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E-MAIL

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e-mail

- Primer sistema de e-mail sobre ARPANET
- Creado por Ray Tomlinson
- Primer e-mail: QWERTYUIOP
- Constituido por un set de protocolos: SMTP, POP3, IMAP

ALGUNOS DATOS...

al menos **2.500.000.000** usuarios

~1 billion Gmail

iPhone 33% e-mail market share

source

~2.6 millones de emails por segundo

~67% SPAM...

En USA...

Open rate: 34%

CTR: 3.1%

CTOR: 18% desktop, 13% mobile

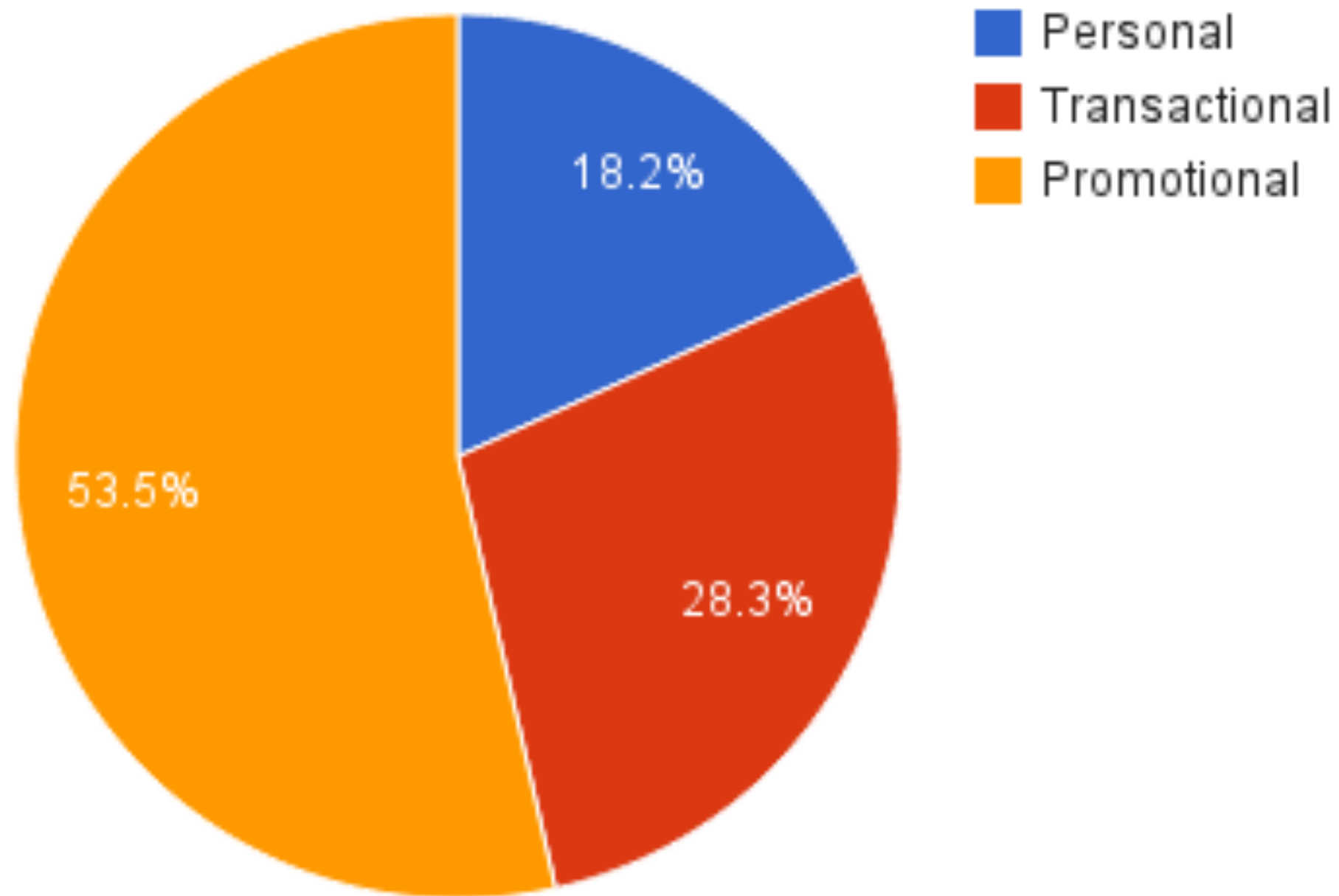
People check their e-mail...

in bathroom: 42%

while driving: 18%

in bed: 50%

The Consumer's Inbox: What Types of Messages We Receive



source

EN NUESTRA APP...

Nodemailer

- Completo soporte del protocolo SMTP
- Tiene varios “well known” providers

Integración en template

Configuración en `config/email.js`

Templates en `views/emails/email.html.ejs`

Enviando un correo...

```
ctx.sendMail('welcome', { to: user.email, subject: 'Welcome to wican!' }, { user });
```

¿Por qué?

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Welcome emails typically have **4x** the open rate and **5x** the click-through rate of other mailings.

Give people a chance to learn more right when they're most interested in hearing from you.



Source: Experian

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74.4% of people expect to receive a welcome email right when they subscribe. Exceed expectations by sending a coupon code or discount.

Source: BlueHornet

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Subscribers that receive a welcome note show **33%** more long-term brand engagement. Extend the life of your list by making a warm, friendly first impression.

Source: chiefmarketer.com