THE ST. REGIS SAADIYAT ISLAND RESORT, ABU DHABI

Marriott EMEA & Data Axle Q3 2021
Content Planning Session

May '21
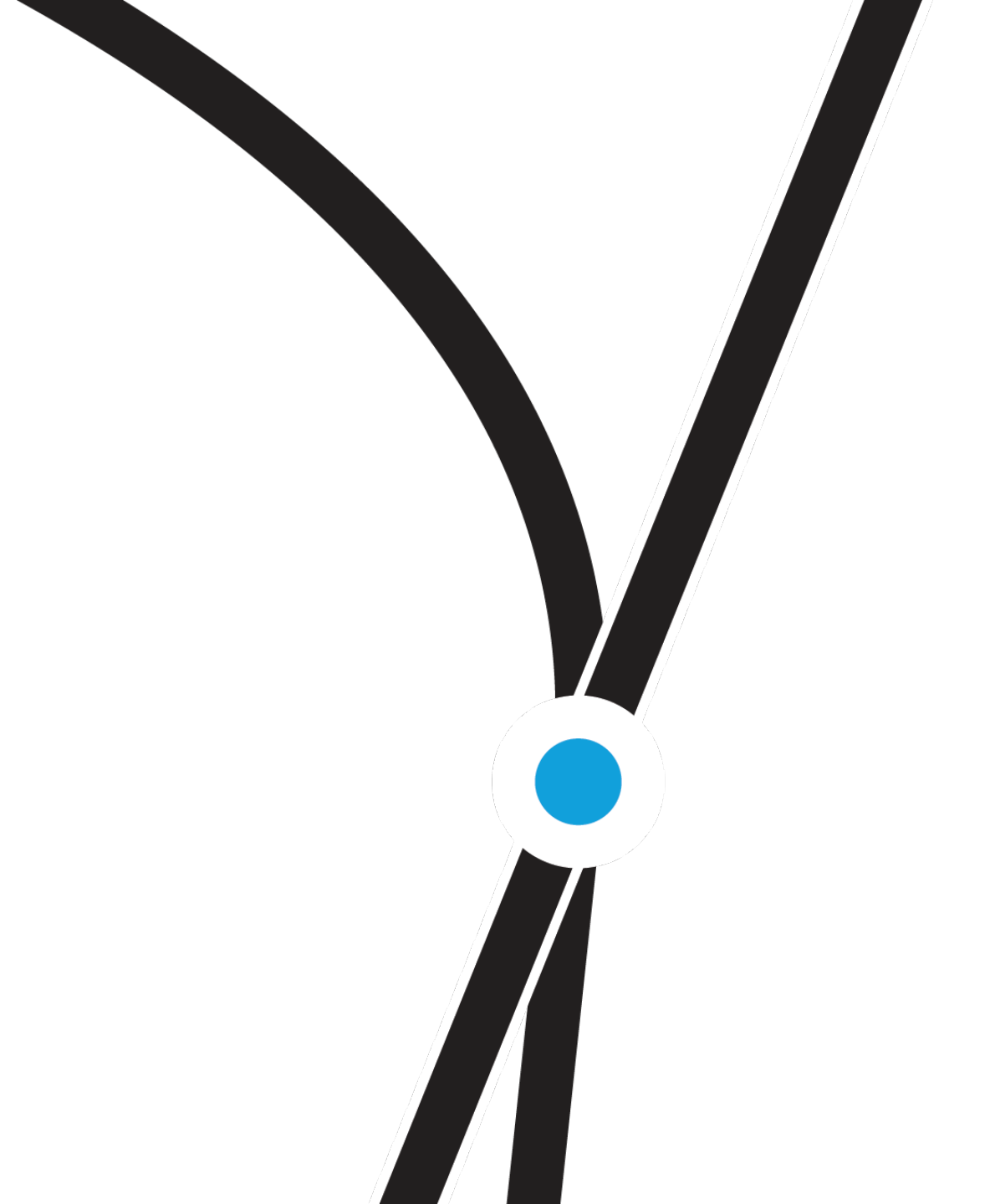
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Today's Agenda

- **Achievements**

- **Q3 Content Planning**

- **Outstanding Items**

Q2 Achievements

Q2 Achievements

- **New content planning process**
  [June content doc](#)

- **Hyper-targeted email segmentation**
  [June email](#)

- **Implemented PCIQ for SL optimization**
  June email, UK & Ireland and UAE

- **CTA testing**
  June email, UK & Ireland

- **Brand Education expansion**
  Reveal the Brand (April, May)
  Geo-targeted New Hotels (June)

- **Poll content**
  June – travel plans

- **Non-Member acquisition**
  Join MBV messaging (April, May, June)

Subject Lines & Preheaders

UK + Ireland

SL1: *(How To)*: How to Save 50% on Your Second Room for a Family Holiday

SL2: *(Intrigue)*: Discover Our Collection of UK Hotels for Any Style

SL3: *(List)*: 121 Hotels for a Summer Staycation in the UK (39 with a Pool)

SL4: *(Question)*: What are your summer plans[, Fname]?

SL5: *(Offer)*: Save 50% on a Second Room for Your Family Holidays

PH: Plus, discover local offers including an afternoon tea experience.

WE WANT TO HEAR FROM YOU

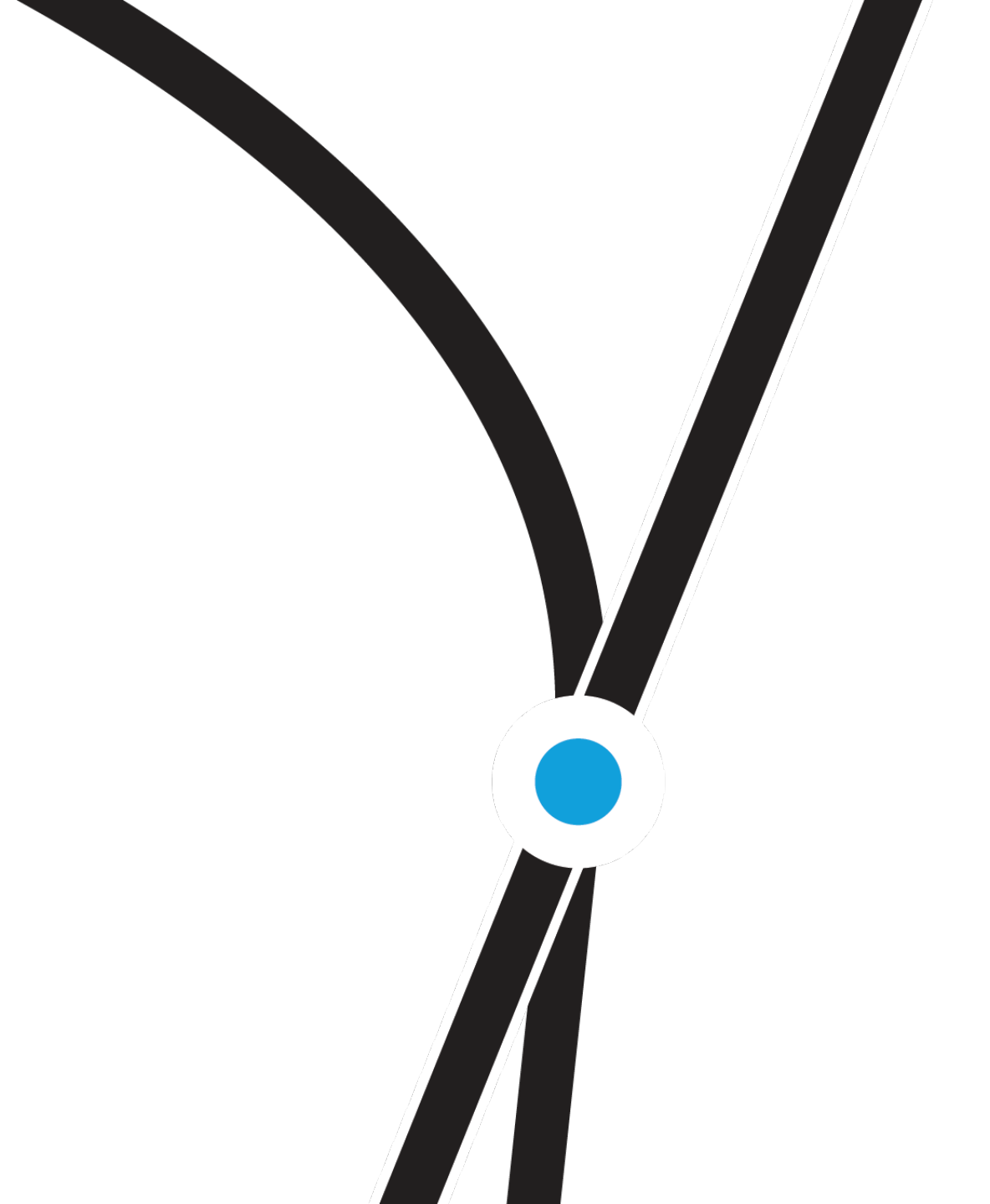*What are your summer plans?*

○ **Staycation close to home** ›   ○ **Exploring nearby destinations** ›

○ **Looking forward to traveling afar** ›   ○ **I'm still deciding** ›

Q3 Content Planning

Q1 Review Learnings

- **What's Working?**
  - Hero is a consistent click driver
  - Geo-targeted content
  - HVMI content
  - Off-peak LTO
  - Points.com (EUR), Stay drivers i.e. Glo Pro (MEA)
  - Welcome Back (EUR)
  - Flexible Cancelation (EUR)

Q1 Review Learnings

- **Content Recommendations**
  - Continue to support broad promotions and welcome back offers; consistent winner across several mailings
  - Timely, relevant messages attract clicks
    - New openings
    - Homes & Villas
    - Flexible cancellation
    - Category changes
  - Culinary experiences performed well in Spain and MEA
  - Continue testing different redemption messages; shopping performed well in MAU – consider for drive solo during the holidays
  - Quiz content performed well as a hero; test into future inclusions and placements
  - Leverage optimization technology to test creative and copy for the most engaging messages to lift clicks

Q3 Learning Agenda

- **Email Performance**
  - Test subject lines/pre-headers
  - Explore additional targeting opportunities (MarketView, luxury segments)
  - Explore re-send optimization tactics

- **Personalization**
  - Optimize hero engagement/personalization
  - Use member data (pt. balance, etc.) (Epsilon tech)
  - Test showing nearby properties (Ritz-Carlton insights)

- **Content**
  - Image testing
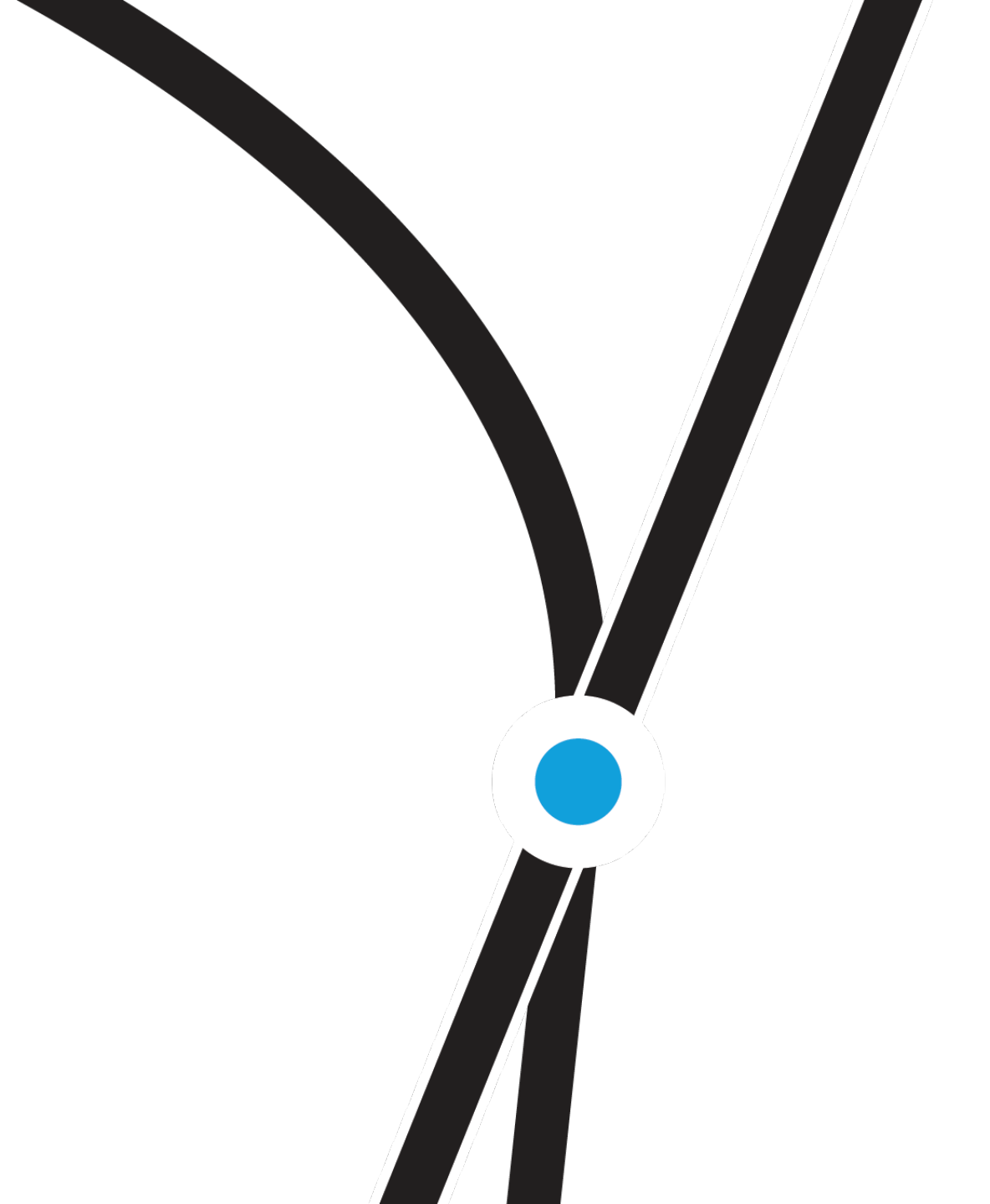 - Enhance brand education content

Additional Q3 Content Considerations

- **Upcoming Promos & Plans**
  - Glo Pro, BP commitments, Regions, other?

- **Epsilon Technology**
  - Quiz/Poll module investigation
  - Expand PCIQ subject line optimization to ALL markets
  - Investigate Progress Bar module for personalized points balance
  - Initiate PCIQ content optimization for Hero module

- **Testing**
  - CTA testing in hero for UK & UAE
  - "Luxury" wording to drive engagement

- **Unified Content Theme**
  - Consider carrying consistent theme through email like Ritz and Traveler

Month	MBV Traveler	The Ritz-Carlton	EMEA
January	Bucket List Travel	Family Travel	Staycations
February	Travel Love	Resorts	Travel Inspiration
March	Beaches	Road Trips	Spring Planning
April	Staycations	Spring	Extended Travel
May	Eco Travel	Summer Planning	Summer Planning
June	Road Trips	Culinary	Road Trips
July	Road Trips	Beaches	Beaches
August	Outdoor Adventure	Lake Resorts	Outdoor Travel
September	Seasonal Travel	Fall Travel	Long Weekends
October	Culinary	Mountain Resorts	Culinary
November	Holiday Travel	Holiday Travel	Holiday Travel
December	Winter Escapes	Celebrations	Celebrations

Outstanding Items

Outstanding Items

- **SharePoint Access**

- **Image Library**

- **New Template integration (Aug/Sep)**

APPENDIX

Learning Agenda

	**EMEA 2021 Learning Roadmap:** **Monthly Drive Market Solos**			
	Q1 2021	**Q2 2021**	**Q3 2021**	**Q4 2021**
Email Performance	✅ Test subject lines/pre-headers - Explore optimization tech opportunities	✅ Test subject lines/pre-headers (PCIQ/Epsilon)	- Test subject lines/pre-headers - Explore additional targeting opportunities (MarketView, luxury segments) - Explore re-send optimization tactics	- Test subject lines/pre-headers - Optimize re-sends (targeting, SL/PH)
Personalization	✅ Measure effectiveness of luxury & generic solo versioning	✅ Optimize hero engagement/ personalization ✅ Feedback loop (survey, poll, quiz content)	- Optimize hero engagement/personalization - Use member data (pt. balance, etc.) - Test showing nearby properties	- Optimize hero engagement/personalization - Feedback loop (survey, poll, quiz content) - Use member data (pt. balance, etc.)
Content	✅ Enhance brand education content ✅ Investigate mobile app email tracking ✅ Launch Non-member enrollment code (METT)	✅ CTA testing ✅ Enhance brand education content ✅ Launch mobile app download tracking capabilities ✅ Launch Non-member enrollment code (Solo)	- Image Testing - Enhance brand education content	- Image Testing - Hero module testing - Video promo support

http://preview.4at5.net/email_domains/mar/0001/mar_0001.html

Image Library
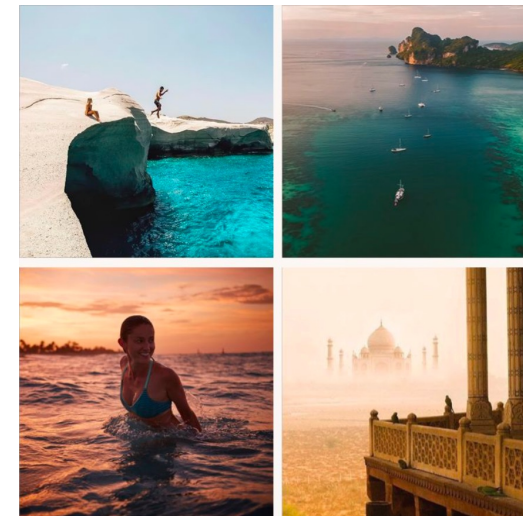
Imagery

- Image guidelines
  - New photography direction
    - Singularly focused
    - Compositionally clean
    - Fewer, stronger colors (vibrant & bold)
    - "Not all destinations are places" (Ex: F&B imagery, compelling & grand)

- Sourcing images
  - Would you still like to own this or would you like us to source images?
  - If we begin sourcing, are there any additional guidelines you have in the imagery you prefer?

- Create image library
  - Could be great opportunity to partner together on image sourcing
  - Each country could give us the images they'd prefer to use, will also help inform our efforts
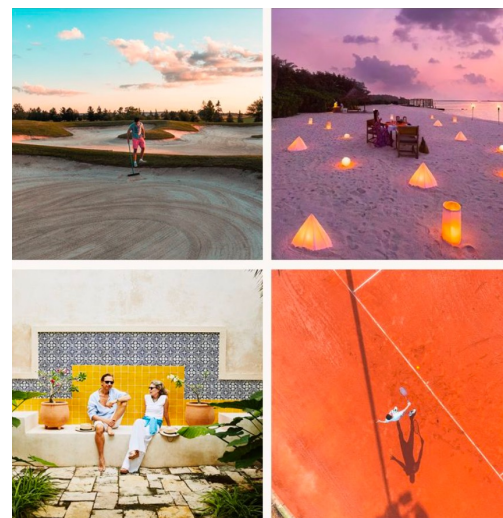 - All images would be approved by your team before implementing in campaigns

Properties
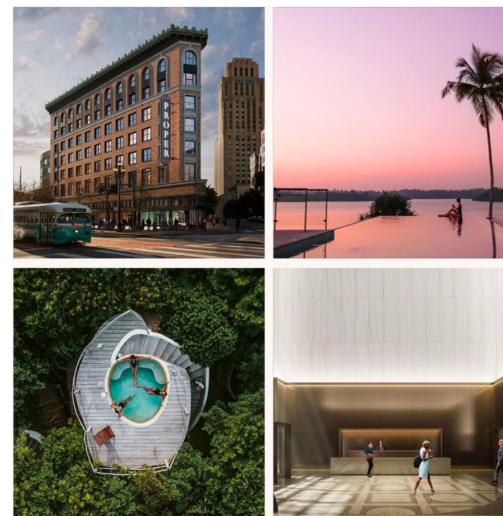
Destinations

Experiences

Food & Beverage