




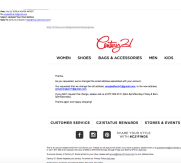
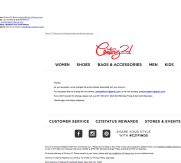



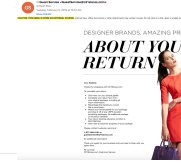
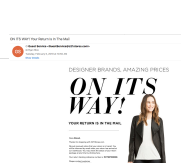
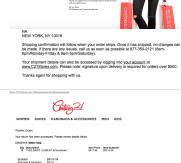













Expected Date on Line	AMWP	Received (Live Email)	Budget Line	QA Analyst/Project ID of All Link Landings	QA Analyst/Project ID of All Link Landings	Notes	Link Status	Link Type	Other QA Feedback Content	EXPRESSION STATUS	Doc-ment	Final Click-to-Run	Click Rate	Revenue	Check-out Rate	Cost per Click	Cost per Lead	
		WISJ JAN Week1115-120																
Wednesday, January 19, 2016 at 6:58 AM		RELIGION - VERSACE - DIMERDO - SUPERIOR - LETER - BLANC NOIR				Many of the links are going to a 404 error page	All Link Landings ok											
Thursday, January 20, 2016 at 8:07 AM		NOV UP 90% OFF: FINAL CLEARANCE!					All Link Landings ok											
Friday, January 20, 2016 at 8:07 AM		ADIDAS REEBOK FITBIT & MORE - All The Action					All Link Landings ok											
Friday, January 20, 2016 at 8:07 AM		SAN LAURENT BALNEARIA BURMA UYAN MORIS T.G. / Fines					All link landings ok											
Friday, January 20, 2016 at 8:07 AM		Free! Free! Free! Free! Free! Free! Free! Free! Free! Free!					All link landings ok											
Saturday, January 20, 2016 at 8:10 AM		Chase - Chase - Chase - Chase - Chase - Chase - Chase - Chase					All Link Landings ok											
Saturday, January 20, 2016 at 8:10 AM		FRANK CLARANCE! Up to 90% Off Online & In Store					All Link Landings ok											
Wednesday, January 20, 2016 at 8:10 AM		ORDER IN HOME - CHINA BOUTIQUE - CHINA BOUTIQUE					All Link Landings ok											
Thursday, January 20, 2016 at 8:10 AM		Designs You DO NOT Want To Miss					All Link Landings ok											
Friday, January 20, 2016 at 8:10 AM		SUNRAY STREAS COLLE VITA BORGHESE & TOMI					All Link Landings ok											
Monday, January 22, 2016 at 8:10 AM		CONSTRUCTION EQUIPMENT - SANIT LAURENT - GAZCO - MONROE					All Link Landings ok											
Monday, January 22, 2016 at 8:10 AM		NEW & More NEW! - Discover What's New					All Link Landings ok											
Thursday, January 25, 2016 at 8:10 AM		Be a Getting Warner					All Link Landings ok											
Thursday, January 25, 2016 at 8:10 AM		MISSION - MISSION HOME - Over 80% Off Exotic Italian Design					All link landings ok											
		WISJ JAN Week122-127																
Saturday, January 27, 2016 at 8:07 AM		SHIRT 100% - WASH WASHES IN A MIN. OF 5 MIN					All link landings ok											
Saturday, January 27, 2016 at 8:07 AM		Chanel's Thomas - La Pupa - Amari - Versace - NOV Beaded Brace					All link landings ok											
Friday, January 26, 2016 at 8:07 AM		J&F GODFREY - VERSACE - JIMMY CHOO - Show Your Perfect Match					All link landings ok											
Friday, January 26, 2016 at 8:07 AM		T.G. / Fines - MONSIEUR BALNEARIA - TERRY TERRY L'ESSENTIEL					All link landings ok											
Thursday, January 25, 2016 at 8:07 AM		Lauren - Chic - Versace - Versace - Versace - Versace - Versace					All link landings ok											
Thursday, January 25, 2016 at 8:07 AM		Dark Nights in The Big - Live! - Free! - Badly - Wishes & More					All link landings ok											
Wednesday, January 24, 2016 at 8:07 AM		COSE D.E. - Up to 90% Off Clearance!					All link landings ok											
Friday, January 26, 2016 at 8:07 AM		MI - Designer - Lovers - One - Versace					All link landings ok											
Friday, January 26, 2016 at 8:07 AM		SHIRT 100% - WASH WASHES IN A MIN. OF 5 MIN					All link landings ok											
Friday, January 26, 2016 at 8:07 AM		CHOCOLATE - VERSACE - THE RPT LABELS - FINESSE EXPERTS					All link landings ok											
Monday, January 29, 2016 at 8:07 AM		ALL NEW - NEW - NEW - NEW - NEW - NEW - NEW - NEW - NEW					All link landings ok											
Monday, January 29, 2016 at 8:07 AM		OVER 80% OFF - Condo - Home - Design - More					All link landings ok											
		WISJ JAN FEB Week128-133																
Thursday, February 1, 2016 at 8:07 AM		LOUIS VUITTON, GUCCI & MORE - Village - Village - Village - Village					All link landings ok											
Thursday, February 1, 2016 at 8:07 AM		WAMES TO KNOW - Vinyl, Discs & More Contemporary Finds					All link landings ok											
Wednesday, January 31, 2016 at 8:07 AM		PREZENA SCHOLLER - DIMERDO - L'ESSENTIEL - L'ESSENTIEL					All link landings ok											
Saturday, February 3, 2016 at 8:07 AM		FRANK CLARANCE! Up to 90% Off Online & In Store					All link landings ok											
Saturday, February 3, 2016 at 8:07 AM		EVERY ON - Fresh - Cheap - Great - Great - Great - Great - Great					All link landings ok											
Friday, February 2, 2016 at 8:07 AM		SO GORGEOUS! W&W - Women's - Spring - Spring - Spring					All link landings ok											
Friday, February 2, 2016 at 8:07 AM		CHOCOLATE - VERSACE - THE RPT LABELS - FINESSE EXPERTS					All Link Landings OK											
Friday, February 2, 2016 at 8:07 AM		CHOCOLATE - VERSACE - THE RPT LABELS - FINESSE EXPERTS					All Link Landings OK											
Monday, February 5, 2016 at 8:07 AM		FRANK CLARANCE! Up to 90% Off Online & In Store					All link landings ok											
Monday, February 5, 2016 at 8:07 AM		MONDAY MUST HAVES Under \$50 - VINTAGE					All link landings ok											
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Newsletter Signup Email

Area	Email Triggered	Notes	Email	Examples
Footer	Yes	Tested July 16, 2019	c21test1@outlook.com	
Create An Account (both login & via checkout)	Yes	Tested JULY 13, 2019	C21Test123@outlook.com	
Just Uno	Yes	Tested July 13, 2019 Email received next day	dploringlee@gmail.com & c21test1234@outlook.com	
Checkout: Order Review (guest)	Yes	Tested JULY 16, 2019 Received email next day	c21test2@outlook.com	

Type of Email	System	Email Received	NOTES -Tested June, 12, 2019	IMAGES	COPIES SAVED \\c21stores.com\SD\Ecom_Images\Web Prod QA \Email Copies
Account Registration Welcome Email	Generated from Salesforce	Yes			
Contact Us Auto Response	Generated from Salesforce	No	Receive confirmation of msg on page	<p>Contact Us</p> <p>Your message has been sent successfully!</p>	
Email Change of Address- Old Address	Generated from Salesforce	Yes			
Email Change of Address- New Address	Generated from Salesforce	Yes			
E-Receipt	POS	Triggered			
Order Cancellation	Ecometry	Triggered			
Order Confirmation	Ecometry	Yes			
Century21 Return Label		Triggered			
Return On It's Way		Triggered			
Return Received	Ecometry	Triggered			

Shipping Confirmation	Ecometry	Triggered			
Backorder (cancelled item)	Ecometry	Triggered			
eGiftCard (Recipient)	Ecometry	Yes	testing 6.12.19		
eGiftCard (Sender)	Ecometry	Yes	testing 6.12.19		
Forgot Password- Initial Request	Generated from Salesforce	Yes			
Forgot Password- Reset Successful	Generated from Salesforce	Yes			
Loyalty/PLCC Emails : Birthday	Generated from Ad Hoc Jobs	Triggered			
Loyalty/PLCC Emails : Birthday Reminder	Generated from Ad Hoc Jobs	Triggered			
Loyalty/PLCC Emails : Close to Reward	Generated from OBIE	Triggered			
Loyalty/PLCC Emails : Rewards Earned	Generated from OBIE	Triggered			
Loyalty/PLCC Emails : Rewards Reminder (1/2)	Generated from OBIE	Triggered			
1X Buyer 90 Days	Generated from Ad Hoc Jobs	Not in use	7/16/19- Not in use per Nikhil		
Never Active 45 day	Generated from Ad Hoc Jobs	Not in use	7/16/19- Not in use per Nikhil		
BlueCore Emails: Price Drop	BlueCore				
BlueCore Emails: Hearts	BlueCore				
BlueCore Emails: Hearts	BlueCore				
BlueCore Emails: New Arrivals	BlueCore				
BlueCore Emails: Window Shopping 1	BlueCore				
BlueCore Emails: Window Shopping 2	BlueCore				
BlueCore Emails: Abandoned Cart 1	BlueCore				
BlueCore Emails: Abandoned Cart 2	BlueCore				
BlueCore Emails: Search	BlueCore				
BlueCore Emails: Post Purchase	BlueCore				
BlueCore Emails: Wishlist	BlueCore				
BlueCore Emails: Low Inventory	BlueCore				
BlueCore Emails: Best Sellers	BlueCore				

From Jessica Beam 11/2018

Abandoned Cart

Audience

Did add products to cart	at least once	between	1 and 2 hours ago
Did add above products to cart	at least once	in the last	2 hours
Didn't remove above products from cart	at least once	in the last	2 hours
Didn't purchase any product	at least once	in the last	2 hours
Didn't Receive email	Any Email	in the last	20 hours
Didn't Receive email	Abandon Cart	in the last	72 hours
Didn't Receive email	Window Shopping	in the last	3 hours
Didn't Receive email	Abandon Search	in the last	4 hours

Block 1	Input Products		
Block 2	Related Products		Products in a similar category.

Abandoned Cart Touch 2

Audience

Did Receive email	Abandon Cart	between	22 and 24 hours ago
Did add above products to cart	at least once	in the last	26 hours
Didn't purchase any product	at least once	in the last	24 hours

Block 1	Input Products		
Block 2	Related Products		Products in a similar category.

Abandoned Cart Touch 3

Audience

Did Receive email	Abandon Cart Touch 2	between	46 and 48 hours ago
Did add above products to cart	at least once	in the last	74 hours
Didn't purchase any product	at least once	in the last	48 hours

Block 1	Input Products		
Block 2	Related Products		Products in a similar category.

Post Purchase

Audience

Did purchase products	at least once	in between	7 and 8 days ago
Didn't receive email		in the last	20 hours

Block 1	Input Products		
Block 2	New Arrivals		New Arrivals sorted by create date.

Abandon Search

Audience

Did Search for Products		in between	3 and 4 hours ago
Did Search for Products		in the last	4 hours
Didn't Purchase any product	at least once	in the last	4 hours
Didn't Receive email		in the last	20 hours
Didn't Receive email	Abandon Search	in the last	168 hours
Didn't Receive email	Abandon Cart	in the last	74 hours
Didn't Receive email	Window Shopping	in the last	3 hours
Didn't Receive email	Abandon Search	in the last	4 hours

Block 1	Search Terms		Show products similar to search category.
Block 2	Search Terms		Show products similar to search category.

Window Shopping

Audience

Did View products	at least once	in between	2 and 3 hours ago
Did View above products	at least once	in the last	3 hours
Didn't Purchase any product	at least once	in the last	3 hours
Didn't Receive email		in the last	20 hours
Didn't Receive email	Window Shopping	in the last	120 hours
Didn't Receive email	Abandon Cart	in the last	74 hours
Didn't Receive email	Abandon Search	in the last	4 hours

Block 1	Input Products		
Block 2	Related Products Window Shopping		Similar products in category sorted by create date.

Window Shopping T2

Audience

Did View products	at least once	in the last	75 hours
Didn't Purchase any product		in the last	75 hours
Didn't Receive email		in the last	20 hours
Did Receive email	Window Shopping	in the last	72 hours
Didn't Receive email	Abandon Cart	in the last	74 hours

Block 1	Input Products		
Block 2	Related Products Window Shopping		Similar products in category sorted by create date.

New Arrivals

Audience

Did View products	at least once	in the last	30 days	where product	created more than
Didn't Purchase above product	at least once	in the last	30 days		
Didn't Receive email		in the last	24 hours		

	Block 1	New Arrivals					
	Block 2	Best Sellers				Best sellers in the past 24 hours.	
Price Decrease							
	Audience						
	Did View products	at least once	in the last	30 days		where product Price	decreased by more than 10%
	Didn't Purchase above products	at least once	in the last	30 days			
	Didn't Receive email		in the last	3 days			
	Block 1	Input Products					
	Block 2	Best Sellers Price Decrease Category				Best sellers in the past 24 hours in similar category.	
Best Sellers							
	Audience						
	Did View products	at least once	in the last	30 days			
	Didn't Receive email		in the last	3 days			
	Didn't Purchase any product	at least once	in the last	7 days			
	Block 1					Best Sellers In Category 10 Products	
	Block 2					New In Category 3 Products	
Low Inventory							
	Audience						
	Did View products	at least once	in the last	14 days		where 50% of sizes are low inventory	
	Didn't Purchase any product	at least once	in the last	14 days			
	Didn't Receive email		in the last	24 hours			
	Didn't Receive email	Low Inventory	in the last	30 days			
	Block 1	Low Inventory					
	Block 2	New Arrivals				New Arrivals sorted by create date.	