

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					

April 2016



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 Dups, 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
Blue is MR/MI Green is RCR/RC Orange is METT			1 RCRCC Hotel Specials	2 MB Report Card Solo	3	4
5	6 Ramadan begins	7 eNews	8 MI NALO METT RC METT	9	10	11
12	13	14 Flag Day Instagram Solo Non-Member Free Cert Solo	15 RC eNews BPP METT	16	17 Destinations	18
19 Father's Day	20	21 eNews In-Language MRCC	22 MI ILO METT RC METT	23	24	25
26	27 Moments Intro Solo (11 Million)	28 Hotel Specials eNews German	29	30		
	<p>Automated Campaigns</p> <div> <div> 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 </div> <div> 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 </div> <div> 17. RCR/MR Duples, deploys Thursdays 18. Points Expiration, deploys daily 19. MRCC Anniversary, deploys daily </div> </div>					

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

July 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
3	4 Independence Day	5 eNews (11 Million)	6	7	8 Portuguese METT Solo	9
10	11 European Leisure Solo #1 (2 Million)	12 EnergyPlus/NRG Home Solar Solo (1 Million)	13 RC eNews MI NALO METT RC METT	14	15 Destinations (11 Million)	16
17	18 Summer Promo Reg Reminder 1 (6 Million)	19 MRCC (11 Million) eNews In-Language (1 Million)	20 BPP METT	21 Starwood Announcement Solo (14 Million)	22	23
24	25 European Leisure Solo #2 (2 Million)	26 Hotel Specials (11 Million)	27 MI ILO METT RC METT	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					

August 2016



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT	1 Portuguese METT Solo	2 eNews (11 Million)	3	4	5	6
7	8	9 Summer Promo Reg Reminder 2 (5 Million)	10 MI NALO METT RC METT	11	12	13
14	15	16 Hotel Specials (11 Million) eNews In-Language (1 Million)	17 RC eNews (1.3M) BPP METT	18	19 Destinations (11 Million)	20
21	22	23 MRCC (11 Million) ECM Newsletter (800K) RCRCC (400K)	24 MI ILO METT RC METT	25 Moments Bidding Solo(11 Million)	26	27
28	29 RCR Global Promo (400K)	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					

Marriott Rewards & Ritz-Carlton Rewards Email Launch Calendar

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 (11 Million)	3
4	5 Labor Day	6	7	8 eNews (11 Million)	9	10
11 Patriot Day Grandparents Day	12 Portuguese METT Solo RCRCC (800K)	13 CruisesOnly Solo (1 Million)	14 MI NALO METT RC METT	15	16	17
18	19	20 MRCC (11 Million) eNews In-Language (1 Million)	21 RC eNews (1.3M) BPP METT	22	23 MB Reg Reminder #1 Solo (7 Million)	24
25	26 RC Shops (TBD)	27 Hotel Specials (11 Million)	28 MI ILO METT RC METT	29	30 Elite Off Track Solo (1 Million)	
	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

October 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	3 Rosh Hashanah	4 eNews (11 Million)	5 RCRCC (800K) RCRCC ECM	6 Portuguese METT Solo	7 Destinations (11 Million)	8
9	10 Columbus Day RC Shops Solo (880K)	11 RewardsPlus Acquisition Solo	12 Yom Kippur MI NALO METT RC METT	13	14	15
16	17 Link Accounts Solo (13 Million)	18 MRCC (11 Million) eNews In-Language (1 Million)	19 RC eNews (1.3M) BPP METT	20	21 NFL Solo (11 Million)	22
23	24	25 Hotel Specials (11 Million)	26 MI ILO METT RC METT	27	28	29
30	31 Halloween	<p>Automated Campaigns</p> <ol style="list-style-type: none"> Welcome & EES, deploys daily Hello Again & Hello Again Reminder, deploys Thursdays The R-C Happy Birthday & Anniversary, deploys daily Renewers, deploys daily, April thru October Win Back Reminders & Closures, deploys Wednesdays Happy Birthday, deploys daily Early Engagement, deploys Fridays Win Back, deploys Tuesdays Abandon Search, deploys daily NearLevel, deploys Tuesdays Incent Redemption, deploys Mondays Post-Redemption, deploys daily Anniversary, deploys daily Achievers, deploys daily The R-C Stayer Reactivation, deploys daily The R-C Early Activation, deploys daily RCR/MR Dupes, deploys Thursdays Points Expiration, deploys daily 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 (11 Million)	2 BPP METT	3	4	5
6 Daylight Saving	7 Members Get Intro Solo (11 Million)	8 Election Day	9 MI NALO METT RC METT	10	11 Veterans Day Destinations (11 Million)	12
13	14 RC eNews (1.3M) Members Get 2nd Solo (11 Million)	15 MRCC (11 Million) eNews In-Language (1 Million)	16 MI ILO METT RC METT	17 ECM Newsletter (800K) CAN & UK Co-Brand SPG Solo (500k)	18	19
20	21 Portuguese METT Solo	22 Hotel Specials (11 Million)	23	24 Thanksgiving	25 Members Get 3rd Solo (11 Million)	26
27	28	29 Members Get 4th Solo (11 Million)	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					

December 2016



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Blue is MR/MI Green is RCR/RC Orange is METT				1	2	3
4	5 RC NYE Solo Engage People Solo (600K)	6 eNews (11 Million) RCRCC (800K)	7 MI NALO METT RC METT	8 Mr. Marriott Holiday Card (14 Million)	9	10
11	12 RC eNews (1.3M) eNews Chinese + Japanese (683K)	13 MRCC (11 Million) eNews In-Language (1 Million)	14 MI ILO METT RC METT	15	16 SPG Link Account Solo (9 Million)	17
18	19 RC Holiday Solo (1.3M)	20 Hotel Specials (11 Million)	21 BPP METT	22	23	24 Christmas Eve
25 Christmas Day Chanukah	26 Kwanzaa begins	27	28	29 Destinations (11 Million)	30	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					