

Summary

Job ID: 59681

Name : COR_TR_Q4PlayandGetPromo_20151001_1OFF

Subject : Tier Score Head Start

Date Sent: 10/7/2015 6:02 PM

Total Sent: [2,841,898](#)

Data Extensions: [CET_TR_Q4PlayandGetPromo_20151005_1](#) (2841898) sent
(Using All Subscribers)(2841898 sent)

Excluded : CET_Suppression_TR_CASL (2482 excluded)
CET_SUPPRESSION (437 excluded)
CET_Comcast_Suppression (83368 excluded)
CET_6mo_Unengaged_Subscribers (468216 excluded)

Send Performance

Delivery Rate:
98.842%

Total Bounces: 32,896

Hard Bounce: [24,952](#)

Soft Bounce: [5,409](#)

Block Bounce: [2,535](#)

Delivered: 2,809,002

Open Performance

Open Rate: 26.619%

Delivered: 2,809,002

Total Opens: 1,265,013

Unique Opens: [747,741](#)

Inbox Activity

Viewing :

Current Activity

	Total	Unique				
Opens	1,265,013	747,741	<div></div> 26.619%			
Clicks	87,251	63,183	<div></div> 2.249%			
Forwards	0	0	0%			
Conversions	0	0	0%			
Surveys	-	0	0%			
Unsubscribes	-	1,170	0.042%			

Inbox Activity

Viewing :

Activity Over Time

☒ Opens

☒ Clicks

☒ Forwards

☒ Conversions

☒ Surveys

☒ Unsubscribes

Update Grid

Unengaged Subscribers

	Unique	
Total Delivered	2809002	<div></div>
Did not click	2,745,819	<div></div>
Did not open	2,061,261	<div></div>

Forward to a Friend Activity							
	Total	Unique					
Clicked 'Forward' link	0	0					
Forward Activity	0	0					
New Subscribers	0	0					


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%%[ SET @prop_cd = [PROP_CODE] IF Empty(@prop_cd) THEN SET @prop_cd = [PROP_CD] ENDIF IF Empty(@prop_cd) THEN SET @prop_cd = "COR" ENDIF SET @fitemprow =
LookupRows("Flex_Temp_Prop_Lookup","PROP_CODE",@prop_cd) IF RowCount(@fitemprow) > 0 Then SET @name = Field(Row(@fitemprow,1),"NAME") SET @headline_font1 =
Field(Row(@fitemprow,1),"HEADLINE_FONT1") SET @headline_font2 = Field(Row(@fitemprow,1),"HEADLINE_FONT2") SET @headline_font3 = Field(Row
(@fitemprow,1),"HEADLINE_FONT3") SET @subhead_font1 = Field(Row(@fitemprow,1),"SUBHEAD_FONT1") SET @subhead_font2 = Field(Row
(@fitemprow,1),"SUBHEAD_FONT2") SET @subhead_font3 = Field(Row(@fitemprow,1),"SUBHEAD_FONT3") SET @bodycopy_font1 = Field(Row
(@fitemprow,1),"BODYCOPY_FONT1") SET @bodycopy_font2 = Field(Row(@fitemprow,1),"BODYCOPY_FONT2") SET @bodycopy_font3 = Field(Row
(@fitemprow,1),"BODYCOPY_FONT3") SET @cta_background = Field(Row(@fitemprow,1),"CTA_BACKGROUND") SET @cta_font1 = Field(Row(@fitemprow,1),"CTA_FONT1") SET
@cta_font2 = Field(Row(@fitemprow,1),"CTA_FONT2") SET @cta_font3 = Field(Row(@fitemprow,1),"CTA_FONT3") SET @headline_fontsz = Field(Row
(@fitemprow,1),"HEADLINE_FONT_SIZE") SET @headline_fontmobsz = Field(Row(@fitemprow,1),"HEADLINE_FONT_MOBILESIZE") SET @subhead_fontsz = Field(Row
(@fitemprow,1),"SUBHEAD_FONT_SIZE") SET @bodycopy_size = Field(Row(@fitemprow,1),"BODYCOPY_SIZE") SET @cta_fontsz = Field(Row(@fitemprow,1),"CTA_FONT_SIZE")
SET @cta_fontmobsz = Field(Row(@fitemprow,1),"CTA_FONT_MOBILESIZE") SET @email_bgcolor = Field(Row(@fitemprow,1),"EMAIL_BGCOLOR") SET @headline_bgcolor = Field
(Row(@fitemprow,1),"HEADLINE_BGCOLOR") SET @bodycopy_color = Field(Row(@fitemprow,1),"BODYCOPY_COLOR") SET @headline_fontcolor = Field(Row
(@fitemprow,1),"HEADLINE_FONT_COLOR") SET @cta_textcolor = Field(Row(@fitemprow,1),"CTA_TEXT_COLOR") SET @second_cta_color = Field(Row
(@fitemprow,1),"SECONDARYCTA_COLOR") SET @second_cta_font1 = Field(Row(@fitemprow,1),"SECONDARYCTA_FONT1") SET @second_cta_font2 = Field(Row
(@fitemprow,1),"SECONDARYCTA_FONT2") SET @second_cta_font3 = Field(Row(@fitemprow,1),"SECONDARYCTA_FONT3") SET @second_cta_fontsz = Field(Row
(@fitemprow,1),"SECONDARYCTA_FONTSIZE") SET @rgbar = Field(Row(@fitemprow,1),"RGBAR") SET @rgbar_mobile = Field(Row(@fitemprow,1),"RGBAR_MOBILE") SET
@windsor_disp = Field(Row(@fitemprow,1),"WINDSOR_DISP") SET @HF_BgColor = Field(Row(@fitemprow,1),"HF_BgColor") SET @HF_Text_Color = Field(Row
(@fitemprow,1),"HF_Text_Color") SET @Prop_Logo = Field(Row(@fitemprow,1),"Prop_Logo") SET @market = Field(Row(@fitemprow,1),"Market") SET @prop_logo_mobile = Field
(Row(@fitemprow,1),"Prop_Logo_Mobile") SET @prop_link = Field(Row(@fitemprow,1),"Prop_Link") SET @header_bgcolor = Field(Row(@fitemprow,1),"Header_BgColor") ENDIF IF
EMPTY(@prop_Logo_Mobile) THEN SET @prop_logo_mobile = @prop_Logo ENDIF ]%%

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%%[ SET @l_dmid = [l_dmid] SET @CET_24MonthRow = LookupRows("CET_24Month","l_dmid",[l_dmid]) IF
RowCount(@CET_24MonthRow) > 0 Then SET @first_name = Field(Row
(@CET_24MonthRow,1),"first_name") SET @first_name = ProperCase(@first_name) SET @last_name =
Field(Row(@CET_24MonthRow,1),"last_name") SET @last_name = ProperCase(@last_name) SET
@tier_score = Field(Row(@CET_24MonthRow,1),"Tier_score") SET @tier_cd = Field(Row
(@CET_24MonthRow,1),"tier_cd") SET @accountType = Field(Row
(@CET_24MonthRow,1),"ACCOUNT_TYPE") SET @l_dmid = Field(Row(@CET_24MonthRow,1),"l_dmid")
ENDIF SET @preheader_text_disp = "2016 is just around the corner" SET @disclaimer = "1 Tier Credit Bonus
through this offer will be awarded on Tier Credits earned (including Daily Tier Credit Bonuses) October 1
through December 31, 2015, with a maximum total bonus of 20,000 Tier Credits. Tier Credit Bonuses,
including this offer, do not count toward Reward Credit balance, promotional Tier Credit earnings, or qualifying
for a daily bonus. Total Tier Credit Bonus amount awarded through this offer will be calculated after December
31, 2015 and will automatically be adjusted to member's Tier Score® by January 31, 2016. Visit us online to
view Terms & Conditions."

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2Member must have a valid email address on file and be opted in to receive communications on December 31, 2015 to be eligible for the double Tier Credit offer. Maximum total bonus of 20,000 Tier Credits will remain. 3Set @noheader = "Y" to remove existing header image and replace with custom. Eliminates need for additional templates. 4Set @nodiscover = "Y" to remove existing section displaying Tier Score at the bottom. Currently used in eStatement only. 5ContentAreaByName("My Contents/Header and Footer/Global_Flex_Header")=%%

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%%[ IF @tier_cd == "GLD" OR @tier_cd == "PLT" OR @tier_cd == "DIA" THEN ]%%

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%%[ ELSEIF @tier_cd == "SEV" THEN ]%%

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FOR 2016

NOW

%%[ENDIF]%%

EARN NOW FOR NEXT YEAR

Get a jump start on maintaining your Tier Status for another year!

For every 500 Tier Credits you earn between October 1 and December 31, we will give you a 50 Tier Credit bonus for 2016.¹

Want more? Simply make sure we are still able to email you by December 31 and we'll double your 2016 bonus!²

You could start next year with up to 20,000 Tier Credits. Here are a few examples:

%%[IF @tier_cd == "GLD" OR @tier_cd == "PLT" OR @tier_cd == "DIA" THEN]%%

2016 Tier Credit Bonus Added

Tier Credits Earned Oct. 1 – Dec. 31	No Email	If we have your email on Dec. 31
500	50	100
1,000	100	200
10,000	1,000	2,000
25,000	2,500	5,000
150,000	15,000	20,000 MAX
250,000	20,000 MAX	20,000 MAX

%%[ELSEIF @tier_cd == "SEV" THEN]%%

2016 Tier Credit Bonus Added

Tier Credits Earned Oct. 1 - Dec. 31	No Email	If we have your email on Dec. 31
500	50	100
1,000	100	200
10,000	1,000	2,000
25,000	2,500	5,000
150,000	15,000	20,000 MAX
250,000	20,000 MAX	20,000 MAX

%%[ENDIF]%%

We appreciate your loyalty and look forward to seeing you soon.

[LEARN MORE](#)

%%=ContentAreaByName("My Contents\Header and Footer\flex-total-rewards-lower")=%%

PLAY A GREENER HAND **CODEGREEN®**

%%=ContentAreaByName("My Contents\Header and Footer\Global Flex Footer")=%%