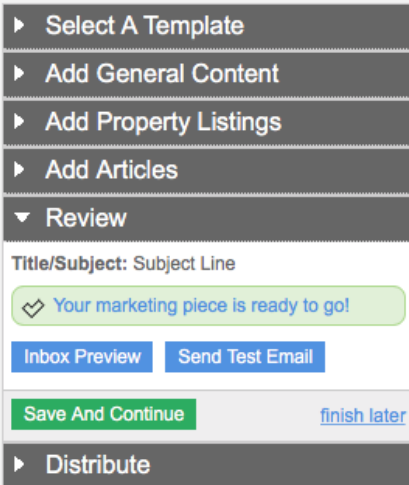


## BEST PRACTICES / test emails

We've all been in a rush and need to get an email out ASAP. But, we always recommend taking 5 seconds to send a test email. It may not even take 5 seconds! Just two. In the Review step, click on the button Send Test Email. This email is going to the email address that you use to login to rezora.



Once you receive your test email, take a look at how it looks in the inbox. Take a look at how it looks on your phone, too! Pretend you are a recipient, what are your eyes drawn to first in the email? How does the subject line look? Double check the links. If you see anything formatted strangely, go back and make adjustments to your email. It's worth the extra time that it takes to review this piece.

Every email client will treat your email's formatting slightly differently. So, we also recommend running an Inbox Preview! Pick a mobile device to see how your email looks on a phone.

### Not receiving your test email?

There are a handful of reasons that you may not be receiving your test email. Below are explanations of the most common causes as well as some tips on how to work around them.

#### **Time:**

Many email clients can delay delivery of email by several hours. If you haven't seen your test email come through, please make sure you've given it enough time to arrive at your inbox. Though it's uncommon, emails can be delayed by the receiving server up to 24 hrs.

#### **Email ended up in the Spam folder:**

There are a large number of reasons this could occur, and we encourage you to have a look at some of our other articles on how to avoid the Spam filter; [How Can I Best Avoid My Email Going To SPAM?](#) Though on the topic of test emails specifically, there are some things to keep in mind here. Some corporate email clients may catch emails with the same To and From email address. In this case, we recommend sending the email to a personal inbox for testing purposes. Additionally, please avoid using "test" type language in the email. This language is often caught by Spam filters. Default filler test (like Lorem Ipsum) is also something that Spam filters often flag, so make sure your content looks like a standard email.



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Lastly, if you're still having trouble, it may simply be a delay on one of the email servers you're sending to. In this regard, it can be valuable to send to other servers as well- Gmail, Hotmail, Yahoo, etc.

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