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September 26, 2017 by Melanie Jones [2]

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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

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

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[5]

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