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Playable | Add video to your email [1]

November 15, 2023 by Melanie Jones [2]

The ability to add videos to email messages is **not** something automatically available within eComm's email marketing tool, Marketing Cloud. However, users can procure a solution called Playable [3] to make this possible.

1. Start with a conversation with your campus eComm specialist.
2. Your eComm specialist will need to ensure you have a Marketing Cloud license (among other things).
    - Getting a Marketing Cloud license varies per campus and may or may not come with a cost.
3. Based on your eComm specialist guidance, you can explore procuring Playable.
    - Checkout Playable's pricing model [4]
4. Once procured, your eComm specialist will need to connect the Playable account to the associated Marketing Cloud business unit.
5. Then you can use Playable to add a video to your Marketing Cloud email [5].

Don't have money in your budget for Playable? Users often insert an image with an overlayed play button to show recipients it's a video. Then link the image to your video so when they click play, they can view it.

Display Title:
Playable | Add video to your email
Send email when Published:
No

Source URL:https://www.cu.edu/blog/ecomm-wiki/playable

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