2008 Holiday Email Deployment Tracker

Campaign Type
- Special Projects
- DM Support
- promotional full file
- promotional with FS
- loyalty
- ad hoc
- wish registry
- store support
- promotional Segmented (open/Click)
- Promotional FF with Hispanic Segment

Campaign Indicators
- Hero/Headline
- Column
- Banner

Dates Key
- Weekends
- Major Holiday Milestones

			November																												
			Free Ship $99+															FS	Free Ship $49+								Free Ship $75+				
				Free Ship																											
			Week 1							Week 2							Week 3							Week 4							Week 1
		# Email Sent	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Sears	Promotional			1	1		1			1			1		1	1	1	1				1		1		1		1			
	Whole House/Sears.com						1						1		1		1					1				1		1			
	HE			1			1			1					1			1				1		1							
	HA			1			1			1								1				1		1							
	Apparel			1			1			1								1				1		1							
	Tools			1			1			1								1				1		1							
	Toys			1														1				1									
	Mattresses						1																								
	Hero's at Home						1											1								1		1			
	Shoes																														
	Auto									1					1																
	Jewelry									1					1									1							
	Fitness																	1													
	Gift Card																														
	Video Games																														
	Christmas Décor																														
	Blue Crew																														
	Golden Wish Ticket																														
	Parts Direct																														
	HF			1																											
	Sporting Goods																														
	Kennmore																														
	Hardware		1							1							1							1							1
	Portraits				1							1							1					1		1					
	Flowers					1							1							1							1				
	Catalog Support						1							1																	
	G.E. Dedicated																													1	
	Footwear Fridays							1																							
	Craftsman Club									1					1																1
	Jewelry				1																										
	Kenmore				1		1											1													
	Ultimate Football Experience											1																			
	Heel to Toe																														
	Dedicated Auto													1																	
	Parts																	1													
	Cool New Tool					1															1										
	Home Services				1									1				2	1							1					
	Win Back				1							1																			
	Preferred											1						1							2						
	Outlet													2																	
	Wish Registry													1				1							1						
Spec Proj	Wish Registry																														
	Viral Ecard - Cancelled																														
	MicroSegmentation																														
	Holiday eCard																														
Kmart	Promotional				1			1				1			1	1		1		1		1	1		1		1	1			
	Whole House														1					1					1		1	1			
	HE																														
	HA							1																							
	Apparel				1			1				1			1	1		1				1	1								
	Tools							1				1			1	1															
	Toys														1	1						1	1								
	Soft Home																														
	Mattresses																														
	Heros at Home																														
	Shoes																														
	Auto																														
	Jewelry														1	1		1				1	1								
	Fitness																														
	Whole House														1					1					1		1	1			
	Gift Card																														
	Video Games																					1									
	Christmas Décor				1							1			1	1		1													
	Blue Crew																														
	Golden Wish Ticket																														
	Disney/Wish and You Could Win				1										1	1				1					1		1				
	Hannah Montana .com Sweeps																														
	Layaway							1							1	1						1	1								
	Health & Beautry																														
	Parts Direct																														
	HF				1										1	1		1													
	Sporting Goods																														
	Kennmore																														
	Disney Wish and You Could Win										1							1							1						
	Best Customer versions															1							1								
	Kmart.com Hannah Montana sweeps																1														
	MyGofer Rockford						1													1											
Sears DM	Kid's Apparel																														
	Men's Apparel and Ready to Wear																														
	1 Day Sale				1									1																	
	Home Electronics																														
	Preferred																	1													
	Tools																														
	House and Home													1							1					1					
	General Holiday													1												1					
	Fine Jewelry																														
	eCircular																1														
Daily Total			1	1	8	2	4	2	0	3	1	5	2	9	3	3	4	9	3	3	2	2	2	3	5	5	2	2	0	1	2
Weekly Total			18							26							25							18							27
Monthly Total			87																												

			December																														
			FS	Free Ship $75+						FS	Free Ship $75+						FS	FS $75+														
			FS		FS					FS				FS			FS							FS									
									Week 2							Week 3							Week 4							Week 5			
		# Email Sent	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sears	Promotional		1			1		1		1		1		1			1		1		1		1		1			1			1		
	Whole House/Sears.com		1							1																1							
	HE		1			1		1		1		1		1			1		1		1		1					1			1		
	HA		1			1		1		1		1					1		1				1					1			1		
	Apparel		1							1		1		1			1		1		1		1					1			1		
	Tools		1			1		1		1		1		1			1		1				1										
	Toys		1					1		1											1												
	Mattresses																																
	Hero's at Home							1		1							1																
	Shoes																											1			1		
	Auto																																
	Jewelry					1											1							1									
	Fitness					1																						1			1		
	Gift Card		1																														
	Video Games																																
	Christmas Décor		1																														
	Blue Crew																				1												
	Golden Wish Ticket					1						1							1		1			1									
	Parts Direct					1																											
	HF							1		1																							
	Sporting Goods					1						1		1																			
	Kennmore													1					1		1												
	Hardware								1			1				1			1				1							1			
	Portraits											1						1					1										
	Flowers		1		1						1													1									
	Catalog Support					1					1							1															
	G.E. Dedicated																																
	Footwear Fridays																																
	Craftsman Club					1																											
	Jewelry																						1										
	Kenmore				1																												
	Ultimate Football Experience			1											1																		
	Heel to Toe						1								1								1										
	Dedicated Auto																																
	Parts									1																							
	Cool New Tool																																
	Home Services																1																
	Win Back															1																	
	Preferred		2	2	2											1	1							7									
	Outlet																																
	Wish Registry		1							1							1							1			1						
Spec Proj	Wish Registry																																
	Viral Ecard - Cancelled																																
	MicroSegmentation																																
	Holiday eCard																																
Kmart	Promotional		1		1		1			1		1		1			1		1		1			1		1		1			1		1
	Whole House		1		1		1			1				1			1							1		1		1					1
	HE											1							1		1					1							1
	HA																																
	Apparel		1				1					1		1			1		1		1					1		1			1		
	Tools													1																			
	Toys				1							1		1												1							
	Soft Home						1																										
	Mattresses																																
	Heros at Home																																
	Shoes																																
	Auto																																
	Jewelry											1							1		1												
	Fitness																														1		
	Whole House		1		1		1			1				1			1							1		1		1					1
	Gift Card																																
	Video Games																				1					1		1					
	Christmas Décor				1																												
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	Health & Beautry		1							1																							
	Parts Direct																																
	HF									1							1		1					1							1		
	Sporting Goods																														1		1
	Kennmore																																
	Disney Wish and You Could Win		1							1							1							1									
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	MyGofer Rockford				1														1														
Sears DM	Kid's Apparel				1																												
	Men's Apparel and Ready to Wear																																
	1 Day Sale																																
	Home Electronics				1																												
	Preferred				1												1		1														
	Tools										1								1														
	House and Home																																
	General Holiday																																
	Fine Jewelry											1																					
	eCircular																																
Daily Total			7	3	9	3	2	1	1	5	3	5	0	2	2	3	7	2	6	0	2	1	4	11	1	1	1	2	0	1	2	0	1
Weekly Total									18							21							20							4			
Monthly Total			90																														