

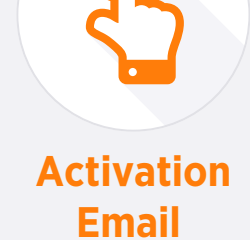
THE STATE OF Transactional Email: 2018

Email is part of daily life that most of us take for granted. It underpins nearly all the information we receive. Many of those emails are not interpersonal communication and correspondence, but are e-commerce receipts, social network notifications, and alerts from business apps.

SparkPost surveyed 1,859 SaaS, e-commerce, and other businesses to learn how they're using transactional messages and other email notifications. Discover what they said—and how **any sender can improve the effectiveness of their emails** with a few simple fixes.

Defining Transactional Email

Transactional emails are automated messages that are sent in response to a specific user action or other event.



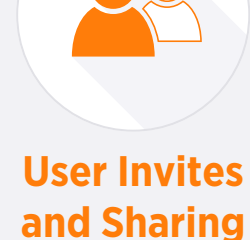
Activation Email



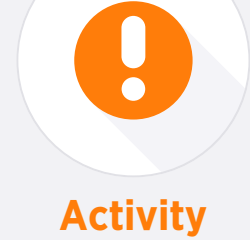
Welcome / Onboarding



Two Factor Authentication



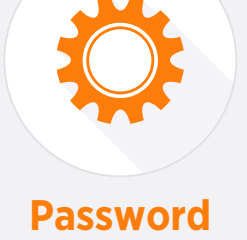
User Invites and Sharing



Activity Notifications



Product Updates



Password Resets



Reports / Dashboards

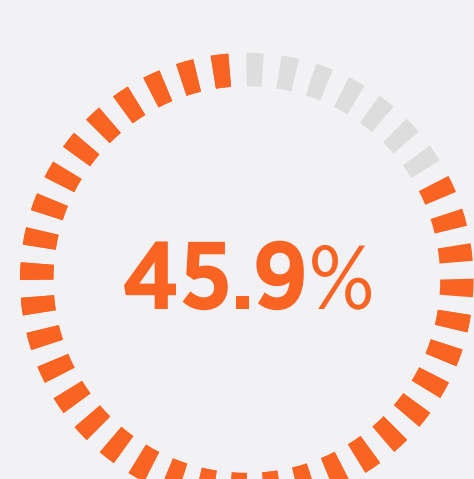
Transactional email is very important or somewhat important for:

82% Engagement

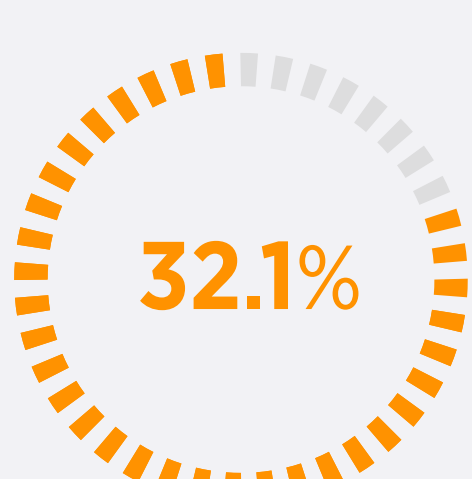
80% Retention

72% Conversion

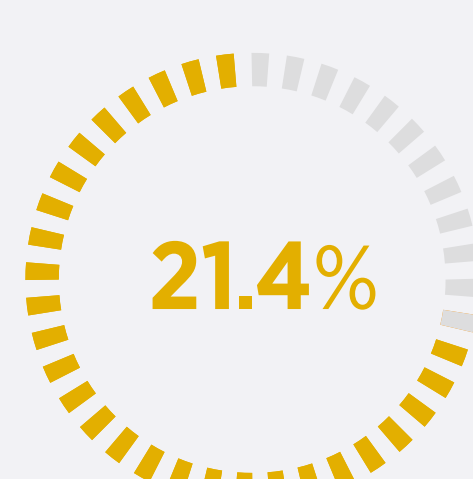
What is the business purpose of transactional emails?



Operational functions



User onboarding and setup



Ongoing engagement and education

Confronting Implementation Challenges

The four industries that send the most transactional email all report significant complaints about lost or undelivered messages.



43.3% | Software and technology



38.8% | Retail and e-commerce



38.5% | Financial services and insurance



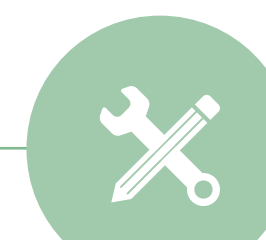
30.7% | Media and publishing

That's not surprising, because most senders have not adopted key practices for optimizing performance.

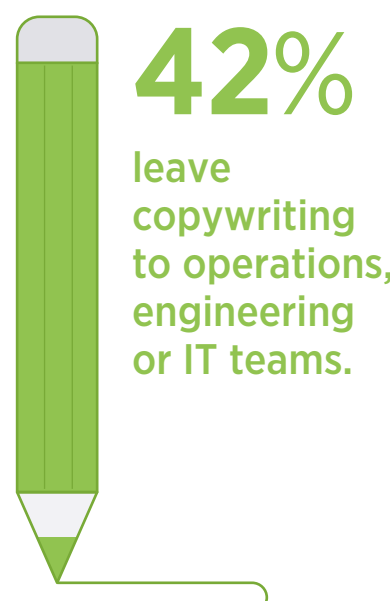
74% of senders measure success by either delivery, open, or click rates.



84% of senders with deliverability problems skip A/B tests, overlook email authentication, or use DIY infrastructure.



Responsibility for writing transactional email varies widely, with the largest number of senders leaving it in the hands of engineering or ops.



42% leave copywriting to operations, engineering or IT teams.

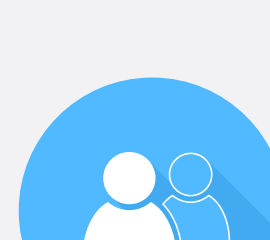


35% turn to product marketing to write emails.



23% rely on product managers to do it.

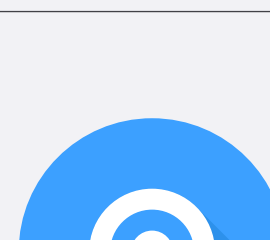
Improving Email Performance



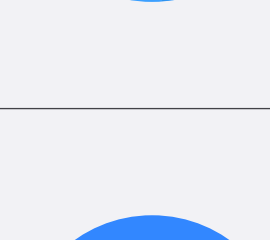
Make transactional email notifications an **integral part of the customer engagement strategy** with the same level of visibility as other customer-facing functions.



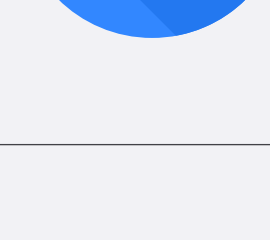
Treat transactional email as a **core product feature**, giving ownership and responsibility to product managers and associated development teams.



Focus on quality, not quantity, developing a process and curriculum to ensure that each interaction with the customer is both necessary and well thought through.



Ensure that **business owners have responsibility for transactional email and its outcomes**, with business requirements defining the strategy and design of the email program.



Reconsider email infrastructure used to send transactional messages. Use an email API provider with focus and expertise on delivery of transactional email.

Want even more data? Download SparkPost's **Transactional Email Benchmark Report** to get all the data-driven benchmarks and best practices that define the state of transactional email in 2018. Learn more at sparkpo.st/txreport.