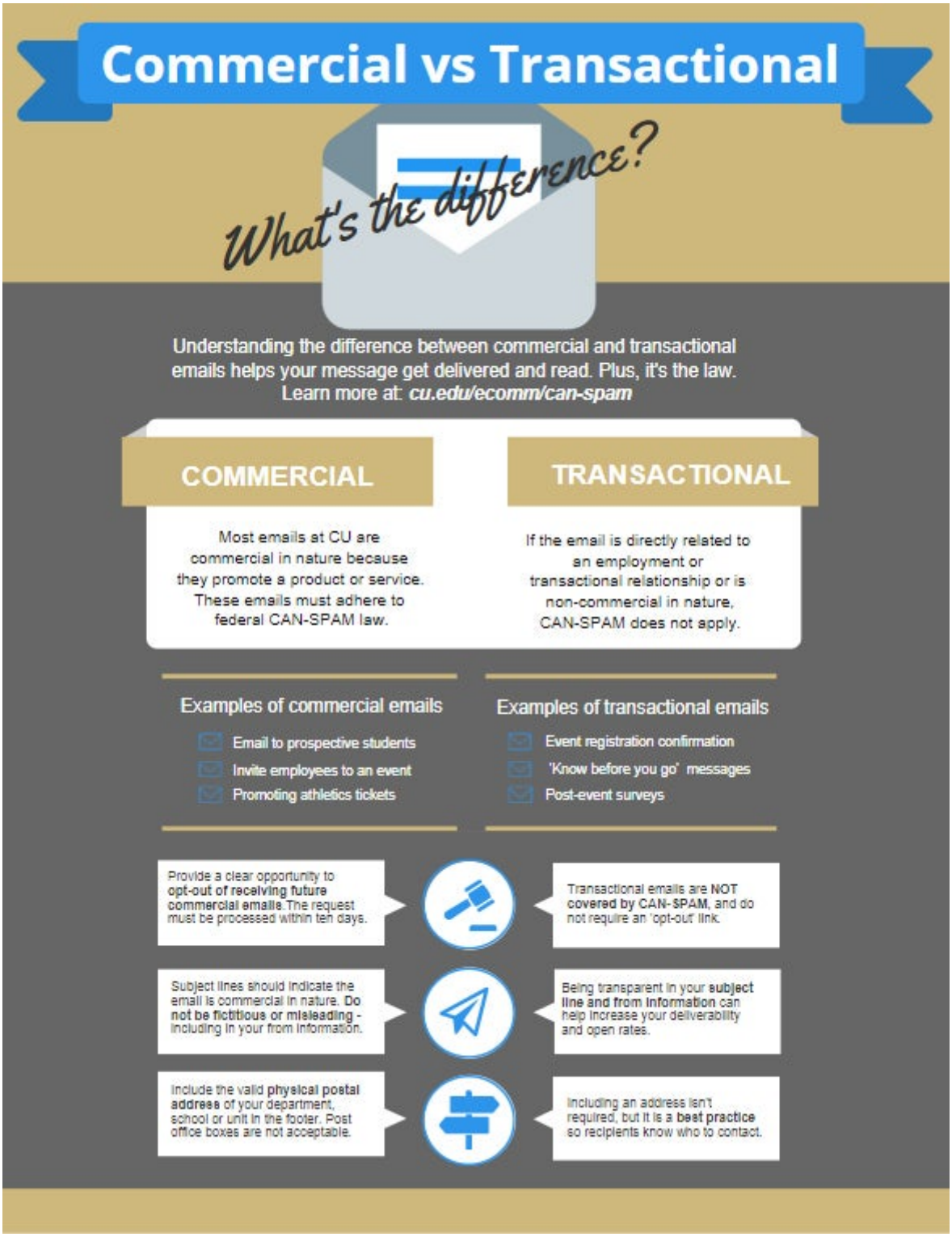
Published on *University of Colorado* (https://www.cu.edu)

Commercial vs Transactional | What's the difference? [1]

May 26, 2024 by Melanie Jones [2]



[3]

Download PDF [3]



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

Questions? Visit **cu.edu/ecomm/help**

[4]

Download PDF [4]

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:
  - 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 complying with the CAN SPAM Act [5], directly from the Federal Trade Commission (FTC).

?



[5]

Related Content

- What is CAN-SPAM? [6]

Display Title:
Commercial vs Transactional | What's the difference?
Send email when Published:
No

Source URL:https://www.cu.edu/blog/ecomm-wiki/commercial-vs-transactional-whats-difference

Links
[1] https://www.cu.edu/blog/ecomm-wiki/commercial-vs-transactional-whats-difference
[2] https://www.cu.edu/blog/ecomm-wiki/author/39 [3] https://www.cu.edu/doc/commercial-vs-transactionalpdf [4] https://www.cu.edu/doc/event-emailcomparisoncomm-tranmark-cvent171101pdf
[5] https://www.ftc.gov/news-events/audio-video/video/complying-can-spam-act
[6] https://www.cu.edu/blog/ecomm-wiki/new-user-training-intro