

## **Sending a Test Email** <sup>[1]</sup>

October 20, 2023 by [Melanie Jones](#) <sup>[2]</sup>

Testing is a key but often overlooked element of email marketing, but we've all seen the results of this missed opportunity:

- Images that don't appear the size they should
- Text that is unreadable in mobile
- Buttons and links not working as you planned

Prevent trouble by testing your email before your final send.

To test your email in Marketing Cloud, complete the following steps:

1. When you're finished making final edits to your email on the **Content** tab, click the next arrow in the upper right hand corner of the screen to access the **Preview and Test**.

The screenshot displays the Marketing Cloud 'Edit Email' interface for the email 'MEC Weekly Digest 111119'. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', 'A/B Testing', and 'CU S'. The 'Content' tab is selected, showing a 'Blocks' panel with 'Basic Content' and 'Advanced Content' sections. The 'Basic Content' section includes 'Button', 'Code Snippet', 'Free Form', 'HTML', 'Image Block', and 'Text'. The 'Advanced Content' section includes icons for a link, lightning bolt, list, globe, and a cartoon character. The right sidebar shows the 'Subject' as 'MEC Weekly Digest | November' and the 'Preheader' as 'eComm Subcommittee Update'. A preview of the email content is visible, featuring a large yellow banner with 'MEC Wee' and the date 'November 11, 2019', followed by links for 'Upcoming Events', 'Wiki', and 'Provisioning'.

**NOTE** In the Preview and Test tab, if you scroll to the bottom of your email, you'll notice a default Marketing Cloud footer appearing with a blue cloud logo. That footer appears in the Preview and Test tab only and will not appear in your test email nor in your actual email send. However, be sure that your delivery profile contains the CU Footer for All Emails if you are sending a commercial communication.

2. On the **Preview and Test** tab, click the **envelope with the test tube** to begin configuring your test send.

- Select the Individuals tab
- Type the email addresses of up to five people in your test audience (hit enter after each one to add)
- Select your send classification, sender profile, and delivery profile
- Enter any prefixes for your subject line; the default will appear as [Test].
- Uncheck Track Clicks
- Check Suppress this Send from Reports



# Edit Email

MEC Weekly Digest 111119



Properties



Content



Preview and Test



## Test Send ?



### Recipients\*

Enter up to five email addresses or select a test data extension as the recipients of this send.



Individuals

Test Data Extensions

jennifer.mortensen@cu.edu x

Add email address and press Enter

### Content Personalization Options ?

Based on Preview [Change](#)

#### ► Additional Options

#### From Options

From Name

Saved Send Classification

CU eComm (TRANSACTIONAL) ▼

**Sender Profile** CU eComm (contact@cu.edu) ▼

Description	CU eComm
From Name	CU eComm
From Email	contact@cu.edu
Reply Name	CU eComm
Reply Email	contact@cu.edu

**Delivery Profile** CU eComm (TRANSACTIONAL) ▼

Description	CU eComm (TRANSACTIONAL)
IP Address	Account Default
Header	Default
Footer	None

### Subject Prefix ?

[Test]:

- Track Clicks
- Suppress this send from reports
- Enable System Generated Links ?

[Send Test](#)

3. Click **Send Test** when you are finished. You'll receive a confirmation message in Marketing Cloud, and your test message should appear in inboxes a few minutes later.

## Related Content

- [What should I look for in a successful test?](#) [3]
- [What is an A/B test and how do I perform one? Does the data appear in Salesforce?](#) [4]

### Display Title:

Sending a Test Email

### Send email when Published:

No

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**Source URL:**<https://www.cu.edu/blog/integrated-online-services/sending-test-email>

### Links

[1] <https://www.cu.edu/blog/integrated-online-services/sending-test-email>

[2] <https://www.cu.edu/blog/integrated-online-services/author/39> [3] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-edit-review-and-approve-test-email> [4] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-ab-testing>