



Getting Started with Properties

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Properties in Salsify are customizable fields that can hold product information, digital asset metadata, and property metadata values, and they appear organized under property groups you choose.

Property Uses

Properties can apply to products, digital assets or other properties. A single property can store information that applies to products, digital assets or other properties, and can store information about more than one type, but best practice is to use separate properties for each. Properties only appear in the details pages where they are relevant and have a value populated.

Data types are assigned to properties to allow validations and formatting to be applied to the data they contain. For example, you may have a property where you want to store dates. Use the "date" property type to limit the field to only accept properly-formatted dates.

[Click here](#) for more information about data property types.

Product details properties

Product properties are what store the details about a product. They are used throughout Salsify to store property values.



102918

Jetsetter Carry On Roller - Purple

View parent and 5 other variants

Tasks on this product require your attention:

- [WORKFLOW > Set up new Item: Item description setup](#)

Properties

Activity

Relations

Select Perspective:

WORKFLOW > Luggage Set...

General

Product Name	Jetsetter Carry On Roller - Purple
Product ID ?	102918
UPC	143287212918
Model	MCS269
Brand	Miscellus
Category	Luggage
Color	Purple
Product Line	Jetsetter

Digital asset metadata

Digital Assets > 791334_MAIN1.jpg Actions ▾

NAME 791334_MAIN1.jpg		TYPE Image (JPG)
ID 41eb1564fc77910238da22e4a231097bba6242ce		DIMENSIONS 2795 x 2795
CREATED AT Thursday, February 16, 2017 11:52 AM CST		SIZE 1.8 MB
		FILENAME 791334_MAIN1.jpg

Products Metadata

Asset Color	Blush
Asset Created Date	2016-06-06
Asset Keywords	front view white isolation leather tote
Asset Photographer	LB Jeffreys
+	

[+ New Property](#)

Digital asset properties store information about digital assets, which is called digital asset metadata.

1. System generated metadata like image dimensions, asset name, and type are stored automatically.
2. You can use digital asset properties to define custom metadata to further identify and use filtering, and include exports and naming transformations.

Property metadata

Property metadata is visible in the property details page, in JSON exports, can be accessed with formulas, and is shown in the property export.

Property Configuration

ID **eCommerce Name**

Settings Metadata Security

eCommerce field	product_name
Usage	eCommerce
+	

Properties can also be applied to other properties to give context about them. For example, property metadata might contain where the data that's stored in the property comes from or is typically sent to, who owns the property's maintenance, or information needed by other systems.

For example, if you wanted to make note of what context properties are used in, you could add a metadata property called *Usage* to your *Online Description* property and add a value of *retailer syndication* to note that it's how the information stored in it is used. You could add a value of *eCommerce system* to your *eCommerce Description* property to note that is used by your company's eCommerce system.

You could add a property called *Ownership* and add values for properties that note which individual, system or department is responsible for maintaining the information stored in the property.

Property metadata is also used to identify fields where data is being imported from another source. For example, you could set up a metadata property called *ERP* and store the name of the field in your ERP system from which the information is imported to Salsify.

Property Identifiers

Properties have a unique ID and a property name. Wherever possible, and by default, the name and ID should be the same, but there are use cases where they may be different. The property ID is what identifies the property to the system and is used in formulas, appears in exports and is used for import mapping. The property name is what appears to users in the interface.

Property IDs cannot be changed by users. If you have a property that you need to change the ID for, reach out to your Customer Champion or [contact customer success](#) for assistance.

Updating Properties

Properties can be updated individually or in bulk. Users with permissions can update properties one by one in the Salsify interface, or they can export all properties, make updates to the details and import them to Salsify to make all changes at once.

Property Data Types

Property data types carry validations for the information they contain. Use property types to set formatting and validation for individual properties. Only information that meets the property type's requirements can be added to the property. For example, you can set a property type to number, and it will only accept numeric values.

[Click here](#) for more information about property data types.

Property Search

Properties can be set as searchable. Properties set to searchable allow their values to be used in product and digital asset search.

Default Searchable Properties

Product Properties

Users are prevented from making these fields non-searchable as well:

- **Product name identifier** (may have another name in your organization)
- **Product ID** (may have another name in your organization)

Digital Asset Properties

- Name
- ID
- Filename
- Resource Type
- Color
- Format

Searchable Properties Best Practices

You can make any property in Salsify searchable. When choosing properties to make searchable, there are a few rules of thumb to maximize search usefulness:

- **Use only properties containing product property values.** To keep product search most effective, choose only properties that contain products values, rather than digital asset or property metadata values.
- **Use properties with short values.** Properties that contain large blocks of text aren't good candidates for search. Instead, use properties that have more unique identifiers your team uses. UPC or keywords are good candidates for searchable properties.
- **Use properties with somewhat unique identifiers.** Properties where the same values are populated across a large number of products like yes/no or numbers like dimensions or weight aren't typically good searchable candidates. Focus on properties that contain more unique values that your team would use to find products.