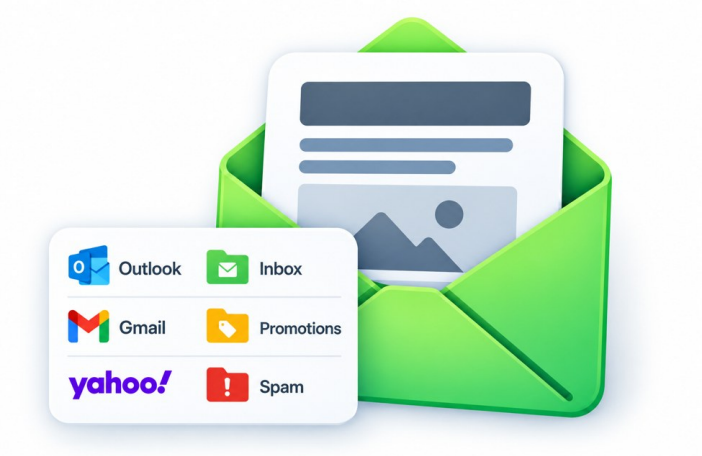
Show where the campaign lands.

Your email platform can report a successful send while the receiving provider puts the message in Promotions or spam. MailSlurp supplies real test mailboxes and reports where each copy of your campaign was observed, alongside content and sender-domain findings.



Product illustration. Record and show your own test results.

Who this helps

Ecommerce operators, campaign managers, deliverability educators and agencies checking an important send or investigating a change in delivery.

How MailSlurp works

Create a test to get a unique marker and a current seed list. Send the marked campaign to those addresses through your own email platform. MailSlurp matches the copies and reports the folder observed in each test mailbox.

What to create

Record one real placement test from campaign to provider results. Explain the difference between accepted delivery and mailbox placement, then use one observed finding to choose a sensible next check.

Get your free demo account

Email kipling@mailslurp.dev with your channel and topic. For an agreed project, Kipling confirms the features, finite allowance, expiry and renewal behavior before free access is set up. Follow the reply before recording; phone rentals are agreed separately.

Request your free demo account

Run your demonstration

Use an email platform and sender you control, plus a campaign safe to show. Ask Kipling for free demo access with inbox placement enabled and a suitable allowance. Use a dedicated test audience containing only the current seed addresses. Keep customer lists out of the demonstration.

1. Create a fresh inbox-placement test

Open Inbox placement in MailSlurp and create a test. Review the providers and audience available for your account. Copy the unique marker and every seed address from this run.

2. Prepare the campaign and isolated recipients

Keep the sender, content and sending platform representative of the campaign you want to check. Add the current seeds to a dedicated test list or your ESP's test-recipient controls. Confirm none is suppressed or omitted.

3. Include the exact marker

Put the marker from this run in the email subject or body. Preserve it exactly. It identifies this test's message; a marker from a screenshot or earlier run will not stand in for the current one.

4. Send through your email platform

Send the same marked email to all current seeds. In Brevo, add the contacts to Settings > Campaigns > Test List, then use Preview & test > Send test email. Check the selected-recipient count against your seed list before sending.

5. Open the report and wait for the outcomes

Return to the active test and use Get your score if shown. Review each provider row as it resolves. Primary/inbox, Promotions and spam/junk are distinct outcomes. Pending is still checking; not received means no matching message was observed in the test window.

6. Explain a finding and choose the next test

Open Content issues and Domain issues. If a real finding warrants a change, explain it, update the campaign or sender configuration, and create a fresh test with its own marker and seeds. Compare the resulting provider rows, not just the overall score.

If the result is not ready

A row stays pending or not received? Confirm the exact marker survived in the sent message, every current seed was selected, and the ESP did not suppress a recipient. Allow the observation window to finish. Report an unresolved result honestly rather than classifying it as inbox or spam.

Promotions is a delivered category, not spam. Seed results describe these test mailboxes, not every subscriber. A low spam score does not guarantee inbox delivery, and a placement test does not establish a sales or conversion uplift.

Make a useful walkthrough

Use these scenes for a written walkthrough or a 90-second video. A video is optional. Speak in your own voice and describe only the result you actually get. Give readers or viewers enough detail to follow the setup.

Time	Show on screen	Suggested narration
0-12s	Campaign and ESP send status	Delivered does not tell me which folder received my campaign. Let's check real test mailboxes.
12-28s	Fresh test marker and provider seeds	MailSlurp gives this run a marker and a set of addresses. I use all the addresses from the current test.
28-42s	Marker in the campaign; isolated test send	I add the marker and send through my normal email platform. This uses my sender and campaign content.
42-72s	Completed provider rows and one issue tab	Now I can see the observed folders. Promotions is separate from spam, and a missing result stays separate. Explain the actual rows you received.
72-90s	One finding or next check; CTA	These results tell me what to investigate before the next send. The link in my description explains how to run your own placement check.

For a longer walkthrough

For a 5-8 minute tutorial, introduce the campaign and sender, demonstrate marker and recipient setup, then explain each observed provider outcome. Inspect one content or domain finding in context. If comparing a revised send, show a new test and explain what changed. Avoid presenting one score as a diagnosis of every subscriber's inbox.

A title you can adapt

Your campaign says delivered. Did it land in the inbox or spam?

A description you can adapt

I sent a marked campaign through my email platform to MailSlurp's test mailboxes, then reviewed the provider results. This walkthrough explains inbox, Promotions, spam and missing outcomes. Explore inbox placement using the link in my description.

Replace the description's product link with the referral URL agreed with Kipling. Include a clear disclosure such as: "I may earn a commission if you buy through my link." Also disclose any paid sponsorship or free demo access.

Watch, prepare and share

These @MailSlurp examples show the product in use. Follow the current written guide for exact controls and code, and use the videos to plan your own explanation.

Inbox placement and spam-score walkthrough
www.youtube.com/watch?v=BXma1X-HgpA

Watch the campaign-to-results workflow before recording your version.

Inbox placement quick tip
www.youtube.com/watch?v=j2thxfSOrBg

An example of a short introduction to the problem.

Product pages and walkthroughs

Inbox placement product
www.mailslurp.com/product/inbox-placement-deliverability-tests/

Run a placement test and read the results
www.mailslurp.com/docs/inbox-placement/

Brevo test-list walkthrough
www.mailslurp.com/guides/brevo-inbox-placement-testing/

Klaviyo campaign walkthrough
www.mailslurp.com/guides/klaviyo-inbox-placement-testing/

Download the PDF, example and brand assets (ZIP)

Watch or download the supplied product demo

The companion ZIP includes this PDF, a sample HTML newsletter with sending instructions, MailSlurp logos and a demo preview. Use your own sender and current test marker. The sample makes no prediction about your placement results.

Your commission

Earn 25% on every eligible payment within 12 months of their first payment from customers you refer. The attribution window is 60 days. Commissions mature after 45 days; new creator payouts are reviewed monthly from EUR50. Eligible payments include subscription and usage charges after discounts; usage-only payments qualify within the eligibility window and an annual invoice counts once. Free signups alone do not earn commission. Refunds and chargebacks are deducted. PayPal or bank transfer is available; invoicing can be arranged. Any provider, bank or FX charges are confirmed before the first payout. Joining is free, with no paid plan or minimum sales commitment. Confirm your approved link and full terms with Kipling before publishing.

Before you publish

- Use the current test marker and every seed for the run.

- Name the provider outcomes actually observed and distinguish Promotions from spam.

- Keep any promised improvement tied to a completed retest; do not promise inbox delivery.

Ask Kipling for your referral link and any tracked customer coupon. Agree the destination, discount and validity before sharing. Free demo access is for your recording; customer offers are arranged separately.

Send your idea and request free demo access: kipling@mailslurp.dev

Current affiliate program

Complete affiliate terms