

Quick Guide:

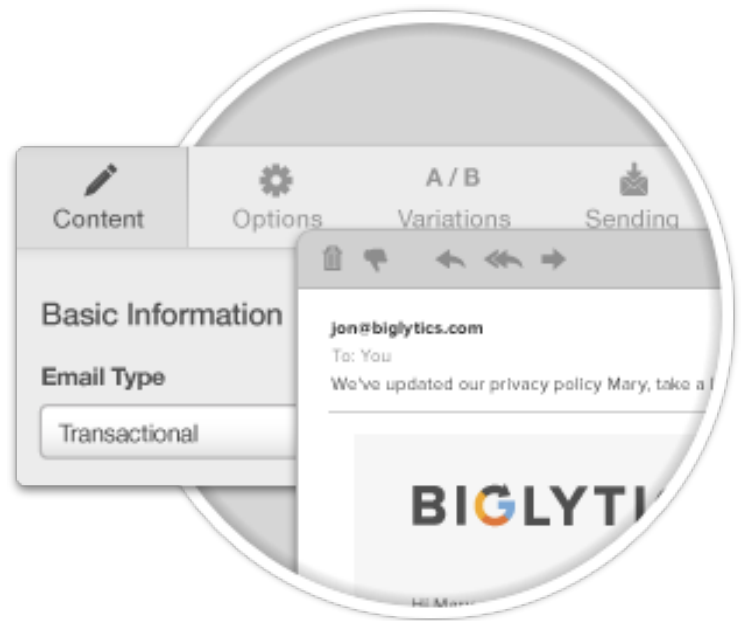
# TRANSACTIONAL EMAILS

in HubSpot

## What's different about Transactional Email in HubSpot?

HubSpot provides a single-solution for sending all of your marketing, and transactional email in one place. Create, send, and measure all of your transactional emails, such as commerce receipts, welcome emails, account updates, or terms of service changes by easily integrating with the HubSpot SMTP API or utilizing the email interface.

Automatically receive full engagement tracking with all transactional email, whether sent by SMTP API or the email interface. Using the email dashboard you can measure all of your key marketing metrics on transactional and marketing email, including deliveries, sent, opens, clicks, bounces, and more.



## Manage your Relationship-Based Email All In One Tool

### ♥ ALL IN ONE

Send and track the performance of all of your marketing and transactional email in one place. You'll have a single interface, and single solution for all your email.

### ⚙️ AUTOMATED SENDING

Easily integrated with the HubSpot SMTP API for automated sending of transactional email.

### 👥 MANAGE YOUR REPUTATION

Transactional email comes with a dedicated IP, custom IP warm-up, and consultation with our email deliverability team to ensure all your emails reach the inbox.

### 📊 FULL EMAIL ANALYTICS

Measure the engagement of your transactional from sends, delivers, bounces, clicks and more.