

Playable | Add video to your email ^[1]

September 25, 2020 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 specialists 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

Display Title:

Playable | Add video to your email

Send email when Published:

No

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

Links

[1] <https://www.cu.edu/blog/ecomm-wiki/playable>

[2] <https://www.cu.edu/blog/ecomm-wiki/author/39>

[3] <https://playable.video./video-email/>

[4] <https://playable.video/pricing/>