

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.

COMMERCIAL

Most emails at CU are commercial in nature because they promote a product or service. These emails must adhere to federal CAN-SPAM law.

TRANSACTIONAL

If the email is directly related to an employment or transactional relationship or is non-commercial in nature, CAN-SPAM does not apply.

Examples of commercial emails

- ✉ Email to prospective students
- ✉ Invite employees to an event
- ✉ Promoting athletics tickets

Examples of transactional emails

- ✉ Event registration confirmation
- ✉ 'Know before you go' messages
- ✉ Required Employee Action

Provide a clear opportunity to **opt-out of receiving future commercial emails**. The request must be processed within ten days.



Transactional emails are **NOT covered by CAN-SPAM**, and do not require an 'opt-out' link.

Subject lines should indicate the email is commercial in nature. **Do not be fictitious or misleading** - including in your from information.



Being transparent in your **subject line and from information** can help increase your deliverability and open rates.

Include the valid **physical postal address** of your department, school or unit in the footer. Post office boxes are not acceptable.



Including an address isn't required, but it is a **best practice** so recipients know who to contact.