

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 overlaid 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/ecommerce-wiki/playable>

Links

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

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

[5]

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