

# Streamlined and improved workflows for video content ingestion

Publishers use content ingestion metadata to assign additional information as key-values like rating or genre to their video content. You can use this process to help categorize your video inventory more easily, and target specific audiences more effectively. Metadata makes your inventory more marketable to advertisers, helps deliver more relevant ads to your audiences, and can help you better understand how your video inventory is performing.

Ingesting and managing your video content and metadata on Ad Manager has never been easier. Our new content ingestion workflow is much quicker than before, allowing you to segment and filter content on your CMS metadata immediately after feed ingestion. Also, dedicated targeting fields exist specifically for CMS metadata, differentiating them from non-video inventory key-values. This workflow paves the way for a future of enhanced content features for our partners across programmatic, inventory packaging, and audience insights.

Continue reading to learn more about content ingestion and how we have streamlined content metadata management and targeting.

**Learn more and get started with content ingestion**

- [Content ingestion migration guide](#)

## A better approach to metadata

Ad Manager's content ingestion solution can help you improve your content management workflow:

1. **It's faster:** A quicker sync between MRSS feeds and Ad Manager backend for the quickest turn-around from content upload to ad trafficking.
2. **It's easier to use:** Content metadata is now automatically available in your targeting picker immediately after upload. There's no need to take an additional step of mapping content metadata to key values before targeting.
3. **It's more organized:** By creating separate content metadata targeting and reporting buckets, you can identify between your non-video inventory key-values to help you prevent hitting your key-value limit. On the backend, the decoupling of content metadata from non-video key values allows our engineering team to work faster on a content metadata-driven roadmap that will allow you to have more control and flexibility on how your content is being packaged, sold, and reported on.