

Embedded Content Experience Setup Guide

for GuideSpark Communicate Cloud

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The GuideSpark **Embedded Content Experience** brings the GuideSpark content experience into your company's intranet website by using an IFrame to show a simplified version of the GuideSpark landing page. With a few HTML attributes, you can control the Embedded Content Experience to make it work for different layouts and situations, while maintaining GuideSpark's responsive layout and mobile support.

i *We recommend the Embedded Content Experience as a secondary method of reaching your users. Direct reach channels such as email bring employees into the full landing page experience, where their attention to your message is stronger.*

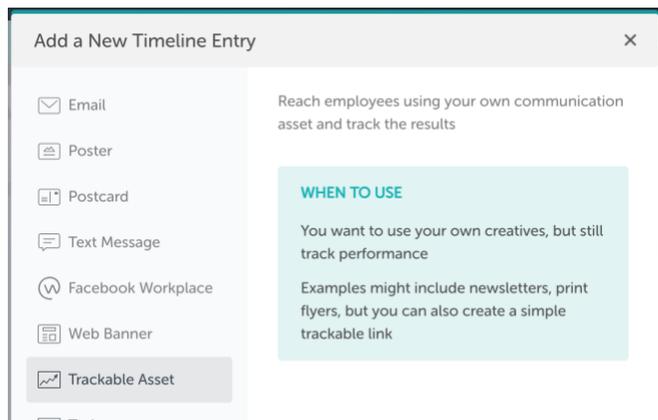
After you decide what content you want to embed, you'll create a Trackable Asset on the Timeline to create a short URL that points to your content. Send that short URL and this guide to the person who maintain your intranet web site. Often this will be your IT department.

Ready to begin? Read on...

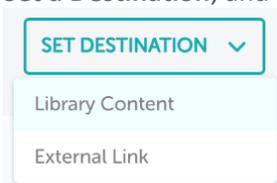
Decide what content you want to embed

To set up the Embedded Content Experience, choose a piece of content to highlight (e.g. a video, or a digital document) in a given Campaign.

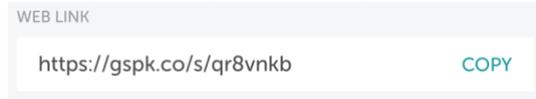
1. In the Timeline, click **ADD NEW** and create a Trackable Asset:



2. Set the **date** to today or a date in the past, to avoid getting unnecessary email notifications.
3. **Set a Destination**, and choose content from the Library. (Do not use an External Link.)



- Copy the short **Web Link**. That will be your *source URL* for the next steps. When you forward this Guide to the person responsible for your website, **let them know the source URL to use**.



Set up the IFrame embed code

The Embedded Content Experience uses a simple IFrame embed code with a few parameters:

```
<iframe width="618" height="526" src="https://url?embed=true"
frameborder="0" allowfullscreen></iframe>
```

The items marked **bold red**—**width**, **height** and **https://url**—need to be edited for your use. Use the Web Link you created previously to replace the URL.

You can test your embed code here: <https://jsfiddle.net/dsbenson/psxzeuno/>

If you see a login prompt, it means that your content has not yet been published.

- i** The “?” in any URL marks the start of the first query parameter. Additional parameters are separated with “&”. GuideSpark query parameters can be added in any order.

(Optional) View only a single piece of content

By default, the Embedded Content Experience allows the viewer to navigate to additional content. Add the optional parameter **singlecontent=true** to display a single piece of content:

```
<iframe width="618" height="526"
src="https://url?embed=true&singlecontent=true" frameborder="0"
allowfullscreen></iframe>
```

(Optional) Change the destination at any time

Once you have used an embed code in your website, you can change the destination content at any time without needing to edit your website. Just go back to the Timeline, find the Trackable Asset you used, edit it and change the Destination to a different piece of Library content in the same Campaign.

Other info

- The GuideSpark content is fully responsive to different browser sizes on desktop and mobile, so you can set the width and height attributes according to the layout needs of your website. Make the embedded content area as large as possible for a more immersive viewing experience with few user distractions.
- Some web portals do not allow IFrame embed. For such situations we recommend you embed a thumbnail graphic and link to the content instead. Your Customer Success Manager can help.
- You can create multiple instances of the Embedded Content Experience on your website, each highlighting different content.
- Autoplay is *turned off* when initially loading the Embedded Content Experience, to avoid conflicting with other items on the page. Viewers must click on the first piece of content to begin playback.
- The GuideSpark Communicate Cloud Results dashboard will count engagement analytics for Embedded Content Experience content, just as with the same content viewed in the main Communicate Cloud landing pages. Each unique user who visits a portal page where you embed your GuideSpark experience will count as a unique user in the Results panel.
- You can use a single IFrame embed code on multiple pages on your website. Or, if you want to track how users are accessing the content on *different* pages of your website, you can set up multiple Trackable Assets and use them to create multiple IFrame embed codes.