Email Checklist ☑ *Send great emails, every time.*

M | R | E ®
CONSULTING

1. Is the email content ready to go?

Content

- **Subject Line:** Do you have an effective subject line? Are there any typos?
- **Preheader:** Is it updated? Does it complement the Subject Line?
- **Body copy:** Is copy to-the-point and written in active voice? Typos?
- **Images:** Are images sized to spec with ALT text?
- **Legal:** Are trademarks/registered labeled appropriately? Do we have licenses/rights to all utilized assets?
- **Links & CTA buttons:** Are buttons appropriately linked and do they have tracking/campaign tags?

Footer

- **Sender Address:** Is the company's physical address in the email for CAN SPAM compliance?
- **Unsubscribe Option:** Are there links to unsubscribe for CAN SPAM compliance?
- **Disclaimers:** Are necessary disclaimers present?
- **Social Icons:** Are icons appropriately linked and have tracking/campaign tags?

2. Is the email tested and quality-checked?

Data & Targeting

- **Personalization & Dynamic Content:** Does my target list have the information necessary for personalized content and dynamic content?
- **Target Audience List:** Does the target list reflect the appropriate filters?
- **Unsubscribes/Preferences:** Have I removed all unsubscribes from the target list?
- **Suppression List:** Is a suppression list necessary?
- **Exclusion List:** Is an exclusion list necessary?

Testing

- **Inbox preview:** Have I reviewed test emails both in a QA tool and in my inbox?
- **Mobile Test:** Have I reviewed test emails on tablet and mobile devices?
- **Email Clients:** Have I reviewed test emails in a QA tool or on all widely used email clients?
- **Personalization & Dynamic Content:** Have I reviewed the various content permutations?

3. Is the email ready to send? How will we measure campaign performance?

Send

- **Team Collaboration:** Will this campaign impact other teams like Sales or Customer Service? Are those teams aware and ready to respond?
- **Timing:** Does this email campaign overlap with other campaigns? What is the impact?
- **From email:** Is the "from" email appropriate for this campaign?

REMINDER

Will this campaign impact other teams such as Sales, or eCommerce? Are teams aware and ready?

Measure

- **Analytics:** What are the success metrics for this campaign?
  - · Deliverability rate: # delivered / # sent
  - · Open rate: # unique opens / # delivered
  - · Click-through-rate: # unique clicks / # delivered
  - · Click-to-open rate: # unique clicks / # unique opens
  - · Unsubscribe rate: # unsubscribed / # delivered
  - · Bounce rate: # hard/soft/block bounce / # sent
  - · ROI: defined by the business or campaign
  - · Conversion Rate
  - · YoY or other relative comparison
- **Continuous Improvement:** What can be optimized: targeting, send time/date, content, etc.?