



DECEMBER 2018 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

February 5, 2018

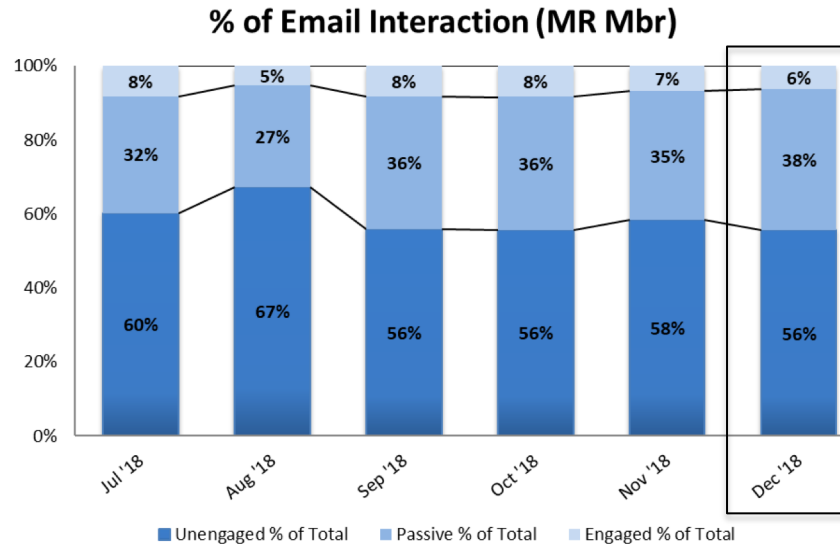
yes

TODAY'S AGENDA:

- 📍 Program Summary & Trends
- 📍 Key Storylines
- 📍 Testing Summary
- 📍 Actionable Insights

PROGRAM SUMMARY & TRENDS

44% OF MEMBERS ENGAGED IN DECEMBER '18 EMAILS; UP 5% MOM



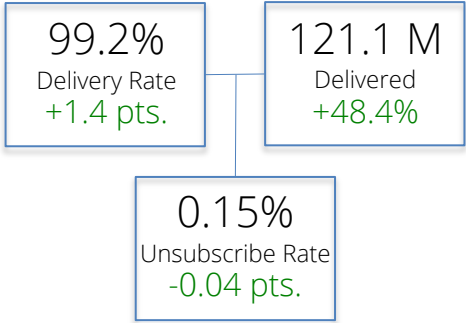
***Report Key:**

- 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

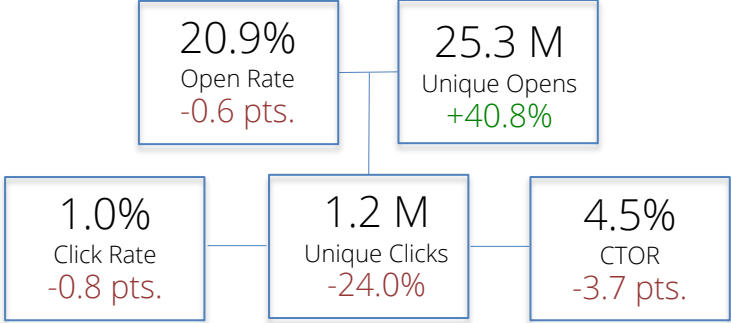
DECEMBER 2018 EMAIL PROGRAM PERFORMANCE

- Open & click rates are just below flat vs. 12-month average
- Low activity from Engaged members seen in CTOR - down 3.7 pts vs. avg; Solo engagement low & most lifecycle's still paused
- Program financials impacted from low engagement in Solo campaigns; this category typically drives program KPI's

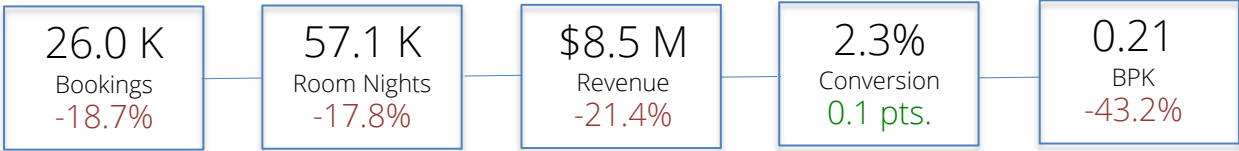
Audience



Engagement



Financial



Data source: Omniture (7-day) Financial Data
Comparison against rolling 12-month average

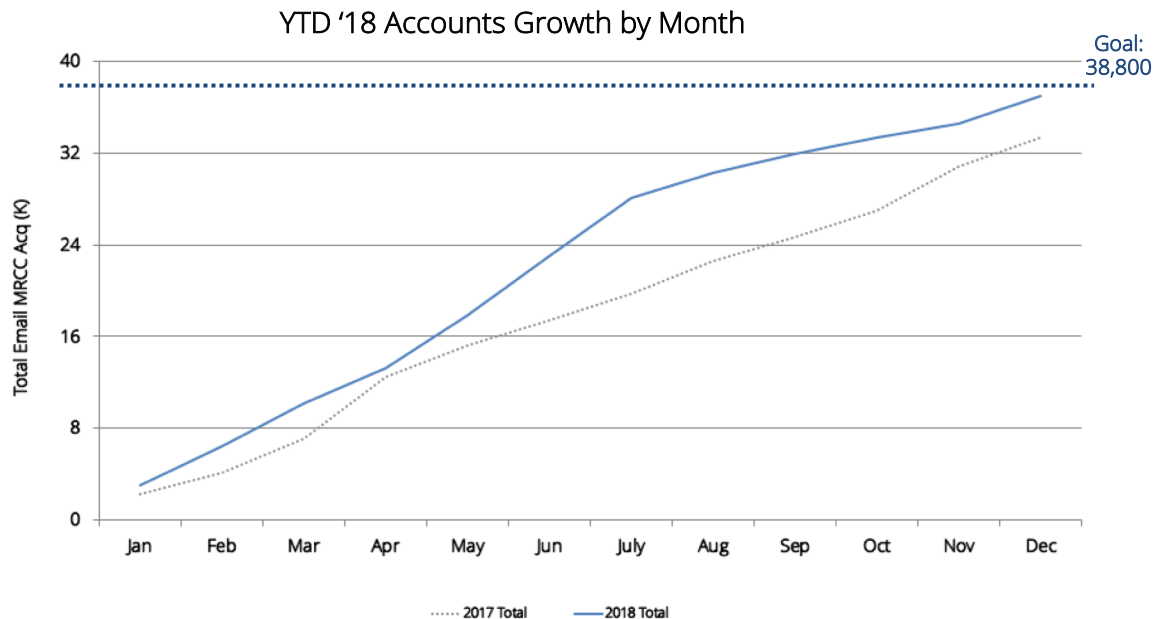
December 2018 vs 12 Month Avg.

	Overall	eNews	H.S.	Dest.	Solo	Lifecy.	MRCC	METT	
Aud.	# Delivered	48.4%	58.2%	36.6%	30.3%	0.6%	-78.7%	236.0%	16.1%
	Unsub Rate	-0.04 pts	-0.03 pts	0.01 pts	-0.01 pts	-0.04 pts	-0.04 pts	-0.04 pts	-0.06 pts
	Delivery Rate	1.4 pts	1.1 pts	1.3 pts	1.1 pts	1.1 pts	1.2 pts	2.3 pts	-0.2 pts
Engagement	Open Rate	-0.6 pts	-1.0 pts	-1.1 pts	-2.4 pts	0.1 pts	-6.3 pts	1.4 pts	-1.7 pts
	# Open	40.8%	45.9%	23.9%	12.1%	-2.6%	-84.0%	261.1%	6.3%
	Click Rate	-0.8 pts	0.0 pts	0.0 pts	-0.7 pts	-0.8 pts	-3.1 pts	-0.2 pts	-0.1 pts
	# Click	-24.0%	53.1%	33.8%	-46.1%	-49.0%	-88.8%	111.0%	0.4%
	CTO Rate	-3.6 pts	0.5 pts	0.8 pts	-3.0 pts	-3.7 pts	-7.9 pts	-1.2 pts	-0.2 pts
Financials	# Bookings	-18.7%	7.9%	88.8%	-40.5%	-26.9%	-97.1%	-23.9%	10.8%
	# Room Nights	-17.8%	4.1%	102.1%	-39.7%	-26.4%	-97.3%	-19.9%	15.2%
	Revenue	-21.4%	-2.3%	100.1%	-44.2%	-30.1%	-97.6%	-19.1%	-0.9%
	Bkngs/Dlvd (K)	-42.1%	-32.9%	40.1%	-49.6%	-19.7%	-86.2%	-75.2%	-4.9%
	Conversion Rate	0.1 pts	-0.9 pts	0.9 pts	0.1 pts	0.9 pts	-1.0 pts	-1.4 pts	0.4 pts

- Similar Solo performance and impacts as Nov '18
- Solo revenue made up 39% of monthly total, but not enough to lift overall program
- Loyalty support for:
 - Goodwill letter
 - America's offers
 - Moments

GAINED 36.9K NEW ACCOUNTS BY YEAR-END, DOWN -4.9% VS. GOAL

- 2.3K new accounts in December; 88% were from Solo email & resends
- 2018 concluded at 95.1% of 38.8K goal with a total of 36,948 new accounts; up 10.8% YoY



December considerations that influenced efforts towards goal:

- MRCC offer testing in Solo
- Points Expiration still paused
- Email blackout (Nov 30 - Dec 10)
- eNews featured Year-in-Review and MegaBonus in top sections

KEY STORYLINES

- Continued success with personalization tactics used in campaign optimization efforts
- Destinations campaign shows us that *some* will travel for food
- Non-members show us how to engage through promotions and acquisition offers

GLOBAL ENEWS

- KPI's are strong compared to 12-month avg:
 - Open: 19.9% (-1.0 pts)
 - CTR: 2.4% (flat)
 - CTOR: 12.2% (+0.5 pts)
 - Unsub: 0.07% (dropped from 0.11%)
- High interest in Year-In-Review content; drove 82% of section clicks and 80% of bookings
- TRC Yacht Collection content drove over 4.6K clicks to eBrochure landing page
- Redesigned New Openings module drove 3% of clicks; up 50% MoM; interest varied by region

Locations: Domestic	Clicks
United States	3,330
See All New Hotels (CTA)	1,302
Map creative	1,214
Europe	1,145
Canada	820
Asia	619
Africa	457
Middle East	258
NEW HOTEL OPENINGS: 2018 (headline)	221

Locations: ROTW	Clicks
Asia	781
Europe	647
See All New Hotels (CTA)	424
Map creative	335
Africa	331
Middle East	273
United States	217
Canada	101
NEW HOTEL OPENINGS: 2018 (headline)	69

Header: 5% clks. / 13% bkg.

Top Offer: 63% clks. / 60% bkg.

Top Offer 2: 7% clks. / 13% bkg.

Stretchy Band: 2% clks. / 0.3% bkg.

Account Box: 12% clks. / 5% bkg.

Search: 2% clks. / 6% bkg.

Holiday: 3% clks. / 1% bkg.

NFL: 0.3% clks. / 0.3% bkg.

MRCC: 0.3% clks. / 0.0% bkg.

TRC Yacht Collection: 1.1% clks. / 0.0% bkg.

New Openings 3% clks. / 0.0% bkg.

ENEWS CLICK ENGAGEMENT: DOMESTIC VS. ROTW

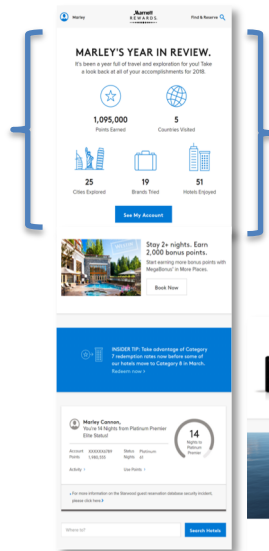
Domestic

65% of campaign clicks

- **84%** on YIR

-12% on MegaBonus

- Rest of world audience showed high interest in offers & new openings
- Suggest looking for more marketing opportunities through localization efforts



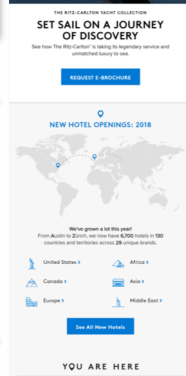
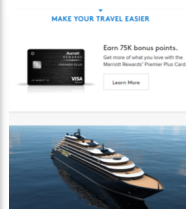
2%

ROTW

50% of campaign clicks

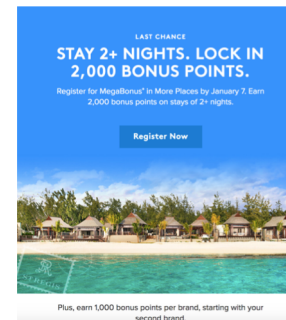
- 67% on YIR

- **22%** on MegaBonus



6%

Alternate Hero: MegaBonus



HOTEL SPECIALS

- KPI's are steady compared to 12-month avg:
 - Open: 15.9% (-1.1 pts)
 - CTR: 1.3% (flat)
 - CTOR: 8.0% (+0.8 pts)
 - Unsub: 0.15% (up from 0.14%)
- Higher click engagement from smaller eBreaks module vs. larger hero size; 2nd month at 18% of clicks vs. 11%
- Field Offers bookings are up 88% vs. 12 month avg.
 - Plus both room nights and revenue are up 100%
 - See All generated 1 in 3 bookings out of all offers
 - Top 10 offers included:
 - Niagara Falls & NYC, Orlando, East Coast, Vermont, DC
 - Spain & France
 - Bahamas

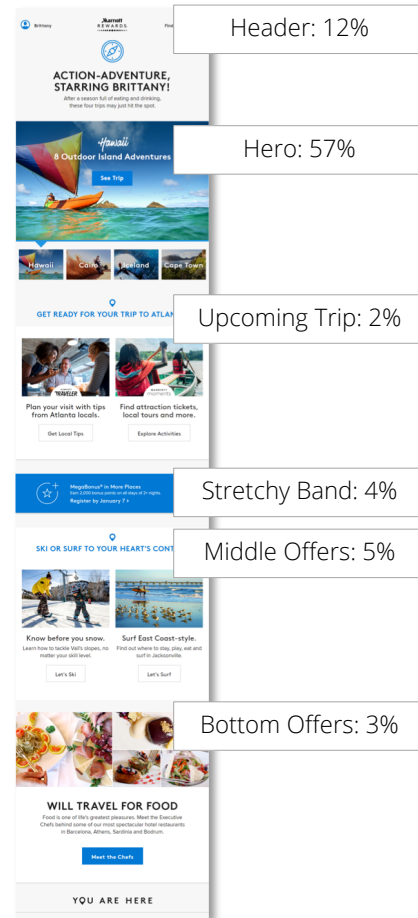
The screenshot displays the Marriott Rewards website interface with several promotional banners and offers. Callouts provide specific performance metrics for each section:

- Header:** 5% clks. / 13% bkg.
- Hero:** 27% clks. / 45% bkg.
- eBreaks:** 18% clks. / 16% bkg.
- Field Offers:** 25% clks. / 11% bkg.
- Holiday Deals:** 1.3% clks. / 0.6% bkg.
- MRCC Acquisition:** 0.6% clks. / 0.1% bkg.
- Wylei:** 3% clks. / 1.3% bkg.
- Search:** 1.1% clks. / 2.1% bkg.
- Account Box:** 6% clks. / 3% bkg.

The website content includes sections for 'HOLIDAY TRAVEL IDEAS', 'CARDHOLDERS EARN EVEN MORE', 'DISCOVER MORE PLACES', and a 'YOU ARE HERE' summary at the bottom.

DESTINATIONS

- Overall performance down several %points compared to 12-month avg, except decline in unsub rates is a plus:
 - Open: 17.1% (-2.4 pts)
 - CTR: 0.6% (-0.7 pts)
 - CTOR: 3.5% (-3.0 pts)
 - Unsub: 0.12% (down from 0.14%)
- 2.3M impressions supporting travel inspiration goals; counts are down 30% YoY with shift from bucket list to action adventures
 - More engaging approach could still work with new content: "4 Active Vacations for Your 2019 Bucket List"
- Food content in bottom module did not perform as well as previous content; same engagement between U.S. and ROTW
 - November: Brand Education 7% clicks
 - October: Upcoming Trip 1% clicks
 - September: MegaBonus 40% clicks
 - August: Vacation Planning 5% clicks



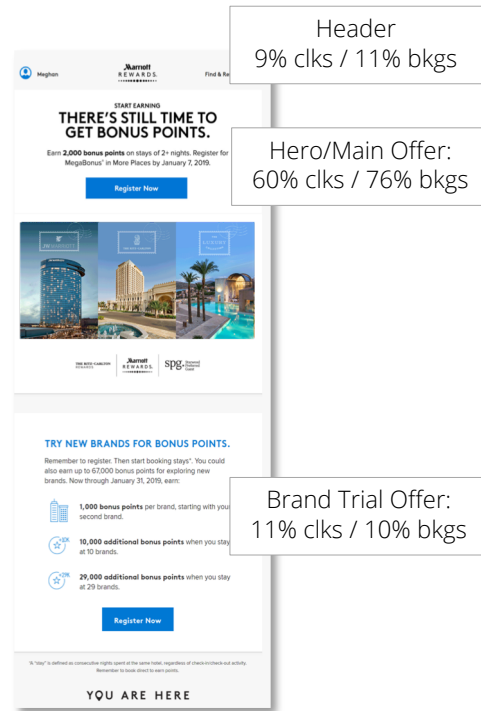
MEGABONUS BOOKING REMINDER

17.5M
Delivered

3.3M
Impressions

155.7K
Traffic

- \$1.8M in tracked revenue generated from reminder solo
- Open rate of 19.1% below Dec. program avg. by 9%
 - Consider testing subject lines for lower engaged audiences like non-members and Basics
 - Try promoting the max offer of 67K bonus points in subject line
- 4.7% CTOR is 4% higher than Dec. program avg.
- Low engagement and high unsub rate of 0.47% from non-members suggests deeper targeting & optimization strategy



Members (Both Registered & Non-Reg)
SL: Don't Miss Out on Earning Bonus Points
PH: Bonus points await.

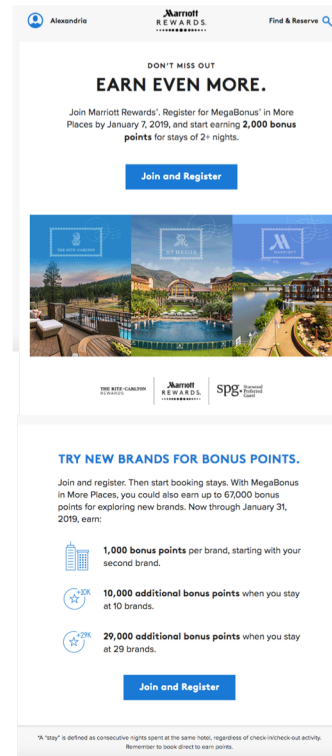
Non-Members
SL: Last Chance to Earn Bonus Points
PH: Become a member and earn bonus points across all 29 brands.

[Email Link](#)

MEGABONUS SOLO ENGAGEMENT: NON-MEMBERS

	Delivered	Open %	Click %	CTO %	Unsub %	BPK
LEVEL - BASIC	9,582,826	16.3%	0.5%	3.0%	0.11%	0.10
LEVEL - SILVER	1,260,054	22.4%	1.6%	7.3%	0.06%	0.56
LEVEL - GOLD	767,214	27.0%	2.6%	9.8%	0.04%	0.90
LEVEL - PLATINUM	1,015,885	34.6%	4.5%	12.9%	0.02%	2.81
LEVEL - NON-MEMBER	4,843,583	19.4%	0.5%	2.5%	0.47%	0.08
TOTAL	17,462,819	19.1%	0.9%	4.7%	0.20%	0.32

- Basics and Non-members behaved similarly across most metrics
- Non-member unsub rate was more than 3x the monthly avg.
- Consider approaching audience with richness of offer & reasons to join (WIIFM tactic)
- Connect with acquisition team to gain insights into marketing wins



Marriott REWARDS

Alexandria Find & Reserve




DON'T MISS OUT
EARN EVEN MORE.

Join Marriott Rewards[®]. Register for MegaBonus[®] in More Places by January 7, 2019, and start earning **2,000 bonus points** for stays of 2+ nights.

[Join and Register](#)

TRY NEW BRANDS FOR BONUS POINTS.

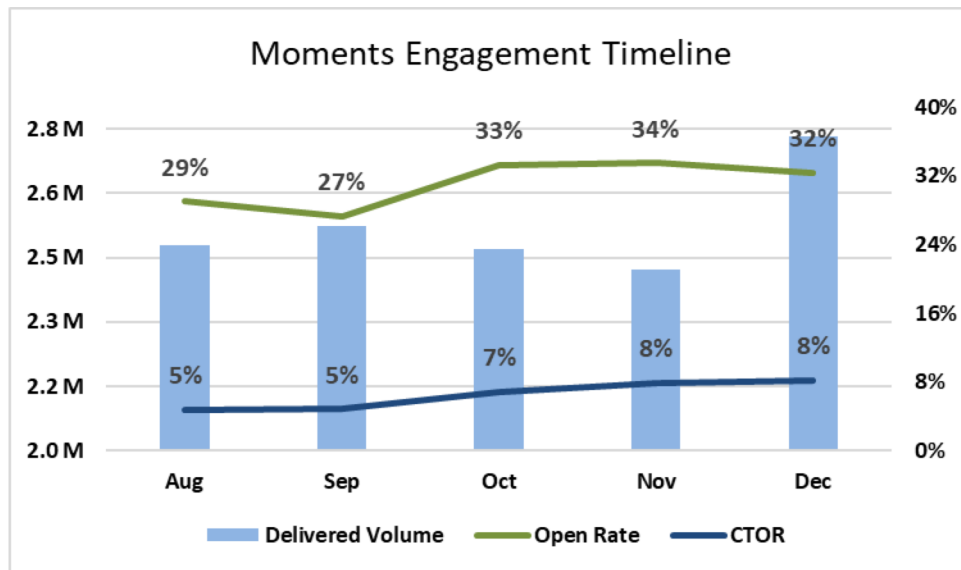
Join and register. Then start booking stays. With MegaBonus in More Places, you could also earn up to 67,000 bonus points for exploring new brands. Now through January 31, 2019, earn:

-  **1,000 bonus points** per brand, starting with your second brand.
-  **10,000 additional bonus points** when you stay at 10 brands.
-  **29,000 additional bonus points** when you stay at 29 brands.

[Join and Register](#)

"10,000" is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity. Remember to book direct to earn points.

MR MOMENTS SOLO ENGAGEMENT REMAINS STEADY



Web scrape continues to drive traffic to last minute experiences - 3.3K clicks

Header: 15%

Hero: 46%

NFL: 23%

SUBJECT LINE:
Score Big With Your [25,000] Points

PREHEADER:
Discover incredible sports, culinary and entertainment moments.

Middle: 10%

Wylei Web Scrape: 4%

Stretchy Band: 0.6%

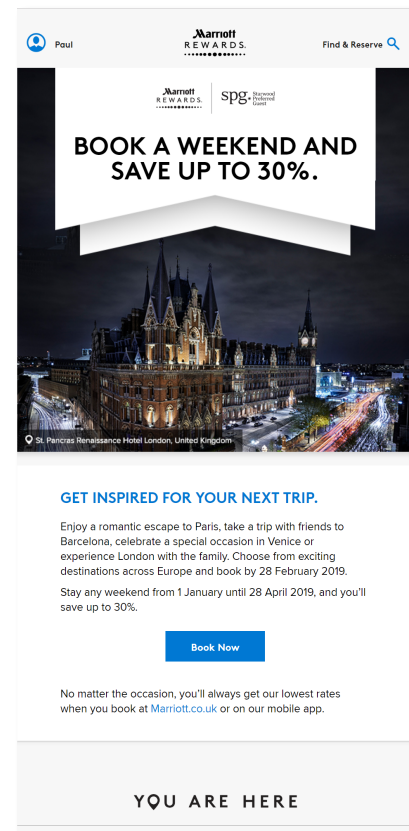
EUROPEAN TRAVEL SOLO

1.1M
Delivered

275.9K
Impressions

10.5K
Traffic

- Campaign had above average open rate of 25.6% with a 3.8% CTOR
- Unsub rate was slightly above avg. at 0.18% - *but still a good rate*
- Offer resonated mostly with the German audience; open rate of 35.6%, CTOR of 7.24% and BPK at just under 1 (0.94)
 - Second highest CTOR: Italian version (5.25%)
 - Second highest BPK: British English version (0.49)
- Consider adding hotel recommendations as secondary module to encourage bookings



ELITE GOODWILL LETTER

- Email sent to Elite members across all 3 programs – 6M total
- Letter from David thanking members for patience during program transitions and acknowledges difficulties since mid-Aug.
- 32.3% Open Rate overall, higher for the English audience (36.32%) then the Translated audience (17.75%)
- Even though this message doesn't have a primary call-to-action, it generated \$180K in revenue



TESTING & OPTIMIZATION SUMMARY

- SUBJECT LINE TESTS: humor was top in Destinations & MRCC saw consistency MoM
- MRCC ACQUISITION OFFER TEST: 2nd winning month for Free Night Award offer
- E2+ BOOKING REMINDER: Free Night Award outperformed 4K Bonus Points
- HOTEL SPECIALS: 39% CTOR section lift with location optimization
- MEGABONUS REG. REMINDER: 2.8% CTOR lift with Dynamic Content Assembly

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner (% Pts. Inc.)	Description of Winner
<u>Destinations</u> <ul style="list-style-type: none"> • Get Off the Couch with these 4 Active Vacations • 4 Trips for Adventure Travelers • Go Big: 4 Trips for Adrenaline Junkies 	Winner +0.1 pts. +0.2 pts.	Humor with listicle style
<u>Moments</u> <ul style="list-style-type: none"> • Score Big With Your Points • Turn Your Points Into NFL Moments 	Winner +2.7 pts.	Sports language with personalization "your points"
<u>MRCC Acquisition Mailing 1</u> Free Nights <ul style="list-style-type: none"> • 3 Free Night Awards • We Invite You to Earn 3 Free Nights • Where Will You Go With 3 Free Night Awards? Bonus Points <ul style="list-style-type: none"> • 75,000 Bonus Points • We Invite You to Earn 75,000 Bonus Points • How Will You Spend Your 75,000 Bonus Points? 	Winner +1.2 pts. +1.1 pts. Winner +0.6 pts. -0.1 pts.	Offer only and short Offer only and short *open rate for 3 rd SL higher than winner two weeks later

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner (% Pts. Inc.)	Description of Winner
<u>MRCC Acquisition Mailing 2</u> Free Nights <ul style="list-style-type: none"> • 3 Free Night Awards • We Invite You to Earn 3 Free Nights • Where Will You Go With 3 Free Night Awards? Bonus Points <ul style="list-style-type: none"> • 75,000 Bonus Points • We Invite You to Earn 75,000 Bonus Points • How Will You Spend Your 75,000 Bonus Points? 	Winner +1.8 pts. +1.7 pts.	Short and clear message
<u>MRCC Acquisition Mailing 3</u> Free Nights <ul style="list-style-type: none"> • 3 Free Night Awards • We Invite You to Earn 3 Free Nights • Where Will You Go With 3 Free Night Awards? Bonus Points <ul style="list-style-type: none"> • 75,000 Bonus Points • We Invite You to Earn 75,000 Bonus Points • How Will You Spend Your 75,000 Bonus Points? 	Winner +0.8 pts. - 0.4 pts.	Short and clear message *open rate for 3 rd SL higher than winner two weeks later
<u>MRCC Acquisition Mailing 3</u> Free Nights <ul style="list-style-type: none"> • 3 Free Night Awards • We Invite You to Earn 3 Free Nights • Where Will You Go With 3 Free Night Awards? Bonus Points <ul style="list-style-type: none"> • 75,000 Bonus Points • We Invite You to Earn 75,000 Bonus Points • How Will You Spend Your 75,000 Bonus Points? 	Winner +0.6 pts. +0.6 pts.	Short and clear message
<u>MRCC Acquisition Mailing 3</u> Free Nights <ul style="list-style-type: none"> • 3 Free Night Awards • We Invite You to Earn 3 Free Nights • Where Will You Go With 3 Free Night Awards? Bonus Points <ul style="list-style-type: none"> • 75,000 Bonus Points • We Invite You to Earn 75,000 Bonus Points • How Will You Spend Your 75,000 Bonus Points? 	Winner +0.4 pts. - 0.3 pts.	Short and clear message *open rate for 3 rd SL higher than winner two weeks later

MRCC ACQUISITION OFFER TEST (2ND MONTH)

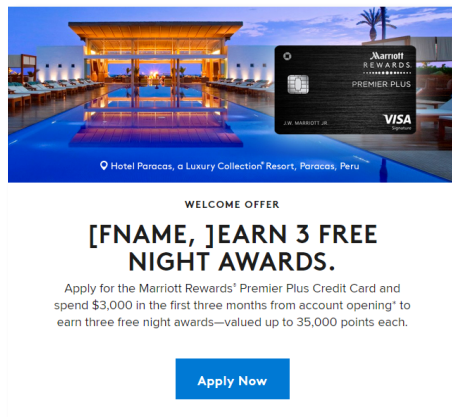
- For email, the 3 Free Night Awards offer outperformed the standard 75K Bonus Points
- Audience split: 75% Free Night offer and 25% Bonus Points
- 16% higher open rate and 10% higher CTOR for free nights version
- Sent 3 mailings: 1 initial and 2 re-sends all with consistent results for free nights version
- Waiting on performance for acquired new accounts from Acquisition team and bank

Initial Mailing:

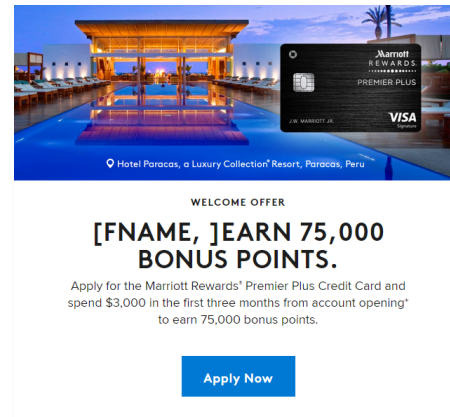
Free Night Award

Bonus Points

Open Rate: **22.5%**
CTR: **0.34%**
CTOR: **1.50%**
Unsub: **0.19%**



VS.



Open Rate: **19.4%**
CTR: **0.26%**
CTOR: **1.36%**
Unsub: **0.18%**

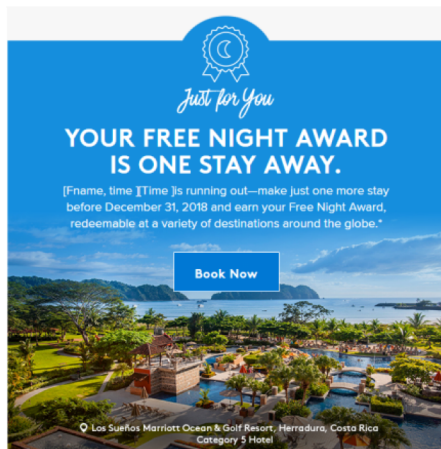
[Email Link](#)

E2+ SOLO: BOOKING REMINDER

- For email, the Free Night Award offer outperformed 4K Bonus Points across all metrics
- Free Night BPK was 165% higher at 1.9 vs. 0.7 with Bonus Points
- Waiting on performance of overall promotion from Lifecycle team

Free Night Award

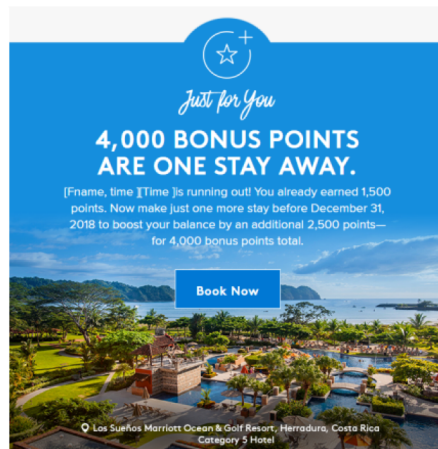
Open Rate: **36.1%** +2.6 pts
 CTOR: **8.2%** +2.8 pts
 Unsub Rate: **0.08%** -0.02 pts
 Revenue: **\$6.6K** +54%
 # Bookings: **30** +150%



Vs.

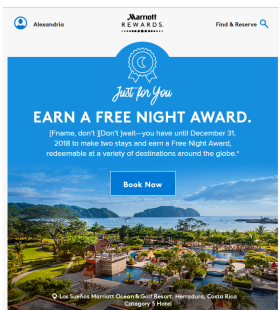
Bonus Points

Open Rate: **33.5%**
 CTOR: **5.4%**
 Unsub Rate: **0.09%**
 Revenue: **\$4.3K**
 # Bookings: **12**

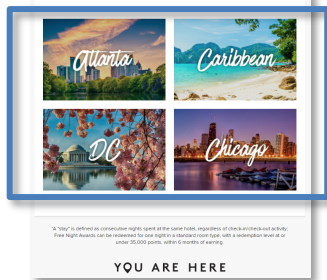


E2+ SOLO ENGAGEMENT FROM WYLEI OPTIMIZATION

UNDETERMINED LIFT FROM LOW SEND VOLUME



INSPIRATION FOR YOUR NEXT DESTINATION

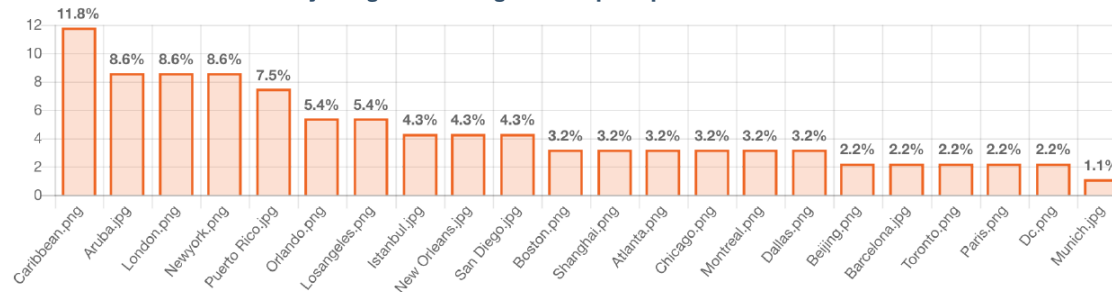


Top 4 Locations Based on CTOR



Top Locations Based on Clicks

By Image Percentage of Unique Optimized Clicks



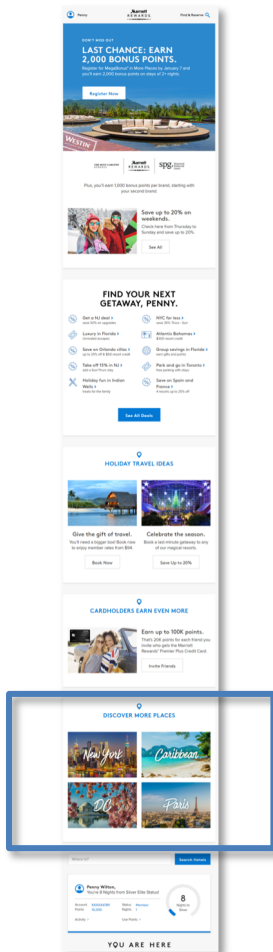
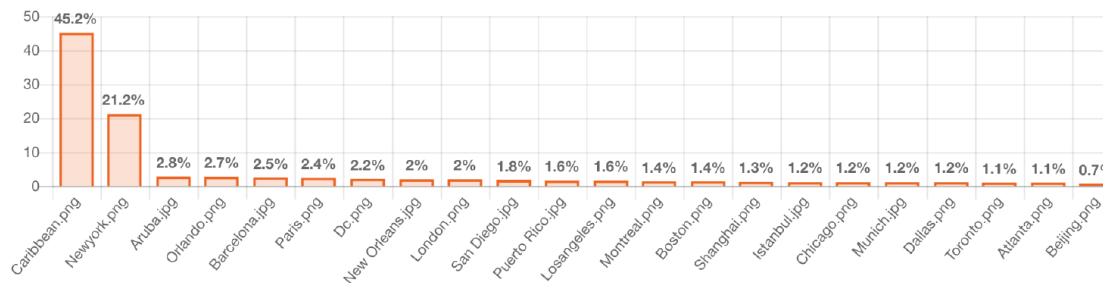
39% CTR LIFT FOR SECTION HOTEL SPECIALS: WYLEI DESTINATIONS MODULE

Top 4 Locations Based on CTR

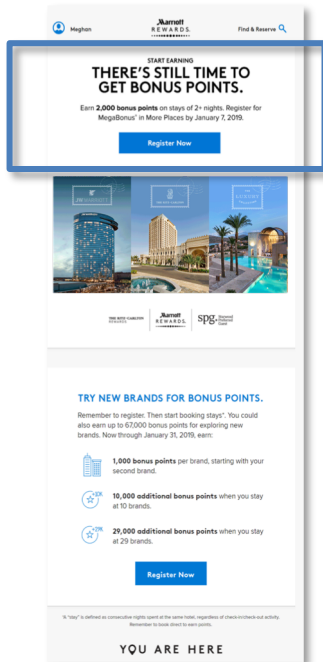


Top Locations Based on Clicks

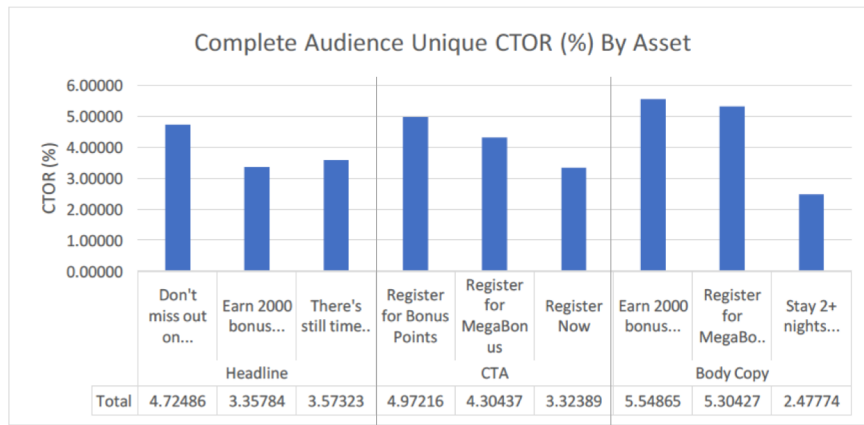
By Image Percentage of Unique Optimized Clicks



2.8% CTOR LIFT FROM WYLEI DYNAMIC CONTENT ASSEMBLY MEGABONUS REGISTRATION REMINDER SOLO



- 27 hero variations created using 3 different headlines, copy, and CTA's
- Campaign successfully optimized and learnings were received, but issues with 1st party data load times and SQL servers lead to Wylei recommendation to retest for deeper insights and improved lifts



Headline

1

START EARNING
**THERE'S STILL TIME TO
GET BONUS POINTS.**

2

START EARNING
**EARN 2,000 BONUS
POINTS BY JANUARY 31.**



START EARNING
**DON'T MISS OUT ON
2,000 BONUS POINTS.**

Body Copy

1

Register for MegaBonus® in More Places by January 7, 2019.
Earn **2,000 bonus points** on stays of 2+ nights.



Earn **2,000 bonus points** on stays of 2+ nights. Register for
MegaBonus® in More Places by January 7, 2019.

3

Stay 2+ nights. Earn **2,000 bonus points** with MegaBonus® in
More Places. Register by January 7, 2019 – and start earning.

CTA

1

Register Now

2

Register for MegaBonus



Register for Bonus Points

ACTIONABLE INSIGHTS

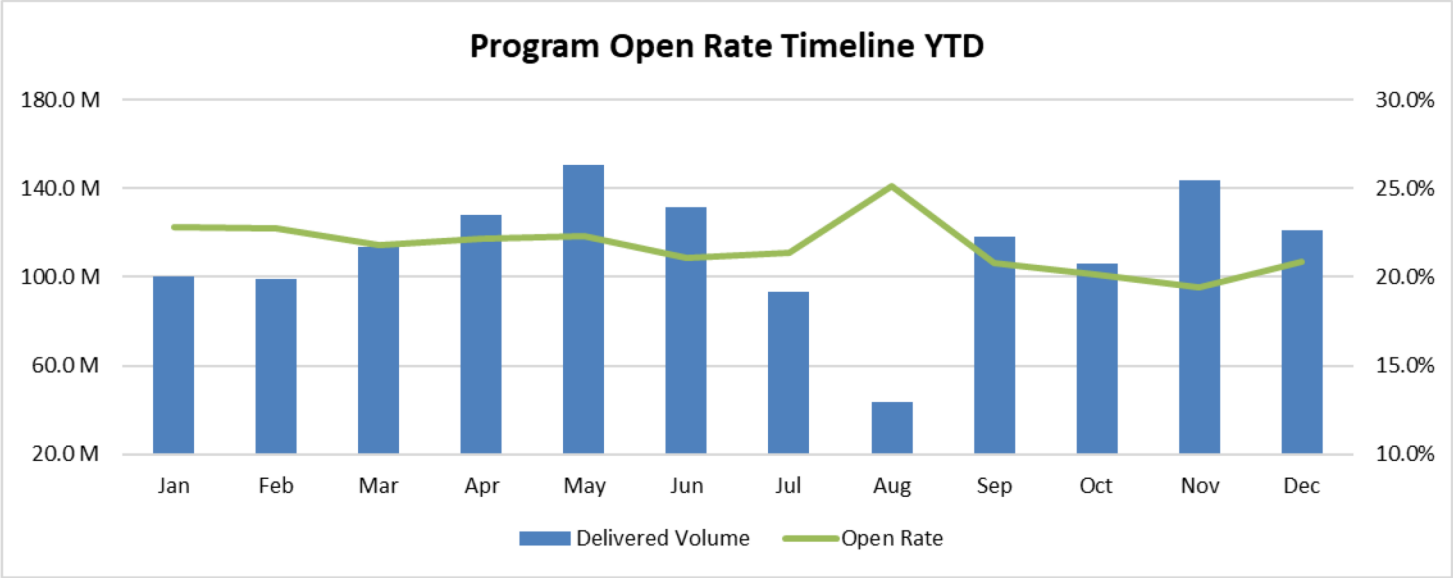
RECOMMENDATIONS

- Offers and new openings resonated more with non-U.S. audience; additional analysis needed to validate findings across other campaigns; may want to include in scope for localization efforts
- Additional targeting needed to find the right audience for food content in Destinations and/or other campaigns; use Moments and Traveler engagement as proxy
- Refresh Wylei destinations targeting and module to accommodate regional demands and interests; creative versions as frequently used modules
- Consider approaching non-member audience with richness of offer & reminder of reasons to join (WIIFM tactic); connect with acquisition team to gain insights into marketing wins



THANK YOU!

SLIGHT INCREASE IN MONTHLY OPEN RATES



PERFORMANCE BY CAMPAIGN: DEC '18

	Program	eNews	Hotel Specials	Destinations	Solo	Lifecycle	MRCC	METT
Delivered	121.1 M	16.2 M	10.2 M	13.7 M	31.3 M	.9 M	42.6 M	6.1 M
Opens	25.3 M	3.2 M	1.6 M	2.3 M	7.3 M	174.5 K	9.4 M	1.2 M
Open%	20.9%	19.9%	15.9%	17.1%	23.4%	19.1%	22.1%	19.8%
Clicks	1.2 M	392.7 K	128.6 K	83.2 K	329.7 K	28.7 K	156.3 K	31.4 K
Click%	1.0%	2.4%	1.3%	0.6%	1.1%	3.1%	0.4%	0.5%
CTO%	4.5%	12.2%	8.0%	3.5%	4.5%	16.4%	1.7%	2.6%
Unsub%	0.15%	0.07%	0.15%	0.12%	0.19%	0.25%	0.17%	0.09%
Bookings	26.0 K	6.9 K	4.6 K	1.6 K	10.1 K	105	1495	1.3 K
Room Nights	57.1 K	14.8 K	10.5 K	3.5 K	22.3 K	.2 K	3.0 K	2.9 K
Revenue	\$8.5 M	\$2.3 M	\$1.6 M	\$504.7 K	\$3.3 M	\$28.8 K	\$415.7 K	\$402.5 K
Conv%	2.3%	1.8%	3.6%	1.9%	3.1%	0.4%	1.0%	4.0%
Bkngs./Divd. (K)	0.21	0.43	0.4	0.11	0.32	0.12	0.04	0.21

MRCC ACQUISITION

FREE NIGHT AWARD OUTPERFORMS BONUS POINTS

- Engagement remained steady through re-sends even with targeting the same audience
- Low unsub rate overall shows campaign didn't harm email database
- Trend seems to point to using free nights over bonus points

Engagement comparison:

- Mailing 1: Nights beat Points
 - 16% higher open rate and
 - 11% higher CTOR
- Mailing 2: Nights beat Points
 - 14% higher open rate and
 - 11% higher CTOR
- Mailing 3: Nights beat Points
 - 12% higher open rate and
 - 13% higher CTOR

Mailing Versions	Delivered	Opens	Open Rate	Clicks	Click Rate	CTOR	Unsub.	Unsub. Rate
12/11/2018	13.9 M	3.0 M	21.7%	44.3 K	0.32%	1.47%	25.7 K	0.18%
Free Nights	10.4 M	2.3 M	22.5%	35.1 K	0.34%	1.50%	19.5 K	0.19%
75K Bonus Points	3.5 M	672.6 K	19.4%	9.1 K	0.26%	1.36%	6.2 K	0.18%
12/19/2018	13.7 M	3.0 M	21.8%	36.9 K	0.27%	1.24%	22.8 K	0.17%
Nights Re-Send 1	10.3 M	2.3 M	22.4%	29.2 K	0.28%	1.27%	17.2 K	0.17%
Points Re-Send 1	3.4 M	677.0 K	19.7%	7.7 K	0.22%	1.14%	5.6 K	0.16%
12/27/2018	13.6 M	3.0 M	22.1%	39.2 K	0.29%	1.30%	25.9 K	0.19%
Nights Re-Send 2	10.2 M	2.3 M	22.8%	31.0 K	0.30%	1.34%	19.4 K	0.19%
Points Re-Send 2	3.4 M	690.0 K	20.3%	8.2 K	0.24%	1.19%	6.5 K	0.19%
Grand Total	41.2 M	9.0 M	21.9%	120.4 K	0.29%	1.34%	74.4 K	0.18%

WYLEI OPTIMIZATION REMINDER

- Confirm send size and engagement KPI's with Wylei prior to developing optimization
- Guidelines for DCA and Image Optimization
 - Email send size should be >1M
 - Ideally, machine learning begins with >250K opens
 - Keep variants to 2 - 4 (max is 5 for the high engagement campaigns)