

MRCC Email Process



Days Until Launch



Scheduling



Design Development & Targeting



Email Set-up and Targeting

61

43

42

41

40

39

38

37

Marriott  
REWARDS

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

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 Epsilon

CM and YLM  
review  
assets &  
kickoff  
creative

THE RITZ-CARLTON®

spg Starwood  
Preferred  
Guest

36

35

34

33

32

31

30

29

28

27

26

25

Marriott  
REWARDS

YLM  
provides  
Round 1  
creative to  
CM

Round 1  
feedback  
due to YLM

YLM  
provides  
Round 2  
creative; CM  
approves

YLM hands  
off assets to  
Epsilon

Asset Review  
Call

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Guest

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Email Set-up and Targeting

24

23

22

21

20

19

18

17

16

15

14

13

Marriott  
REWARDS

  
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Guest

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

CM sends  
feedback to  
Epsilon for  
current  
month tests

12

11

10

9

8

7

6

5

4

3

2

1

Marriott  
REWARDS

  
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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

CM sends  
campaign  
notification  
email