

Testing Checklists ^[1]

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Testing might be the most important step when creating your communications and events. Make sure your constituent experience is flawless by having your team test before the official send.

Marketing Cloud

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[Electronic Checklist](#) ^[4]?

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 <small>*The preheader will read %%Pre-Header%% in test sends</small>				
The following items are to be checked after opening the message.				
Overall look				
CU Branding				
Images <small>How do they display? What happens if you click on them?</small>				
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				
Your Name: _____		cu.edu/ecommerce/testing-checklist		

[3]

Cvent, Standard

Download [5]?

Electronic Checklist [6]?

The electronic checklist reviews the event invitation from Marketing Cloud AND the standard Cvent registration form along with post-registration communications.

Event, Standard | Testing Checklist

Checklist Item	Desktop	Comments	Mobile	Comments
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The following items are to be checked on the event website.

Review Event Landing Page <small>This should be the 'Summary' webpage</small>				
Review Additional Pages <small>These can be customized for your event</small>				
Images				
Check Links				
Social Media OPTIONAL				
Contact Us Webpage				

After clicking 'Register' on the Event Website you will be taken to the identity confirmation page.

Identity Confirmation Page <small>First & Last Name and Email are required</small>				
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The following items are to be checked after inputting your email address. This is the registration information page.

Overall Look				
Registration Questions <small>Are all the necessary question being asked?</small>				
Guests OPTIONAL <small>Test the guest feature - is there a max or min?</small>				
Sessions OPTIONAL				
Optional Items OPTIONAL				
Other Features OPTIONAL				

The following items are to be reviewed after inputting your registration info. This is the registration summary page.

Overall Look				
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The following items are to be checked after submitting your registration. This is the confirmation page.

Overall Look				
Cancel & Modify Registration				

Check the following items in the registration confirmation email. This is triggered to your inbox upon registering.

	Registration Confirmation	Event Reminder	Post-Event Feedback
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Delivery <small>Did the message go to your SPAM folder?</small>			
Subject Line			

[5]

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Cvent, Express

[Download](#) [7]?

[Electronic Checklist](#) [8]

The electronic checklist reviews the event invitation from Marketing Cloud AND the express Cvent registration form along with post-registration communications.?

Cvent, Express Testing Checklist				
Checklist Item	Desktop	Comments	Mobile	Comments
The following items are to be checked before opening the message.				
Overall Look				
Images				
Registration Questions <small>Are all necessary questions being asked?</small>				
The following items are to be checked after submitting your registration. There a many post-registration emails.				
	Registration Confirmation	Event Reminder	Post-Event Feedback	
Delivery <small>Did the message go to your SPAM folder?</small>				
Subject Line				
From Information				
Images				
Overall Look				
Confirm Information & Details <small>Follow the instructions for attendees</small>				
Check Links				
Event Planner Information <small>Is it clear where to direct questions?</small>				
Mobile <small>Don't forget to check the email on mobile</small>				

[7]

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Send email when Published:

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