

## QUALITY ASSURANCE CHECKLIST

## CAMPAIGN QA

Test Development Checklist	1 Analyst Initial Below	Notes
Record date steps completed/updated here		
<b>Campaign Setup</b>		
Campaign naming convention followed		
QA parameter targeted (as needed)		

Pre-Launch Campaign QA	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>Targeting</b>		
All targeting requirements accounted for		
Review Campaign targeting		
Ensure there is no targeting overlap with other live campaigns		
Review QA parameter targeting		
<b>Segments</b>		
All segmentation requirements accounted for		
<b>Experiences</b>		
Experience have correct naming convention		
Offers are correctly assigned to experiences		
<b>Data Sources</b>		
3rd party tracking set up as needed		

## CAMPAIGN QA

Success Metric QA	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>Requirements check</b>		
Primary KPI metrics accounted for		
Secondary metrics accounted for		
<b>Review Metric Setup (FOR ALL METRICS)</b>		
Targeting is accurate		
Review all Advanced options		
Confirm ALL success metrics have data for each variation		

Launch Checklist	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>25% Launch</b>		
QA parameter excluded from targeting		
Turn off any overlapping campaigns		
Ensure 25% targeting is in place		
Check targeting & offers		
<b>100% Launch - Happens Day Of</b>		
Data shows live visitors in all experiences from 25% launch		
100% targeting set correctly		
View an experience live		
All challengers are receiving traffic		

Post-Launch QA	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>Misc</b>		
All success metrics are getting volume (where applicable)		

## DEVELOPMENT QA

Development QA		Initials of person completing	Notes
<b>Date</b>			
Record date QA steps completed/updated here			
<b>JavaScript Errors</b>			
			Ensure no JavaScript errors show up in the console that originate from test code.
Windows 7 :: Chrome (Latest)			
Windows 7 :: Firefox (Latest)			
Windows 7 :: Internet Explorer 10			
Windows 7 :: Internet Explorer 9			
Windows 7 :: Internet Explorer 8			
Mac :: Safari			
Mac :: Chrome			
Mac :: Firefox			
<b>Layout</b>			
			Ensure that the experience is being displayed correctly
Windows 7 :: Chrome (Latest)			
Windows 7 :: Firefox (Latest)			
Windows 7 :: Internet Explorer 10			
Windows 7 :: Internet Explorer 9			
Windows 7 :: Internet Explorer 8			
Mac :: Safari			
Mac :: Chrome			
Mac :: Firefox			

## PRE-LAUNCH CONTENT QA

Pre-Launch Content QA		Initials of person completing	Notes
<b>Date</b>			
Record date QA steps completed/updated here			
<b>Test Accounts</b>			
Specify test accounts used during QA			
<b>Copy</b>			
Spell check			
Grammar check			
Context check			
<b>Images</b>			
Image quality			
Image size			
Image Location			
<b>Page Layout</b>			
Header			
Top Navigation			
Hero			
Right Rail			
Left Rail			
Center Well			
Footer			
Bottom Navigation/Site Map			

## PRE-LAUNCH CONTENT QA

Pre-Launch Functionality QA	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>Pre-Existing Functional Elements</b>		
Functional elements remain operational		
<b>Pre-existing Linking</b>		
Page elements properly linked		
Link destinations are correct		
<b>Test Originated Functional Elements</b>		
New functional elements operational		
<b>Pre-existing Linking</b>		
Page elements properly linked		
Link destinations correct		

Post-Launch Content & Functionality QA	Initials of person completing	Notes
Record date QA steps completed/updated here		
<b>Variation Review (for each variation/experience)</b>		
Layout/formatting		
Linking		
Functionality		