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Sending a Test Email [1]

October 20, 2023 by Melanie Jones [2]

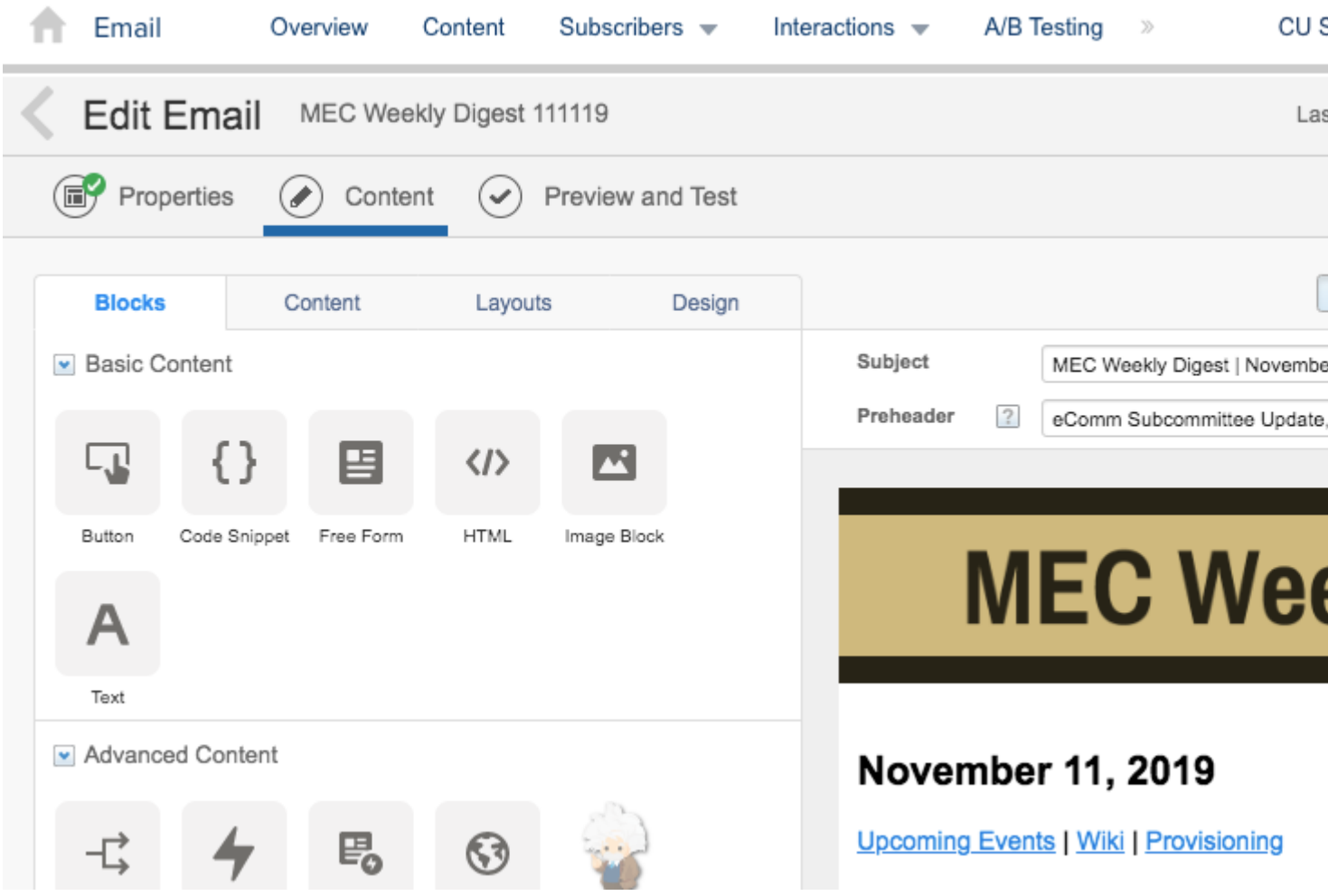
Testing is a key but often overlooked element of email marketing, but we've all seen the results of this missed opportunity:

- Images that don't appear the size they should
- Text that is unreadable in mobile
- Buttons and links not working as you planned

Prevent trouble by testing your email before your final send.

To test your email in Marketing Cloud, complete the following steps:

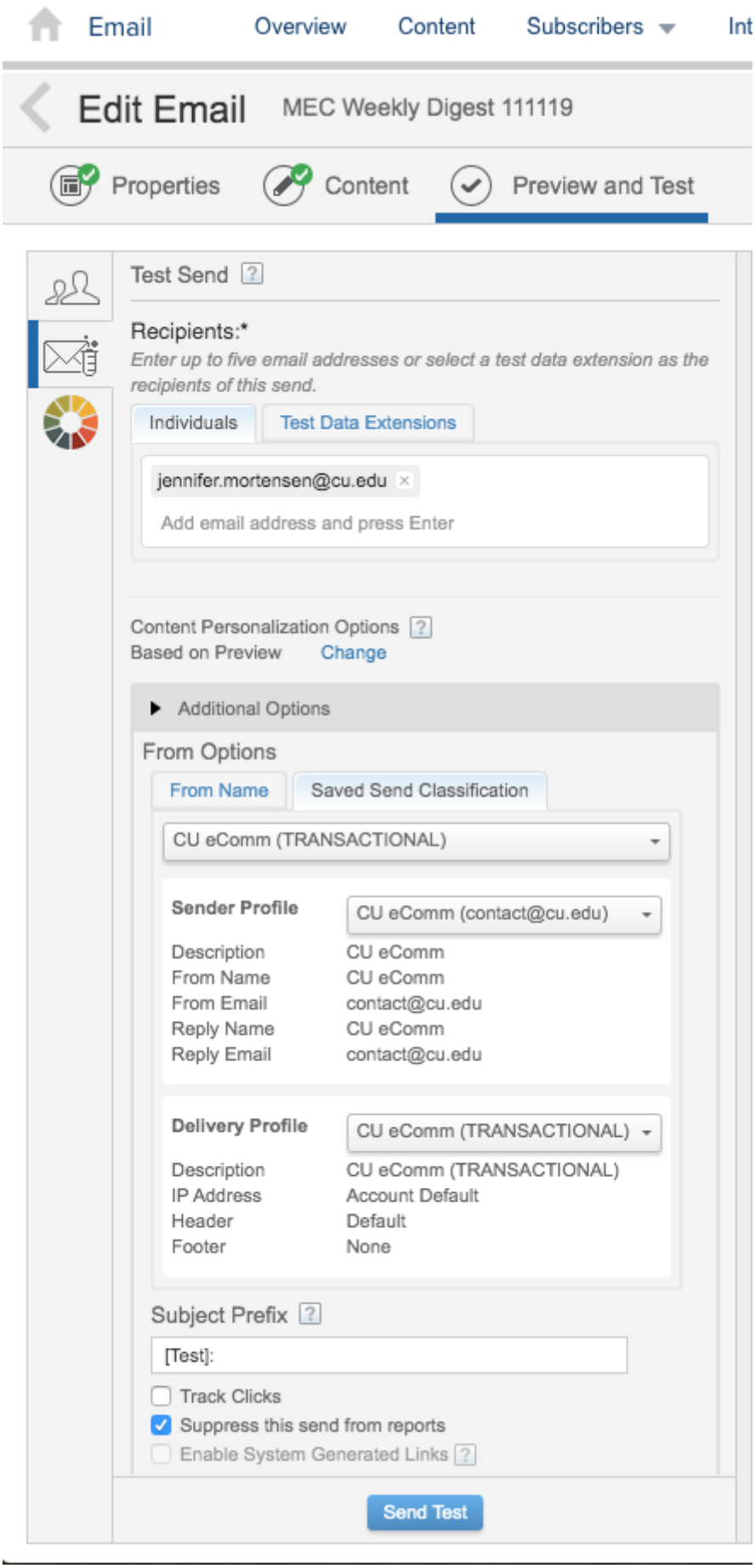
1. When you're finished making final edits to your email on the **Content** tab, click the next arrow in the upper right hand corner of the screen to access the **Preview and Test**.



NOTE In the Preview and Test tab, if you scroll to the bottom of your email, you'll notice a default Marketing Cloud footer appearing with a blue cloud logo. That footer appears in the Preview and Test tab only and will not appear in your test email nor in your actual email send. However, be sure that your delivery profile contains the CU Footer for All Emails if you are sending a commercial communication.

2. On the **Preview and Test** tab, click the **envelope with the test tube** to begin configuring your test send.

- Select the Individuals tab
- Type the email addresses of up to five people in your test audience (hit enter after each one to add)
- Select your send classification, sender profile, and delivery profile
- Enter any prefixes for your subject line; the default will appear as [Test].
- Uncheck Track Clicks
- Check Suppress this Send from Reports


Email
Overview
Content
Subscribers
Int
Edit Email
MEC Weekly Digest 111119
Properties
Content
Preview and Test
Test Send
Recipients:*
Enter up to five email addresses or select a test data extension as the recipients of this send.
Individuals
Test Data Extensions
jennifer.mortensen@cu.edu
Add email address and press Enter
Content Personalization Options
Based on Preview
Change
Additional Options
From Options
From Name
Saved Send Classification
CU eComm (TRANSACTIONAL)
Sender Profile
CU eComm (contact@cu.edu)
Description
CU eComm
From Name
CU eComm
From Email
contact@cu.edu
Reply Name
CU eComm
Reply Email
contact@cu.edu
Delivery Profile
CU eComm (TRANSACTIONAL)
Description
CU eComm (TRANSACTIONAL)
IP Address
Account Default
Header
Default
Footer
None
Subject Prefix
[Test]:
Track Clicks
Suppress this send from reports
Enable System Generated Links
Send Test

3. Click **Send Test** when you are finished. You'll receive a confirmation message in Marketing Cloud, and your test message should appear in inboxes a few minutes later.

Related Content

- What should I look for in a successful test? [3]
- What is an A/B test and how do I perform one? Does the data appear in Salesforce? [4]

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