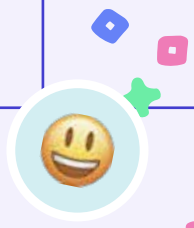
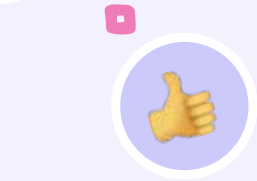
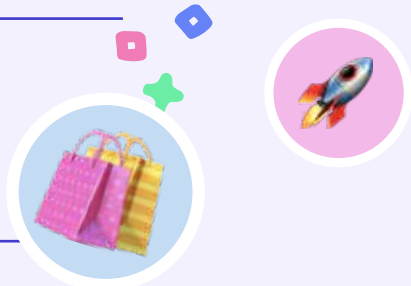
emotive

Your BFCM Messaging Schedule

	Now-Nov. 24 Black Friday Early Access	Nov. 25 Thanksgiving	Nov. 26 Black Friday	Nov. 27 Small Business Saturday
Morning	**Broadcast:** Black Friday Early Access Sale Announcement **Segment:** VIP customers, last year's BFCM shoppers		**Broadcast:** Black Friday Sale Announcement **Segment:** Entire list	**Broadcast:** Black Friday Extended Sale/Follow Up **Segment:** Entire list, customers who have not ordered
Midday	**Broadcast:** Black Friday Early Access Sale Reminder **Segment:** Customers who did not click last broadcast link	**Broadcast:** Thanks-giving Greeting (non-transactional) **Segment:** Entire List	**Broadcast:** Black Friday Sale Reminder **Segment:** Customers who did not click last broadcast link	**Broadcast:** Small Business Saturday Sale Announcement **Segment:** Entire list
Afternoon	**Broadcast:** Black Friday Early Access Sale Follow Up **Segment:** Customers who have not ordered since initial broadcast		**Broadcast:** Black Friday Sale Follow Up **Segment:** Customers who have not ordered since initial broadcast	



	Nov. 28	Nov. 29 Cyber Monday	Nov. 30 Giving Tuesday
Morning	**Broadcast:** Black Friday Last Chance Reminder **Segment:** Entire list, customers who have not ordered	**Broadcast:** Cyber Monday Sale Announcement **Segment:** Entire list	**Broadcast:** Cyber Monday Extended Sale/Follow Up **Segment:** Entire list, customers who have not ordered
Midday		**Broadcast:** Cyber Monday Sale Reminder **Segment:** Customers who did not click last broadcast link	**Broadcast:** Giving Tuesday Announcement **Segment:** Entire list
Afternoon	**Broadcast:** Cyber Monday Early Access Sale Announcement **Segment:** Entire list	**Broadcast:** Cyber Monday Sale Follow Up **Segment:** Customers who have not ordered since initial broadcast