

User acceptance testing (abbreviated UAT) is critical in the software development lifecycle. This article provides a comprehensive overview of UAT, its importance, and how to participate effectively.

---

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.