Integration Setup: HighLevel (GoHighLevel)

Integrations · https://coreel.ai/help/integration-setup-highlevel-gohighlevel/

Connecting HighLevel (GoHighLevel) to coReel lets you send video emails to your HighLevel contacts, look up contacts by name or email when composing, and trigger HighLevel workflows automatically when your videos are opened, watched or replied to.

This article walks you through connecting HighLevel and verifying it's working.

Before you start

- You'll need **owner-level access** to your HighLevel sub-account (the account where your contacts live).
- You'll need a paid HighLevel plan that supports OAuth integrations.
- You'll need 5 minutes.

Option: install coReel from the HighLevel Marketplace

You can connect from either side. Both ways end in the same connection: install coReel from the HighLevel Marketplace (below), or connect from inside coReel (Steps 1 and 2).

1. In HighLevel, open the **App Marketplace** and search for **coReel**.
2. Click **Install**, choose the sub-account you want to connect, and approve the permissions.
3. You'll land on a coReel page asking you to sign in to finish connecting HighLevel. Sign in to coReel, or create an account.
4. coReel finishes the connection and shows **HighLevel connected**.

Success Check: The HighLevel card in Settings → Integrations shows **Connected**. You can skip to Step 3 to test it.

The link from the Marketplace expires after 10 minutes. If coReel says it couldn't finish connecting, install coReel from the Marketplace again and sign in straight away, or connect from coReel using Steps 1 and 2.

Step 1 — Open the HighLevel integration page

1. Sign in to coReel at app.coreel.ai.
2. Go to **Settings → Integrations**.
3. Find the **HighLevel** card.
4. Click **Connect HighLevel**.

You'll be redirected to HighLevel's authorization page.

Step 2 — Authorize coReel

On HighLevel's authorization screen:

1. Sign in to HighLevel if you aren't already.
2. Select the **sub-account** you want to connect. This is the account whose contacts you want to use.
3. Review the permissions coReel is requesting. We ask for:
   - Read and update contacts (to look up recipients as you type, and to add tags, notes and workflow enrollments when an automation runs)
   - Read and send conversations (to deliver video emails through Conversations)
   - Read tags and workflows (so you can pick them for automations)
   - Read the users in your sub-account (to show who an email comes from, and to let each person send as themselves)
   - Build and schedule email campaigns (for larger sends, and sends from another address)
   - Read-only access to opportunities, appointments and payments (used only for the optional AI briefing on a contact)
4. Click **Allow**.

You'll be redirected back to coReel.

Success Check: The HighLevel card in Settings → Integrations should now show **Connected** and the sub-account name.

Step 3 — Test the connection

Send a test video to a contact in your HighLevel account:

1. Click **+ New Video** and record a short test video.
2. On the send screen, choose **HighLevel** as the send provider.
3. In the recipient field, start typing the name or email of a HighLevel contact.
4. Pick the contact from the autocomplete dropdown.
5. Click **Send**.

Check the recipient's email — they should receive your video email from HighLevel's email infrastructure.

Success Check: The send completes, and you can see the email in HighLevel under the contact's **Conversations** tab.

Who your email comes from

HighLevel connects once for your whole coReel account, but each person can still send as themselves. The send screen shows who the email will come from, and you can change it on each email:

- **Send as me:** the email comes from your own name and address, as your user in HighLevel, so replies come back to you. coReel chooses this for you when your coReel email matches a user in the connected HighLevel sub-account.
- **Default sender:** the email comes from the sender HighLevel uses for the connected sub-account.
- **Use another address:** type an address on one of your verified sender domains. See Sender Domains for CRM Integrations.

If the send screen says you must be a user in the connected HighLevel account to send as yourself, ask a HighLevel admin to add you as a user in that sub-account, using the same email address you sign in to coReel with. Until then, your emails go out from the Default sender.

Using HighLevel workflows with coReel

You can configure coReel to trigger HighLevel workflows automatically when:

- A recipient watches your video
- A recipient clicks your CTA
- A recipient replies to your video

To set this up:

1. In coReel, go to **Settings → Integrations** and scroll to **Automation Access & Templates**. Only an Owner or Manager can change these settings.
2. Under **Automation Templates**, enter a template name and choose **HighLevel** as the provider.
3. For each event, pick a HighLevel tag, a workflow, or both from the lists. If a new tag or workflow is missing, click **Refresh tags/workflows**.
4. Click **Create Template**.
5. When you send a video, choose the template under **Automation template**.

In the same section, an Owner or Manager can also set a default automation that applies to every email, or choose whether people pick templates, pick their own triggers on each email, or use no automations.

See Unlocking the Power of Automation Triggers in coReel for the full automation guide.

Disconnecting HighLevel

1. Go to **Settings → Integrations**.
2. Find the HighLevel card.
3. Click **Disconnect**.

Disconnecting stops all automation triggers and prevents new sends through HighLevel. Past sends and automations that already fired remain in HighLevel's records.

If you want to switch to a different HighLevel sub-account, disconnect first, then reconnect and choose the new sub-account during authorization.

Troubleshooting

"No active integrations" alert when I try to send. This usually means your HighLevel OAuth token has expired or been revoked. Go to **Settings → Integrations** and click **Reconnect HighLevel** .

HighLevel contacts aren't showing up in the recipient search. First, make sure you're searching by name or email exactly as it appears in HighLevel. Second, very large contact lists (50,000+) can take a moment to search. If results never appear, disconnect and reconnect — the OAuth token may not have the contacts scope.

The send completed but the email didn't arrive. Check the contact's **Conversations** tab in HighLevel. If the message shows there but the email never arrived, the issue is on HighLevel's delivery side — usually a DNS/SPF/DKIM problem with your sending domain. See HighLevel's deliverability docs.

My workflow didn't fire when the video was watched. Check that the email used an automation template, or your organization's default automation, with a workflow set for that event. Templates are in **Settings → Integrations** under **Automation Access & Templates**. Also make sure the workflow is **Published** in HighLevel. Draft workflows don't run.

I see a 400 error when sending or when an automation tries to run. This usually indicates the OAuth token doesn't have the required scope for the action. Disconnect and reconnect HighLevel, accepting all permissions when prompted.