

# HOW TO: EMAIL STUDIO:

## Send Triggered Emails in Email Studio

### Start sending triggered emails Email Studio.

There are a lot of routine email communications triggered by customer activity, such as transactional receipts, password resets or welcome emails. A Specialist will show you how to use Email Studio to automate these communications from your applications or systems. You will be able to decrease manual efforts and increase operational efficiencies.

### What it can do for you.

- Reduce manual duties
- Increase timeliness of message delivery
- Increase efficiency through increased utilization of the API

### How it works.

A Certified Specialist will guide you through the process via five calls totaling 4 hours over 2 to 4 weeks.

#### Discovery

- Identify business case and obstacles
- Review current implementation (if any)
- Develop identifiable quantifiable success criteria

#### Analysis

- Compile insights
- Prepare and present discussion document, inclusive of specific configuration summary

#### Outcomes

- A single configured triggered send definition in the account
- Successfully executed sample triggered message and corresponding SOAP envelope

### ADDITIONAL INFORMATION

#### Premier or Signature

Time you will spend on this Accelerator: 4 hours

#### GOAL

Increase revenue, minimize operating costs.

#### INTENDED USER

Customers seeking to trigger a real-time email communication from an external application source.

#### PREREQUISITES

- Must have Marketing Cloud licenses and Marketing Cloud Premier Success Plan
- Developer level access to an external application that will be integrated with Salesforce Marketing Cloud SOAP API
- Available user license for API access

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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