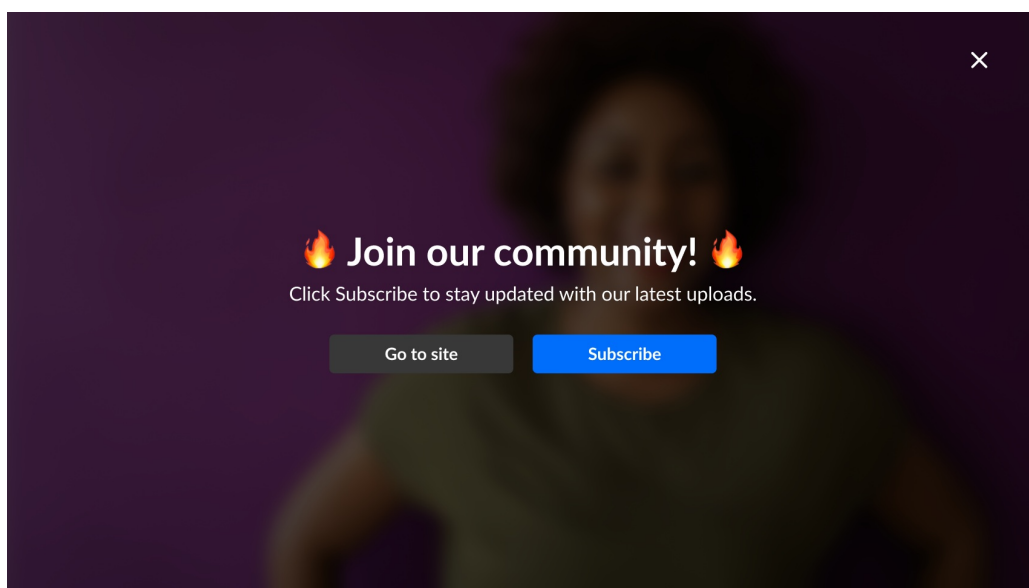# Kaltura

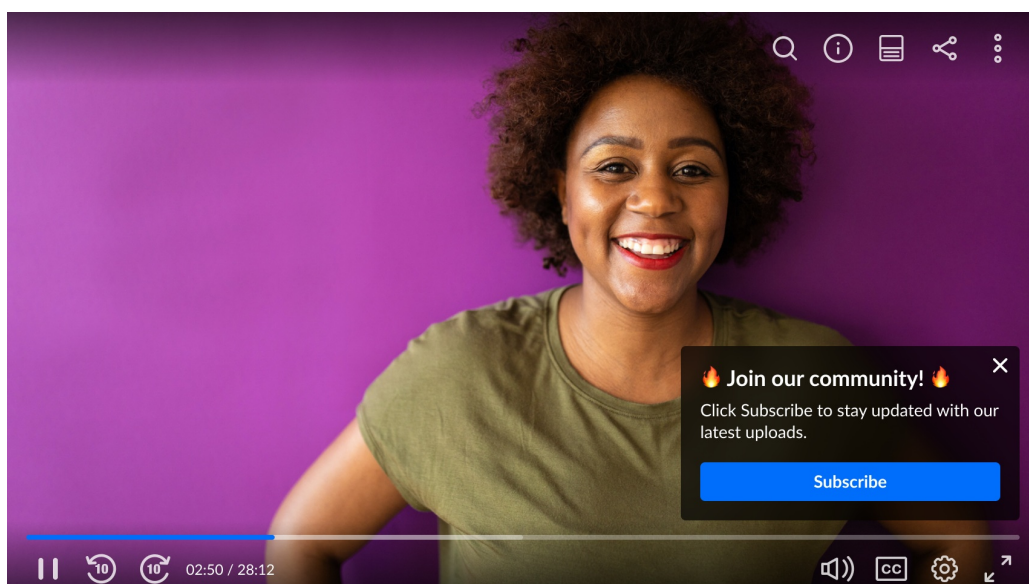# Call to Action

👥 **This article is designated for all users.**

Overview

Interact directly with your audience using our Call to Action plugin. Configure interactive messages in your video which can be shown as overlays or toasts with clickable buttons. Make announcements, guide users to more content, invite them to contact you, and more, all directly from the player!

Sample display of a CTA as an overlay:

Sample display of a CTA as a toast (pop-up):

Setup

To learn how to set a CTA on the player, see The Kaltura Player Studio Admin Guide - CTA.

Features

- Choose how you want your CTAs to appear:
  - Overlay: The CTA covers the entire player, pausing the video until the set time ends or the user closes the toast message.
  - Toast: The CTA shows at the bottom right corner, allowing the video to continue playing until the set time ends or the user closes the toast message.
- One message can be shown at any time.
- You set the duration for the CTA's visibility.
- Multiple CTAs can be added to each player, named sequentially as Call to Action 1, Call to Action 2, and so on.
- Each CTA can support up to two buttons.
- If a message is shown after seeking into its time range, it will show for the remainder of its duration.
- By default, messages won't be displayed for a second time if the user closes them, but will be redisplayed if they reach the duration that was set. You can control this in the advanced settings by setting redisplayMessage to true in advanced settings.

[template("cat-subscribe")]