

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



Campaign Submission into CMDB due  
System assigns GMO contact and triggers task creation

GMO Team approves submission details and confirms target launch date

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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



Target Audience Confirmed

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18

17

16

15

14

13

12

11



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



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



Audience List Run  
GMO Deadline to add campaign to Wundertracker  
Start design setup and targeting

Marketer submits code, images and seed list to GMO

GMO team reviews code and approves/sends back for correction

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Email Set-up and Targeting

10

9

8

7

6

5

4

3

2

1

Marriott  
REWARDS.

THE RITZ-CARLTON®

spg Starwood  
Preferred  
Guest

starwood  
Hotels and  
Resorts

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 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
	Final build review - TLG and SPG				TLG uploads Campaign Task Description form, creative assets and data file to Adobe Campaign	Wunderman triggers tests for TLG testing	TLG uploads updated assets (if changes)	Wunderman triggers Rd2 tests for TLG and SPG testing.	Approval to deploy (creative and counts approved)
				GMO uploads Campaign Task Description form, creative assets to Adobe Campaign	Wunderman creates campaign workflows and templates	Wunderman performs Litmus QA and internal peer review on workflows.	Static Tests Received from Wunderman.	Dynamic tests received from Wunderman (if applicable).	Approvals due and scheduling.
				Data file loaded by Campaign Management			Tests approved by marketer and GMO	Tests approved by marketer and GMO	Wunderman performs peer review on scheduling.
				Wunderman creates campaign workflows and templates			Content approved by Wunderman.		
							Wunderman performs peer review.		