Marketing Cloud | Testing Checklist

Checklist Item	Desktop	Comments	Mobile	Comments
The following items are to be checked before opening the message.				
Delivery Did the message go to your SPAM folder?				
From Name				
Subject Line				
Pre-header *The preheader will read %%Pre-Header%% in test sends.				
The following items are to be checked after opening the message.				
Overall look				
CU Branding				
Images How do they display? What happens if you click on them?				
Primary Message Are spelling and grammar correct?				
Confirm details Are dates/times listed accurate?				
Check Links				
Clear Call to Action Do recipients know what to do next?				
Social Media				
Department Footer Is it clear where to direct questions?				
Unsubscribe Footer OR not present if Transactional				