Journey Details	
Journey Name	
Journey Link	
Audience	
Trigger	
Link to content source of truth (optional)	
Target Start Date	
Journey Builder Name	
Journey Reviewer Name	

	Builder (initials and date)	Reviewer (initials and date)	Notes
Trigger			
Has the trigger worked as expected in testing?			
Do the maximum entries make sense for the journey purpose?			
Is the simultaneous entries handling correctly set?			
If the trigger is a scheduled list, do the parameters match the documentation?			
Is the end date (if there is one) correct? Or is it correctly set to never?			
Journey Operations			
Are all tiles connected?			
Are there any yes/no tiles immediately following the trigger?			If yes, please go back and add to the trigger list
Are there multiple yes/no tiles, user profile update tiles, or multiple subscription tiles in a row?			If yes, please go back and combine them into a single tile
Have you installed "Add to List" tiles at key moments for monitoring?			

Have exit rules been set?			
Has the master suppression list been included in either the trigger or as an exit rule?			
Messages			
Are all messages from the source of truth present and accounted for?			
Have all messages been QAed (link to first QA doc of set in notes)?			
Does the message type/channel for audiences entering the journey match what is set for each message?			
Did you set up conversion tracking on your messages? (optional)			
Is Send Time Optimization turned on where it makes sense to do so?			
Is Quiet Hours turned on for messages where it makes sense to do so?			
Do your campaign names follow the convention of ending with [LAUNCH DATE OF JOURNEY -] (as in PROS NUR EM 02 - Recycled [2.25.24-])			