

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

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Guest

		Sr Mgr assigns launch & Campaign Mgr (CM)							
				Solo request form due	Assets from stakeholders; kickoff with Responsys				

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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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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	

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Final coded assets to Epsilon	CM sends JT & test list to Epsilon; asset review call with YLM & Epsilon	Epsilon sends Round 1 tests to CM and YLM CM sends to Email Campaign Review Essentials-ROUND1 list CM & YLM hold Litmus review call		CM submits a PDF with feedback from review	CM adds counts into launch calendar CM sends seed list to Epsilon	CM & YLM receive Round 2 tests from Epsilon CM distributes final tests to ROUND 2 test list for final review	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 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.