

Create a custom metadata schema for CTAs (Calls to Action) in player

Last Modified on 03/09/2025 12:05 pm IST

Chis article is designated for administrators.

About

Custom metadata allows you to create dynamic Call to Action (CTA) messages in your videos based on an entry's metadata. This is particularly useful when managing large content libraries where CTAs need to vary depending on the video, ensuring that each CTA is relevant to the specific media entry. By mapping metadata fields to CTA components, you can automate updates, eliminating the need for manual adjustments per video.



Step 1: Create a custom metadata schema

Access the Custom Data page

- 1. Log into your KMC.
- 2. Click the **Settings** gear icon at the right of the navigation menu.



₩	CONTE	ΝТ	STUDIO	ANALYTICS	SERV	ICES DASHBOARD	+ (Create				∯ <	? LS ~
		ENTRIE	S DOCUMEN	ITS MODERA	FION R	OOMS PLAYLISTS	SYNDICATI	ON CATEGORIES	UPLOAD	CONTROL	BULK UPLOAD	DROP FOLDERS	;
		375	Entries		Q S	earch Entries	•	P _B Filter Catego	ries 🗸 🛛 🏹	Refine	✓ Expe	ort 🖓	
			Thumbnail	Name		ID	Туре	Created On 🗸	Duration	Plays	Status		
			C kabura (sur hala	Lookingi	nto th	1_8cg9f7ke	e B	18/02/2024 18:03	N/A	0	Ready		

The Account page displays.

3. Click the **Custom Data** tab.

*	CONTENT	STUDIO	ANALYTICS	SERVIC	ES DASHB	OARD	- Create			C	٨	2	?	LS v
	ACCOU	NT INTEG	RATION ACCES	S CONTROL	REACH	TRANSCODING	CUSTOM DATA	MY USER	ACCOUNT INFORMATION	AUTHENTI	CATION			

The Custom Data page displays.

CONTENT STUDIO ANALYTICS SERVICES DASHB	BOARD + Create) ×	0	LS
ACCOUNT INTEGRATION ACCESS	CONTROL REACH TRANSCODI	NG CUSTOM DATA MY USER	ACCOUNT INFORMATION	AUTHENTICATION AUTOMATION N	IANAGER			
Add Custom Schema 14 Custom	Schemas							
Custom Schema Title	ID	System Name	Description	Apply to	Fields Included			
ABC Events Registration form	24074182			User Entry	First Name, Last Name, State, C			
D Main Schema	22891792			Entries	Additional information, Date, E			
Related entries	22551292			Entries	Related entries, Entry ID			
Auto-tagging	22455692			Entries	auto-tags			
powtoon	22312552	powtoon		Entries	PowtoonId			
Channel filters	22055252			Categories	About us, Date, This is a text field			

Create a custom metadata schema

1. Click Add Custom Schema.

* •	ONTENT STUDIO ANALYTICS SERVIC	CES DASHBOARD	+ Create]		C) (\$	§ 2	(?) LS v
	ACCOUNT INTEGRATION ACCESS CONTROL	REACH TRANSC		ATA MY USER A	CCOUNT INFORMATIC	ON AUTHENTICATIC	л	
	/							
	Add Custom Schema 11 Custom Sch	emas						
	Custom Schema Title	ID	System Name	Description	Apply to	Fields Included		
	powtoon	22312552	powtoon		Entries	PowtoonId		
	Categories filters	22055252			Categories	About us		

The Add Custom Schema window displays.



Add Custom Schema		Cancel	Save
Custom Schema Title	*		
Description			
System Name			
Apply to	Entries Categories User Entry		
+ Add Custom Field			
Field Label	Field Type System Name Short Description Description Max V	alues Searchable	

NO INCOULO	No	Results	
------------	----	---------	--

- 2. Complete the following fields:
- Custom Schema Title Add a title (for example, Metadata CTA)
- **Description** optional Enter a relevant description.
- **System name** optional This field is required if you are uploading content using bulk XML files or if you need access to the schema via the API.
- Apply to Select Entries.

Add Custom Schema		Cancel Save
Custom Schema Title	* Metadata CTA	
Description	Metadata schema for Call to Action	
System Name		
Apply to	Entries Categories User Entry	
+ Add Custom Field		

3. Click + Add Custom Field.



Add Custom Schema		Cancel Save
Custom Schema Title	* Metadata CTA	
Description	Metadata schema for Call to Action	
System Name		
Apply to	Entries Categories User Entry	
+ Add Custom Field		
Field Label	Field Type System Name Short Description Description	Max Values Searchable

The Add Custom Field window displays.

Field Type	Text	\checkmark
Max No. of Values	• Single Unlimited	
Field Label	*	
Short Description		
Description		
Searchable	Yes	
Required	No	
Hidden	No	
	Cancel Add	

Add Custom Field

4. Complete the fields.

i

You will need to create fields that correspond to each CTA element: title, description, button and URL. See **Metadata-based CTA** in Player -settings tab.

- Field Type Select Text.
- Max No. of Values Choose Single (default).
- Field Label Type a name for the first metadata field, for example, ctaTitle.
- Short description optional



- **Description** optional
- **Searchable** You might want to make sure the searchable button is enabled, this will allow the metadata to be findable in the search results.
- **Required** This makes the field mandatory. The user must fill it out to submit the form.
- **Hidden** This hides the field from the registration form. Use this option for fields you're unsure about, allowing you to show or hide them as needed without replacing the form.
- 5. Click **Add** to save the custom field.

Field Type	Text	,
Max No. of Values	Single Unlimited	
Field Label	* CtaTitle	
Short Description		
Description		
Searchable	Yes	
	Cancel Add	

Add Custom Field

- 6. Repeat steps 3 5 above for the CTA elements you wish the player to display:
 - Title
 - Description
 - Primary button label

Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



- Primary button URL
- Secondary button label
- Secondary button URL

7. Click **Save at the top right** to finalize the schema.

Use the following image as a guideline, but feel free to choose different names that fit your needs:

Add Custom Schema				Cancel Save
Custom Schema Title	* Meta	idata CTA		
Description	Meta	idata schema for Call to Action		
Apply to	O E	Intries Categories User Entry		
+ Add Custom Field				
Field Label	Field Type	System Name Short Description Description	Max Value	s Searchable
a CtaTitle	Text	CtaTitle	1	Yes
a CtaDescription	Text	CtaDescription	1	Yes
a Button1Label	Text	Button1Label	1	Yes
a Button1URL	Text	Button1URL	1	Yes
a Button2Label	Text	Button2Label	1	Yes
a Button2URL	Text	Button2URL	1	Yes
		Example configuration		

Your new metadata schema displays under the Custom Data tab.

CONTENT STUDIO ANALYTICS + Create					íi (9 🗅 (<u>ې د</u>	2
ACCOUNT INTEGRATION ACCESS CO	INTROL TRANSCODING CUST	OM DATA MY USER ACCOUNT	TINFORMATION					
Add Custom Schema 7 Custom Sch	emas							
Custom Schema Title	ID	System Name	Description	Apply to	Fields Included			
Metadata CTA	680512		Metadata schema for Call to Ac	Entries	CtaTitle, CtaDescription, Butto			

Save the **metadata profile ID** - you'll need it when setting up the player.



Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



Step 2: Complete the custom metadata fields for the entry

 Access the entry details page by clicking the Content tab in the navigation menu.

CONTENT STUDIO ANALYTICS + Create						
ACCOUNT INTEGRATION ACCESS COM						
- Add Custom Schema 7 Custom Schemas						
Custom Schema Title	ID	System Name	Description	Apply to	Fields Included	
📄 Metadata CTA	680512		Metadata schema for Call to Ac	Entries	CtaTitle, CtaDescription, Butto	

The **Entries** page displays by default.

2. Click on the desired entry's title or thumbnail.

CONTENT STUDIO ANALYTICS + Create						îi0		8 X	0	L ~
ENTRIES DOCUMENTS MODERATION ROOMS PLAYLISTS SYNDICATION CATEGORIES					UPLOAD	CONTROL BL	ILK UPLOAD			
38 Entries	Q. Search Entries	0	E Filter Catego	ries 🗸 🗍 🏹	7 Refine	 Export 	Ð			
Thumbnail Name	ID	Type	Created On 🗸	Duration	Plays	Status				
Kaltura_Capture_recordingMarch_4th_2025, 5,14.52 pm_(HD_1080WEB_(H26	4_4000)) 0_2rpz7x7d	0	03/06/2025 14:42	00:25	0	Ready				
Kaltura Capture recording - March 4th 2025, 5:14:52 pm	0_ukm663p		03/04/2025 17:16	00:25	0	Ready				
Underwater Features in Marine Biology - Quiz	0_einkswlr	0	02/19/2025 13:14	00:58	16	Ready				
Underwater World	0_8hj6ycbn	0	02/19/2025 13:10	00:58	3	Ready				

The **Metadata** tab displays by default.

CONTENT STUDIO ANALYTICS + Create							
ENTRIES DOCUMENTS MODERATION ROOMS PLAYLISTS SYNDICATION CATEGORIES							
< Underwater World	 Underwater World 						
ID: 0_8hj6ycbn 🕕 Creation Date: 02/19/2025	ID: 0_8hj6ycbn 🔲 Creation Date: 02/19/2025 Last Update: 03/06/2025 Owner: louise.szmoisz@kaltura.com Duration: 00:58 Moderation: Auto Approved						
	Metadata						
	Name	Underwater World					
	Description	Test					
🕫 Share & Embed 🛛 🗂 Editor							
Metadata	Tags	whale X sea X					
Thumbnails	Categories						
Access Control		Browse Categories					
Scheduling	Reference ID						
Flavors							
Distribution	Metadata CTA						
Captions	button1URI	Files // will be also as fully 20 and					
Related Files	Satonizante	nttps://en.wikipedia.org/wiki/Ocean					
Clips							
Users	button2URL	https://en.wikipedia.org/wiki/Ocean					

- 3. Scroll down to the **Metadata CTA** section.
- 4. Complete the fields:

Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.



- Title Enter the CTA's title
- Description Enter the description to display under the CTA title
- Primary button URL- Add the desired URL
- Secondary button URL- Add the second URL
- Primary button label Enter the text for the button's label
- Secondary button label Enter the text for the second button's label

The field names in the image below are just examples. Yours will match your metadata schema.

\leftarrow	Inderwater	World
`	Onderwater	VV OI IU

Underwater World			View Analytics
Metadata	Reference ID		
Thumbnails	Metadata CTA		
Access Control			
Scheduling	CtaTitle	CTA title	
Flavors			
Distribution	CtaDescription	CTA description	
Captions			
Related Files	Button1Label	Rutton 1	
Clips		Dutton 1	
Users			
Advertisements	Button1URL	https://en.wikipedia.org/wiki/Whale	
Quizzes			
	Button2Label	Button 2	
	Button2URL	https://en.wikinedia.org/wiki/Whale	
		incps//enampedia.org/mile/mare	

Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.