



FEBRUARY 2018 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

April 18, 2018

yes

TODAY'S AGENDA

Feb '18 Program Review

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

Available Feb '18 Campaign Reviews

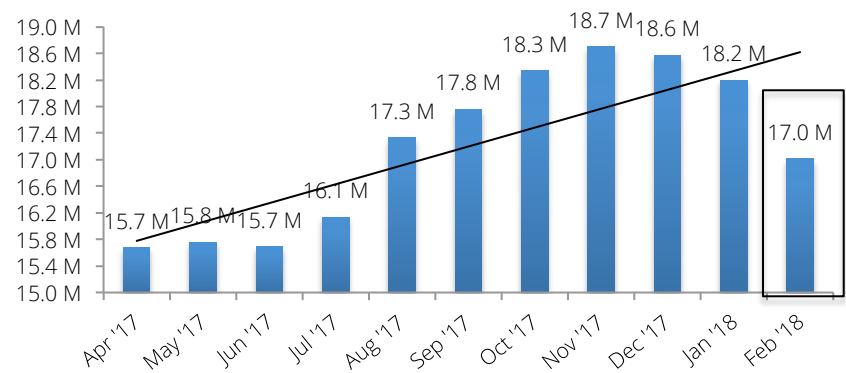
- eNews
- Hotel Specials
- Destinations
- Solos
- Lifecycle

FEBRUARY 2018 EMAIL PROGRAM SUMMARY

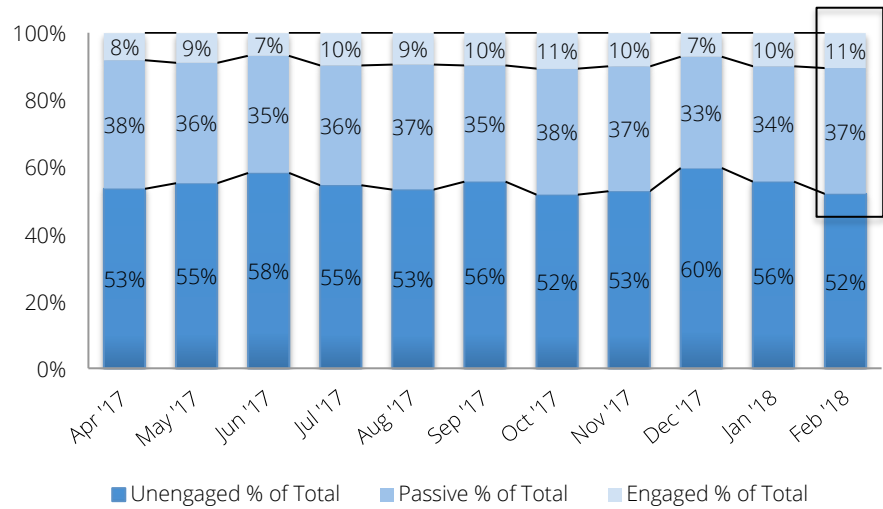
EMAIL ENGAGEMENT REPORT

- Regional exclusions contributed to declines in # of emails delivered for the month (down 7% MoM)
- 48% of members are engaged in MR emails (up 8% MoM)

of MR Members Received 1+ Emails



% of Email Interaction (MR Mbr)

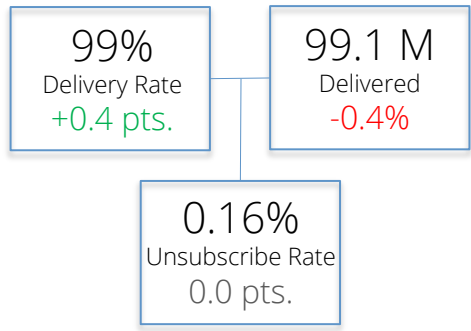


*Report Key:
- Received: # of emails received during time period
- Engaged: Received Opened and Clicked + Received not Opened but Clicked
- Passive: Received Opened but not Clicked
- Unengaged: Received not Opened and not Clicked

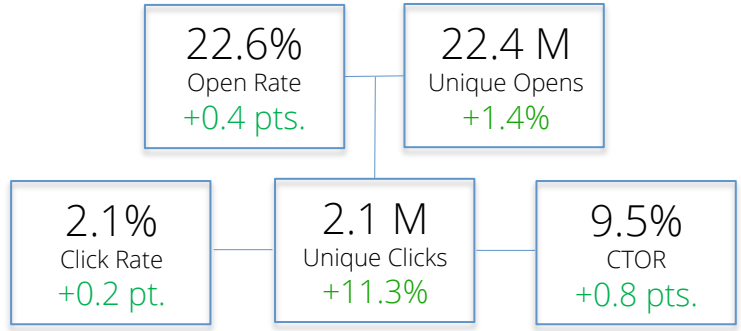
FEBRUARY 2018 EMAIL PROGRAM PERFORMANCE

- Engagement and revenue up compared to 12-month avg.
- Solo's drove overall program KPIs; 40% of Solo bookings from MegaBonus Last Chance

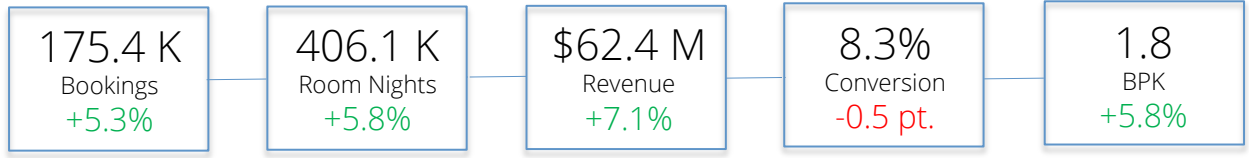
Audience



Engagement



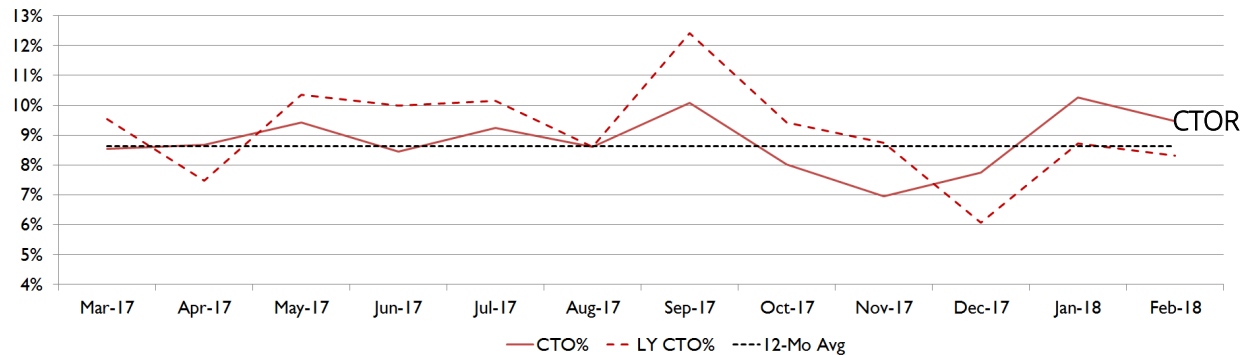
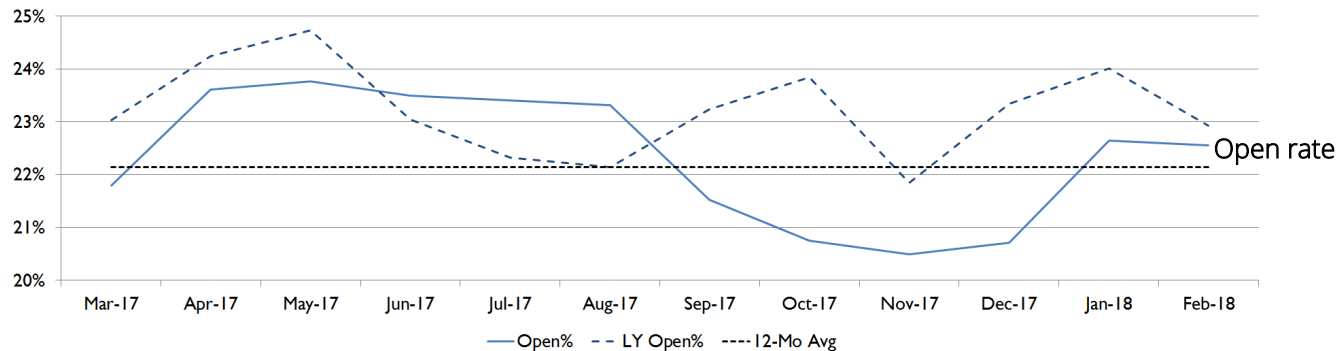
Financial



Comparison against 12-month average
Using EIR Financial Data

OPEN & CTO RATES ARE ON THE RISE FROM Q4 LOWS

- Overall program open rate was 2% above the 12-month avg. but down 2% YoY
- CTO was the 3rd highest since Sep '16 but down 8% MoM



		Hotel							
		Program	eNews	Specials	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Audience*	19.9 M +1.1%							
	Total	99.1 M	14.7 M	9.9 M	13.9 M	31.4 M	6.3 M	16.2 M	6.6 M
	Delivered	-0.4%	-4.0%	-3.7%	6.6%	-0.9%	-9.1%	-0.7%	12.0%
	Unsub Rate	0.16% -0.0 pts	0.10% -0.0 pts	0.15% 0.0 pts	0.13% 0.0 pts	0.13% -0.0 pts	0.32% 0.1 pts	0.20% -0.0 pts	0.19% 0.0 pts
	Delivery Rate	99% 0.4 pts	99% 0.8 pts	99% -0.1 pts	100% 0.2 pts	99% 0.4 pts	97% 0.4 pts	99% 0.0 pts	99% 1.2 pts
Engagement	Open Rate	22.6% 0.4 pts	20.1% -2.4 pts	18.0% 0.3 pts	19.5% -1.9 pts	26.5% 3.7 pts	26.4% -0.8 pts	21.4% -0.2 pts	21.9% -1.2 pts
	Opens	22.4 M 1.4%	3.0 M -14.2%	1.8 M -1.9%	2.7 M -2.9%	8.3 M 15.4%	1.7 M -11.9%	3.5 M -1.5%	1.5 M 6.4%
	Click Rate	2.1% 0.2 pts	2.3% -0.7 pts	1.3% -0.0 pts	1.1% -0.1 pts	3.0% 1.1 pts	6.0% 0.4 pts	0.8% 0.2 pts	0.6% -0.2 pts
	Unique Clicks	2.1 M 11.3%	335.5 K -26.0%	133.5 K -4.2%	150.8 K -3.6%	938.9 K 53.6%	382.4 K -1.9%	135.2 K 31.5%	38.8 K -18.7%
	Click to Open Rate	9.5% 0.8 pts	11.3% -1.8 pts	7.5% -0.2 pts	5.6% -0.0 pts	11.3% 2.8 pts	22.8% 2.3 pts	3.9% 1.0 pts	2.7% -0.8 pts
Financial	Bookings	175.4 K 5.3%	38.0 K -11.3%	10.3 K -13.5%	9.6 K -3.1%	79.7 K 30.0%	22.0 K -13.7%	12.8 K 24.7%	3.1 K -37.4%
	RoomNights	406.1 K 5.8%	88.6 K -10.7%	23.6 K -13.6%	21.8 K -5.0%	183.2 K 31.1%	54.4 K -12.1%	27.6 K 26.8%	7.0 K -36.3%
	Revenue	\$62.4 M 7.1%	\$13.9 M -8.8%	\$3.7 M -11.7%	\$3.3 M -6.2%	\$28.2 M 33.0%	\$8.4 M -10.1%	\$3.8 M 22.0%	\$1.1 M -32.4%
	Conversion Rate	8.3% -0.5 pts	11.3% 1.9 pts	7.7% -0.8 pts	6.3% 0.0 pts	8.5% -1.5 pts	5.8% -0.8 pts	9.4% -0.5 pts	7.9% -2.4 pts
	Bookings per Delivered(K)	1.8 5.8%	2.6 -7.6%	1.0 -10.1%	0.7 -9.1%	2.5 31.1%	3.5 -5.1%	0.8 25.6%	0.5 -44.1%

- Calculated using Mailable Openers* from Active, Inactive, and Non Member Counts

- Total Mailable minus anyone who has not clicked/opened an email in past 15 months

- Using EIR Financial Data

- Month compared to 12-mo rolling avg.

Executive Dashboard:

Feb '18 vs. 12-Month Avg.

Visible delivered declines across most categories

- Slight impact from regional exclusions

eNews and Hotel Specials saw fewer clicks on MegaBonus offer

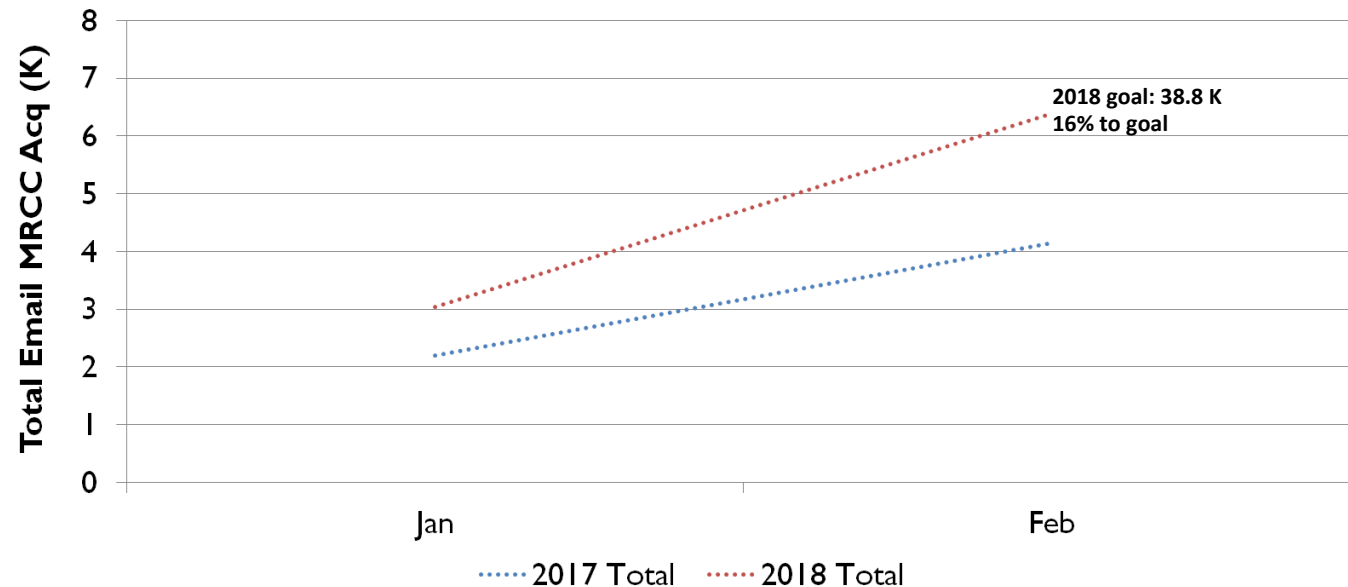
- Optimize with Solo learnings

MegaBonus Solo performance drove category and Program lifts

- KPI's up YoY and above Solo avg.
- 40% of Solo bookings
- 18% of Program bookings

MRCC ACQUISITIONS SLIGHTLY BELOW FORECAST

YTD CUME MRCC Accounts by Month



YTD, cumulative MRCC acquisitions are up 54% YoY but 1% behind goal

Feb. acquisitions vs. 12-mo. avg.

- Solo up 43%; most since Apr '16
- RAF up 5%
- eNews down 55%
- Points Expiration down 24%

Partnering with credit card team to develop 2018 email marketing plan

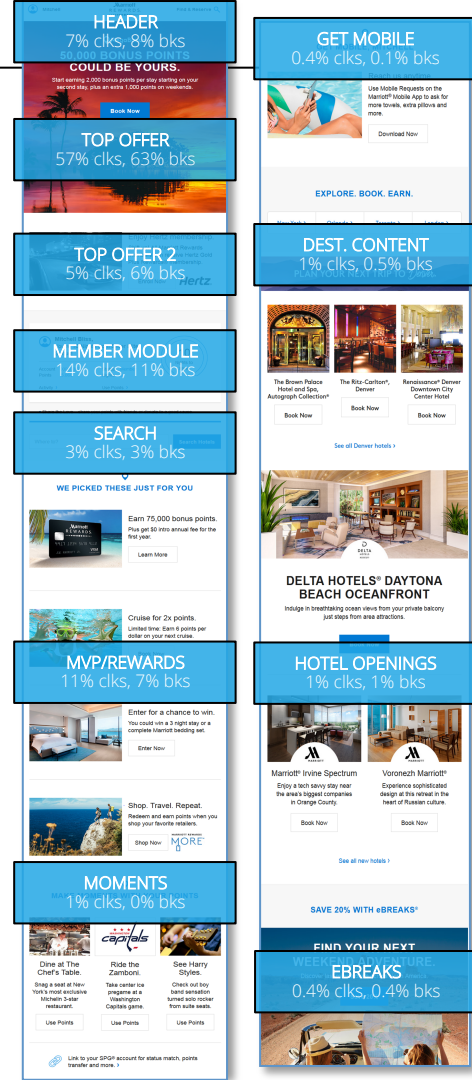
KEY STORYLINES

1. eNews engagement dipped, even with MegaBonus
2. Destinations click volume dropped but CTOR is stable
3. Moments open and CTO rate engagement is on the rise
4. Spring MegaBonus optimization drives engagement & learnings for future efforts

ENEWS ENGAGEMENT LOW, EVEN WITH MEGABONUS FEATURE

Campaign highlights:

- Compared to 12-mo avg, click volume was down 24%, but conversion rose to 11.3% (highest since Aug'16)
 - Feb delivered 4% fewer emails; regional exclusions contributed to decrease
 - All sections had below avg section engagement, except Moments
- Spring MegaBonus (MB) featured winning Wylei creative but generated fewest MB section clicks since Nov '14
 - 1.5% click rate was 41% lower than Jan MB content
 - Leverage reg. reminder solo personalization to lift engagement
- MVP/Rewards generated the 2nd highest click volume since May '17
 - ShopMarriott sweeps accounted for +50% of section clicks; was the most in both Jan and Feb '18



FEB '18 ENEWS MVP/REWARDS SECTION

Clicks on ShopMarriott down 24% MoM after position change 1 to 3

- But...content is still of interest no matter what position


15% of section clicks from 75K MRCC offer

- Position change from 2 to 1 helped drive 45% more clicks than Jan '18 offer of 80K points

Opportunity:


- Lower positions for content we know works well (sweeps) gives room for new initiatives
- Consider suppressing past clickers or participants

Position 1




Earn 75,000 bonus points.
Plus get \$0 intro annual fee for the first year.

[Learn More](#)



Get fit using your points.
Use your points to ramp up your workout this year.

[Use Points](#)



Earn up to 100K bonus points.
Earn 20K for every friend who gets the Marriott Rewards® Premier Credit Card.

[Invite Friends](#)


% Del	Click%	Conv%
72%	0.06%	3.6%
22%	0.05%	2.5%
6%	0.08%	9.4%

Position 2




Cruise for 2x points.
Limited time: Earn 6 points per dollar on your next cruise.

[Book Now](#)



Save up to 30% in Europe.
Book your trip in advance and save at over 300 hotels.

[Book Now](#)




Cruise for 3x points.
Limited time: Earn 9 points per dollar on your next cruise.

[Book Now](#)


% Del	Click%	Conv%
71%	0.01%	2.7%
22%	0.07%	3.9%
7%	0.10%	9.6%

Position 3



Enter for a chance to win.
You could win a 3 night stay and a complete Marriott bedding set.

[Enter Now](#)




Exclusive Travel Deals
Week at the beach? Weekend in the city?

[See All Deals](#)


% Del	Click%	Conv%
84%	0.18%	8.3%
16%	0.10%	1.9%

Position 4



Shop. Travel. Repeat.
Redeem and earn points when you shop your favorite retailers.

[Shop Now](#)



Marriott Rewards Moments.
Use points for members-only access to some of the world's most amazing experiences.

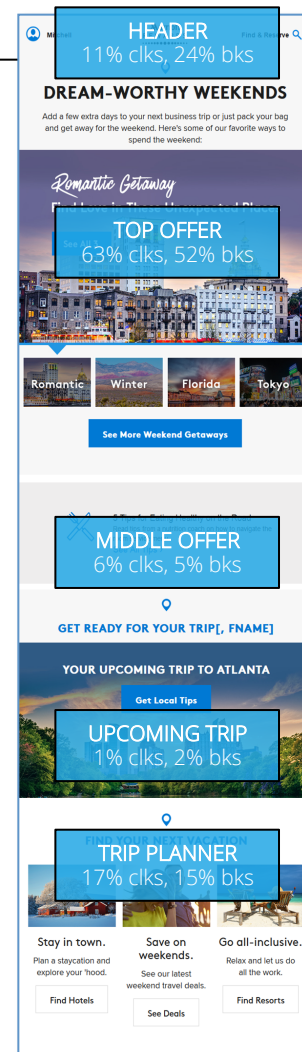
[Bid or Use Points](#)

% Del	Click%	Conv%
86%	0.01%	3.5%
14%	0.04%	5.6%

DESTINATIONS CLICK VOLUME DIPPED, BUT CTOR IS STABLE

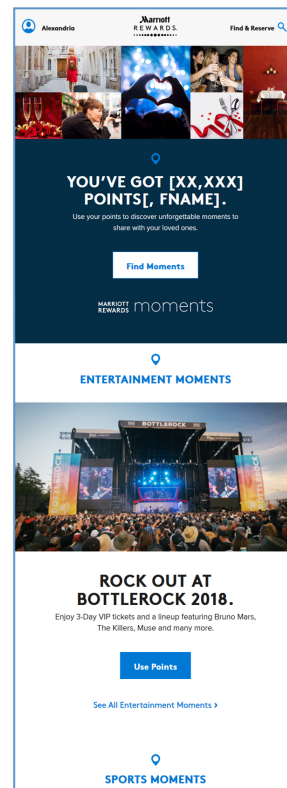
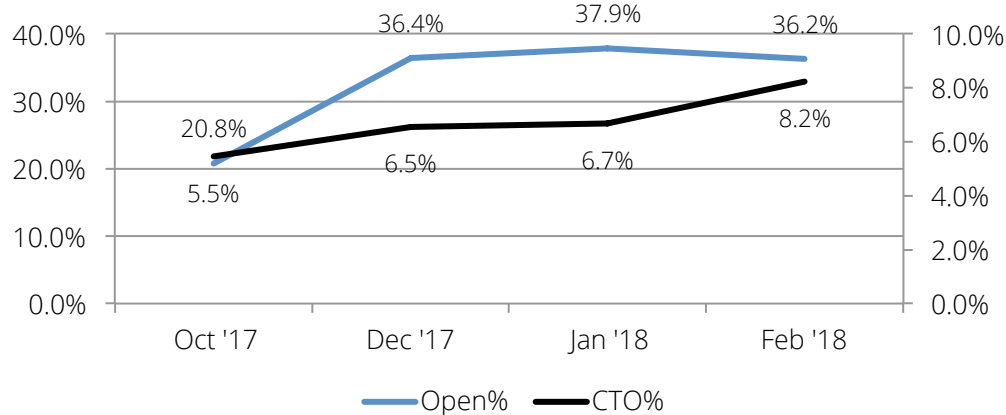
Campaign highlights:

- Total campaign click volume down by 8% compared to 12-month avg, but CTOR flat at 5.6%
- Top Offer carousel % of clicks up 10%; no animation this time
 - Similar % of clicks as July test; had high CTOR, but low % of clicks vs. 2-up
 - Consider using this design when there's desire to showcase lower sections
- Trip Planner high conversion from link to booking content vs. Traveler
 - 2nd highest clicks vol. since launch and highest % of clicks since Aug '17 due to carousel shortening design
 - Conversion rate was highest since Apr '16; continue tactic & monitor results
 - 'Go All-Inclusive' generated 45% of section clicks; continue value add content



MOMENTS ENGAGEMENT IS ON THE RISE

Moments Solos



Feb Solo open rate decreased 4% MoM due to high segment engagement decline

February Subject Lines:

- **High Point Balance:** *You've Got [XXX,XXX] Points [FNAME].*
- **Low Point Balance:** *Discover Moments to <3, [FNAME]*

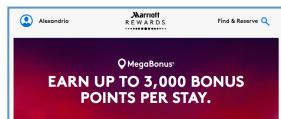
CTOR was the highest of any Moments solo to-date

- MoM, high & low group CTOR's increased 19% & 22% respectively

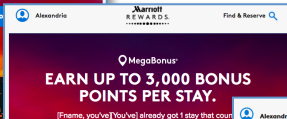
What's next:

- Continue personalization for high group & targeting for low
- Consider geo-targeting Moments
- Include buy points option
- Target content with Moments data
- Pull in last minute or upcoming experiences with web scrape

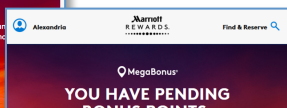
MEGABONUS LAST CHANCE REG. REMINDER: PERSONALIZATION DROVE 40% CTR LIFT YOY



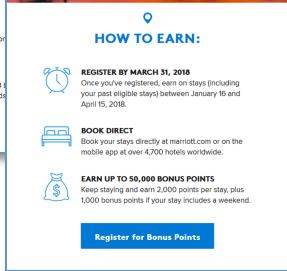
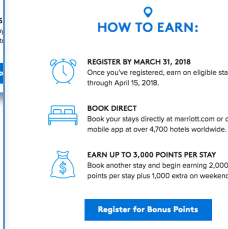
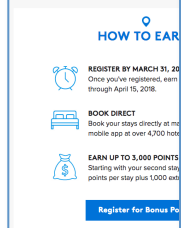
0 stays group: winning creative & CTA copy style; hero image animation



1 stay: earn on next stay copy in Top Offer & How to Earn



2+ stays: make stays count & keep staying copy in Top Offer & How to Earn



Spring MB personalization tactics drove up all KPI's YoY; continue tactics in future promotions

Open rate of 23.8% was up 15% YoY using personalization (You're) and qualification words (Eligible/Pending)

- 0 Stays SL: *You're Eligible for MegaBonus*
- 1 Stay SL: *You're Eligible for MegaBonus*
- 2+ Stays SL: *You Have Pending Bonus Points*

CTOR of 14.6% was up 40% YoY leveraging winning creative, personalized stay copy, and CTA style

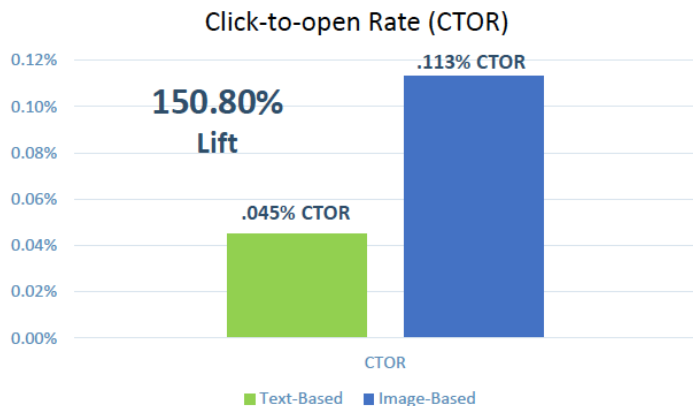
Conversion rate of 8.9% was up 7% YoY and BPK was 3.1, up 72% YoY

FEBRUARY TESTING & OPTIMIZATION SUMMARY

- ENEWS: Navigation Bar vs. Image
- DESTINATIONS:
 - Day of the Week Deployment
 - Upcoming Trip Test
- HOTEL SPECIALS:
 - Day of the Week Deployment
 - Hotel Specials eBreaks Creative
- MOMENTS:
 - Solo Top Offer Creative
 - Testing Summary

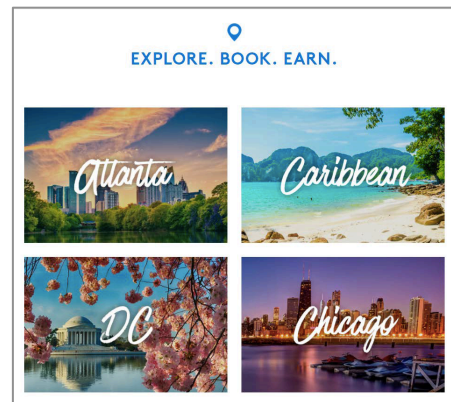
FEB ENEWS: IMAGE-BASED CREATIVE DROVE 150.8% CTOR LIFT

2nd month of consistent CTOR lifts with image-based vs. text navigation; concluded A/B test and implementing image-based version in future mailings

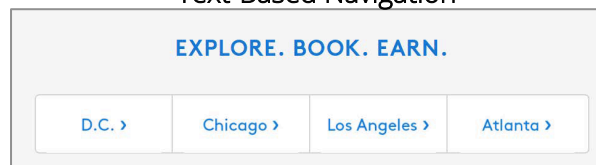


Combined (Text vs. Image) Overall Results					
	Unique Opens	Unique Clicks	CTOR	Lift	SS
Text-Based	899531	407	0.045%		
Image-Based	752590	854	0.113%	150.80%	99.9%

Image-Based Navigation



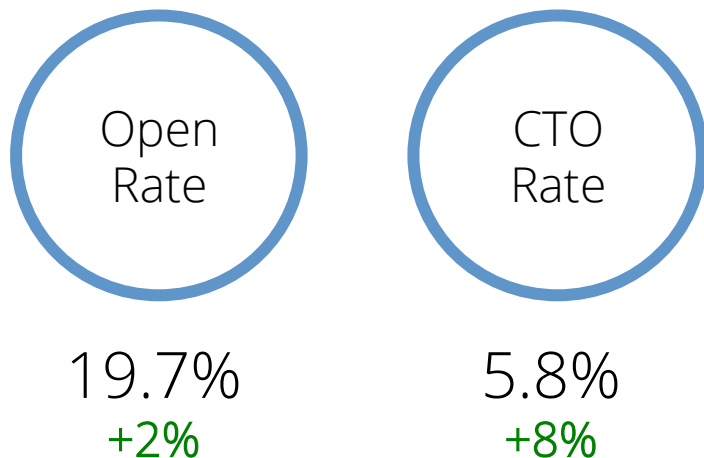
Text-Based Navigation



DESTINATIONS DAY OF WEEK TEST #1:

8% HIGHER CTOR ON SATURDAY VS. FRIDAY

Saturday vs. Friday Deployment



A/B day-of-week deployment test conducted to lift CTOR

- Friday (2/2/18)
- Saturday (2/3/18)

Saturday deployment generated higher KPI's across the board

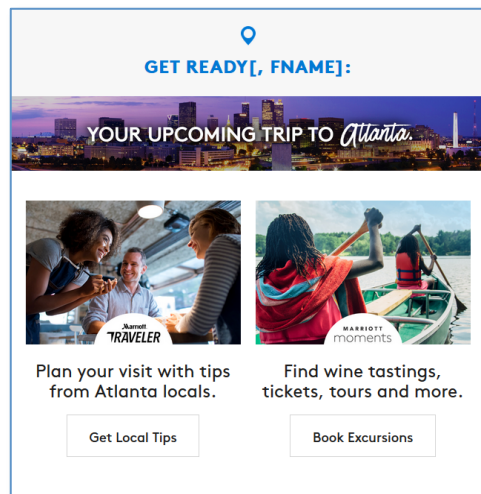
- Open%: +2%*
- CTO%: +8%*
- Conv%: +7%*
- BPK: +19%*

Plan to continue testing in March and April

*Statistically significant results

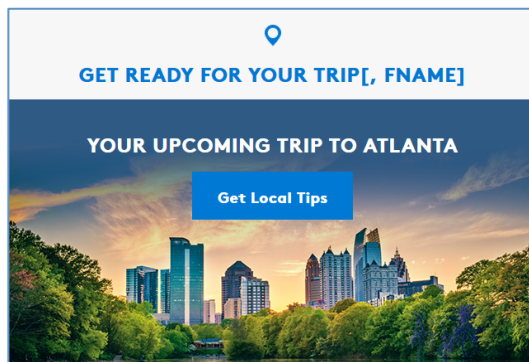
DESTINATIONS UPCOMING TRIP CREATIVE TEST: 20% MORE CLICKS ON CONTROL VERSION

Test



95
Clicks

Control



114
Clicks

+20%*

Test 1 intended to increase section engagement

- New: Marriott Moments
- Test continued in next 3 deployments

Unable to get campaign level results due to IT tracking issues:
continue test and learn optimization

Enhance Marriott Moments

- Personalize content for members with points
"Use your points to discover [city]"
- Optimize imagery based on location

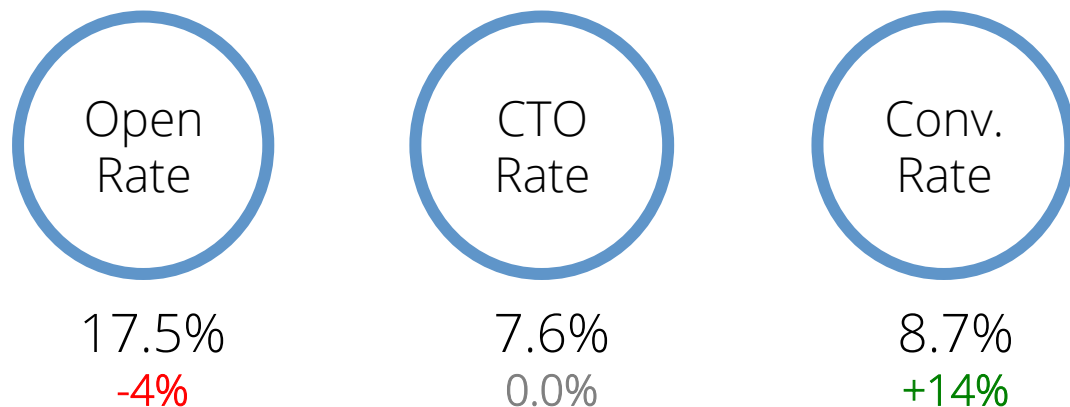
Consider room upgrades or promoting member benefits over additional 2-up Traveler module

*Not statistically significant

HOTEL SPECIALS DAY OF THE WEEK TEST #2:

14% HIGHER CONVERSION ON FRIDAY

Friday vs. Tuesday Deployment



Test Summary	Open Rate	CTOR	Conv. Rate
Jan '18	+1.9%	-1.6%	+6.7%
Feb '18	-4%	0.0%	+14%

A/B day-of-week deployment test to lift CTO and conversion rates

- Friday (2/23/18)
- Tuesday (2/27/18)

Results:

Friday deployment generated a higher BPK (+8%)*; conversion was 14% higher*

Recommendations:

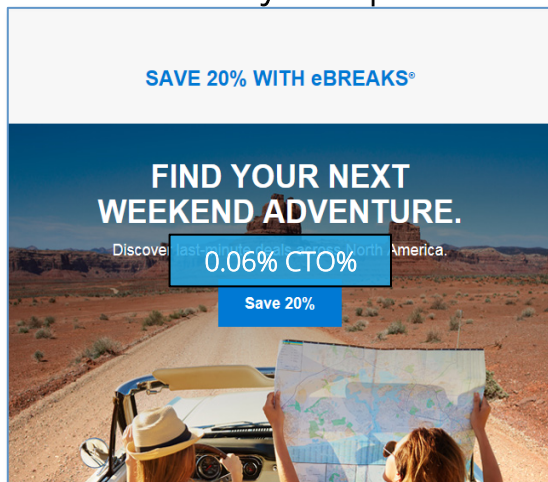
Jan '18 test also had a lift in BPK (+7%) and conversion (+7%) from Friday deployment

Test again for conclusive results

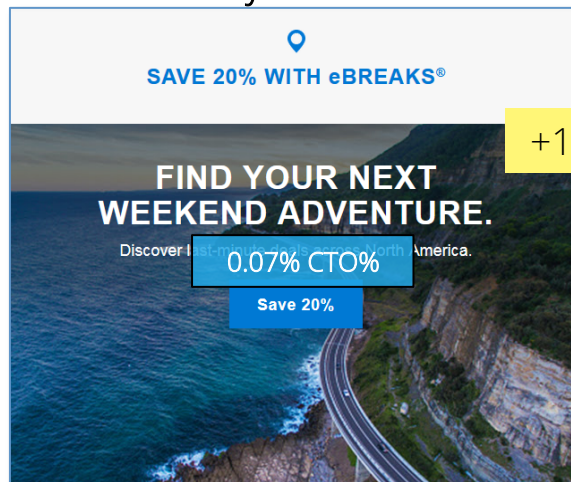
*Statistically significant results

INCONCLUSIVE RESULTS FROM HOTEL SPECIALS EBREAKS CREATIVE TEST

Lifestyle Map



Lifestyle Ocean



Feb '18 Hotel Specials eBreaks	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Map	4.1 M	5.1 K	\$1.7 M	17.5%	8.0%	8.9%	1.2
Ocean	4.1 M	4.8 K	\$1.7 M	17.5%	7.9%	8.5%	1.2

+1%*

Data did not reach statistical significance; consider retesting

Results*

1. Ocean: 11% higher link level CTO

2. Map: 1% higher campaign level CTO

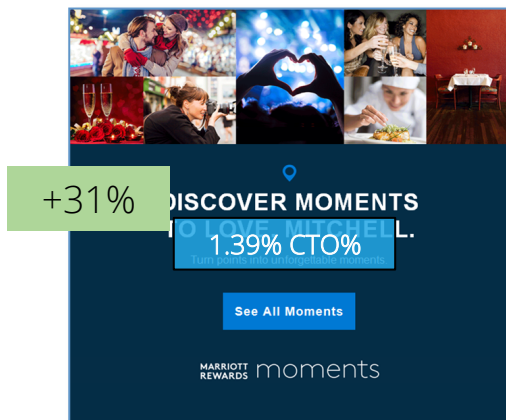
- Results consistent during 2/23 & 2/27 day of week tests

Consider moving module up to increase engagement and avoid Gmail clipping

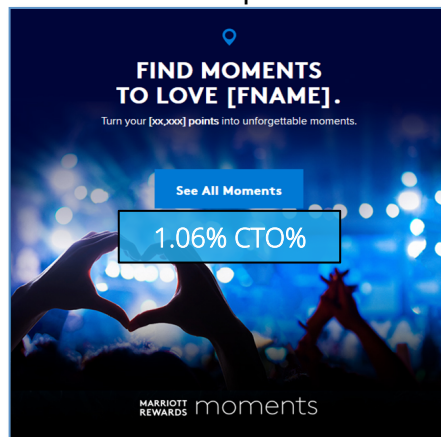
*Not statistically significant

MOSAIC CREATIVE DRIVES HIGHER CTR IN FEB. MOMENTS SOLO (LOW GROUP)

Mosaic



Full Span



Feb '18 Moments Solo Top Offer	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Mosaic	821.0 K	372	\$54.8 K	42.8%	2.8%	3.8%	0.5
Full Span	821.0 K	372	\$62.0 K	43.0%	2.5%	4.2%	0.5

Tested Top Offer mosaic vs. full span creative treatments for a second consecutive month

Results:

- Mosaic treatment generated a 10% higher CTR on a campaign level*
- Mosaic treatment generated a 31% higher CTR on a link level*
- Mosaic outperformed full span hero treatment in Jan '18 test

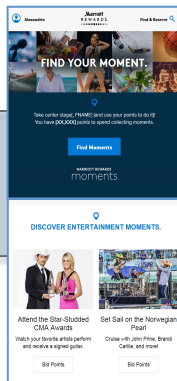
Recommendation:

Continue learning using Wylei to optimize with 4 full span category images vs. mosaic

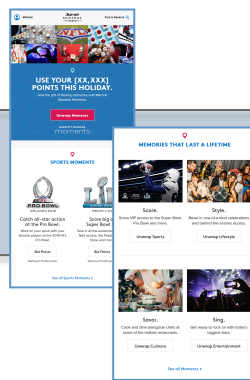
*Statistically significant results

MOMENTS OPTIMIZATION IMPROVES ENGAGEMENT

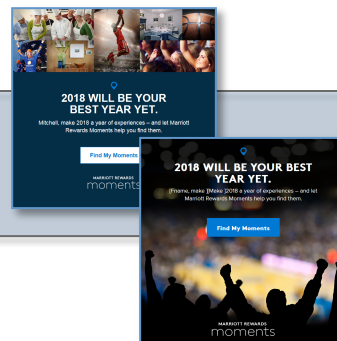
Oct '17



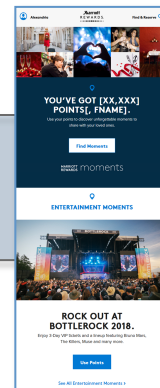
Dec '17



Jan '18



Feb '18



Targeting

High: personalized w/ points
Low: awareness focus; no pts.

Results

Vs. Moments Solo Avg

- O/R down 6%
- CTOR down 1%

High segment engaged more with top offer (+37% % of clicks) and less with header (-44% % of clicks) than Low

High: personalized w/ points
Low: - new mbrs. in 60D + past clickers
- tested Category vs. Std layout

Vs. Moments Solo Avg

- O/R up 69%
- CTOR up 29%

Dec vs. Oct CTOR:

- High up 14%
- Low down 36%

Category vs. Std: campaign level CTOR up 5%; not statistically significant

High: personalized w/ points
Low: Top Offer creative test

Vs. Moments Solo Avg.

- O/R up 68%
- CTOR up 27%

Low-Mosaic version:

- Link level: 8% higher % of clicks and 18% higher CTOR
- Campaign level: 10% higher CTOR

High: personalized w/ points
Low: Top Offer creative test

Vs. Moments Solo Avg.

- O/R up 53%
- CTOR up 53%

Low-Mosaic version:

- Link level: 31% higher CTOR
- Campaign level: 10% higher CTOR

ACTIONABLE INSIGHTS

RECOMMENDATIONS

- In the eNews MVP/Rewards section, give newer initiatives a lift by placing in positions 1 or 2 and moving known high performing content (sweeps) lower
- Improve personalization tactics to increase engagement
 - Optimize eNews MVP/Rewards section logic by leveraging past content engagement (e.g. suppress sweeps entrants or clickers)
 - Leverage MegaBonus reg. reminder personalization in eNews Top Offer
 - Enhance Moments Solo with geo-targeting, option to buy points, user data

RECOMMENDATIONS

- Destinations readers enjoy themed content driving to booking related pages in Trip Planner & value add content
- Investigate web scraping for last minute experiences and/or to highlight upcoming experiences in Moments Solo
- Continue leveraging Wylei DCA technology to improve engagement in key modules

INDUSTRY INSIGHTS

ENERGY MOMENTS

President's Day

Club CARLSON

Hi, Mitchell Acct. ending: 4091 Points: 0* **Red Member**

BREAK AWAY THIS PRESIDENTS' DAY

Enjoy a long weekend for less this Presidents' Day at Carlson Rezidor hotels. Save up to 20% on stays of two nights or more now through April 30, 2018.+

BOOK NOW >>



LOOK FOR **% SAVE MORE** TO INDICATE MEMBERS ONLY RATE EXCLUSIVE **GET MORE**


Valentine's Day

Hilton HONORS account login

celebrate

love with flowers and gifts and earn **3,000 points***

shop now



FTD

CURIO COLLECTION BY HILTON VIEW OFFERS

The DIPLOMAT BEACH RESORT

Suite Hearts

LOVE AT THE SHORE GETAWAY PACKAGE

BOOK NOW



Hilton HOTELS & RESORTS VIEW OFFERS

Hilton Westchester




Sweetheart Deal

Including breakfast buffet for two & late checkout

GET DETAILS

HYATT REGENCY HYATT REGENCY KOLKATA




ROMANTIC ESCAPE AT HYATT REGENCY KOLKATA!

Come celebrate the month of Love at Hyatt Regency Kolkata. Valentine's Day just got more delicious with a wide spread of delectable dishes from our kitchen. Spice up your day with gorgeous buffet and end it on a sweet note with scrumptious dessert. We are taking all the planning and arrangements out of your hands, so you are free to hold hands with special someone.

Love is in Air.

LEARN MORE

SPECIAL OFFERS




VALENTINE'S DAY SPECIAL AT WATERSIDE CAFE

Start your day with your Valentine as you choose from the wide spread of the lunch buffet or end the special day on a sweet note over the dinner buffet.

To book your table: +91 33 2517 1425/26

LEARN MORE



CELEBRATE VALENTINE IN ITALIAN STYLE

Dig into an Italian fare approved by cupid himself. Enjoy a glass of sparkling wine as you cherish your own love affair.

To book your table dial: +91 33 2517 1425/26

LEARN MORE

yes

PARTNERSHIPS

Hilton
HOTELS & RESORTS

VIEW OFFERS

Hilton Anatole




48-Hour Sale
American Girl Sweet Dreams Package up to 35% off

BOOK NOW

Hilton
HONORS

account login

sail away
limited time only - earn 2X Points when you book a cruise

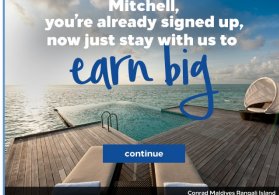


take me away

Hilton
HONORS

account login

Mitchell, you're already signed up, now just stay with us to earn big



continue

With Points Unlimited, earn **2,000 Bonus Points** on every stay plus an additional 10,000 Points on every 5 stays through April 30.

earn
up to **100,000** Bonus Points




learn more

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HONORS

account login

earn
up to **100,000** Bonus Points with the Hilton Honors American Express Ascend Card



learn more

The New Hilton Honors Ascend Card

earn 75,000 Bonus Points after you spend \$2,000 in purchases with your Card within the first 90 days of Card Membership

earn 25,000 Bonus Points after you spend an additional \$1,000 in purchases with your Card within the first 90 days of Card Membership


earn 12X Bonus Points for each dollar of eligible purchases charged on your Card directly with a hotel or resort within the Hilton portfolio

learn more

Annual Membership Fee: \$95



spg Starwood Preferred Guest



Tap into your membership.

DESIGN YOUR GOLD MEMBER CARD, ADD IT TO YOUR SPG APP AND TAKE LUXURY TO GO.

DESIGN CARD

Remember to **book directly** with SPG® to receive these benefits¹ and more, including Member Exclusive Rates, at SPG hotels and resorts:

- EARN MORE.** 3 Starpoints® per US\$1 spent on eligible purchases
- STEP UP YOUR STAY.** An enhanced room at check-in²
- STAY LONGER.** 4 p.m. late checkout³
- CHOOSE YOUR GIFT.** Your choice of welcome gift with each stay
- BEST RATE GUARANTEE.**⁴ If you find a lower rate, we'll match it and reward you
- FREE WI-FI.** Enjoy complimentary in-room Internet

MEET YOUR MATCH.

If you haven't already, link your SPG account with Marriott Rewards⁵ to receive two new advantages: **Elite Status Match and Points Transfer.**

Since you're Gold with SPG, you'll instantly receive Marriott Rewards Gold Elite⁶ status.




Featured property: The St. Regis Maldives Vommuli Resort, Maldives

Hilton **VIEW OFFERS**

come back soon
Here are some special offers for you


ACCOUNT LOGIN

explore the latest special offers for your next getaway




explore

start enjoying weekends with points, breakfast, & more



next step

escape to paradise and get a \$50 daily resort credit



learn more

Hilton **amazon**

Use those Points you just earned to shop at Amazon.com

learn more

POINTS UNLIMITED
earn 2,000 Bonus Points on your next & every stay through April 30

continue

Share your feedback!
We're eager to hear your thoughts and how we might improve.



LEAVE A REVIEW


spg Starwood Preferred Guest

Your world. Your rewards.

Take home more with every trip.




Starpoints for flying.



With SPG® Gold, you'll earn Bonus Starpoints® when you fly with Emirates to more than 150 destinations.

BOOK FLIGHTS

Skywards Miles for staying.



Not only do you earn Starpoints for your stays with SPG, but when you become an Emirates Skywards® Silver member, you'll also earn bonus Skywards Miles when you stay at any SPG hotel.

BOOK STAYS

Hilton Grand Vacations
A vacation state of mind

SET SAIL
For Sunnier Days



WITH YOUR PRE-PAID VACATION


It's a long time until the warmer months arrive, so don't wait for the flowers to bloom to use your pre-paid vacation.

Visit your vacation destination before **May 31, 2018** to follow the fairer weather, and you'll also receive your choice of a **complimentary travel bonus** toward your Royal Caribbean cruise.

UPGRADE TO AN OCEAN-VIEW STATEROOM



\$100 ON-BOARD CRUISE CREDIT



But hurry — this offer expires March 31, 2018.

CALL NOW: 888-963-9904

PROMOTIONS & OFFERS

Carlson Dream Deals Sale

Announcement



DREAM DEALS 30% OFF

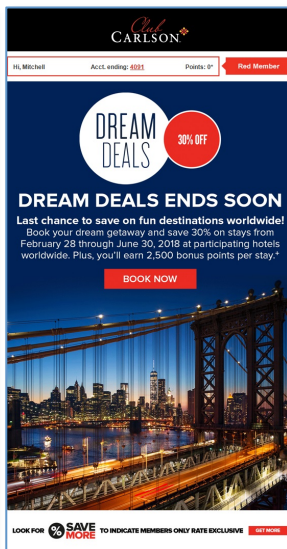
DREAM DEALS IS HERE
MEMBERS-ONLY PRIVATE SALE
FEBRUARY 12 – 19

Book your dream getaway now and save 30% on stays from February 28 through June 30, 2018 at participating hotels worldwide. Plus, you'll earn 2,500 bonus points per stay.*

[BOOK NOW](#)

LOOK FOR **SAVE MORE** TO INDICATE MEMBERS ONLY RATE EXCLUSIVE [GET MORE](#)

Reminder



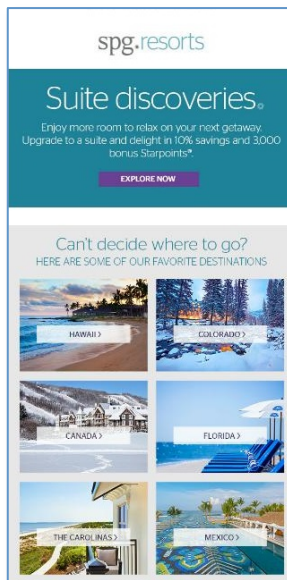
DREAM DEALS 30% OFF

DREAM DEALS ENDS SOON

Last chance to save on fun destinations worldwide! Book your dream getaway and save 30% on stays from February 28 through June 30, 2018 at participating hotels worldwide. Plus, you'll earn 2,500 bonus points per stay.*

[BOOK NOW](#)

LOOK FOR **SAVE MORE** TO INDICATE MEMBERS ONLY RATE EXCLUSIVE [GET MORE](#)



spg.resorts

Suite discoveries.

Enjoy more room to relax on your next getaway. Upgrade to a suite and delight in 10% savings and 3,000 bonus Starpoints*.

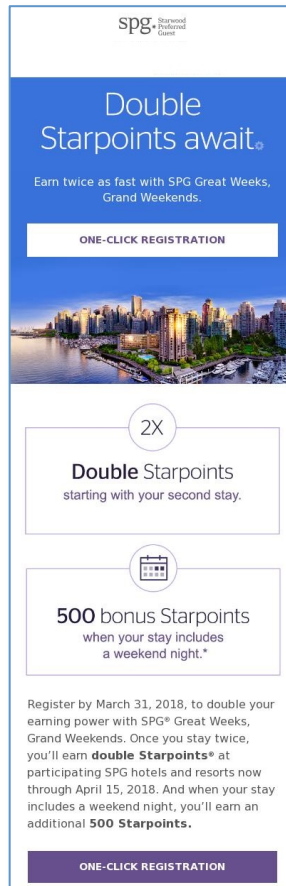
[EXPLORE NOW](#)

Can't decide where to go?
HERE ARE SOME OF OUR FAVORITE DESTINATIONS

HAWAII >	COLORADO >
CANADA >	FLORIDA >
THE CAROLINAS >	MEXICO >

SPG Great Weeks, Grand Weekends Promo

Announcement



spg. Starwood Preferred Guest

Double Starpoints await.

Earn twice as fast with SPG Great Weeks, Grand Weekends.

[ONE-CLICK REGISTRATION](#)

2X

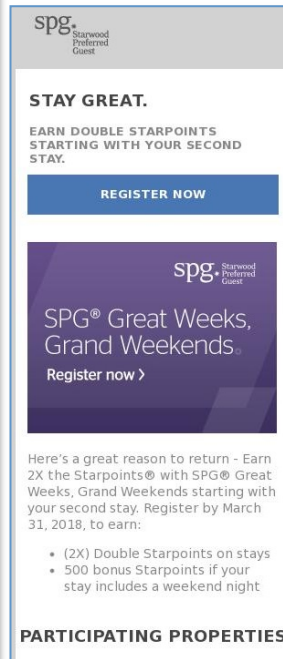
Double Starpoints
starting with your second stay.

500 bonus Starpoints
when your stay includes a weekend night.*

Register by March 31, 2018, to double your earning power with SPG® Great Weeks, Grand Weekends. Once you stay twice, you'll earn **double Starpoints*** at participating SPG hotels and resorts now through April 15, 2018. And when your stay includes a weekend night, you'll earn an additional **500 Starpoints**.

[ONE-CLICK REGISTRATION](#)

METT Reg Reminder



spg. Starwood Preferred Guest

STAY GREAT.

EARN DOUBLE STARPOINTS STARTING WITH YOUR SECOND STAY.

[REGISTER NOW](#)

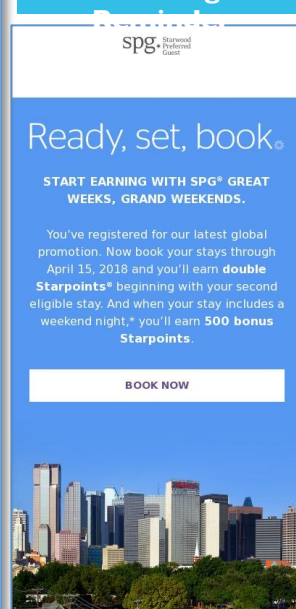
SPG® Great Weeks, Grand Weekends.
Register now >

Here's a great reason to return - Earn 2X the Starpoints® with SPG® Great Weeks, Grand Weekends starting with your second stay. Register by March 31, 2018, to earn:

- (2X) Double Starpoints on stays
- 500 bonus Starpoints if your stay includes a weekend night

PARTICIPATING PROPERTIES

Booking Reminder



spg. Starwood Preferred Guest

Ready, set, book.

START EARNING WITH SPG® GREAT WEEKS, GRAND WEEKENDS.

You've registered for our latest global promotion. Now book your stays through April 15, 2018 and you'll earn **double Starpoints*** beginning with your second eligible stay. And when your stay includes a weekend night,* you'll earn **500 bonus Starpoints**.

[BOOK NOW](#)

MOMENTS

CURIO COLLECTION
BY HILTON

VIEW OFFERS

ST. LOUIS
UNION STATION HOTEL




Amazing Acts

SAVE UP TO 15% WHILE
ATTENDING A CONCERT OR EVENT

BOOK NOW


Hilton HONORS account login

escape
to the crystal clear lagoon at
Hilton Moorea Resort & Spa




view auction

take a romantic sunset cruise
in Mauritius



view auction

**McLaren VIP race
experience in Melbourne**



view auctions

wine, dine, and explore
the French Riviera



view auction

discover Osaka with your
very own geisha guide



view auction

VIEW MORE AUCTIONS

spg.moments

Epic Moments
await.

Discover your next unforgettable
experience — check out
the latest SPG MomentsSM.

VIEW EVENTS

Your next
adventure.

**THE LATEST SPG MOMENTS ARE HERE.
REDEEM NOW >**


MLB® SPRING TRAINING™
FLORIDA & ARIZONA

Baseball is back and you could be a part of the
action with exciting experiences as teams gear
up for a new season >

GOVERNORS BALL
NEW YORK, NY

Rock out in style to Eminem, Jack White, Travis
Scott plus more with VIP tickets >

GOV BALL NYC




NEW YORK RANGERS

SKATE WITH THE RANGERS
NEW YORK, NY

Skate on the ice at Madison Square Garden,
home of the New York Rangers, with the help of
five Rangers Greats >

AUTO CLUB 400
FONTANA, CA

Get the VIP Experience at Auto Club 400 in L.A.
and take a photo with the winning driver >



53RD ACM AWARDS®
SUN APR 15 8/7c

ACM AWARDS
LAS VEGAS, NV

Take a photo on the red carpet and attend the
ACM Awards plus select Party for a Cause®
events and Official After Party >

FOODIE HEAVEN: MADRID
MADRID, SPAIN

Savor a delicious weekend in Spain. Taste what
Madrid has to offer, plus learn cooking secrets
from 2 Michelin star chef Diego Guerrero >

NEW YORK RANGERS

SKATE WITH THE RANGERS
NEW YORK, NY



Skate on the ice at Madison Square Garden,
home of the New York Rangers, with the help of
five Rangers Greats >

AUTO CLUB 400
FONTANA, CA

Get the VIP Experience at Auto Club 400 in L.A.
and take a photo with the winning driver >




HYATT LIFECYCLE

Stay with us

We've missed you. It's been a while since you've used your World of Hyatt membership. Remember, after 24 months without activity, all your points will be forfeited.

Check out various ways to keep your membership account active:

- Earn points for eligible stays at Hyatt hotels and resorts or at any of 12 MGM Resorts Destinations in Las Vegas
- Complete a stay using points for a free night
- Purchase points or combine points for a free night

Hurry, before time runs out on April 30, 2018!

GET STARTED




Stay with us

We've missed you. It's been a while since you've used your World of Hyatt membership. Remember, after 24 months without activity, all your points will be forfeited.

Keep your account active. It's as easy as completing a stay using points for a free night. And, you have enough points for a free night at more than 100 Hyatt hotels.

Explore some of the places you can use your points.



Hyatt Regency Jin Jing City Resort and Spa
Enjoy one free night for 5,000 points.
[Redeem now](#)



Park Hyatt Chennai
Enjoy one free night for 5,000 points.
[Redeem now](#)





Hyatt House Colorado Springs
Enjoy one free night for 5,000 points.
[Redeem now](#)



Hyatt Place Los Cabos
Enjoy one free night for 5,000 points.
[Redeem now](#)

Hurry, before time runs out on April 30, 2018!

REDEEM NOW


WORLD OF HYATT

Thank you for letting us be part of your travels and the unforgettable memories you've created.

This year, your World of Hyatt® membership level will change to Discoverist status. You will still enjoy exclusive perks. Your benefits are designed to make your stays rewarding with preferred rooms, premium Internet, 10% Bonus Points on qualifying spend and more.

We understand you have a choice when deciding where to stay. Wherever your travel takes you, World of Hyatt looks forward to celebrating you throughout your journey.

Warmly,


Amy Weinberg
Member Experience
World of Hyatt

Here's a highlight of the benefits you'll receive as a Discoverist member, starting March 1, 2018. To enjoy your benefits, all you need is your World of Hyatt membership number.

✓✓✓

Enjoy rewards

Access preferred rooms, premium Internet and a bottle of water daily.



Earn points

Earn points on qualifying nights, dining, spa experiences and more. Plus, receive 10% Bonus Points on those purchases.




Use points with ease

Spend points on free nights (with no blackout dates at Hyatt hotels and resorts), airline miles or car rental awards and share points with other World of Hyatt members.

Explore more details about your membership benefits, how to maintain your status, and the Program Terms at worldofhyatt.com.





WEEKEND FOCUS


[account login](#)

weekends

feel better when they last longer


take me away



Join the long weekenders and get 50% off Sunday nights


book the lowest price at Hilton.com

*50% off Sunday nights in selected countries, see Terms & Conditions for full details.


[account login](#)

find yourself in a different place next

weekend



take me away

Join the long weekenders and get 50% off Sunday nights

book the lowest price at Hilton.com

*50% off Sunday nights in selected countries, see Terms & Conditions for full details.


[VIEW OFFERS](#)

DUNELAND

A HILTON HOTEL




Long Weekends

Stay two nights, get your third night on us now through May

BOOK NOW

spg.hot escapes



Escape with weekly savings.

BOOK BY SATURDAY

- SPG* members save up to 20%
- Non-members save up to 15%

BOOK THIS MINUTE

Check spg.com/escapes* every Wednesday to see new hotels and rooms.

WEBSITE GOES LIVE EVERY WEDNESDAY AT 6:00 PM HONG KONG TIME / 10:00 AM GREENWICH MEAN TIME / 6:00 AM EASTERN TIME

Weekends were made for this.



HEAT THINGS UP IN MIAMI

Enjoy breathtaking beaches, nightlife and Cuban cuisine.



48 HOURS IN AUSTIN

From bbq to legendary live music, it's time to weekend.



INSTAGRAMABLE SIN CITY

Get the best pics from our favorite spots on the strip.



DESTINATION D.C.

Explore America's backyard with our 48-hour guide.



Starwood Preferred Guest

Member perks.

SPG* members are invited to delight in an additional 5% savings, plus complimentary WiFi.

[EXPLORE NOW >](#)



Top city picks.



DETROIT

Experience the warmth of Midtown with some of the Midwest's best dining, nightlife and history.

[LET'S GO](#)

TORONTO

The Queen City does winter best. Plan a weekend escape and discover endless festivals, delicious dining and more.

[LET'S GO](#)



Must plan: spring break.

From NOLA to Denver and Montreal to Austin, we have compiled our favorite destinations for the ultimate getaway.

[LEARN MORE >](#)

Weekends were made for this.



HEAT THINGS UP IN MIAMI

Enjoy breathtaking beaches, nightlife and Cuban cuisine.



48 HOURS IN AUSTIN

From bbq to legendary live music, it's time to weekend.



INSTAGRAMABLE SIN CITY

Get the best pics from our favorite spots on the strip.



DESTINATION D.C.

Explore America's backyard with our 48-hour guide.

ASSORTED



Hilton HONORS account login

RATES FROM **\$144***

you had me at aloha

Always something to do in Hawaii

BOOK NOW



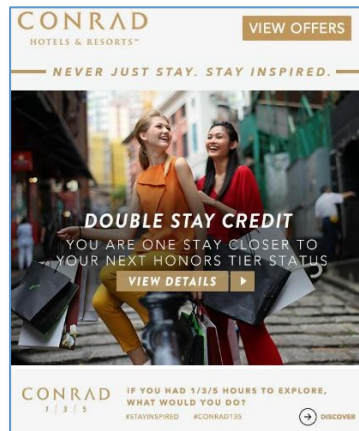
Hilton Grand Vacations
A vacation state of mind

VIEW OFFERS

RECEIVE
500,000
HILTON HONORS™ BONUS POINTS!
WHEN YOU BECOME A HILTON GRAND VACATIONS™ OWNER.

Offer Expires February 28, 2018

HILTON GRAND VACATIONS DIRECT DEPARTMENT **800-692-2918**



CONRAD
HOTELS & RESORTS™

VIEW OFFERS

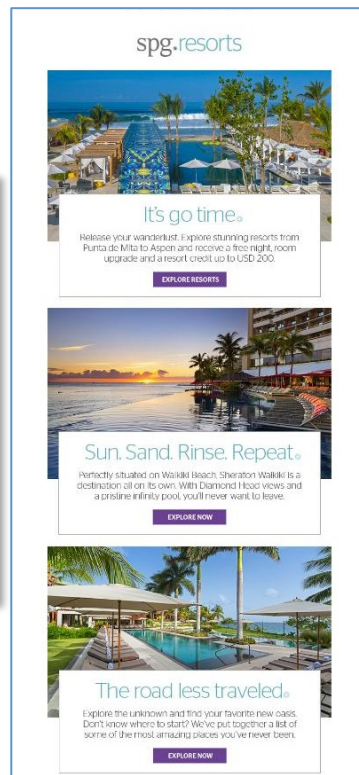
NEVER JUST STAY. STAY INSPIRED.™

DOUBLE STAY CREDIT
YOU ARE ONE STAY CLOSER TO YOUR NEXT HONORS TIER STATUS

VIEW DETAILS

CONRAD
1 / 3 / 5

IF YOU HAD 1/3/5 HOURS TO EXPLORE, WHAT WOULD YOU DO?
#STAYINSPIRED #CONRAD135 **DISCOVER**

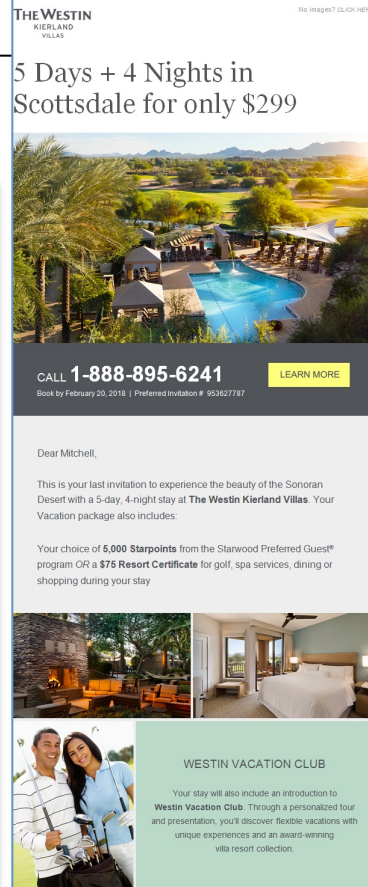


spg.resorts

It's go time.™
Release your wanderlust. Explore stunning resorts from Punta de Mita to Aspen and receive a free night, room upgrade and a resort credit up to USD 200.
EXPLORE RESORTS

Sun. Sand. Rinse. Repeat.™
Perfectly situated on Waikiki Beach, Sheraton Waikiki is a destination all on its own. With Diamond Head views and a pristine infinity pool, you'll never want to leave.
EXPLORE NOW

The road less traveled.™
Explore the unknown and find your favorite new cove. Don't know where to start? We've put together a list of some of the most amazing places you've never been.
EXPLORE NOW



THE WESTIN KIERLAND VILLAS No images? Click here

5 Days + 4 Nights in Scottsdale for only \$299

CALL 1-888-895-6241 **LEARN MORE**
Book by February 20, 2018 | Preferred Invitation # 953627787

Dear Mitchell,

This is your last invitation to experience the beauty of the Sonoran Desert with a 5-day, 4-night stay at **The Westin Kierland Villas**. Your Vacation package also includes:

Your choice of **5,000 Starpoints** from the Starwood Preferred Guest® program OR a **\$75 Resort Certificate** for golf, spa services, dining or shopping during your stay

WESTIN VACATION CLUB

Your stay will also include an introduction to **Westin Vacation Club**. Through a personalized tour and presentation, you'll discover flexible vacations with unique experiences and an award-winning villa resort collection.

CALL 1-888-895-6241 **LEARN MORE**
Book by February 20, 2018 | Preferred Invitation # 953627787

Please note: If your schedule is uncertain, you may pay \$199 to secure this package, and pay the balance of \$100 when you call to reserve your final vacation dates Monday-Friday, 9AM to 8PM Pacific time. Space is limited, and reservations will be accepted on a first-come, first-served basis.

DETAILS OF PARTICIPATION

ASSORTED (CONT.)

Good Afternoon, Mitchell

Activity as of 02-Mar-2018 05:38:45 PM EST

Total Points

0

buy points

Tier Status

Blue

view account

check out your account alerts

View your Points earned and available offers on the My Offers page [see my offers](#)

Register now to earn 2,000 Bonus Points on every stay plus even more through April 30 [Sign Up Now](#)

Pool Points with your family and friends so you can travel together more often - no fees attached. [learn more](#)

offers chosen just for you

make it a 3-day weekend and save 50% on Sundays

[book now](#)

Earn Double Hilton Honors Points for every night

[more details](#)

earn up to 12,000 points with LifeLock

[learn more](#)

Earn up to 100,000 Hilton Honors Points

[more details](#)

More Bonus Points. Night after night.

Earn thousands of Bonus Points with qualifying nights February 15 through May 15, 2018.

Wake up, feeling well rested and well rewarded. For a limited time, earn up to 1,000 Bonus Points per night, for a total of up to 25,000 Bonus Points, at Hyatt hotels and resorts. *Your points will add up quickly so you can enjoy the rewards you value like free nights, room upgrades, world-class dining, relaxing spa treatments, and more. Your nights just got more rewarding.

REGISTER NOW

Register by March 31, 2018

Travel more for less.

SAVE 35% ON STARPOINTS NOW.

W SOUTH BEACH, MIAMI BEACH, FLORIDA, USA

BUY 5,000+ STARPOINTS

SAVE 35%

Now's the time to boost your balance. Get or give Starpoints® through March 16, 2018, and you'll save 35% on purchases of 5,000 or more. Then get ready to redeem them at more destinations than ever before.

BUY STARPOINTS NOW

HERE ARE A FEW WAYS YOU CAN REDEEM.

Free Night Awards

Award Flights

SPG Moments™

Cash & Points

GET THE BEST OF ALL WORLDS.

Link your SPG® and Marriott Rewards® accounts to receive Elite Status Match and Points Transfer.

LINK ACCOUNTS >

Featured property: The St. Regis Maldives Vommuli Resort, Maldives

Reservations: 1-888-887-3223

Starwood Preferred Guest

Mitchell Miles

Member # 123456789

Club

Monthly Activity

Total Points

Elite Qualifying Points

Qualifying Nights: 0

Amexa Hotels elite status available in the 2018 Starwood Preferred Guest elite status

Member Travel Account

Your birthday's important to us

Add your birthday to your profile and let us celebrate your big day along with you. We'll have a special offer for you.

ADD MY BIRTHDAY

Points Balance

0

as of 02/22/2018

Year-to-Date Summary

Elite Qualifying Points: 0

Qualifying Nights: 0

City Lights Sale: Save 15-30% in select cities

Save big trip offers across the U.S. for a limited time with the City Lights Sale. There's never been a better time to explore a new city or revisit one of your favorites.

[See how to save more](#)

Redeem Points

Purchase Points

Transfer Points

Earn Points

Update Your Email

Download the iHOP app

Explore a whole new world

You just discovered a new world of possibilities. Now, you can experience a different type of travel with more new rewards. So, you'll want to book at Kimpton.

[Book here](#)

Reach Reward Nights in no time

Each reward faster than ever by purchasing points today. You can redeem these points for Reward Nights, gift cards and merchandise.

[Discover more](#)

Elevate your status even faster

With up to 3,000 bonus points on every day, with Bonus Points Packages. Plus, these points count toward elite status.

[Learn more](#)

This is how BUSINESS TRAVEL SHOULD FEEL.

CM's Business Travel

[Book here](#)

Try GrubHub. Earn 500 points.

GrubHub can deliver food from local restaurants, restaurants you can't visit. You'll get 500 iHOP Rewards Club points with your first order through us.

[Discover more](#)

Book now and receive \$50 resort credit

Receive a \$50 resort credit at the hotel and the Marriott Rewards Club. The Marriott Rewards Club. The Marriott Rewards Club. The Marriott Rewards Club.

[Book now](#)



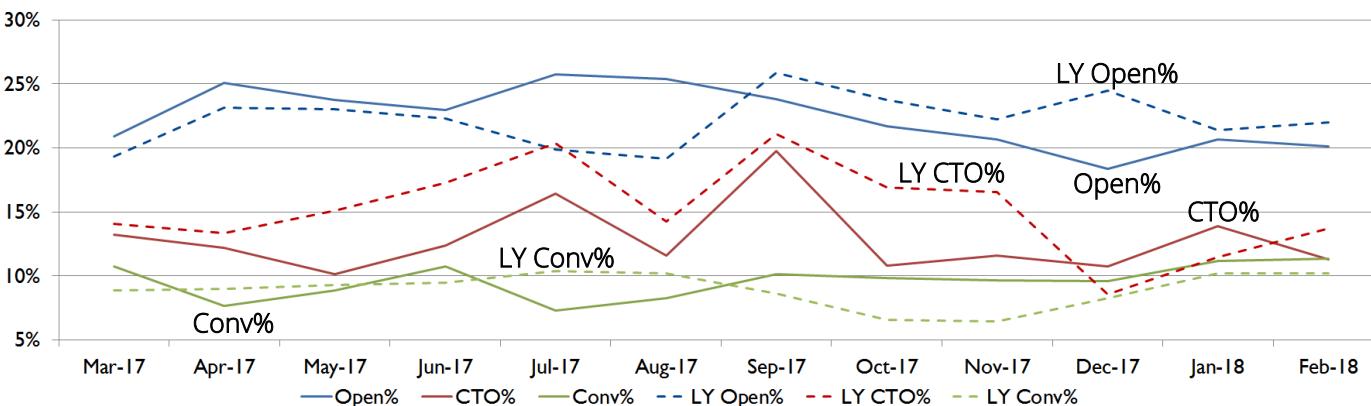
THANK YOU!



APPENDIX

ADDITIONAL FEBRUARY 2018 CAMPAIGN REVIEWS

FEB '18 ENEWS EMAIL KPI TRENDS



BPK dropped 16% YoY and was 8% below the 12-month avg

Open% was the 2nd lowest since Aug '16

- MB SL: Your Account: 50,000 Bonus Points Could Be Yours
- Members Only: Your Account: Earn Points At Your Favorite Destinations

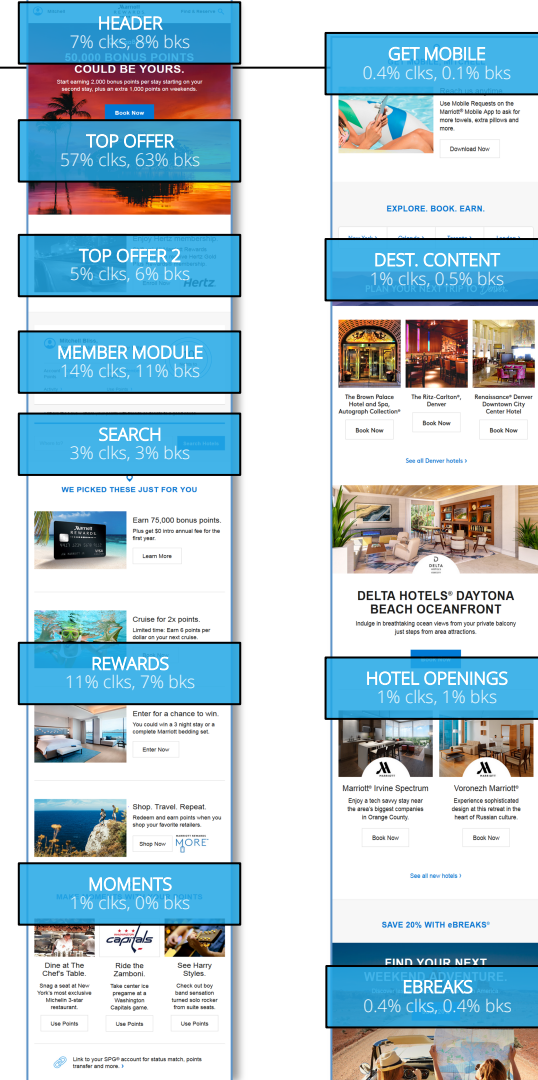
CTO% was down 18% MoM/ YoY and was 14% below the 12-month avg

Conv% was the highest since Aug '16

FEBRUARY '18 ENEWS SECTIONS

Click volume was the 2nd lowest since Dec '16 and 24% (-107K) below the 12-month avg; engagement was below respective avgs for all sections except Moments

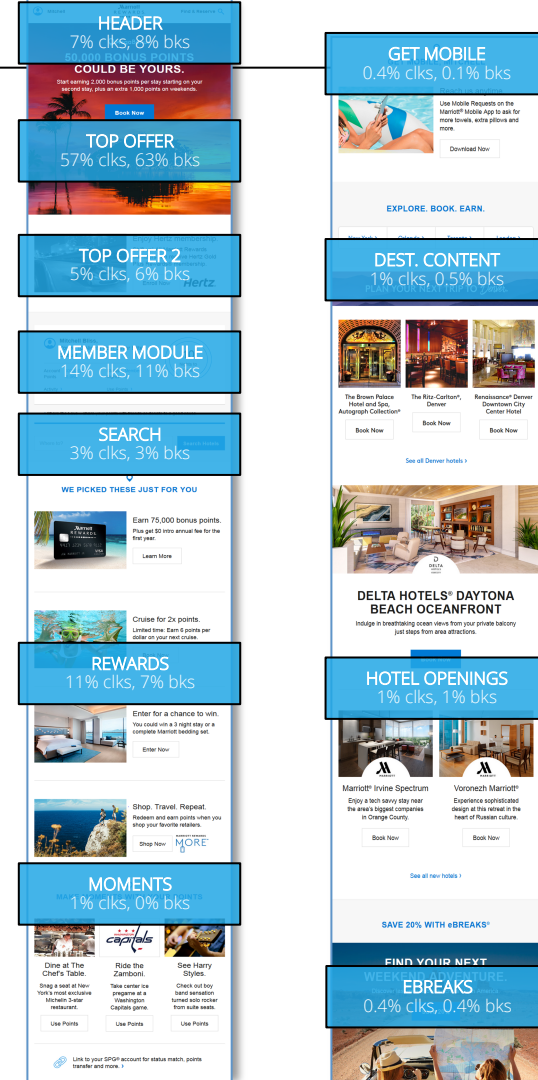
- Top Offer generated 24% (-60K) fewer clicks than the section 12-month avg
 - MegaBonus top offer featured winning imagery from previous Wylei testing but generated the fewest MB top offer clicks since Nov '14
- Header and Member Module both generated the 2nd fewest clicks since template retrofit
- Destinations content generated 39% (-2K) fewer clicks than avg and was comprised of Dest. Nav. Bar, Dest. Propensity, & Booking module
- eBreaks generated the 2nd lowest click volume since first being featured in Apr '16



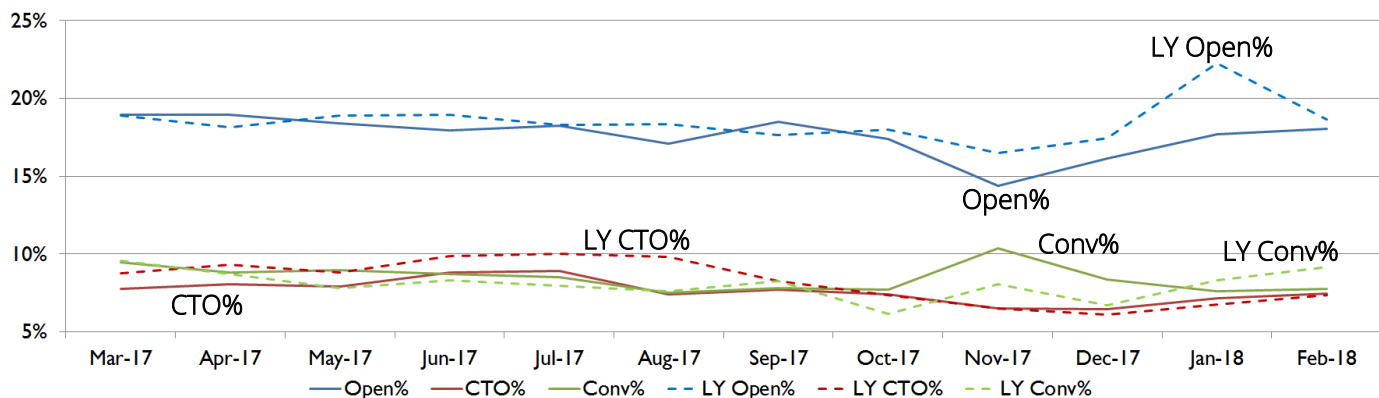
FEBRUARY '18 ENEWS SECTIONS

Some content performed better than usual

- Rewards section generated the 2nd highest click volume since May '17
 - 'ShopMarriott Sweeps' offer accounted for over half the Rewards section clicks and was the most clicked Rewards offer for the second consecutive month
 - '75K MRCC' offer generated 15% of rewards clicks; 45% more clicks than Jan '18 '80K MRCC' offer
- 'Members Only Offer' generated the most clicks of any MB alternative top offer since Jul '17(member deals)
- Moments section click volume and % of overall clicks was the highest since first being featured in Dec '17
 - 'Chef's Table' offer accounted for 34% of section clicks
- Hotel Openings accounted for the 2nd highest % of overall clicks since May '17; Conv% was the highest since Aug '16,
- Header (+12%), Member Module (+7%), and Search (+12%) Conv%'s were above their section avgs



FEB '18 HOTEL SPECIALS EMAIL KPI TRENDS



BPK was down 17% YoY and was 10% below the 12-month avg

Delivery volume was the lowest since Jan '16 and 4% below the 12-month avg

Open% was the highest since Sep '17 and was 2% above the 12-month avg

CTO% was 2% below the 12-month avg but was the highest since Sep '17

Conv% was down 16% YoY and was 10% below the 12-month avg

FEB '18 HOTEL SPECIALS LINK ANALYSIS

Hotel Specials CTO% was 2% below the 12-month avg; all sections drew below avg % of clicks except Field Offers

Header and Member Module attracted the 2nd lowest % of total clicks since Jul '17

- Both Curated Offers & Experiences sections both accounted for the lowest % of total clicks since first being featured
- Middle Offer section accounted for a 7% lower % of total clicks than the 12-month section avg
 - MegaBonus offer drew the 2nd lowest % of total clicks while featured in the Middle Offer position since Sep '16
- eBreaks accounted for the 3rd lowest % of total clicks since first being introduced in Mar '16
 - eBreaks click volume dipped in September and never rebounded; may be due to Gmail clipping

Some content generated more click engagement than usual...

- Search Bar was animated and generated the highest % of total clicks since first being reintroduced in Dec '17
- Moments module accounted for the highest % of total clicks since Aug '17
 - 'Venice' offer generated 38% of section clicks

Total Conv% was 9% below the 12-month avg

- Experiences section Conv% was above the 12-month section avg, but generated the lowest booking volume since first being introduced in Jul '13
- Curated Offers section generated the lowest Conv% since first being introduced in Jul '17
- Member Module and Search Conv%'s were both 13% below section avgs

HEADER
9% clks, 16% bks

March Deals

FIND YOUR NEXT GETAWAY, MITCHELL.

FIELD OFFERS
65% clks, 55% bks

- Astoria from \$89 • plus free breakfast
- New Orleans from \$192 • plus two cocktails on us
- Philadelphia from \$139 • free parking + shuttle
- San up to 15% in advance • on HVC, Boston & Philly
- Orlando from \$129 • includes free breakfast
- Orlando up to 20% off • plus \$25 daily hotel credit

[See All Deals](#)

MEMBER MODULE
10% clks, 13% bks

SEARCH
5% clks, 7% bks

DISCOVER MIND-BLOWING MOMENTS

MOMENTS
3% clks, 2% bks

- tickets to BottleRock!
- Venice Food & Wine Festival.
- to the NCAA® Final Four®.

[Use Points](#) [Use Points](#) [Use Points](#)

[See All Moments >](#)

MAKE YOUR TRAVEL COUNT

MegaBonus
Book now and earn your MegaBonus. Mitchell, you've got until April 15, 2018 to earn up to 50,000 bonus points.

MIDDLE OFFERS
3% clks, 4% bks

Families eat FREE. Plan early and save on breakfast for the family through April 30, 2018.

[Get Free Breakfast](#)

CURATED OFFERS
1% clks, 0.3% bks

REWARDS
Earn 75,000 bonus points. Enjoy \$0 intro annual fee for the first year.

[Learn More](#)

Cruise for 2x points.
Limited time: Earn 6 points per dollar on your next cruise.

[Book Now](#)

EXPERIENCES
2% clks, 2% bks

Save 25% on the East Coast. [See Deal](#)

Get 5,000 points in NYC. [See Deal](#)

Save up to 20% on resorts. [See Deal](#)

SAVE 20% WITH eBREAKS®

FIND YOUR NEXT WEEKEND ADVENTURE.
Discover last-minute deals across North America.

[Save 20%](#)

EBREAKS
1% clks, 1% bks

FEB '18 HOTEL SPECIALS LINK ANALYSIS

Observations

Most clicked content:

- MegaBonus (Middle Offer) 2.4 K
- Venice Offer (Moments) 1.9 K
- Families eat FREE (Middle Offer) 1.7 K
- East Coast Offer (Experiences) 1.2 K
- Bottlerock (Moments) 1.2 K
- eBreaks 1.1 K

DISCOVER MIND-BLOWING MOMENTS

152
6 BKS

1.2 K
47 BKS

1.9 K
85 BKS

1.0 K
58 BKS

Enjoy 3-Day VIP tickets to BottleRock!

Indulge at the Venice Food & Wine Festival.

Score VIP access to the NCAA® Final Four®.

Use Points

Use Points

Use Points

See All Moments >

MAKE YOUR TRAVEL COUNT

MegaBonus

Book now and earn your MegaBonus.

2.4 K
307 BKS

Mitchell, you're got it. 2018 to earn up to 10,000 points.

Book Now

Families eat FREE.

1.7 K
141 BKS

Get Free Breakfast

EARN MORE POINTS

725
15 BKS

Earn 75,000 bonus points.

Enjoy \$0 intro annual fee for the first year.

Learn More

592
20 BKS

Cruise for 2x points.

Limited time: Earn 6 points per dollar on your next cruise.

Book Now

THIS MONTH'S HOTTEST TRAVEL DEALS

1.2 K
76 BKS

905
47 BKS

1.1 K
55 BKS

Save 25% on the East Coast.

Get 5,000 points in NYC.

Save up to 20% on resorts.

See Deal

See Deal

See Deal

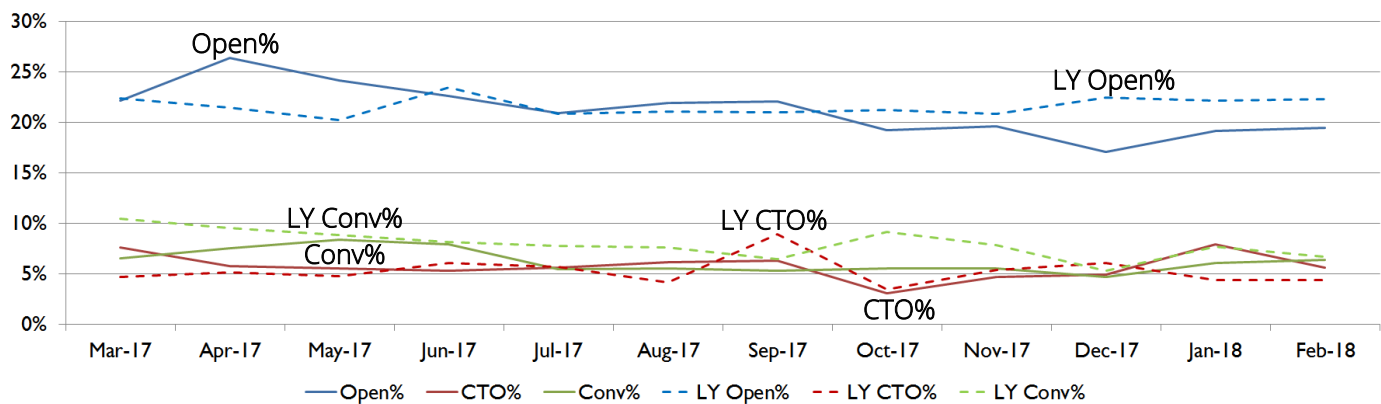
FIND YOUR NEXT WEEKEND ADVENTURE.

Discover last-minute deals across North America.

Save 20%

1.1 K
67 BKS

FEB '18 DESTINATIONS EMAIL KPI TRENDS



Open% was up 2% MoM but was down 13% YoY and 9% below the 12-month avg

CTO% was up 27% YoY but was 1% below the 12-month avg

Conv% was 1% above the 12-month avg but was down 5% YoY

FEBRUARY '18 DESTINATIONS LINK ANALYSIS

February Destinations total click volume was 8% (-14.8K) below the 12-month avg

- Header drew 47% (-17.3K) fewer clicks than the 12-month section avg
- Top Offer section was geo-targeted (US & ROTW); click volume was 3% (-3.2K) below the 12-month section avg, however % of clicks was 10% above avg
 - Top offer section generated a similar % of clicks as Jul '17 test group that was served carousel hero

All other sections generated higher than avg click engagement

- Trip Planner linked to booking instead of Traveler content and generated the 2nd highest click volume since campaign launch, as well as, the highest % of clicks since Aug '17
 - 'Go All-Inclusive' offer generated 45% of section clicks
- Middle Offer section generated the highest click volume and 2nd highest % of clicks since Aug '17

Conv% was 4% above the 12-month avg and was the highest since Jun '17

- All sections Conv%'s were above their respective section avgs except Upcoming Trip Module
 - Bottom Offer section Conv% was the highest since Apr '16; all 3 offers had Conv%'s above the 12-month section avg
 - Save on weekends – Conv% = 5.5%
 - Stay in town – Conv% = 4.9%
 - Go all-inclusive – Conv% = 4.1%

The screenshot displays a travel website layout with the following sections from top to bottom:

- HEADER:** 11% clks, 24% bks. Text: "DREAM-WORTHY WEEKENDS. Add a few extra days to your next business trip or just pack your bag and get away for the weekend. Here's some of our favorite ways to spend the weekend."
- Romantic Getaway:** "Find Love in These Unexpected Places. TOP OFFER 63% clks, 52% bks". Below is a carousel with categories: Romantic, Winter, Florida, Tokyo, and a button "See More Weekend Getaways".
- MIDDLE OFFER:** 6% clks, 5% bks.
- GET READY FOR YOUR TRIP, [FNAME]:** A section with a location pin icon.
- YOUR UPCOMING TRIP TO ATLANTA:** "UPCOMING TRIP 1% clks, 2% bks".
- FIND YOUR NEXT VACATION:** "TRIP PLANNER 17% clks, 15% bks". This section includes three columns:
 - Stay in town.** Plan a staycation and explore your 'hood. [Find Hotels]
 - Save on weekends.** See our latest weekend travel deals. [See Deals]
 - Go all-inclusive.** Relax and let us do all the work. [Find Resorts]

At the bottom right, there is a logo for "riott R D S." and a stylized "yes" logo.

DESTINATIONS GEO-TARGETED VERSIONS

Feb '18 Destinations Versions	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
US	11.0 M	8.2 K	\$2.6 M	18.4%	5.8%	7.0%	0.7
ROTW	2.9 M	1.4 K	\$497.9 K	23.5%	5.0%	4.0%	0.5

US Top Offer

Romantic Getaway
Find Love in These Unexpected Places

See All 3

Romantic Winter Florida Tokyo

See More Weekend Getaways

ROTW Top Offer

European Getaway
Spend 48 Hours in Rome

See Itinerary

European Australian Tokyo Winter

See More Weekend Getaways

Top Offer content was geo-targeted

KPI deltas between US and ROTW were similar on 2/2 & 2/3

Compared to US audience, ROTW KPI deltas are as follows

- Open%: +28%
- CTO%: -14%
- Conv%: -43%
- BPK: -38%

MEGABONUS MB LAST CHANCE REG REMINDER BPK WAS +60% ABOVE SOLO AVG

		Program	Solos
Audience	Total Delivered	99.1 M -0.4%	31.4 M -0.9%
	Unsub Rate	0.16% -0.0 pts	0.13% -0.0 pts
	Delivery Rate	99% 0.4 pts	99% 0.4 pts
Engagement	Open Rate	22.6% 0.4 pts	26.5% 3.7 pts
	Opens	22.4 M 1.4%	8.3 M 15.4%
	Click Rate	2.1% 0.2 pts	3.0% 1.1 pts
	Unique Clicks	2.1 M 11.3%	938.9 K 53.6%
	Click to Open Rate	9.5% 0.8 pts	11.3% 2.8 pts
Financial	Bookings	175.4 K 5.3%	79.7 K 30.0%
	RoomNights	406.1 K 5.8%	183.2 K 31.1%
	Revenue	\$62.4 M 7.1%	\$28.2 M 33.0%
	Conversion Rate	8.3% -0.5 pts	8.5% -1.5 pts
	Bookings per Delivered(K)	1.8 5.8%	2.5 31.1%

BPK was up 19% YoY and was 31% above the 12-month avg

Open% was the 2nd highest since Jan '17

- Moments solo Open% was 59% above avg
- Force Password solo accounted for 4% of Feb solos del.; Open% was 77% above avg
- MB Last Chance Open% was 5% above avg

CTO% was the 2nd highest since May '17

- MB Last Chance CTO% was 72% above avg
- Freddie Awards CTO% was 29% above avg
- Force Password CTO% was 25% above avg

Conv% was the 2nd lowest since Dec '16

- MB Last Chance (-11%), Freddie Awards (-33%), Moments (-10%), and METT's (-8%) accounted for 93% of Feb solos and had lower than avg Conv%'s

February '18 Launches of Note:

- MB Last Chance Reg Reminder (33% of Solos Del.)
- Freddie Awards (32% of Solos Del.)
- Moments (18% of Solos Del.)

MOMENTS

Moments Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Moments (Feb '18)	5.6 M	15.0 K	\$5.2 M	36.2%	8.2%	9.1%	2.7
Moments (Jan '18)	6.0 M	13.8 K	\$5.0 M	37.9%	6.7%	9.1%	2.3
Moments (Dec '17)	5.9 M	9.6 K	\$3.0 M	36.4%	6.5%	6.8%	1.6
Holiday Moments (Nov '17)	10.7 M	4.0 K	\$1.3 M	20.4%	2.2%	8.6%	0.4
Entertainment Moments (Oct '17)	13.6 M	11.0 K	\$3.6 M	20.8%	5.5%	7.2%	0.8
NFL Moments (Sep '17)	13.4 M	7.9 K	\$2.7 M	18.0%	4.1%	8.0%	0.6
NFL Moments (Aug '17)	13.1 M	13.7 K	\$5.0 M	23.3%	5.4%	8.3%	1.1
Moments Rebrand (Jul '17)	12.9 M	12.0 K	\$4.2 M	22.2%	5.5%	7.6%	0.9
Members Get It [Moments] (Nov '16)	9.4 M	14.5 K	\$5.0 M	20.7%	5.9%	12.6%	1.5
Moments Bidding (Aug '16)	11.6 M	12.2 K	\$4.2 M	22.2%	5.3%	8.9%	1.1
Moments Intro (Jun '16)	11.2 M	11.1 K	\$4.2 M	21.2%	5.5%	8.6%	1.0

Jan & Feb 2018 Moments Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Moments Solos (Jan '18)	6.0 M	14.3 K	\$5.2 M	38.0%	6.7%	9.4%	2.4
High Point Balance	3.9 M	13.6 K	\$4.9 M	36.5%	9.5%	10.2%	3.5
Low Point Balance (Version: A)	1.0 M	391	\$167.8 K	40.9%	2.3%	4.1%	0.4
Low Point Balance (Version: B)	1.0 M	292	\$95.0 K	41.1%	2.1%	3.3%	0.3
Moments Solos (Feb '18)	5.5 M	15.2 K	\$5.3 M	36.3%	8.2%	9.2%	2.7
High Point Balance	3.9 M	14.5 K	\$5.0 M	33.5%	11.3%	9.8%	3.7
Low Point Balance (Version: A)	821.0 K	372	\$137.5 K	42.8%	2.8%	3.8%	0.5
Low Point Balance (Version: B)	821.0 K	372	\$141.9 K	43.0%	2.5%	4.2%	0.5

The screenshot shows the Marriott Rewards Moments app interface. At the top, it says "YOU'VE GOT [XX,XXX] POINTS [FNAME]". Below this, there are several categories of moments available for bidding:

- Entertainment Moments:** Features a "Rock Out at Bottlerock 2018" event with a bidding option starting at 25,000 points.
- Culinary Moments:** Features three events: "Dine exclusively at BEAST", "Cook with Chef Michael Forelli", and "Master New England cooking". Each has a bidding option starting at 25,000 points.
- Lifestyle Moments:** Features two events: "Snap like a pro with Nigel Barker" and "Spend a week at the Biggest Loser Resort". Each has a bidding option starting at 25,000 points.
- Sports Moments:** Features two events: "NCAA Final Four" and "Toronto Maple Leafs". Each has a bidding option starting at 50,000 points.

February Moments solo was targeted by high/low point balance; a top offer creative test was conducted for the low point balance audience

CTO% & BPK was the highest of any Moments solo to-date

- MoM, high & low point balance CTO's increased 19% & 22% respectively

Open% decreased 4% MoM due to an 8% Open% decrease for high point balance audience

- Low point balance audience SL leveraged dynamic content and subtle valentines day theme; Open% increased 5% MoM

February Subject Lines:

- High Point Balance:** You've Got [XXXX] Points for Moments You'll <3
- Low Point Balance:** Discover Moments to <3, [FNAME]

FREDDIE AWARDS

Initial Freddie Awards Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Feb '12	8.3 M	12.0 K	\$4.2 M	23.1%	9.2%	6.8%	1.5
Feb '13	8.6 M	20.0 K	\$7.2 M	26.5%	10.4%	8.5%	2.3
Feb '14	10.1 M	28.7 K	\$10.5 M	24.3%	13.4%	8.7%	2.8
Feb '15	3.3 M	10.9 K	\$4.1 M	23.5%	11.8%	12.0%	3.3
Feb '16	10.8 M	16.7 K	\$6.2 M	25.0%	7.9%	7.8%	1.5
Feb '17	12.3 M	17.1 K	\$6.0 M	23.2%	7.2%	8.4%	1.4
Feb '18	10.1 M	16.4 K	\$5.7 M	22.2%	10.9%	6.7%	1.6

Mitchell

Find & Reserve

IT'S ALL BECAUSE OF YOU[, FNAME].

You're the reason Marriott Rewards is up for six Freddie Awards, including Program of the Year.

✓ Vote Now

VOTE FOR MARRIOTT REWARDS IN THESE 6 CATEGORIES:

Program of the Year

Best Elite Program

Best Promotion

Best Customer Service

Best Redemption Ability

Best Loyalty Credit Card

Vote Now

Open% was the lowest since before Feb '12

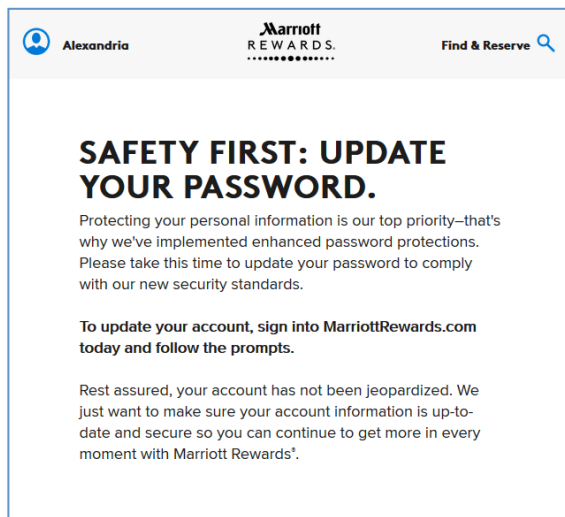
- **2018 SL:** ✓ Cast Your Vote, [FNAME]!
- **2017 SL:** [FNAME], You Make Us Great
- **2016 SL:** Your Loyalty Means the World To Us

CTO% was the highest since Feb '15

FORCE CHANGE PASSWORD

Delivery volume was over 3X previous months

MR Force Change Password Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Oct '17	24.2 K	63	\$23.6 K	39.0%	10.2%	6.5%	2.6
Jan '18	215.9 K	572	\$213.1 K	39.1%	10.5%	6.5%	2.6
Feb '18	1.1 M	3.5 K	\$1.2 M	40.1%	10.6%	7.7%	3.3



SPRING '18 MEGABONUS TO-DATE

Promotion Results First 2 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Spring '17	46.1 M	124.2 K	\$45.0 M	2.7
Summer '17	49.2 M	80.4 K	\$27.4 M	1.6
Fall '17	64.6 M	154.4 K	\$52.7 M	2.4
Spring '18	64.2 M	119.2 K	\$43.4 M	1.9

Promotion Results First 2 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Announcement	8.5 M	55.0 K	\$20.4 M	6.4
Registration Confirmation	777.9 K	8.1 K	\$2.9 M	10.5
Achievement	162.9 K	4.2 K	\$1.5 M	25.7
Registration Reminder	8.0 M	19.9 K	\$7.1 M	2.5
eNews Jan '17	13.7 M	13.1 K	\$4.5 M	1.0
eNews Feb '17	15.0 M	23.8 K	\$8.6 M	1.6
Spring '17	46.1 M	124.2 K	\$45.0 M	2.7
Announcement	12.1 M	52.6 K	\$18.0 M	4.4
Registration Confirmation	631.8 K	6.4 K	\$2.0 M	10.1
eNews Jun '17	14.5 M	19.7 K	\$6.9 M	1.4
Hotel Specials Jun '17	10.3 M	424	\$145.4 K	0.0
Destinations Jun '17	11.7 M	1.3 K	\$341.2 K	0.1
Summer '17	49.2 M	80.4 K	\$27.4 M	1.6
Registration Confirmation	712.1 K	8.4 K	\$2.6 M	11.8
Unlock	268.8 K	35.9 K	\$11.6 M	133.7
Unlock Registration Confirmation	135.5 K	2.1 K	\$649.6 K	15.3
Registration Reminder	10.2 M	18.0 K	\$6.4 M	1.8
Booking Reminder	644.5 K	7.6 K	\$2.4 M	11.8
eNews Sep '17	15.7 M	58.7 K	\$21.0 M	3.7
Hotel Specials Sep '17	10.2 M	534	\$177.2 K	0.1
eNews Oct '17	16.4 M	22.8 K	\$7.6 M	1.4
Hotel Specials Oct '17	10.3 M	415	\$158.8 K	0.0
Fall '17	64.6 M	154.4 K	\$52.7 M	2.4
Registration Confirmation	857.4 K	6.9 K	\$2.4 M	8.0
Registration Reminder	13.2 M	27.8 K	\$10.3 M	2.1
Last Chance Registration	10.5 M	32.5 K	\$11.5 M	3.1
eNews Jan '18	15.0 M	32.5 K	\$11.9 M	2.2
eNews Feb '18	14.7 M	19.3 K	\$7.0 M	1.3
Hotel Specials Feb '18	9.9 M	307	\$133.0 K	0.0
Spring '18	64.2 M	119.2 K	\$43.4 M	1.9