

An Introduction to the...

Content Checker

Building emails can sometimes be a frustrating process, largely due to email client inconsistencies. Communicator’s Content Checker was built to take the some of this frustration away, and it can also help you deliver more emails!

What is the Content Checker?

Our Content Checker is built into the Content Manager of the Communicator Suite and is provided in collaboration with one of our partners, Litmus. The product itself is split into two sections: the Inbox Preview tool and the Spam Checker.

Who is the Content Checker for?

Our Content Checker is available in our Growth and Optimise packages, and is relevant for anyone that takes email design consistency and deliverability seriously. That means it could be relevant for anyone, but it’s generally more popular amongst brands between stages 2 and 5 of our Sophistication Scale.



Inbox Preview

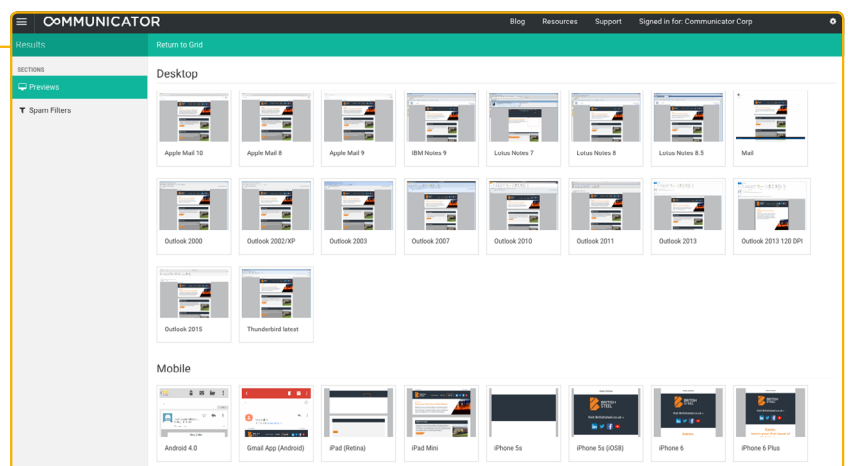
A tool that saves email designers heaps of time. Instead of having to physically test emails in a complete range of email clients, the Inbox Preview tool does it virtually. It’ll send your emails to over 40 different inboxes and give you screenshots of how it looks in each of them. All in a few minutes!

How can the Inbox Preview tool benefit me?

It will save you loads of time!

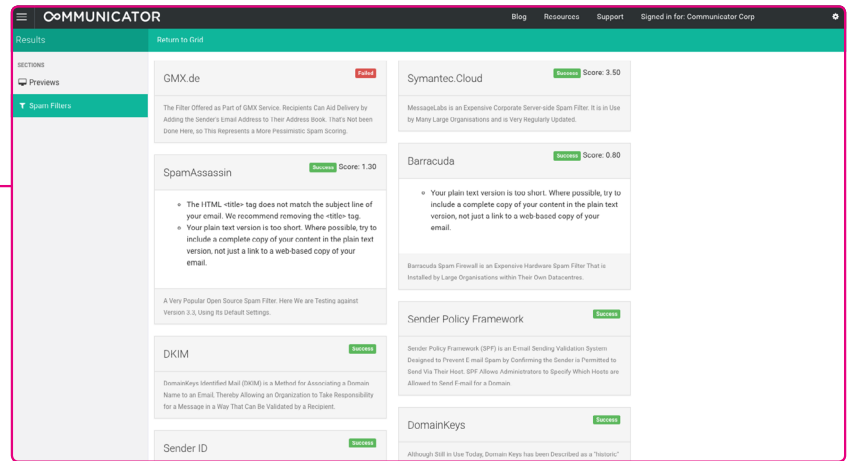
If you or a member of your team spends time sending out emails to numerous inboxes to check what they look like, the Inbox Preview tool can eliminate this manual process entirely. It gives you one simple interface containing screenshots of what emails look like, meaning all you have to do is make any required email edits.

If you’d like to eliminate having to do any edits as well, you might want to consider building with our Email Designer interfaces - it does just that!



Spam Checker

A tool that tests spam filters before you actually send an email. It will tell you pass or fail status for over 20 different spam filters and, where possible, offer suggestions for improvement (although, admittedly, spam filters don't give us much information to interpret for suggestions).



How can the Spam Checker tool benefit me?

The Spam Checker could help you to deliver more emails. Or, rather, identify a potential drop in deliverability before it actually happens.

If you identify problems before sending, you can make changes and stop them from happening in the first place. And more emails delivered means more emails read, more emails clicked on and more emails converting more recipients into whatever it is you want them to do.

Spam checking is a no-brainer!

Just remember it can only tell you about delivery in terms of your content. The other aspect (and probably more important for deliverability) is your sender reputation. We have other ways of helping you with this side of delivery, but the Spam Checker isn't one (speak to your Account Manager if you'd like to know more).

Further information

Both aspects of the Content Checker are built into the Communicator interface. Each Content Check you initiate uses one Content Check credit and gives you results from both the Inbox Preview and Spam Checker.

Growth customers get 25 Content Check credits each month, and Optimise get 50. Allowance can be topped up if you require more - speak to your Account Manager for more information.

About Communicator

Communicator is a trusted partner in sophisticated email marketing, with a focus on helping ambitious brands achieve breakthrough results.

Powered by our unique SmartSend technology, our modular Suite offers the flexibility of both scale and sophistication through our three packages. It takes our customers on an email marketing journey, helping them to realise their ambitions.

We take privacy and compliance extremely seriously, leading the industry with our ISO 27001 accreditation.

