

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

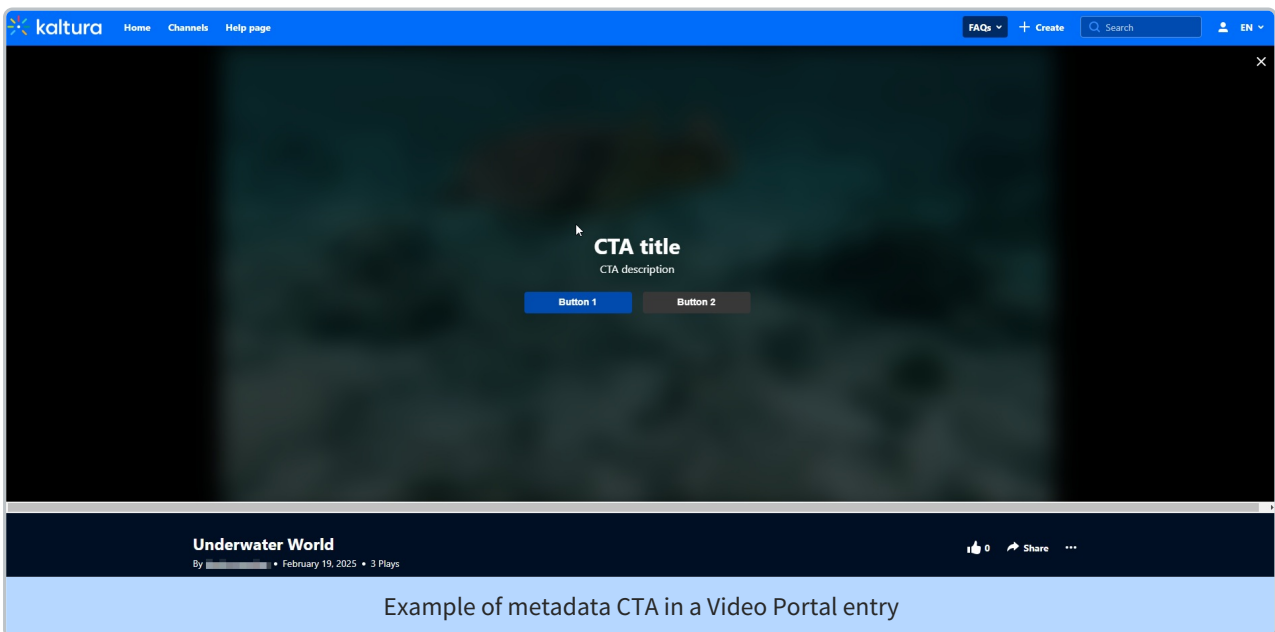
Last Modified on 06/04/2026 9:18 am IDT

 This 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.

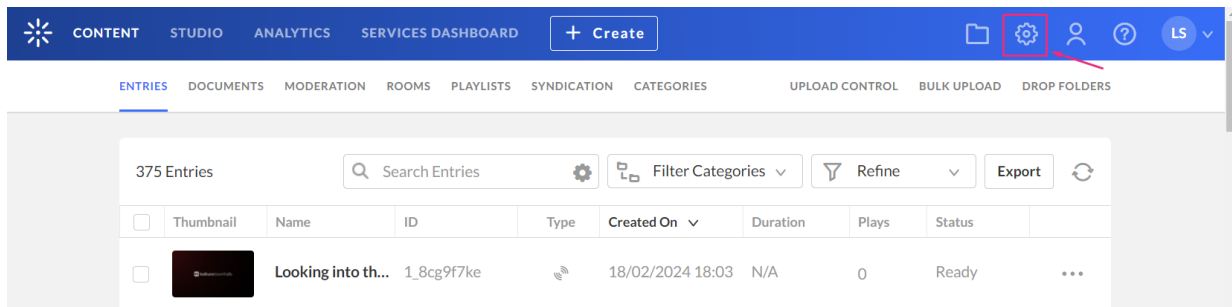
By mapping metadata fields to CTA components, you can automate updates, eliminating the need for manual adjustments per video.



## Step 1: Create a custom metadata schema

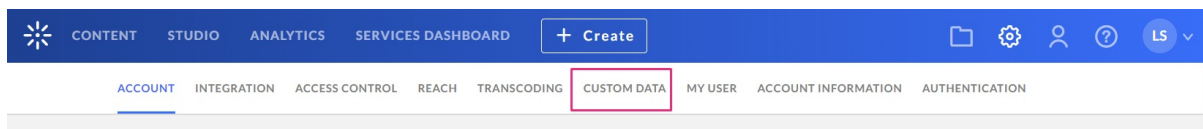
Access the Custom Data page

1. Log into your [Rich Media CMS](#).
2. Click the **Settings** gear icon at the right of the navigation menu.

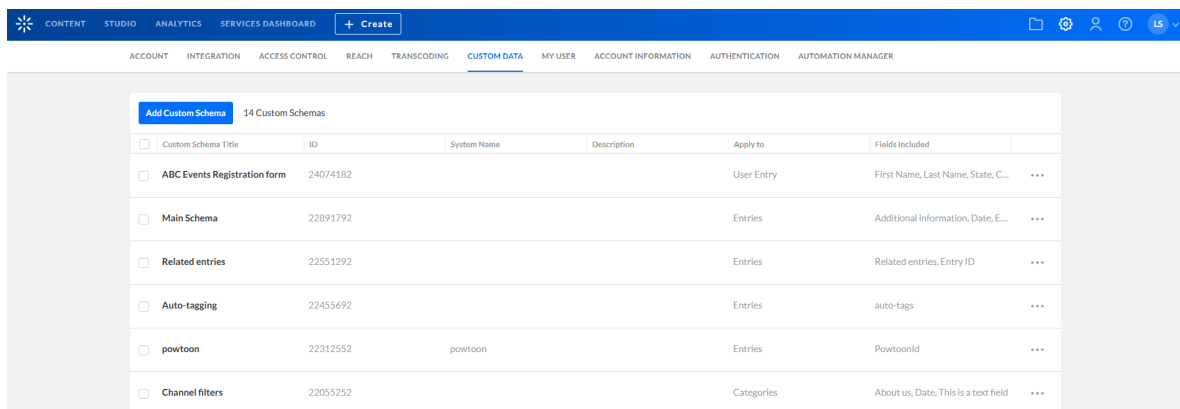


The Account page displays.

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

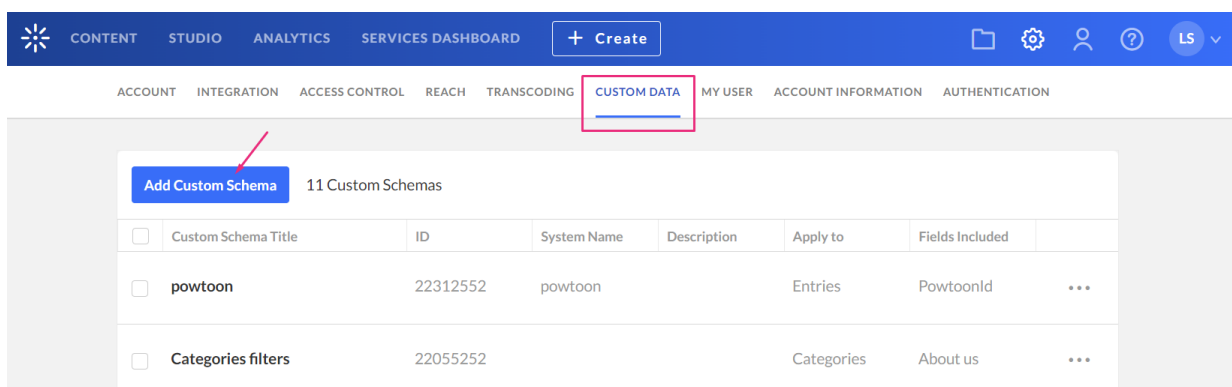


The Custom Data page displays.



Create a custom metadata schema

1. Click **Add Custom Schema**.



The **Add Custom Schema** window displays.

Add Custom Schema Cancel

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Custom Schema Title \*

Description

System Name

Apply to  Entries  Categories  User Entry

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<input type="checkbox"/>	Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
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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

---

Custom Schema Title \*

Description

System Name

Apply to  Entries  Categories  User Entry

## 3. Click + **Add Custom Field**.

Add Custom Schema Cancel Save

---

Custom Schema Title \*

Description

System Name

Apply to  Entries  Categories  User Entry

+ Add Custom Field Download Schema

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<input type="checkbox"/>	Field Label	Field Type	System Name	Short Description	Description	Max Values	Searchable
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The Add Custom Field window displays.

### Add Custom Field

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Field Type

Max No. of Values  Single  Unlimited

Field Label \*

Short Description

Description

Searchable  Yes  No

Required  Yes  No

Hidden  Yes  No

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Cancel
Add

#### 4. Complete the fields.



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.

### Add Custom Field

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Field Type	<input type="text" value="Text"/>
Max No. of Values	<input checked="" type="radio"/> Single <input type="radio"/> Unlimited
Field Label	* <input type="text" value="CtaTitle"/>
Short Description	<input type="text"/>
Description	<input type="text"/>
Searchable	<input checked="" type="checkbox"/> Yes

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<input type="button" value="Cancel"/>	<input checked="" type="button" value="Add"/>
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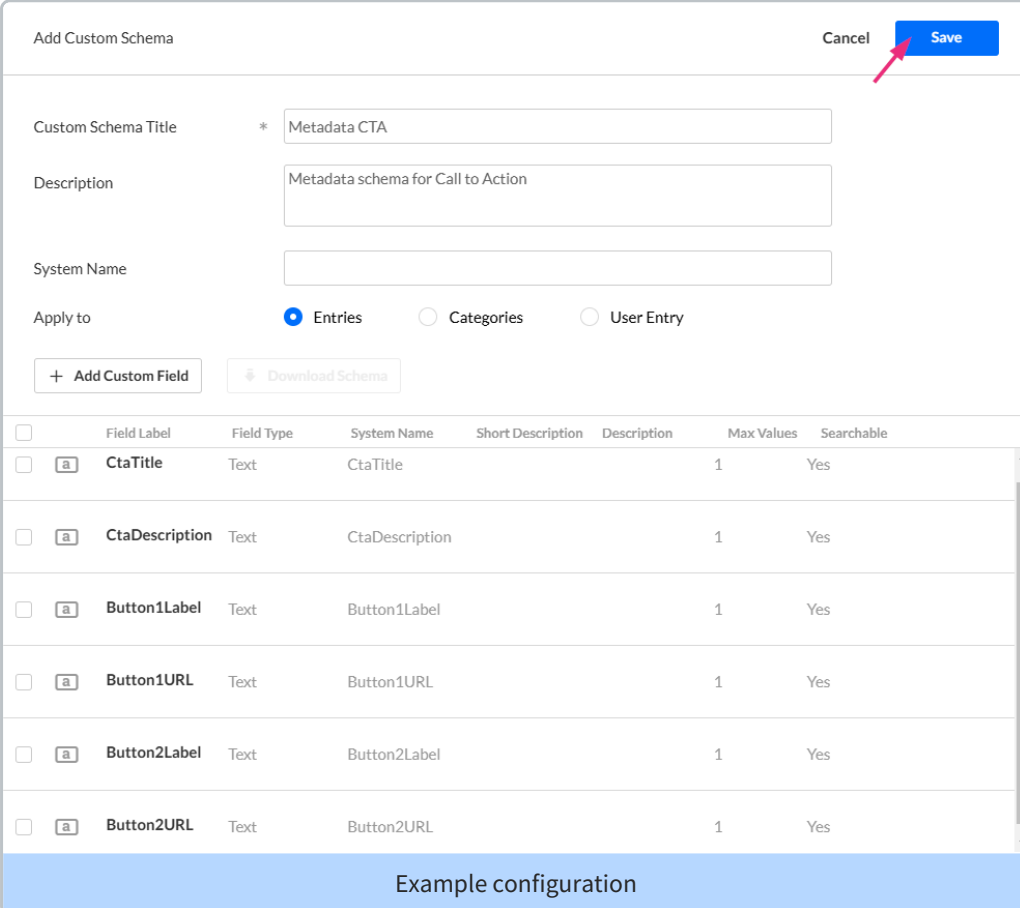
6. Repeat [steps 3 - 5 above](#) for the CTA elements you wish the player to display:

- Title
- Description
- Primary button label

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

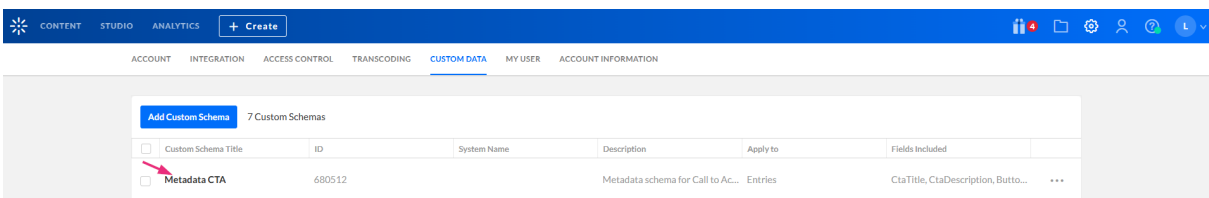
7. Click **Save at the top right** to finalize the schema.

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



Example configuration

Your new metadata schema displays under the Custom Data tab.

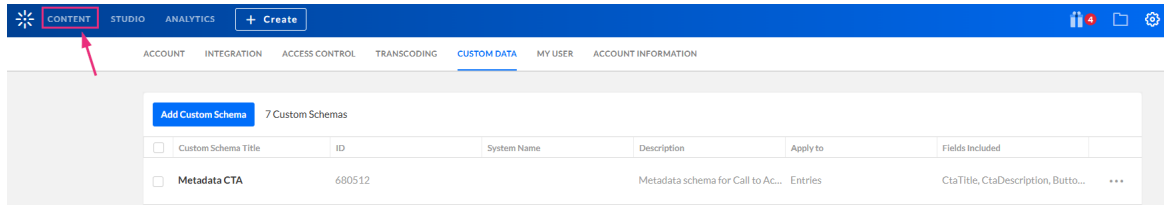


Save the **metadata profile ID** - you'll need it when setting up the player.

Custom Schema Title	ID
Metadata CTA	680512

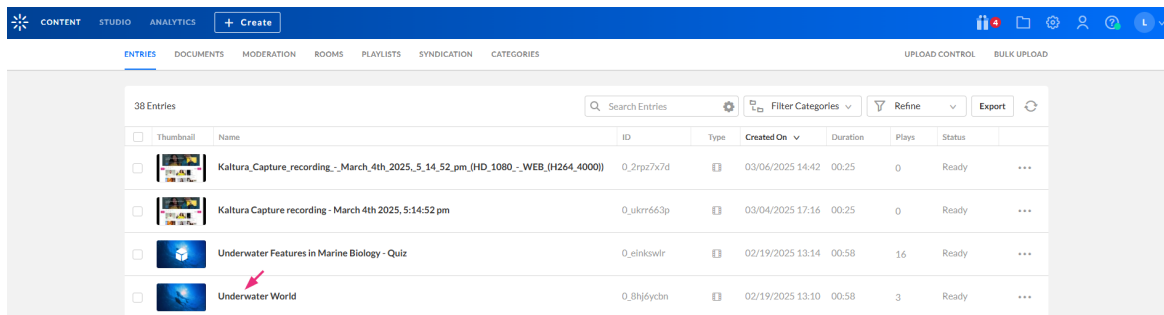
## Step 2: Complete the custom metadata fields for the entry

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

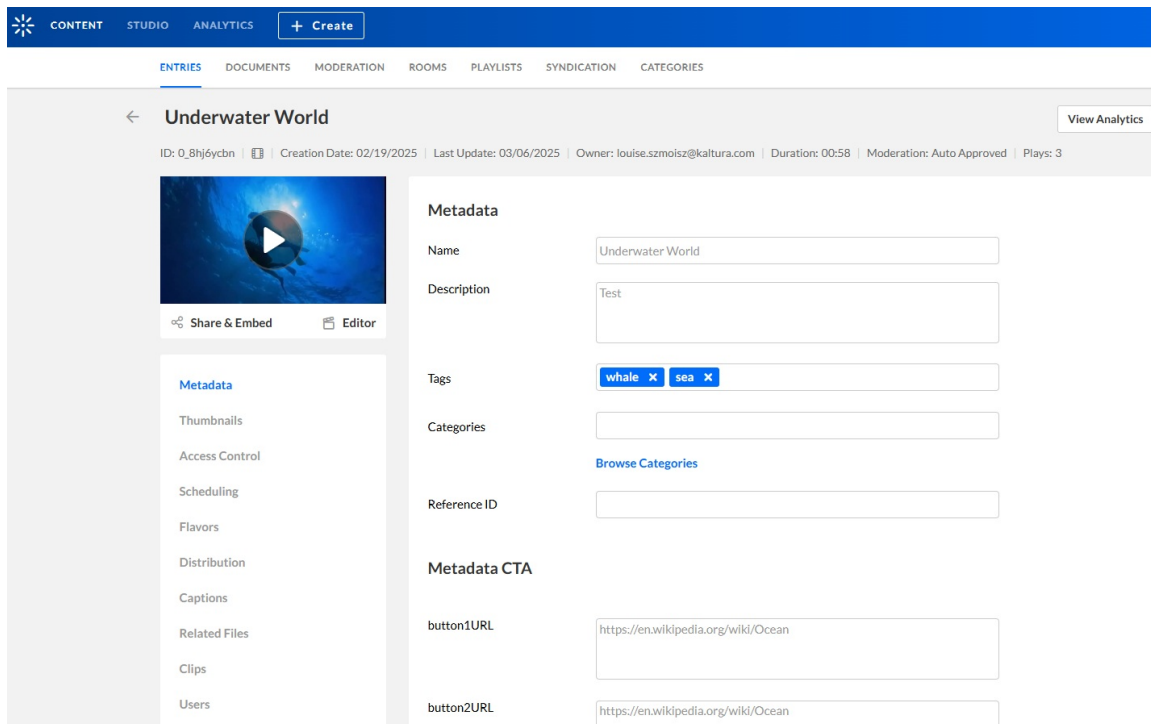


The **Entries** page displays by default.

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



The **Metadata** tab displays by default.



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

- **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.

← Underwater World View Analytics

<b>Metadata</b>	Reference ID	<input type="text"/>
Thumbnails	<b>Metadata CTA</b>	
Access Control	CtaTitle	<input type="text" value="CTA title"/>
Scheduling	CtaDescription	<input type="text" value="CTA description"/>
Flavors	Button1Label	<input type="text" value="Button 1"/>
Distribution	Button1URL	<input type="text" value="https://en.wikipedia.org/wiki/Whale"/>
Captions	Button2Label	<input type="text" value="Button 2"/>
Related Files	Button2URL	<input type="text" value="https://en.wikipedia.org/wiki/Whale"/>
Clips		
Users		
Advertisements		
Quizzes		

