Katey Charles
COMMUNICATIONS
SEND THE RIGHT MESSAGE ®

Campaign Name: _____ Date: _____

Audited By: _____

☐	**Check rendering** by sending a test to a variety of email clients. Be sure to include any new or updated clients — the latest iPhone or iOS operating system, for example. You can also use a rendering tool like Litmus or Email on Acid.
☐	**Review personalization and dynamic content.** Are defaults for personalized content working as they should? Is data being pulled into your email correctly?
☐	**Review all graphics and text.** Are the showcased products still available? Do the graphics reflect the current season? Is the text consistent with current brand voice? Is all contact information accurate?
☐	**Confirm any special offers are still available.**
☐	**Click on all links.** Do they direct to the correct place? Are link extensions working? Are social media "share this" links working correctly?
☐	**Review all available metrics,** including open rate, click rate, conversions or transaction details, top performing links, bounces and complaints. It's a good idea to keep these metrics in a spreadsheet where you can monitor trends over time and spot any potential problems early.
☐	**Analyze test results** and consider new or revised tests to further improve key performance indicators. If you're not conducting a test, consider starting one. How to get started with testing.
☐	**Review the triggers** that cause your email to send and consider whether the email is still relevant. Consider the following: (1) Have you added new automations in the past three months that compete with the one you are reviewing? (2) Should this trigger include any new exclusions to ensure subscribers are getting the most important and relevant email on any given day?