

Solos Email Process



Days Until Launch



Scheduling



Design Development & Targeting



Email Set-up and Targeting

40

39

38

37

36

35

34

33

32

31



Sr Mgr assigns launch & Campaign Mgr (CM)

Solo request form due

Assets from stakeholders; kickoff with Responsys

30

29

28

27

26

25

24

23

22

21



Business Partner (BP) provides brief

CM send schedule to YLM and Epsilon

CM kicks off design with YLM

YLM provides Project Summary Brief to CM

YLM provides Design Round 1

Round 1 design from Responsys, EM has stakeholders review

Feedback from RC and stakeholders due to EM

Round 2 design from Responsys

EM sends feedback and Link Matrix to Responsys; move to code

Review marketing objectives

Brief and Scope approved

Request TN/Auto Number

Kickoff with team

Rd 1 Concepts from TLG

Rd 1 Concept feedback from SPG

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Email Set-up and Targeting

20

19

18

17

16

15

14

13

12

11

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Preferred
Guest

CM adds Round 1 feedback for YLM to Message Tracker		Yesmail provides Design Round 2; CM sends to BP for review	CM submits targeting request through UNICA	CM adds Round 2 feedback for YLM to Message Tracker CM send YLM Link Matrix for coding		YLM provides Design Round 3; CM sends to BP, legal & proofreading		CM compiles approval & finalizes assets with YLM	
						EM submits code, images, test list and seed list to Epsilon		EM submits Unica request	
	Rd 2 Creative from TLG	Rd 2 Creative feedback	SPG Creative approval	Finalize build, URLs and tracking	File naming and versions finalized	Test plan review, audience secured	FED build	Rd 1 build testing	

10

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8

7

6

5

4

3

2

1

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Final coded assets to Epsilon		Epsilon sends Round 1 tests to CM and YLM		CM submits a PDF with feedback from review	CM adds counts into launch calendar	CM & YLM receive Round 2 tests from Epsilon	Epsilon receives Mailing File	CM gets written signoff from BP & provides final test	CM reviews live tests, seed lives, sets launch & sends Launch Notification
CM sends JT & test list to Epsilon; asset review call with YLM & Epsilon		CM sends to Email Campaign Review Essentials-ROUND1 list CM & YLM hold Litmus review call			CM sends seed list to Epsilon	CM distributes final tests to ROUND 2 test list for final review			CM approves scheduling notification
	Epsilon provides test messages; round 1 stakeholder review		EM provides changes to Epsilon via CRF	Epsilon provides Round 2 tests; EM sends to stakeholders as final	Marketing Systems posts data file to Epsilon FTP site	Epsilon provides lives/t-tests to ensure data accuracy	EM provides remaining changes to Epsilon via CRF	Epsilon provides final "friendly" tests	Epsilon provides counts to EM; EM approves; campaign scheduled EM notifies Campaign Notification and RC Stakeholders Lists
	Final build review - TLG and SPG				TLG uploads Campaign Task Description form, creative assets and data file to Adobe Campaign Wunderman creates campaign workflows and templates	Wunderman triggers tests for TLG testing	TLG uploads updated assets (if changes)	Wunderman triggers Rd2 tests for TLG and SPG testing. Post file suppression (if necessary)	Approval to deploy (creative and counts approved) Wunderman performs peer review on scheduling.