# BEFORE ESCALATING: HAVE YOU DONE THE FOLLOWING:

## GENERAL TROUBLESHOOTING

| TASK | Y/N | Notes/Links |
|---|---|---|
| Reproduced on Sweeney | | |
| Reproduced in Impersonation | | |
| Download User Profile | | |
| Campaign/Segment Audit Logs | | |
| Third Party Integration | | |
| Custom Handling of Code | | |
| Papertrail | | |
| Charles Proxy/User Test Logs | | |
| SDK Version up to date | | |
| Slack History Search for Pertinent Info | | |
| Guru Card Search | | |
| Confirmed via Documentation/Academy | | |
| Requesting Verbose Logs | | |
| Requesting Stack Trace (for app crashes) | | |
| Check Error Logs in Dashboard | | |
| Did you check the Braze status page | | |

## ADVANCED TROUBLESHOOTING

| TASK | Y/N | Notes/Links |
|---|---|---|
| Grasshopper/Generating Verbose Logs | | |
| New Relic for monitoring job processes | | |

## EMAIL SEND AND FORMATTING ISSUES

| TASK | Y/N | Notes/Links |
|---|---|---|

| | | |
|---|---|---|
| Checked Sendgrid/Mailjet for Direct Analytics | | |
| Is Client Using Web Extension Grammarly | | |
| Is Client pasting HTML from other 3rd party HTML formatter | | |
| Is "From" Email matching the sub-domain | | |
| Plain Text or New Editor | | |
| Is client using an external CSS Inliner? | | |
| Is "tracking pixel" being clipped? (No email opens) | | |
| Is click tracking turned on in Sendgrid | | |
| Are there connected content calls in the email | | |

## WEB

| TASK | Y/N | Notes/Links |
|---|---|---|
| Live Testing Instance | | |
| Follow steps on Web SDK debugging doc | | |
| Are there errors in the inspect console? | | |
| HTTPS or HTTP | | |

## PUSH

| TASK | Y/N | Notes/Links |
|---|---|---|
| Push Certificate Up To Date & Correct | | |
| Followed steps on push Debug Doc | | |
| Is user push enabled | | |
| Does user have active push token/registered for push | | |
| Is Foreground Push disabled? | | |

## PARTNER INTEGRATION

| TASK | Y/N | Notes/Links |
|---|---|---|

| | Y/N | Notes/Links |
|---|---|---|
| Correct Custom Endpoint | | |
| Is attribution data populating | | |
| Does client have correct API Key | | |

## REST API

| TASK | Y/N | Notes/Links |
|---|---|---|
| Did you test call in Postman | | |
| Is it a GET or POST request | | |
| Correct API Key/Group ID | | |
| Correct Endpoint | | |
| Error/Success message that was received when the call was made | | |

## RAW EVENT STREAM

| TASK | Y/N | Notes/Links |
|---|---|---|
| Does the client have S3 Bucket | | |
| Does the client have the correct credentials | | |
| Did client export within 72 Hours | | |
| Is client hitting status endpoint | | |
| Is client aware timing is in UTC | | |
| Confirming that the day(s) requested has had its events + properties loaded (check #devops in Slack) | | |

## DEEPLINKS v. UNIVERSAL LINKING

| TASK | Y/N | Notes/Links |
|---|---|---|
| Deeplinking issues in iOS do we have their Schema | | |
| For Android SDK v2.0.0 has client added a single delegate object to custom handle all deep links | | |

| | | |
|---|---|---|
| For Android SDKs prior to 2.0.0 is client setting deep link delegates needed separately for each channel | | |
| For Android - have you tested deeplink here: | | |
| Did client add UTM parameters to deep links for Google Analytics tracking | | |
| Are they using Branch as a partner for iOS or Email | | |

## CURRENTS

| TASK | Y/N | Notes/Links |
|---|---|---|
| Did you look at the debugging doc: here | | |
| | | |