LESSON 11 · SEND

Send a test, then a campaign

Test your email, pair it with your lists, send it now or schedule it, and follow every email as it goes.

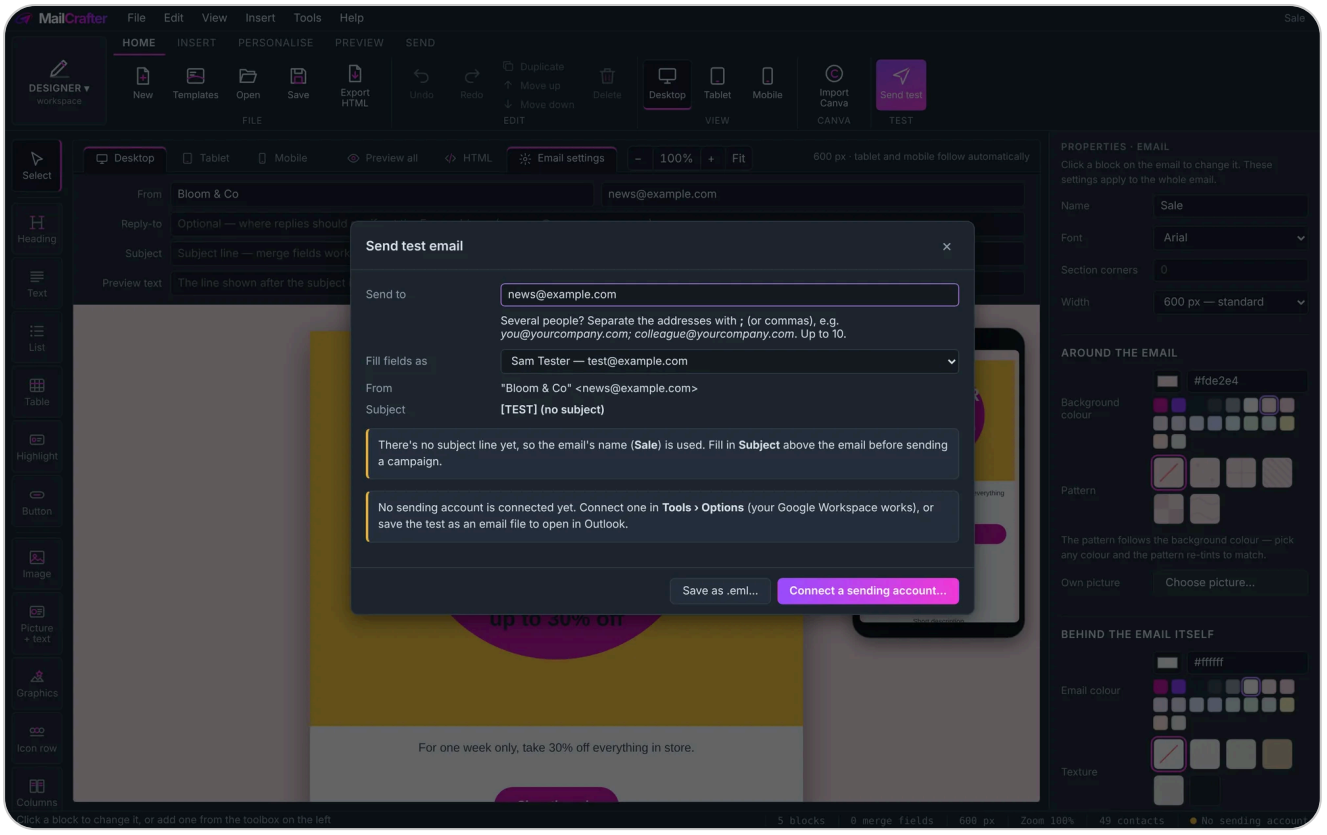
Revision 1 · 21 November 2026 About 10 minutes

IN THIS LESSON

- Send a test to yourself and your team
- Set up a campaign: design, lists and timing
- Follow the progress, errors and bounces
- Resume a campaign that stopped

Send a test

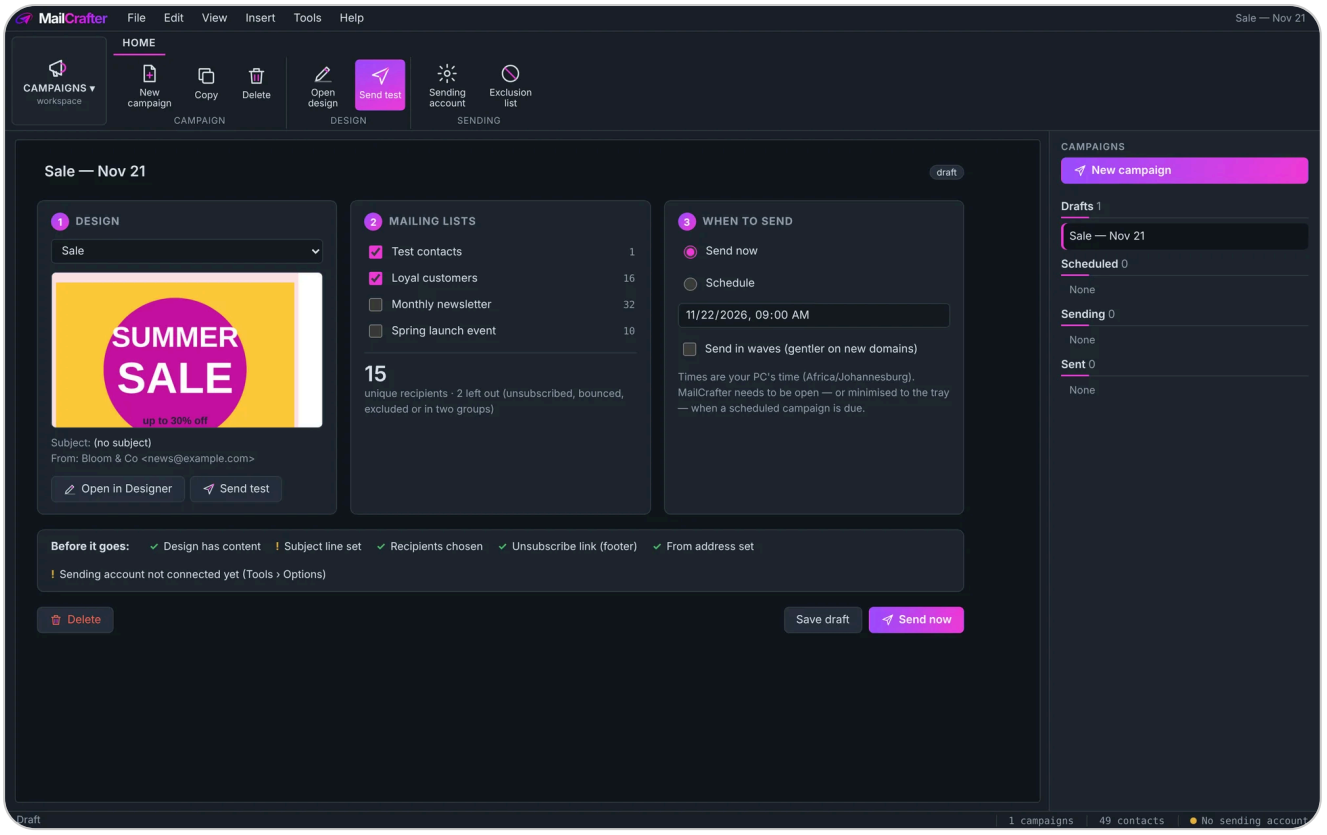
Always send a test first. Click **Send test** on the ribbon, enter your address in **Send to** (several addresses: separate them with `;`, up to 10), and choose whose details to fill the fields with in **Fill fields as**. MailCrafter warns you about anything missing, such as a subject line.



Open the test on your phone and in Outlook if you can. Test emails have **[TEST]** in front of the subject.

Set up the campaign

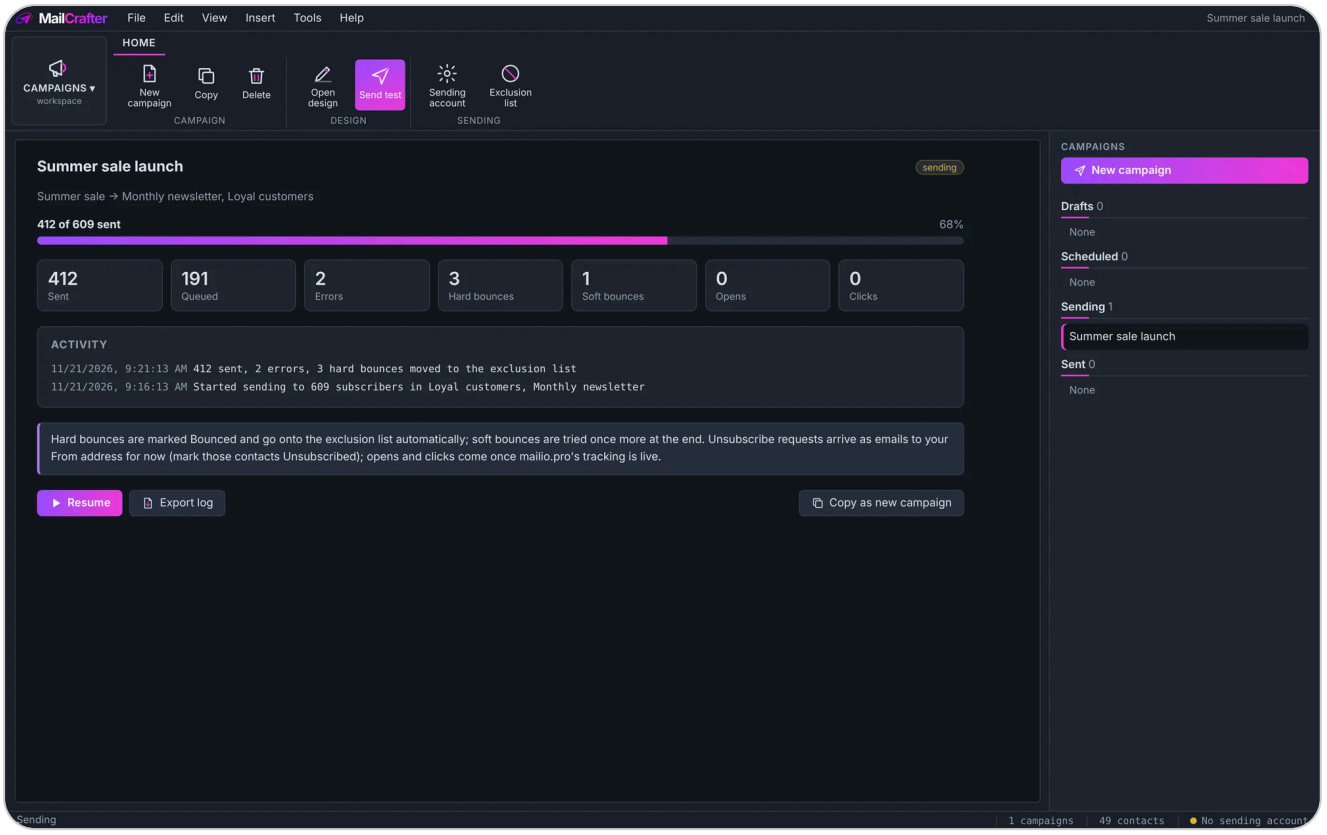
1. Open **Campaigns** and click **New campaign**.
2. **Design**: choose the email. You see a preview, its subject and who it's from.
3. **Mailing lists**: tick the lists to send to. MailCrafter counts the unique recipients, leaving out anyone unsubscribed, bounced or excluded, and anyone in two lists gets it once.
4. **When to send**: **Send now** or **Schedule** for a date and time. Tick **Send in waves** if your domain is new to sending, so inboxes get used to it gradually.
5. Check **Before it goes**: design has content, subject set, recipients chosen, unsubscribe link, From address and sending account. Then click **Send now**.



Scheduled times are your PC's time. MailCrafter needs to be open, or minimised to the system tray, when a campaign is due.

Follow it

While a campaign sends you see how many are **Sent** and **Queued**, and any **Errors**, **Hard bounces** and **Soft bounces**, with an activity log underneath.



- **Hard bounces** (the address doesn't exist) go to the exclusion list automatically.
- **Soft bounces** (a full mailbox, a busy server) are tried once more at the end.
- **Unsubscribe requests** arrive as emails to your From address for now; mark those subscribers **Unsubscribed** in Mailing lists.
- If MailCrafter was closed mid-way, open the campaign and click **Resume**: it carries on from where it stopped, without sending anyone a second copy.
- **Export log** saves the record; **Copy as new campaign** starts the next one with the same settings.

> **Try it.** Make a list called "Test" with your own addresses, and send it a real campaign before you send to customers.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.