

Credit Card Email Process



Days Until Launch



Scheduling



Design Development & Targeting



Email Set-up and Targeting

66

65

64

63

62

61

60

59

58

57

56

Marriott  
REWARDS

  
THE RITZ-CARLTON®

spg Starwood  
Preferred  
Guest

Campaign  
Manager (CM)  
requests targeting  
information from  
MRCC; reminds  
MRCC about asset  
due date

55

54

53

52

51

50

49

48

47

46

45

Marriott  
REWARDS

  
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Preferred  
Guest

Editorial  
meeting with  
RC, EM and  
cobrand card  
business owner

Review  
marketing  
objectives

Brief and Scope  
approved

Kickoff with team  
  
Request TN/Auto  
Number

## Credit Card Email Process

#

### Days Until Launch



## Scheduling



## Design Development & Targeting



## Email Set-up and Targeting

34

**Marriott**  
REWARDS.  
.....

CM receives  
assets, creates  
heat ticket &  
submits Unica  
request

MRCC provides any new cells for next month. CM sends to YLM

MRCC provides any updates/edits for non-new cells for

CM and YLM  
review assets &  
kickoff creative



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## Kickoff with Responsys

Responsys provides round 1 design, EM forwards to stakeholders for review

spg\* Starwood Preferred Guest

## Rd 1 Concepts from TLG

Rd 1 Concept  
feedback from  
SPG

Rd 2 Creative  
from TLG

Rd 2 Creative  
SPG shares with  
partner

23



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REWARDS<sup>®</sup>

YLM provides  
Round 2  
creative; CM  
approves

YLM hands off  
assets to Epsilon

## Asset Review Call



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Feedback from  
RC and  
stakeholders  
due to EM

Responsys  
provides round 2  
design; reviewed  
only by  
Lisa/TT/CC  
business owner

EM compiles  
round 2  
feedback

Responsys provides final design; EM approves to code

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FED build

Credit Card Email Process



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Email Set-up and Targeting

22

21

20

19

18

17

16

15

14

13

12

Marriott  
REWARDS

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Preferred  
Guest

Epsilon provides  
Round 1 tests to  
CM; CM sends to  
Chase

CM sends  
feedback to  
Epsilon for  
current month  
tests

Responsys  
sends final  
creative assets

EM submits  
code, images,  
link matrix, and  
test list to  
Epsilon

EM/Epsilon  
Asset Review  
Call

EM submits  
Unica request

Epsilon provides  
test messages;  
release to round  
1 stakeholders  
for review

Rd 2 Creative  
Partner  
feedback

Rd 3 Creative  
from TLG

Rd 3 Creative  
share with  
partner

Test plan review,  
audience  
secured

11

10

9

8

7

6

5

4

3

2

1

Marriott  
REWARDS

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Preferred  
Guest

Epsilon provides  
Round 2 tests

CM sends  
feedback to  
Epsilon

Epsilon provides  
final friendly  
tests to CM

MS posts data  
file to Epsilon  
FTP site; CM  
sends Seed List  
to Epsilon

Epsilon generates  
counts and lives;  
Chase provides  
approval to CM.  
  
CM approves &  
schedules campaign

CM sends  
campaign  
notification  
email

EM provides  
changes to  
Epsilon via CRF

Epsilon provides  
Round 2 tests; EM  
distributes to key  
stakeholders as  
final

MS posts data  
file to Epsilon  
FTP site; send  
final seed list to  
Epsilon

Epsilon provides  
lives/t-tests to ensure  
data accuracy  
  
EM notifies  
Campaign  
Notification and RC  
Stakeholders Lists

Rd 3 Creative  
approval

Finalize build,  
URLs and  
tracking

File naming and  
versions  
finalized

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.