**Theory: Email Sending APIs (SendGrid, Mailchimp)**

**Using Email Sending APIs**

**SendGrid** and **Mailchimp** are popular services that allow you to send emails programmatically. These services are commonly used for sending transactional emails such as:

* **Account registration confirmations**
* **Password reset requests**
* **Order confirmations**
* **Promotional emails** (Mailchimp)

In this tutorial, we will focus on using **SendGrid**, which is a cloud-based email service that provides an API to send emails. SendGrid is often used for transactional emails, as it offers reliable email delivery and advanced features such as analytics, templates, and more.