08

**Fall**

**FCB Chicago QA**

**Email Certification**

**<Project Name>**

# Summary

<QA: Describe what was tested here and then delete this red text>

# Overview

<QA: Check all items you have completed. For any that are out of scope (i.e. spam testing) use strikethrough font on the item (do not delete the row). Delete this red text before sending.>

|  |  |
| --- | --- |
| **Done** | **Email Testing Checklist (What are we testing?)** |
|  | 1. Internal / Functional Test Blast |
|  | * 1. Verify email can be successfully test blasted |
|  | * 1. Verify email is displaying correctly in the Mailchimp preview screen prior to blasting the email |
|  | * 1. Verify email is received by test email clients |
|  | 1. Test All Links |
|  | * 1. Verify that links match link-matrix if provided |
|  | * 1. If no link matrix provided, verify no broken links |
|  | * 1. Unsubscribe Link |
|  | * 1. Verify that unsubscribe link sends the user to a page where they can change settings or otherwise unsubscribe from future emails. |
|  | 1. Spam Filter Testing (Litmus) |
|  | * 1. A Pass or Fail is needed when this type of testing is required |
|  | * 1. Spam Tests that failed need to include the failing score, what the passing score threshold was, and an explanation on why it had a low score |
|  | 1. Subject line testing (Litmus) |
|  | * 1. If subject line testing is requested, inspect how the subject line displays across clients. Different clients display subject lines differently so this is a needed check in some campaigns. |
|  | 1. Coding Verifications |
|  | * 1. Javascript – (No <script>s anywhere in the HTML) |
|  | * 1. No Embedded Videos |
|  | * 1. Default Responsive Breakpoints      1. 600px Desktop      2. 480px Mobile Landscape View      3. 320px Mobile Portrait View |
|  | 1. Images |
|  | * 1. No background images |
|  | 1. Testing Standards |
|  | * 1. Email project tracked with Jira ticket |
|  | * 1. All defects should be entered and tracked in Jira |
|  | * 1. FCB QA standards followed |
|  | 1. Delivery Standards |
|  | * 1. Every email separately zipped |
|  | * 1. Every email zip file contains 1 HTML file and 1 IMG folder |
|  | 1. CAN-SPAM Act Compliance |
|  | * 1. No false or misleading header information |
|  | * 1. No deceptive subject lines |
|  | * 1. Identify message as an ad |
|  | * 1. Tell recipients where you’re located |
|  | * 1. Tell recipients how to opt-out for future emails |

The following checklist describes where the email testing will be taking place. All items on this checklist must be verified or have a description of why it is not needed in testing.

|  |  |
| --- | --- |
| **Done** | **Email Client Checklist (Where are we Testing?)** |
|  | 1. All In Scope Browsers – Verify web version of email is displaying correctly |
|  | * 1. Formatting of web version on IE10 |
|  | * 1. Formatting of web version on IE11 |
|  | * 1. Formatting of web version on Chrome (latest) |
|  | * 1. Formatting of web version on Safari (latest) |
|  | * 1. Formatting of web version on Firefox (latest) |
|  | * 1. The following email clients are verified for how the email is formatted and rendering across email clients\* |
|  | * 1. Email Client Verification |
|  | * 1. Desktop Email Clients: |
|  | * + 1. Apple Mail 7.0, 8.0 |
|  | * + 1. Outlook 2007, 2010, 2013 |
|  | * 1. Mobile Client Verification |
|  | * + 1. Android 4.4 |
|  | * + 1. Android / Gmail App |
|  | * + 1. iPad iOS 8 |
|  | * + 1. iPhone 5s iOS7 |
|  | * + 1. iPhone 5s iOS8 |
|  | * + 1. iPhone 6, iOS8, iPhone 6 Plus, iOS8 |
|  | * + 1. iPhone 6S iOS9, iPhone 6S Plus, iOS9 |
|  | * + 1. iPad Mini |
|  | * 1. Web-based Client Verification |
|  | * + 1. AOL Mail (Explorer, Firefox, Chrome) |
|  | * + 1. Gmail (Explorer, Firefox, Chrome) |
|  | * + 1. Outlook.com (Explorer, Firefox, Chrome) |
|  | * + 1. Office 365 (Explorer, Firefox, Chrome) |
|  | * + 1. Yahoo! Mail (Explorer, Firefox, Chrome) |

\* All emails will be tested against approved creative / pdf’s.

# Testing Details

|  |  |
| --- | --- |
| **QA Resource Certifying** |  |
| **Date(s) of Testing** |  |
| **Product / Build Version** |  |
| **Date of Certification** |  |

# Release Checklist

|  |  |  |  |
| --- | --- | --- | --- |
| **Complete?** | **Task Name** | **Date Completed** | **Completed by** |
|  | Test Planning Complete |  |  |
|  | Test Case Execution Complete |  |  |
|  | Any / All Defects Resolved |  |  |
|  | Exit/Acceptance Criteria met |  |  |

# Certification

**The build has PASSED Testing and the Exit / Acceptance Criteria**

The person signing below certifies that all the Release Checklist items have been completed and Testing is Complete.

Digital Signature: