

Video is the most important marketing asset you have. It lets you communicate your message and connect with your audience in a way nothing else can.

You'll get the most out of your videos if they're well integrated with your email strategy. Wistia's Marketo integration lets you use video more intelligently.

Use videos in your Marketo email and newsletter campaigns.

Embed video thumbnails into your email campaigns and track which leads click on and watch. You can set up turnstile email collectors and adjust where in your video the turnstile lives.

Steps to Complete Integration:

1. Upload your video to your Wistia account and then embed it on your website or Marketo landing page
2. To include a thumbnail preview of the video in your email construct a dynamic link within the Marketo email editor.
3. You can enable lead click tracking within Wistia by including a dynamic link with the following format: {websiteurl or marketo landing page url}?wemail={lead.Email Address:default=noemail}
 - 3a. Example: <http://www.mylandingpage.com/page?wemail={lead.Email Address:default=noemail}>