**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

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**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

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