

# LAUNCH READINESS CHECKLIST

Journey \_\_\_\_\_

Prepared by \_\_\_\_\_

## PREFERENCES TAB

- Decide if you want to approve messages before they're sent.
- Confirm that the correct [active audience](#) is selected if you're using automatic email.

## EMAIL PREFERENCES

- Ensure the delivery option is set to "Automatic."
- Confirm that your email template includes your desired branding.
- Make sure your [email sender](#) and [email](#) signatures are consistent and correct.

## OTHER PREFERENCES

- If you're using [SMS](#), confirm that your greeting is correct and consistent with your email signature.
- Confirm that you're listed as a [notification recipient](#), so you get reminders about upcoming communications and confirmations once they're sent.

## CAMPAIGN TAB

- Validate your [send times](#). Note that Site Administrator access is required to change these.
- Review the subject line and body copy of each message, editing them as needed.

## PROPERTIES

- Check that each message's delivery date is correct. For printed materials, make sure the date in the campaign timeline matches the desired distribution date.
- Confirm that the [destination and CTA](#) are correct and the link is active (if applicable).
- Double check that your message variations are addressed to the correct sub audience(s) (if applicable).

- Turn [message reminders](#) on or off based on your preference.
- Send a [test](#) to yourself or a colleague as a final run through—testing any links, QR codes, SMS codes, or embed codes to confirm they're working properly.

## ACTIONS

- If you're using message approvals, set each communication to "Approve" after you've taken the above steps.

\*If you find an item that's yellow with an exclamation mark after you've reviewed your campaign timeline, that means it needs your attention.

## EXPERIENCE TAB

- If you're using your own content that wasn't created by Tivian, confirm that all of your content is uploaded to the system and laid out in the right [architecture](#).
- Confirm that each piece of content in your architecture is [published](#). Note, if a parent asset isn't published, its children won't be visible.
- If you're using [polls and ratings](#), make sure they're set up and display correctly.
- Adjust instances of [introductory text](#) (i.e., the text that presents the next level of content) if the default introductory text doesn't suit your needs.
- If you're using [call-to-action buttons](#), make sure they display the correct verbiage, include the correct links, and feature links that are functional.

## ADDITIONAL CONSIDERATIONS

- Do you have a branding update or logo change? Email your CSM, or reach out to us at [hello@tivian.com](mailto:hello@tivian.com).