Why Send Through coReel Instead of “Copy & Send”?

My Emails · https://coreel.ai/help/why-send-through-myvideo-email-instead-of-copy-send/

You can copy a snippet and send manually, but sending through coReel gives you better visibility and stronger automation outcomes.

Short Answer

Send through coReel when you want **deeper tracking, cleaner attribution, and automation-ready events**.

Benefits of Sending Through coReel

1) Deeper Tracking

You get stronger event capture across the full flow, including send context and engagement signals (opens/clicks/views where available).

2) Better Attribution

coReel can tie engagement to the correct user/account/workflow context more reliably than manual copy/send in many cases.

3) Automation-Ready Signals

Platform-native send events are easier to use for downstream automations and follow-up logic (for example in CRM/automation systems).

4) More Consistent Reporting

Using one send path improves data consistency for team reporting, optimization, and troubleshooting.

5) Reduced Human Error

Manual copy/send can introduce link/sender/context mistakes. In-app sending reduces those risks.

When Copy & Send Still Makes Sense

- Quick ad-hoc outreach from unsupported compose contexts
- Temporary fallback when extension injection has issues
- One-off manual scenarios where automation depth is less important

Best Practice

Use **coReel send interface as your default**, and keep copy/send as a tactical fallback.
That gives you the best combination of reliability, tracking depth, and automation power.