DARYL User Guide

(Updated Summer 2022)

DARYL | Airbnb's Marketing & Product Library

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I Just Need...

What’s DARYL?

DARYL

Digital Asset Repository You Love

The Airbnb Brand & Product Library

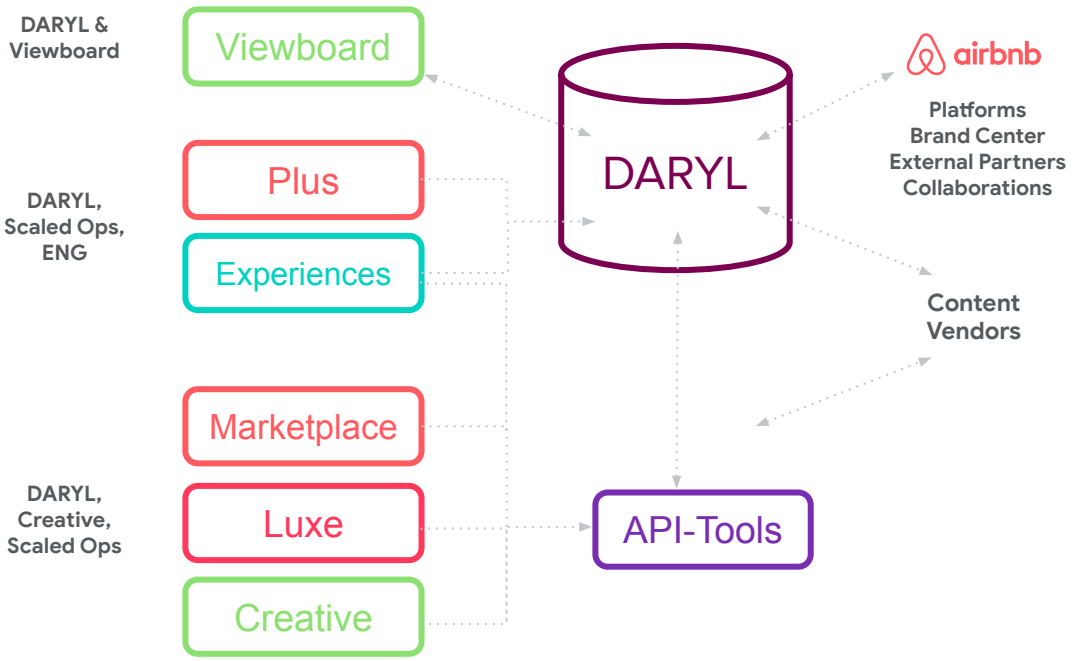
- Digital asset management for Scaled Operations, Creative Marketing campaigns, Brand Assets and all things in between.
- Secure, confidential asset storage and flexible workspaces.
- Controlled distribution for approved content AKA “The Source of Truth.”
- Digital library experience - it’s like Airbnb has its very own stock asset resource with Tags, Galleries, and custom Collections.
- Dynamic user accounts and access levels for Airbnb staff and partners.
- Support from the DARYL Team.

In the Middle of Everything

DARYL is integrated with multiple internal and external tools.

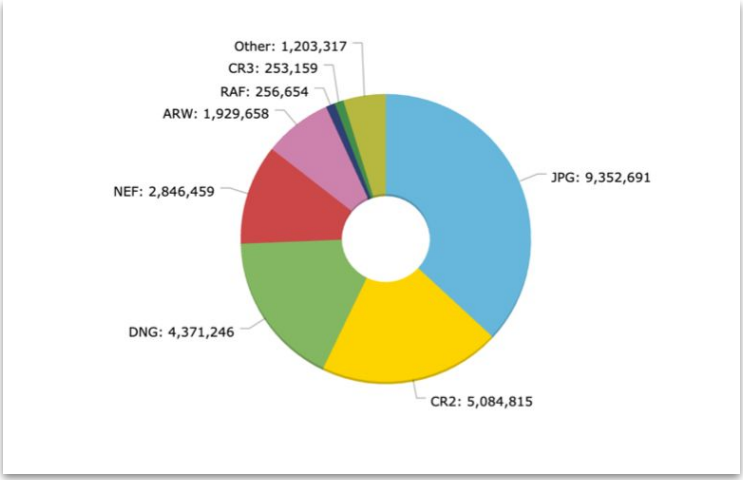
Management of these integrations is coordinated between the DARYL Team and workflow stakeholders.

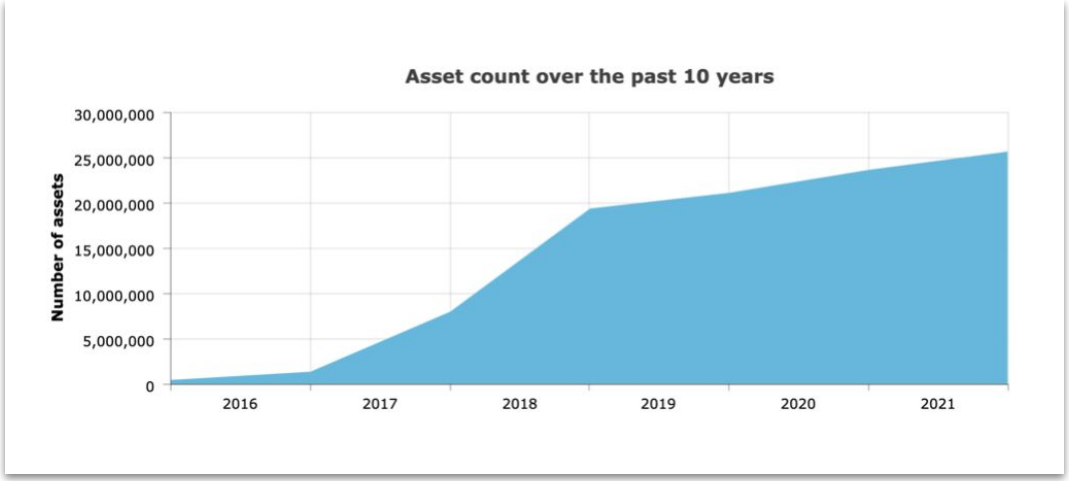
Whether it's a bespoke campaign, internal brand assets, or verified product stuff - we make every effort to connect you to the approved content generated by Airbnb.



Big Stats

10s of millions of assets in total, ~3M published in the library

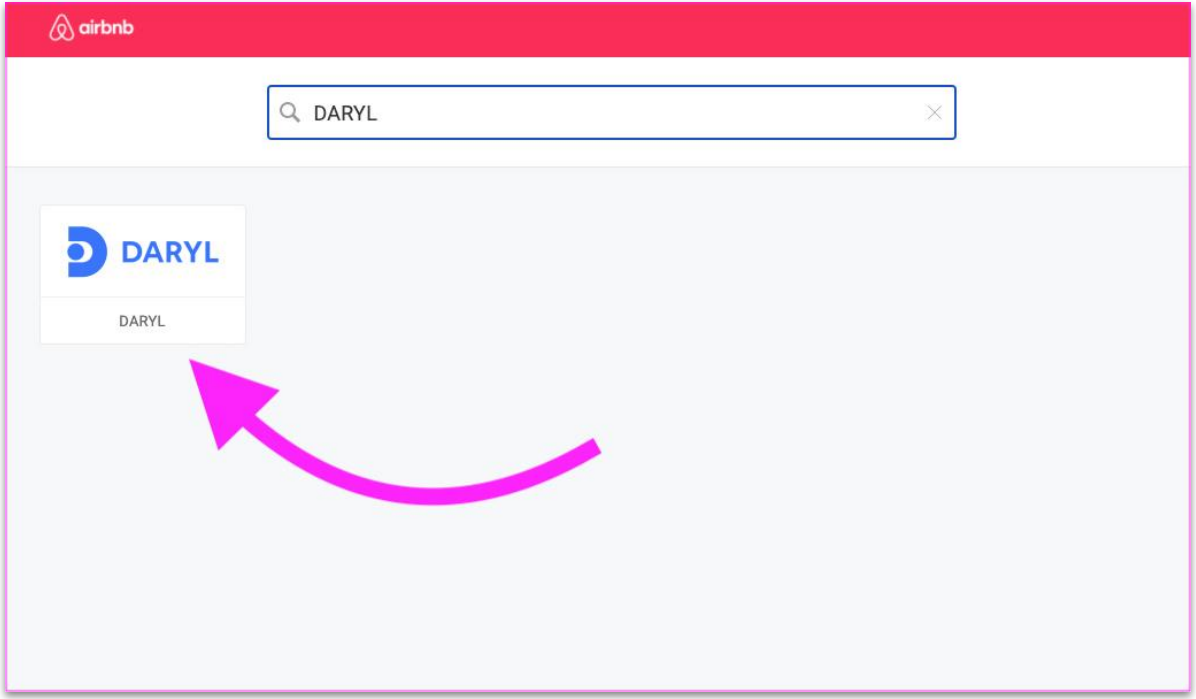




How to Log In

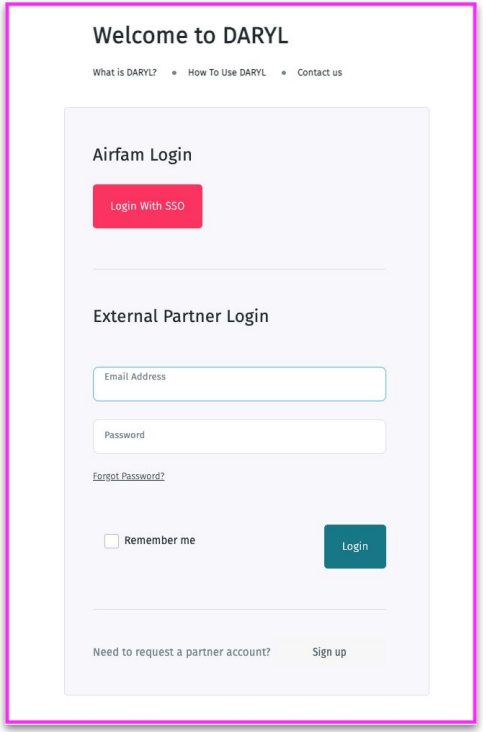
Airbnb Staff Log In with SSO

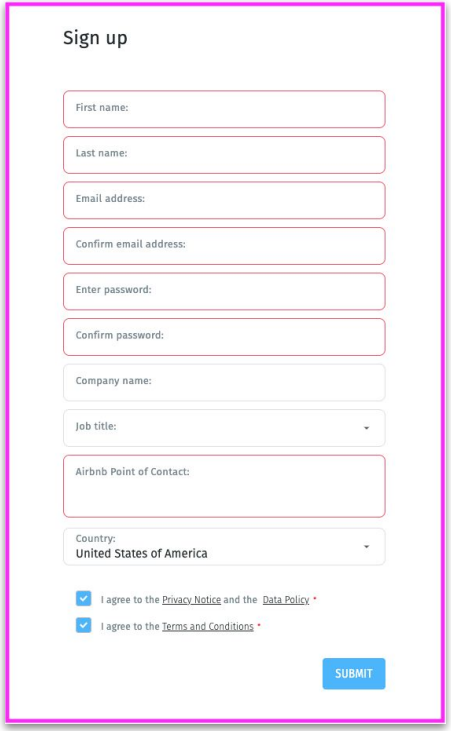
Contact AirSupport if not Preloaded



Partner Login

Not set up yet? Request access at Sign Up

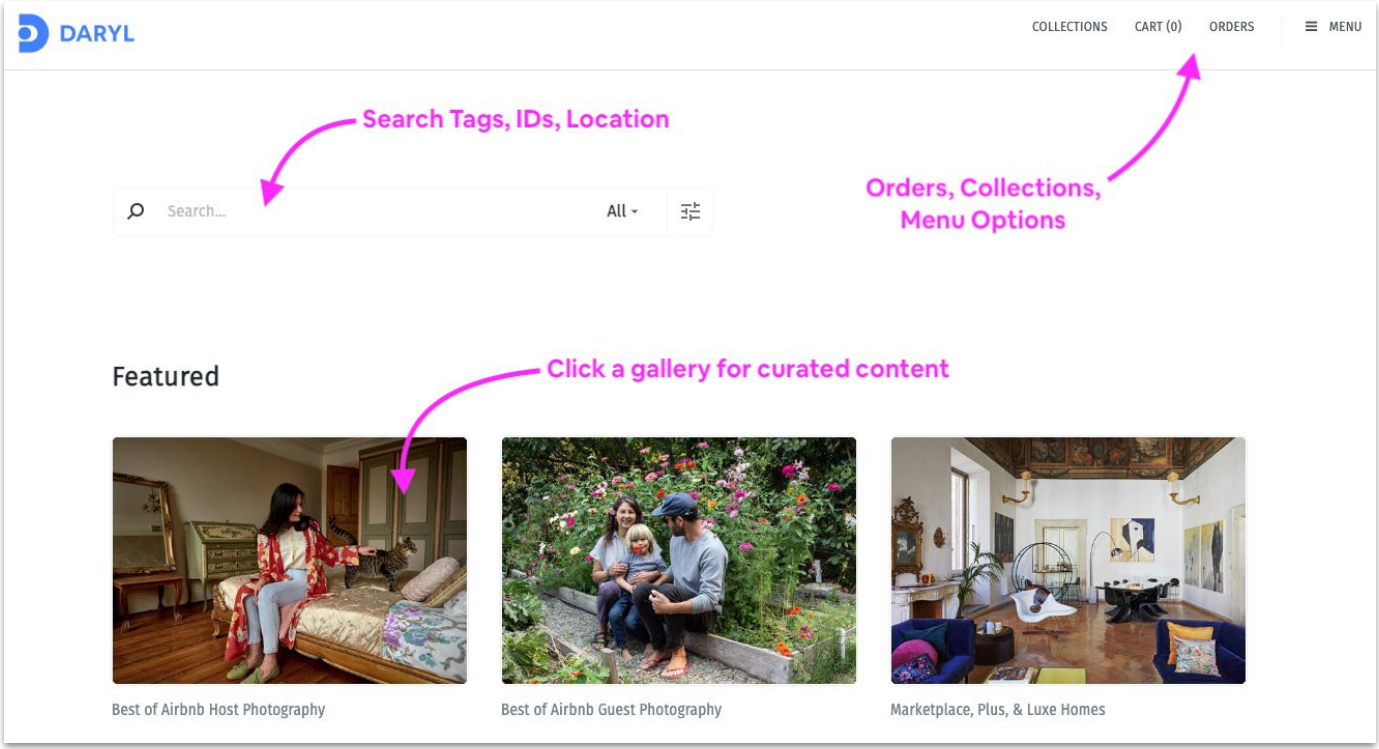




Getting Started

DARYL Homepage

Search Bar, Rotating Featured Content, Airbnb Themes, & Taskbar Shortcuts



DARYL Homepage

Themes Rundown

- Featured content is nestled within these main sections
- Special Note:

  Brand Assets & Guidelines

  for logos, fonts, & more

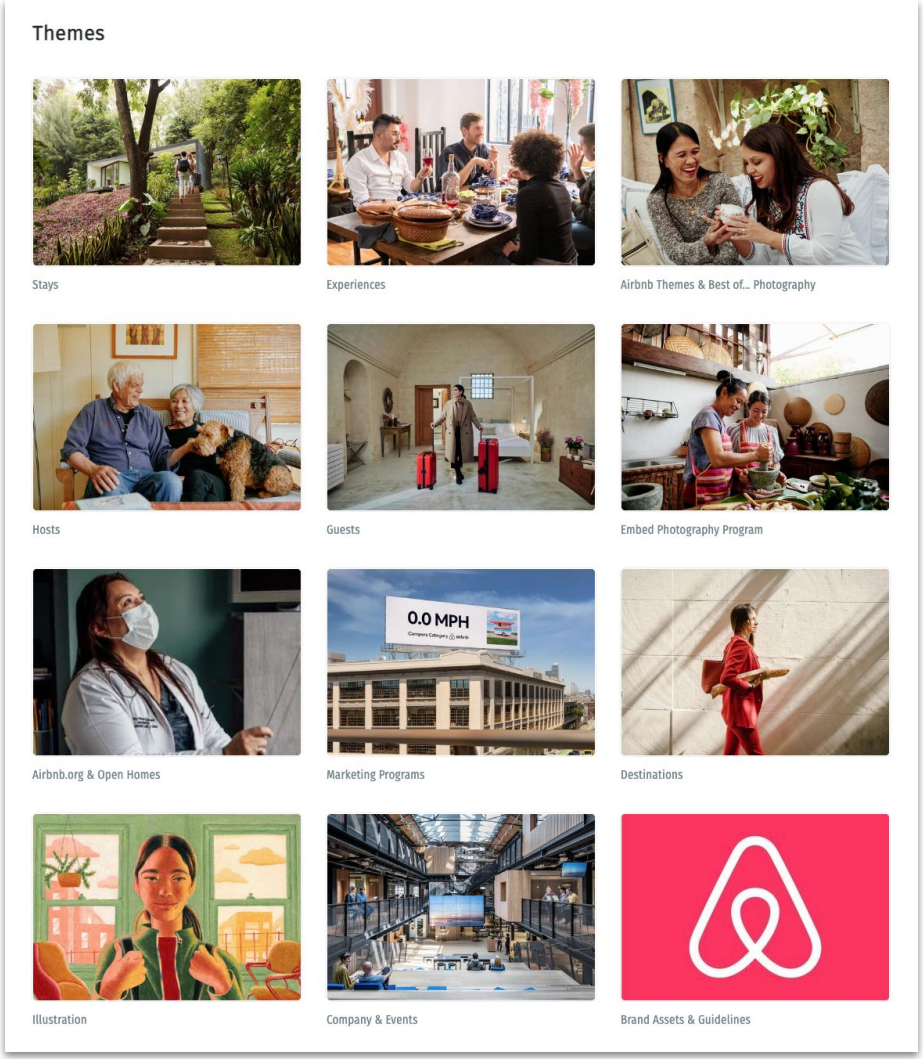
  Marketing Programs for

  branded campaigns

  Company & Events for

  leadership portraits, office

  Content, & more



Library Browsing

Search Results & Gallery View

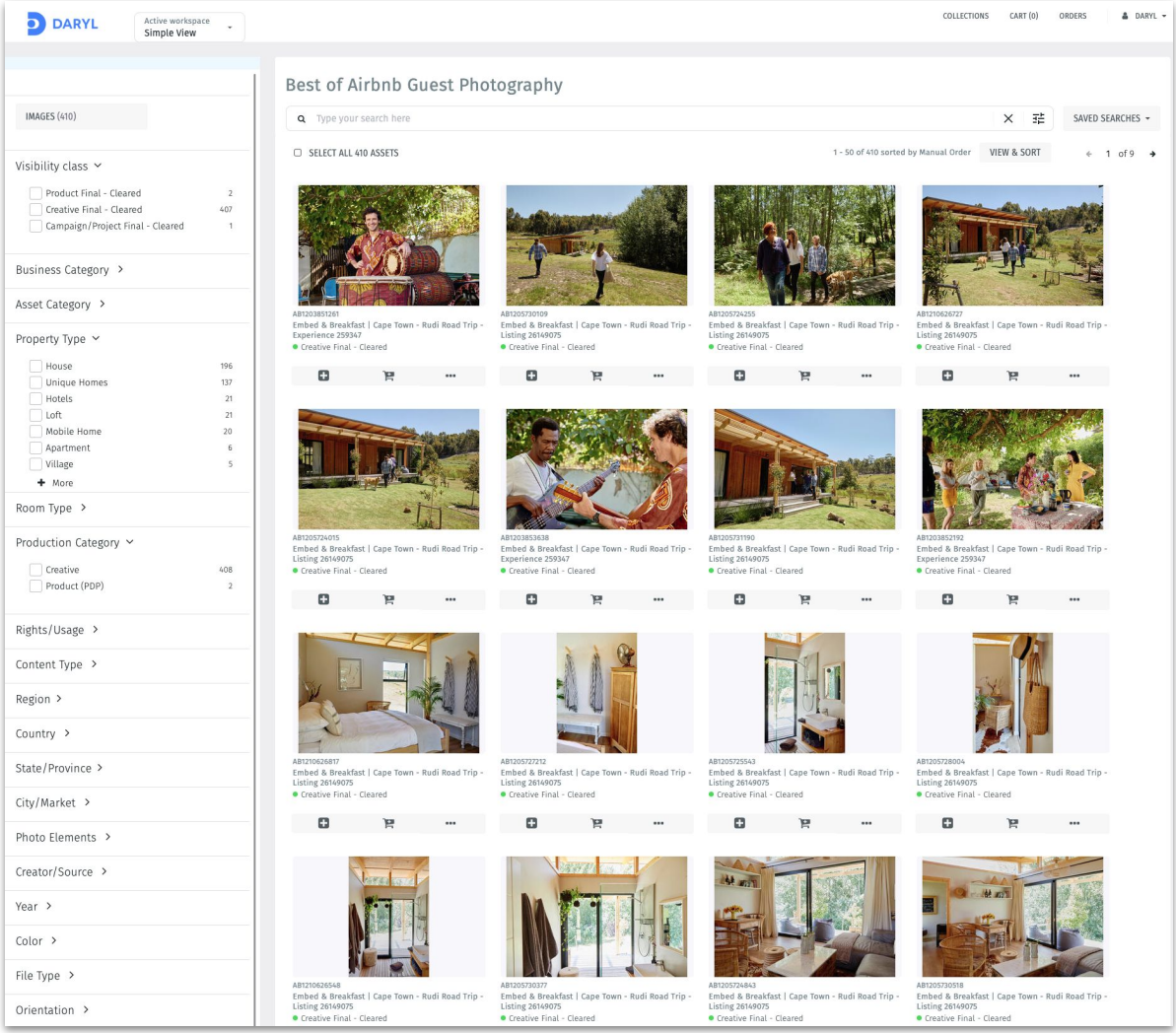
- Titles & Visibility Class on Preview Thumbnails
- Search “Within Results”
- Filter by Tags, etc.
- Action buttons:

Add to a Collection

Add to Cart

Options

VIEW & SORT User Preferences

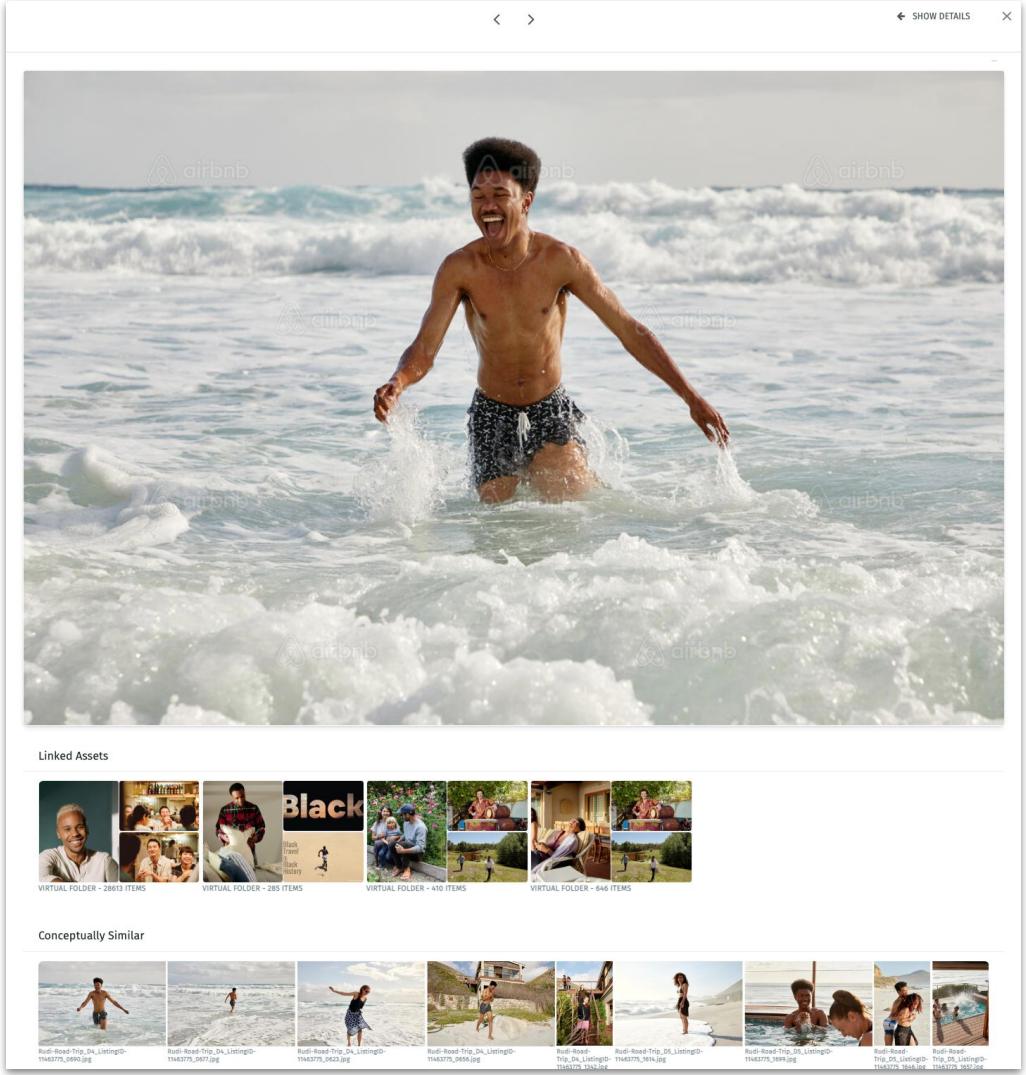


Item Level View

Details Hidden by Default

- Large Preview
- Advance or backtrack with keyboard arrow keys
- Shortcuts to linked galleries & conceptually similar
- Action Button:

SHOW DETAILS Details View

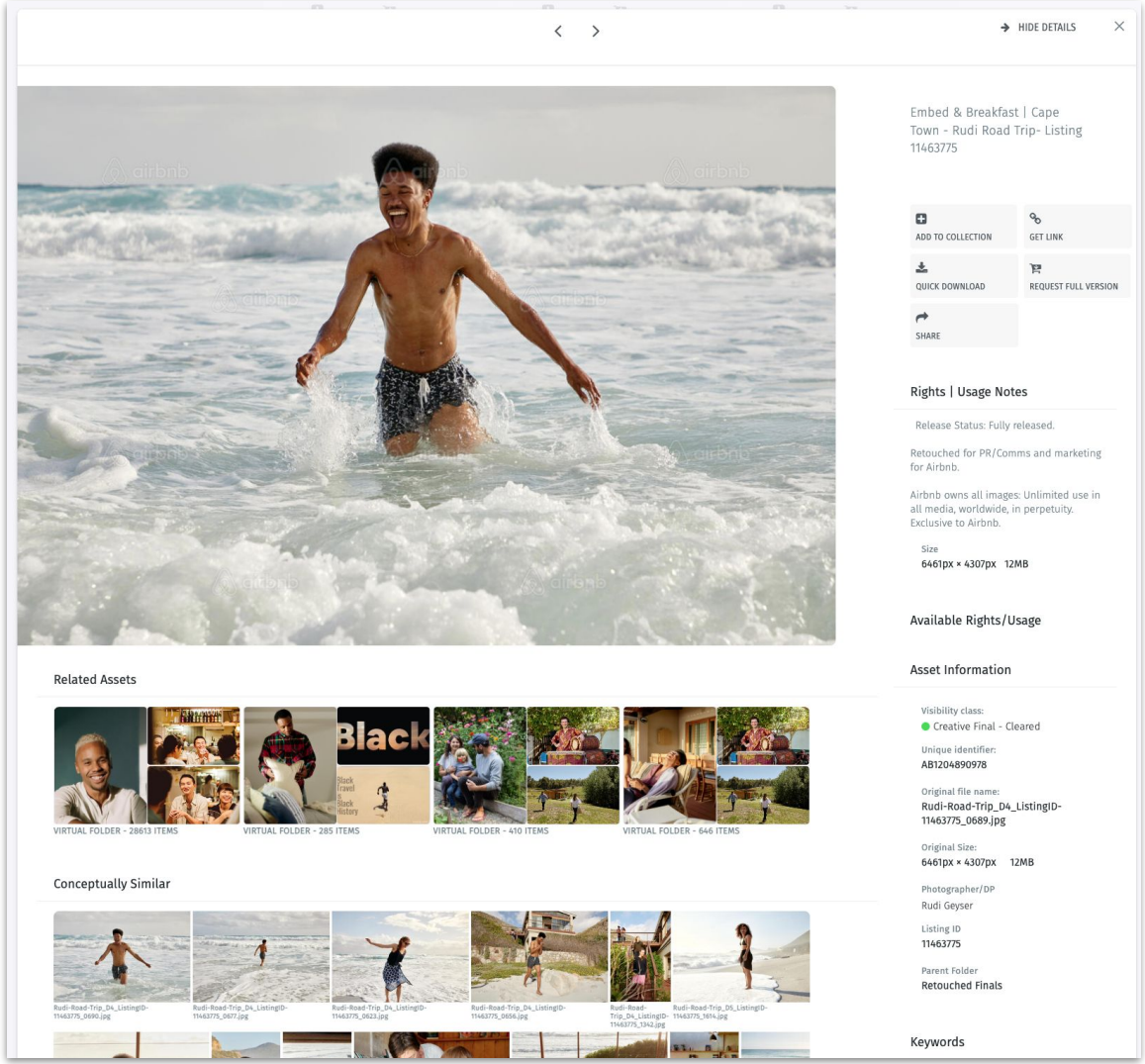


Item Level View

Show Details

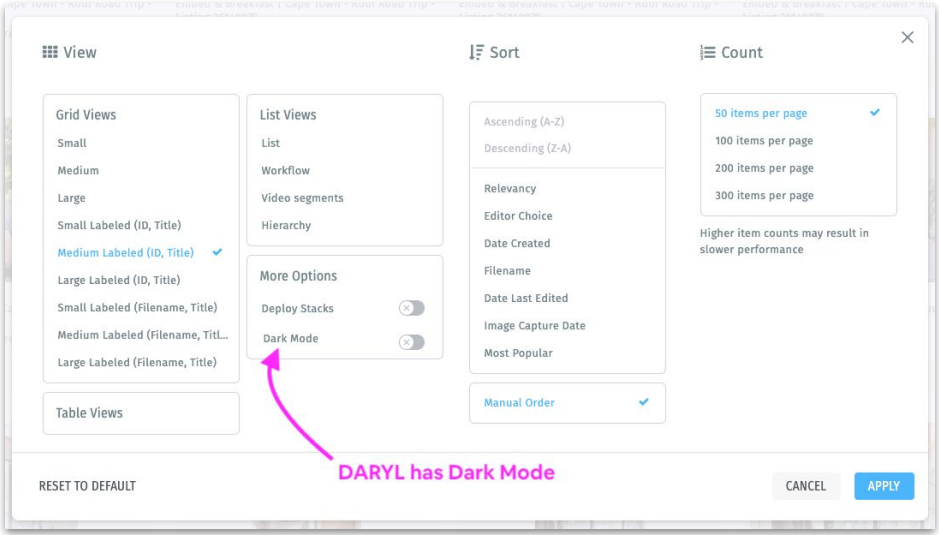
- Rights | Usage Notes
- Item metadata
- More Action Buttons:
  - Download Options*
  - Add to Cart
  - Library PermaLink
  - Share Options*
  - Add to Collection

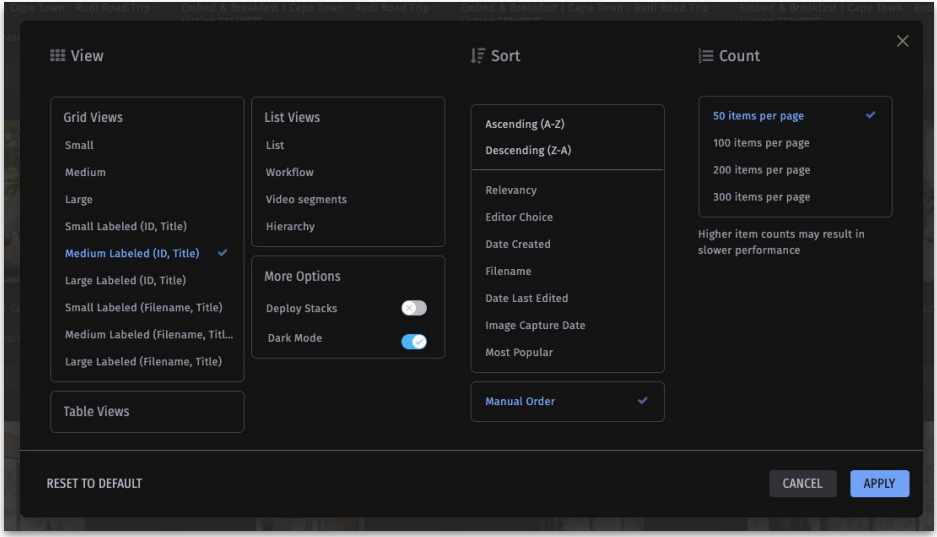
*Depends on Access Level



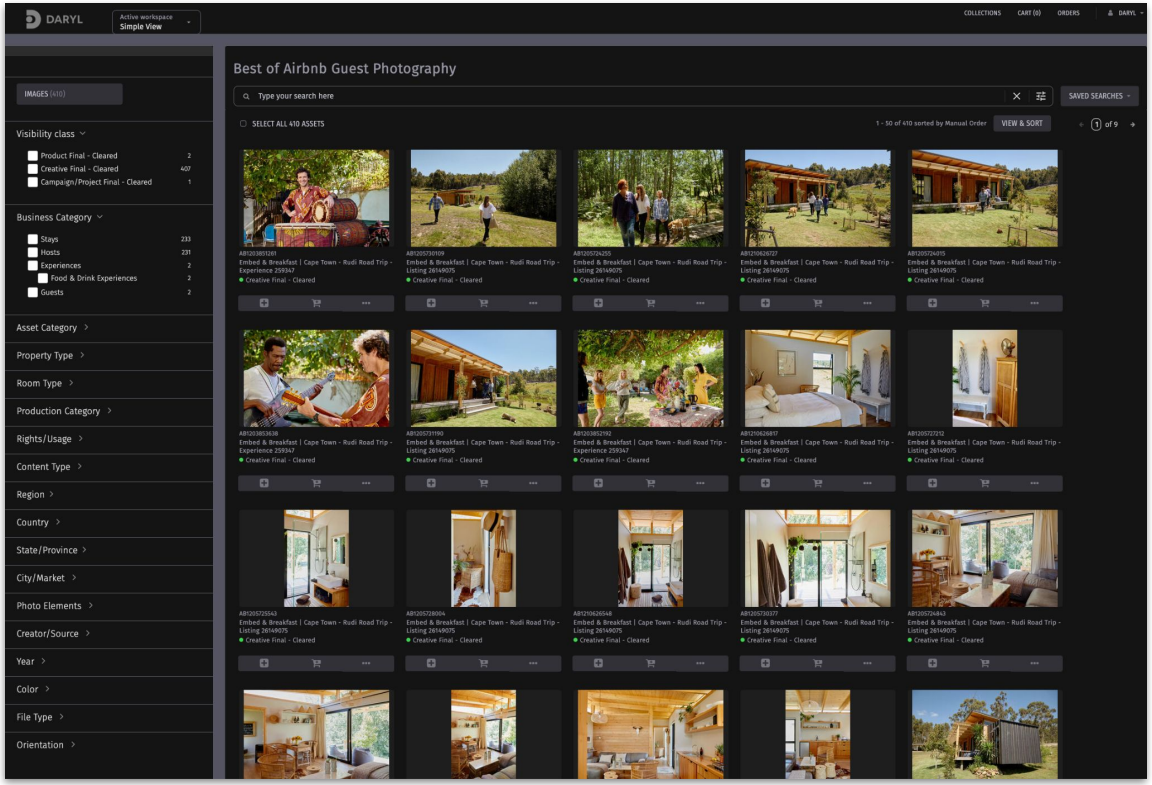
View & Sort Options

Adjust your preferences & activate *Dark Mode*





DARYL in Dark Mode



Search Tips & Filters

Search Engine

- Search by Keyword Tags, Free Text, Location, & Airbnb PDP URL ID values:

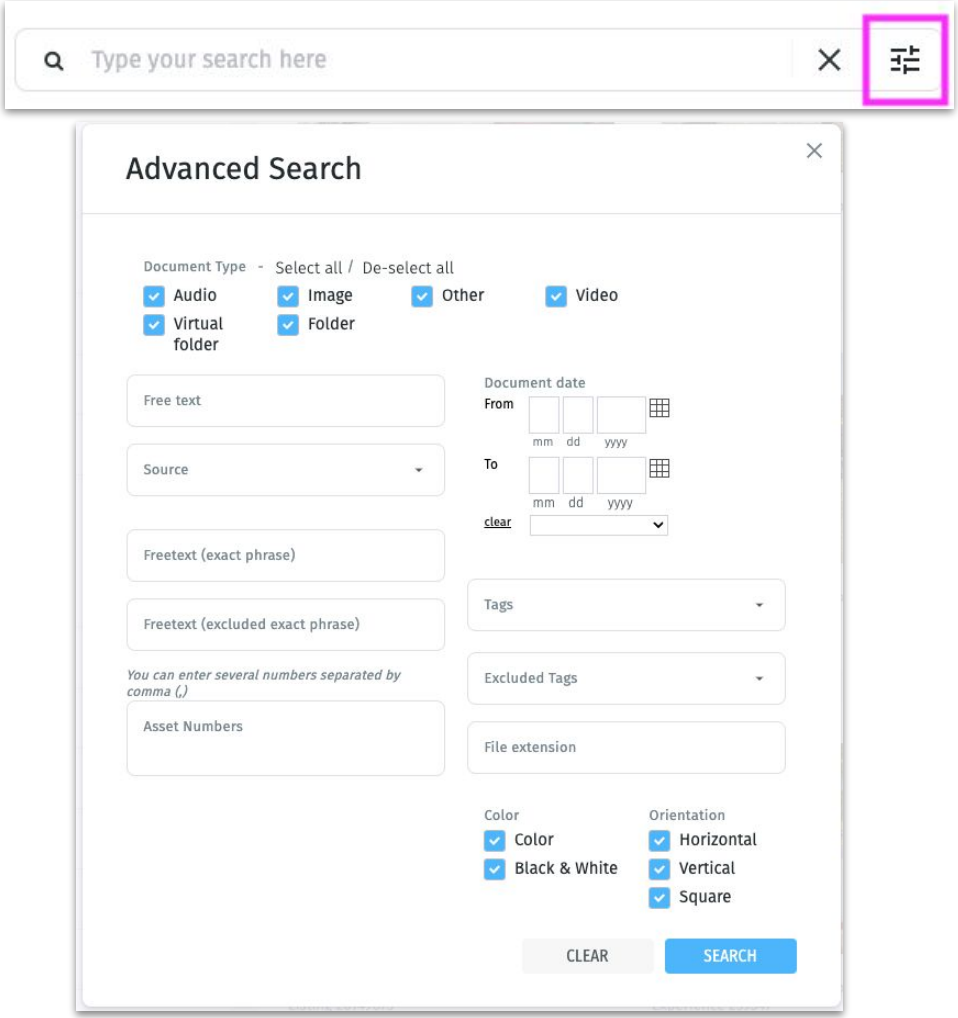
  Rooms Code

  Experiences Code

  Host Code

- Limit scope with “And”
- Expand scope with “Or”
- Action Button:

  Advanced Search for extra conditions



Sample Searches

Rooms Code & Host ID Code

- Rooms Code Sample:

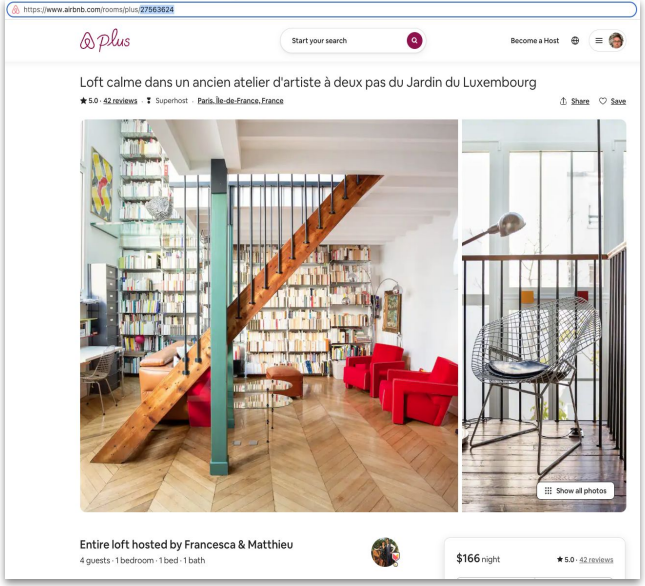
  airbnb.com/rooms/plus/27563624

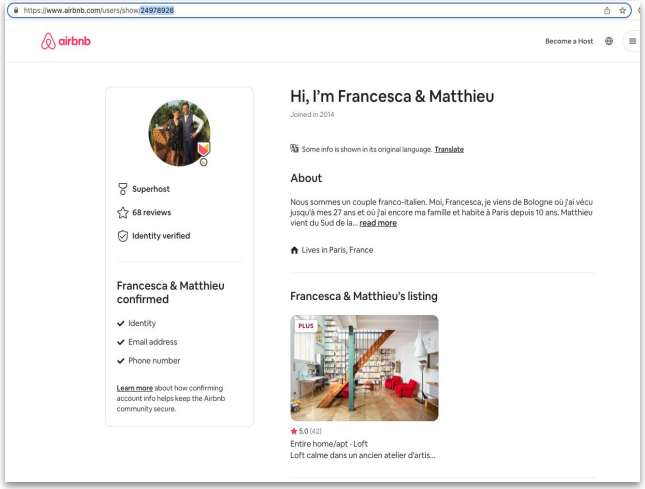
- Host Code Sample:

  airbnb.com/users/show/24978926

- Search the Airbnb ID value to get precise results

- You can also search Keyword tags like Host or Paris or Plus to get general results





Sample Results

View, Sort, & Filter

- Results:

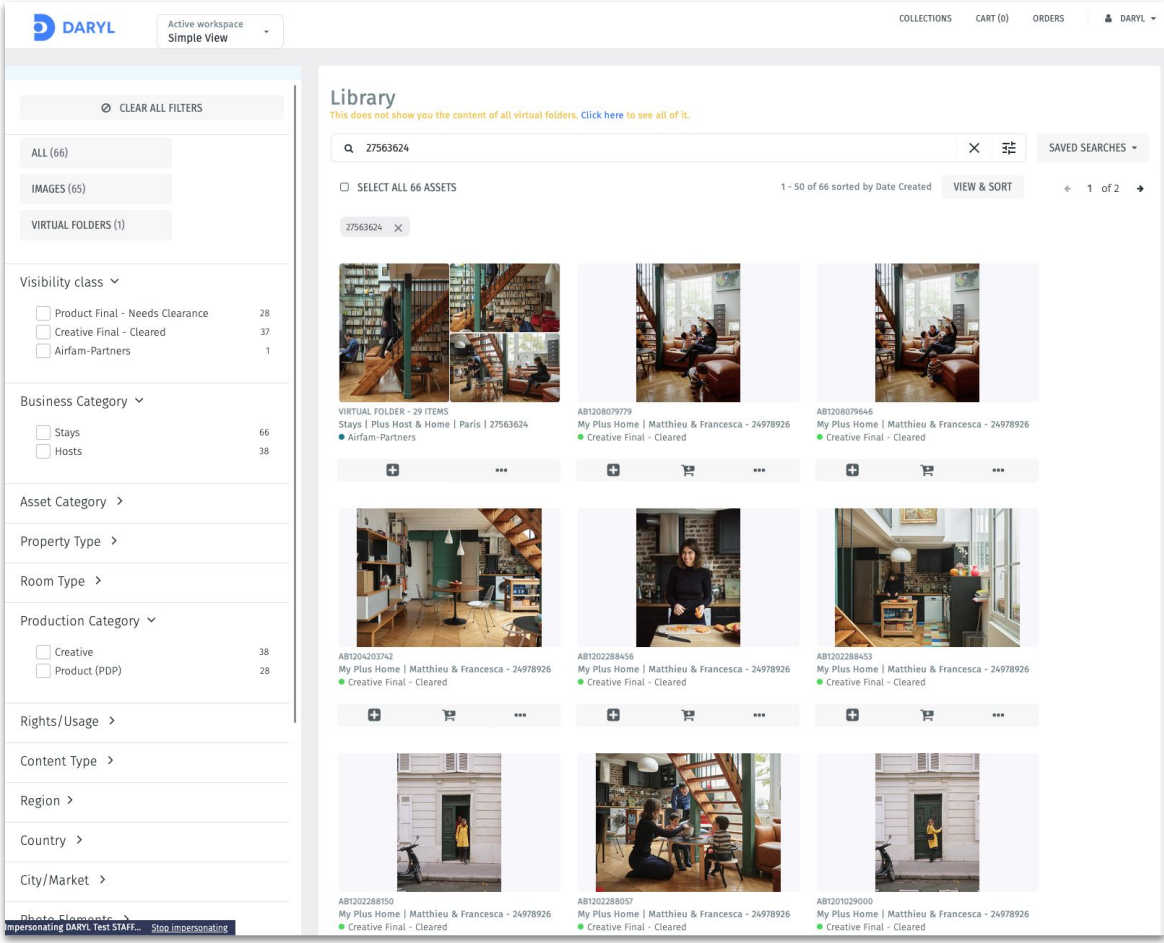
  Product PDP images

  Marketing images

  DARYL gallery dedicated to the Marketing shoot

- You can filter between Product & Creative (Class)

- Explore other filters for item type, location, photography elements, & Airbnb-specific values like Categories



Visibility Class

DARYL Asset Designations

Visibility Class is color-coded to indicate:

- Access & permissions
- High-Level Filtering

Primary Class Values:

- Green = Cleared for use
- Yellow = Likely needs add'l clearance for external use
- Blue = Reference purposes

Controls visibility for different user types

- Public
- Airfam-Partners
- Airfam Only
- Team Only

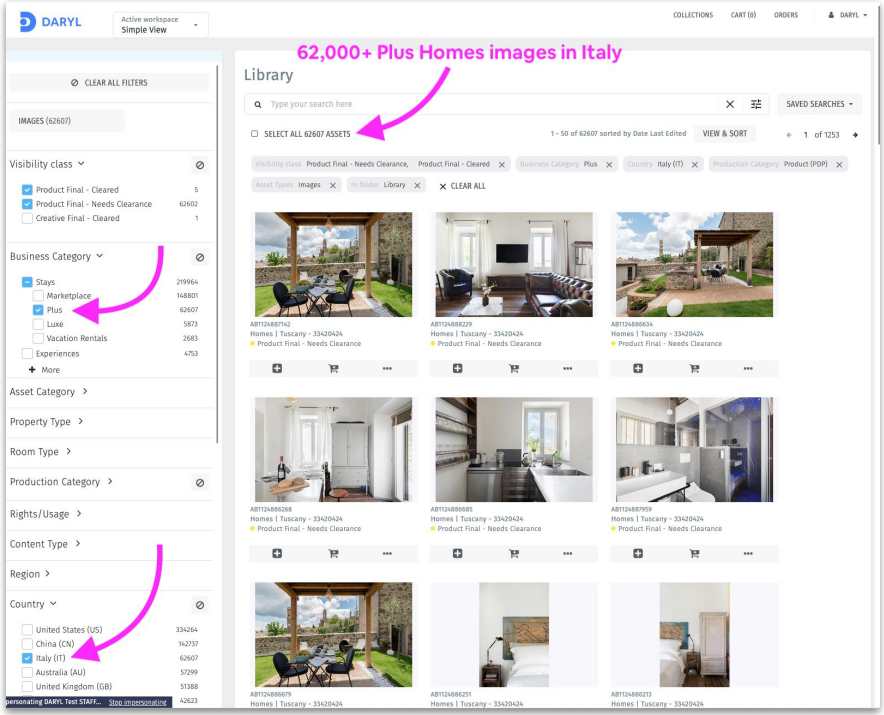
Most Important

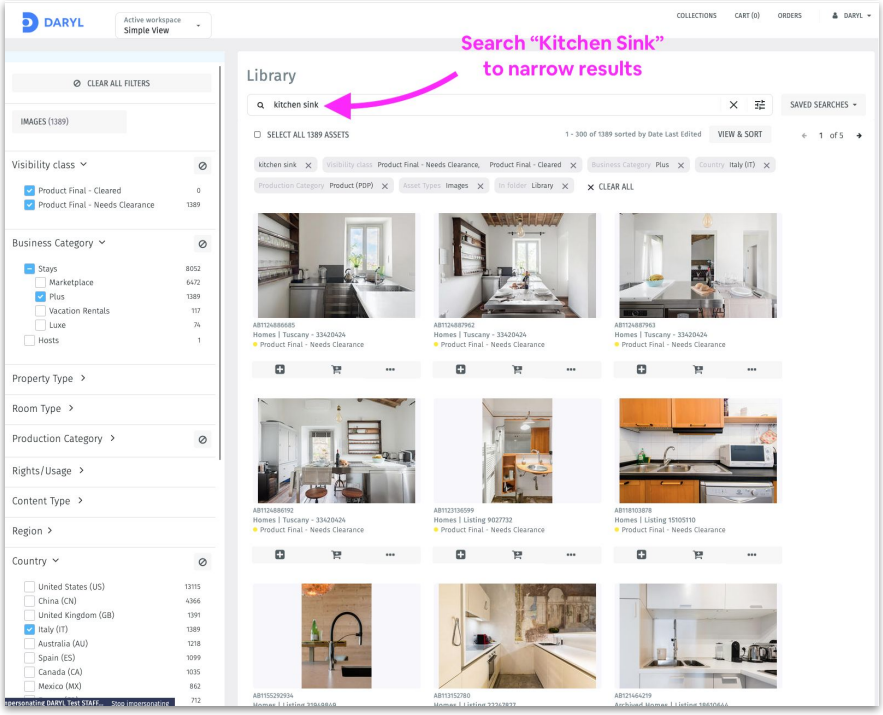
Indicates status for retouched assets

- Campaign/Project Final - Cleared
- Campaign/Project Final - Needs Clearance
- Product Final - Cleared
- Product Final - Needs Clearance
- Creative Final - Cleared
- Creative Final - Needs Clearance
- Reference Only

Search Within Results

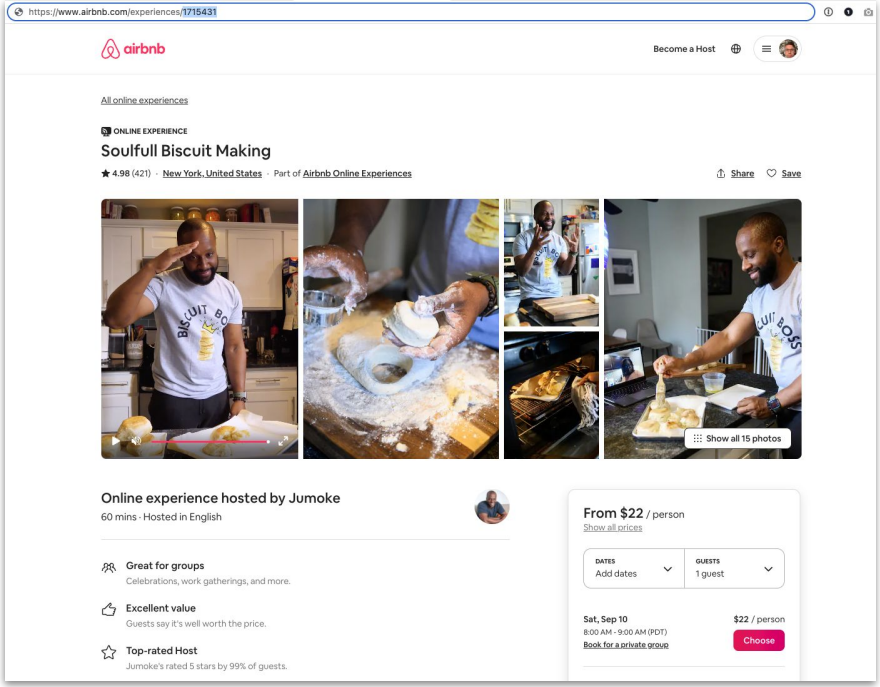
Start wide, Filter, and then Search

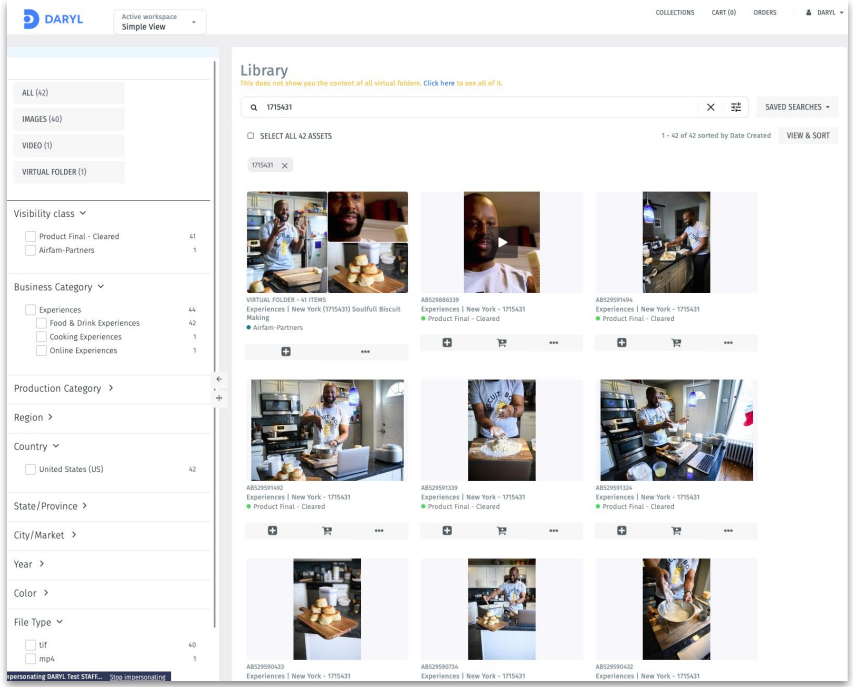




Search Engine Tips | Experiences

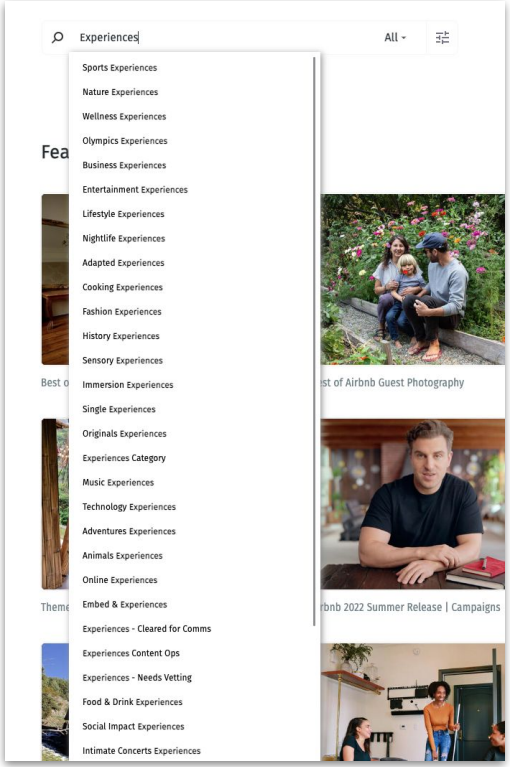
Search by Experiences Code

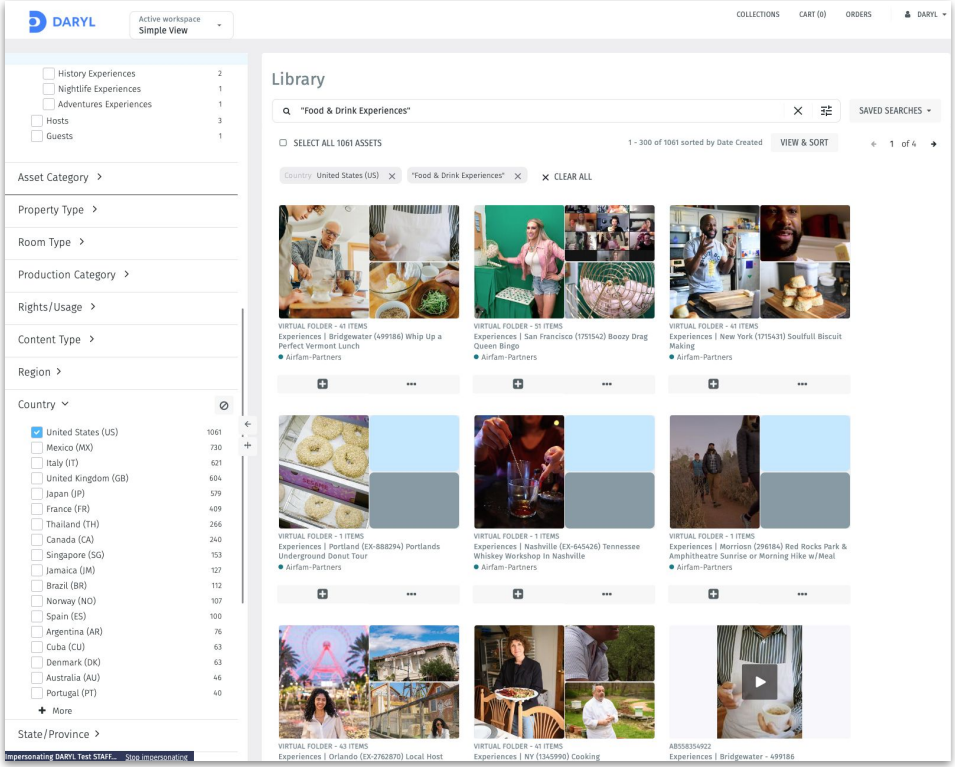




Search Engine Tips | Experiences

Search by Experience Category (DARYL auto-suggests)

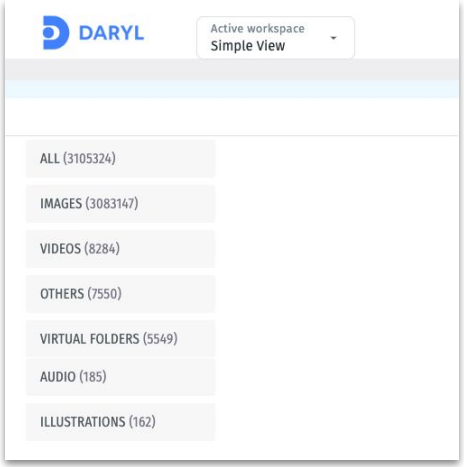




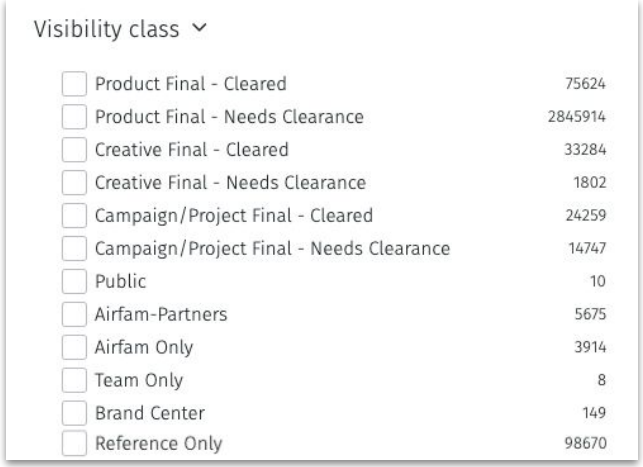
Key Filters | Item Type & Brand Identity

Complete 3M+ DARYL Library Results here

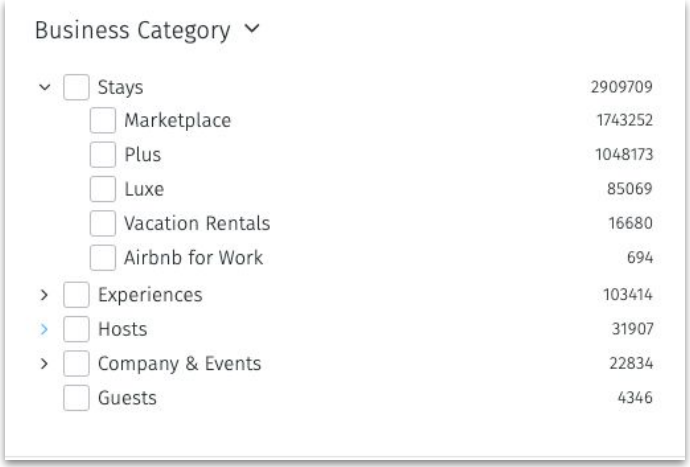
General Type



Asset Class



Airbnb (Sub-)Brand Sphere



Key Filters | Homes

Complete 3M+ DARYL Library Results here

Airbnb Homes

Property Type

House	2088439
Apartment	1548256
Entire home/apt	862272
Hotels	473630
Unique Homes	372781
Condominium	310568
Loft	280966
Private Room	57195
Guest suite	39620
Bed and breakfast	38505
Village	32370
Mobile Home	31084
Hostel	9621
Dormitory	6989

Uniques = Categories!

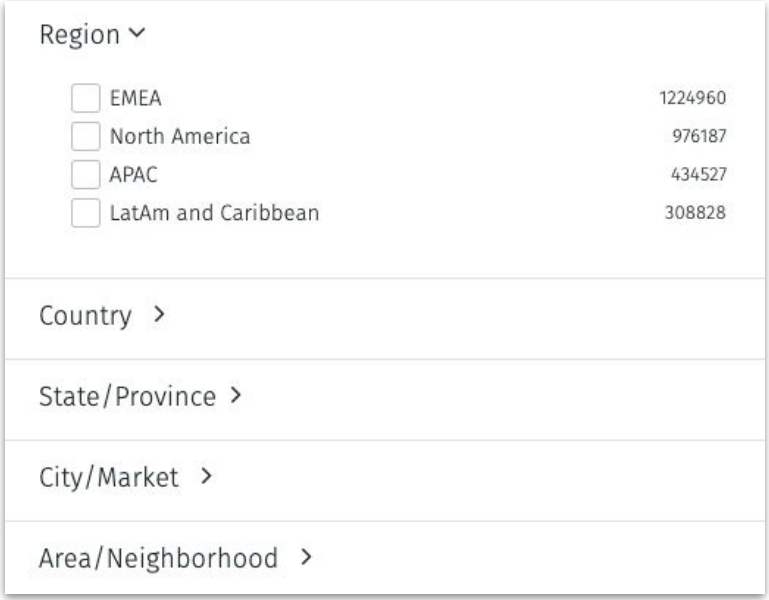
Unique Homes	372781
Cottage	203823
Farm stay	42032
Cabin	36986
Tower	10215
Hut	9147
Houseboat	8941
Barn	7078
Tiny House	5362
Castle	4423
Ranch Stays	4238
Vineyard	3408
Tent	3289
Island	2858
Treehouse	2844
Camper/RV	2450
Nature Lodge	2448
Yurt	2101
OMG!	1826

+ More

Key Filters | Location

Complete 3M+ DARYL Library Results here

Region > Country > City

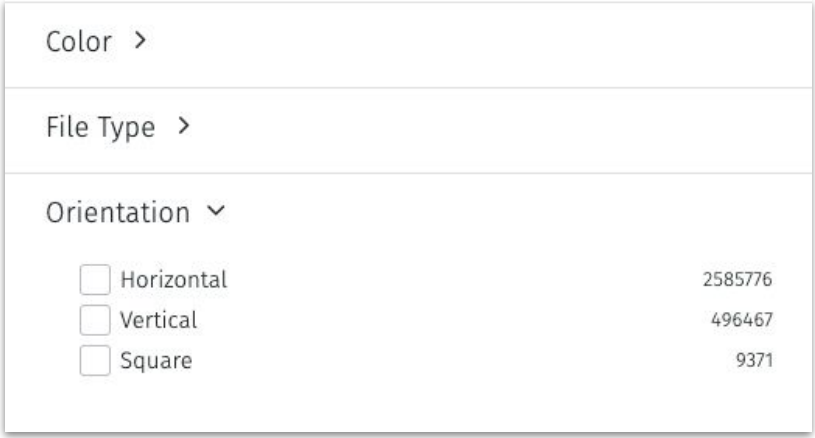


Key Filters | Photo Elements

Complete 3M+ DARYL Library Results here

Top-Ranked Keywords in Search double as Filters

Item Characteristics

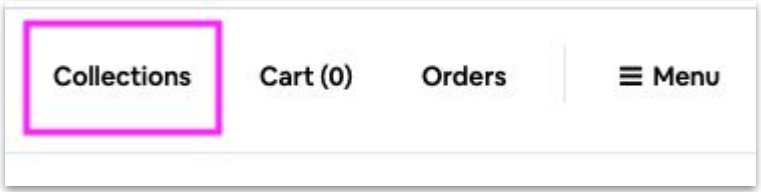


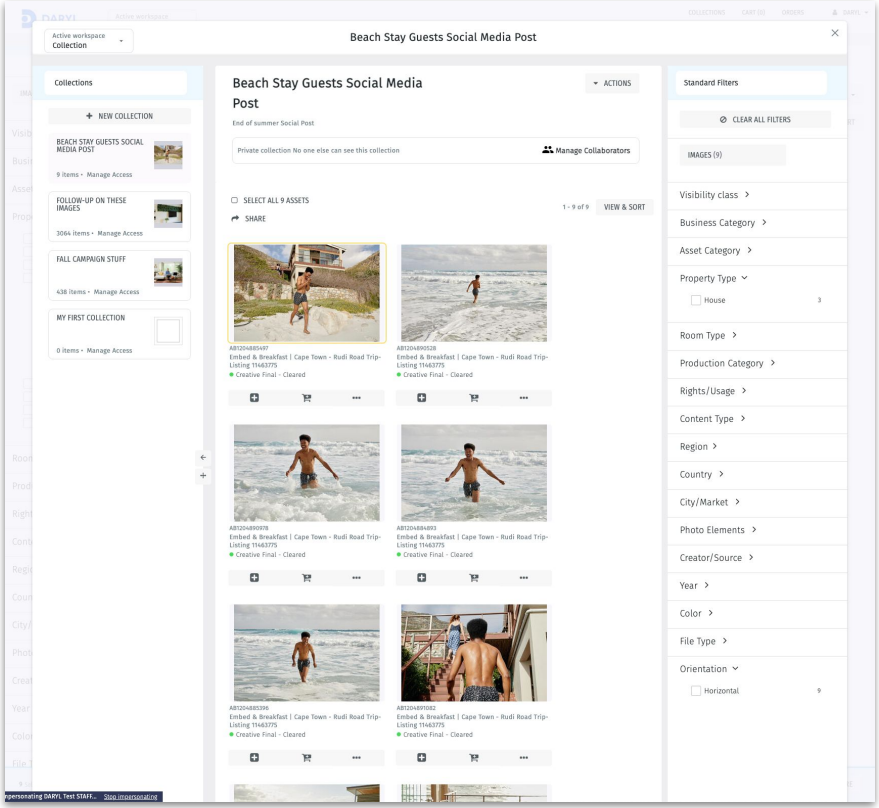
Collections

Collections

A Space for Collaboration & Bookmarking Favorites

- Custom Album - Custom List - Mood Board - Image Lightbox... the Collections feature goes by many names at Airbnb
- Collections allow you bookmark and save items for your next project
- Add/Remove items from a Collection & invite DARYL users to collaborate
- Enjoy unique Collections functions

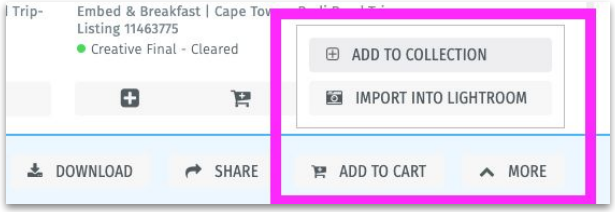


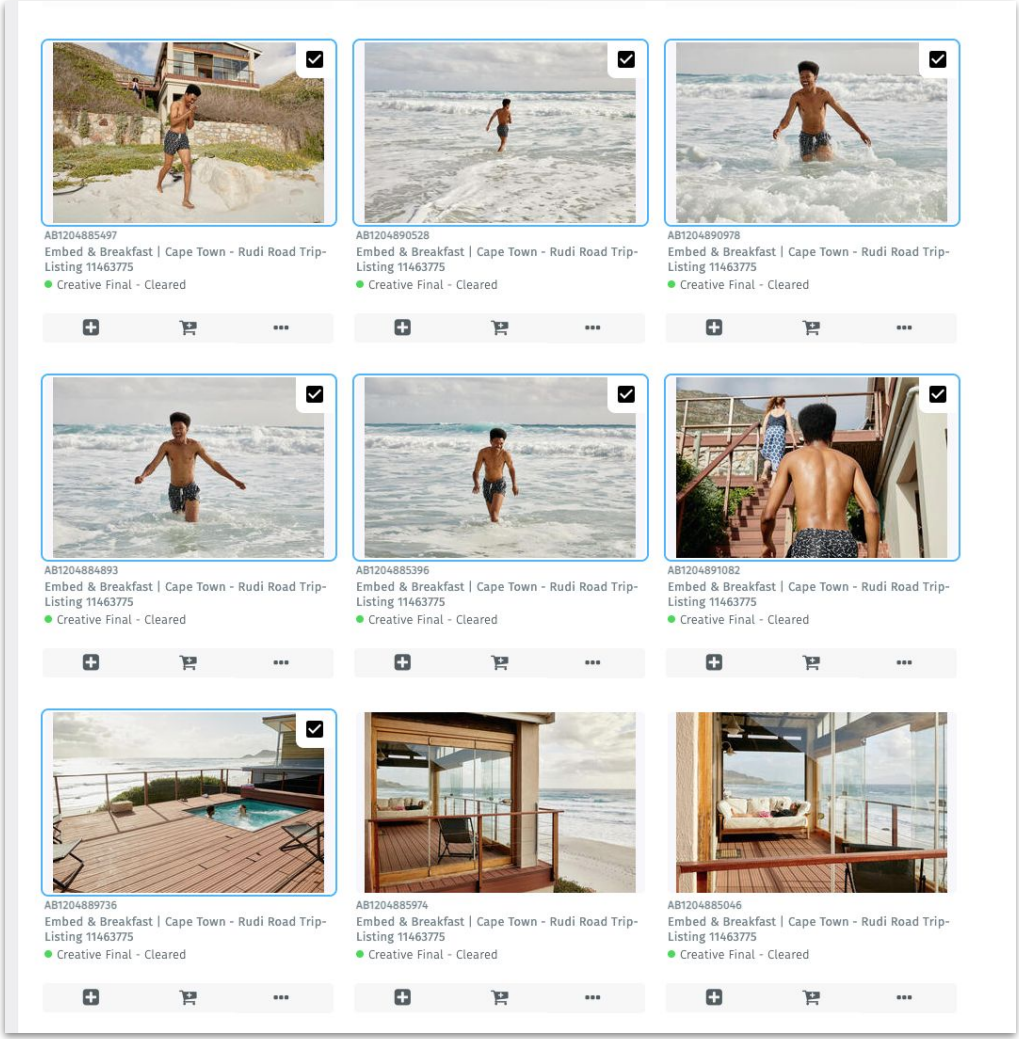


Build a Collection

Find Items

- Select images
- Add to a Collection via the action button or the bottom-screen pop-up toolbar > More





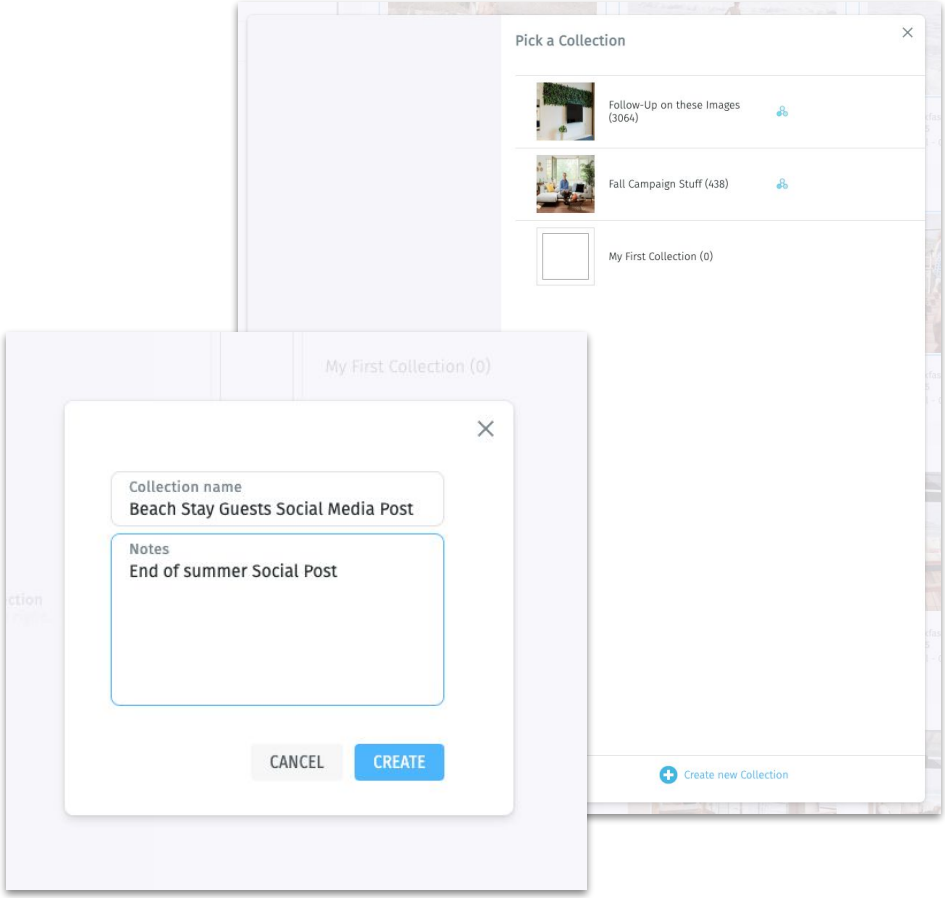
Build a Collection

Create a new Collection or add to pre-existing

- In this example we create a new Collection:

  Beach Stays Social Post

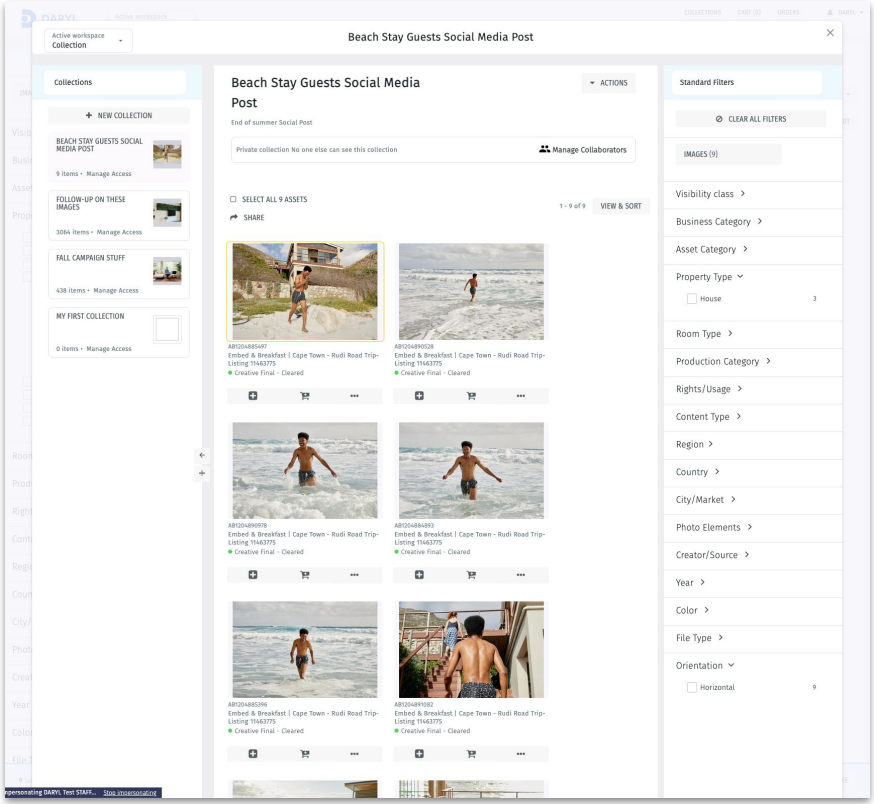
- DARYL will remember your most recently opened Collection and rank it first in your Collections list



Collection - Basic functions

- Make new Collections
- Drag ’n’ drop items between Collections
- Add/Remove items
- Actions > Add Collaborators

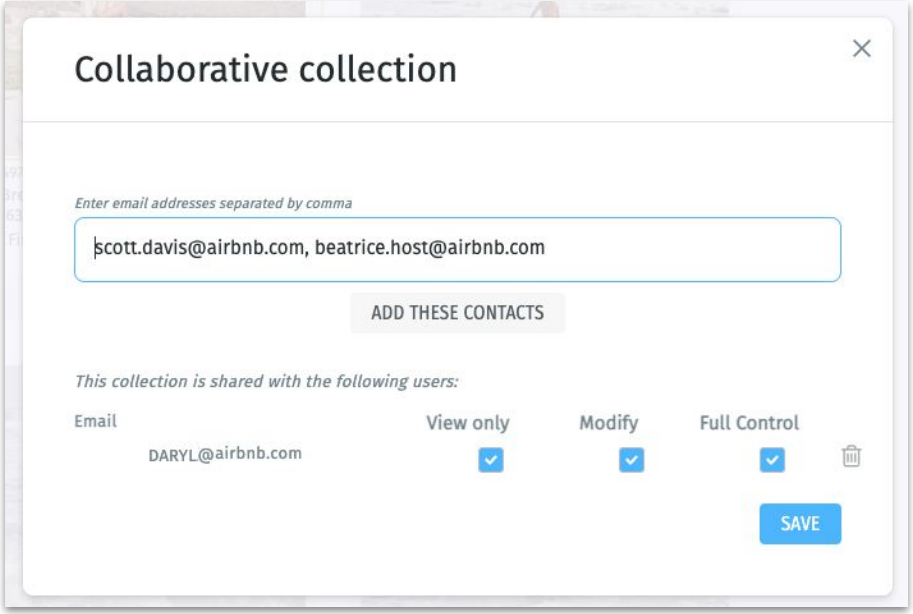
  (They get instant access!)

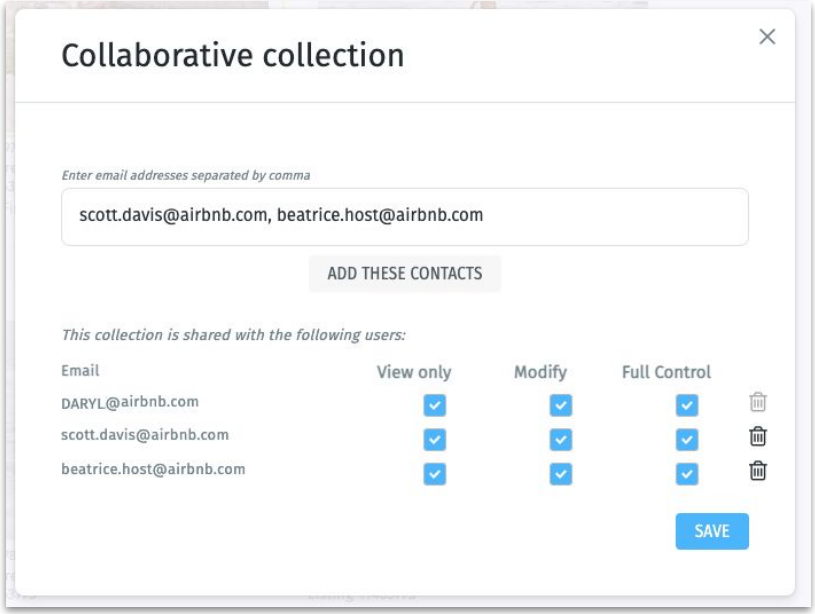


- Actions > Edit Collection Title
- Actions > Edit Notes section
- Share Options
- Filter options
- Add items to the Cart

Collections | Add other DARYL Users

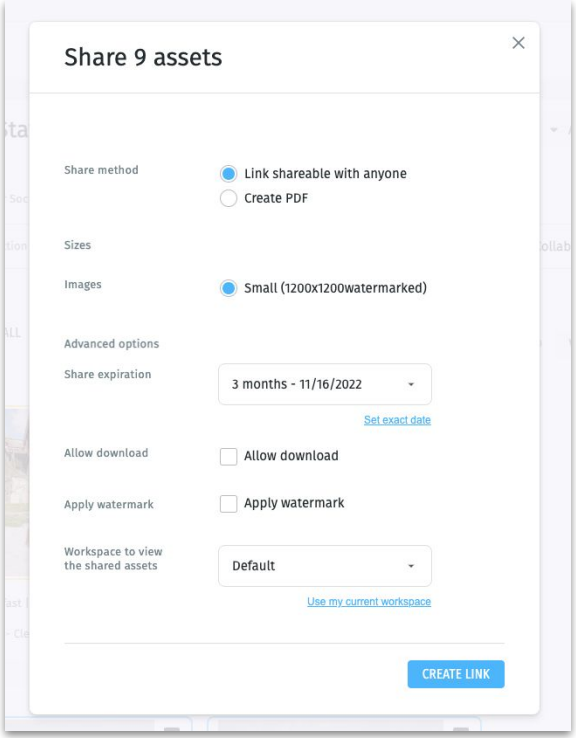
Enter Email Handles & Grant Access - Full Control Recommended

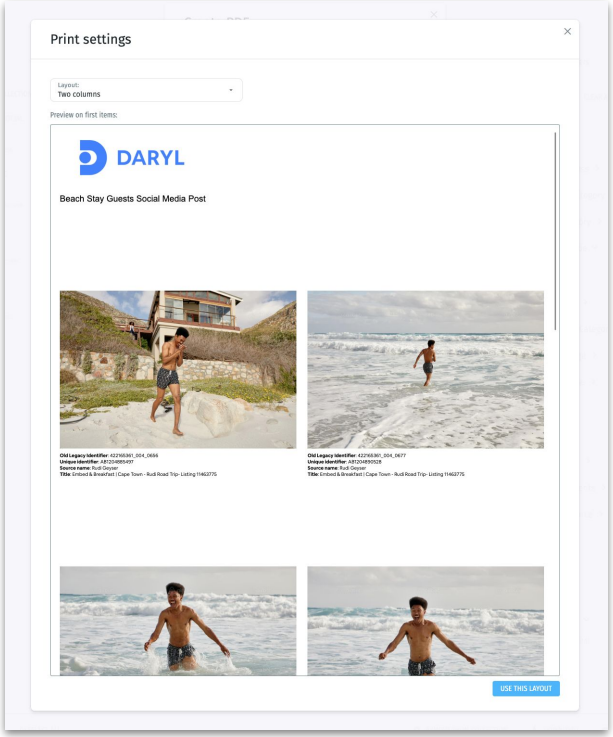




Collections | Share Functions

Generate External Links* (as Permissions allow) & PDF Contact Sheets



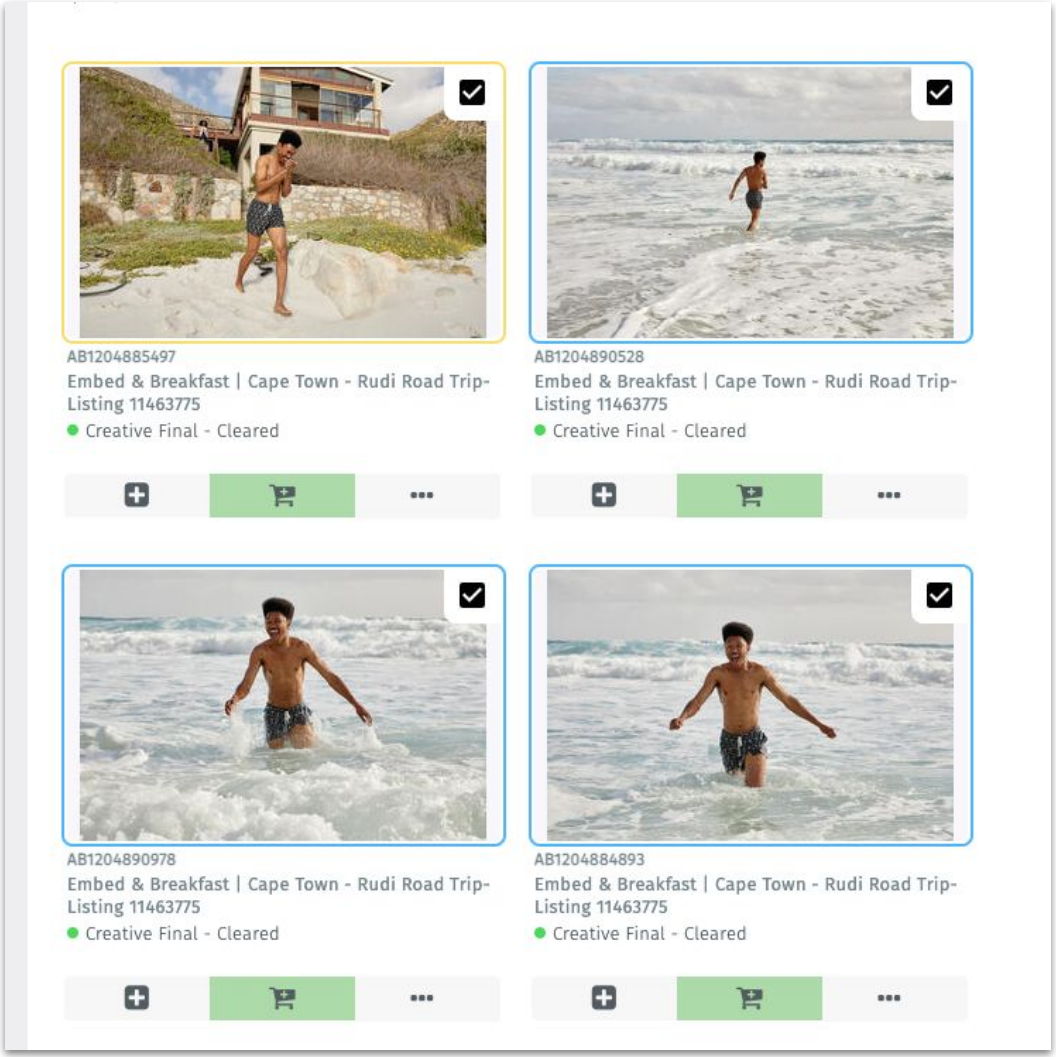


DARYL Cart Orders

Cart Orders

Authorization Clearance

- Airbnb has content with legal constraints and brand campaign embargos
- Cart Orders are a safeguard for item distribution and content usage
- Order history for reference
- Usage statistics tracked for marketing nerds
- No charges to your team budget - it's a "Cart" in name only ;)



DARYL Cart

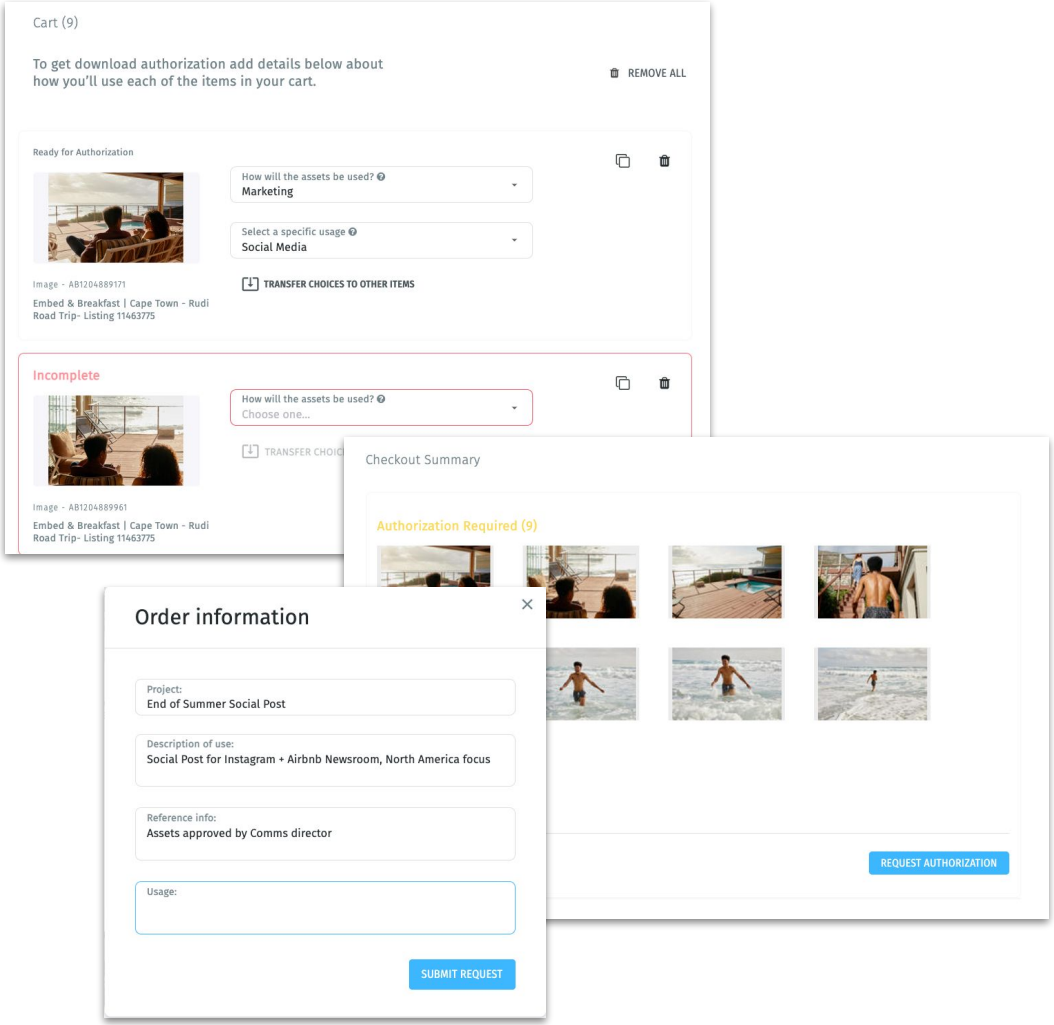
Check-out Process

- Step 1: Add items to Cart:

Add to Cart

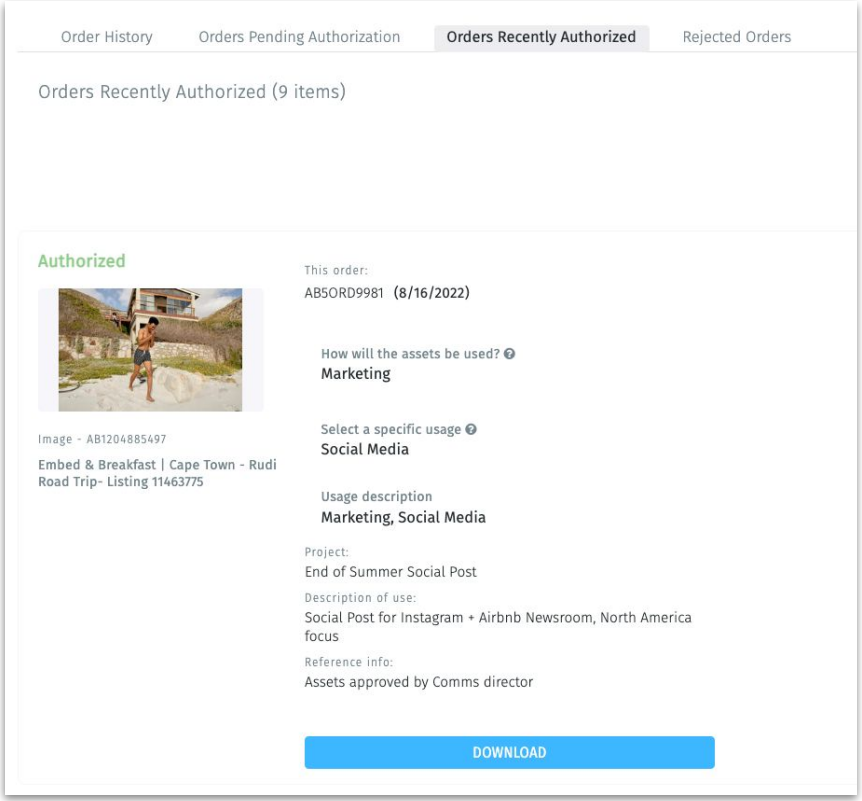
- Step 2: Go to Cart, fill out Cart usage form for all items, and then submit:

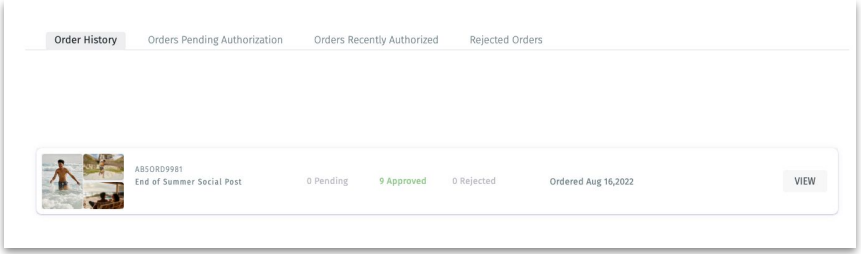
- Items will shift from Cart to Orders

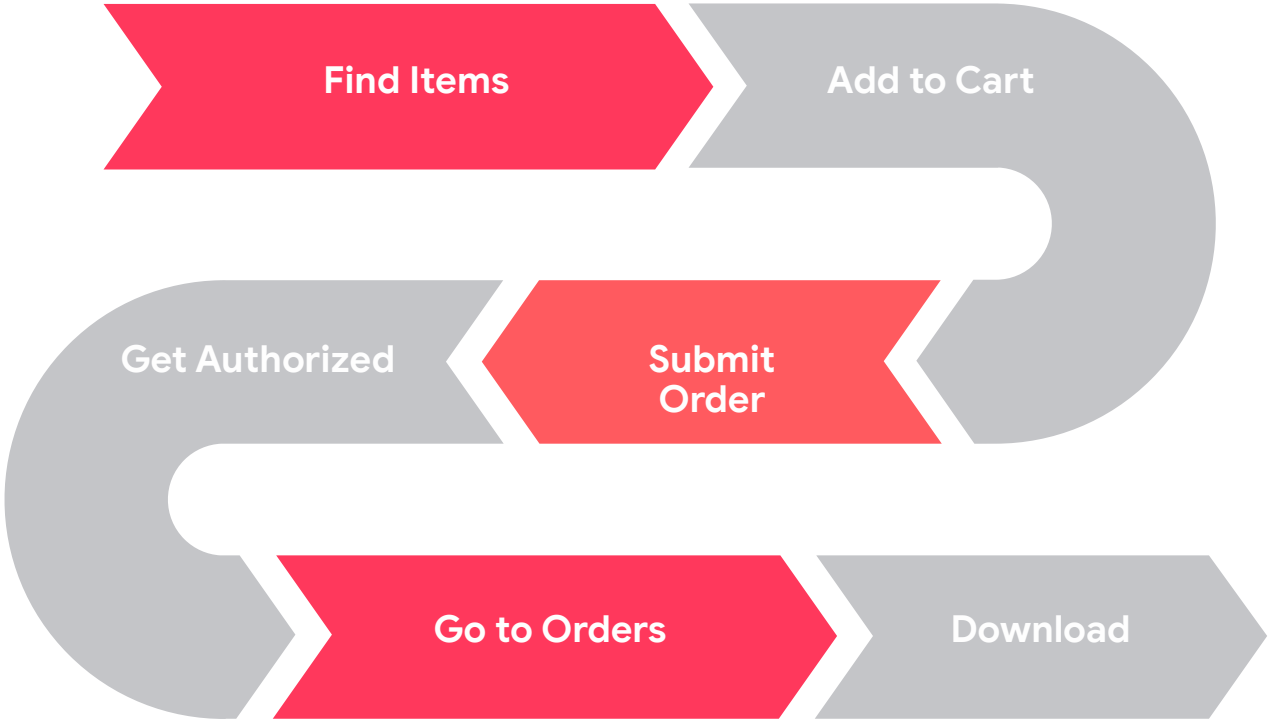


Ready to Download

- Items authorized for download will be available for a 30-day window
- Submit new orders for repeat items for new projects - rights-constraints can change & let's have accurate stats for the nerds tracking usage ;)
- Contact DARYL Team if you have any questions about Rejected items



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Brand Center

Brand Center

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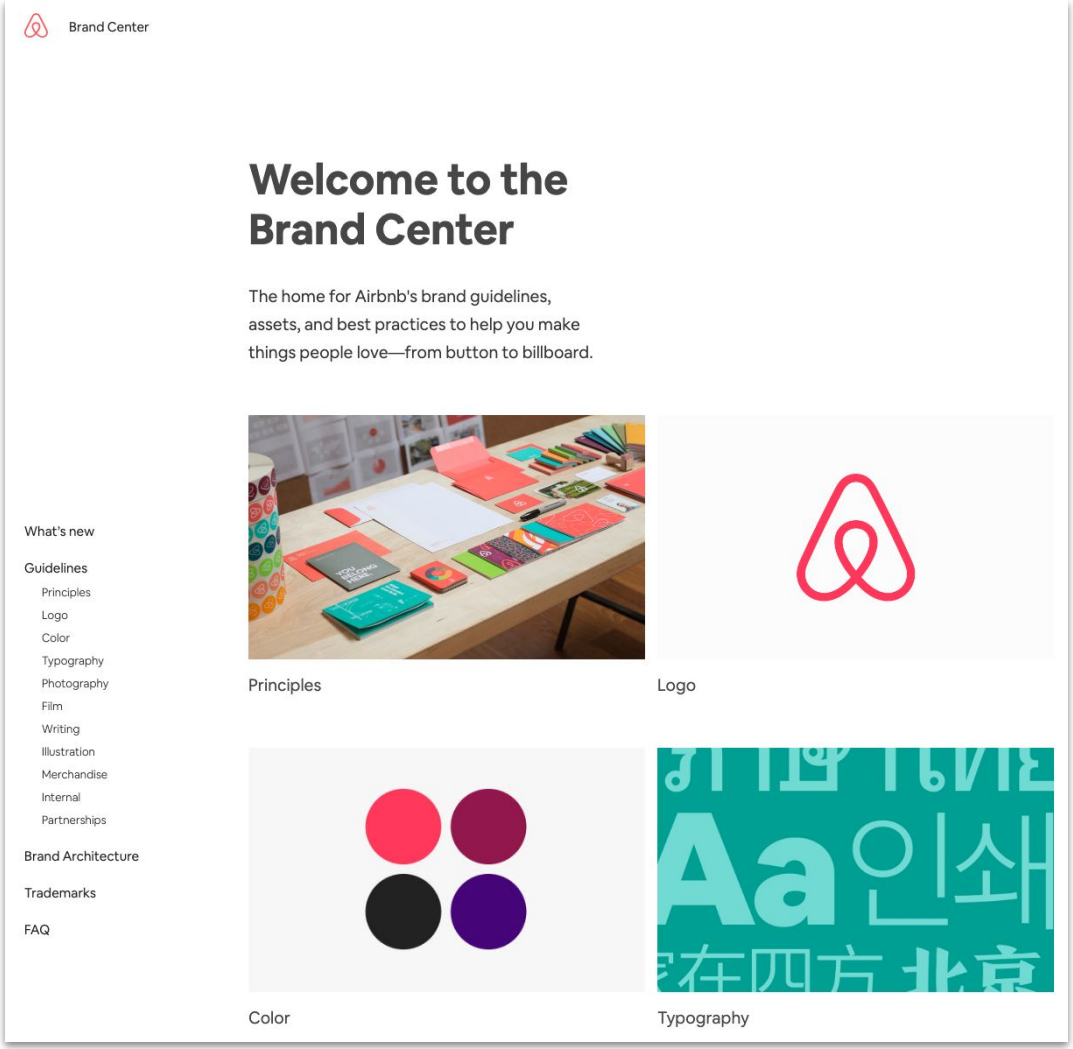
- Dedicated resource for partners to get Airbnb brand content and design principle guidelines
- Instant download access for content (no Cart)
- Link via DARYL's Brand Assets & Guidelines gallery or bookmark:

  Brand Center



DARYL Shortcuts

I Just Need...

- Airbnb Logos, Cereal Fonts, & Guidelines
- Content from that one campaign last year
- Some Editor's Choice selects of Hosts or Guests
- Homes, Homes, and more Homes
- Experiences!
- Airbnb Events, Company Culture, & History
- More DARYL guides AKA DARYL Help Center

Need Support?

#DARYL

DARYL@airbnb.com

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