

# Transactional Email

Reach your customers inbox when it matters most



## Connect with confidence, one email at a time

### Be at the right place, at the right time

Keep your customers engaged by delivering important information, including purchase confirmations, password resets, and order notifications, when they need it most.

### Drive the metrics that matter

Create meaningful interactions, drive customer satisfaction, and build loyalty by sending messages your customers want and need.

### Start faster & scale smarter

Streamline operations, reduce development costs, and accelerate time-to-market, with a single omnichannel messaging API.

## Features



Reliable delivery



Contact management



Rate limiting queueing



Link tracking



Customizable templates

## Use cases



Order confirmations



Account onboarding notifications



Follow-up surveys



Reminders



Verification/OTP



Password resets

# Transform your email strategy with high-performing transactional emails

## Seamless unified communication

Simplify your messaging stack. Using a single API for all communication channels simplifies operations and reduces the complexity of managing multiple channels and APIs.

## Customer experience matters

Flexible, omnichannel communication is key to the customer experience. Customers are more likely to recommend, buy more, or make a first-time purchase when they can use their preferred communication channel.

## Emails that outperform

Drive more customer engagement. Transactional emails offer a 2x open rate<sup>1</sup> and 3x click through rate<sup>2</sup>, surpassing traditional marketing emails, ensuring better visibility.



## Communication leader

Telesign is a pioneer of data-driven authentication and critical communication solutions that combine intelligence, analytics, and machine learning through the customer lifecycle.



## Best-in-class deliverability

Reach maximum deliverability with hundreds of direct-to-carrier routes. Telesign provides unmatched global coverage with the highest completion rates.

### Sources:

1. Salesforce, 3 Tips for Improving Transactional Email, <https://www.salesforce.com/blog/improve-transactional-email-messages/>
2. 99 Firms, Email Marketing Statistics, <https://99firms.com/blog/email-marketing-statistics/#gref>

Telesign provides continuous trust to leading global enterprises by connecting, protecting and defending their digital identities. Telesign verifies over five billion unique phone numbers a month, representing half of the world's mobile users, and provides critical insight into the remaining billions. The company's powerful AI and extensive data science deliver identity with a unique combination of speed, accuracy and global reach. Telesign solutions prevent fraud, secure communications and enable the digital economy by allowing companies and customers to engage with confidence.

Learn more at [www.telesign.com](http://www.telesign.com) and follow us on Twitter at [@Telesign](https://twitter.com/Telesign)



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