



# AUGUST 2018 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

October 4, 2018

*yes*

# TODAY'S AGENDA:

- 📍 Program Summary
- 📍 Campaign Highlights
- 📍 Actionable Insights

# AUGUST 2018 EMAIL PROGRAM SUMMARY

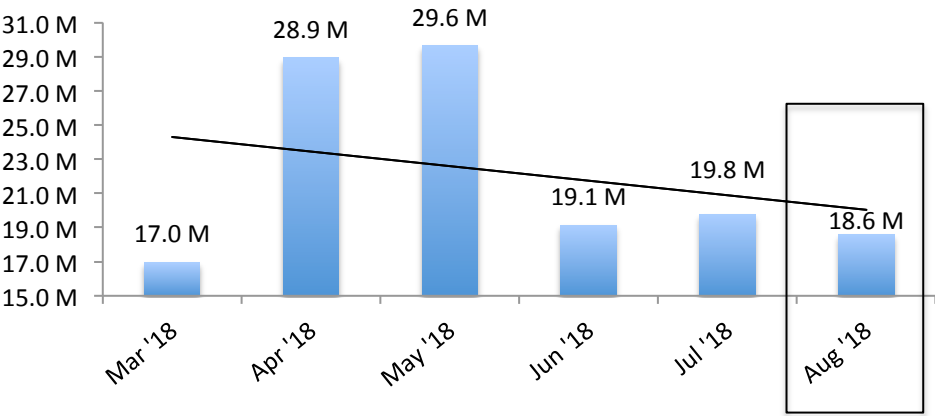
# IMPACTS TO AUG PERFORMANCE

- Fewer emails deployed in Aug resulting in overall program KPI declines
- TBOP launched on 8/18
  - Data integrity concerns around points and levels resulted in deployment changes
  - Aug BAU (eNews, Hotel Specials, and Destinations) pushed to Sep
  - Automated campaigns paused mid-Aug
- Delays in receiving email data for select campaigns (MRCC Solo)
- No MegaBonus promotion in market; content helps program KPI's

# EMAIL ENGAGEMENT REPORT

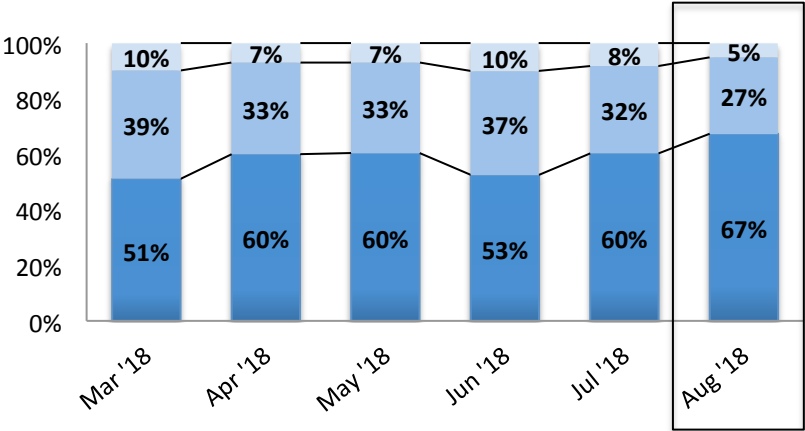
- Visible declines in # of emails delivered and member engagement from TBOP launch impacts & missing email tracking
  - 18.6M members received 1+ emails (-6% MoM)
  - 32% of members engaged in email (-8 pts. MoM)

# of MR Members Received 1+ Emails



\*Report Key:  
- Received: # of emails received during time period  
- Engaged: Received Opened and Clicked + Received not Opened but Clicked  
- Passive: Received Opened but not Clicked  
- Unengaged: Received not Opened and not Clicked

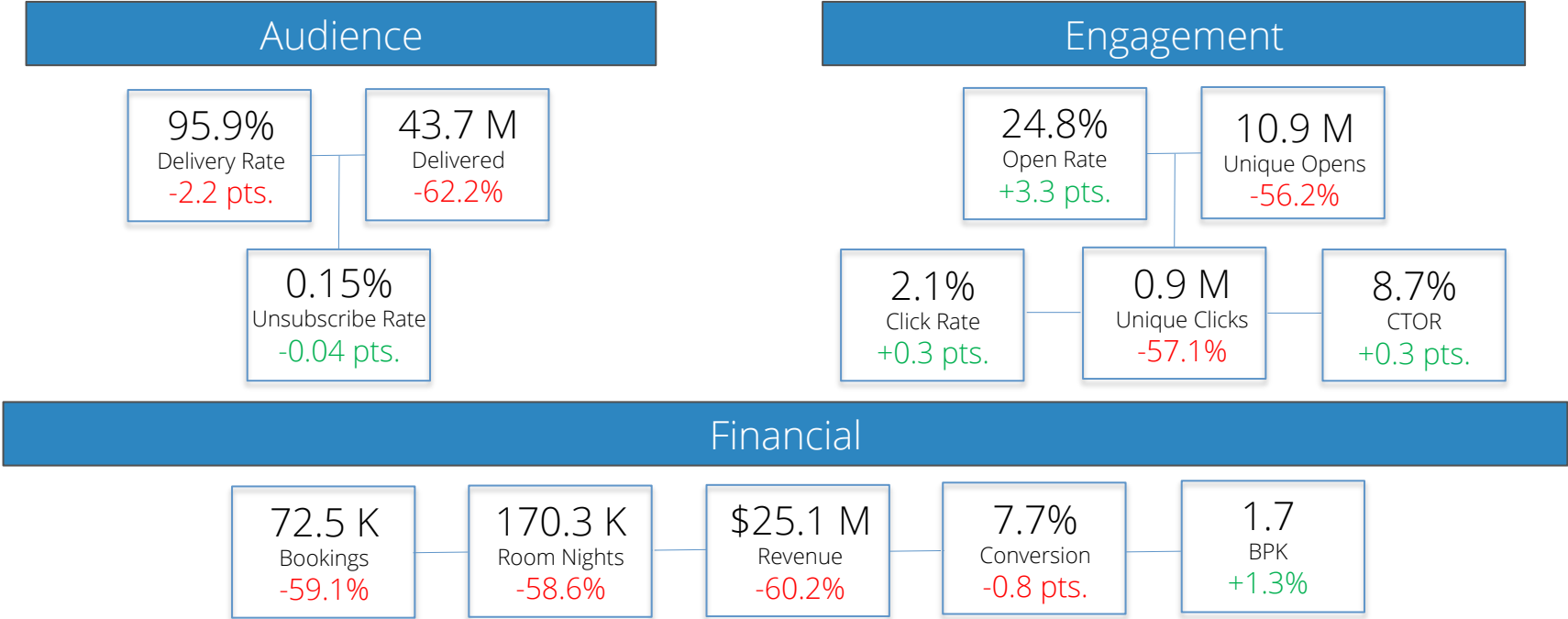
% of Email Interaction (MR Mbr)



■ Unengaged % of Total   ■ Passive % of Total   ■ Engaged % of Total

# AUGUST 2018 EMAIL PROGRAM PERFORMANCE

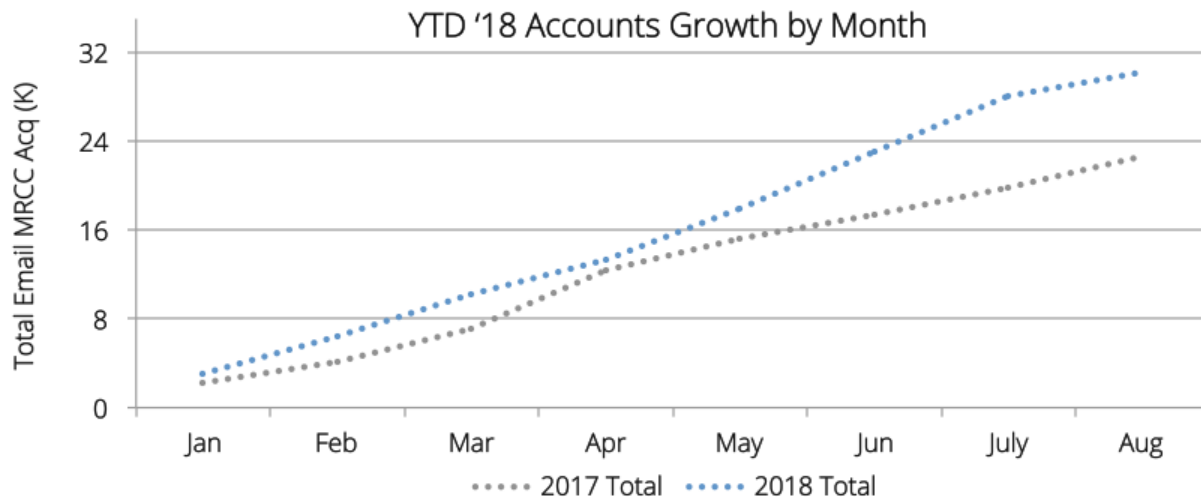
- Sent 72M fewer emails resulting in declines in open and click counts, as well as the financial KPI's
- TBOP launch caused BAU campaigns to move to Sep; only program and partner Solo's deployed with minimal personalization
- Maintained growth in open & click rates; up vs. 12-month average



Comparison against 12-month average  
Using EIR Financial Data

# MRCC ACQUISITIONS 8% AHEAD OF PLAN

- 2.1K new accounts results in YTD total of 30.2K (up 34% YoY and 78% of 38K goal)
- Targeted reminders scheduled for Q4 to aid with achieving goal
- Offer tests in for Nov and Dec help with 2019 planning



# CAMPAIGN HIGHLIGHTS



# MR TBOP SOLO: PROGRAM LIVE

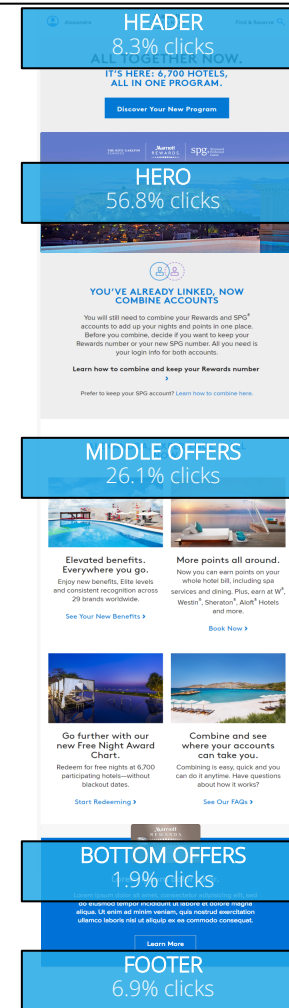
This campaign was meant to inform members that the new program is live, and asked linked members to combine their accounts.

- Reach: 17.2M
- Impressions: 3.3M
- Traffic: 386.8K
- Open Rate: 19.4%
- CTR: 2.3%
- CTOR: 11.6%
- Unsub: 0.12%

Subject line: **NOW LIVE: New Benefits, One Combined Program**

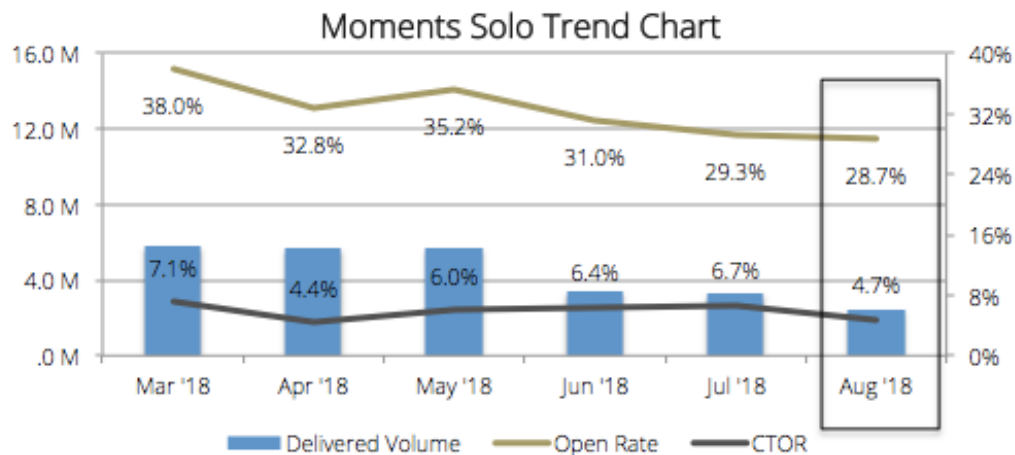
Observations:

- Open rate was 21% below the pre-announcement in April and 8% below July Key Dates Solo; consider testing a version that emphasizes reason to open (WIIFM) more
  - “One Program Is Here! Now Combine Your Accounts Today”
- CTR and CTO rates were higher compared to April and July messages
- Higher % of clicks from Elites on Hero content; Basics engaged more with Middle Offer content
- Most clicks on “See Your New Benefits” in 2-up (top left); least amount on “Book Now”



# MOMENTS SOLO KPI'S DECLINES TIED TO PROGRAM CHANGES

- Sent one version (high) to all without personalization; data concerns w/ TBOP launch
- 2% drop in open rate and 29% drop in CTO rate MoM
- Similar click engagement between hero & individual Moments experiences
- Wylei web scrape drove 523 clicks to urgent Moments
  - Consider higher placement to increase traffic



HEADER  
22.2% clks

HERO  
39.3% clks

AUGUST'S BEST MOMENTS

Experiences  
31.8% clks

WEB SCRAPE  
1.4% clks

BUY POINTS  
1.2% clks

# ACTIONABLE INSIGHTS

# RECOMMENDATIONS

- Optimize TBOP Solo engagement using subject line test & roll for key messages; test 2-3 different subject line styles
  - 3% higher open rate with April pre-announcement optimization:
    - **"Big News: Three Programs Become One in August"** (24.5% open rate)
  - Winning subject line styles in Q2 '18 leveraged at least one of the following:
    - Short and direct
    - Personalized
    - Sense of urgency
    - Supportive tone
    - Leveraged high interest words like 'New'
- Consider higher placement of Wylei web scrape to increase traffic
- Further personalization of TBOP email content for select audiences; target content by level
  - Basics with no/low balances, focus Middle Offers section only on See New Benefits & FAQs (67% of sect. clicks)
  - Elites engaged more with Start Redeeming, as well as See Your New Benefits (25% & 50% of sect. clicks)



THANK YOU!



## TBOP SOLO 8/27

MR TBOP ONE PROGRAM LIVE									
METRICS	Basic-ENG	Elite-ENG	CHS	FRE	GER	JPN	POR	SPA	Total
DELIVERED	11.1 M	3.3 M	2.1 M	.03 M	.1 M	.2 M	.1 M	.4 M	17.2 M
UNSUB RATE	0.15%	0.05%	0.05%	0.39%	0.31%	0.01%	0.16%	0.15%	0.12%
OPEN RATE	17.6%	31.4%	6.1%	30.7%	39.7%	38.8%	17.3%	29.4%	19.4%
OPENS	2.0 M	1.0 M	.1 M	.0 M	.0 M	.1 M	.0 M	.1 M	3.3 M
CTR	1.1%	6.5%	0.9%	3.8%	7.3%	11.6%	1.6%	2.8%	2.3%
CLICKS	.1 M	.2 M	.018 M	.001 M	.004 M	.018 M	.001 M	.010 M	.4 M
CTOR	6.2%	20.8%	14.0%	12.3%	18.3%	29.9%	9.0%	9.5%	11.6%
EIR BOOKINGS	3.2 K	25.5 K	.5 K	.0 K	.2 K	.4 K	.0 K	.3 K	30.2 K
EIR ROOM NIGHTS	6.8 K	61.0 K	.9 K	.1 K	.7 K	.9 K	.1 K	1.0 K	71.5 K
EIR REVENUE	\$1.1 M	\$9.0 M	\$1 M	\$0 M	\$1 M	\$2 M	\$0 M	\$1 M	\$10.7 M
CONVERSION	2.7%	12.0%	2.5%	3.8%	5.4%	2.3%	1.7%	3.3%	7.8%
BPK	0.3	7.8	0.2	1.4	3.9	2.7	0.3	0.9	1.8