

Interactions tab - Emails

The Emails page allows event organizers to:

- Customize the "Invitation" email that attendees, speakers, and moderators will receive.
- Customize the "Registration Complete" email that attendees will receive.
- Customize the "Login" email that attendees will receive (in case you are using login link and not user/password).
- Create, edit, and send custom emails to attendees, speakers, and moderators. Custom emails may include event/session reminders, schedule changes, post event feedback, and more.
- View all emails you've sent (including filtering for certain statuses).
- Download a deliverability report for Completed emails.

Access the Emails page

From the Event page, choose Emails from the Interactions tab pull-down menu.

The **Emails** page displays with the Templates tab displayed by default.

Templates tab

On the Template tab (shown above), you may:

- Customize the "Invitation", "Registration Complete", and "Login" emails that attendees will receive.
- Create, edit, and send custom emails to attendees, speakers, and moderators. Custom emails may include event/session reminders, schedule changes, post event surveys, and more.

Automated system emails and custom emails templates

Kaltura provides three automated system emails - Invitation, Registration complete, and Login.

Kaltura also provides six custom email templates that event organizers can use to build custom emails for prospects, registrants, and attendees. You can edit and use them as basis for your email or create new ones.

- **Spread the word** - Inviting attendees to share content, making it clear that the

recordings are available and that the site is open for registration.

- **Upcoming events** - Showcasing the company's upcoming events.
- **Promote content** - Providing extra content regarding the event's subject with a spotlight on the company blogposts, products, etc.
- **Get feedback** - Asking participants for feedback with an external form.
- **Notify your audience** - Attracting registrants to join the event after it has started.
- **Send a reminder** - Raise awareness to the site, calling registrants to check the speakers and agenda, wander around and watch some VODs.

Customize the Invitation email (an automated system email)

The "Invitation email" is the email that attendees, speakers, and moderators will receive upon being invited to the event.

1. On the Templates tab, under Automated system emails, click **Edit** in the Invite box. The Edit Invitation Email page displays.

2. Edit the appropriate fields.

The editable fields in the Edit Invitation Email page are as follows. A preview of the Invitation Email is displayed on the right of your screen and updates in real time as you make your changes.

You may click **Customization tokens** in the Email details section (title, body, or footer) to see a list of customization tokens that you may copy and paste into fields to customize your email.

- Subject (required) - Type a subject for your email.
- Banner image - If you wish to change the default image, click **Edit image** and choose the desired file. Recommended size is 1920x1080 px.
- Title - Type a title for your email.
- Body text (required) - Type the message for the body of the email.

Note that you cannot edit Template name, Template description, or button text, nor can you enable the button for the Email template. These fields have been set in advance by Kaltura.

3. Once you are finished editing the Invitation Email, click **Save** to save and remain on the page or **Save and Close** to save and exit the page. A notification that the email template was updated successfully is displayed.

Customize the Registration complete email (an automated system email)

The "Registration complete email" is the email that attendees will receive upon completing the registration.

1. On the Templates tab, under Automated system emails, click **Edit** in the Registration complete box. The Edit Registration Complete Email page displays.

2. Edit the appropriate fields.

The editable fields in the Edit Registration Complete Email page are as follows. A preview of the Registration Completed Email is displayed on the right of your screen and updates in real time as you make your changes.

You may click **Customization tokens** in the Email details section (title, body, or footer) to see a list of customization tokens that you may copy and paste into fields to customize your email.

- Subject (required) - Type a subject for your email.
- Banner image - If you wish to change the default image, click **Edit image** and choose the desired file. Recommended size is 1920x1080 px.
- Title - Type a title for your email.
- Body text (required) - Type the message for the body of the email.

Note that you cannot edit Template name, Template description, or button text, nor can you enable the button for the Email template. These fields have been set in advance by Kaltura.

3. Once you are finished editing the Registration Complete Email, click **Save** to save and remain on the page or **Save and Close** to save and exit the page. A notification that the email template was updated successfully is displayed.

Customize the Login email (an automated system email)

The "Login" email is the email that attendees will receive when trying to log in to the event site. To learn more about your event site, see [Getting to know your event site, session page, and lobby page](#).

1. On the Templates tab, under Automated system emails, click **Edit** in the Login Email box. The Edit Login Email page displays.

2. Edit the appropriate fields.

The editable fields in the Edit Login Email page are as follows. A preview of the Login Email is displayed on the right of your screen and updates in real time as you make your changes.

You may click **Customization tokens** in the Email details section (title, body, or footer) to see a list of customization tokens that you may copy and paste into fields to customize your email.

- Subject (required) - Type a subject for your email.
- Banner image - If you wish to change the default image, click **Edit image** and

choose the desired file. Recommended size is 1920x1080 px.

- Title - Type a title for your email.
- Body text (required) - Type the message for the body of the email.

Note that you cannot edit Template name, Template description, or button text, nor can you enable the button for the Email template. These fields have been set in advance by Kaltura.

3. Once you are finished editing the Invitation Email, click **Save** to save and remain on the page or **Save and Close** to save and exit the page. A notification that the email template was updated successfully is displayed.

Edit a custom email template

1. On the Templates tab, under Custom templates, choose **Edit template** from the three-button menu located in the desired custom email box to edit the custom template before sending.

The Edit Custom Template page displays.

2. Edit the appropriate fields.

The editable fields in the Edit Custom Template page are as follows. A preview of the Custom Email is displayed on the right of your screen and updates in real time as you make your changes.

You may click **Customization tokens** in the Email details section to see a list of customization tokens that you may copy and paste into fields to customize your email.

- Subject (required) - Type a subject for your email.
- Banner image - If you wish to change the default image, click **Edit image** and choose the desired file. Recommended size is 1920x1080 px.
- Title - Type a title for your email.
- Body text (required) - Type the message for the body of the email.
- Button - Click to enable use of a button in the email. When users press this button, they are redirected to the configured location.
- Button Label - Type text that will display on the button.
- Button URL - Type the URL your user will be redirected to when they push the button.

When using a login link for entrance into the event, Kaltura recommends adding the "MAGICLINK" customization token as the button URL so that your attendees can directly login and have a seamless experience.

- Footer - Type the text that will display on the email footer.

3. Once you are finished editing the custom email, click **Save** to save and remain on the page or **Save and Close** to save and exit the page. A notification that the email template was updated successfully is displayed.

Send a custom email

1. On the Templates tab, under Custom templates, click **Send new** in the desired custom email box to prepare to send the custom email.

The custom template screen displays. In the example below, we have chosen the **Send a reminder** template.

2. In the From field, type the sender name. Note - It is prefilled with the event name. You can change or remove this text.
3. From the To pull-down list, select who will receive the custom email - Attendees, Speakers, or Moderators.
4. If you would like to send a test email to yourself to check the appearance, click **Send test email**, then click **Send**.
5. After you've received the test email and are satisfied with the appearance, click **Send now** to send the email to your recipients. A notification that the email was sent successfully is displayed.

If you would like to edit the custom template, simply click the **Edit template** button and follow the steps in [Edit a Custom Template](#).

Create a custom email template

1. On the Templates tab, under Custom templates, click **Create a new template**.

The Create a new template page displays.

2. Fill in the appropriate fields.

The editable fields in the Create a new template page are as follows. A preview of the new template is displayed on the right of your screen and updates in real time as you make your changes.

You may click **Customization tokens** in the Email details section to see a list of customization tokens that you may copy and paste into fields to customize your email template.

- Template name (required) - Type a name for your template.
- Template description - Type a description of your template.
- Subject (required) - Type a subject for your email.

- Banner image - If you wish to change the default image, click **Edit image** and choose the desired file. Recommended size is 1920x1080 px.
- Title - Type a title for your email.
- Body text (required) - Type the message for the body of the email.
- Button - Click to enable use of a button in the email. When users press this button, they are redirected to the configured location.
- Button Label - Type text that will display on the button.
- Button URL - Type the URL your user will be redirected to when they push the button.

When using a login link for entrance into the event, Kaltura recommends adding the "MAGICLINK" customization token as the button URL so that your attendees can directly login and have a seamless experience.

- Footer - Type the text that will display on the email footer.

3. Once you are finished, click **Create** to save it. A notification that the custom email template was created successfully is displayed.

Delete a custom email template

On the Templates tab, under Custom templates, choose **Delete Template** from the three-button menu located in the desired custom email box to delete the custom template.

Outbox tab

On the Outbox tab (shown below), you may:

- View all emails you've sent (including filtering for certain statuses).
- Download a deliverability report for Completed emails.

To filter for a certain status of sent email (Processing, Completed, or Failed)

Click the All statuses pull-down menu and select a desired status from the list. Only sent emails with the status that you chose will be displayed. You can select All statuses to return to the full list of sent emails.

To download a deliverability report for a Completed email

Click the three-button menu to the right of the Completed email, then choose Download report. The deliverability report will be downloaded via CSV. The downloaded report



includes all email addresses it was sent to and their delivery status.

[template("cat-subscribe")]
