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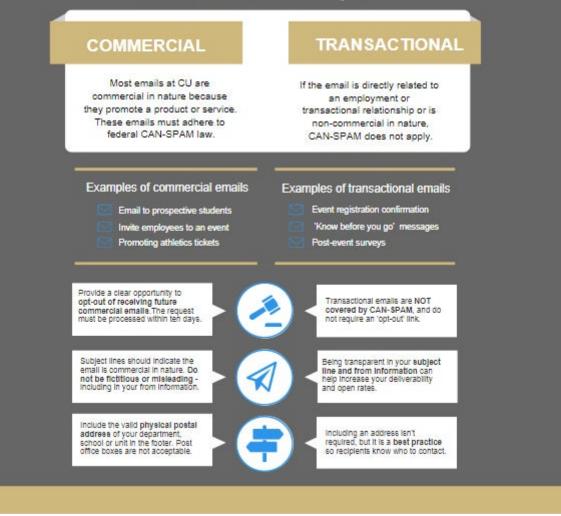
Commercial vs Transactional | What's the difference?

May 26, 2024 by Melanie Jones [2]

Commercial vs Transactional

What's the difference?

Understanding the difference between commercial and transactional emails helps your message get delivered and read. Plus, it's the law. Learn more at: cu.edu/ecomm/can-spam



[3]

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Event Emails

Commercial or Transactional?

Marketing Cloud or Cvent?

Email & Audience Description	Commercial or Transactional	Marketing Cloud or Cvent
Invitation to Invitees	Commercial	Marketing Cloud
Reminder Invitation to Invitees	Commercial	Marketing Cloud
Registration Confirmation to Registrants	Transactional	Cvent
'Know before you go' message to Registrants	Transactional	Cvent
Post-event survey to Attendees	Transactional	Cvent
Invitation to previous year Attendees	Commercial	Marketing Cloud

[4]

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Commercial & Transactional Emails In One

Sometimes, communications have content that is both transactional and commercial creating a gray space. But the truth is it's still black and white.

Transactional Messages

• For a message to be considered transactional, the required content must be reflected in

the subject line and be the first, primary content of the email body.

- In other words, a message should **not** be sent transactionally if:
 - $\,\circ\,$ a tidbit of required information is buried in the email OR
 - the subject line promotes a product or service (commercial).
- A common example includes newsletters, which rarely contain critical information. 'Important' information is not the same as 'required' information.

Learn more about <u>complying with the CAN SPAM Act</u> [5], directly from the Federal Trade Commission (FTC).



[5]

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• What is CAN-SPAM? [6]

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