What are the most common use cases

Reading time 1min

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

Resend

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Transactional Emails

Here's how they differ from each other.

Transactional Emai

Suppor

Marketing

How we approach marketing

How we think about our website

How we write customer stories

How we think about swag

What are the most common use cases

What is our brand's voice and tone

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

Related customer stories:

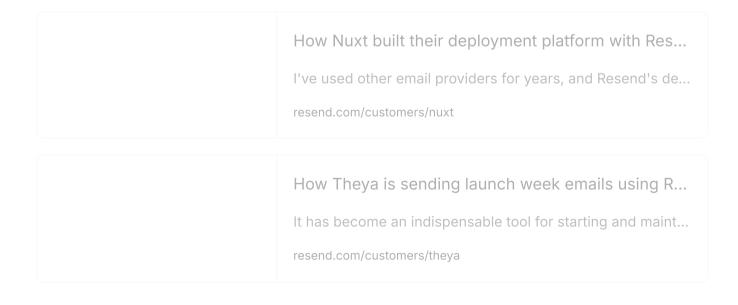
How Anghami sends 3M emails every month with The Resend team didn't feel like an external entity, but rat resend.com/customers/anghami
How Liveblocks transforms alerts to upsells using We were pleasantly surprised that we didn't need to reach resend.com/customers/liveblocks

Marketing Emails

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

- Newsletters
- Changelogs
- Product announcements
- Promotions
- Updates to Terms of Service

Related customer stories:



How we think about swag

What is our brand's voice and tone

2261 Market Street #5039 San Francisco, CA 94114











All systems operational

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