Scope

- Collect/discuss structured email use cases as input for other drafts

- Categories
  - Existing use cases
  - Sharing use cases
  - Transactional use cases
  - Email-specific use cases
Existing use cases

Structured email sent today

- Orders and invoices
- Reservations
- Promotions
Sharing use cases

Related to typical “share with” buttons / social media sharing

- Location
- Products and services
- Media (News, Books, Music, Films, …)
- Public events
- Newsletters

(Mostly covered by Schema.org already)
Transactional use cases

Semi-formal workflows which may rely on email

- Status notifications (partly overlapping with orders/reservations)
- Sign-up / welcome messages
- Multi-factor authentication (MFA)
- Interaction with tools (“Mail-in-APIs”)
Email-specific use cases

Use cases within the email domain itself

- Reactions ("Like"; RFC9078)
- Structured email signature
- Structured vacation notices (→see separate draft)
- Certain machine-generated email (bounce messages?)
- MUA configuration
  - Similar to OTA mobile device configuration
  - See also pEP
Next steps

- Adopt as an informational draft?
- Co-authors sought