

THE 411 ON VIDEO IN B2B EMAIL

 Video is a creative and fun way to engage email recipients.  But, it can be tricky to properly execute in a B2B setting.  Having a proper understanding of what you can and can’t do is critical for successfully initiating a video campaign.  Here are a few things to keep in mind when integrating video in a B2B email.

Many ESPs (email service providers) like Outlook (one of the most common) won’t play the video when received, resulting in broken emails and poor deliverability. As such, advertisers that would like to integrate video in their email would need to use a workaround, such as the following:

* Insert a thumbnail image of the video, along with a play button, in the place where you’d like the video to be. The image should link to the video hosted on another web-based site, i.e. YouTube or the company’s own website. This choice is the quickest and easiest to do.
* Apply conditional coding (Waterfall coding) to the email. This approach detects the email service provider used when the email is opened, rendering a video experience compatible with the email service being used. This approach is the best but requires video-embedding expertise.
* Use an animated gif in place of the thumbnail designed with a play button on each frame, to give the recipient a brief taste of the video.

**Here are a couple of links on this subject that you might also find helpful:**

* Embedded video in email: Best practices Q&A, webinar:  <http://www.experian.com/blogs/marketing-forward/2013/08/29/embedded-video-in-email-best-practices-qa-webinar/>
* Using Embedded Video in Email to Create a Dynamic Inbox:  <http://www.exacttarget.com/blog/using-embedded-video-in-email-to-create-a-dynamic-inbox/>