Proofing, previewing, and testing email campaigns

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Once you've built your email campaign, you can preview, test, and proof it before it publicly launches to customers.

Through proofing, previewing, and testing, you can visualize what products are being recommended and displayed based on the dynamic product rules selected in each product block. You can troubleshoot any things that look or feel incorrect in the campaign, such as broken image URLs or misaligned CTA buttons.

Where to view proofs, preview, and test emails

To preview and view proofs of your campaign, navigate to the Summary tab of Campaign Builder, where you'll see your template rendered.



⚠ If the template preview is not rendering in the campaign summary page,link tracking will not function. Even if proofs render and the campaign sends as expected, link tracking is tied to the template preview. For the entire time the template is invalid, link tracking will be blocked and unrecoverable. If the template isn't rendering correctly, contact support at support@bluecore.com.

View proofs

To see the proofs for your campaign, click**Proofs & Preview**, where the Proofs page will display.

On the Proofs page, customers are pulled in at random from your selected audience and displays exactly how the campaign will look when it's sent to them, including all their product recommendations.

If the current audience sample is more than seven days old, you'll be prompted to refresh the audience for the most accurate and up-to-date proofs.

Select a proof to review it in closer detail, as well as review how the campaign displays on mobile devices.

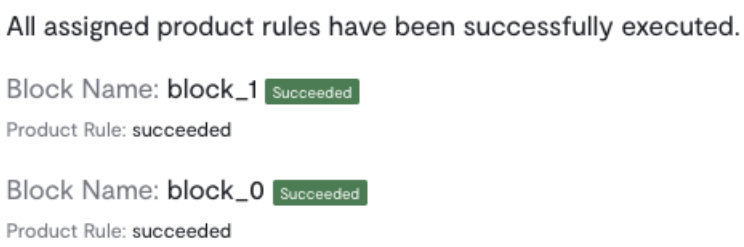
ⓘ Proofs are viewable on a URL for up to 60 days. After 60 days, the proofs will need recreated for the emails with new links.

Products

On the proof, click **Products** to view the products found on that proof, organized by the product blocks you have selected.

Product Recommendation details

On the proof, click **Product Recommendation Details** to view your product block rules, and make sure they were executed successfully.



You can also click **Open Proof in New Tab** for a few more options.

Open proof in new tab

With the proof in a new tab, you have a few more actions you can do with the proof. the ability to send yourself a copy of the email, and some metadata on the product block rules.

Send Test Email

You can send yourself a copy of the exact email of this proof, to look at it on your computer or phone.

> ⚠ Test emails do not have all of the functionality that a proof or campaign email does. For example, if you click on the test email to view it in your browser, you will receive an error.

Template

On the Template tab, you will see the full proof. You also have the ability to to copy the source code of the email, or view it how it would look on mobile.

Meta Data

The Meta Data tab will show the input and output products, just like the Products tab of the previous screen.

Preview and Test

This option allows you to send yourself a test email, test how your campaign will look across different email clients, and make sure all your URLs are linking correctly.

Send Test Email

To send a test email for your campaign, click**Proofs & Preview** on the Summary tab, where the Proofs

page will display. Click the **Preview and Test** dropdown, then click **Send Test Email.**

The Send Test Email option allows you to enter an email to send this campaign to as a test to review how it sends and delivers. When sending a test email, the product block information will be random from the collection of proofs, whereas sending a copy of a proof will allow you to choose which sample to send.

This is a different test from sending a test email when viewing the selected template in VTE. Sending a test email from the summary tab will test the full campaign, while sending a test email in VTE will only test the template, and won't follow the usual product block recommendation rules, nor will it include any optional tracking parameters.

> ⓘ You can preset email addresses to populate for sending test emails in the Email Testing tab in Marketing Settings. This can save you time when you're always sending a test email to the same address.

Test Across Email Clients

Test Across Email Clients option allows you to review how this email displays across a dozens variety of email clients, such as Outlook or Gmail, and across dozens of devices, such as a mobile phone or desktop.

To review your campaign on multiple clients, click **Proofs & Preview** on the Summary tab, where the Proofs page will display. Click the **Preview and Test** dropdown, then click **Test Across Email Clients.**

The **Filters** button will display a list of mobile, desktop, and web clients. You can select or deselect any of these, to just show a handful when looking through email clients.

> ⓘ Please note:
> - Image validation does not show alt text or redirection information.
> - Images over 200KB will be labeled as "File Size too large."
> - 403 errors could happen during validation and typically relates to bot-detection on your website.
> - CSS link validation is temporarily unavailable and planned to return by the end of August 2026.

URL Validation

URL Validation allows you to review all the URLs in your email campaign, as well as which are invalid or contain errors. The page is broken out into links and images. Any invalid URLs will appear in red with the text "Invalid URL."

To check the URLs on your campaign, click **Proofs & Preview** on the Summary tab, where the Proofs page will display. Click the **Preview and Test** dropdown, then click **URL Validation.**

The **Hide Valid Links/Show Valid Links** button will hide or show successful links in your email, which could be useful if you have a lot of links and want to just see the invalid ones.

Troubleshooting

If you notice duplicates inside the product blocks, you likely have SKU-level integrations and have several of the same product in your catalog with slightly different attributes (such as size or color). If this is the case, adjust the unique products in your global marketing settings or the gear icon in the Message tab, so each product displayed in the block will be unique.

If you have different settings applied in the global marketing settings and the Message tab, the Message tab one will be applied.