

Alchemy Worx have extensive experience managing and deploying campaigns in most major ESP platforms for our clients. Our knowledge of a variety of platforms gives us the experience to set-up, test and deploy all types of messages, including setting up complex dynamic rules and triggered messages.

All messages built and deployed by Alchemy Worx undergo an intensive pre-delivery testing and QA process, including assessment of the likely effect of Spam filters in an email preview tool (Litmus). Rendering of campaigns in terms of images and links are manually tested in live email accounts.

Alchemy Worx tests in live accounts/environments as best practice for accuracy and quality. We believe that there is no substitute for checking your campaigns in the environment your customers will receive them! Some of the benefits of testing in live accounts include; accurate representation of your emails in email clients to check for example, if images display correctly or if blocked by an email client and how subject lines display in the inbox and when your email is opened by a recipient.

We use both Windows and Mac operating systems, as well as a selection of internet browsers/clients to ensure your emails are received as intended in all leading systems. The following testing environments are available as part of our standard service. We would advise that testing environments required are defined at on-boarding stage to ensure optimized approach:

Standard Testing/Email Platforms

Standard testing platforms	
Web-based clients	Gmail, Windows Live/Hotmail, Yahoo, AOL Mail
Browsers	Firefox (latest), IE7, IE8, IE9, Chrome (latest)
Other clients	Outlook 2007/2010 and 2013. Using Tool: Lotus Notes 8/8.5, Outlook 2003, Outlook XP, Apple Mail 4/5, Thunderbird
Mobile devices	Apple iPhone 4 (Cloud), Apple iPad (Cloud), Samsung Galaxy SII (Gmail)
Other clients	<i>Other email clients relevant to your brand or market included on request</i>

Table 1

Please note:

Other platforms can be included on request

Please note: iphone & ipad tested for cloud only and android/SII for gmail only.

In order to guarantee mobile rendering, we would advise that at any new campaign briefing stage any mobile requirements are discussed with Campaign or Consulting representative assigned to you, to create mobile campaign & testing approach. Please note that any tailored approach may add time and cost to a campaign schedule.

Our Standard Testing Approach steps to help with quality assuring your campaign is as follows;

- All emails tested in live email accounts/environments by our quality assurance team.
- For high volume/version campaigns (10 plus versions) to help execute the process we may use a preview tool, in part, to view the rendering of campaigns.
- We implement a bespoke testing approach tailored to each client's requirements at on-boarding stage.

Alchemy Worx QA & Testing Process

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- Quality Assurance checklists will be created bespoke to your requirements and will be used for all campaigns.
- A Quality Assurance report for each campaign is sent internally to the campaign representative managing your campaign.
- Any issues we spot regarding 3rd party assets will be highlighted.
- Any bespoke testing requirements can be included upon request.