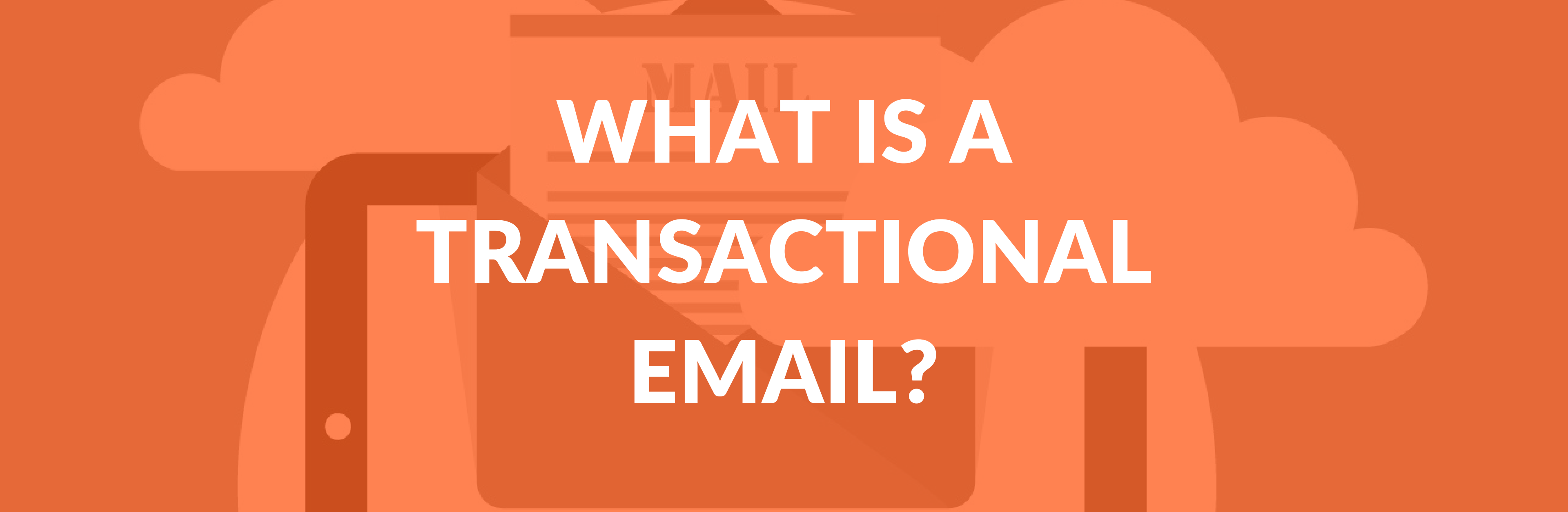




TRANSACTIONAL EMAILS

W W W . P E R Z O N A L I Z A T I O N . C O M



WHAT IS A TRANSACTIONAL EMAIL?

Transactional email is a kind of email sent to encourage a settled upon exchange between the sender and the beneficiary.

WHAT DO THESE EMAILS CONTAIN?

These emails commonly contain data which a beneficiary needs or demands and, as a result, have high open rates.



FEW OF TYPES OF TRANSACTIONAL EMAILS ARE-

Account creation or email address confirmation mails, password resets, buy receipts, account notices, and web-based social networking refreshes like companion and adherent warnings.



HOW DO TRANSACTIONAL EMAILS WORK?



It is something that is mailed automatically to an individual based on some certain action they took directly on your website.

YOU CAN USE TRANSACTIONAL EMAILS TO-

- **Speak to your customers**
- **Ensure that your emails are opened**
- **Engage your customers**
- **Ensure customer loyalty**

FOR BETTER CUSTOMER EXPERIENCE –

- Carefully pick advertising content
- Convey value-based messages
- Utilize personalization to demonstrate warmth
- Show appreciation towards your customer
- Incorporate contact data



WHY ARE PERSONALIZED CONTENT IMPORTANT?

Donning drab content may leave customers
confounded with respect to what the
organization is trying to convey.



WHAT ELSE CAN PERSONALIZED CONTENT HELP YOU ACHIEVE?

**Utilize AI powered personalization to demonstrate warmth
and to customize your content according to your
customer's needs and preferences.**

WHAT ARE SOME OF THE TRANSACTIONAL EMAIL SERVICE PROVIDERS?

1

Amazon SES

2

Sendgrid

3

Mandrill or Mailchimp Transactional

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER