



Managing Active, Inactive, and Expired Assets

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Overview

Statuses

The Manage Templates page allows administrators to control the visibility and status of templates using the Active, Inactive, and Expired settings and filters. This guide explains how to use these settings and filters effectively to organize and manage your assets.

Status Filters

The sidebar of the Manage Templates page includes the following filters for managing assets:

- **All** – Displays all templates, including active, inactive, and expired.
- **Active** – Displays only templates currently marked as active.
- **Inactive** – Displays templates that are no longer active or available for use.
- **Expired** – Displays templates with past expiration dates, marked with the `Expired on [date]` tag.



Active Assets

Active assets are templates available for use, depending on the visibility rules set by the administrator. Team and user settings may further limit which groups of end users can see specific content.

How to Mark an Asset as Active

1. Navigate to **Manage Marketing → Manage Templates**.
2. Locate the template you want to activate and select **Actions → Media Settings**.
3. In the Media Settings section, locate the **Status** setting.
4. Check the box labeled **Active**.
5. Click the **Save Media** button at the top of the page.

Viewing Active Assets

Navigate to **Manage Marketing → Manage Templates** and click the **Active** filter in the sidebar to display all templates currently marked as active.

Tip

Active templates also appear in the All filter view.

Inactive Assets

Inactive assets are templates that are no longer marked as active and unavailable for general use. Administrators can still access these templates for editing or archiving.

How to Mark an Asset as Inactive

1. Navigate to **Manage Marketing → Manage Templates**.
2. Locate the template you want to deactivate and select **Actions → Media Settings**.
3. In the Media Settings section, locate the **Status** setting.
4. Uncheck the box labeled **Active**.
5. Click the **Save Media** button at the top of the page.



Viewing Inactive Assets

Navigate to **Manage Marketing → Manage Templates** and click the **Inactive** filter in the sidebar to display all templates currently marked as inactive.

Tip

Inactive templates also appear in the All filter view.

Expired Assets

Expired assets are templates whose expiration date is in the past. These templates are automatically set to Inactive when the expiration date passes, but they remain visible to administrators. Expired templates are identified with a black `Expired on [date]` tag.

Key Features

Expired assets are shown when you select the **Expired** filter in the sidebar.

Expired templates can be toggled between Active and Inactive status, but the `Expired on [date]` tag remains unless the expiration date is updated.

How to Manage Expired Assets

To edit an expired template:

1. Navigate to **Manage Marketing → Manage Templates**.
2. Click the **Expired** filter to view all expired templates.
3. Locate the template you want to edit and select **Actions → Media Settings**.
4. To remove the Expired tag, locate the **Expiration Date** field and either:
 - a. Select a future date.
 - b. Clear the field.
5. To change the status without updating the expiration date, toggle the Status checkbox:
 - a. Check the box to mark the template Active.
 - b. Uncheck the box to mark the template Inactive.
6. Click the **Save Media** button at the top of the page.

Viewing Expired Assets

Navigate to **Manage Marketing → Manage Templates** and click the **Expired** filter in the sidebar to display all expired templates, regardless of their Active/Inactive status.

Tip

Expired templates also appear in the All filter view.



FAQs

What happens when a template expires?

The template is automatically set to Inactive and displays the `Expired on [date]` tag. It can still be edited or toggled back to Active status.

What happens when I set the expiration date for a template to a date that is already in the past?

When you manually set an expiration date and save the media settings, you're also saving the Status selection. If the box is checked and the date you set is the current date or in the past when you save the settings, the template will be tagged as expired but would remain as Active status.

Note

The system only checks for newly expired templates once per day, so if you manually set an expiration date to the current day, or a day in the past the tag will not appear until the following morning.

Can I remove the expired tag without updating the expiration date?

No, the `Expired on [date]` tag remains unless the expiration date is updated or cleared.

Why does an expired template show up as Active?

An administrator may have toggled the template to Active without updating the expiration date. The `Expired on [date]` tag reflects the expiration status.