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Sending a test of your e-mail campaign to yourself: what to check on phone and computer

E-mail

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Sending a test of your e-mail campaign to yourself: what to check on phone and computer

E-mail Created on **November 13, 2026** 2 min read



The short answer: before sending to the group, **send the campaign to your own address** and open it on your phone and your computer. A two-minute test catches the broken link, the wrong name and the missing image before they reach hundreds of people.

What to check in the test

Where	What
In the inbox	Is the sender recognisable? Does the whole subject show? Did it land in the inbox, promotions or spam?
On the phone	Can the text be read without zooming? Does the button fit and work with a thumb? Do the images load quickly?
On the computer	Is the layout neither stretched nor broken? Is the logo sharp?
With images off	Does the message make sense from the text alone?
The links	Does every button and link go to the right page, not the home page or an error?
The footer	Is the unsubscribe link there, and does it work?

Running a good test

1. **Send to an address of yours** and, if you can, to one at a different service, for example one on your domain and one at Gmail or Outlook.com.

2 **Open it on the phone first**, since that is where most people read.

3 **Click every link**, one by one.

4 **Ask someone else to read it.** Whoever wrote it no longer sees their own mistakes.

Did the test land in spam?

Do not send to the group. Check the sending domain and what the spam checker said. To find out why, see **reading an e-mail header**.

Changed something after the test?

Send another. The last-minute fix is the one that usually breaks a link.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

SEE ALSO

- The eight checks before you send an e-mail campaign
- The spam checker before an e-mail campaign: what it is for and how to act on its advice
- Building an e-mail campaign block by block: header, text, image, button, divider and footer
- Reading an e-mail header: did SPF, DKIM and DMARC pass?

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