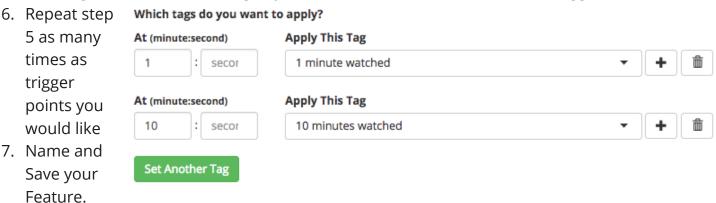# Video Triggers Implementation Guide

What does it do?

Video Triggers allows for you to tag contacts based on the amount of time the contact has viewed your video. By applying tags at specified points in the video, you are able to use the tag application to trigger certain follow-up with those contacts.

PlusThis Integration:

1. Paste the embed code from your video into this space. It is important to ensure it is the embed code and that the embed code does not start at a specified number of seconds. If your video is a Wistia video make sure you are using the embed code (Inline embed – Standard)
2. Click continue and PlusThis will provide more options for configuration
3. Select if you would like the tags to be applied based on cue points (when a specific point of the video is reached) or based on accumulated time spent watching.
4. Enter the number of minutes and seconds you would like your tag applied to the contact record, and select or create a tag to denote a contact watching to this point.
5. Hit the green "Set Another Tag" if you would like to add more than one trigger.
6. Repeat step 5 as many times as trigger points you would like

   Which tags do you want to apply?

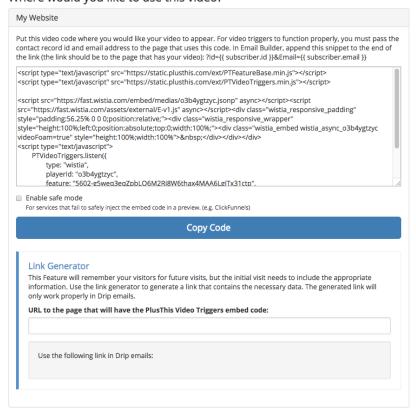 | At (minute:second) | | Apply This Tag | | | |
   |---|---|---|---|---|---|
   | 1 | : secor | 1 minute watched | ▼ | + | 🗑 |
   | At (minute:second) | | Apply This Tag | | | |
   | 10 | : secor | 10 minutes watched | ▼ | + | 🗑 |

   Set Another Tag

7. Name and Save your Feature.
8. Copy the code and paste it onto your page. It is important to place the full code on the page, as the Video Triggers will not work properly or even at all if part of the code is missing.

9. Copy the URL of the website and paste it into the link generator under the video code. PlusThis will spit out an appended URL for use in your email builder.

Video Trigger for 1 minute and 10 minute marks Video Triggers

Where would you like to use this video?

My Website

Put this video code where you would like your video to appear. For video triggers to function properly, you must pass the contact record id and email address to the page that uses this code. In Email Builder, append this snippet to the end of the link (the link should be to the page that has your video): ?Id={{ subscriber.id }}&Email={{ subscriber.email }}

```
<script type="text/javascript" src="https://static.plusthis.com/ext/PTFeatureBase.min.js"></script>
<script type="text/javascript" src="https://static.plusthis.com/ext/PTVideoTriggers.min.js"></script>

<script src="https://fast.wistia.com/embed/medias/o3b4ygtzyc.jsonp" async></script><script
src="https://fast.wistia.com/assets/external/E-v1.js" async></script><div class="wistia_responsive_padding"
style="padding:56.25% 0 0 0;position:relative;"><div class="wistia_responsive_wrapper"
style="height:100%;left:0;position:absolute;top:0;width:100%;"><div class="wistia_embed wistia_async_o3b4ygtzyc
videoFoam=true" style="height:100%;width:100%"> </div></div></div>
<script type="text/javascript">
    PTVideoTriggers.listen({
        type: "wistia",
        playerId: "o3b4ygtzyc",
        feature: "5602-g5weg3egZpbLO6M2Ri8W6thax4MAA6LgiTx31ctp",
```

☐ Enable safe mode
For services that fail to safely inject the embed code in a preview. (e.g. ClickFunnels)

Copy Code

Link Generator

This Feature will remember your visitors for future visits, but the initial visit needs to include the appropriate information. Use the link generator to generate a link that contains the necessary data. The generated link will only work properly in Drip emails.

URL to the page that will have the PlusThis Video Triggers embed code:

Use the following link in Drip emails:

Feature Options

⚙ Edit Feature

🗑 Delete Feature