

# Enable Predictive Content for Web Rich Media

Predictive content engages your web visitors with the most relevant content, powered by machine learning and predictive analytics. With Web Rich Media, you can enhance your content with text descriptions and images and embed multiple predictive content recommendations on your website.

## Prerequisites

Before enabling predictive content in Content<sup>AI</sup> in you must:
















- [Prepare your Predictive Content](#)
- [Approve a Title for Predictive Content](#)

Once you have prepared the content title, description and image for Rich Media, you can enable individual or multiple content pieces.






1. To enable an individual title, click a title to open the editor. Click Rich Media, then check the **Enabled for Predictive Content in Rich Media** box and click **Save**.









The screenshot displays the Content AI interface for editing a piece of content. At the top, there are three tabs: 'Image and Name', 'Enabled By Source', and 'Categories'. The main content area shows the title 'Technical vs. Engagement SEO' with a small icon and a pencil icon. Below the title, there are three tabs: 'EMAIL', 'RICH MEDIA', and 'BAR'. The 'RICH MEDIA' tab is active, showing a 'Rich Media Image Preview' with a recommended size of 235 X 175 pixels. To the right of the preview, there are several form fields: 'Title\*' (Cantona), 'URL\*' (http://na-sjqe.marketo.com/lp/044-GON-459/cantona.html), 'Image URL\*' (https://blog.marketo.com/content/uploads/2017/07/technical-engagemei), 'Description\*' (desc), and 'Categories'. At the bottom of the form, there is a checkbox labeled 'Enabled for Predictive Content in Rich Media' which is checked, and a hand cursor icon is pointing at it.

2. For multiple pieces of content, on the **Predictive Content** page, check the boxes next to the title(s).

				
SUMMARY		ALL CONTENT	PREDICTIVE CONTENT	ANALYTICS
 Add Content  Content Actions		<input type="text" value="Add a Filter"/>		
<input type="checkbox"/>	Image and Name	Enabled By Source	Categories	
<input checked="" type="checkbox"/>	 Tips for Email Success	  		
<input checked="" type="checkbox"/>	 Technical vs. Engagement SEO	  		
<input type="checkbox"/>	 Target your key accounts with ABM	  	Guides	

3. Click the **Content Actions** drop-down and select **Enable for Web Rich Media**.

		
SUMMARY		ALL CONTENT
 Add Content  Content Actions		
<input type="text" value="Add a Filter"/>		
<input type="checkbox"/>	Image and Name	
<input checked="" type="checkbox"/>	 Tips	
<input checked="" type="checkbox"/>	 Tec	

-  Unapprove from Predictive Content
-  Enable for Email
-  Disable for Email
-  Enable for Web Bar
-  Disable for Web Bar
-  **Enable for Web Rich Media**
-  Disable for Web Rich Media
-  Delete Content

# Customize the Javascript Code and Embed it into your Website

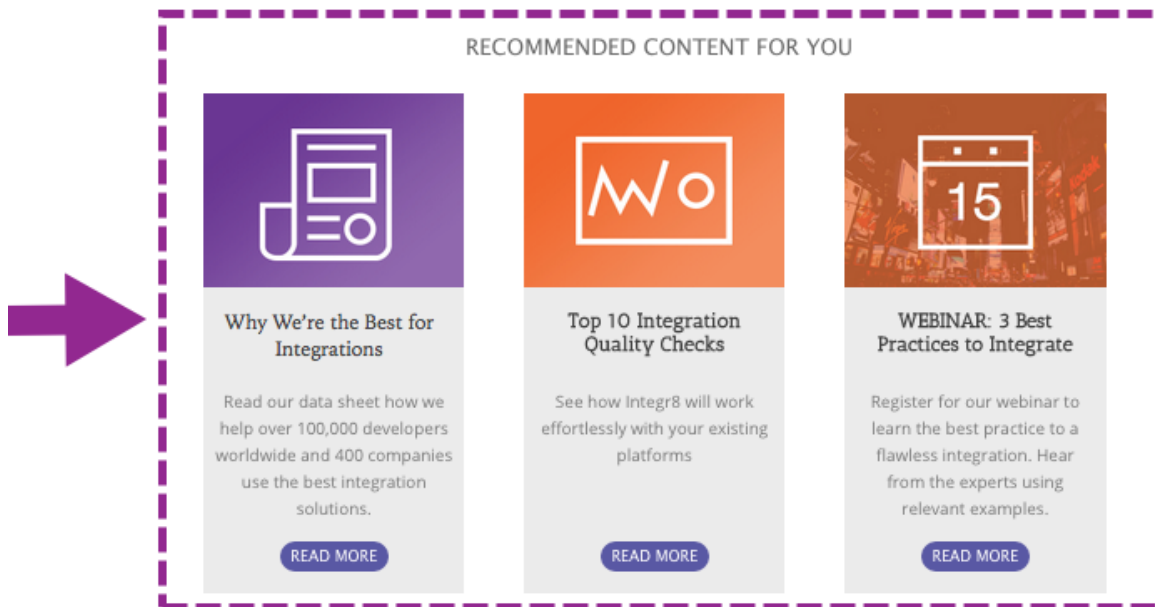
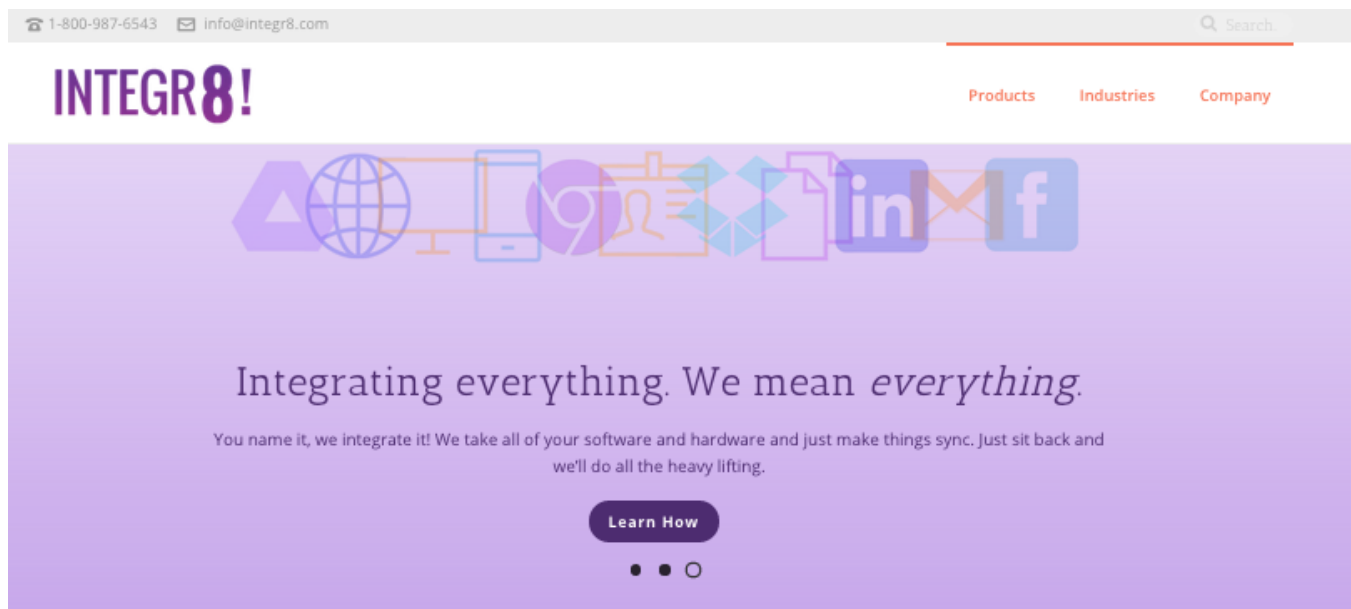
Refer to the documentation for the Rich Media Recommendation template [on the Marketo Developers site](#). This explains how to customize the template for your website.

Paste the JavaScript code into your website in the location where you want the template to appear.

## Template Examples

- Template1: Three horizontal content pieces with images, header, and description
- Template2: Three vertical content pieces with images, header, and description

Here's an example of the Rich Media Recommendation Template1:



Here's an example of the Rich Media Recommendation Template2:

## GIVING BACK TO THE COMMUNITY

Home / Blog / GIVING BACK TO THE COMMUNITY

### Giving Back to the Community

By David Myers Posted April 10, 2015 in Blog Post



Integr8 gives back to the community in the field of social responsibility and involvement in the community.

We believe in making a positive impact on our communities. Integr8 community project is a program that enables our employees to get involved with, and give back to, the organizations that matter to them. We offer unique volunteer opportunities, paid time off to volunteer and contribute to your local community.

Corporate Social Responsibility (CSR) is defined as "A company's sense of responsibility towards the community and environment (both ecological and social) in which it operates. Companies express this citizenship (1) through their waste and pollution reduction processes, (2) by contributing educational and social programs and (3) by earning adequate returns on the employed resources."

This is exactly what Integr8 is striving for to create a work, life, contribute balance to all our employees.

Several of our programs that employees contributed to include:

- Teaching life skills at local schools
- Helping unemployed find work opportunities
- Sports and games for underprivileged children
- Building and painting homes for the less advantaged
- Donations to the local food and welfare shelter

Join the Integr8 community program and contribute as much as you can to the community and fulfil your career and life ambitions.

Integr8 social strategy is to:

- Create various volunteer opportunities for employees
- Execute several projects and ongoing programs
- Build stories and moments for employees to share and fulfil themselves
- Assist local organizations
- Make a difference and build our brand in the community



David Myers



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