

ERROR FREE EMAIL

A BANCMAIL CHECK BY CHECK LIST FOR A PERFECT SUBMISSION



Campaign Name



Recipients



Sender



Subject



Date

EMAIL DESIGN & CODE

- ☐ The email reflects the brand's guideline?
- ☐ Have you checked if the Email meets the W3C standards? <https://validator.w3.org/>
- ☐ The email is rendered properly to all the Desktop client and to the most popular Webmail?
- ☐ The email adapts properly to mobile devices?
- ☐ Have you created the text only version?
- ☐ Have you customized the email with alternative texts, if client's default image blocking settings are enabled?
- ☐ All special characters (such as accent marks and symbols) are correctly encoded?
- ☐ Have you checked if all the links are working?
Search for the HTTP part in the code and check them one by one
- ☐ Have you set Google Analytics to track the links on your website too?

EMAIL COPY

- ☐ Have you checked that the sender + subject copy is clear and legible?
- ☐ Have you checked that the subject is correctly read in the client?
- ☐ Have you verified that the email text is free of typos?

- ☐ The date and time are correct?
- ☐ Have you created a pre header text?

PRIVACY POLICY

- ☐ Have you entered the Privacy Policy?
- ☐ Have you mentioned in the Policy your ID and contact details?
- ☐ Check the presence and functionality of the unsubscribe link.
- ☐ If you're sending to an opt-in list, have you requested the consent for further communication?
- ☐ If you're sending to an opt-in list, have you followed the guidelines of permission marketing?

TEST

- ☐ All the images and call to action are clickable?
- ☐ The most significant images have an alternate text?
- ☐ Have you sent a Test message to your team first?
- ☐ The dynamic texts are displayed properly?

READY TO SEND

- ☐ Have you imported the correct list? Check the number of recipients.
- ☐ Have you segmented the list according to the targets interest?
- ☐ From name and address are correct?
- ☐ Have you included at least a couple of seed addresses?
- ☐ Have you checked that the last opt-out were removed before sending the message?