

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

January 2016



THE RITZ-CARLTON
REWARDS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT					1 New Year's Day	2
3	4 Concierge	5 eNews PO Benefits	6	7 MegaBonus Preview Solo	8	9
10	11 Concierge	12 Protea/Delta Solo	13 MI NALO & BPP METT RC METT	14	15	16
17	18 ML King Day Concierge	19 eNews - In Language MRCC	20 RC eNews	21 PO Destinations	22	23
24	25 Concierge RC Segment Solo	26 Hotel Specials PO Offers	27 MI ILO METT RC METT MegaBonus Announcement Solo	28	29	30
31	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

February 2016



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT	1 Concierge	2 Groundhog Day eNews PO Benefits	3 RCRCC	4 RC Passport	5 Fall MegaBonus Scorecard	6
7	8 Chinese New Year Concierge	9	10 MI NALO & BPP METT RC METT	11 PO Destinations	12 Lincoln's B-Day	13
14 Valentine's Day	15 Presidents' Day Concierge	16 eNews In-Language MRCC ECM Newsletter	17 RC eNews Streamlined Enroll Solo	18 Silver Focus Relationship Solo	19	20
21	22 Concierge	23 Hotel Specials PO Offers	24 MI ILO METT RC METT	25	26 Freddie's Solo	27
28	29 Concierge RC Segment Solo Portuguese METT Solo					
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

March 2016



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT		1 eNews PO Benefits	2	3 Elite BuyBack Solo	4	5
6	7 MegaBonus Registration Reminder	8 Freddie's In-Language Solo	9 MI NALO & BPP METT RC METT	10	11 ShopMarriott Solo	12
13 Daylight Saving	14 Taste of Gold	15 eNews In-Language	16 RC eNews	17 St. Patrick's Day Destinations PO Destinations	18	19
20	21	22 MRCC	23 MI ILO METT RC METT	24 Leisure Informational	25 Good Friday Freddie's Follow Up Solo	26
27 Easter	28 Portuguese METT Solo	29 Hotel Specials PO Offers	30 MegaBonus Registration Reminder in Lang	31 PO Nonmember Solo		
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

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April 2016



THE RITZ-CARLTON
REWARDS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT					1 April Fool's Day	2 Destinations
3	4	5 eNews	6 RCRCC	7	8 RC Starwood Update MR Starwood Update	9
10	11 MegaBonus Registration Reminder #2	12 MRCC RCR Member Rates Solo	13 MI NALO METT RC METT	14	15 Member Rates Solo	16
17	18	19 eNews In-Language (exc. CN) Hotel Specials	20 BPP METT	21 RC eNews Chinese eNews	22 Earth Day	23 Passover
24	25	26 RewardsPlus Acquisition Solo	27 MI ILO METT RC METT	28	29	30
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

May 2016



Blue is MR/MI
Green is RCR/RC
Orange is METT

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

June 2016



THE RITZ-CARLTON
REWARDS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Blue is MR/MI Green is RCR/RC Orange is METT</p>			<p>1 RCRCC</p>	<p>2 MB Report Card Solo</p>	<p>3</p>	<p>4</p>
<p>5</p>	<p>6 Ramadan begins</p>	<p>7 eNews</p>	<p>8 MI NALO METT RC METT</p>	<p>9</p>	<p>10</p>	<p>11</p>
<p>12</p>	<p>13</p>	<p>14 Flag Day MR Solo</p>	<p>15 RC eNews BPP METT</p>	<p>16</p>	<p>17 Destinations</p>	<p>18</p>
<p>19 Father's Day</p>	<p>20 Hertz Solo</p>	<p>21 eNews In-Language MRCC</p>	<p>22 MI ILO METT RC METT</p>	<p>23</p>	<p>24</p>	<p>25</p>
<p>26</p>	<p>27</p>	<p>28 Hotel Specials eNews German</p>	<p>29</p>	<p>30</p>		
	<p>Automated Campaigns</p> <div> <div> <p>1. Welcome & EES, deploys daily</p> <p>2. Hello Again & Hello Again Reminder, deploys Thursdays</p> <p>3. The R-C Happy Birthday & Anniversary, deploys daily</p> <p>4. Renewers, deploys daily, April thru October</p> <p>5. Win Back Reminders & Closures, deploys Wednesdays</p> <p>6. Happy Birthday, deploys daily</p> <p>7. Early Engagement, deploys Fridays</p> <p>8. Win Back, deploys Tuesdays</p> </div> <div> <p>9. Abandon Search, deploys daily</p> <p>10. NearLevel, deploys Tuesdays</p> <p>11. Incent Redemption, deploys Mondays</p> <p>12. Post-Redemption, deploys daily</p> <p>13. Anniversary, deploys daily</p> <p>14. Achievers, deploys daily</p> <p>15. The R-C Stayer Reactivation, deploys daily</p> <p>16. The R-C Early Activation, deploys daily</p> </div> <div> <p>17. RCR/MR Dupes, deploys Thursdays</p> <p>18. Points Expiration, deploys daily</p> <p>19. MRCC Anniversary, deploys daily</p> </div> </div>					

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

July 2016



THE RITZ-CARLTON
REWARDS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Blue is MR/MI Green is RCR/RC Orange is METT</p>					<p>1 Mid-Year Check In Solo Starwood Day of Close?</p>	<p>2</p>
<p>3</p>	<p>4 Independence Day</p>	<p>5 eNews</p>	<p>6 MI NALO METT RC METT</p>	<p>7</p>	<p>8 Portuguese METT Solo</p>	<p>9</p>
<p>10</p>	<p>11</p>	<p>12 EnergyPlus/NRG Home Solar Solo</p>	<p>13 RC eNews BPP METT</p>	<p>14</p>	<p>15 Destinations</p>	<p>16</p>
<p>17</p>	<p>18</p>	<p>19 MRCC eNews In-Language</p>	<p>20 MI ILO METT RC METT</p>	<p>21</p>	<p>22</p>	<p>23</p>
<p>24</p>	<p>25</p>	<p>26 Hotel Specials</p>	<p>27</p>	<p>28 Travel List Solo</p>	<p>29</p>	<p>30</p>
<p>31</p>	<p>Automated Campaigns</p> <div> <div> <p>1. Welcome & EES, deploys daily</p> <p>2. Hello Again & Hello Again Reminder, deploys Thursdays</p> <p>3. The R-C Happy Birthday & Anniversary, deploys daily</p> <p>4. Renewers, deploys daily, April thru October</p> <p>5. Win Back Reminders & Closures, deploys Wednesdays</p> <p>6. Happy Birthday, deploys daily</p> <p>7. Early Engagement, deploys Fridays</p> <p>8. Win Back, deploys Tuesdays</p> </div> <div> <p>9. Abandon Search, deploys daily</p> <p>10. NearLevel, deploys Tuesdays</p> <p>11. Incent Redemption, deploys Mondays</p> <p>12. Post-Redemption, deploys daily</p> <p>13. Anniversary, deploys daily</p> <p>14. Achievers, deploys daily</p> <p>15. The R-C Stayer Reactivation, deploys daily</p> <p>16. The R-C Early Activation, deploys daily</p> </div> <div> <p>17. RCR/MR Dupes, deploys Thursdays</p> <p>18. Points Expiration, deploys daily</p> <p>19. MRCC Anniversary, deploys daily</p> </div> </div>					

August 2016



THE RITZ-CARLTON
REWARDS®

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT	1 Portuguese METT Solo	2 eNews	3 RCRCC	4	5 Silver Focus Points	6
7	8	9 MR Solo	10 MI NALO METT RC METT	11	12	13
14	15	16 Hotel Specials eNews In-Language	17 RC eNews BPP METT	18	19 Destinations	20
21	22 RCR Global Promo	23 MRCC ECM Newsletter	24 MI ILO METT RC METT	25	26	27
28	29	30 MB Announcement Solo	31			
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

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September 2016



THE RITZ-CARLTON
REWARDS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT				1	2 Destinations	3
4	5 Labor Day	6 eNews	7 RCRCC	8	9 Hertz Solo	10
11 Patriot Day Grandparents Day	12 Portuguese METT Solo	13 CruisesOnly Solo	14 MI NALO METT RC METT	15	16	17
18	19	20 MRCC eNews In-Language	21 RC eNews BPP METT	22	23 MB Reg Reminder #1 Solo	24
25	26	27 Hotel Specials	28 MI ILO METT RC METT	29	30 Elite Off Track Solo	
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

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October 2016



THE RITZ-CARLTON
REWARDS®

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Blue is MR/MI Green is RCR/RC Orange is METT</p>						1
2	3 Rosh Hashanah	4 eNews	5 RCRCC	6 Portuguese METT Solo	7 Destinations	8
9	10 Columbus Day	11 RewardsPlus Acquisition Solo	12 Yom Kippur MI NALO METT RC METT	13	14	15
16	17	18 MRCC eNews In-Language	19 RC eNews BPP METT	20	21 Engage People Solo	22
23	24	25 Hotel Specials	26 MI ILO METT RC METT	27	28	29
30	31 Halloween	<p>Automated Campaigns</p> <ol style="list-style-type: none"> 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily 				

November 2016



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT		1 eNews	2 BPP METT	3	4	5 Destinations
6 Daylight Saving	7	8 Holiday Redemption Solo	9 MI NALO METT RC METT	10	11 Veterans Day	12
13	14 RC eNews	15 MRCC eNews In-Language ECM Newsletter	16 MI ILO METT RC METT	17	18	19
20	21 Portuguese METT Solo	22 Hotel Specials	23	24 Thanksgiving	25 Cyber Monday Solo	26
27	28	29	30			
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

December 2016



THE RITZ-CARLTON
REWARDS®

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT				1	2 Mr. Marriott Holiday Card	3
4	5 RCRCC	6 eNews	7 MI NALO METT RC METT	8	9	10
11	12 RC eNews	13 MRCC eNews In-Language	14 MI ILO METT RC METT	15	16	17
18	19	20 Hotel Specials	21 BPP METT	22	23	24 Christmas Eve
25 Christmas Day Chanukah	26 Kwanzaa begins	27 Destinations	28	29	30 Year In Review Solo	31 New Year's Eve
	Automated Campaigns 1. Welcome & EES, deploys daily 2. Hello Again & Hello Again Reminder, deploys Thursdays 3. The R-C Happy Birthday & Anniversary, deploys daily 4. Renewers, deploys daily, April thru October 5. Win Back Reminders & Closures, deploys Wednesdays 6. Happy Birthday, deploys daily 7. Early Engagement, deploys Fridays 8. Win Back, deploys Tuesdays 9. Abandon Search, deploys daily 10. NearLevel, deploys Tuesdays 11. Incent Redemption, deploys Mondays 12. Post-Redemption, deploys daily 13. Anniversary, deploys daily 14. Achievers, deploys daily 15. The R-C Stayer Reactivation, deploys daily 16. The R-C Early Activation, deploys daily 17. RCR/MR Dupes, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily					