

Hotel Specials Email Process

Days Until Launch

○ *Scheduling*

● *Design Development & Targeting*

○ *Email Set-up and Targeting*

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Campaign
Manager (CM)
solicits offers
from field

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Offers due from
field in
Brandworks

CM downloads
offer file from
Brandworks,
curates offers for
nonpropensity
placements

Creative kickoff
call with CM and
YLM

YLM presents
Design Round 1
to CM in
Sitecore

CM sends Round 1 feedback to YLM

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YLM provides propensity copy, CM uploads into SiteCore.

CM routes draft copy to field and first round reviewers for review



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<p>YLM provides propensity copy, CM uploads into SiteCore.</p> <p>CM routes draft copy to field and first round reviewers for review</p>	<p>YLM provides Round 2 to CM, CM routes to BPs for review/approval & enters feedback into Sitecore</p>
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CM sends Round 1 feedback to YLM

YLM provides final design (psd/jpg)

CM delivers offer assignment text file to CIA

CM submits offers to SiteCore and compiles and deliver link matrix & job ticket to Epsilon via Heat Ticket

CIA provides state breakout in spreadsheet

CM uploads state
breakouts and
landing page image
to eCommerce for
landing page creation

CM submits Unica
request

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CIA provides
offer strings to
DSS

Epsilon sends
Round 1 tests

CM routes R1
tests to field &
reviewers for
final approval

- CM compiles comments and make changes in SiteCore
- CM provides CRF to Epsilon and requests further super tests
- CM sends edits to eCommerce for landing page edits

Accenture provides frequency report for review/approval

Accenture provides data file to Epsilon, CM sends over seed list

CM reviews final landing page changes and approves

CM reviews live tests, approves and schedules launch