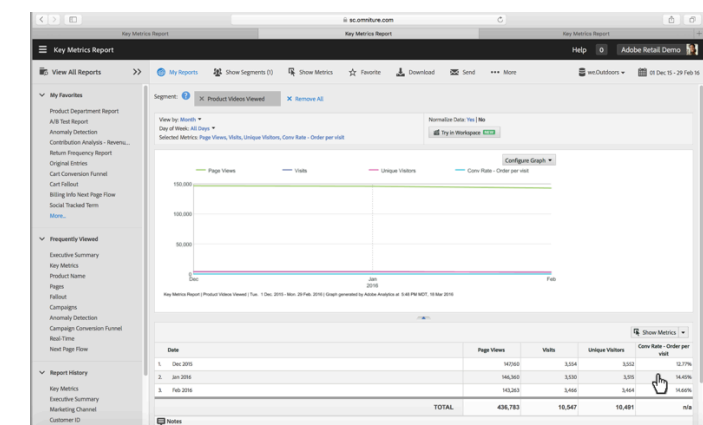
Another example is to automate FTP downloads in integration with your content management system, and sync product data with images to help keep your website up to date.

Note that while Adobe professional services can author sample code, it does not host client scripts on servers; scripts need to be hosted by you or your partners. API scripts are most commonly written in Java, but are also valid for .NET and Adobe Flex. For access to the Dynamic Media Web Services API and documentation, please open a Tech Support ticket. Email s7support@adobe.com.

How to Measure Media Correlation to Conversion

To understand how rich media events, such as clicking on zoom, playing a video, etc., contribute to increased conversion, you will need to track these events. Experience Manager Dynamic Media is pre-integrated into Adobe Analytics, to make this easy. Once events are tracked, you can view reports in Analytics to see how conversion is affected when consumers interact with rich media.

1. Log in to Adobe Analytics through the Dynamic Media UI and download Adobe Analytics report variables.
2. Assign Adobe Analytics report variables to Dynamic Media Viewer events and variables.
3. Publish your Viewer, and place it on your web or mobile site.
4. Test the integration by viewing a report in Adobe Analytics.



Integrate assets with product information

BEST PRACTICE TIP:

Use predictive naming for images and ImageSets to make new assets easier and faster to find.

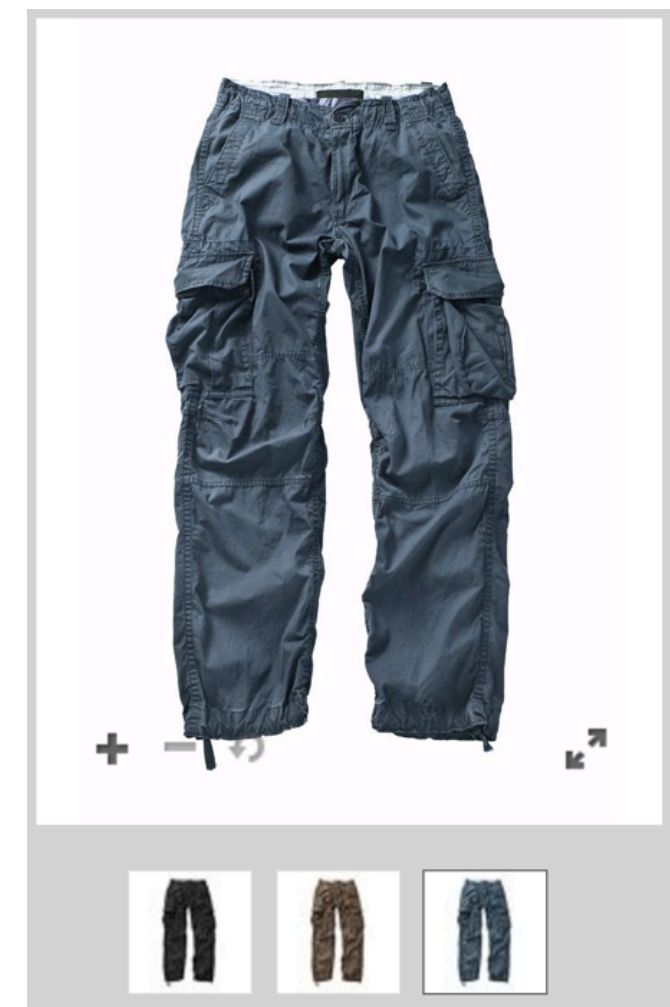
Associating Images and ImageSets with Products: Dynamic Media users typically relate image sets to products through the name of the set, or predictive naming. This eliminates any need to store the name of the set in your data. If you want to be still more proactive, you can use API methods to check whether other assets or images exist using the same name. Dynamic Media Image Server APIs can perform such a check to runtime, or you can write a query as part of a scheduled update to check for new assets related to the hard-coded name.

Dealing with Product Variations: A product variation is an asset that presents different aspects of the product, for example, pictures of an item in several different colors. This can be handled in two ways:

- Using individual assets or photography for each variation, a "child item": Commonly, each child item has its own assets are retrieved by using the items' unique ID. Product data stored in outside servers is used to determine which variations are in-stock at any given time (including swatches, for example).
- Using vignettes and dynamic rendering: Less commonly, this method is used for products that may be purchased with many different options. These may include high numbers of variations or for products that are highly configurable, requiring more time to prepare the assets as well as to load and store them.

Quick Tip: Connect product variations by ID

Usually, product variations are shown via individual assets connected by their ID and integrated with outside product data, such as inventory.



Working with Shoppable Media

BEST PRACTICE TIP:

As part of your workflow, building in a step to dry run interactive elements before you publish.

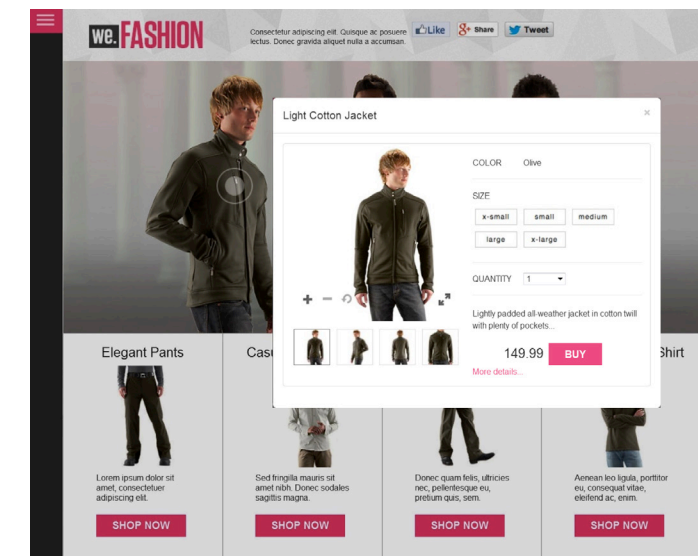
One of the best ways to increase engagement with your content is to add hotspots that link to product or service detail and buy buttons, so consumers can easily add products to cart without having to leave the page. With dynamic media, this is as easy as dragging and dropping hotspots onto an image, and linking to existing product quick views or pages.

Five quick steps to make your images interactive:

1. **Identify hotspot variables**—If you use AEM Assets and Dynamic Media as a standalone solution, start by identifying dynamic variables used in your existing quick view implementation. This lets you enter hotspot data when creating the interactive image. However, if you use AEM Sites or eCommerce, please go to “eCommerce Concepts” in AEM Assets.
2. **Use the Interactive Image viewer preset**—The interactive image viewer preset is named “Shoppable_Banner.” You may also create a customized Interactive Image viewer preset.
3. **Upload an image banner**—Upload image banners that you wish to be interactive.
4. **Add hotspots to the banner**—Add one or more hotspots to the image banner by simply dragging and dropping the hotspot onto the image. Then associate each one with an action such as a link or a Quick View.
5. **Preview and Publish your interactive image**

Add Interactive Elements to Any Website in Minutes

If you use AEM Sites or eCommerce, you can add an interactive image directly to a web page by simply dragging the Interactive Media component onto the page. If you use AEM Assets and Dynamic Media standalone, you must copy the embed code on your website and then integrate it with your existing quick view. See [Integrating an interactive image with your website](#).



Leverage adaptive video sets to deliver video for any screen

BEST PRACTICE TIP:

Use Adobe's Adaptive Video Set for easier upload and better playback performance.

Videos can be uploaded and served as single assets, but it is better to use an Adaptive Video Set to allow video to be easily delivered across platforms and screens. An Adaptive Video Set (AVS) groups versions of the same video encoded at different bit rates and formats e.g., for mobile, tablet and desktop. The viewing device will automatically detect the available bandwidth.

For upload workflow, you may choose one of Adobe's pre-defined sets, or create a custom set upon upload (for example, when custom encoding is required). In either case, an AVS asset is created from the multiple renditions, which can be used as a single asset or as part of a mixed media set.

Quick Tip: HTML5 video viewers to ensure high quality experiences on any device

The Dynamic Media HTML5 Video viewer presets are robust video players. You can use them to avoid many common issues that are associated with HTML5 video playback and issues associated with mobile devices such as lack of adaptive streaming delivery and limited desktop browser reach.



Resources

See an example of various viewers that showcase Adobe's adaptive playback capability:

https://marketing.adobe.com/resources/help/en_US/s7/vlist/vlist.html

For more best practices see

<https://docs.adobe.com/docs/en/aem/6-2/author/assets/dynamic-media/video.html>

Enrich experiences using mixed media sets

BEST PRACTICE TIP:

To automate and speed set creation, use a custom API script. Adobe professional services can assist with code samples.

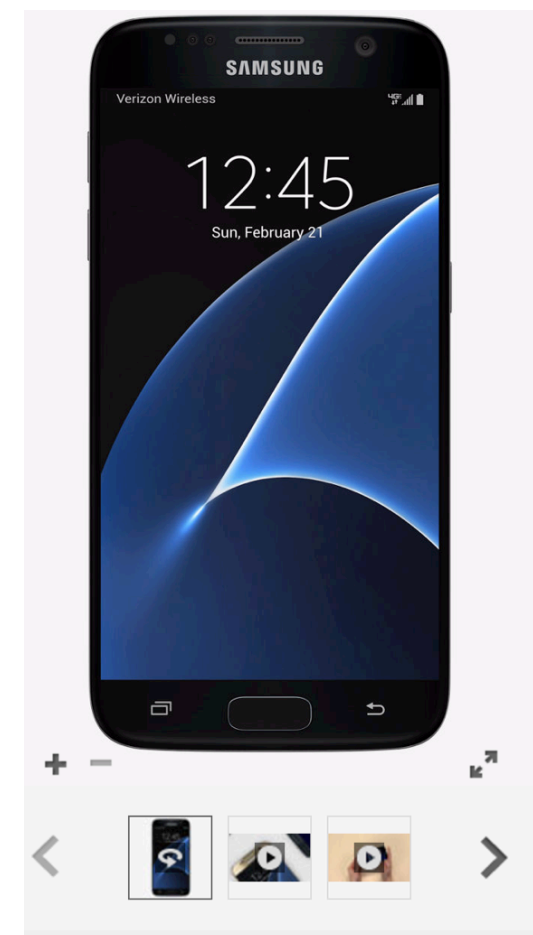
Mixed Media sets allow you to package more than just imagery:

- Include images, video, documents, and other product information under a single name
- May also contain spin sets, swatches or adaptive video
- No limit to the number of assets
- Mixed Media sets are displayed using a dynamic viewer

Mixed media sets are more complex to use but let you craft a rich experience for users

Tech Tip:

Some or all parts of the set creation can be automated using the built-in Dynamic Media tool set. Queries are used to pass matching asset string values to the viewer. To ensure best performance, batch set creation should be scheduled during non-peak times. Once all queries are completed, values can be imported into the database making the sets available at page load.



CONCLUSION

This guide is meant to help digital marketers and merchandisers understand and use Adobe Experience Manager Dynamic Media to deliver targeted and interactive rich media to customer-facing digital properties. If you would like to dive deeper, a training course is available at <https://training.adobe.com/training/current-courses.html#solution=adobeExperienceManager&p=1>

Need help getting the most out of AEM Dynamic Media? Locate an Adobe certified consultant:

<http://www.adobe.com/marketing-cloud/service-support/professional-consulting-training.html>

Additional Resources

[Adobe Dynamic Media General Information](#)

[Interactive Live Demos](#)

[Getting started with Dynamic Media](#)

[Developer Resources](#)

[Using AEM assets with Dynamic Media](#)

Dynamic Media provides key features to help you engage with consumers

- **Dynamic imaging:** Generate and display unlimited variations of any image, easily changing the size, format, resolution, crop, or effect on demand.
- **Responsive and interactive viewers:** Create visually rich media, such as zoom and pan, 360-degree spin, color swatches, and mixed media viewers, in real time.
- **Shoppable media:** Add interactive hotspots and link product detail into featured campaigns, video, lookbooks, and other media.
- **Multiscreen experiences:** Easily adapt your digital content, product images, and video for any screen or device.
- **Dynamic banners:** Using media asset templates, easily change content and properties of images and display banners.

The Adobe Marketing Cloud

Adobe Experience Manager Dynamic Media capabilities allow you to create, manage, and deliver visual assets optimized in real time for any digital touchpoint, including web, mobile, email, social, or in-store displays. When consumers interact with engaging rich media experiences such as shoppable banners, video, and 360-degree angles and views, they become more confident in the product or service details, more emotionally connected to the brand, and are twice as likely to buy.

Adobe is the leading rich media vendor to the Internet Retail 1000, serving more than 11.5 billion requests per day, and enabling commerce and digital marketing teams to deliver new lifestyle and product content daily for millions of SKUs.

Adobe Experience Manager Dynamic Media is part of the Adobe Marketing Cloud, an integrated marketing platform that provides an unmatched, comprehensive set of solutions for your digital marketing needs.



Adobe Experience Manager Organize, manage, and deliver creative assets and other content across digital marketing channels



Adobe Analytics Get real-time analytics across online and offline channels to continuously improve marketing performance



Adobe Campaign Plan and execute orchestrated campaigns across all channels



Adobe Target Test and target digital experiences to maximize business results



Adobe Media Optimizer Manage, forecast, and optimize your media mix to deliver peak return on client investment



Adobe Social Manage client social marketing with a comprehensive platform for social listening, publishing, and analytics



Adobe Primetime Engage viewers across devices and deliver targeted ads independent of platform or device



Adobe Audience Manager Ingest, organize, and manage first-, second-, and third-party data to create a true 360° view of consumer profile, build meaningful audiences, and support marketing activities throughout the customer journey



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