

QA: Email campaign & Newsletter QA Checklist

Create a copy of this document for each campaign and send it to the QA person (who is not the person who created the campaign!). DO NOT SEND THE CAMPAIGN UNTIL IT HAS BEEN QA'D.

Campaign name	
Campaign send date	
Email creator	
Email QAer	
Who is the target audience of the email?	

QA

Answer all the following questions:	(Y/N)
Did you receive a test email?	
Are the From, From Email, and Reply To Email correct?	
Does the subject line convey the overall message?	
Is the preheader text set correctly? Does it look good with whatever comes next in the email?	
Is the spelling correct? [hint - you can copy & paste the text into this doc for an initial scan]	
Do all images look ok?	
Are there any personalization tokens in the email, and if so, do they read correctly in test email?	
Does it look good on a mobile device? (check at least iPhone Mail & Gmail app)	
Does it look good on various email clients / browsers? (check Gmail in Chrome, FF, Safari/IE)	
Do all the links redirect appropriately? (includes images)	

Is the text version ok?	
Is it scheduled for the proper time?	
Is the target list correct? Are the appropriate people included / excluded with a suppression list?	
Are the dates / times mentioned in the email correct?	