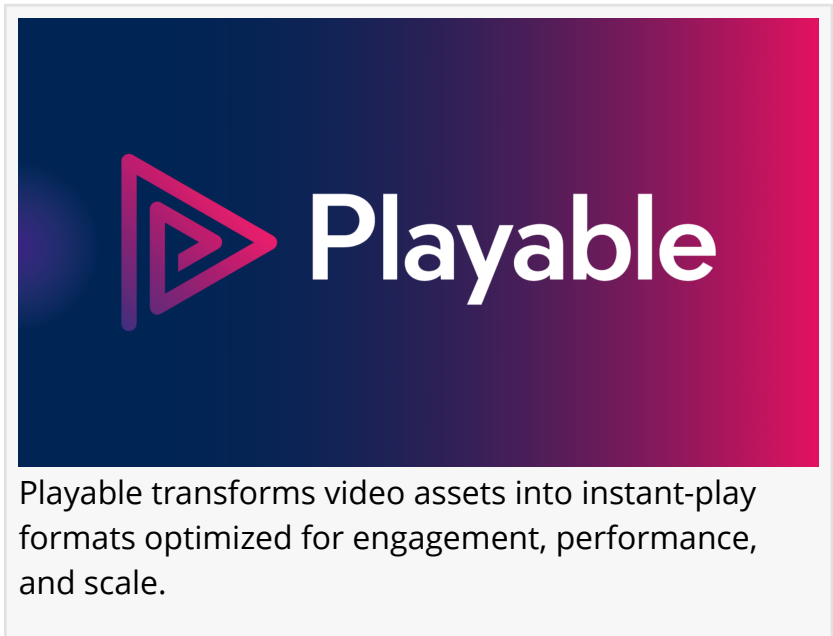


# Playable Inc. announces expanded partner integration to support video experiences across customer engagement channels

*Playable is rolling out a series of advancements across the platform, including AI video, video templates, security updates, expanded integration capabilities.*

PLEASANTON, CA, UNITED STATES,  
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FOR IMMEDIATE RELEASE

[Playable](#) Inc. announces expanded partner integration to support richer video experiences across customer engagement channels



Playable transforms video assets into instant-play formats optimized for engagement, performance, and scale.

Playable Inc., the pioneer in instant-play video for digital marketing, today announced new functionality designed to help brands create and deliver richer video experiences across customer engagement channels.

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This release delivers a single video delivery system, a seamless video connection that makes it easy to include high-quality, instant-play video in email campaigns across major platforms.”

*Phillip Wing, PhD, CEO and  
Founder of Playable Inc.*

Over the past year, Playable has been strengthening its role within the broader marketing [ecosystem](#), enabling teams to create, optimize, and reuse high-impact video easily, quickly, and with greater control. Early in 2026, Playable will roll out a series of advancements across the platform, including AI-assisted video creation, new video-first templates, enhanced security updates, and expanded integration capabilities.

Phillip Wing, PhD, CEO and Founder of Playable Inc., said:

“This release delivers a single video delivery system, a

seamless video connection that makes it easy for marketers to include high-quality, instant-play

video in email campaigns across major platforms. It's fast, agile, requires minimal setup, and sets the foundation for rolling out the capability for additional digital marketing channels throughout 2026."

Release 1.0 supports all major email clients, with additional channel capabilities becoming available in 2026 as part of Playable's broader multi-channel roadmap.

Playable's video delivery system simplifies the authoring process for deploying video and associated assets across multiple customer engagement channels, including email, SMS/MMS/RCS, WhatsApp, in-app messaging, and push notifications, depending on platform configuration.

By using a single video delivery system, marketers can configure consistent customer experiences across channels, networks, and devices. This approach significantly reduces the asset creation, testing, and optimization costs typically required to achieve consistent [cross-channel video experiences](#).

Also in development is a suite of creative features within the Playable platform. This new creative suite includes AI Studio, html block builder, video-first templates, and a central asset library, making it easier for users to manage video content within a single, centralized environment.

These updates build on the existing Playable platform and reflect Playable's continued focus on enabling brands to deliver video experiences that are easier and faster to deploy, scale, and measure within existing marketing environments.

#### About Playable

Playable enables digital marketing and CRM specialists to deliver premium multi-channel video experiences across email, mobile, web, and app. Trusted by global brands across travel, retail, gaming, and media, Playable transforms video assets into instant-play formats optimized for engagement, performance, and scale. Playable integrates with Braze, Salesforce, Mailchimp, Benchmark Email, Klaviyo, Emarsys, Campaign Monitor and many more customer engagement and marketing automation platforms.

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