

Campaign

Deployment Date

Job #

TESTING

Self Test

Peer Test

Subject Line

Confirm Subject Line with campaign brief or with client.

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From Name

Confirm From Name with campaign brief or with client. Confirm Send Settings.

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From Email Address

Confirm From Email details with campaign brief or with client. Confirm Send Settings.

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Reply Email Address

Confirm Reply Email details with campaign brief or with client. Confirm Send Settings. Check forwarding address if account is IP Isolated. Is there an Auto Responder? Has it been set up correctly?

☐ Auto Responder

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Links

Check all the links in Preview Email mode or via a test send. Are there better links that you could use?

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Mailto

Are your mailto links correct? Are they using valid email addresses? Are the pre-populating subject lines valid?

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Text Only Version

Has the client requested specific text for the text only version? Does it need to be altered? Check correct merge fields are being used, most importantly, View Online and Unsubscribe.

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Contact Details

Are there any contact details for the client on their email campaign (address, phone etc)?

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Jericho Unsubscribe

Does the unsubscribe function work when you test it? Is the client using their own custom unsubscribe? Does it all work? Top and Bottom? N.B. If using live data, don't forget to resubscribe and re-add recipient to the segment.

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Custom Unsubscribe

e.g. Telecom, Westpac

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Preference Centre

Is there a preference centre/update details link? Does it function correctly? Is it a custom Preference Centre? If so, has the standard footer been updated with this? Check SmartAdmin for Text-Only and HTML versions.

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Forms

Is there a form in this email campaign? Does it function correctly? Is it pulling through a unique link for each recipient when tested via an On Screen Merge Test/Live Test Send?

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Auto Response Trigger

Does the campaign have any Auto Response Triggers? Has the full process been tested?

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SmartShare

Has the client requested SmartShare? What are they sharing? Does it pull through the correct details during a test send?

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Refer a Friend/Tell a Friend

Have you set up a Refer a Friend/Tell a Friend email? Is there a link to this feature in the email? Has this message been customised?

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Forward to a Friend

Has the client requested F2F in their email? Does it function correctly? Do you have a way for people to subscribe?

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Subscription Form

Does the client have a subscription form they want to include in this email? Have you linked through to it from your email? This is a good idea to include if the client wants to use the Forward to a Friend function in your email.

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List

Does the client require a new list? Send invalids to client.

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Segment

Who is this email going to? Have you checked the segment for errors? Make sure the name matches the email name etc. Keep an eye out for corrupted data. Send invalids to client.

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Suppression File

Does the client have a Suppression File? Have these people been deleted/unsubscribed?

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Seed Segment

Does the client have a SEED Segment? Have they supplied one or does one already exist? Export the seed segment and confirm the email address details with the client - they may need updating. Don't forget to include the seeds on a live send.

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Merge Fields

Ensure that your merge fields are pulling up the correct data through by using the On Screen Merge Test and Live Tests. Match these up against your original database to ensure they match up correctly.

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Dynamic Content

Is the client using Dynamic content? Do all of the dynamic content blocks pull through correctly? Ensure they are by checking these off against the original database.

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Landing Pages

Have you checked copy/links?

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Omniure Tracking

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Customised Footer

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Quick Test Send

Have you done a test send to ensure all the links work and that the email displays correctly? Have you checked both HTML and Plain Text versions? Send test to client? Has client signed the quick test send off?

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Hotmail/Gmail/Yahoo Tests

Have you done a test send to Hotmail/Gmail/Yahoo to ensure display is fine across each browser?

☐ IE ☐ FF ☐ Smartphone

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On Screen Merge Test

Have you tested using the live data to ensure that merge fields or dynamic content are pulling through correctly?

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Live Test Send

Have you done a live test send to ensure the merge fields and dynamic content is pulling through correctly?
Has the client signed off these data tests?

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Litmus Test/Spam Testing

Does the email require a litmus test (for large numbers of images, dubious subject line etc)? Does it pass across all the common email platforms? Does it pass across all common spam filters?

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Litmus Analytics

Does campaign require additional tracking? Has Litmus code been inserted, tested, activated?

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Time and Day

Double-check the time against the campaign brief and confirm these details with the client. Schedule the campaign for sending and advise the client.

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Online Version

Does the client require an Online Version link?

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