

Quality assurance doesn't start when the email is finished. Effective QA begins along with the campaign design itself to catch any errors before they can cause trouble. Watch as Dharam Singh explains why these checks matter and how to take your QA to the next level in your future campaigns.

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How a company handles a crisis can make a world of difference, and not all circumstances can be mitigated by using light-hearted humor. Sometimes, pausing a marketing campaign is the most appropriate response. Let's look at a few examples of these circumstances.

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In a surprising move, Google recently announced its decision to delay the elimination of third-party cookies in its Chrome browser. This represents a significant pivot from its previous stance. This shift has created a buzz in the marketing world, where anticipation of a cookie-less future has driven many recent strategies.

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In the world of advertising and marketing, you create campaigns to produce positive outcomes. Unfortunately, this isn't always how things work out.