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Transactional e-mail: the invoices, confirmations and password resets your system sends on its own

E-mail

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Transactional e-mail: the invoices, confirmations and password resets your system sends on its own

E-mail Created on **November 13, 2026** 3 min read



The short answer: a transactional e-mail is one your system sends **to one person, because of something they did or something that concerns them**: an invoice, an order confirmation, a password reset link, an account notice. It is not advertising. With **Email Center**, your application sends those e-mails through our API, from an address on **your own verified domain**, and every step is logged.

Transactional or marketing

	Transactional	Marketing
What triggers it	Something the customer did, or a fact about their account	Your company, on a date you choose
How many at a time	One by one, the moment something happens	A whole list at once
Examples	Invoice, receipt, password reset, order confirmation	Newsletter, promotion, product news
Unsubscribe link	Not needed, because it is about something the customer did	Required

Keep promotions out of service e-mails.
An invoice with an offer at the bottom becomes marketing, and then it needs an unsubscribe link and the recipient's consent. For campaigns, see **e-mail marketing without burning your domain**.

What Email Center does for you

Piece	What it is for
Verified domain	Send from any address on your domain, with DKIM, SPF and DMARC. See **adding a sender domain**.
Templates with variables	Save the subject and body once, with `{{name}}`, `{{amount}}` and whatever else you need.
Attachments	Add invoices, receipts and tickets to the send, in base64.
A log of every e-mail	Who it went to, when it left and what happened: sent, delivered, bounced, complained or failed.
Suppression list	Addresses that bounce for good or complain stop receiving, to protect your reputation.
Signed webhooks	A notice at your HTTPS address for every event, so your system can react on its own.
Sandbox	Try everything with a Sandbox key: nothing is sent and nothing is charged.

API or mailbox

You could send these e-mails from a hosting mailbox, but a mailbox is built for people. The API is built for systems: it answers in JSON, reports the status of each e-mail, handles bounces and does not make you keep a mailbox password in your code. The full comparison is in **sending by SMTP or through an e-mail API**.

Ready to start?
The path is short: turn on Email Center, verify your domain and make your first request. It is all in **getting started with Email Center**.

RECOMMENDED

Want your application to send invoices and confirmations from your own domain? Tell us how many e-mails you send a month and we will prepare a proposal.

Ask for a proposal →

SEE ALSO

- **Getting started with Email Center: turn it on, verify your domain and send your first e-mail** →
- **Adding a sender domain to Email Center: the DKIM, SPF and DMARC records to publish** →

- Password reset, order and invoice e-mails: what a good transactional message says, with examples
- Sending a transactional e-mail through the API: the fields of POST /v1/email/messages
- Sending e-mail by SMTP or through an e-mail API: which suits your application
- E-mail marketing: doing it properly without burning your domain

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