Sharing a Watch Page Link

Watch Page Settings · https://coreel.ai/help/sharing-a-watch-page-link/

When a recipient watches one of your videos, they can share the watch page with someone else — a colleague, a decision-maker on their team, a buddy. The shared link works for the new viewer too, and you'll see the resulting plays in your reporting.

This article explains how watch page sharing works for both you and your recipients, and how to turn it on or off for a given send.

Why it matters

A lot of buying decisions involve more than one person. When the recipient you sent a video to wants to forward it to a teammate, sharing keeps the experience intact:

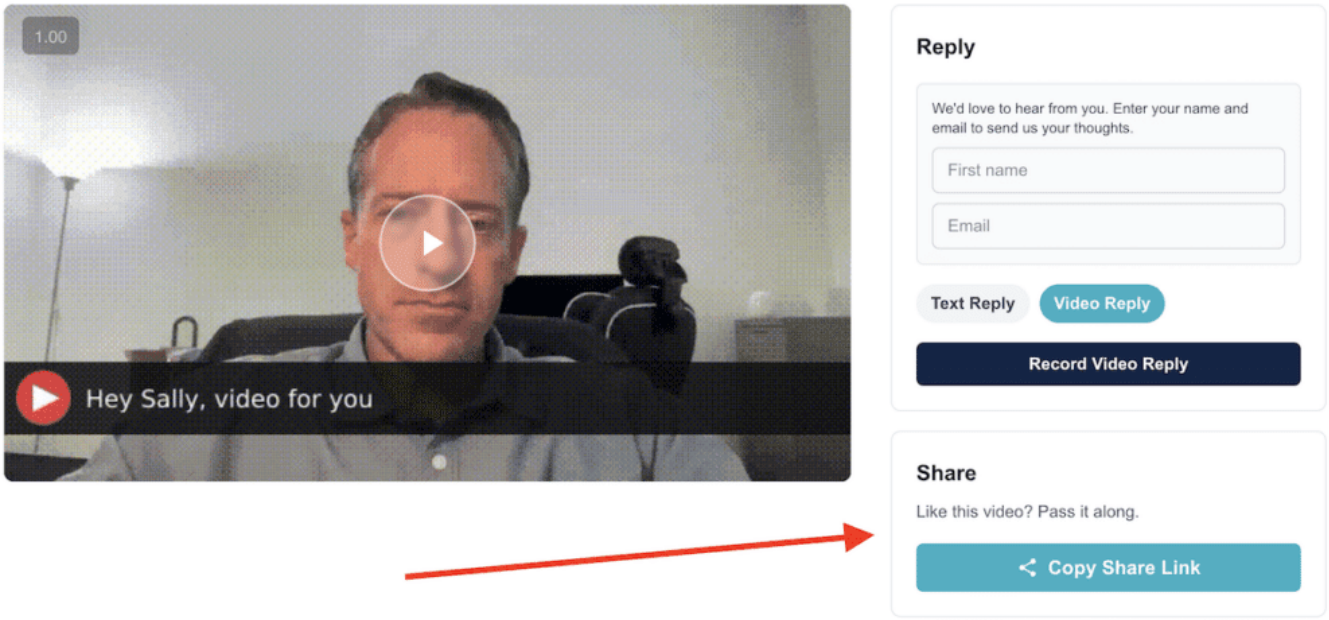
- The new viewer lands on the same branded watch page.
- The new viewer's plays and clicks are tracked the same way.
- Your reporting reflects the extra reach — you'll see a higher play count on a video that got passed around.

Without a share feature, recipients tend to download the video and re-attach it to their own email, which loses your branding *and* your tracking.

What your recipient sees

When a recipient opens your watch page, they see a **Share** button (or icon) alongside the video player. Clicking it gives them options to:

- **Copy** the watch page link.
- Share by **email**, with the link pre-filled.
- Share through common channels (Slack, Teams, LinkedIn, etc., depending on the device).



The link they share is the same watch page URL — there's no re-encoding, re-uploading, or re-rendering. The next person to click it lands on the same branded page.

What you see in reporting

Plays from shared viewers count toward the **plays** for the original send. In **My Emails**, you'll see:

- Higher play counts than recipients (multiple plays per recipient mean it was shared, watched repeatedly, or both).
- Distinct viewer events when a new IP / device opens the page.

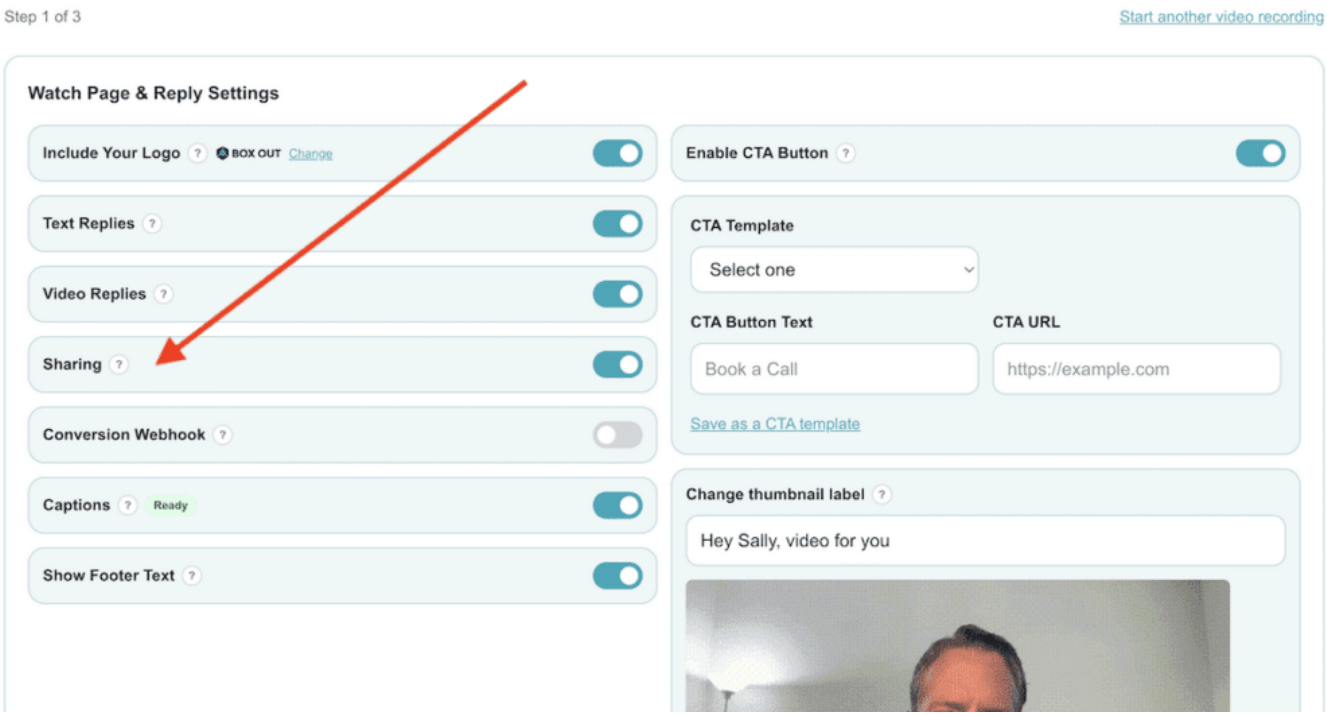
This is the most reliable signal that a video was sent to a champion who passed it up the chain.

Turning sharing on or off for a send

Sharing is on by default — most videos are better off shareable. If you want to lock a video down to its original recipients (e.g. it includes a personalized offer or sensitive numbers), you can disable sharing for that send.

1. Start composing your video as usual.

2. On the **Watch page setup** screen, find the **Sharing** option.
3. Toggle **Allow sharing** off.
4. Compose and send as normal.



With sharing off, the Share button is hidden on that video's watch page. Recipients can still forward your email, but the link will continue to work for whoever opens it — sharing controls the **visible affordance**, not access to the URL itself.

If you need to fully restrict who can watch (not just hide the share button), see Watch Page Access Controls.

Tips and best practices

- **Leave sharing on by default.** Most videos benefit from organic forwarding within the recipient's team.
- **Turn sharing off for sensitive content.** Personalized pricing, confidential numbers, or one-to-one negotiations are good candidates for sharing-off.

- **Watch for high play-to-recipient ratios.** A video sent to 10 people with 35 plays is being shared — that's a strong intent signal.

Troubleshooting

I don't see a Sharing toggle on the watch page setup screen.
The toggle appears for all plans. If it's missing, refresh the page; if it still doesn't show, contact support.

My recipient says they don't see a Share button on the watch page.
First confirm sharing is enabled for that send (check the send in **My Emails**). If sharing is on but no button appears, the recipient may be on an older device or browser that hides certain share options — they can still copy the URL from the address bar and paste it manually.

Shared plays are inflating my reporting.
That's working as intended — every play counts. If you want a "unique recipients only" view, group your reporting by recipient instead of by play.

Related articles

- Customizing Your Watch Page (Branding)
- Watch Page CTAs