COMPANION GUIDE

# AJO Go-Live Checklist, explained item by item

What each of the 105 checks in the Adobe Journey Optimizer go-live checklist means, why it matters, and where to find it in the product, with links to Adobe's documentation.

**How to read each item**

| | |
|---|---|
| CONFIRMED | Matches Adobe Experience League documentation as read on 7 November 2026. |
| REFINED | Adobe's docs add detail to, or differ from, the short checklist wording. The explanation follows the docs. |
| PRACTICE | General practice, a legal or process step, or a detail not found in the Adobe pages read. Verify it for your setup. |

**Where in AJO** gives the menu path as Adobe's documentation writes it. Menu labels change between releases; the linked Adobe page always shows the current screens and screenshots.

**Indra Reddy M** · indrareddy.com
Companion to: https://indrareddy.com/blog/ajo-go-live-checklist/
Verified against Adobe Experience League on 7 November 2026. AJO changes often; check the release notes before relying on dated items.
Not affiliated with or endorsed by Adobe. Adobe and Adobe Journey Optimizer are trademarks of Adobe Inc.

# 1. Channel and deliverability readiness

## EMAIL

### 1 Sending subdomain fully delegated (Adobe's recommended method) or CNAME set up in production; allow 24–48 hours for DNS propagation

CONFIRMED

The sending subdomain (for example mail.brand.com) is what mailbox providers judge your reputation on. Full delegation hands DNS for that subdomain to Adobe, so Adobe manages the records for you; with CNAME you keep and maintain the records yourself, and Adobe cannot help change them. New DNS records can take a day or two to propagate, so this must start early. Subdomain setup is shared across all sandboxes, so changes also affect production.

**WHERE IN AJO** Administration › Channels › Email settings › Subdomains › Set up subdomain

**ADOBE DOCS** Delegate a subdomain

### 2 SPF and DKIM verified as passing; DMARC ownership decided (Adobe-managed per subdomain, or managed on the parent domain)

CONFIRMED

SPF says which servers may send for your domain, DKIM signs each message, and DMARC tells mailbox providers what to do when those checks fail. Without them, mail is far more likely to land in spam or be rejected. AJO asks you to set a DMARC record for every delegated subdomain; if the parent domain already has one you can choose “Manage with Adobe” or “Manage on your own” (parent values).

**WHERE IN AJO** Administration › Channels › Email settings › Subdomains › Set up subdomain › DMARC record section (existing subdomains: DMARC Record column)

**ADOBE DOCS** Delegate a subdomain, DMARC record

### 3 Domain certificate expiry alerts set up and routed to an owner

CONFIRMED

AJO uses certificates for tracking and resource (mirror page, image) domains. If one expires, links and images in your emails break. AJO has a system alert, “AJO domain certificates renewal unsuccessful”, that fires when a certificate expires within 30 days or has expired (checked weekly, for custom-delegated subdomains). Subscribe someone who will act on it.

**WHERE IN AJO** Administration › Alerts › Browse › Subscribe (Channel configuration alerts)

Alert subscriptions are per sandbox.

**ADOBE DOCS** Alerts

### 4 IP pool created before the email channel configuration

CONFIRMED

An IP pool groups the sending IP addresses a configuration uses. The docs state you must have at least one IP pool before you can create an email channel configuration, so this is a hard dependency in the build order: subdomain, then IP pool, then channel configuration.

**WHERE IN AJO** Administration › Channels › Email settings › IP pools › Create IP Pool

**ADOBE DOCS** IP pools, Email settings

5 **Production email channel configuration created (subdomain, IP pool, sender name, From / Reply-to / Error addresses)** CONFIRMED

The channel configuration is the reusable “sending profile” every email action uses: which subdomain and IP pool, the From, Reply-to and Error addresses, and settings like tracking and List-Unsubscribe. Build it in the production sandbox; non-production sandboxes have no shared test subdomain or IP pool. Changes to a configuration are picked up automatically by journeys and campaigns that use it.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › Create channel configuration › Email

**ADOBE DOCS** Channel configurations, Email settings

6 **If the High Throughput Transactional Messaging add-on is licensed: dedicated High throughput IP pool and channel configuration set up (self-service since Oct '26, for email and push)** REFINED

High throughput is for very large, time-critical transactional sends (for example one-time passcodes) triggered by API. Per Adobe's release notes, from 26 October 2026 you can set up High throughput for API-triggered email and push campaigns yourself in the product UI rather than through Adobe. Only relevant if your organization licenses the add-on.

**WHERE IN AJO** Product UI (see release notes for the exact screens)

⚠ Confirmed as self-service from Oct 2026; the release note does not mention a dedicated IP pool specifically.

**ADOBE DOCS** Release notes

7 **Header and delivery settings overridden at the journey or campaign action level (From, Reply-To, recipient, list-unsubscribe) reviewed for each message** CONFIRMED

Since 26 October 2026 an individual email action can override the channel configuration's From name, From email prefix, Reply-to name and email, delivery address and List-unsubscribe values. That is flexible but easy to forget: one message can quietly send from a different address than the rest. Review every action that uses the override.

**WHERE IN AJO** In the journey: email action › Configure action › Actions tab › enable “Override email channel configuration”

**ADOBE DOCS** Create an email (action-level override), Release notes

8 **"Honor open tracking consent" setting decided; affected existing messages (such as transactional ones) republished if it is turned on** CONFIRMED

This option (released 29 October 2026, off by default) respects each profile's consent for open tracking without blocking delivery. Adobe notes some existing messages, such as transactional messages, must be republished for it to apply, so decide before launch and republish where needed. Editing it needs the “Manage messages presets” permission.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › your email configuration › Open tracking › Honor open tracking consent

**ADOBE DOCS** Open tracking consent, Release notes

☐ 9 **IP warmup plan agreed (needs a production sandbox), and launch volume fits the current warmup run** CONFIRMED

New sending IPs have no reputation, so volume must ramp up gradually or mailbox providers will throttle or block you. AJO's IP warmup plans let you upload a phased plan (prepared with your deliverability consultant) and link campaigns to each phase. The capability is only available in production-type sandboxes.

**WHERE IN AJO** Administration › Channels › Email settings › IP warmup plans › Create IP warmup plan

**ADOBE DOCS** IP warmup plans

☐ 10 **Reply-to and BCC addresses use domains with valid MX records** REFINED

An MX record tells the internet where mail for a domain is received. For the BCC (archiving) address, AJO requires a subdomain with a valid MX record or the configuration fails to process. A Reply-to on a domain that can't receive mail means customer replies bounce.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › email configuration › Header parameters / BCC email

⚠ The MX requirement is stated for BCC addresses; for Reply-to it is good practice rather than a documented validation.

**ADOBE DOCS** Email settings, Header parameters

☐ 11 **Reply-to inbox monitored; if needed, forwarding requested from Adobe Customer Care at least a week before launch (it takes about 3–4 days)** CONFIRMED

Customers reply to marketing emails with real questions and complaints. To forward replies, contact Adobe Customer Care with the forward address, sandbox name and configuration name or subdomain; Adobe sets it up, which the docs say can take 3 to 4 days. Out-of-office and challenge responses go to the Error address instead.

**WHERE IN AJO** Request via Adobe Customer Care (no self-service screen)

**ADOBE DOCS** Header parameters

☐ 12 **List-Unsubscribe enabled (mailto and one-click URL), plus an unsubscribe link in the email body** CONFIRMED

List-Unsubscribe adds an unsubscribe button in mail clients such as Gmail; it is enabled by default, and Adobe recommends both mailto and one-click because not all clients support each method. Adobe also recommends an unsubscribe link in the body, since not every client shows the header button. Large mailbox providers increasingly expect one-click unsubscribe for bulk senders.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › email configuration › List unsubscribe › Enable List-Unsubscribe

**ADOBE DOCS** List-Unsubscribe, Email settings

☐ 13 **Legally required footer details present (such as a postal address), confirmed with legal for each country** PRACTICE

Commercial email laws in many countries require identifying information such as a physical postal address and a working opt-out. Requirements vary by country and message type, so this is a legal decision, not an AJO setting.

**WHERE IN AJO** Outside AJO (legal review); footer usually lives in a shared fragment

Legal requirement; not covered by AJO docs.

## PUSH / IN-APP

☐ 14 **Production push credentials uploaded: iOS .p8 key with Key ID and Team ID; Android App ID and FCM credentials** CONFIRMED

Apple and Google only deliver pushes from senders with valid credentials. For iOS, AJO supports only .p8 auth keys, with the 10-character Key ID and your Team ID. For Android, you provide the App ID (usually the package name) and the Firebase Cloud Messaging credentials file.

**WHERE IN AJO** Channels › Push settings › Push credentials › Create push credential

**ADOBE DOCS** Push configuration

☐ 15 **Push channel configuration shows valid credentials linked (green check) for each App ID, including any personalized App ID values** REFINED

The push channel configuration points to the App ID whose credentials should be used. If you personalize the App ID per profile, AJO does not check that credentials exist for every value the expression can return, and recipients without matching credentials won't receive the message. Create credentials for every possible App ID and test with representative profiles.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › Create channel configuration › Push

⚠ The docs confirm per-App ID setup and the personalized App ID risk; a “green check” indicator is not described.

**ADOBE DOCS** Push configuration

☐ 16 **iOS production build has the Mobile SDK `messaging.useSandbox` flag set to false** CONFIRMED

The Mobile SDK setting `messaging.useSandbox` makes the app use Apple's sandbox (development) push environment. Production builds must not use it, otherwise pushes sent through Apple's production service won't reach the app.

**WHERE IN AJO** Mobile SDK configuration key `messaging.useSandbox` (app / tags property configuration)

**ADOBE DOCS** Mobile SDK: Journey Optimizer extension

☐ 17 **App release with the SDK setup is live in the app stores** PRACTICE

Push and in-app messages only work in app versions that include the Adobe Mobile SDK with the Journey Optimizer extension configured. If that version isn't released (and adopted), your audience can't receive the messages.

**WHERE IN AJO** Outside AJO (app release process)

General practice.

☐ 18 **Web push set up and tested, if the journey uses it** PRACTICE

Browser push is configured separately from mobile app push. If your journey uses it, test it end to end in each target browser.

**WHERE IN AJO** See current Adobe docs for web push configuration

The push configuration page read covers only iOS and Android; check the current docs for web push.

☐ 19 **Push opt-in rates known, so expected reach is realistic** PRACTICE

Only users who allowed notifications can receive pushes, and opt-in rates are often well below 100%, especially on iOS. Knowing your rate prevents a “why did only part of the audience get it?” surprise on launch day.

**WHERE IN AJO** Your app analytics / profile data

General practice.

## MOBILE MESSAGES (SMS / MMS / RCS)

☐ 20 **Provider integrated, webhook created and channel configuration set up in production (Sinch, Twilio, Infobip or a custom provider)** CONFIRMED

AJO sends SMS, MMS and RCS through a provider: Sinch, Twilio, Infobip or a custom provider via API. You need the provider account (API token, service ID), a webhook for inbound replies and feedback (Sinch needs one, Infobip and custom providers two; Twilio webhooks are not available), and a channel configuration with the sender number. A webhook receives nothing until its URL is registered with the provider.

**WHERE IN AJO** Administration › Channels › SMS settings › SMS Webhooks; Administration › Channels › General settings › Channel configurations › Create channel configuration

**ADOBE DOCS** Get started with mobile messages, Mobile configuration, SMS webhooks, Mobile channel configuration

21 **Separate provider credentials and webhooks for each sandbox** PRACTICE

Keeping test and production traffic on separate credentials prevents test sends from consuming production numbers or polluting production opt-out data.

**WHERE IN AJO** SMS settings (per sandbox)

Per-sandbox credentials were not confirmed in the docs read; note that SMS subdomain configuration is shared across all environments.

**ADOBE DOCS** Mobile configuration

22 **"Verify SMS connection" test received on a real device** PRACTICE

Before launch, send a real message to a real handset on each carrier you care about, to prove credentials, sender number and routing work.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations (configuration reaches Active status after checks); send a test message

A specific “Verify SMS connection” control was not found in the docs read; the channel configuration shows Active once checks pass.

**ADOBE DOCS** Mobile channel configuration

23 **Sender numbers or short codes approved for each target country (check telecom registration rules with your provider)** PRACTICE

Many countries require sender registration (for example brand and campaign registration for business messaging) before carriers will deliver. Unregistered traffic is filtered or blocked. Your provider knows the rules for each country.

**WHERE IN AJO** With your SMS provider (outside AJO)

Telecom regulation; not covered by AJO docs.

24 **Separate sender ID for transactional messages, since a STOP reply blocks all messages from that sender** CONFIRMED

When someone replies STOP, the provider blocks all later SMS from that sender ID, including transactional messages. Adobe recommends a separate sender ID that hasn't been opted out for transactional traffic, so a marketing opt-out never blocks a password reset.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › SMS configuration › Sender number

**ADOBE DOCS** SMS opt-out management

25 **Opt-out keywords (STOP and others) working end to end; default keywords re-entered if custom keywords were added** CONFIRMED

Default opt-out keywords are STOP, QUIT, CANCEL, END, UNSUBSCRIBE and NO. If you define custom keywords in your SMS API credentials they replace the defaults, so you must re-enter the defaults alongside them. Only Sinch and Infobip support native keywords; alphanumeric sender IDs can't receive replies at all.

**WHERE IN AJO** SMS API credentials › Opt-Out Keywords field

**ADOBE DOCS** SMS opt-out management

## 2. Data and identity checks

### SCHEMAS AND EVENTS

☐ 26 **Every field used in conditions or personalization exists in a profile-enabled schema and dataset in production** CONFIRMED

Journeys read profile data from Real-Time Customer Profile. A field that exists only in a sandbox schema, or in a dataset not enabled for Profile, returns nothing in production: conditions fail and personalization renders blank.

**WHERE IN AJO** Adobe Experience Platform › Schemas / Datasets (Profile toggle)

**ADOBE DOCS** Journey events

☐ 27 **Fields fit the entry type: no Experience event field groups in journeys that start with Read Audience, Audience Qualification or a business event** CONFIRMED

Adobe's guardrails state Experience event field groups cannot be used in journeys starting with Read Audience, Audience Qualification or a business event. The workaround is to build an audience and use an in-audience condition.

**WHERE IN AJO** Journey management › Journeys › journey canvas (conditions and personalization)

**ADOBE DOCS** Guardrails and limitations

☐ 28 **Trigger events are streamed (batch-ingested events, Query Service inserts and internal AJO datasets cannot trigger a journey)** CONFIRMED

Only streamed events can trigger journeys. Events ingested in batch, inserted through Query Service, or coming from internal AJO datasets (such as message feedback or email tracking) never start a journey. For batch data, start the journey with Read Audience instead.

**WHERE IN AJO** Administration › Configurations › Events › Manage

**ADOBE DOCS** Guardrails and limitations, Journey events

☐ 29 **Trigger events use one person-based identity type, the same for every event in the journey; identity values checked for casing (email is case-sensitive)** REFINED

Unitary events need a person-based primary identity, and the journey matches events to profiles through it. Adobe's guardrails note email addresses are case-sensitive on ingest, so “Jo@x.com” and “jo@x.com” can create duplicate profiles. Test mode also drops events silently if the namespace doesn't match exactly.

**WHERE IN AJO** Administration › Configurations › Events › event › identity namespace

⚠ Person-based identity and email case sensitivity are confirmed; an explicit “same identity for every event” rule was not found (the docs mention namespace coherence for event-based exit criteria).

**ADOBE DOCS** Journey events, Guardrails and limitations, Test your journey

☐ 30 **Event payloads stay under the 64 KB limit (larger events are dropped)** CONFIRMED

Any event that starts or enters a journey is limited to 64 KB of uncompressed, minified JSON. Larger events are dropped without entering the journey. Watch for payloads that carry long product lists or HTML.

**WHERE IN AJO** Your event source / data collection setup

**ADOBE DOCS** Guardrails and limitations

## TIMING AND AUDIENCES

☐ 31 **A real production event reaches the profile and enters the journey; allow up to 5 minutes for the first action** CONFIRMED

Adobe states event-triggered journeys may take up to 5 minutes to process the first action. Send one real event in production and follow it to the profile and into the journey before declaring readiness.

**WHERE IN AJO** Journey management › Journeys › journey › report; Experience Platform profile viewer

**ADOBE DOCS** Guardrails and limitations

☐ 32 **Wait activity added if the journey reads a profile created moments earlier** CONFIRMED

When the triggering event also creates the profile, profile data may not be ingested yet when the journey reads it. Adobe recommends adding a Wait activity after the first event to allow time.

**WHERE IN AJO** Journey management › Journeys › journey canvas › Wait activity

**ADOBE DOCS** Guardrails and limitations

☐ 33 **Entry audience size checked and matches expectations (not zero, not the whole database)** PRACTICE

A zero-size audience means a broken definition or missing data; an audience the size of your database usually means a missing condition. Either is a launch blocker.

**WHERE IN AJO** Audiences (audience details show estimated size)

General practice.

☐ 34 **Batch audience timing understood (evaluated once a day); Audience Qualification given up to 10 minutes to activate** CONFIRMED

Batch audiences are evaluated only once a day, at the daily batch evaluation time, so membership changes appear up to a day later. After publishing, an Audience Qualification journey may take up to 10 minutes to start listening.

**WHERE IN AJO** Audiences (evaluation method); journey entry activity

**ADOBE DOCS** Guardrails and limitations

☐ 35 **Read Audience volume within limits (5 concurrent jobs per organization; up to 20,000 profiles per second per sandbox)** CONFIRMED

Each organization can run up to five Read Audience instances at once across all sandboxes, and a sandbox processes at most 20,000 profiles per second, shared across Read Audience activities. Large or overlapping scheduled sends can queue behind each other.

**WHERE IN AJO** Journey management › Journeys › Read Audience activity (throughput setting 500–20,000/s)

**ADOBE DOCS** Guardrails and limitations

☐ 36 **Null or empty rate checked for key personalization fields** PRACTICE

If 30% of profiles have no first name, 30% of emails say “Hi ,” unless a fallback is set. Query the dataset for the share of empty values on every field you personalize with.

**WHERE IN AJO** Experience Platform Query Service

General practice.

## CUSTOM ACTIONS AND DATA SOURCES

☐ 37 **Custom actions point to production HTTPS endpoints on default ports, using POST, GET or PUT with JSON payloads** CONFIRMED

Custom actions call your systems. Only default ports are allowed (80 for HTTP, 443 for HTTPS); Adobe strongly recommends HTTPS; methods are POST, GET or PUT (no DELETE); payloads are JSON. IP addresses and Adobe addresses aren't allowed as hosts. Make sure the URL is production, not a test environment.

**WHERE IN AJO** Administration › Configurations › Actions › Manage › Create Action

**ADOBE DOCS** Configure a custom action, Guardrails and limitations

☐ 38 **Endpoints handle at least 200 TPS and the default capping (300,000 calls per minute; 150,000 per 30 seconds for endpoints slower than 0.75 seconds)** CONFIRMED

Adobe requires endpoints to support at least 200 transactions per second. By default AJO caps calls at 300,000 per minute per host and sandbox, with a separate 150,000 per 30 seconds for endpoints slower than 0.75 seconds. Limits can be changed with the Capping or Throttling APIs.

**WHERE IN AJO** Capping / Throttling APIs (no UI setting)

**ADOBE DOCS** Configure a custom action, Guardrails and limitations

☐ 39 **Failure response payload configured, and the journey's error and timeout paths tested** CONFIRMED

Any non-2xx response or error sends the profile down the action's timeout/error branch, if you enabled it. Defining a failure response payload lets the journey read the error details. Without the alternative path, failed profiles simply exit.

**WHERE IN AJO** Action config: “Define a failure response payload”; in the journey action: “Add an alternative path in case of a timeout or error”

**ADOBE DOCS** Configure a custom action, Custom action responses

☐ 40 **Custom Action / Data source timeout set on purpose in journey properties** CONFIRMED

This journey-level setting (default 30 seconds) controls how long AJO waits for a custom action or data source before treating it as a timeout. Match it to your endpoint's real response time.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail › Custom Action / Data Source timeout

**ADOBE DOCS** Journey properties

☐ 41 **Endpoints accept Adobe's mTLS client certificate rotation, if mTLS is used** CONFIRMED

AJO supports mutual TLS automatically for mTLS-enabled endpoints. Adobe periodically rotates its client certificate without proactive notice, so your endpoint should accept overlapping certificates and validate the chain to the root CA rather than pinning one certificate. Monitor Adobe's public certificate API.

**WHERE IN AJO** Your endpoint configuration (no AJO setting needed)

**ADOBE DOCS** Configure a custom action

☐ 42 **Custom actions preferred over external data sources for external lookups; data source field groups kept small** REFINED

Adobe's guardrails recommend custom actions instead of external data sources for external data use cases. Keeping data source field groups small reduces the data fetched per call.

**WHERE IN AJO** Administration › Configurations › Data sources › Manage

⚠ The custom-action recommendation is confirmed; the “keep field groups small” advice is general practice.

**ADOBE DOCS** Guardrails and limitations, Data sources, events and actions

## GUARDRAILS

☐ 43 **Expected volume reviewed against Adobe's current guardrails page: 5,000 inbound events per second per organization, 1 MB journey instance per profile, 50 activities per journey, 200 live journeys per production sandbox** REFINED

Guardrails are hard platform limits. AJO supports 5,000 inbound journey events per second across all sandboxes (excess is queued); a profile's journey instance can't exceed 1 MB; a journey can have 50 activities (cannot be increased); and a production sandbox holds 200 journeys (100 in development), counting live, closed, paused and dry-run journeys.

**WHERE IN AJO** Reference page (no UI)

⚠ Numbers confirmed; the 200 limit counts live, closed, paused and dry-run journeys, not only live ones.

**ADOBE DOCS** Guardrails and limitations

## 3. Content and personalization checks

### COPY AND APPROVALS

☐ 44 **Final copy approved by marketing, brand and legal** PRACTICE

Once a message is sent it can't be recalled. Get explicit sign-off on the final version in AJO, not on an earlier draft in a document.

**WHERE IN AJO** Outside AJO, or AJO approval workflow if enabled

Process step.

☐ 45 **Proof senders have the Manage Simulate Content and Approve and publish permissions** CONFIRMED

Sending proofs needs the Manage Simulate Content permission (in the Content Library Manager product profile) and Approve and publish permissions for the specific campaign or journey; journeys also need Publish journey. Missing permissions are a common reason proofs fail on launch week.

**WHERE IN AJO** Adobe Admin Console › product profiles

**ADOBE DOCS** Preview and test content

☐ 46 **Subject lines and preheaders finalized; no test text such as "TEST" or "lorem ipsum"** PRACTICE

Placeholder text left in subject lines and preheaders is one of the most visible launch mistakes. Check every variant and language.

**WHERE IN AJO** Email Designer › subject line / preheader

General practice.

☐ 47 **Content check run with no open issues (unsupported elements, Outlook and Gmail rendering)** REFINED

AJO's Brand Alignment “Overall quality” evaluation includes a Spam Check for common spam triggers, plus subject line, readability and proofreading checks. Pair it with rendering tests (see below) for Outlook and Gmail issues.

**WHERE IN AJO** Email Designer › Brand Alignment › Evaluate score › Overall quality

⚠ The docs describe Brand Alignment's quality score and spam check; a feature literally named “content check” was not found.

**ADOBE DOCS** Content quality (Brand Alignment)

## PERSONALIZATION AND PROOFS

☐ 48 **Every personalization field uses the Default fallback value helper, or Insert with fallback text for string attributes** REFINED

The Default fallback value helper returns a fallback when an attribute is empty or null, for example {%=profile.person.name.firstName ?: "there" %}. Without it, missing data produces broken greetings.

**WHERE IN AJO** Personalization editor (add personalization icon) › Helper functions

⚠ The Default fallback value helper is confirmed; an option named “Insert with fallback” was not found in the docs read.

**ADOBE DOCS** Personalization helpers

☐ 49 **Proofs reviewed with at least three different test profiles, including one with missing data (proofs go to at most 10 recipients)** CONFIRMED

Proofs are real sends to test profiles, so they show how personalization behaves for different data. A proof can go to up to ten recipients. Include a profile with missing fields to prove fallbacks work.

**WHERE IN AJO** Simulate content › Send proof

**ADOBE DOCS** Send proofs

☐ 50 **Event and context personalization tested inside the journey (previews and proofs show profile data only)** CONFIRMED

Previews and proofs only display profile personalization. Anything based on event or context data (for example the abandoned product name) can only be tested in the context of a journey, using test mode.

**WHERE IN AJO** Journey management › Journeys › Validate › Simulate › Test mode

**ADOBE DOCS** Preview and test content

☐ 51 **Test profiles not frequency-capped (a capped profile shows the proof as finished but nothing is delivered)** CONFIRMED

Adobe states that if a test profile has already reached the frequency cap, proofs show as finished but no email is delivered. This wastes hours of debugging if you don't know it.

**WHERE IN AJO** Business rules affecting test profiles

**ADOBE DOCS** Send proofs

## RENDERING, LINKS AND IMAGES

☐ 52 **Email rendering checked with Litmus via Simulate content (AEP profiles), on mobile and desktop, including dark mode theme variants** CONFIRMED

AJO connects to your Litmus account to preview rendering across email clients. Test messages are sent to Litmus and its data retention policy applies. AJO email themes support dark mode since September 2026, so check both appearances.

**WHERE IN AJO** Simulate content › Simulate content (AEP profiles) › Render email › Connect your Litmus account › Run test

**ADOBE DOCS** Test email rendering (Litmus), 2026 release notes archive

☐ 53 **Email content under 1 MB (2 MB hard limit after processing)** CONFIRMED

Total message content must not exceed 2 MB after backend processing. Adobe recommends keeping authored content under 1 MB to leave a buffer. Heavy HTML is also clipped by some clients (Gmail clips large messages).

**WHERE IN AJO** Email Designer

**ADOBE DOCS** Guardrails and limitations

☐ 54 **All links work, point to production URLs and carry the right tracking parameters** PRACTICE

Broken or staging links are hard to fix after sending. Click every link in a final proof, including footer and unsubscribe links, and confirm campaign tracking parameters. Note that mirror page links only activate in final messages, not proofs.

**WHERE IN AJO** Email Designer › links; Simulate content

General practice; mirror page note from Adobe docs.

**ADOBE DOCS** Preview and test content

☐ 55 **Domains used in personalized URLs are on the approved-domains list** REFINED

AJO lets you create and manage approved domains for complete and base URL personalization (release notes, July 2026). Personalized URLs on domains not on the list may not work as expected.

**WHERE IN AJO** See current docs for the approved domains screen

⚠ The feature is confirmed in the 2026 release notes; the exact configuration screen was not verified.

**ADOBE DOCS** 2026 release notes archive

56 **SMS subdomain set up if SMS links are shortened and tracked; deep links tested after Adobe's tracking redirect** CONFIRMED

URL shortening and click tracking in SMS require an SMS subdomain. Setup can take up to 4 hours to reach Success status. Test deep links on real devices after the tracking redirect, since redirects can break app links.

**WHERE IN AJO** Administration › Channels › SMS settings › SMS subdomains › Set up subdomain

**ADOBE DOCS** SMS subdomains, Get started with mobile messages

57 **Images load from production hosting and have alt text** PRACTICE

Images on staging hosts or expiring links break after launch; alt text keeps the message readable when images are blocked and helps accessibility.

**WHERE IN AJO** Email Designer › image properties

General practice.

## FRAGMENTS AND LANGUAGES

58 **Shared fragments (header, footer, legal text) are the approved versions and published after their last edit; none in Draft status** CONFIRMED

A fragment's current live version stays live until you publish the updated one, and publishing propagates changes to all content using it, including live journeys. Check “Explore references” before editing a live fragment. Fragments created before June 2024 may show Draft even when in use.

**WHERE IN AJO** Content Management › Fragments

**ADOBE DOCS** Manage fragments

59 **Language and regional variants checked; each AEM Content Fragment language variant published (there is no automatic fallback)** PRACTICE

Every language variant needs the same checks as the main one. If you use AEM Content Fragments, make sure each language variant is published.

**WHERE IN AJO** Content Management; AEM

AEM Content Fragment fallback behaviour was not found in the docs read; verify in current AJO/AEM docs.

## MOBILE MESSAGES AND PUSH

☐ 60 **SMS body under 1,500 characters for the longest personalized version; segment count checked (160 GSM-7 / 70 Unicode characters per segment)** REFINED

Adobe's mobile docs describe SMS as text messages of up to 160 characters, MMS as up to 1,600 characters of text, and Basic RCS as 160 characters. Personalization makes length vary, so check the longest version. In the SMS standard, one segment holds 160 GSM-7 characters or 70 when any Unicode character (such as an emoji) is used; longer messages are split and billed per segment.

**WHERE IN AJO** Mobile message editor

⚠ Adobe docs give 160 (SMS) and 1,600 (MMS), not 1,500. The 160/70 segment sizes are the SMS industry standard, not from AJO docs.

**ADOBE DOCS** Get started with mobile messages

☐ 61 **Push messages tested on real iOS and Android devices (display limits come from Apple and Google)** PRACTICE

How much title and body text is visible depends on the OS, device and notification style. Simulators don't show this reliably; real devices do.

**WHERE IN AJO** Real devices

General practice.

# 4. Journey logic checks

## ENTRY AND JOURNEY PROPERTIES

☐ 62 **Entry type is correct (event-triggered, audience-based or business event) and matches the design doc** CONFIRMED

Unitary events are linked to a person; business events aren't (they automatically add a Read Audience and must be first); audience-based journeys use Read Audience or Audience Qualification. Business and unitary events can't be mixed in one journey. Choosing the wrong entry type changes who enters and when.

**WHERE IN AJO** Journey management › Journeys › journey canvas › first activity

**ADOBE DOCS** Journey events

☐ 63 **No batch audience used in Audience Qualification or Exit Criteria: since Sep '26, new, draft and duplicated journeys that do this cannot be published** CONFIRMED

Audience Qualification and Exit Criteria react to the moment a profile joins an audience, but batch audiences only update once a day, so everyone “qualifies” at once and exits arrive late. Adobe's September 2026 release notes state that new, draft and duplicated journeys using a batch audience in an Audience Qualification node or Exit Criteria cannot be published. Use a streaming audience, or Read Audience for batch entry.

**WHERE IN AJO** Journey management › Journeys › Audience Qualification activity; “Show Exit Criteria” icon (top right of canvas)

**ADOBE DOCS** 2026 release notes archive, Journey properties

☐ 64 **Messages built with the current Action activity, not the deprecated per-channel activities** CONFIRMED

Since February 2026 all native channels are available through the single Action journey activity, and Adobe announced the legacy per-channel activities would be deprecated with the March 2026 release. Existing journeys keep working, but new builds should use Action.

**WHERE IN AJO** Journey management › Journeys › journey canvas › Action activity

**ADOBE DOCS** 2026 release notes archive

☐ 65 **Re-entrance chosen on purpose: allowed or not, and the re-entrance wait period set for unitary journeys (default 5 minutes, maximum 90 days); same rule in every journey version** CONFIRMED

New journeys allow re-entrance by default. For unitary journeys, the re-entrance wait period (default 5 minutes, maximum 90 days) blocks the same profile from entering again too soon. A trigger that fires twice can send duplicate messages if this isn't set deliberately; turn re-entrance off for one-time offers.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail › Allow reentrance / Reentrance wait period

**ADOBE DOCS** Journey properties

66 **Journey time zone set (a fixed zone, or taken from the profile)** CONFIRMED

The time zone defines when waits and scheduled steps fire. You can set a fixed zone or use the profile's time zone. Wait expressions also rely on this setting.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail › Journey and profile timezones

**ADOBE DOCS** Journey properties

67 **Start and end dates correct (events outside the active window are discarded without an error)** CONFIRMED

Start and end dates control when profiles can enter; at the end date they exit automatically. Adobe's troubleshooting docs state events sent outside the active window are silently discarded, which looks like “nothing happens”.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail › Start and end dates

**ADOBE DOCS** Journey properties, Troubleshoot live journey execution, Test your journey

68 **Properties final before publishing: most become read-only once live, and changes then need a new version** CONFIRMED

Most journey properties are read-only once the journey is live. To change them you create a new version or duplicate the journey, edit in draft and publish again. Fix time zone, dates and re-entrance before launch.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail

**ADOBE DOCS** Journey properties

## PATHS AND TIMING

69 **Every condition branch leads somewhere, including the fallback path (profiles that fail every branch exit the journey)** CONFIRMED

A profile that reaches a Condition and matches none of its paths leaves the journey. Add an “other cases” style path when you don't want those profiles to silently drop out.

**WHERE IN AJO** Journey management › Journeys › Condition activity › paths

**ADOBE DOCS** End a journey

70 **Wait times correct in production (no shortened test waits left in); custom wait expressions have no Z suffix or explicit time zone offset** CONFIRMED

Short waits used in testing are easy to forget. For custom wait expressions built with toDateTimeOnly(), Adobe says not to append Z or an offset such as -05:00; the expression must use the journey's configured time zone, or profiles may get stuck in the wait. Maximum wait is 90 days.

**WHERE IN AJO** Journey management › Journeys › Wait activity › Custom

**ADOBE DOCS** Wait activity

71 **Custom Action / Data source timeout settings reviewed** CONFIRMED

Same setting as in section 2: the journey-level timeout (default 30 seconds) for custom actions and data sources. Review it with the endpoint owner's real response times.

**WHERE IN AJO** Open the journey, click the pencil icon next to its name; properties open in the right rail › Custom Action / Data Source timeout

**ADOBE DOCS** Journey properties

72 **Exit criteria set, so customers leave when they reach the goal (for example, after purchasing)** CONFIRMED

Exit criteria remove profiles from the journey when they meet a goal, so a customer who already bought doesn't keep receiving “complete your purchase” messages. Use streaming audiences or events for them (see above).

**WHERE IN AJO** Journey canvas › Show Exit Criteria icon (top right) › Add exit criteria

**ADOBE DOCS** Journey properties

73 **Long waits and slow custom actions reviewed against the 10 pending events per profile limit** CONFIRMED

While a profile's event is being processed, AJO queues up to 10 pending events per profile and journey version; extra events are discarded (reason maxInstanceStackEventsReached). Slow steps plus frequent events can hit this.

**WHERE IN AJO** Reference: guardrails

**ADOBE DOCS** Guardrails and limitations, Troubleshoot live journey execution

74 **Journey fits within 50 activities and the 91-day global timeout** CONFIRMED

A journey can't exceed 50 activities, and a global timeout stops each profile's progress 91 days after entry. Long nurture programs need to be split across journeys.

**WHERE IN AJO** Reference: guardrails / journey properties

**ADOBE DOCS** Guardrails and limitations, Journey properties

## OVERLAP AND DOCUMENTATION

☐ 75 **Overlap with other live journeys reviewed; journey rule sets (entry and concurrency capping) applied where needed** CONFIRMED

The same customer may qualify for several journeys. Journey rule sets apply entry and concurrency capping rules to limit how many journeys a profile is in or enters.

**WHERE IN AJO** Administration › Business rules; Open the journey, click the pencil icon next to its name; properties open in the right rail › Conflict management › Rule Set

**ADOBE DOCS** Rule sets, Journey properties

☐ 76 **Journey and all assets follow the naming convention** PRACTICE

Consistent names make journeys, fragments, audiences and reports findable and auditable, especially when you need to pause something quickly.

**WHERE IN AJO** Process

General practice.

☐ 77 **Journey design doc matches what was actually built** PRACTICE

The design doc is what approvers signed off. If the build drifted, either update the doc and re-approve, or fix the build.

**WHERE IN AJO** Process

General practice.

## 5. Consent, governance and contact policy

### CONSENT AND MESSAGE TYPE

☐ 78 **Marketing messages respect each profile's consent and subscription status (unsubscribes are held in Experience Platform, not in the suppression list)** CONFIRMED

When someone unsubscribes, AJO doesn't add them to the suppression list; their choice is held at the Experience Platform level as consent. Marketing journeys must respect it.

**WHERE IN AJO** Profile consent attributes in Experience Platform

**ADOBE DOCS** Suppression list

☐ 79 **Transactional messages classified correctly and contain no marketing content; every marketing message has an opt-out link** CONFIRMED

Transactional messages (receipts, password resets) can go to people who opted out of marketing, which is exactly why adding promotional content to them is risky. Channel configurations are set as marketing or transactional.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › Email type / SMS Type (Marketing or Transactional)

**ADOBE DOCS** Email settings, Mobile channel configuration

☐ 80 **If consent policies are used (they need the Healthcare Shield or Privacy and Security Shield add-on): marketing actions set on channel configurations and custom actions; "None" used only for essential transactional messages** CONFIRMED

Consent policies are only available with the Healthcare Shield or Privacy and Security Shield add-on. You attach a marketing action to channel configurations and custom actions; AJO then excludes profiles whose consent doesn't allow it. “None” skips consent policies, so reserve it for essential messages. Live journeys refresh policies every 6 hours.

**WHERE IN AJO** Administration › Channels › General settings › Channel configurations › Marketing action; custom action › Required marketing action

**ADOBE DOCS** Consent policies, Data governance and marketing actions

### SUPPRESSION

☐ 81 **Suppression list reviewed for this sandbox (hard bounces and spam complaints immediately; soft bounces after retries)** CONFIRMED

AJO adds hard bounces and spam complaints to the suppression list immediately and soft bounces after several retries, and won't send to them. Gmail doesn't share complaint data, so Gmail complaints aren't added automatically; watch Google Postmaster Tools.

**WHERE IN AJO** Administration › Channels › Email settings › Suppression list

**ADOBE DOCS** Suppression list

82 **Retry threshold left at the default of 5 unless the deliverability owner agrees (Adobe warns values above 10 can hurt reputation)** CONFIRMED

The retry threshold is how many soft-bounce errors put an address on the suppression list; the default is 5 (allowed 1–20). Adobe warns any value above 10 may cause reputation issues and ISP throttling or blocklisting. This is separate from the retry time period (default 84 hours) in the channel configuration.

**WHERE IN AJO** Administration › Channels › Email settings › Suppression list › Edit suppression rules

**ADOBE DOCS** Retries

83 **Any suppression list override on an email action (Limited Availability since Oct '26) approved in writing by legal or compliance** CONFIRMED

Released 28 October 2026 in Limited Availability (only for a set of customers), this lets a specific email action send to suppressed addresses, for example a legally required notice. Sending to addresses that bounced or complained raises reputation and legal risk, so the decision needs a named approver. Separately, channel configurations have a transactional-only "Send to suppressed email addresses" option that covers spam-complaint suppressions.

**WHERE IN AJO** Email action level (Limited Availability; see release notes)

**ADOBE DOCS** Release notes, Email settings

## BUSINESS RULES

84 **Channel rule set with frequency capping activated and attached to each journey and campaign action (caps apply only when attached)** REFINED

Frequency capping limits how many messages a profile gets per channel and period. The pre-created Global Default Rule Set is active and applies to all selected channels for journeys and campaigns. Custom rule sets apply only where you attach them to a message or journey, and need activating first (allow up to 10 minutes).

**WHERE IN AJO** Administration › Business rules; action › Add Business Rule

⚠ Adobe docs: the Global Default Rule Set applies everywhere without attaching; only custom rule sets must be attached.

**ADOBE DOCS** Rule sets, Quiet hours

85 **Quiet hours defined in a custom channel rule set; profiles have a time zone value (quiet hours are not enforced without one); queue-or-discard choice made** REFINED

Quiet hours stop messages at night or on weekends and can only be defined in custom rule sets. You can use one standard time zone for everyone, or each recipient's local time zone; with local time, profiles without a time zone aren't covered. Choose whether messages are queued (discarded after 7 days) or discarded.

**WHERE IN AJO** Administration › Business rules › custom channel rule set › Add Rule › Rule type: Quiet hours

⚠ The time zone requirement applies only when using recipients' local time zone; a standard time zone is also an option.

**ADOBE DOCS** Quiet hours

☐ 86 **Overlap risk accepted: a profile entering two journeys within a short window may not have the cap applied correctly** PRACTICE

When two journeys message the same profile at nearly the same moment, capping counts may not have caught up yet. Accept and document this risk, or design journeys to avoid simultaneous sends.

**WHERE IN AJO** Business rules

This specific caveat was not found in the docs read; verify in the current rule set documentation.

## GOVERNANCE AND LEGAL

☐ 87 **Data usage labels and policies don't block the activation (they are checked on profile attributes at publish time)** CONFIRMED

Before a journey or campaign is activated, AJO checks whether the channel configuration's marketing action conflicts with a data governance policy; if so, an error prevents publishing. Enforcement applies to profile attributes only, not event fields.

**WHERE IN AJO** Errors appear under the journey's Alerts button at publish

**ADOBE DOCS** Data governance and marketing actions

☐ 88 **Regional privacy requirements reviewed with legal (for example GDPR or CCPA, where they apply)** PRACTICE

Which data you may use, and how consent must be collected, depends on where your customers are. This is a legal review outside AJO.

**WHERE IN AJO** Outside AJO (legal review)

Legal requirement.

☐ 89 **Approval workflow completed and recorded** PRACTICE

A recorded approval shows who signed off what, which matters when something goes wrong after launch.

**WHERE IN AJO** AJO approval workflow, or your own process

Process step.

## 6. Testing sign-off

### TEST MODE (TEST PROFILES, REAL MESSAGES)

☐ 90 **Journey test mode run for every path (up to 100 test profiles per session; events fired from the interface only; waits shortened, 10 seconds by default)** CONFIRMED

Test mode runs the journey with test profiles and sends real messages to their inboxes. Up to 100 test profiles per session; events can only be fired from the interface, not by API; waits and event timeouts default to 10 seconds. Test mode exits to Draft after a week without activity.

**WHERE IN AJO** Journey management › Journeys › Validate › Simulate › Test mode

**ADOBE DOCS** Test your journey

☐ 91 **Split branches tested separately, because test mode always takes the top branch of a split** CONFIRMED

In test mode the top branch of a split is always selected, so lower branches never get tested unless you reorder them or test them separately.

**WHERE IN AJO** Journey management › Journeys › Split activity

**ADOBE DOCS** Test your journey

☐ 92 **Edge cases tested: missing data, opted-out profile, multiple identities, re-entry** PRACTICE

Most production incidents come from the profiles nobody tested: missing fields, opted-out people, profiles with several identities, and people who trigger the journey twice.

**WHERE IN AJO** Test mode with dedicated test profiles

General practice.

☐ 93 **Opted-out test profiles confirmed to receive nothing** PRACTICE

The only way to prove consent works is a test profile that has opted out and receives nothing.

**WHERE IN AJO** Test mode

General practice.

## DRY RUN (PRODUCTION DATA, NOTHING SENT)

94 **Dry run used on the error-free draft to check how real profiles flow through the paths (channel and custom actions don't run; waits and data sources are off by default; it returns to Draft after 14 days)** CONFIRMED

A dry run uses real production audiences without sending anything: channel actions aren't executed and custom actions return null; waits and external data sources are off unless you enable them. It returns to Draft after 14 days. It counts toward the journey quota.

**WHERE IN AJO** Journey management › Journeys › Validate › Dry run

**ADOBE DOCS** Journey dry run

95 **Dry run reports exported before stopping it (the data is not kept afterwards)** CONFIRMED

Reporting data is only available while the dry run is active; once stopped, it's no longer accessible. Export or screenshot what you need first.

**WHERE IN AJO** Journey canvas › View report (during dry run)

**ADOBE DOCS** Journey dry run

## FINAL CHECKS

96 **Seed list or internal recipients set up to receive live sends** CONFIRMED

A seed list adds internal addresses (up to 300) to live email sends, so the team sees exactly what customers receive. It's set per email channel configuration.

**WHERE IN AJO** Administration › Channels › Email settings › Seed list › Create seed list; then the channel configuration's Seed list section

**ADOBE DOCS** Seed lists

97 **Custom action failure tested: the journey behaves safely when the external API is down** CONFIRMED

Simulate an outage (wrong URL or a test endpoint returning errors) and confirm profiles take the error path you designed, rather than exiting or receiving a wrong message.

**WHERE IN AJO** Journey action › Add an alternative path in case of a timeout or error

**ADOBE DOCS** Custom action responses

98 **All defects closed or accepted in writing** PRACTICE

Open defects should be either fixed or explicitly accepted by a named owner, never just forgotten.

**WHERE IN AJO** Process

Process step.

99 **Production promotion verified: what's in prod matches what was tested** PRACTICE

If you build in a development sandbox and move to production, compare the production journey, content and configurations with what was tested.

**WHERE IN AJO** Production sandbox

General practice.

## 7. Launch day runbook

These are steps rather than checks: work through them in order on launch day.

1. **Confirm the launch window.** A weekday morning when the whole team is available, not a Friday or before a holiday, so problems are found and fixed by the people who built it.
2. **Check that the launch owner, technical support and business approver are online.** Someone must be able to pause the journey, and someone must be able to approve that decision.
3. **Subscribe the team to system alerts in the production sandbox.** Administration > Alerts > Browse > Subscribe. Subscriptions are sandbox-specific, and AJO journey alerts apply only to live journeys (not test mode).
4. **Re-check the entry audience size and recent event flow.** Data can change between sign-off and launch.
5. **Publish the journey or campaign; record who published it and when.** Useful for audits and for correlating any later issue with the launch time.
6. **Confirm the seed list receives the first messages and that they render correctly.** Your seed addresses see exactly what customers see.
7. **Watch the first entries in journey reporting.** Entrances show in real time; Overview dashboard metrics can take up to 30 minutes to refresh.
8. **Post a launch note to the team channel, with links to reports and the rollback plan.** Everyone knows the journey is live and where to look.

## 8. First 72 hours: monitoring

### MONITOR

☐ 100 **Entries, exits and step progression in journey reports** CONFIRMED

Journey reporting measures entrances in real time; the Overview dashboard metrics can take up to 30 minutes to refresh. Watch that profiles actually move through each step.

**WHERE IN AJO** Journey management › Journeys › Overview tab; journey › report

**ADOBE DOCS** Journey list and dashboard, Troubleshoot live journey execution

☐ 101 **Journey step events checked for error, capped and timedout statuses, and for discarded events** CONFIRMED

Custom action results record a status code such as http_<code>, timedout, capped or internalError. Discarded events (for example maxInstanceStackEventsReached) explain profiles that never progressed.

**WHERE IN AJO** Experience Platform Query Service › Journey Step Event dataset

**ADOBE DOCS** Custom action responses, Troubleshoot live journey execution

☐ 102 **Message delivery confirmed in the Message Feedback Event dataset; custom action results checked in the Journey Step Event dataset (a successful HTTP call doesn't prove the external system delivered)** CONFIRMED

Delivery status for messages lives in the Message Feedback Event dataset. For custom actions, a successful HTTP call only proves the API accepted the request; confirm in the downstream system too.

**WHERE IN AJO** Experience Platform Query Service

**ADOBE DOCS** Troubleshoot live journey execution

☐ 103 **Delivery, bounce, complaint and unsubscribe rates compared with your own baseline; suppression list growth watched** PRACTICE

A sudden jump in bounces or complaints is the earliest sign of a data or targeting problem, and it hurts reputation quickly. Compare against your normal rates, not generic benchmarks.

**WHERE IN AJO** Email reports; Administration › Channels › Email settings › Suppression list

General practice.

**ADOBE DOCS** Suppression list

☐ 104 **Customer service inbox and social channels watched for complaints** PRACTICE

Customers often report wrong or duplicate messages to support or on social media before dashboards show a problem.

**WHERE IN AJO** Outside AJO

General practice.

105 **Downstream effects: landing pages, promo codes and inventory hold up under the traffic** PRACTICE

A successful send can overload a landing page, exhaust promo codes or sell out stock. Check with the owners of those systems.

**WHERE IN AJO** Outside AJO

General practice.

## STOP OR ROLL BACK: CHOOSING THE RIGHT CONTROL

| Option | Where in AJO | What happens |
|---|---|---|
| **Pause** | ...More › Pause (choose Hold or Discard) | New entrances are always discarded. With Hold, profiles wait at the next Action node until you resume; with Discard, they're excluded at the next Action node. A pause can last 1 to 14 days before auto-resuming. |
| **Close to new entrances** | Ellipsis (journey list) or down arrow (canvas) › Close to new entrances | No new entries; profiles already inside finish their path normally. |
| **Stop** | Ellipsis or ...More › Stop | All processing ends immediately for everyone. Emergencies only. Requires the Manage journeys permission. |

A closed or stopped journey cannot be restarted: fix it and publish a new version, or duplicate it. Set numeric thresholds for stopping (bounce rate, complaint rate, error rate) from your own historical baseline before launch.

**ADOBE DOCS** Pause a journey, End a journey

## 9. Sign-off

The sign-off table is the final gate: each role confirms the sections it owns. A typical split:

| Role | Usually owns |
|---|---|
| Business owner | Audience, copy approval, launch decision, accepted risks |
| AJO developer / builder | Sections 1, 3 and 4; test mode and dry run |
| QA lead | Section 6, defect status |
| Data / AEP owner | Section 2: schemas, events, identities, audiences |
| Deliverability owner | Email setup, IP warmup, suppression and retry settings |
| Legal / privacy | Footers, consent, regional privacy, any suppression override |

## Adobe documentation referenced

All pages are Adobe Experience League documentation for Adobe Journey Optimizer (plus the Adobe Mobile SDK docs), read on 7 November 2026.

- Delegate a subdomain
- DMARC record
- Alerts
- IP pools
- Email settings
- Channel configurations
- Release notes
- Create an email (action-level override)
- Open tracking consent
- IP warmup plans
- Header parameters
- List-Unsubscribe
- Push configuration
- Mobile SDK: Journey Optimizer extension
- Get started with mobile messages
- Mobile configuration
- SMS webhooks
- Mobile channel configuration
- SMS opt-out management
- Journey events
- Guardrails and limitations
- Test your journey
- Configure a custom action
- Custom action responses
- Journey properties

- Data sources, events and actions
- Preview and test content
- Content quality (Brand Alignment)
- Personalization helpers
- Send proofs
- Test email rendering (Litmus)
- 2026 release notes archive
- SMS subdomains
- Manage fragments
- Troubleshoot live journey execution
- End a journey
- Wait activity
- Rule sets
- Suppression list
- Consent policies
- Data governance and marketing actions
- Retries
- Quiet hours
- Journey dry run
- Seed lists
- Journey list and dashboard
- Pause a journey

---

© 2026 Indra Reddy M · indrareddy.com. You're welcome to share this guide with credit and a link to https://indrareddy.com/blog/ajo-go-live-checklist/. Not affiliated with or endorsed by Adobe. Adobe and Adobe Journey Optimizer are trademarks of Adobe Inc. Explanations reflect the Adobe documentation available on 7 November 2026; features, labels and limits may have changed since.