

# QA Assignment

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This document is a complete QA assessment of the “QA Test” Klaviyo campaign.

Findings are organized into **Tier 1 (Critical — fix immediately)**, **Tier 2 (High Priority — rendering, typos & tracking)**, and **Tier 3 (Moderate — UX polish & best practices)**, followed by a False Positives note and optional strategy observations.

## Executive Summary

- Deliverability & Authentication: **SPF, DKIM, and DMARC all PASS**. No sending-reputation issues.
- 4 critical (Tier 1) issues — 2 broken links, 1 compliance risk, 1 mis-pointed social icon.
- 6 high-priority (Tier 2) issues — typos, alt-text mismatch, tracking bloat, missing iOS/Android link-detection safeguard.
- 6 moderate (Tier 3) issues — UX polish, including no dark-mode support.
- 3 items verified as false positives — flagged in initial pass, confirmed structurally sound on review.

## TIER 1: RED FLAGS (Critical — Fix Immediately)

These issues will hamper user experience and result in violation of CAN-SPAM/GDPR, revenue loss, and tracking issues.

### • Incorrect Redirection

[GET RESULTS NOW] CTA links directly to the ESP's own domain (agency domain.com) instead of the Depology product page. If this sends live, we lose 100% of conversion traffic on this button.

Minimize the appearance of fine lines & wrinkles

[GET RESULTS NOW] (<https://agency-domain.com/placeholder>)

P.S. Boost the effects of our Matrixyl by pairing it with our Micro Dart Patches

### • Malformed/Concatenated Product Link

The “MATRIXYL 3000 COLLAGEN BOOSTING SERUM” product image link (below the US Weekly review block) has two domains merged into one broken URL with no separator — will 404/error for every user who clicks it:

[SHOP MATRIXYL] (<https://depology.com/products/collagen-boosting-serum>)

[MATRIXYL 3000 COLLAGEN BOOSTING SERUM] (<https://agency-domain.comhttps://depology.com/products/collagen-boosting-serum>)

[Deepcare+ Serum-Infused Micro Dart Patches] (<https://depology.com/products/collagen-boosting-serum>)

### • Broken Unsubscribe (Compliance Violation)

The primary footer unsubscribe tag is incorrectly URL-encoded in the raw code as `{%unsubscribe_link%20%7D}`, so the link is not clickable. The secondary/default footer link points to a dummy placeholder address instead of a live unsubscribe page — a CAN-SPAM risk.

No longer want to receive these emails? [Unsubscribe]({% unsubscribe\_link%2=0%7D}).

Agency Postal Address

New South Wales 2019

[Payment Options]

You received this email from Agency Name . If you would like to unsubscribe, [click here](http:// Dummy Domain /subscriptions/placeholder).

- **Incorrect Social Media Redirection**

Instagram Feed CTA incorrectly points to Facebook. Pinterest icon links to the generic Pinterest homepage instead of the brand's own Pinterest page.

[Instagram Feed](https://www.facebook.com/depologyskincare)

[JOIN US ON INSTAGRAM](https://www.instagram.com/depologyskincare/)

[Facebook](https://www.facebook.com/depologyskincare)

[Instagram](https://www.instagram.com/depologyskincare/)

[TikTok](https://www.tiktok.com/@depology)

[Pinterest](https://www.pinterest.co/)

[YouTube](https://www.youtube.com/c/DepologySkincare)

## TIER 2: HIGH PRIORITY (Rendering, Typos & Tracking)

These issues bloat the code, ruin tracking analytics, and damage brand credibility.

- **Typo (Credibility Hit)**

The factory-icon badge reads “DESIGND IN KOREA” — missing ‘E’ looks unprofessional.



DESIGND IN KOREA

- **Grammar Error — Intro Copy**

“so much better then another’s” should be “**than**”, not “then”.

Ever wonder how one brand's Matrixyl can  
be so much better **then** another's?

- **Grammar Error — Body Copy**

“...would never used anything else...” → should be “**use**” instead of “used”.

It all comes down to results. People who've tried it, swear  
by it, and would never **used** anything else (no wonder it  
constantly sells out!).

- **Wrong Alt Text on Hero Image**

Alt text reads “**McDonald’s is the best brand around.**” on a Depology skincare email — looks like a copy-paste error from another brand’s template.

```
[Depology logo](https://depology.com/)
```

Depology

```
["McDonald's is the best brand around."](https://depology.com/products/collagen-boosting-serum)
```

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

- **Excessive Image Slicing & Redundant Anchors (Tracking Mess)**

**Observation:** From the logo down to the third visual block, the design is sliced into 7 parts, and every slice is wrapped in an anchor tag pointing to the same URL.

**Impact:** It will be hard to track CTA variations and their conversion, making it difficult to optimise CTA placement in creative. Also, hard to distinguish intentional clicks from accidental scroll-taps.

**Recommendation:** Limit anchor tags strictly to actual CTA buttons and the primary product image, to ensure accurate engagement metrics and clean code.

```
[Depology logo](https://depology.com/)
```

Depology

1

```
["McDonald's is the best brand around."](https://depology.com/products/collagen-boosting-serum)
```

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

2

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

3

```
["Best serum I've ever used." (No neck left behind)](https://depology.com/products/collagen-boosting-serum)
```

4

```
[Ditch the snake oil and grab the supercharged serum that will change how you relate to your face =E2=80=93 and neck =E2=80=93 for good. Our Matrixyl's backed by science (so you don't just have to take our word for it).](https://depology.com/products/collagen-boosting-serum)
```

5

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

6

```
[[SHOP MATRIXYL]](https://depology.com/products/collagen-boosting-serum)
```

7

```
[MATRIXYL 3000 COLLAGEN BOOSTING SERUM](https://depology.com/products/collagen-boosting-serum)
```

8

- **Missing format-detection Meta Tag (iOS/Android Auto-Link Risk)**

The `<head>` does not include a `format-detection` meta tag. iOS Mail and the Gmail app auto-detect addresses/phone numbers/dates and turn them into blue, underlined links — even when the designer intended plain text. The footer address `Agency Postal Address Sydney...`) is a live risk for this.

**Fix:** Add `<meta name="format-detection" content="telephone=no, date=no, address=no, email=no">` to the head. Recommend verifying on a real iOS/Android device or via Email on Acid/Litmus.

## TIER 3: MODERATE (UX Polish & Best Practices)

Fixing these separates amateur layouts from enterprise-grade campaigns.

- **Unicode Characters for Rating Stars**

The 5-star review blocks use live-text Unicode characters. Depending on the user's email client/OS (Apple, Outlook, older Windows, etc.), these can render inconsistently — yellow emojis or broken boxes.



**Fix:** Use a transparent PNG for the stars instead of live Unicode text.

- **Typography — Overuse of ALL CAPS**

Multiple CTAs use ALL CAPS (e.g., "SHOP MATRIXYL"). This increases cognitive load and reads as "shouting."



**Fix:** Convert to Title Case for better readability — "Shop Matrixyl", "Get Results Now".

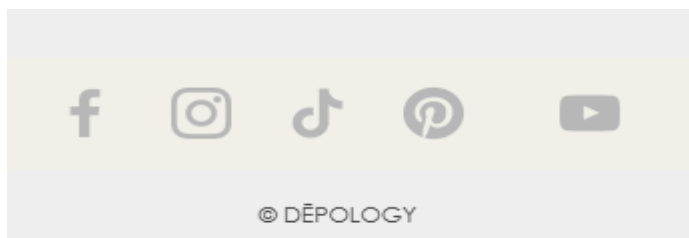
- **CTA Overload / Choice Paralysis**

The email layout utilizes 4 highly prominent, primary-style CTAs (e.g., "SHOP MATRIXYL", "GET RESULTS NOW") in close succession.

**Recommendation:** Limit to 1–2 CTAs max — one above the fold and a second near the footer, to improve user decision-making.

- **Design Polish — Footer Background Mismatch**

The background colour of the social-media icon block does not perfectly match the main footer background (grey footer vs. beige icon block), creating an ugly box effect.



- **Minor Spacing Tweak**

The quote "( NO NECK LEFT BEHIND)" has unwanted padding inside the parentheses. Tighten to "(NO NECK LEFT BEHIND)".



- **No Dark Mode Support (Missing Color-Scheme Meta Tags)**

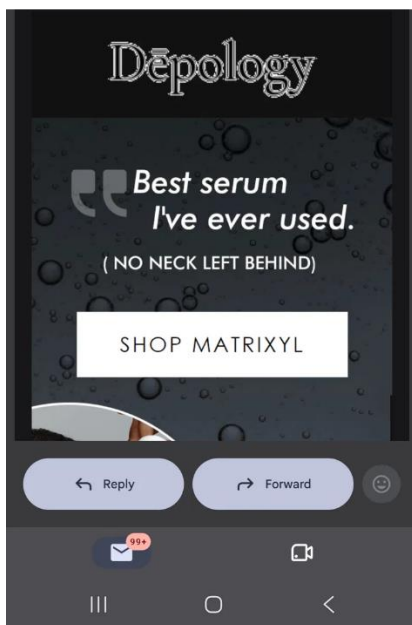
The email's `<head>` includes no `color-scheme` or `supported-color-schemes` meta tags, so dark-mode rendering is left entirely to each client's auto-invert algorithm — unpredictable.

**Risk areas:** (1) logo/hero images have no dark-mode-safe background, so auto-invert can cause odd white flashes; (2) black-background CTA buttons ("SHOP MATRIXYL", "GET RESULTS NOW") risk blending into an inverted dark background, making them invisible; (3) body text at #171516 may auto-invert to near-white on a light-grey (#f4f5f5) section, causing low-contrast text.

**Fix:** Add `<meta name="color-scheme" content="light dark">` and `<meta name="supported-color-schemes" content="light dark">`, plus a `@media (prefers-color-scheme: dark)` CSS block defining safe fallback colors. Recommend verifying via Email on Acid/Litmus or a real-device test in Apple Mail, Outlook.com, and Gmail app.

I have checked this on my phone using the Gmail app with dark mode turned on. The brand logo looks like it is an outline it is not filled in. You can see what I mean in the screenshot below.

[Comapny Sending Detail \(NDA\)](#)



## QA NOTES: Verified Good (False Positives)

For the record, the following elements were flagged during initial review but are actually structurally sound:

- The `http=s://` anomaly in raw text: standard Quoted-Printable encoding handling soft line breaks. Renders perfectly on the client side.

- Unlinked payment icons: keeping payment icons in the footer unlinked is an industry best practice — it shows accepted payment options and increases authenticity without adding friction to the conversion funnel.
- Dart Patch cross-sell: cross-selling is a very essential element for any DTC brand to increase AOV. Including the Dart Patch/Mask alongside the face serum is a smart, relevant upsell.