

Marketing Automation Activation QA Checklist

One-page launch-folder pass - 20 blocking checks

CAMPAIGN NAME	PLATFORM	ACTIVATION DATE	WHO RAN THE PASS
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Activation rule: all 20 blocking checks must be Verified. Configured and Unknown remain open findings.

BLOCKING CHECKS 1-10		V = Verified C = Configured U = Unknown
1	AUDIENCE CONSTRUCTION Audience size matches the forecast Evidence ref: _____	☐ v ☐ c ☐ u
2	AUDIENCE CONSTRUCTION Ten records match the criteria by hand Evidence ref: _____	☐ v ☐ c ☐ u
3	AUDIENCE CONSTRUCTION Suppression and exclusion lists are attached to this campaign Evidence ref: _____	☐ v ☐ c ☐ u
4	AUDIENCE CONSTRUCTION List type matches intent Evidence ref: _____	☐ v ☐ c ☐ u
6	ENROLMENT AND FLOW CONTROL Repeat enrolment matches how often this should run per person Evidence ref: _____	☐ v ☐ c ☐ u
7	ENROLMENT AND FLOW CONTROL Every branch terminates somewhere Evidence ref: _____	☐ v ☐ c ☐ u
9	ENROLMENT AND FLOW CONTROL Exit criteria remove people who convert Evidence ref: _____	☐ v ☐ c ☐ u
11	PERSONALISATION AND CONTENT Every token has a fallback that reads as English Evidence ref: _____	☐ v ☐ c ☐ u
12	PERSONALISATION AND CONTENT A record with the field empty renders acceptably Evidence ref: _____	☐ v ☐ c ☐ u
13	PERSONALISATION AND CONTENT Sender name, from-address and reply-to reach a monitored inbox Evidence ref: _____	☐ v ☐ c ☐ u

BLOCKING CHECKS 11-20		V = Verified C = Configured U = Unknown
19	RENDERING AND DELIVERABILITY Unsubscribe works and authentication is aligned Evidence ref: _____	☐ v ☐ c ☐ u
20	DESTINATIONS AND CAPTURE Every link resolves to the intended page Evidence ref: _____	☐ v ☐ c ☐ u
21	DESTINATIONS AND CAPTURE Link tracking does not break the destination Evidence ref: _____	☐ v ☐ c ☐ u
22	DESTINATIONS AND CAPTURE The UTM set passes your tracking rules Evidence ref: _____	☐ v ☐ c ☐ u
23	DESTINATIONS AND CAPTURE A live test submission produces the right record Evidence ref: _____	☐ v ☐ c ☐ u
24	TIMING THROTTLING AND VOLUME Scheduled date, time and timezone confirmed Evidence ref: _____	☐ v ☐ c ☐ u
26	TIMING THROTTLING AND VOLUME Frequency caps will not silently drop the send Evidence ref: _____	☐ v ☐ c ☐ u
29	REPORTING AND ROLLBACK Attribution reaches the system of record Evidence ref: _____	☐ v ☐ c ☐ u
30	REPORTING AND ROLLBACK You know what can be undone after activation Evidence ref: _____	☐ v ☐ c ☐ u
31	REPORTING AND ROLLBACK A named person is watching the first hour Evidence ref: _____	☐ v ☐ c ☐ u