

## TEMPLATE 2.0 IMPLEMENTATION PLAN

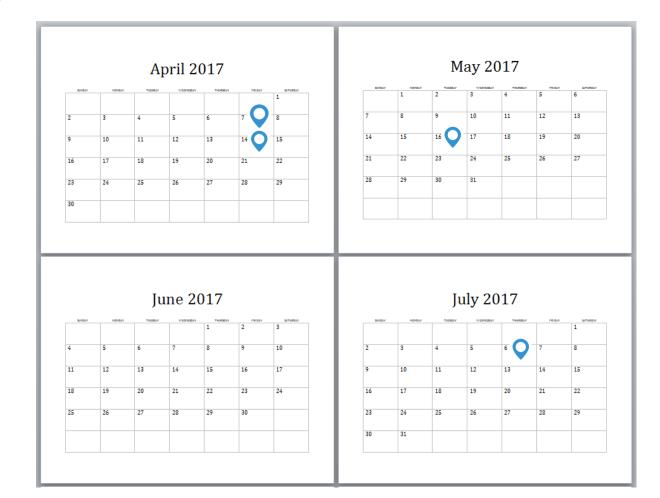
April 5, 2017



## **TEMPLATE 2.0 IMPLEMENTATION PLAN**

- Marketing Campaigns
- Automated Campaigns

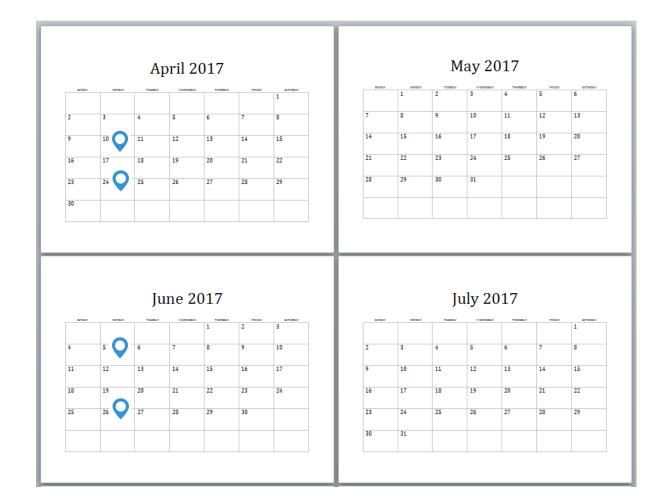




- 4/7 English Template hand-off to Epsilon
- 4/14 In-language Template hand-off to Epsilon
- 5/16 First marketing email kick-off (eNews)
- 7/6 First marketing email launch (eNews)

\*Site-Core kick-off date will be determined by Epsilon in coming week





- 4/10 Kick-off recurring content project
- 4/10 Kick-off Welcome series & Near Level optimization projects
- 4/24 Kick-off Abandoned Search optimization projects
- 6/5 Kick-off Post-Redemption optimization project
- w/o of 6/26 First automated emails launch (Abandoned Search & Welcome Series)



**Narriott** REWARDS.

## THANK YOU!

