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| **VMP** | VMP / QA / R / 05 |
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| Date: 31.01.2020 |

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# Campaign Batch Schedule – Final Check List

**Document Version Information**

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| Project Name | Intel | Doc Version No |  |
| Document Title |  | Preparation Date |  |
| Prepared/Updated By |  | Review Date |  |
| Reviewed By |  |  |  |

**Revision History**

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| --- | --- | --- | --- | --- |
| S.no | Description | Update By & Date | Approval By | Comments |
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| --- | --- |
| Client Name |  |
| Campaign /Eloqua Brochure Name |  |
| Is it a Nurture Campaign? |  |
| If yes, please update the Nurture Campaign Ending Date (Always-on or End date to be specified) |  |
| Respective Notification mails are enabled and checked for Nurture Campaigns? |  |
| If APJ CMX nurture, ensure this nurture is excluded in AEN nurture i.e., update the shared filter - AEN Nurture\_MKA-24838 |  |
| If APJ CMX nurture, Have we checked with CSM if DCAI nurture need to be Excluded in this nurture?  If Yes, Exclude the Shared List - In-Nurture Entry Shared list in Segment |  |
| Is Email throttle step added before each email send step? |  |
| If Throttle step is added, check if there is NO infinite loop added |  |
| If the campaign is time sensitive, please check the evaluation period is set correctly? |  |
| If the campaign is time insensitive, please check the evaluation period is set as per Marketer’s approval? |  |
| Have we added the campaign specific exit Shared list No Path? |  |
| If Email throttle step is not added, ensure that we have the proper approval from Marketer & Global team? |  |
| For APJ marketing email campaigns - Have we included “Sent Welcome email check” before sending the email? |  |
| For JP campaigns, have we excluded the Shared Filter “JP Blacklisted Contacts” in Segment/Campaign flow  Note: Applicable for both marketing & transaction emails including confirmation email |  |
| Verify no blank campaign template is created and used (it should be automated campaign from JIRA) |  |
| Verify Campaign specific Entry and Exit shared list for reporting purposes |  |
| Have we updated the Campaign ID? |  |
| Verify the Parent (Main), Child (Sub – If requires) campaigns are created & activated?  If activated specify the campaign name. |  |
| Are we sending emails during weekends? |  |
| Are we sending emails between 8am to 6pm time duration? |  |
| Have we un-checked Allow emails to be re-sent to past recipients in the Email sending options? |  |
| Have we included Add to Program builder step in the campaign flow for A/B Testing?  If yes, Verify Allow contacts to enter the campaign more than once in the campaign settings is checked |  |
| Scheduled By (Name of Product Consultant), Scheduled Date and Time & is it relevant to current deployment date? |  |
| Respective time zone and correct given date has been used for the deployment? |  |
| Verify Correct Segment is selected for deployment? Segment Name and DL Count to be verified? |  |
| If segment is always on ensure to give 24hrs Re-evaluation frequency |  |
| Verify Seed list added in separate segment? Segment Name and it is relevant to specific region and language? |  |
| Verify the Eloqua Campaign URL |  |
| Verify Form Data is capturing? If form is used in campaign |  |
| Verify assets are reviewed and approved by CSM? |  |
| Verify Correct Email is selected for deployment? Email Name |  |
| Verify Ensure no edits to email after approval on deployment? |  |
| Verify Segment (DL), (SL) Count and Subject Line Shared in Zoho? |  |
| Approved By  (Name of Project Manager/Project Leader) |  |
| For APJ CMX, deployment details added to end user sheet? (Only for DSI deployments) |  |
| If the campaign is updated after activation, have checked the whole campaign again to ensure the  correct flow? |  |
| If the campaign is updated after activation, have checked the seedlist flow has also updated? |  |
| If the campaign is updated after activation, have checked all connections has made and newly created assets are added correctly? |  |

**1.Screenshot of Main Segment Members and Seed list Members**

**2. Screenshot of schedule time in campaign**

**3. Screenshot of the Email**

**4. Screenshot of Email Preview (for 5 random contacts)**

**5. Screenshot of the Campaign (Before schedule)­­**

**6. Screenshot of the Net New Shared List for Nurture (After Deleting Contacts)**

**7. Screenshot of the Campaign (After schedule)­­**

**If APJ CMX nurture, make sure Net new shared list is cleared after activating the campaign**