


Integration Playable via optional HTML element / HTML head

Smart Guide

This Smart Guide shows you how a video can be combined with mailing; The said video could be played in the mailing / client mail automatically. You can find the advantage list of this procedure [here](#).

Introduction: To be able to use this feature, you must have access to [Playable](#) where you can generate the required video. Playable provides users with a source code, which must be saved in the optional HTML element or HTML head element in Inxmail Professional [1].

Process preparation | In Inxmail Professional

1. Create the mailing list and the newsletter.
2. Insert the *optional HTML element / HTML head* element in the mailing at the video's site that should be comprised [2].
3. Click  (Save).

Process preparation | In Playable

4. Log in to Playable.
5. Click *Videos* and *Add Video* option.
6. Set the video title then upload [3].
7. Fix the video resolution (regular 600px = newsletter width).
8. Click *Apply* to upload.
9. Select *Click Action* button if the procedure is fine - Playable creates 10 second clip. Otherwise, click *Editor* to adjust the clip section (more information immediately [here](#)).
10. Use the *Click Action* button to define video's option (e.g. opening a landing page).
11. Select the *Preview* button to check the video (= display test). Optionally, a test email can be sent to colleagues.
12. Select the tool *Inxmail Professional* by using *Embed* option. The video's source code will display.
13. Click *Copy to Clipboard* to copy the code in the cache box.

Link HTML code / video URL to the mail

14. Paste the HTML code into a module and link it in the *optional HTML element / HTML head* (step 2) OR paste it to the respective element directly.
15. Proceed with the workflow steps (Quick Start Guide) until the mailing is sent.

[1] TECHNICAL KNOWLEDGE NECESSARY

The use of the *optional HTML element* or *HTML head* element requires prior technical knowledge, at your own risk. Wrong use could affect the mailing's appearance.

[2] POSITIONING

The most attention of the video will be centralised in the mailing top area. The video will appear in the focused display, i.e. the customer is able to check it without scroll.

[3] UPLOAD OPTIONS

Three ways to upload video to Playable:

- 1) Copy / Paste the URL. Playable is compatible with most common video formats (including Youtube, Vimeo, Facebook, Instagram).
- 2) Upload a video from the desktop. All formats are accepted (e.g. mp4, avi, mov, flv).
- 3) Live stream video: This option requires direct contact with Playable.