What are the most common use cases

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Search

Company

People

Engineering

Design

Support

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Resend is designed for two specific use cases: transactional and marketing emails.

Here's how they differ from each other.

Transactional Emails

One-to-one emails that contain information that completes a transaction or process the recipient has started with you.

- Password reset emails

- Receipt and invoice emails

- Trial expiration emails

- User invitation emails

- Notification emails

- Welcome emails

- Double opt-in

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Marketing Emails

One-to-many emails that contains commercial and/or promotional content.

- Newsletters

- Changelogs

- Product announcements

- Promotions

- Updates to Terms of Service

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About

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Resources

Changelog

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Security

SOC 2

GDPR

Status

Brand

Handbook

Why we exist

How we work

Engineering

Contact

Design

Customers

Support

Philosophy

Marketing

Legal

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Subprocessors

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