

STYLECampaign

Video in email research & QA

Client: Chanel

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Three tests: one sending HTML5 to everyone, two using media queries to send live video to iPhone only and three sending all users to a desktop or mobile landing page to view video.

We have yet to receive information from Chanel regarding their video hosting and delivery solution for EDM 2. So we do not yet have any landing page URLs.

Philippe's "all HTML5" code: http://www.stylecampaign.com/mobile/c/Sep-English/Phil_2_video/ch2_eng.html

Graeme's "iPhone only" code: http://stylecampaign.com/mobile/c/Sep-English/iPhone-Video/Graeme/ch2_eng_iphone.html

Graeme's "simple LP" code: http://stylecampaign.com/mobile/c/Sep-English/EDM2-EN/ch2_eng.html

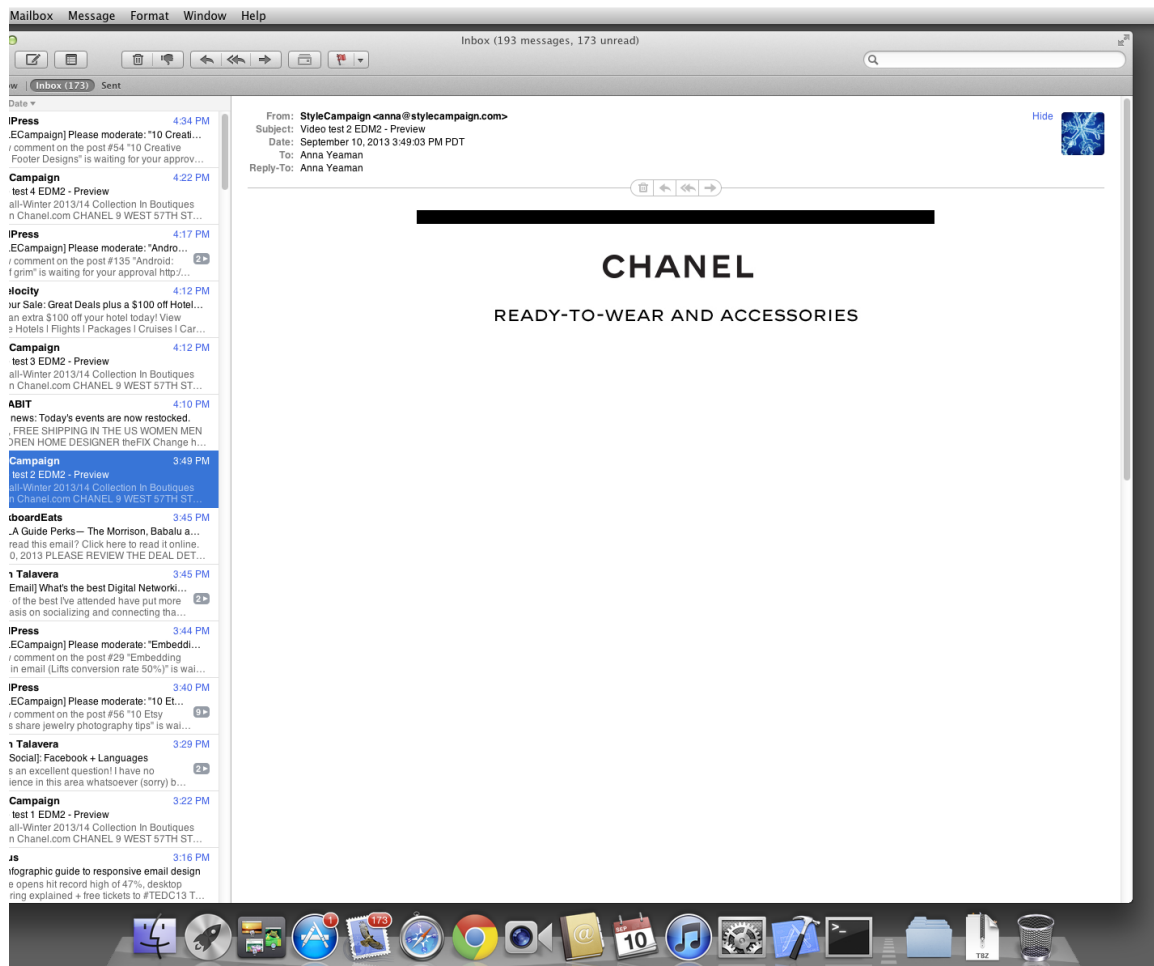
HTML5 video sent to everyone:

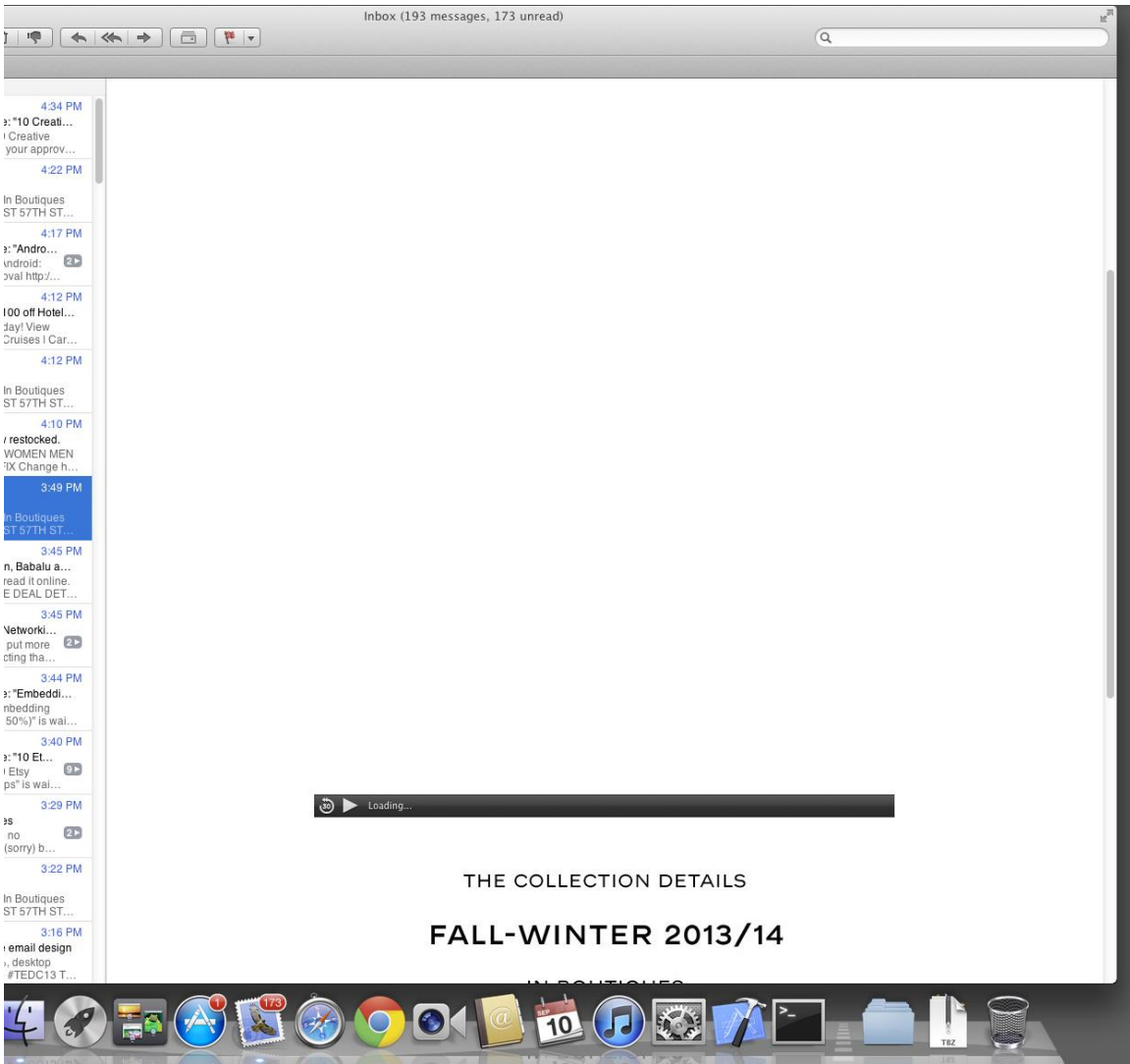
QA Philippe's video in email test 2 with new icon – sending HTML5 to everyone with a fallback image where HTML5 video is not supported.

Code: http://www.stylecampaign.com/mobile/c/Sep-English/Phil_2_video/ch2_eng.html

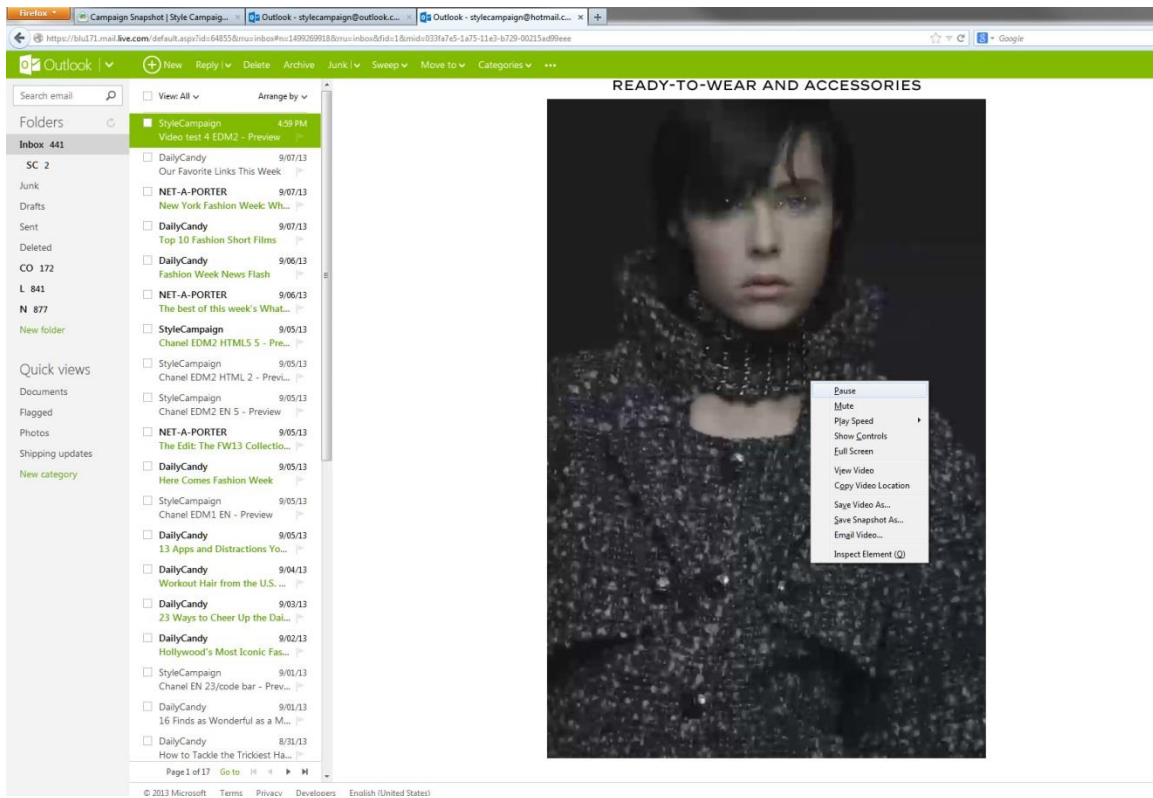
Desktop HTML5 Video Issues:

Mac Mail 5 supposed to support HTML5 video but shows blank hero area. States "loading" but never plays. Could be a file size issue.





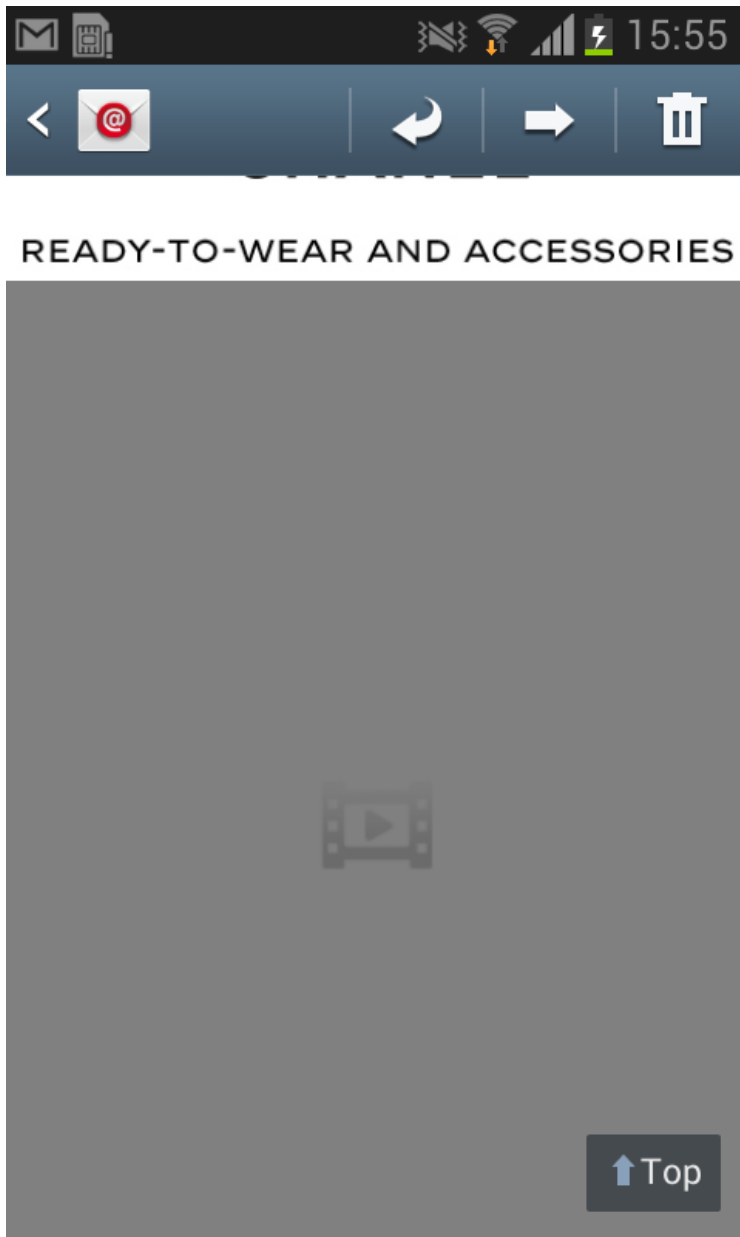
Outlook.com/Hotmail and Firefox: Has support for HTML5 video, but with poor execution. You have to set the video to auto play, otherwise the user has to right-click to bring up the menu to select play/pause. Not an ideal user experience in Outlook.com with no/hidden player controls.

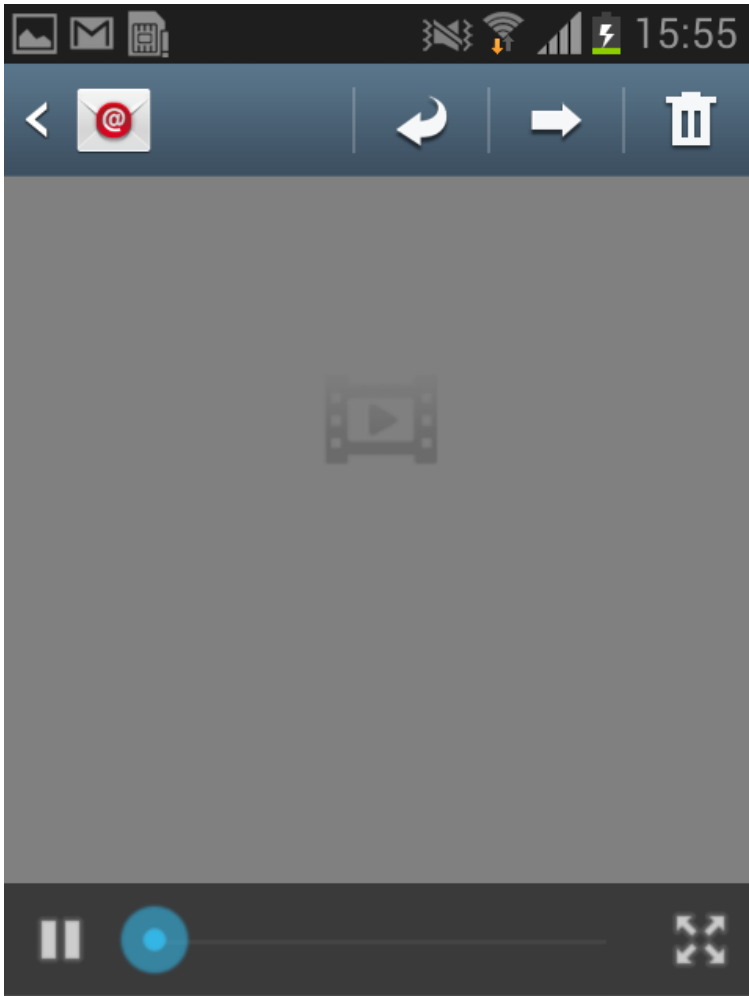


Mobile HTML5 Video Issues:

Android - Tested in three most popular Android OS & one tablet.

Android native Galaxy S2 Jellybean 4.1.2: Should support HTML5 video, in practice you see this screen. Fails to play and does not show fallback.

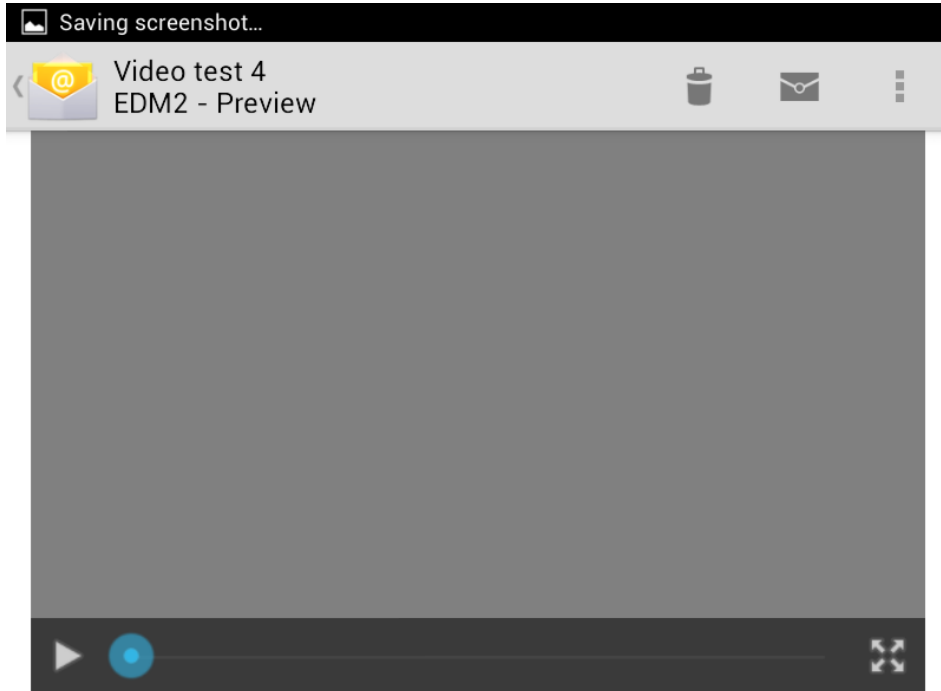




THE COLLECTION DETAILS
FALL-WINTER 2013/14

IN BOUTIQUES
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Nexus 7 native Android 4.1.2 Jelly Bean: Just like the S2 the Nexus 7 tablet is running Jelly Bean and will not load/play video.



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▶ **THE FILM**

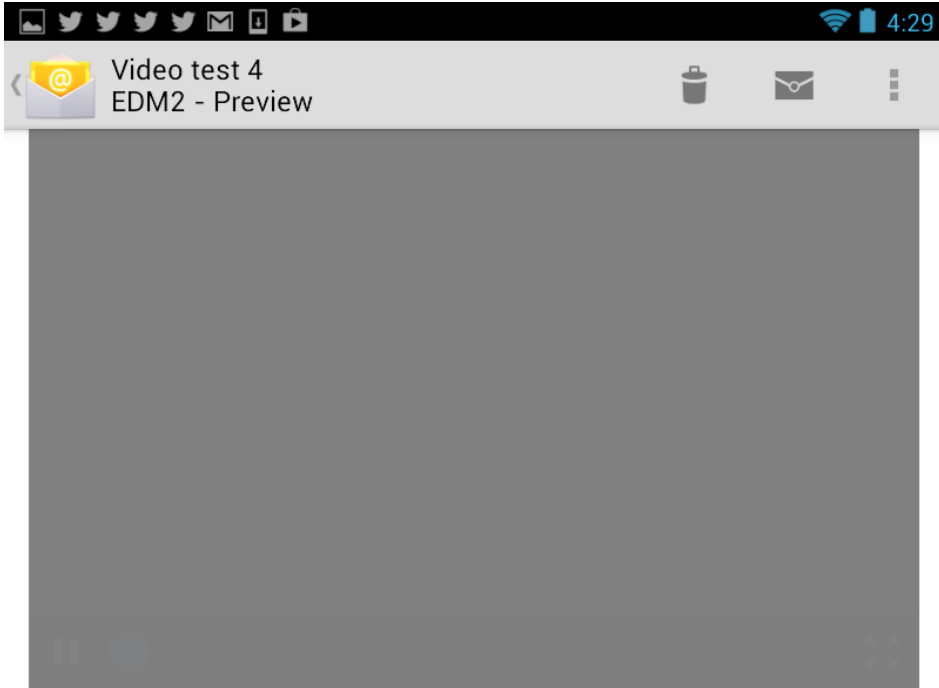
READY TO WEAR

Newer

1 of 25

Older





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—
▶ **THE FILM**

▶ **READY TO WEAR**

Newer

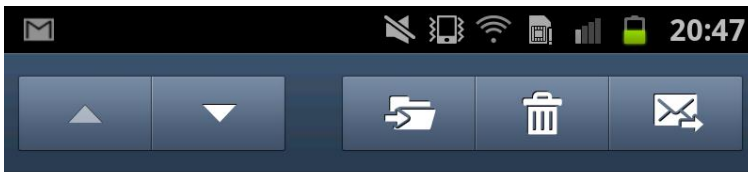
1 of 25

Older

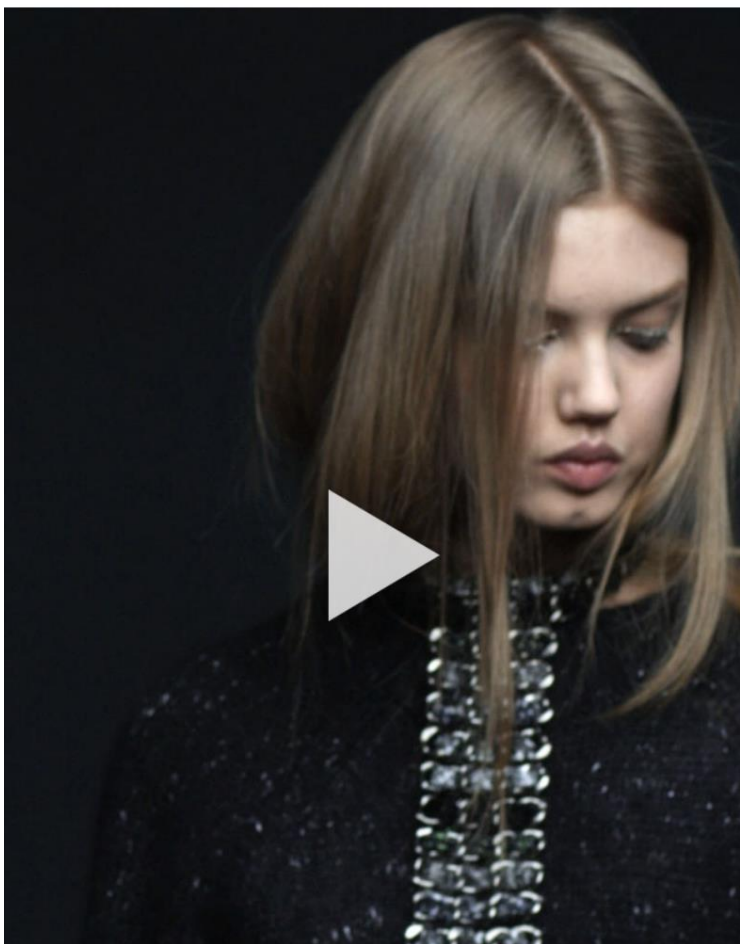


Android Galaxy Note Gingerbread OS 2.3.6:

Loads with icon, but URL to landing page does not work on hero image. One idea was to remove the play icon from the hero and click, "The Film". This is not feasible as you cannot hide the play icon only on Android. You would also still have issues with other mobile platforms (BB / WP) and desktop clients (Outlook.com/Apple Mail) with unreliable HTML5 video support.

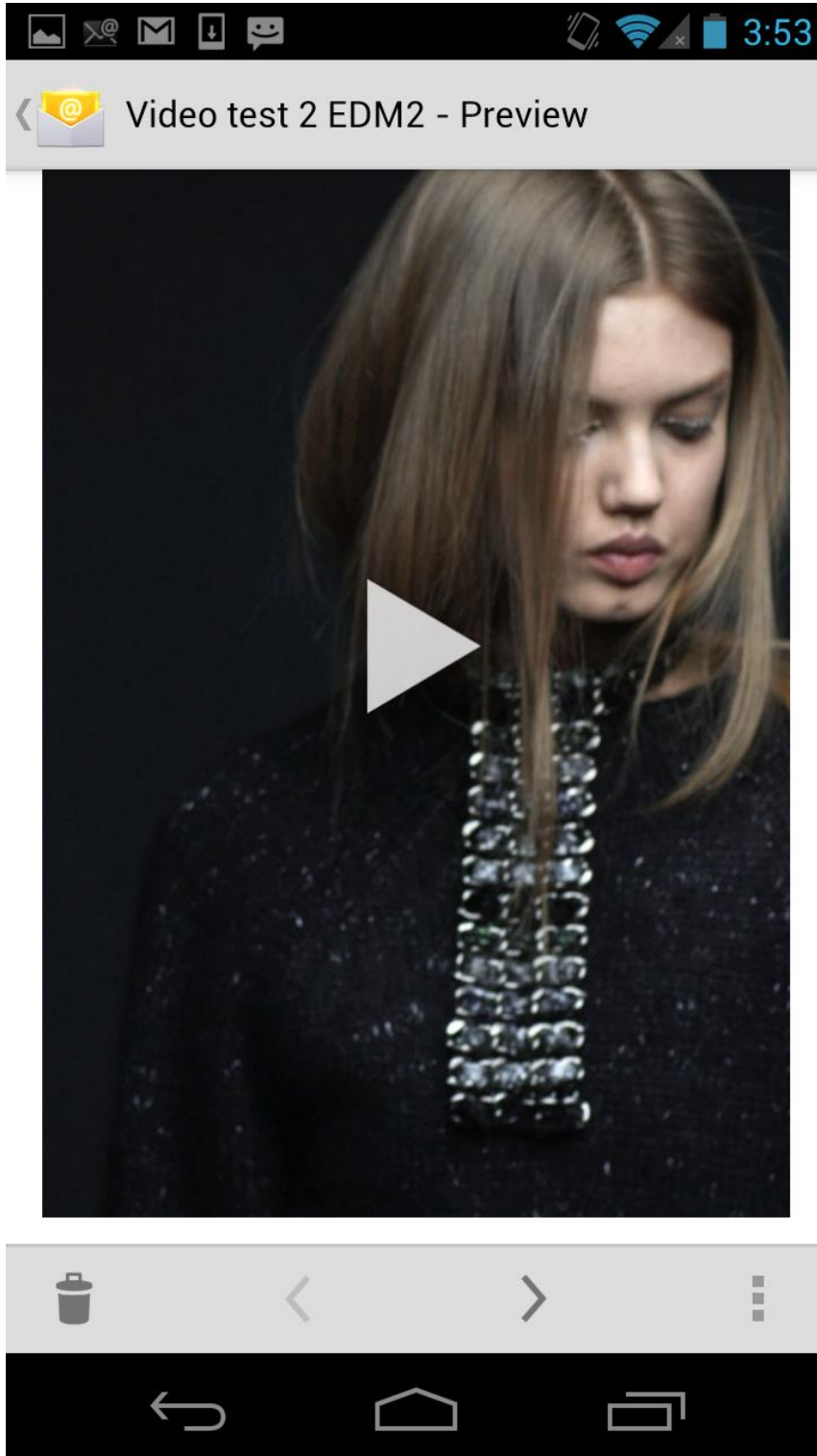


READY-TO-WEAR AND ACCESSORIES



Android native Samsung Galaxy Nexus Ice crème sandwich 4.0.4:

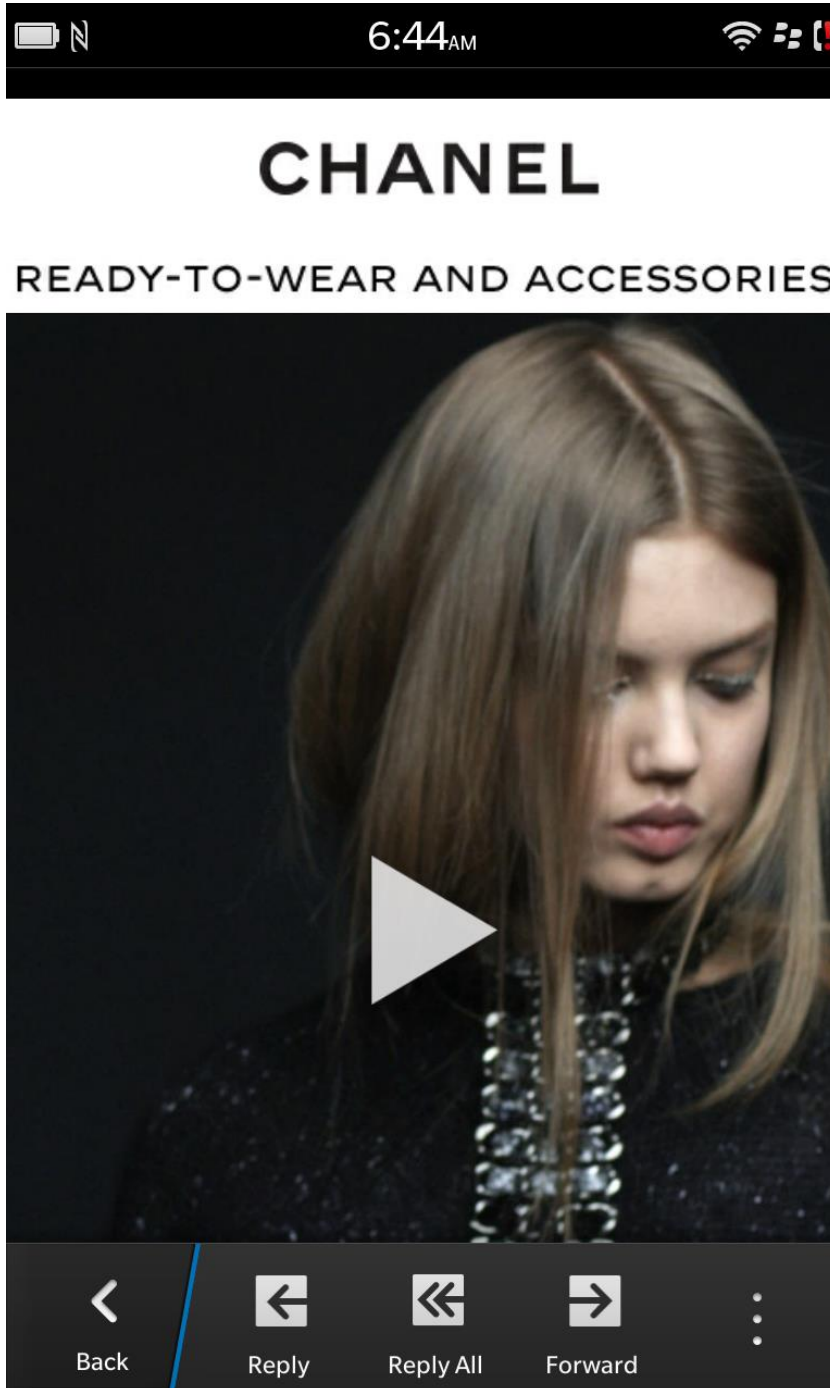
Same as above, see hero image with arrow but when you click it does nothing



BB

Tested in two most popular OS.

BB Z10 native Gmail: Same as Android, see hero with play icon but URL does not work.



BB Bold 9900 7.1: Strips out hero section altogether, nothing. (sorry no screenshot support).

Conclusion:

I could have tested further on Kindle/WP, but it was clear this solution was not an option. A blanket send of HTML5 video to everyone is not advisable, due to inconsistent support and no clean fallback outside of iOS.

Proposed solution 1:

Robust media query switch

Code: http://stylecampaign.com/mobile/c/Sep-English/iPhone-Video/Graeme/ch2_eng_iphone.html

Displays the live video on the iPhone only, uses media queries to target the iPhone screen dimensions (includes both iPhone screen heights).

You would then need to detect if the user is coming from desktop or mobile, and redirect them to appropriate landing page. Still requires hosting and landing page solution.

Solves Android, BB, WP and desktop issues documented above. Early tests show promise. Though we need more time to QA (at least a day) before we can make final recommendation. Not sure if we have time, as EDM2 translations need to start.

To recap, desktop users get the desktop sized copy, along with a hero image with a play icon. Mobile devices that are not iPhone, get the mobile sized copy and the desktop hero image scaled down. The fallback hero image URL is the same on desktop and mobile. Though “The Film” is two URLs. Need a landing page redirect and hosting solution.

Proposed solution 2:

No live video in email, direct all users to landing page

Code: http://stylecampaign.com/mobile/c/Sep-English/EDM2-EN/ch2_eng.html

No live video in email, go with the “simple” solution which shows two different hero images – desktop and mobile – and has two separate URLs. Requires desktop and mobile video landing pages (or Chanel.com for desktop and YouTube for mobile).

Long-term solution:

Video in email vendor

On long-term solution could be to use movableink.com. They can target video assets and URLs to different platforms (iOS vs. Android). Most email marketers use a video in email vendor, rather than try to deploy themselves due to all the issues above. In the US <http://www.liveclicker.com/web/> and more recently <https://movableink.com/> are the two leading vendors.

Questions?

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