

# Review, review and review some more

We cannot say it enough. This step is the most important when deploying emails. CONNECT has a fantastic view for you to ensure success in your email campaigns.

The "Schedule and review" step will provide you with all the information you need when setting up your deployment to ensure your content and contact list is correct.

To help you with what to look for, we have put together some checklists for you to go through with each deployment to help ensure your success.

Use these checklists for every deployment, even if it seems redundant. If you catch one mistake for every 10 emails without mistakes, then they are worth it.

## Content

### Envelope and Message Details

â~	Have you selected the right From Address, From Name and Reply-To address?
â~	Does your subject line have any spelling mistakes or is it the correct one?
â~	Is your campaign name and message name correct?

### Preview

To preview your message, click on the "Preview Message" tab at the top or button under "Message Details"

â~	Are there any spelling mistakes, grammar mistakes, or incorrect information in the content?
â~	Do all of the images render correctly, show the correct information and are void of spelling/grammar mistakes (if applicable)?

⌂	Do all the links work and go to the correct URLs?
⌂	Do you have an unsubscribe link (if applicable)?
⌂	Does your email render properly on smaller screens widths?
⌂	Do all of the dynamic areas of your email render properly with different types of data?

Example



# Audience Details

## Counts

⌂	Have you selected the correct subscription for the email you are sending?
⌂	Have you selected the correct recipient filters?
⌂	Do the counts next to each recipient filter look correct?
⌂	Does the final "Total included" count make sense to you? (Total recipients selected minus unsubscribes/not subscribes)
⌂	Have you reviewed the undeliverable/CASL compliancy (if applicable) counts? Do they make sense?
⌂	Does the final "Total potential recipient" count make sense to you? (Total included minus Total excluded)

## Contacts

To view your contact list, click the "Total potential recipients" count or click the "Potential recipients" tab at the top

⌂	Does the first few contacts look correct to you?
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Does the required fields look correct and match your dynamic content (if applicable)?

## Example

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