Email QA & Testing Process

Supporting internal notes- outlining process changes

*Process*

Our Standard Testing Approach to help with quality assuring campaigns is as follows;

* All emails tested in live email accounts/environments by quality assurance team.
* For high volume/version campaigns (10 plus versions) to help execute the process we will use Litmus to view the rendering of campaigns.
* Quality Assurance checklists (specific to each client) used for all campaigns.
* A Quality Assurance report for each campaign is sent internally to the Campaign Manager/Campaign Executive, copying in the client team distribution list.
* Any issues we spot regarding 3rd party assets will be highlighted.
* Please always allow at least 30 minutes for each campaign test. Please also take into consideration when dual briefing deployment and testing that testing task out time will need to be 30 minutes after deployment task.

Standard Testing Environments applied to emails

|  |  |  |
| --- | --- | --- |
| **Web-based email clients** | **Browsers** | **Other** |
| AOL Mail | Firefox  (latest version) | Lotus Notes 8/8.5 (Litmus) |
| Gmail | IE7 | Outlook 2003 (Desktop PC) |
| Hotmail (Windows Live/Hotmail same specifications) | IE8 | Outlook 2007/2010 (2007/2010 same specifications. Desktop PC) |
| Yahoo! | IE9 | Outlook XP (Litmus) |
|  | Chrome  (latest version) | Thunderbird  (Latest version in Litmus) |
|  |  | Apple Mail 4  (Litmus) |
|  |  | Apple Mail 5  (Litmus) |
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*Please note:*

*Other platforms can be included on request*

**Mobile**

We will check as standard the below mobiles/devices and operating systems upon request;

|  |  |
| --- | --- |
| Apple iPhone | iOS 5 |
| Apple iPad | iOS 5 |

*Please note: Other mobile devices can be included on request*

Please also note that we are looking to include android device going forward.

**Important:** If you require mobile testing then this is a request to the QA Team. Request mobile testing in brief to QA & by adding to Whiteboard ‘Full Test’ plus ‘Mobile Test’

**Please note the following (client specifics, general changes);**

**Talk Talk**

* We will be running only Talk Talk mailings through this email client;
* Very low % of usage based on Tesco grocery NL stats
* Not supported in US & Germany, so not required as a check for Getty & Charles Tyrwhitt

**Lotus Notes**

* As version 7 of Lotus Notes is only used by Weapon 7, we will test only for test Lotus Notes version 7 if work done for this client.
* We will run all other campaigns through Litmus for Lotus Notes checks, checking only Lotus Notes 8 and above.
* Versions 8 & above are more HTML friendly than previous versions, so testing for 6.5 is questionable in term of any fixes we would be able to do

**Apple Mac**

* Apple 4 & 5 will be tested on Litmus only
* ipad and iphone will be used for mobile testing
* We would advise that at new campaign briefing stage any mobile requirements are discussed between Campaign & Consulting first to understand client brief. Once brief/requirements are confirmed then working with production team to create mobile campaign & testing approach/solution for client to sign off, agree costs, timings etc.