UNIVERSITY OF COLORADO

eComm

Better emails. Better events. Better data.

Marketing Cloud Pre-Flight Checklist

REPORTS
- ✓ I have the correct *targeted report* (or data extension, if I am sending to an alternate email)
- ✓ I have the correct "UNSUB" / *exclusion report*

SEND CLASSIFICATION
- ✓ I have the correct Send Classification
  - ○ Friendly From, From Email
  - ○ Commercial vs Transactional

CONTENT
- ✓ I have sent myself and at least one other person in my department a "Test" email and have checked (see list to right)...

- ✓ I have sent myself a "real" email, reviewed the email in my inbox and checked (see list to right)…

> 1. Spelling
> 2. Grammar
> 3. Links
> 4. Formatting and rendering
> 5. Friendly From, Subject line, and Pre-Header
> 6. Unsubscribe functionality (see below)

UNSUBSCRIBE (FOR COMMERCIAL EMAILS)
- ✓ When I sent myself a "real" email, I validated that the unsubscribe link is in the footer of the email.

- ✓ I tested the unsubscribe functionality. Here's a HOW-TO:
  1. Click the unsubscribe link in the "real" email you sent yourself
  2. Unsubscribe from a category (select a checkbox) and update/save
  3. Log in to Salesforce and search for your contact
  4. Scroll down to the Custom Links section > select your campus > search for your unit. Is the checkbox UNCHECKED?
  5. NOTE: You'll want to re-subscribe. Go through the same process and re-check the box in a browser.

YOU'RE READY FOR TAKE-OFF!