Cloudinary User Guide

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# **1. Tags and Structured Metadata**

**1.1 Assigning Tags to Product Assets**

For Tag Name we have custom attributes on both site and product level with IDs as **CLDTagName** and **CLDProductAttributeForTags** respectively. If we specify anything at product level then it overrides the site level configuration.

**CLDTagName:** It accepts the actual tag name string and assigns it to the asset as it is e.g. “test-tag”.

**CLDProductAttributeForTags:** It accepts the product standard or custom attribute e.g. ID and reads the value present inside that product attribute. It then treats this value as tag name and assigns it to the product asset.

**1.1.1 Tags based on View Types**

We also have some custom preferences defined on site level related to view types which take part in assigning the tags to assets.

**CLDHighResImageViewType:** It’s used to hold the view type used for the high resolution images in the catalog, e.g. “large”.

**CLDSwatchImageViewType:** It’s used to hold the view type used for swatch images in the catalog, e.g. “swatch”.

**1.1.2 Tags Assignment Rules**

Based on the custom preferences and job step parameter for view type, below rules will be applied when assigning tags to product assets.

1. If the view type in custom preference **CLDHighResImageViewType** matches with the view type specified in the job step parameter then it will assign tags to the asset.
2. If the view type in custom preference **CLDHighResImageViewType** does not match with the view type specified in the job step parameter then it will not assign any tag to the assets.
3. If the view type in custom preference **CLDSwatchImageViewType** matches with the view type specified in the job step parameter then it will assign tags to the assets.
4. If the view type in custom preference **CLDSwatchImageViewType** does not match with the view type specified in the job step parameter then it will not assign any tag to the assets.

**1.1.3 Product Types and Tags Assignment**

There are different types of products in SFCC and we assign tags to assets based on these product types while uploading them on Cloudinary through the job [Cloudinary - Upload product assets](https://garycl01-tech-prtnr-na02-dw.demandware.net/on/demandware.store/Sites-Site/default/ViewApplication-BM?csrf_token=91wuB25vw8cdPricOSAbdO2Aa_RCtiLsiyPKLhl7gZJVdWztavLLCLZNDrnhP34sErq1iduredjhibhvaVP8EL8UGmKTg0C7I7IVS2xM7RITe1mL-UXhj16MeLmrNxYVr5No2NaIs8MuBYVPlSlqtPBDoKNQ5CIIGAbTv4_LL_JPlgmo9PI=#editor!id!Cloudinary%20-%20Upload%20product%20assets). Here are different product types and details about how to assign tags.

1. **Variation Master Product**:

A product that represents all the variations for a particular product. For example, a specific style of t-shirt. It would assign the tag as it is as defined in the custom attributes. For example if we set a value as **ID** in the custom preference **CLDProductAttributeForTags** then the tag would be the actual master product ID “masterProductID”.

Note: Same applies to other product types **Product Set, Product Bundle** and **Simple Product**. Also the same tags assignment scheme applies to the product video assets.

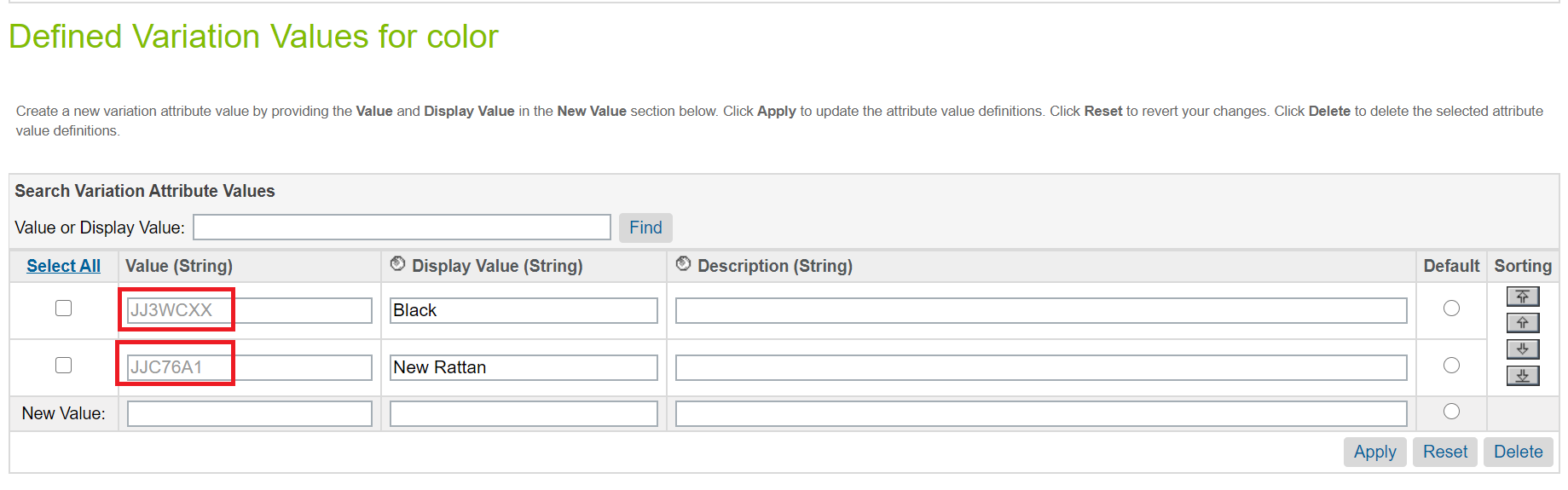
1. **Variation Product:**

A product that is a specific variation. For example, a Vegas brand t-shirt in size 10, color blue is a product variation of the Vegas brand t-shirt variation master. It would assign the master product tag suffixed with hyphen(-) and the variation color value ID like <master-product-tagname>-<variation-color-value-id>.

For example we have a variant product with ID “variant-456” and its master product ID is “master-123”, for assigning variant specific images it will have a “color” variant attribute. Assuming the variant is “grey” color and its variant attribute value is “JJ3WCXX” then the resulting tag for variant image would become “**master-123-JJ3WCXX”** i.e. <master-product-tagname>-<variant-color-value-id>

**Note:** The variant attribute value can be found in Business Manager here;

1. Open product in Business Manager and go to the “Variations” tab.
2. Scroll down to the section “Variation Attributes” and click on the **color** attribute definition.
3. Go to the section “Defined Variation Values for color” and you will see all color attributes values listed in the table.



For swatch images the pattern would be the same but it would have an extra suffix as **“-swatch”** so the final string would be as <master-product-tagname>-<variant-color-value-id>-swatch. Each variation has its own swatch image and we assign the master product ID with variation color attribute value concatenating with “-swatch” string. By using the previous example we will have the swatch image tag as **“master-123-JJ3WCXX-swatch”**.

The same logic applies to the product video assets.

**Notes:**

* Assets upload jobs do not care about the cartridge modes defined in custom preferences.
* If an asset is assigned to more than one product in SFCC then the job will add tags to that asset for all assigned products. It will not overwrite the actual asset instead just update it’s tags.

**1.2 Assigning Structured Metadata to Product Assets**

We can assign Structured metadata to product assets and make searching based on these metadata fields. You may read more about Structured Metadata on this [link](https://cloudinary.com/documentation/dam_media_library_administration#structured_metadata_management).

Cloudinary SFRA cartridge supports 6 different types of structured metadata fields, here are the names with details of those SMD fields.

1. **sfcc-gallery-position (Mandatory):** It’s used to hold the asset position in SFCC. For example if an image is configured at second position in SFCC then the gallery position will be 2.
2. **sfcc-is-main (Mandatory):** It’s used to indicate if the image has first position in SFCC or not. For example if an image is configured at first position then this field will be set to True otherwise it will be False.
3. **sfcc-product-identifier (Mandatory):** It’s used to hold the product tag name.
4. **sfcc-product-brand (Optional):** It’s used to hold the product product brand name specified in the product attributes details page.
5. **sfcc-product-name (Optional):** It’s used to hold the product's actual name specified in the product attributes details page.
6. **sfcc-view-type (Mandatory):** It’s used to hold the view type of the asset.

Note: The mandatory fields should always be defined in Cloudinary DAM otherwise [Cloudinary - Upload product assets](https://garycl01-tech-prtnr-na02-dw.demandware.net/on/demandware.store/Sites-Site/default/ViewApplication-BM?csrf_token=91wuB25vw8cdPricOSAbdO2Aa_RCtiLsiyPKLhl7gZJVdWztavLLCLZNDrnhP34sErq1iduredjhibhvaVP8EL8UGmKTg0C7I7IVS2xM7RITe1mL-UXhj16MeLmrNxYVr5No2NaIs8MuBYVPlSlqtPBDoKNQ5CIIGAbTv4_LL_JPlgmo9PI=#editor!id!Cloudinary%20-%20Upload%20product%20assets) will throw an error and terminate the job by saying “mandatory structured metadata fields are missing”.

**1.2.1 Structured Metadata Assignment Rules**

Based on the custom preferences and job step parameter for view type, below rules will be applied while assigning structured metadata to product assets.

1. If the view type in custom preference **CLDHighResImageViewType** matches with the view type specified in the job step parameter then it will assign values to all structured metadata fields.
2. If the view type in custom preference **CLDHighResImageViewType** does not match with the view type specified in the job step parameter then it will assign values to all structured metadata fields except **sfcc-is-main**.
3. If the view type in custom preference **CLDSwatchImageViewType** matches with the view type specified in the job step parameter then it will assign values to all structured metadata fields.