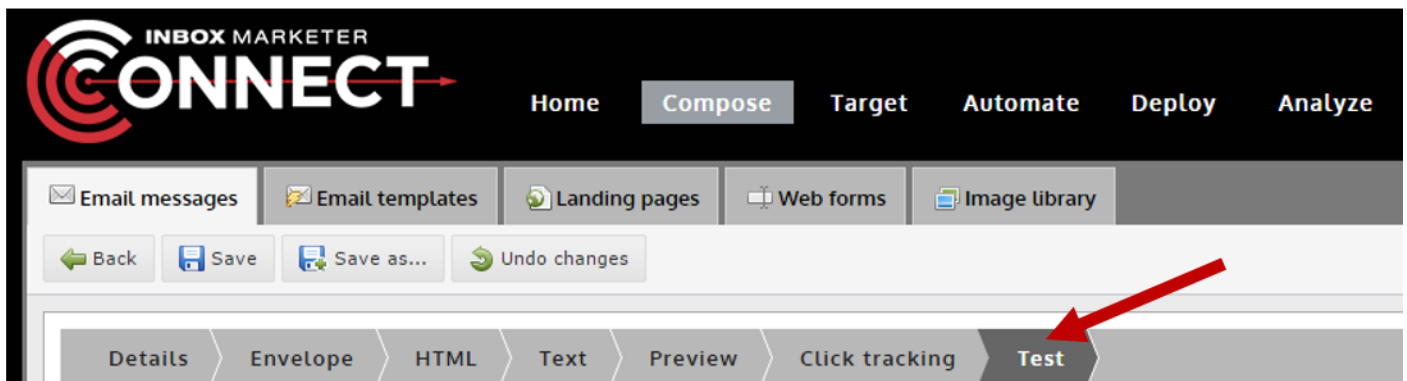


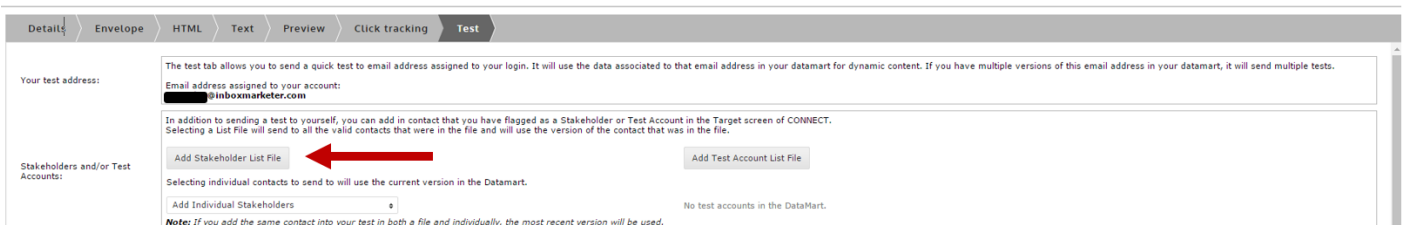
How to Test a Message

Testing your messages is a very important process in quality assurance. We recommend thoroughly testing every message that you set up. Below are the steps necessary to send out test messages.

1. Click on the "Test" step

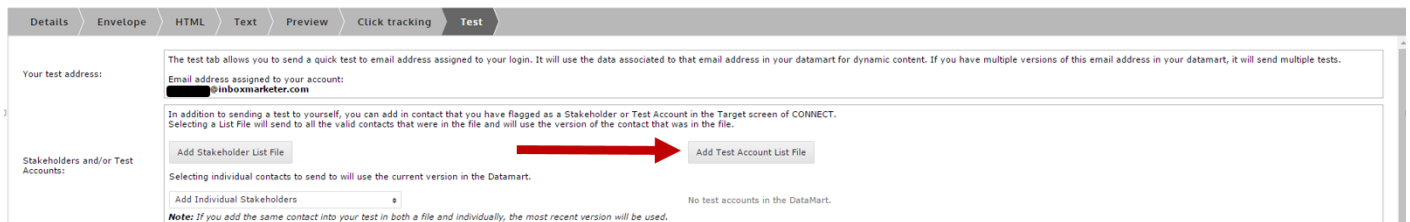


2. If required, select your Stakeholders



- Note: Do not have any Stakeholders set up? [Click Here](#).

3. If required, select your Test Accounts



The test tab allows you to send a quick test to email address assigned to your login. It will use the data associated to that email address in your datamart for dynamic content. If you have multiple versions of this email address in your datamart, it will send multiple tests.

Your test address:
Email address assigned to your account:
[redacted]@inboxmarketer.com

Stakeholders and/or Test Accounts:

Add Stakeholder List File

Add Test Account List File

Selecting individual contacts to send to will use the current version in the Datamart.

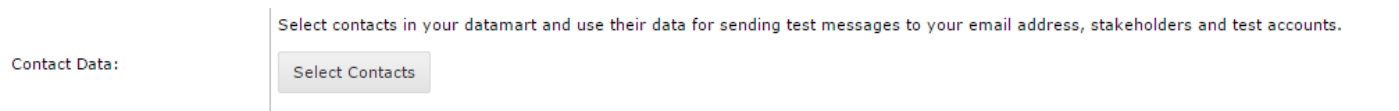
Add Individual Stakeholders

No test accounts in the DataMart.

Note: If you add the same contact into your test in both a file and individually, the most recent version will be used.

- **Note:** Do not have any Test Accounts set up? [Click Here](#).

4. If required, select contacts for Dynamic Testing



Contact Data:

Select contacts in your datamart and use their data for sending test messages to your email address, stakeholders and test accounts.

Select Contacts

- Click "Select Contacts"

5. OPTIONAL: Type in a Prefix for the Subject Line to Track Versions

Subject prefix for testing:	By default the following text will be appended to the front of the subject line when testing "Test - ". However using the Subject prefix, you can add an additional value into the subject line when testing (Example: "Test - V1 -"). Dynamic variables also work in the subject prefix so you can ever better version your test message. ##
Message Format:	If would like to send only the HTML format or the Text format, uncheck the format you do not wish to receive. When both are checked, a Multi-Part message will be went with both formats included in one email. ☒ HTML version ☒ Text version

- This option allows you to save a value in the Test step so that if you make changes later, you can change the version and that version will appear in the subject line.
 - **Example:** Test - V1 - Subject line goes here

6. OPTIONAL: Select Creative Type to Send

Subject prefix for testing:	By default the following text will be appended to the front of the subject line when testing "Test - ". However using the Subject prefix, you can add an additional value into the subject line when testing (Example: "Test - V1 -"). Dynamic variables also work in the subject prefix so you can ever better version your test message. ##
Message Format:	If would like to send only the HTML format or the Text format, uncheck the format you do not wish to receive. When both are checked, a Multi-Part message will be went with both formats included in one email. ☒ HTML version ☒ Text version

- Tips:
 - Email clients such as Microsoft Outlook, make it very difficult for email marketers to preview the text version when they are testing their email.
 - By sending yourself just the Text Version, it now becomes easy. **Subject prefix for testing:** This field allows you to place a value in your subject line for testing purposes.
 - For example, if I place "Version1" in this field, my subject line will look like "Test - Version 1 - Subject line text goes here".
 - This comes in handy when you are working with similar looking messages.

7. Click Either "Send" or "Send 250ok Test Deployment"

Send Test:

By clicking send below, you will deploy this message to *X* recipients **immediately**. *Y* copies of the message will be sent to each recipient based on the contacts you selected in "Use contact data for testing".

Send this test message to Inbox Marketer's 250ok Inbox Informant account.



- **Send Test** - the "Send" button will send a copy of the current message to the user's email address.
- **250ok** - the "Send 250ok Test Deployment" button will verify if email addresses are legitimate.
- **Note:** If you selected contacts for dynamic testing, the tool will notify you of how many emails will be sent to the selected Stakeholders, Test accounts and yourself.

8. OPTIONAL: Viewing the Results of your Tests

CONNECT →

Dashboard Compose Target Automate **Deploy** Analyze

CONNECT - Sales Demo [KNOWLEDGE BASE](#)

Dashboard Final deployments ABTesting Triggers

Create new deployment

Type: Final AB Tests Ongoing **Tests** All Timeline: Last 30 Days Last 90 days Last 180 days All Numbers: Counts Percent Search:

Deployment name	Status	Timeline	Sent	Bounced	Delivered	Complaints	List-Unsubscribes	Opens	Clicks	Uniq
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- Navigate to the "Deploy" section and change the "Type" selector to "Tests".

Revision #5

Created 15 January 2020 20:25:24 by Admin

Updated 31 October 2023 20:25:53 by Matthew Monteiro