

Order number/Name of template: i1506521219589

Checked on Date: 06/10/2017

Integration: (Yes/No) Yes

Formatting

- Are colors and fonts displayed correctly? (Alignment, size) : **Checked**
- Are there any odd line breaks in content? Particularly Brand Name or Product Name : **Checked**
- Format testing via litmus and manual testing in Hotmail, Outlook.com, Outlook, Gmail, Yahoo, Apple email and Live.com : **Checked**
- Make sure there are no elements with default alignment. : **Checked**
- Ensure you have included width for each <td>. : **N/A**

Content

- Is there contradictory content / content that doesn't make sense? : **N/A**
- Are names, dates, places, numbers and addresses correct, if used any? : **Checked**
- Are the brand names and trademark signs correct? : **Checked**
- Is an [unsubscribe](#) link included? : **Checked**
- Is **view email online** link included? : **Checked**
- Is **send to friend** link included? : **N/A**
- Are any incorrect sequences of special characters present (such as & instead of &); if so are they replaced with codes? : **Checked**
- Spacing within words is consistent and natural across the email or not? : **Checked**

Images

- Are all pictures displayed correctly? (Alignment, **size**, none missing) The height and width should be in proportion. : **Checked**
- **Does Alt Text are given correctly for all images (including logo)?** : **Checked**
- **Ensure the border around images are NONE.** : **Checked**
- Check if background images are used and visually consistent across all email clients (if not its recommended to have fall back color) : **N/A**

Links

- Do all links open in a new window and go to the right page (or depending upon clients requirements)? : **Checked**
- Do all links have the correct color? (Ensure the color remain same after a click – except Gmail) : **Checked**
- When viewing in a browser, does the page appear correctly, including any personalization? : **Checked**
- Do links go to the correct landing page (if provided by client)? : **N/A**
- If not links information provided, make sure # tags are provided to all the places where links should be there : **Checked**
- All logo (header as well as footer) should have linked : **Checked**

Integration

- Have all the tags included as per the ESP : **Checked**
- If no tags are used at least search for webversion, unsubscribe and forward to a friend tag : **Checked**
- Have the integration tested in their respective ESP.
 - Can we repeat the blocks? : **N/A**
 - Can we edit the images? : **Checked**
 - Can we change the text? : **Checked**