

# Introduction to Video Messaging

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 This article is designated for all users.

Video Messaging lets you create, send, and track video messages directly out of the mailbox and grab attention even in the busiest of inboxes.

Get real-time alerts and keep track of who's watching, when, and where. Use it to understand if your message is hitting the mark. Then, use it to plan your next move and to keep the conversation going.

Introduce yourself, convince a prospect, or connect with your targets. Video messaging automatically uploads your video to the cloud and creates a branded email and landing page that you can send to anyone.

Work together with your team on video messaging to open up more possibilities. Add videos to everyone's arsenal, create playlists for specific team purposes, and more.