



# JANUARY 2017 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

March 9, 2017

*yes*

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# JANUARY 2017 EMAIL PROGRAM SUMMARY

# JANUARY 2017 KEY STORYLINES

Low send volume resulted in low monthly bookings but the highest booking per delivered (BPK) since July '16

**eNews** announced the launch of MegaBonus but generated lower Open% & CTO% YoY

Jan' 17 **MegaBonus Announcement** generated high BPK and supporting touchpoints generated insights through new content & testing

**Destinations** saw above avg Open% & created demand for a high number of destinations

**Hotel Specials** new Field Offer design did not reverse low Q4 click & booking engagement trends

Engagement with some **Lifecycle campaigns** continued to show declines

**Test Summary:** eNews CTA, Offer positioning, CTA copy, Subject line optimization

		Hotel							
		Program	eNews	Specials	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Audience*	19.0 M +0.0%							
	Total Delivered	75.0 M -12.4%	13.7 M 18.2%	10.4 M 13.6%	12.6 M 3.5%	12.8 M -59.5%	5.2 M 48.8%	14.4 M 31.9%	5.9 M 6.1%
	Unsub Rate	0.22% -0.1 pts	0.20% -0.1 pts	0.19% 0.0 pts	0.17% -0.2 pts	0.18% -0.2 pts	0.28% -0.2 pts	0.26% -0.1 pts	0.31% 0.1 pts
	Delivery Rate	99% 0.1 pts	99% 0.1 pts	99% 2.8 pts	99% 0.1 pts	99% -0.3 pts	97% 0.9 pts	99% -0.3 pts	96% -0.1 pts
Engagement	Open Rate	24.0% 0.5 pts	21.4% -1.4 pts	22.3% 1.1 pts	22.2% 4.0 pts	28.4% 2.8 pts	32.7% -2.9 pts	22.6% 1.6 pts	23.6% -1.9 pts
	Opens	18.0 M -10.3%	2.9 M 10.8%	2.3 M 19.7%	2.8 M 26.2%	3.6 M -55.0%	1.7 M 36.7%	3.3 M 41.7%	1.4 M -1.8%
	Click Rate	2.1% 0.0 pts	2.5% -0.5 pts	1.5% -0.6 pts	1.0% -0.1 pts	4.1% 1.8 pts	5.5% -2.0 pts	0.7% 0.1 pts	1.0% 0.2 pts
	Unique Clicks	1.6 M -10.8%	336.0 K -1.8%	156.8 K -18.3%	120.7 K -9.0%	524.3 K -26.9%	284.4 K 9.4%	95.6 K 43.3%	61.2 K 33.5%
	Click to Open Rate	8.8% 0.0 pts	11.5% -1.5 pts	6.8% -3.2 pts	4.3% -1.7 pts	14.5% 5.6 pts	16.8% -4.2 pts	2.9% 0.0 pts	4.4% 1.2 pts
Financial	Bookings	52.3 K -15.1%	9.8 K 0.3%	3.8 K -34.9%	3.5 K -8.3%	24.0 K -22.2%	5.4 K -5.9%	2.7 K 38.3%	3.0 K 15.8%
	Revenue	\$18.1 M -11.6%	\$3.3 M -4.2%	\$1.3 M -35.9%	\$1.2 M 9.3%	\$8.7 M -14.4%	\$1.8 M -5.0%	\$846.2 K 31.8%	\$1.0 M 6.7%
	Conversion Rate	3.3% -0.2 pts	2.9% 0.1 pts	2.4% -0.6 pts	2.9% 0.0 pts	4.6% 0.3 pts	1.9% -0.3 pts	2.9% -0.1 pts	5.0% -0.8 pts
	Bookings per Delivered(K)	0.7 -3.2%	0.7 -15.2%	0.4 -42.7%	0.3 -11.4%	1.9 92.1%	1.0 -36.8%	0.2 4.8%	0.5 9.1%

\* 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

**YoY bookings decreased by 15% due to 12% email volume drop**

**eNews** BPK decreased YOY due to declines in Open & CTO% despite featuring MegaBonus

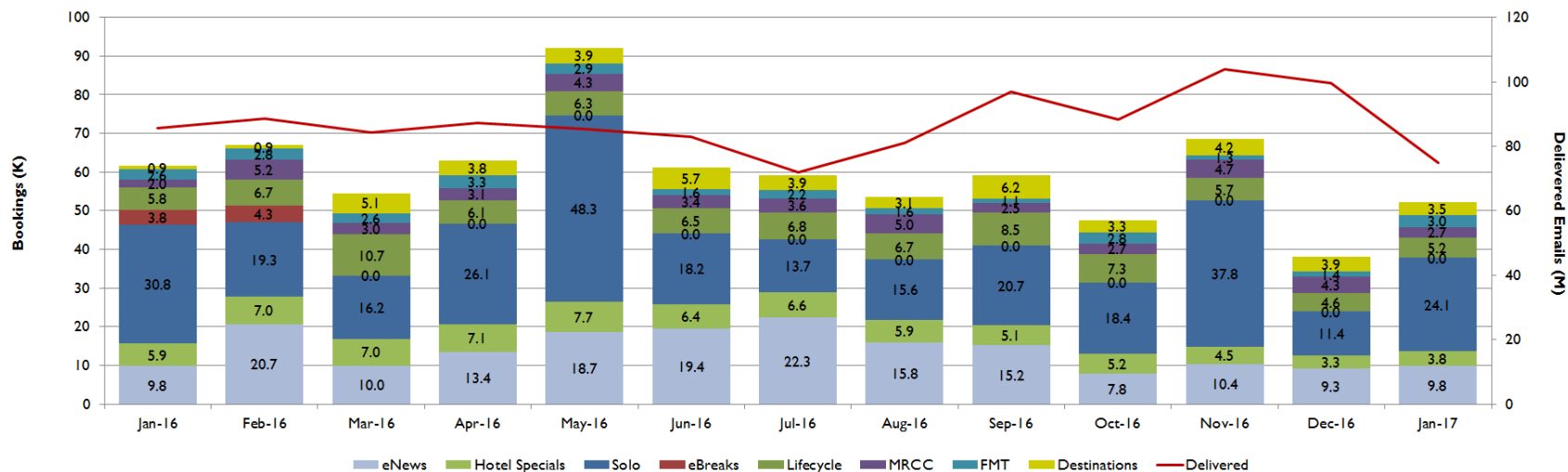
**Hotel Specials** low booking per delivered continued due to low CTO%

**Destinations** Open% increased YoY supporting "12 Months of Travel" theme, while CTO% fell

Lack of MegaBonus Preview & Protea/Delta lowered **Solo** delivery & booking volume but increased overall KPI efficiency

**Lifecycle** YoY KPI decreased across multiple campaigns & due to Onboarding KPIs

**MRCC** featured 80 K offer & 150 K vs LY's 50 K

2<sup>ND</sup> LOWEST SEND VOLUME IN THE PAST YEAR DUE TO LOW SOLO VOLUME

## January Key Solo Mailings

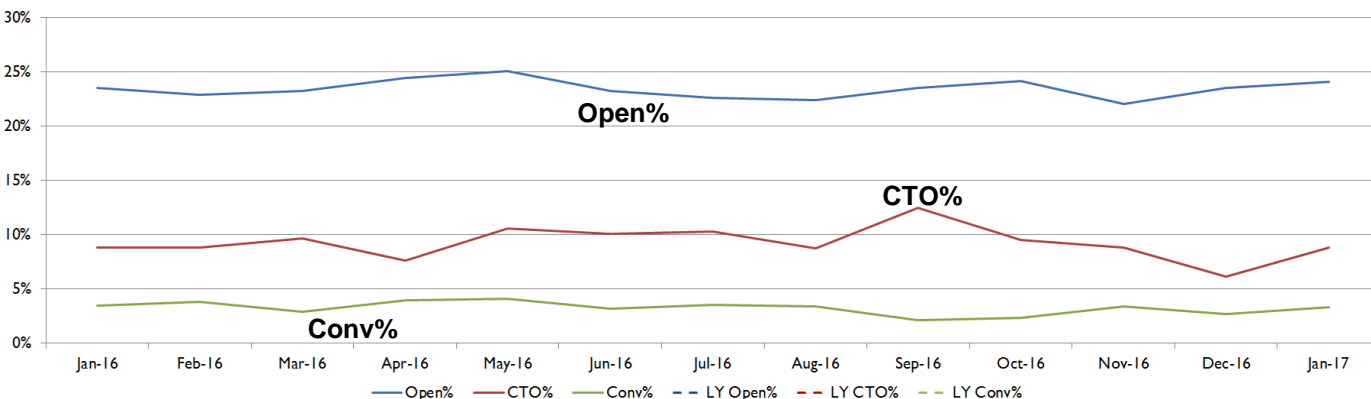
Delivered / Bookings

Jan '17:	MB Announcement	<b>9.1 M / 14.6 K</b>
	Abandoned Search	294 K / 3.4 K
	METT	2.3 M / 2.3 K
	MB Reg Confirmation	420 K / 1.9 K

Delivered / Bookings

Jan '16:	MB Preview	<b>7.8 M / 12.1 K</b>
	MB Announcement	<b>7.8 M / 10.6 K</b>
	Protea/Delta	<b>15.0 M / 4.7 K</b>
	Abandoned Search	119 K / 1.6 K

## KPIS IMPROVED FROM Q4 & NEAR FLAT YOY



Open% was 3% above 2016 avg due to **MB Announcement Solo, Destinations & MRCC**

CTO% was flat YoY and 5% below 2016 avg

- **Destinations & Hotel Specials** CTO% were the 3<sup>rd</sup> lowest since Jan '16
- Reduction of low CTO% **Solos** balanced overall CTO%

# KEY STORYLINES



# MEGABONUS DID NOT DRIVE THE SAME ENGAGEMENT IN ENEWS AS EXPECTED

## Spring '16 MegaBonus shortfall

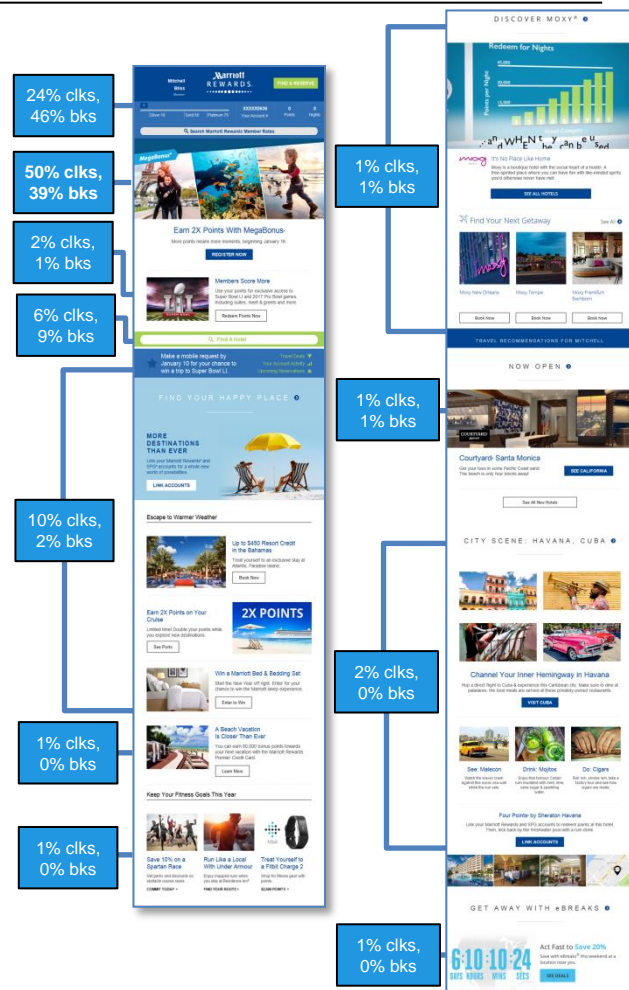
- Similar clicks as Jan '16 (did not ft MegaBonus)
- Fall'16 MB launched in Sep eNews: 55% of email clicks (vs Jan'16: 47%)

## Low engagement with content overall

- **Account Box/Search** had double digit increases in section % of clicks vs 2016
- **All sections** (except City Scene) generated lower click volumes than 2016 avgs
- **NFL mobile milestone message** takeover resulted in 77% decrease in clicks vs 2016 avg; lowest click engagement with **NFL Redemptions** in 2<sup>nd</sup> Top Offer
- **eBreaks** generated below avg clicks & no bookings

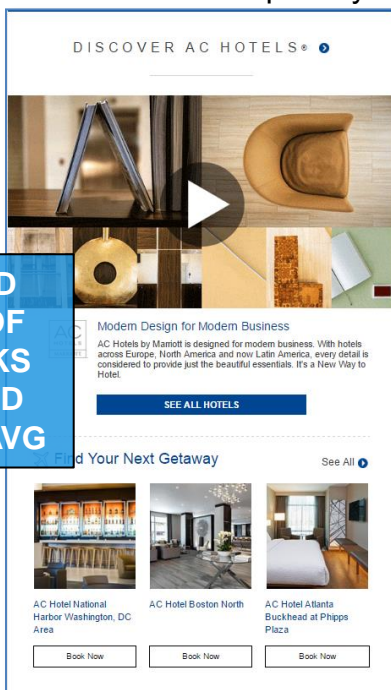
## The bright side

- **City Scene** featuring Cuba generated more section clicks than 2016 avg
- **ShopMarriott** sweepstakes generated 2.5x more clicks than any other piece of content below the Top Offers
- **Brand Propensity** may have generated more engagement than Brand Spotlights



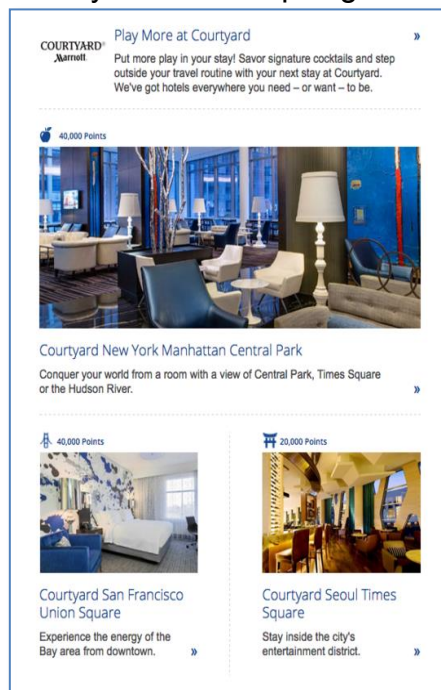
# FOR WHPH, BRAND PROPENSITY MAY HAVE GENERATED MORE CLICK ENGAGEMENT THAN BRAND SPOTLIGHT

Jan '17 Brand Propensity



GENERATED  
HIGHER % OF  
EMAIL CLICKS  
THAN BRAND  
SPOTLIGHT AVG

July '16 Brand Spotlight



**Further analysis is recommended due to key differences between the two sections:**

- Amount of content
- Redemptions
- Brand Propensity generated half the clicks as Brand Spotlights

\* Comparing when MegaBonus type offers were featured  
Increase in WHPH audience due to Jan'17 rescore

## SPRING '17 ANNOUNCEMENT GENERATED MORE BOOKINGS AND HIGHER BPK YOY

Announcement Solos	Delivered	Bookings	Open%	CTO%	Conv%	Bk/ Del (K)
Spring '16	7.8 M	10.6 K	24.1%	18.3%	3.1%	1.4
Summer '16	9.1 M	20.6 K	25.0%	19.2%	4.7%	2.3
Fall '16	7.9 M	4.5 K	23.2%	17.3%	1.4%	0.6
Spring '17	8.5 M	14.3 K	25.8%	15.8%	4.1%	1.7
Base Offer	7.9 M	4.8 K	24.1%	10.7%	2.3%	0.6
30K Offer	533.9 K	6.1 K	44.7%	46.8%	5.5%	11.5
45K Offer	103.3 K	3.4 K	52.3%	58.6%	10.8%	33.0

### Unique campaign elements

2x point bonus offer

No preview for Spring '17

Segments (& offer) focused on more frequent travelers

Earlier launch than Spring '16

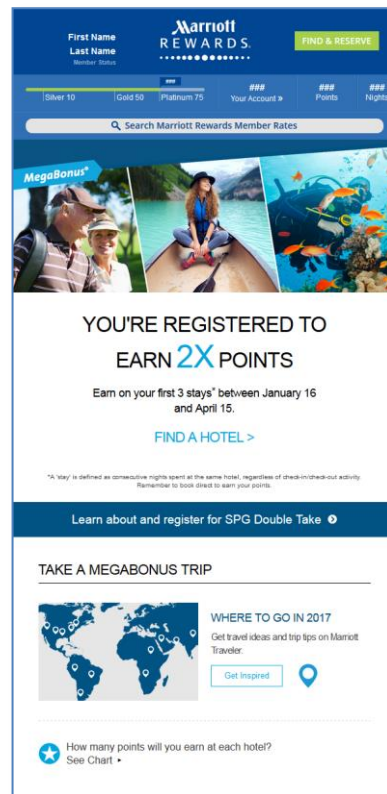
- eNews (1/3)
- Solo (1/10)
- 2016
  - Preview (1/7)
  - Announcement (1/27)

## INCLUDING OFFER DETAILS IN THE REGISTRATION CONFIRMATION SUBJECT LINE INCREASED OPEN%

Table 1. Open% Registration Confirmations

Registration Confirmation	Open%	Subject Line
Spring '16	51.9%	You're All Set to Win With MegaBonus®
Summer Promo '16	55.2%	Ready. Set. Earn Points This Summer
Fall '16	68.1%	Great Choice: [5K or 50 K] Points
Spring '17	57.5%	You're Registered to Earn 2x Points

**OFFER DETAILS  
HELPS OPEN%**



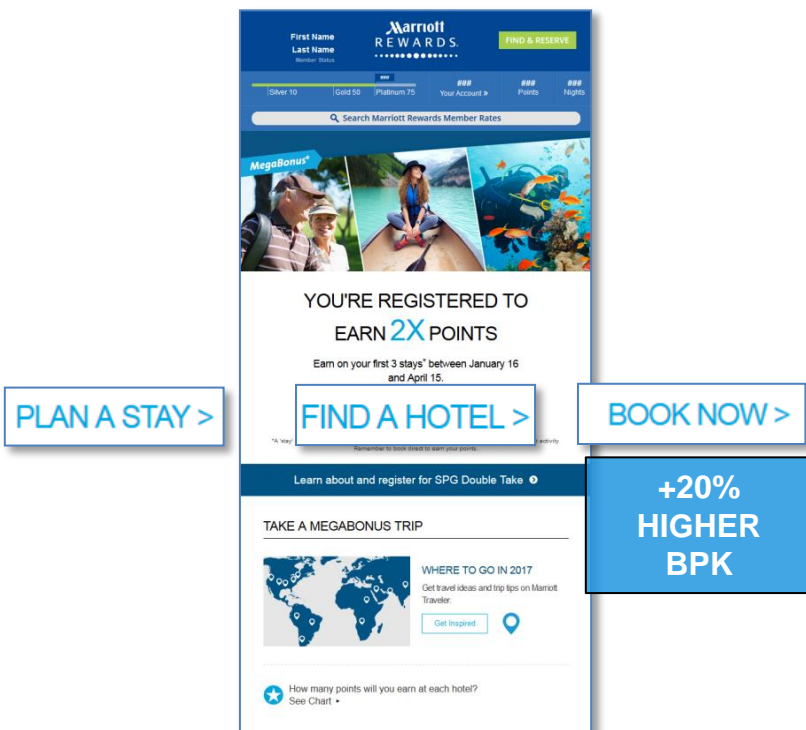
**Also**, unlike Announcement Registration Confirmation emails universally generate Open% > 50%

- Across campaigns
- Across offer segments

**Capitalize on the high Open rate to highlight key initiatives, for example:**

- Hotel Recommendations
- Member rates
- eBreaks
- Booking opportunities
- Redemption opportunities

## “BOOK NOW” CTA COPY GENERATED THE HIGHEST BPK FOR REGISTRATION CONFIRMATION



3 Way CTA test conducted in Registration Confirmation

“**Book Now**” version generated **the highest bookings** per email delivered

“**Find a Hotel**” generated the highest campaign & CTA **CTO%**

In a previous Oct test, “**Plan a Stay**” generated a higher BPK; Key differentiators:

- MB Offer
- CTA style
- Supporting content

## RESULTS DIFFERED AT THE SEGMENT LEVEL



### 30 K + 45 K Offer

- "Book Now" generated the highest BPK
- "Plan a Stay" was 2<sup>nd</sup>
- Oct testing results were reversed

**"Book Now" & "Plan a Stay" drive similar value to high value segments**

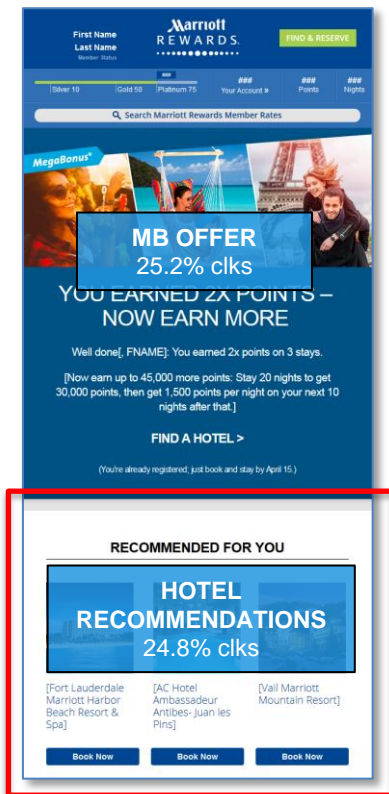
### No Offer

- "Find a Hotel" & "Book Now" similar BPK
- "Find a Hotel" also generated the highest CTO%\*

\* campaign & link level



## MEMBERS VALUED HOTEL PROPENSITY AS A 2<sup>ND</sup> FEATURE IN MEGABONUS ACHIEVEMENT



MegaBonus Achievement featured 3 Hotel Recommendations based on hotel propensity model used in Incent Redemption

Hotel Recommendations generated as much clicks as the Top Offer

**Consider including this content module in other communications**

# JAN DESTINATIONS OPEN RATE WAS 3% HIGHER YOY

The same subject line resonated across PO segments

## Destinations Core:

- **Where (and Why) to Travel Every Month (3.7%)\***
- 12 Places to Go in 2017 (3.4%)
- 12 Cities in 12 Months | Your 2017 Trip Planner (3.3%)

## Destinations TSAT:

- **Where (and Why) to Travel Every Month (8.7%)\***
- 12 Cities in 12 Months | Your 2017 Trip Planner (8.5%)
- 12 Places to Go in 2017 (8.0%)

## Destinations WHPH:

- **Where (and Why) to Travel Every Month (14.3%)\***
- 12 Cities in 12 Months | Your 2017 Trip Planner (14.2%)
- 12 Places to Go in 2017 (13.9%)

## Descriptors of winning subject line

Unique subject line vs traditional listicle style  
Not just recommendations, but reasons

\* Note: Results are statistically significant; Open rates are from 1 hour window of SL testing



# JAN DESTINATIONS CREATED DEMAND FOR A HIGH NUMBER OF DESTINATIONS

Distribution of clicks throughout months suggest the entire content was viewed

The value of Destinations isn't defined by clicks, opens = reach

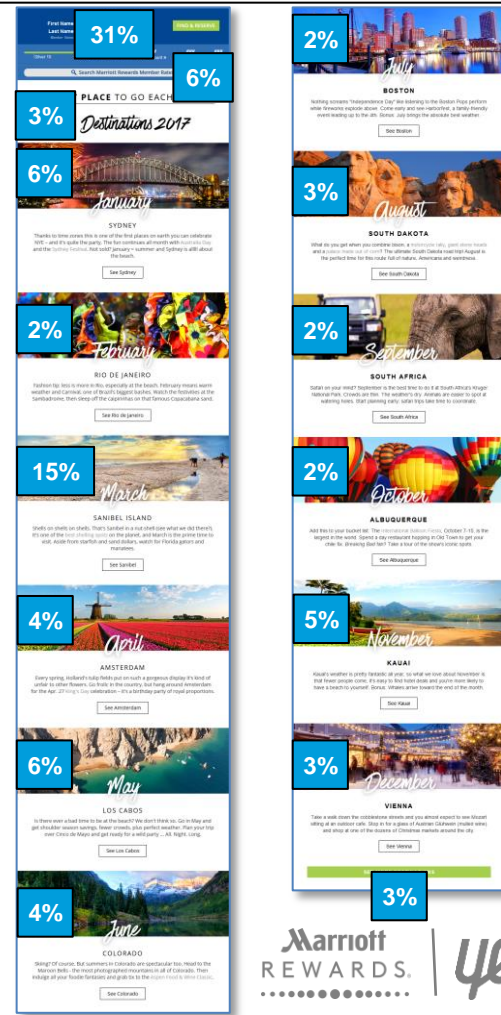
- While overall click volume was 10% below the 2016 avg, content & CTAs were less booking oriented
- Destinations has generated similar Open rates to eNews and in Jan nearly the same opens

The 4 top clicked destinations were beach destinations with beach image

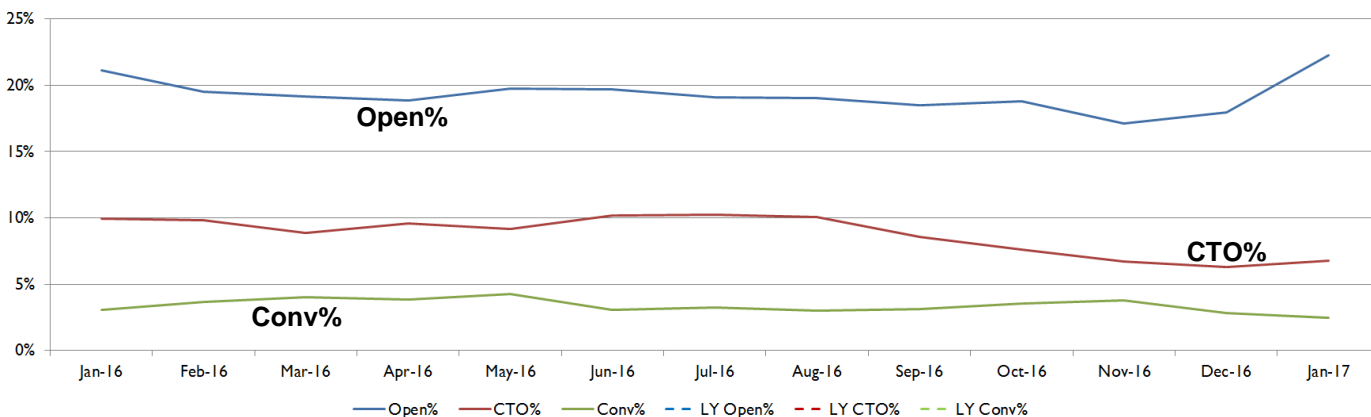
1. Sanibel Island (Mar) = 18.6 K clicks
2. Sydney (Jan) = 7.4 K clicks
3. Los Cabos (May) = 7.3 K Clicks
4. Kauia (Nov) = 6.2 K clicks

Rio De Janeiro, a beach destination (Feb) ranked 9<sup>th</sup> in clicks however was the only beach destination without a beach image

## % Clicks Jan '17 Destinations



# HOTEL SPECIALS OPEN% WAS THE HIGHEST SINCE JAN'15 BUT CTO% AND CONV% WERE NEAR LOWS



Highest Open% since Jan '15; best of breed subject lines were used:

- **Your February Travel Deals**
- *February Travel Deals: Save 20% on Hotels*
- *We Picked These Deals Just for You*

3<sup>rd</sup> lowest CTO% since Jan '16

- Nearly all section clicks have fallen

Lowest Conv% since Jan '16

**An analysis for Hotel Specials optimizations is underway; support updates with announcement in other communications (e.g. eNews milestone message)**

## PLANS TO ADDRESS DECLINES IN LIFECYCLE CAMPAIGNS ENGAGEMENT

- Collaborate with member experience team
  - Visibility to all email Lifecycle campaigns
  - Understand how email KPIs translate to campaign objectives
- Prioritize campaigns for optimization
- Leverage Orchestration migration & Template 2.0 timing as opportunities to enhance content
- Additional team resources to increase frequency of updates

Campaign	Jan'17 Delivered	YoY change			
		Open%	CTO%	Conv%	Bk/ Del (K)
WELCOME SERIES (TOTAL)	2.0 M	-3.1%	-15.7%	-29.6%	-42%
ANNIVERSARY	910.0 K	-0.6%	-18.1%	-15.8%	-31%
HELLO AGAIN	211.0 K	-46.7%	-10.1%	-70.6%	-86%
EARLY ENGAGEMENT	192.0 K	-18.1%	-27.8%	-25.5%	-56%
POST REDEMPTION	186.0 K	4.6%	-17.7%	-1.7%	-15%
HAPPY BIRTHDAY	133.6 K	-1.2%	-5.4%	-27.5%	-32%
INCENT REDEMPTION	107.6 K	-8.2%	-22.7%	-5.9%	-33%
RENEWER	103.4 K	4.4%	-13.1%	-23.8%	-31%
REACTIVATION	44.0 K	10.0%	-7.6%	-15.3%	-14%
NEAR LEVEL	15.8 K	4.1%	-6.6%	-45.0%	-47%
ACHIEVER	15.2 K	3.0%	-6.2%	-29.2%	-32%
WINBACK	7.0 K	2.3%	-18.5%	-0.1%	-17%
BIRTHDAY DATE REQUEST	459	-3.8%	-27.9%	37.1%	-5%

# JANUARY TESTING SUMMARY

- ✓ MEGABONUS REGISTRATION CONFIRMATION CTA
- ENEWS/BENEFITS TOP OFFER POSITION
- MRCC POINTS OFFER
- HOTEL SPECIALS/OFFERS PRICE PLACEMENT
- ✓ SUBJECT LINE OPTIMIZATION

# ENEWS TOP OFFER **CENTERED CTA** GENERATED MORE CLICKS THAN THE HORIZONTAL

Standard CTA layout (Control)



Centered /Stacked (Test)



**~3% HIGHER CLICK  
ENGAGEMENT  
(73,032 CLICKS\*\*)**

MegaBonus CTA layout was tested in eNews Top Offer for members

**The Centered CTA alignment generated 3% more clicks\*\***

A similar test\* showed horizontal CTA generated a higher CTO, however:

- Centered CTA was full width
- Different Color
- Limited content

Aligns with new template design

\* July Summer Promo Registration Confirmation

\*\*While Open data was not provided results would have been statistically significant if one cell generated a 39% Open% (1.8 M opens) vs 17% (780 K opens)

# HIGHLIGHTING MAX BONUS POINT POTENTIAL ATTRACTED MORE CLICKS

## 80K Offer

### Earn 80,000 Bonus Points

after you spend \$3,000 on purchases in the first 3 months from account opening.\*



5,000  
Your balance as of  
01/18/2017

+

80,000  
After you spend \$3,000  
in the first 3 months\*

**85,000 Points**

**Apply Now**

\$85 annual fee†  
\*Offer Details  
†Pricing & Terms

Eliot, as a valued member, it is our pleasure to offer you the Marriott Rewards® Premier Credit Card. Apply by February 28, 2017, and you will enjoy the following benefits:

## 150K Offer

### Earn up to 150,000 Bonus Points

That's 5 points for every \$1 spent on all purchases within your first year up to \$30,000.\*  
Plus, \$0 introductory annual fee your first year, then \$85†



100  
Your balance as of  
01/18/2017

+

Up To  
150,000  
In your  
1st year\*

**Up To 150,100 Points**

**Apply Now**

\*Offer Details  
†Pricing & Terms

Eliot, as a valued member, it is our pleasure to offer you the Marriott Rewards® Premier Credit Card. Apply by February 28, 2017.

**+7% HIGHER EMAIL CLICKS**  
**+36% SECTION CLICKS**

80 K offer was tested against 150 K bonus pt potential

150 K Offer generated more clicks

- Section CTO by 36%
- Campaign level by 7%

Across nearly every segment

Resulting acquisitions would be particularly valuable to validate a different approach to MRCC offers



# HOTEL SPECIALS OFFER PLACEMENT TEST DID NOT GENERATE CONCRETE RESULTS

## No Price

## CTA Price

## Headline Price

Sunny Escapes See All

**0.69% SECTION CTO%**

Snow Bird in South Florida Free Night in Myrtle Beach

[Book Now](#) [Book Now](#)

Sunny Escapes See All

**0.66% SECTION CTO%**

Snow Bird in South Florida Free Night in Myrtle Beach

[Save 20%](#) [From \\$139](#)

Sunny Escapes See All

**0.66% SECTION CTO%**

Save 20% in South Florida Myrtle Beach from \$139

[Book Now](#) [Book Now](#)

3 versions of Headline & Copy were tested:

- No price in Body & CTA
- Price in CTA
- Price in Headline

Results:

There was no statistically significant winner at a campaign or section level

The nature of the offer may impact results

Takeaways

Will be tested again in March Hotel Specials

## Getaways

## Experiences

Get Away for the Weekend See All

**0.41% SECTION CTO%**

New York City on Sale Deep Savings across 5 States

[Book Now](#) [Book Now](#)

Get Away for the Weekend See All

**0.43% SECTION CTO%**

New York City on Sale Deep Savings across 5 States

[From \\$143](#) [From \\$79](#)

Get Away for the Weekend See All

**0.38% SECTION CTO%**

New York City from \$143 Savings in 5 States, from \$79

[Book Now](#) [Book Now](#)

# SUBJECT LINE TESTING

## Hotel Specials Core:

- **Your February Travel Deals (10.5%)\***
- We Picked These Deals Just for You (10.0%)
- February Travel Deals: Save 20% on Hotels (9.9%)

## Destinations Core:

- **Where (and Why) to Travel Every Month (3.7%)\***
- 12 Places to Go in 2017 (3.4%)
- 12 Cities in 12 Months | Your 2017 Trip Planner (3.3%)

## Destinations TSAT:

- **Where (and Why) to Travel Every Month (8.7%)\***
- 12 Places to Go in 2017 (8.0%)
- 12 Cities in 12 Months | Your 2017 Trip Planner (8.5%)

## Destinations WHPH:

- **Where (and Why) to Travel Every Month (14.3%)\***
- 12 Cities in 12 Months | Your 2017 Trip Planner (14.2%)
- 12 Places to Go in 2017 (13.9%)

## Descriptors of winning subject line

Personalized

Unique subject line vs traditional listicle style



# KEY TAKEAWAYS

# JANUARY '17 KEY TAKEAWAYS

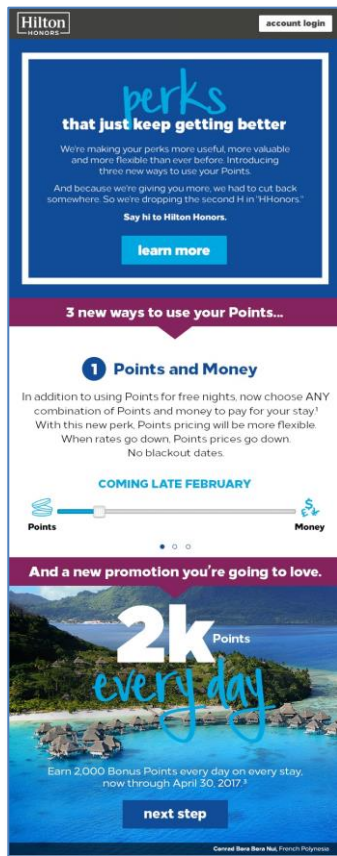
- Brand & Property propensity may have driven click engagement; expand on Brand Propensity module learning
- “Book Now” and “Plan a Stay” appear to be effective CTAs for high value segments; “Find a Hotel” & “Book now” for rest of MB eligible audience
- Leverage high Registration Confirmation Open rates to highlight key initiatives
- Include offer details in Subject lines to increase Open rates
- Continue to explore positioning Destinations subject line copy as curated recommendations
- Plans are in place to address declining Hotel Specials & Lifecycle campaigns

# HIGHLY ENGAGING CONTENT

- Cuba
- Map eBreaks (but investigate zero bookings)
- Beach imagery
- Maximum-value offer positioning

# COMPETITIVE INSIGHTS

# NEW BENEFITS FROM HILTON



## Hilton Honors

Rebranding from 'HHonors' to 'Honors'

Email design updates:

- Font change
- Rotating secondary module

3 new ways to use points

- \$/points mix
- pool points w/ family/friends
- Points on Amazon

New promotions launch: 2K points for every stay through April 30th





# CHINESE NEW YEAR

VIEW OFFERS

DoubleTree by Hilton Hotel Kuala Lumpur

*Golden January*

AUSPICIOUS DINNERS & HI-TEA TO KICK OFF 2017

MORE DETAILS

HYATT REGENCY HONG KONG, SHA TIN

AUSPICIOUS LUNAR NEW YEAR DISHES AT SHA TIN 18

This Chinese New Year, host an exquisite family reunion at Sha Tin 18, where Chef Ngai has crafted a variety of auspicious dishes, available from now until the end of February.

2017 is the year of the rooster, and Chef Ngai has come up with sumptuous Chinese New Year dishes, with chicken as the main ingredient, including 30 fried chicken, beancurd dough, preserved soybean paste in which chicken and bean curd dough are cooked in Chinese traditional soybean paste and served hot in a clay pot.

Other savory dishes include fish fried with dried oyster with soy sauce or trout which means plentiful wealth and treasure.

LEARN MORE

HYATT REGENCY HONG KONG, SHA TIN

NEW YEAR COOKIES AND CHOCOLATE PATISSIERIE

Chinese New Year cookies and Chinese zodiac chocolate gift sets are available at Patisserie. Each cookie features traditional new year blessings written in Chinese and every piece of chocolate in the gift set is printed with a different Chinese zodiac sign, making them the perfect gift for friends and family.

LEARN MORE

HYATT REGENCY AHMEDABAD

ENJOY INDULGENT GOURMET OFFERINGS AND CELEBRATE WITH US IN GRANDEUR

We look forward to welcoming you to a magical feast across our restaurants as we step into the New Year. Indulge in gourmet specialties and experience the true flavors in the heart of Ahmedabad with us.

Level in the Chinese New Year celebrations with chef crafted gourmet specials and irresistible indulgence.

Come home to extraordinary experiences and regenerate your body and mind at our Aadi Spa. New plan your Sunday brunch in advance and enjoy the brunch Bazaar only at Tinsel. A combination of the door is a straight road to a heavenly stay.

LEARN MORE

HYATT REGENCY AHMEDABAD

SPECIAL OFFERS

CHINESE NEW YEAR FEAST

Usher in the Year of the Rooster, this Chinese New Year at China House and dine into a specially crafted menu that includes delectable Chinese New Year Delights from January 28th - February 2nd, 2017.

LEARN MORE

HYATT REGENCY AHMEDABAD

SWEET SPLASHES OF PINK, LUSCIOUS BITES OF THE BERRY

Relish a plethora of "meat in the mouth" creations and savor the crime de la crime desserts at **Club Shop**, with delicious 10 varieties specially hand picked by Chef Gaudin. From January 4th till 24th, 2017. Call 8 75 403 1234 to book your special dessert cooking sessions with our seasoned Chefs.

LEARN MORE

HYATT REGENCY AHMEDABAD

CHINA HOUSE LAUNCHES A NEW MENU

All Hyatt Regency Ahmedabad will welcome Chinese New Year at China House. Not restricted to time, come to the House of Chinese cuisine. Call us, the menu is all set to take you to the next level.

LEARN MORE

HYATT REGENCY AHMEDABAD

SUNDAY BRUNCH BAZAAR AT TINELLO

Enjoy a lavish brunch laden with Italian, Indian, sweet and a la minute preparations, prepared in a lively show kitchen. Here, Chef's flavors and family favorites come together every Sunday. Tinsello, welcomes you to an all you can eat Sunday Brunch only @ INR 1400/-.

LEARN MORE

HYATT REGENCY AHMEDABAD

SET YOURSELF TO THE PATH OF COMPLETE WELLNESS

Surrender to the healing touch of massage, followed by soothing facial. Facial that elevates the mood, only at our Aadi Spa & Fitness Centre.

LEARN MORE

Sheraton Grande Sukhumvit, a Luxury Collection Hotel, Bangkok

Celebrate the Year of Rooster with Special Offers

VIEW MORE

Usher in a prosperous Year of Rooster

Revitalizing Comfort on Chinese New Year

Your Relaxing City's Retreat

Rejuvenate with a relaxing vacation. Our special offers make a beautiful and relaxing Westin stay even more irresistible.

SPECIAL OFFERS

Chinese New Year Parade Package

BOOK NOW

Immerse yourself into one of San Francisco's most culturally rich

THE WESTIN KUALA LUMPUR

Starwood

who receive a stay on our website during 27 Jan - 31 Feb 2017

- Exclusive room offers for your unforgettable stay in Bangkok
- Rate starts from THB 4,770++
- SFO members enjoy additional up to 5% off along with complimentary high speed internet. Sign up [HERE](#)

VIEW MORE >

More Exclusive Offers

RESERVE 7 DAYS IN ADVANCE AND SAVE 20%

Plan your trip ahead. Reserve now to enjoy exceptional savings later.

- Reserve 7 days in advance and save 20%
- SFO members receive an additional up to 5% off. Not a SFO member yet? [Sign up now](#)

Offer valid for stays completed by September 30, 2017.

RESERVE NOW

THE WESTIN KUALA LUMPUR

150 Jalan Bukit Bintang Kuala Lumpur, 50100 Malaysia Phone: (603) 2733 8333 Fax: (603) 2733 8000

Year ended on February 11, 2017

- Complimentary WiFi
- Complimentary overnight parking for one vehicle
- SFO members also earn 750 additional Starpoints

Book now or call 1-866-736-8308 and mention rate plan 17PKG. Book Now >

THE WESTIN SINGAPORE

Perfectly located on the vicinity of Marina Bay and walking distance from Chinatown, The Westin Singapore offers an escape from the bustling city. Book in advance and enjoy:

- Exclusive savings of 15%
- Complimentary access to Marina Bay Sands
- Extended breakfast hours at [Galleon](#) until 3 p.m. on weekends
- Complimentary 90-minute Malan Trail led by renowned food blogger, Mei Tan Chi

Exclusive dining privileges for SFO members. Not an SFO member? [Join for free today](#)

BOOK NOW

Enjoy longer stay and take advantage of our unmatched location on Sukhumvit road, with a direct sky bridge to Asoa Skytrain and Sukhumvit Subway stations to explore the city.

- Enjoy an extended break with more discount when you stay 3 nights or more.
- Offer valid for stays completed by September 30, 2017

RESERVE NOW

THE WESTIN SINGAPORE

12 Marina View, Asia Square Tower 2, Singapore. 018963 Singapore Phone: (65) 6922 0988 Fax: (65) 6922 0999

trioff ARDS. yes

# HILTON WEEKENDERS

Hilton has branded book direct message as “weekenders” leveraging community theme

**80% MORE POINTS**  
Buy 5,000+ Points by February 17 and receive 80% more.  
[BUY POINTS](#)

Hilton Surfers Paradise Hotel & Residence, Australia

**Join the weekenders, book direct at [Hilton.com](#)**  
FROM USD **\$94**  
PER ROOM PER NIGHT †

**Hampton by Hilton** [view offers](#)

**see what's new**  
from Hampton by Hilton

- Romantic Port Aransas getaway with bubbly & more** [NEXT STEP](#)
- Hit the beach in Corpus Christi, parking included** [NEXT STEP](#)
- Pizza, pool & popcorn for family night in Rochester** [NEXT STEP](#)
- Keep warm in Ithaca with pizza, popcorn and more** [NEXT STEP](#)

**Hilton HHONORS** [EXPLORE HHONORS](#) | [DOWNLOAD APP](#) | [OFFERS](#)

Good Afternoon, Mitchell  
Activity as of 08-Feb-2017 02:52:47 PM CST

**Point Balance**  
3,116

Your tier is Blue. Track your progress to Silver below.

**Tier Status**  
Blue

[VIEW ACCOUNT](#)

**Check out your Account Alerts**

- Get Triple Points on your next stay [BOOK NOW](#)
- You're registered for the Double Up with Double Points promotion [BOOK NOW](#)

**Offers chosen just for you**

- Big savings in the Big D from \$99 a night** [LEARN MORE](#)
- Rates from \$99 are heating up Chicago** [LEARN MORE](#)
- Great start to the New Year 2017 with triple-points!** [LEARN MORE](#)
- Earn 50,000 Bonus Points** [LEARN MORE](#)

**Join the weekenders, book direct at [Hilton.com](#)**  
FROM USD **\$94**  
PER ROOM PER NIGHT †



# APPENDIX

## FOR WHPH BRAND PROPENSITY MAY HAVE GENERATED MORE CLICK ENGAGEMENT THAN BRAND SPOTLIGHT

Month+Year	Total Clicks	BSL Clicks	BSL % of TTL Clks
February '16	61,639	1,255	2.0%
June '16	65,890	720	1.1%
July '16	68,172	583	0.9%
August '16	56,605	498	0.9%
September '16	98,973	1,293	1.3%
Jan '17	33,340	603	1.8%
2016 average	1.2%		
Jan '17 lift from '16 avg.	46.1%		

# MEGABONUS TABLES (EIR)

MegaBonus First Touchpoints	Delivered	Clicks
Preview	7.9 M	187.5 K
Announcement	7.8 M	345.1 K
eNews/Benefits Feb '16	11.5 M	286.0 K
<b>Spring '16</b>	<b>27.2 M</b>	<b>818.6 K</b>
Announcement	9.1 M	435.4 K
eNews/Benefits Jun '16	12.1 M	159.8 K
Hotel Specials/Offers Jun '16	10.4 M	26.6 K
<b>Summer '16</b>	<b>31.6 M</b>	<b>621.8 K</b>
Preview	7.7 M	139.1 K
eNews/Benefits Sep '16	12.7 M	524.6 K
Hotel Specials/Offers Sep '16	10.3 M	13.1 K
<b>Fall '16</b>	<b>30.6 M</b>	<b>676.8 K</b>
eNews Jan '17	13.7 M	177.0 K
Announcement	8.5 M	347.6 K
Registration Confirmation	508.1 K	24.3 K
<b>Spring '17</b>	<b>22.7 M</b>	<b>548.8 K</b>

## RESULTS WERE DIFFERENT BASED ON OFFER SEGMENTS

No Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	74.5 K	349	\$118.6 K	57.6%	8.9%	9.2%	4.7
Find A Hotel	92.1 K	477	\$140.1 K	58.1%	11.7%	7.6%	5.2
Book Now	70.3 K	359	\$114.2 K	59.2%	7.8%	11.0%	5.1

30K Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
-----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	49.0 K	165	\$55.5 K	55.9%	6.5%	9.3%	3.4
Find A Hotel	34.0 K	94	\$27.4 K	56.1%	7.0%	7.1%	2.8
Book Now	52.3 K	283	\$105.9 K	57.3%	6.6%	14.4%	5.4

45K Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
-----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	16.7 K	68	\$20.7 K	55.5%	6.7%	11.0%	4.1
Find A Hotel	14.1 K	39	\$29.0 K	54.6%	6.8%	7.4%	2.8
Book Now	17.7 K	97	\$42.4 K	56.0%	6.7%	14.7%	5.5

No Offer	CTA CTO%
----------	-------------

Plan A Stay	2.30%
Find A Hotel	3.20%
Book Now	1.72%

30K Offer	CTA CTO%
-----------	-------------

Plan A Stay	0.85%
Find A Hotel	0.93%
Book Now	0.94%

45K Offer	CTA CTO%
-----------	-------------

Plan A Stay	0.69%
Find A Hotel	0.73%
Book Now	0.72%

## HOTEL SPECIALS GENERATED 33% LESS CLICKS THAN 2016 AVG & 48% LESS YOY

All sections except Experiences generated low levels of click engagement

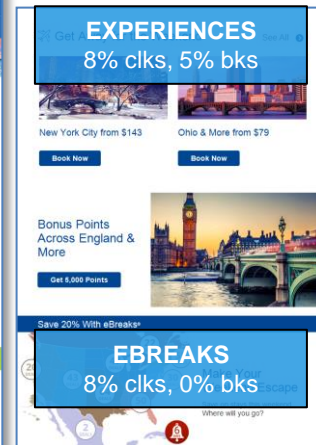
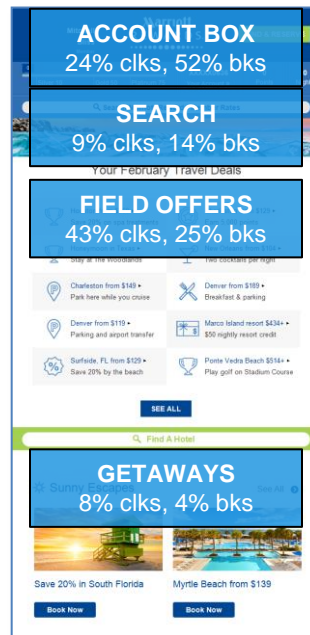
- Field Offers generated 50% fewer clicks and accounted for a 25% lower % of clicks than 2016 average
- Search generated the least clicks since Jan '16
- Getaways generated 13% lower click volume than 2016 avg
- Lack of Middle section (featuring MegaBonus/Summer Promo)

Experiences generated the highest click volume since May '16

- NYC Offers continue to be a draw as it generated 49.6% of section clicks and had the highest Conv% in this section
- England Bonus Points offer generated the 2<sup>nd</sup> most section clicks (34.4%)

eBreaks generated the most clicks of any offer but did not generate any bookings

**An analysis for Hotel Specials optimizations is underway; support updates with announcement in other communications (e.g. eNews milestone message)**



# JAN'16 MEGABONUS TAKEAWAYS

- Spring '17 **Announcement** performance surpassed previous campaigns
- Include offer details in subject lines
- **Registration Confirmations** consistently generated >50% Open rates & are valuable vehicles to support key initiatives
- “**Book now**” CTA copy over “**Plan a Stay**” & “**Book a Hotel**”
- Hotel Propensity in **Achievement** generated as much click engagement as the Top Offer

# JANUARY 2017 MR CAMPAIGN REVIEWS

# BPK FELL DUE TO OPEN & CLICK TO OPEN RATE DECREASES

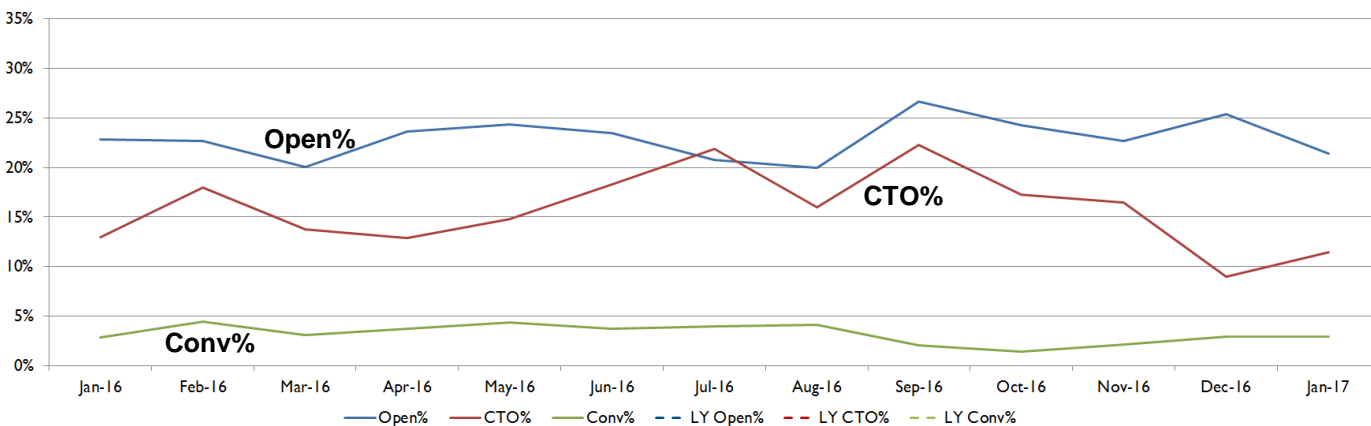
		eNews +			
		Program	Benefits	eNews	Benefits
Audience	Total	75.0 M	13.7 M	12.3 M	1.4 M
	Delivered	-12.4%	18.2%	17.0%	30.3%
	Unsub Rate	0.22% -0.1 pts	0.20% -0.1 pts	0.21% -0.1 pts	0.13% 0.0 pts
Engagement	Delivery Rate	99% 0.1 pts	99% 0.1 pts	99% 0.1 pts	100% -0.0 pts
	Open Rate	24.0% 0.5 pts	21.4% -1.4 pts	20.8% -0.9 pts	26.3% -7.3 pts
	Opens	18.0 M -10.3%	2.9 M 10.8%	2.6 M 12.2%	366.5 K 2.0%
	Click Rate	2.1% 0.0 pts	2.5% -0.5 pts	2.3% -0.3 pts	4.0% -2.2 pts
	Unique Clicks	1.6 M -10.8%	336.0 K -1.8%	279.6 K 1.5%	56.4 K -15.3%
Financial	Click to Open Rate	8.8% 0.0 pts	11.5% -1.5 pts	10.9% -1.1 pts	15.4% -3.1 pts
	Bookings	52.3 K -15.1%	9.8 K 0.3%	7.5 K 11.7%	2.3 K -24.5%
	Revenue	\$18.1 M -11.6%	\$3.3 M -4.2%	\$2.5 M 13.6%	\$769.7 K -36.4%
	Conversion Rate	3.3% -0.2 pts	2.9% 0.1 pts	2.7% 0.2 pts	4.1% -0.5 pts
	Bookings per Delivered(K)	0.7 -3.2%	0.7 -15.2%	0.6 -4.5%	1.7 -42.1%

January deliveries increased 18.2% YoY and bookings were flat, resulting in a 15.2% decrease in booking per delivered

- Second lowest CTO% since Jan '16
- Open% was 7.5% below 2016 average



# JAN '17 ENEWS & BENEFITS EMAIL KPI TRENDS



Open% was 8% below  
2016 avg

*Earn 2x Points with  
MegaBonus*

*Find Your Moment in More  
Places*

2016: *Travel Ideas for 2016*

Second lowest CTO%  
since Jan '16

Conv% was 29%  
below 2016 average

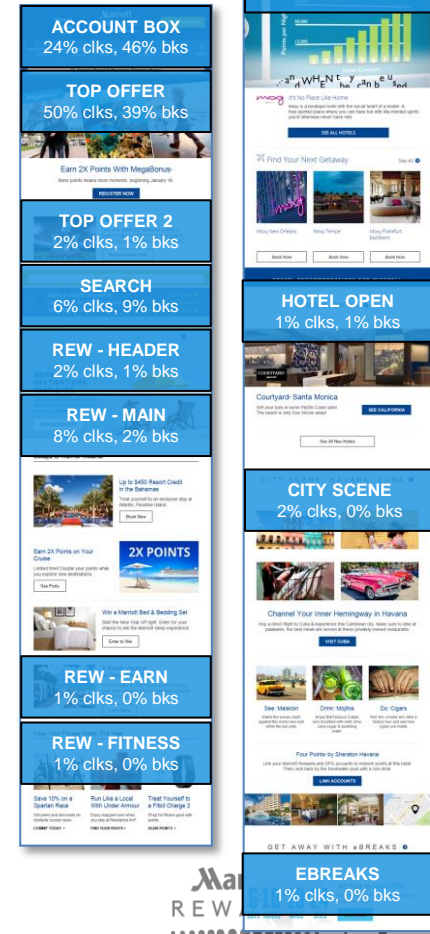
# JANUARY '17 ENEWS SECTIONS

## Performance notes

- Overall mailing generated a similar amount of clicks YoY despite MegaBonus feature
- All sections except City Scene generated lower click volumes than 2016 avgs

## Section highlights

- Account Box and Search received 11% & 20% higher % of clicks than 2016 section averages, suggesting that content did not resonate
- Top Offer announced MegaBonus or New Destinations offers
  - MegaBonus Top Offer generated 65% fewer clicks than similar Sep '16 "announcement"
- NFL Moments was featured in 2<sup>nd</sup> Top Offer and generated the 2<sup>nd</sup> lowest clicks since Jan '15 (89.6% below 2016 avg), suggesting continued lack of interest in NFL content
- Rewards section generated the 2nd lowest click volume since Dec '15
  - NFL mobile takeover of milestone message resulted in 77% decrease in clicks vs 2016 avg
- eBreaks generated the fewest clicks since first being featured



# JANUARY '17 ENEWS SECTIONS

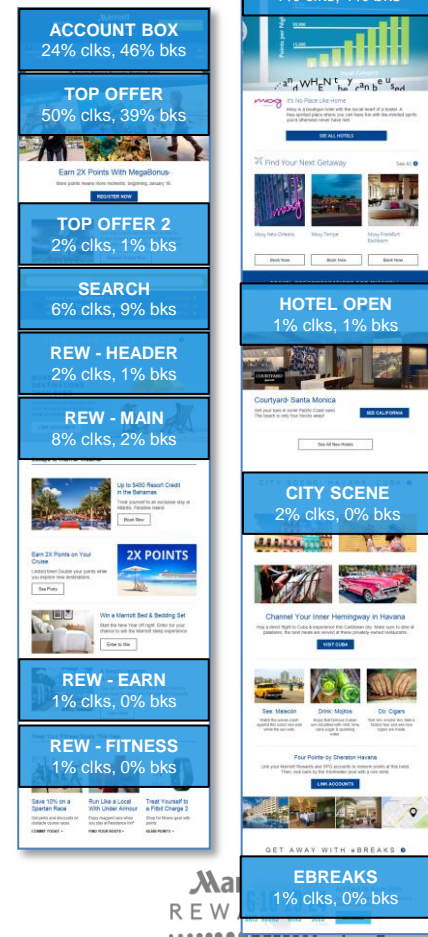
## Section highlights (Cont)

City Scene focused on Cuba & featured SPG account & was the only section to attract more section clicks than 2016 avgs

- Main CTA generated the most clicks within the section (48.1% of section clicks)
- Link Accounts generated the 2<sup>nd</sup> most clicks (26.0%)

New Brand Trial section generated 1.5% of total email clicks, similar to Brand Spotlight

- Used propensity model on 4 featured brands
- Propensity properties collectively generated the most section clicks (45.6%)



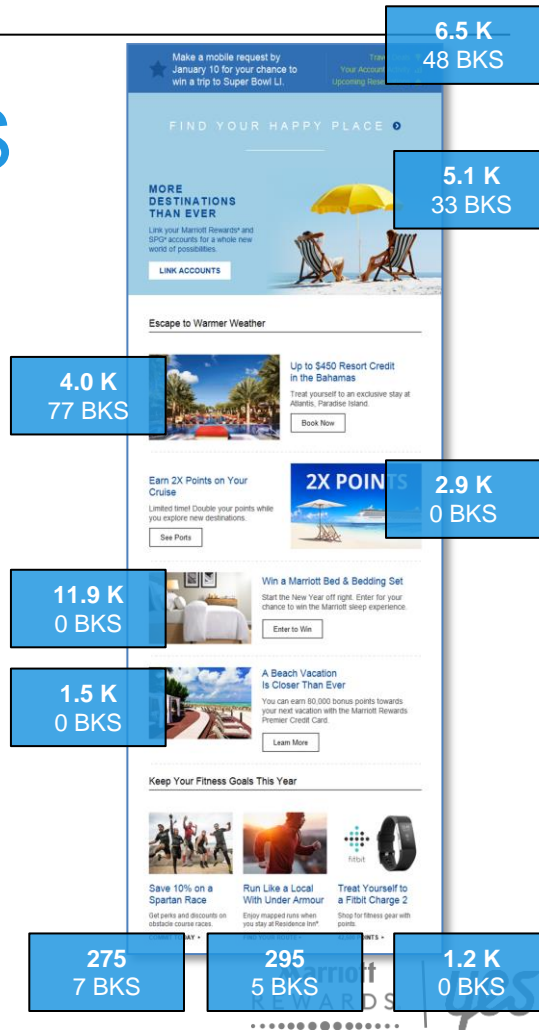
# JAN '17 ENEWS LINK ANALYSIS

ShopMarriott Sweepstakes generated the most clicks in the rewards section

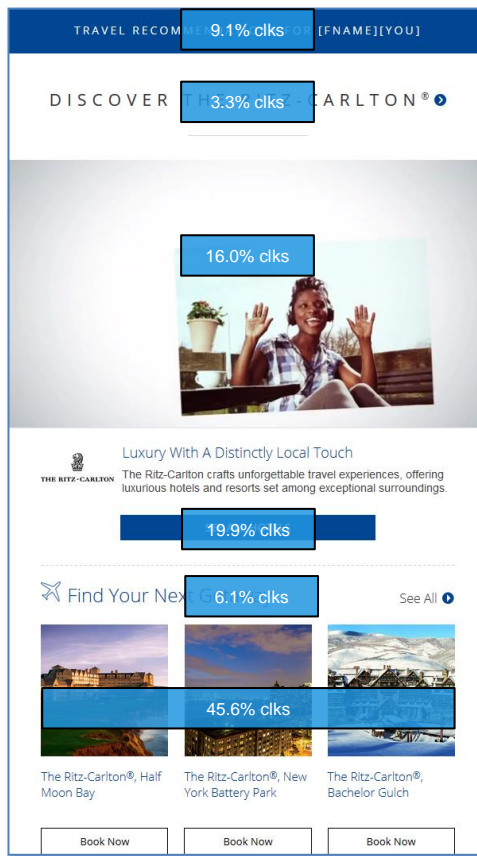
- ShopMarriott Sweepstakes generated -37% lower % of clicks than other sweepstakes featured in Rewards during months MegaBonus was featured

'Find Your Happy Place' generated the 2<sup>nd</sup> most clicks in the rewards section with 65.1% of offer clicks going to 'Link Accounts' CTA

- 'See All Brands' 11.9% of offer clicks
- 'Join Now' 8.5% of offer clicks (436 clicks)



# ENEWS BRAND TRIAL % OF SECTION CLICKS



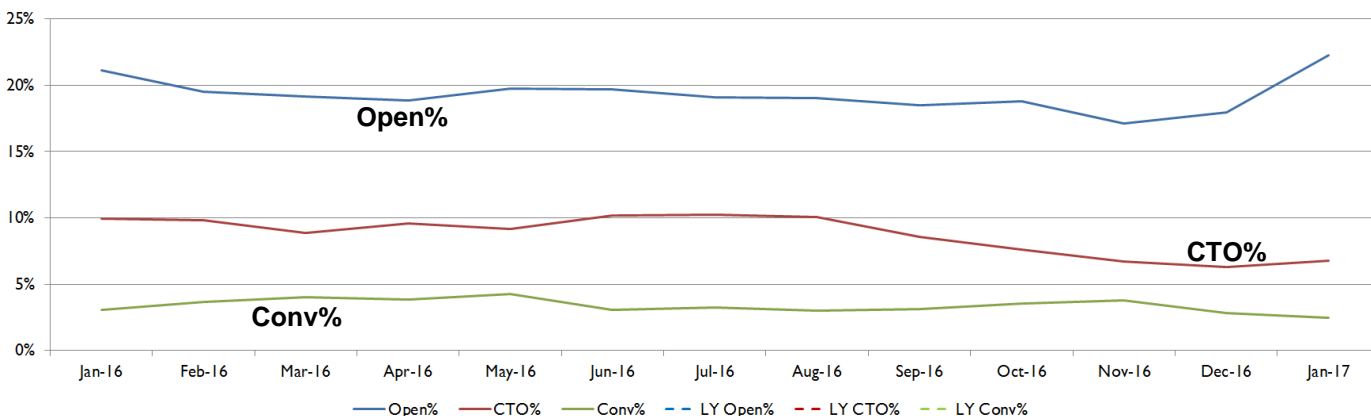
## 2<sup>ND</sup> LOWEST BPK IN A YEAR DUE TO LOW CTO% & CONV%

		Program	HS + Offers	Hotel Specials	Offers
Audience	Total	75.0 M	10.4 M	9.0 M	1.4 M
	Delivered	-12.4%	13.6%	10.4%	39.5%
	Unsub Rate	0.22% -0.1 pts	0.19% 0.0 pts	0.20% 0.0 pts	0.16% 0.1 pts
	Delivery Rate	99% 0.1 pts	99% 2.8 pts	99% 2.6 pts	100% 3.6 pts
Engagement	Open Rate	24.0% 0.5 pts	22.3% 1.1 pts	21.6% 1.0 pts	26.5% 0.8 pts
	Opens	18.0 M -10.3%	2.3 M 19.7%	1.9 M 16.0%	373.2 K 44.1%
	Click Rate	2.1% 0.0 pts	1.5% -0.6 pts	1.4% -0.6 pts	2.3% -0.9 pts
	Unique Clicks	1.6 M -10.8%	156.8 K -18.3%	124.9 K -22.2%	31.9 K 1.4%
	Click to Open Rate	8.8% 0.0 pts	6.8% -3.2 pts	6.4% -3.2 pts	8.6% -3.6 pts
Financial	Bookings	52.3 K -15.1%	3.8 K -34.9%	2.7 K -38.7%	1.1 K -22.9%
	Revenue	\$18.1 M -11.6%	\$1.3 M -35.9%	\$869.0 K -40.1%	\$393.1 K -24.1%
	Conversion Rate	3.3% -0.2 pts	2.4% -0.6 pts	2.2% -0.6 pts	3.4% -1.1 pts
	Bookings per Delivered(K)	0.7 -3.2%	0.4 -42.7%	0.3 -44.5%	0.8 -44.7%

YoY deliveries increased by 13.6% & bookings decreased by 34.9%, leading to a decrease in bookings per delivered of 42.7%

- Highest Open% since Jan '16 (Jan '15)
- Near-low's in CTO & Conv% since Jan '16
- Second lowest booking per delivered since Jan '16

# JAN '17 HOTEL SPECIALS & OFFERS EMAIL KPI TRENDS



Highest Open% since Jan '15; best of breed subject lines were used:

- **Your February Travel Deals**
- February Travel Deals: Save 2% on Hotels
- We Picked These Deals Just for You

3<sup>rd</sup> lowest CTO% since Jan '16

Lowest Conv% since Jan '16



# JANUARY '17 HOTEL SPECIALS CORE LINK ANALYSIS

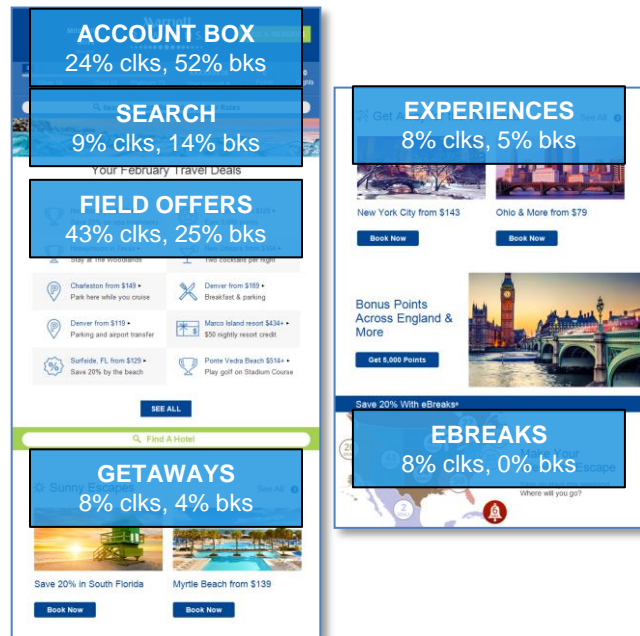
Hotel Specials generated 33% less clicks than the 2016 average and down 48% YoY

- Field Offers generated 50% fewer clicks and accounted for a 25% lower % of clicks than 2016 average
- Search generated the least clicks since Jan '16
- Getaways generated 13% lower click volume than 2016 avg
- Lack of Middle section (featuring MegaBonus/Summer Promo)

Experiences generated the highest click volume since May '16

- NYC Offers continue to be a draw as it generated 49.6% of section clicks and had the highest Conv% in this section
- England Bonus Points offer generated the 2<sup>nd</sup> most section clicks (34.4%)

eBreaks generated 10% more clicks and a 30% higher % of clicks than 2016 avg



# JAN '17 HOTEL SPECIALS LINK ANALYSIS

## Observations

Most clicked content:

- eBreaks 14.8K
- South Florida (Experiences) 8.9K
- NYC (Getaways) 7.1K
- Myrtle Beach (Experiences) 5.7K
- England (Experiences) 4.9K
- Ohio (Experiences) 1.6K



# DESTINATIONS CLICK% WAS FLAT WITH OPEN RATE INCREASING WHILE CTO% FELL

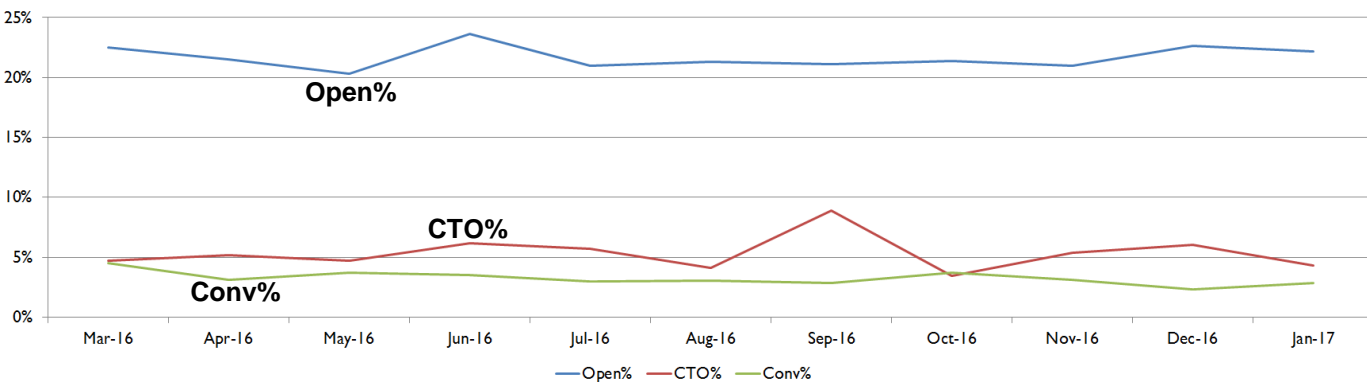
		Program	Dest.	Dest. Core	PO Dest.
Audience	Total Delivered	75.0 M -12.4%	12.6 M 3.3%	10.9 M 0.2%	1.6 M 30.3%
	Unsub Rate	0.22% -0.1 pts	0.17% 0.0 pts	0.17% 0.0 pts	0.16% 0.0 pts
	Delivery Rate	99% 0.1 pts	99% 0.0 pts	99% 0.0 pts	100% -0.1 pts
Engagement	Open Rate	24.0% 0.5 pts	22.2% -0.5 pts	21.8% -0.6 pts	25.0% -0.2 pts
	Opens	18.0 M -10.3%	2.8 M 1.1%	2.4 M -2.6%	407.8 K 29.5%
	Click Rate	2.1% 0.0 pts	1.0% -0.4 pts	0.9% -0.4 pts	1.1% -0.7 pts
	Unique Clicks	1.6 M -10.8%	120.7 K -27.8%	102.0 K -29.5%	18.8 K -16.9%
	Click to Open Rate	8.8% 0.0 pts	4.3% -1.7 pts	4.3% -1.6 pts	4.6% -2.6 pts
Financial	Bookings	52.3 K -15.1%	3.5 K -11.8%	2.6 K -12.4%	858 -10.1%
	Revenue	\$18.1 M -11.6%	\$1.2 M -9.3%	\$896.7 K -5.1%	\$315.4 K -19.5%
	Conversion Rate	3.3% -0.2 pts	2.9% 0.5 pts	2.5% 0.5 pts	4.6% 0.3 pts
	Bookings per Delivered(K)	0.7 -3.2%	0.3 -14.6%	0.2 -12.5%	0.5 -31.0%

Destinations deliveries increased 3.3% MoM while click volume decreased by 27.8%, resulting in a Click% decrease of 0.4%

- Open% was 2.5% above 2016 average
- CTO% was 20.3% below 2016 average

Destinations featured content for each month, making this version the longest to date

# JAN '17 DESTINATIONS EMAIL KPI TRENDS



Open% was 2.5% above 2016 average; subject line test:

- 12 Places to Go in 2017
- 12 Cities in 12 Months | Your 2017 Trip Planner
- Where (and Why) to Travel Every Month

CTO% was 20.3% below 2016 average despite the additional content

3<sup>rd</sup> lowest Conv% since launch despite direct linking to booking pages

## DESTINATIONS FEATURED CONTENT FOR EACH MONTH & LINKED DIRECTLY TO BOOKING PAGES












Overall click volume was 10% below the (Mar–Dec) 2016 average

- Account Box, Search, and Content received similar distribution as 2016 averages

The 4 most clicked pieces of content mentioned ‘beaches’ and were dispersed throughout the mailing

1. Sanibel Island (March) = 18.6 K clicks
2. Sydney (January) = 7.4 K clicks
3. Los Cabos (May) = 7.3 K Clicks
4. Maui (November) = 6.2 K clicks

Despite a beach destination Rio De Janeiro (February) ranked 9<sup>th</sup> in clicks however was the only beach destination without a landscape beach image

<b>ACCOUNT BOX</b> 31% clks, 67%	
<b>SEARCH</b> 6% clks, 9% bks	
<b>HEADLINE</b> 3% clks, 1% bks	
<b>JANUARY</b> 6% clks, 1% bks	 <b>JULY</b> 2% clks, 1% bks
 <b>FEBRUARY</b> 2% clks, 1% bks	 <b>AUGUST</b> 3% clks, 2% bks
 <b>MARCH</b> 15% clks, 7% bks	 <b>SEPTEMBER</b> 2% clks, 1% bks
 <b>APRIL</b> 4% clks, 1% bks	 <b>OCTOBER</b> 2% clks, 1% bks
 <b>MAY</b> 6% clks, 2% bks	 <b>NOVEMBER</b> 5% clks, 2% bks
 <b>JUNE</b> 4% clks, 2% bks	 <b>DECEMBER</b> 3% clks, 1% bks
	<b>SEE MORE CTA</b> 3% clks, 1% bks

# BKD INCREASED BY 92% YOY DUE TO MB ANNOUNCEMENT AS THE ONLY MAIN SOLO

		Program	Solos
Audience	Total Delivered	75.0 M -12.4%	12.8 M -59.5%
	Unsub Rate	0.22% -0.1 pts	0.18% -0.2 pts
	Delivery Rate	99% 0.1 pts	99% -0.3 pts
Engagement	Open Rate	24.0% 0.5 pts	28.4% 2.8 pts
	Opens	18.0 M -10.3%	3.6 M -55.0%
	Click Rate	2.1% 0.0 pts	4.1% 1.8 pts
	Unique Clicks	1.6 M -10.8%	524.3 K -26.9%
	Click to Open Rate	8.8% 0.0 pts	14.5% 5.6 pts
Financial	Bookings	52.3 K -15.1%	24.0 K -22.2%
	Revenue	\$18.1 M -11.6%	\$8.7 M -14.4%
	Conversion Rate	3.3% -0.2 pts	4.6% 0.3 pts
	Bookings per Delivered(K)	0.7 -3.2%	1.9 92.1%

Solo deliveries decreased 59.5% YoY and bookings decreased by 22.2%

YoY differences were a result of what Solos were in market each year

- 2016: Protea/Delta, MB Preview, and late MB Announcement
- 2017: MB Announcement only

MegaBonus Announcement launched earlier in the month than in 2016, which positively impacted the month's numbers

# SPRING '17 MEGABONUS ANNOUNCEMENT GENERATED HIGHER BOOKINGS & BPK THAN THE PREVIOUS FALL & SPRING



MB Announcement Solo	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Base Offer	7.9 M	4.8 K	\$1.5 M	24.1%	10.7%	2.3%	0.6
30K Offer	533.9 K	6.1 K	\$2.1 M	44.7%	46.8%	5.5%	11.5
45K Offer	103.3 K	3.4 K	\$1.3 M	52.3%	58.6%	10.8%	33.0
<b>Spring '17</b>	<b>8.5 M</b>	<b>14.3 K</b>	<b>\$4.88 M</b>	<b>25.8%</b>	<b>15.8%</b>	<b>4.1%</b>	<b>1.7</b>
Fall '16	7.9 M	4.5 K	\$1.3 M	23.2%	17.3%	1.4%	0.6
Spring '16	7.8 M	10.6 K	\$3.1 M	24.1%	18.3%	3.1%	1.4



MB Announcement launched without a Preview, which may be a valuable touchpoint to drive bookings

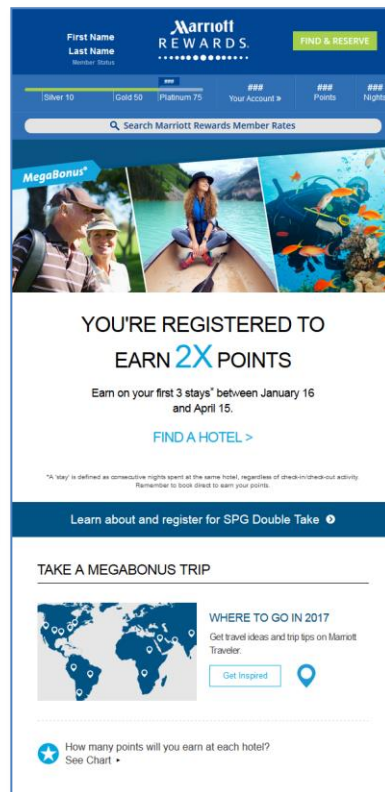
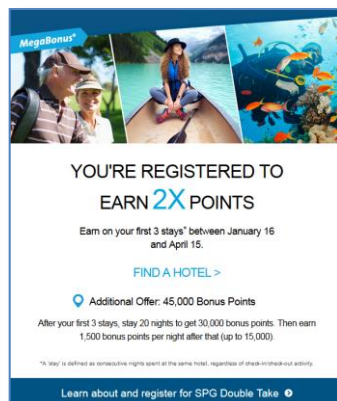
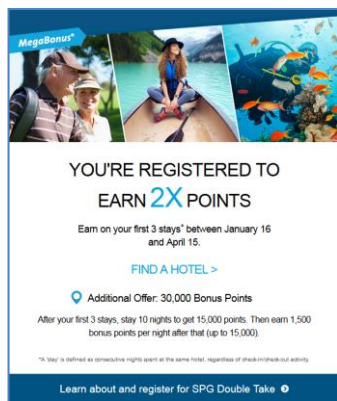
- The 2016 Preview generated more bookings and a higher BK/Del than the Announcement & higher Open rate & Conv% than 2017

While the audience of bonus point offers were higher value members, providing details of offer may have stimulated response

- For previous MB promotions, MR Insider community were aware of other offer tiers & may have recognized the distinct value of the bonus offers they received



# SPRING '17 MEGABONUS REGISTRATION CONFIRMATION



MB Registration Confirmation Solo	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Base Offer	274.2 K	1.3 K	\$414.1 K	58.0%	9.7%	8.5%	4.8
30K Offer	168.3 K	710	\$233.8 K	57.0%	6.7%	11.1%	4.2
45K Offer	65.6 K	293	\$126.3 K	56.2%	6.7%	11.8%	4.5
<b>Spring '17</b>	<b>508.1 K</b>	<b>2.3 K</b>	<b>\$774.3 K</b>	<b>57.5%</b>	<b>8.3%</b>	<b>9.5%</b>	<b>4.5</b>
Fall '16	574.6 K	3.3 K	\$1.1 M	68.1%	8.0%	10.6%	5.8
Spring '16	296.2 K	2.2 K	\$686.1 K	51.9%	9.3%	15.0%	7.3

Offer details in the subject line likely increased Open rate

- Spring '17 : You're Registered to Earn 2x Points
- Fall '16 : Great Choice: [5K or 50 K] Points
- Spring '16 : You're All Set to Win With MegaBonus®

While Open rates to the Announcement difference by offer segment, they were all above 50% for the Registration Confirmation

Registration confirmation emails should be universally leveraged as it will likely be widely seen

- Communicate other program information
- Offers

A CTA test conducted for the Fall '16 Registration Confirmation Solo was repeated of Spring '17; Book Now" was the winner

## RESULTS WERE DIFFERENT BASED ON OFFER SEGMENTS

No Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	74.5 K	349	\$118.6 K	57.6%	8.9%	9.2%	4.7
Find A Hotel	92.1 K	477	\$140.1 K	58.1%	11.7%	7.6%	5.2
Book Now	70.3 K	359	\$114.2 K	59.2%	7.8%	11.0%	5.1

30K Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
-----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	49.0 K	165	\$55.5 K	55.9%	6.5%	9.3%	3.4
Find A Hotel	34.0 K	94	\$27.4 K	56.1%	7.0%	7.1%	2.8
Book Now	52.3 K	283	\$105.9 K	57.3%	6.6%	14.4%	5.4

45K Offer	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
-----------	-----------	----------	---------	-------	------	-------	----------------

Plan A Stay	16.7 K	68	\$20.7 K	55.5%	6.7%	11.0%	4.1
Find A Hotel	14.1 K	39	\$29.0 K	54.6%	6.8%	7.4%	2.8
Book Now	17.7 K	97	\$42.4 K	56.0%	6.7%	14.7%	5.5

No Offer	CTA CTO%
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Plan A Stay	2.30%
Find A Hotel	3.20%
Book Now	1.72%

30K Offer	CTA CTO%
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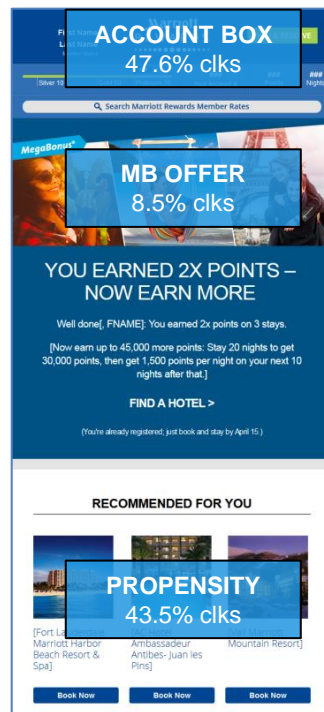
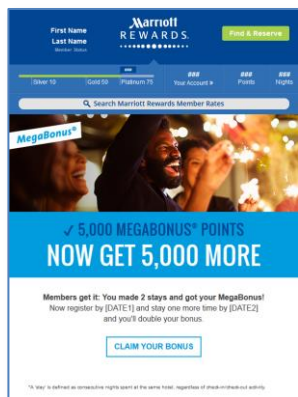
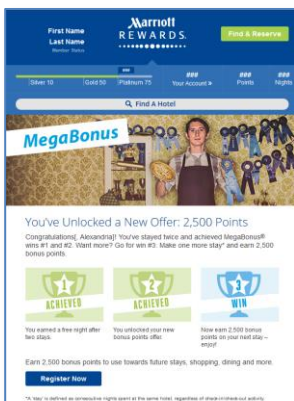
Plan A Stay	0.85%
Find A Hotel	0.93%
Book Now	0.94%

45K Offer	CTA CTO%
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Plan A Stay	0.69%
Find A Hotel	0.73%
Book Now	0.72%

# HIGHER MB BONUS THRESHOLDS RESULTED IN LOWER ENGAGEMENT TO ACHIEVEMENT

MB Achievement	Solo	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Base Offer		0	0	\$0	0.0%	0.0%	0.0%	0.0
30K Offer		38.3 K	351	\$115.9 K	68.4%	9.4%	14.3%	9.2
45K Offer		30.5 K	288	\$107.0 K	70.5%	7.9%	17.0%	9.5
Spring '17		68.7 K	639	\$222.9 K	69.4%	8.7%	15.4%	9.3
Fall '16		93.4 K	3.5 K	\$1.0 M	75.3%	86.1%	5.7%	37.1
Spring '16		107.0 K	4.1 K	\$1.3 M	73.6%	73.7%	7.0%	38.2



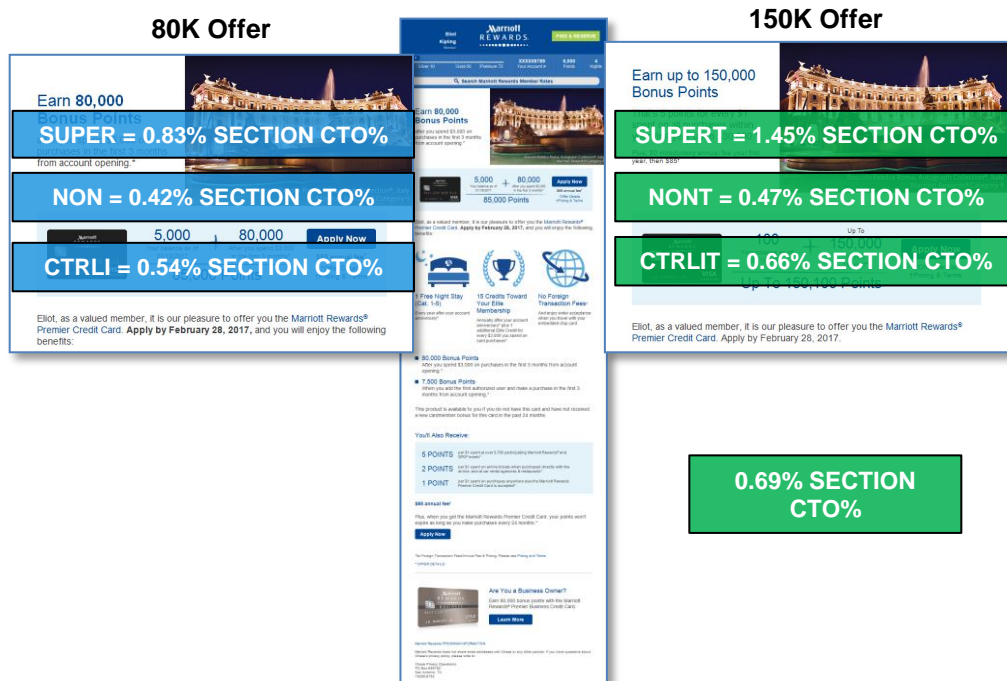
Spring '17 MB promo had significantly larger thresholds to achieve to bonus points and it was reflected in MB Achievement Solo response

- ~10x lower CTO%
- Previous campaigns had 2 stays for initial bonus & one more stay for additional rewards

Spring '17 featured Hotel Recommendations based on hotel propensity model

- Propensity generated 30-40% of email clicks

# UPDATING THE MRCC GENERATED HIGHER CLICK ENGAGEMENT



Offer was repositioned to highlight 150 K bonus point opportunities vs standard 80 K offer

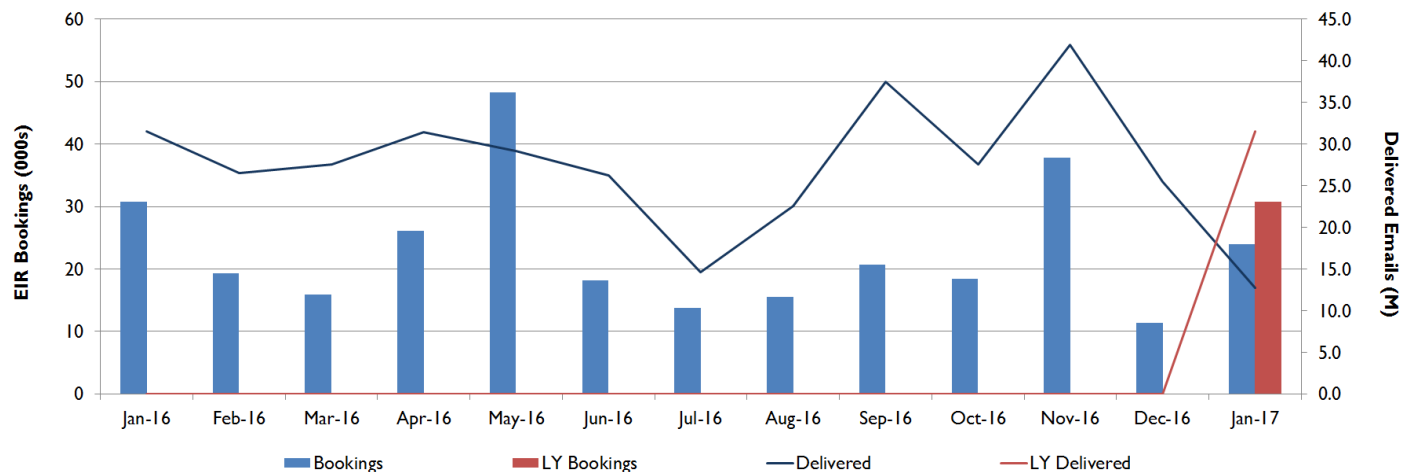
150 K Offer generated more clicks

- Section CTO by 36%
- Campaign level by 7%

Across nearly every segment

Resulting acquisitions would be particularly valuable to validate a different approach to MRCC offers

# JAN '17 SOLO MOM PERFORMANCE SUMMARY



## January Key Solo Mailings

### Delivered / Omn Bookings

Jan '17:	MB Announcement	9.1 M / 14.6 K
	Abandoned Search	294 K / 3.4 K
	METT	2.3 M / 2.3 K
	MB Reg Confirmation	420 K / 1.9 K

### Delivered / Omn Bookings

Jan '16:	MB Preview	7.8 M / 12.1 K
	MB Announcement	7.8 M / 10.6 K
	Protea/Delta	15.0 M / 4.7 K
	Abandoned Search	119 K / 1.6 K

# SPRING '17 MEGABONUS TO-DATE

- Spring '17 leveraged less Solos

MegaBonus First Month	Delivered	Bookings	Revenue	Bk/ Del (K)
Spring '16	15.7 M	23.2 K	\$7.6 M	1.5
Fall '16	7.7 M	5.2 K	\$1.6 M	0.7
Spring '17	22.8 M	20.7 K	\$7.0 M	0.9

MegaBonus First Month	Delivered	Bookings	Revenue	Bk/ Del (K)
Preview	7.9 M	12.1 K	\$4.3 M	1.5
Announcement	7.8 M	10.6 K	\$3.1 M	1.4
Registration Confirmation	57.5 K	519	\$169.4 K	9.0
<b>Spring '16</b>	<b>15.7 M</b>	<b>23.2 K</b>	<b>\$7.6 M</b>	<b>1.5</b>
Preview	7.7 M	5.2 K	\$1.6 M	0.7
<b>Fall '16</b>	<b>7.7 M</b>	<b>5.2 K</b>	<b>\$1.6 M</b>	<b>0.7</b>
Announcement	8.5 M	14.3 K	\$4.9 M	1.7
Registration Confirmation	508.1 K	2.3 K	\$774.3 K	4.5
Achievement	68.7 K	639	\$222.9 K	9.3
eNews Jan '17	13.7 M	3.4 K	\$1.1 M	0.2
<b>Spring '17</b>	<b>22.8 M</b>	<b>20.7 K</b>	<b>\$7.0 M</b>	<b>0.9</b>

# DELIVERY INCREASED YOY BY 48.8% AND BOOKINGS DECREASED BY 5.9%, RESULTING IN A 36.8% DECREASE IN BPK

		Program	Lifecycle
Audience	Total Delivered	75.0 M -12.4%	5.2 M 48.8%
	Unsub Rate	0.22% -0.1 pts	0.28% -0.2 pts
	Delivery Rate	99% 0.1 pts	97% 0.9 pts
Engagement	Open Rate	24.0% 0.5 pts	32.7% -2.9 pts
	Opens	18.0 M -10.3%	1.7 M 36.7%
	Click Rate	2.1% 0.0 pts	5.5% -2.0 pts
	Unique Clicks	1.6 M -10.8%	284.4 K 9.4%
	Click to Open Rate	8.8% 0.0 pts	16.8% -4.2 pts
Financial	Bookings	52.3 K -15.1%	5.4 K -5.9%
	Revenue	\$18.1 M -11.6%	\$1.8 M -5.0%
	Conversion Rate	3.3% -0.2 pts	1.9% -0.3 pts
	Bookings per Delivered(K)	0.7 -3.2%	1.0 -36.8%

Second lowest Open%, Conv%, and booking per delivered since Jan '16

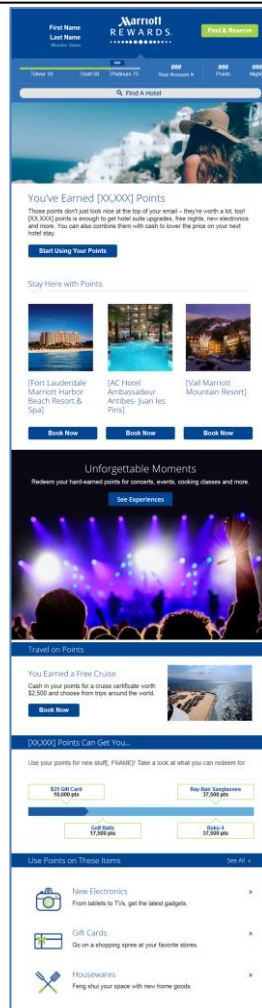
Significant increase in Early Engagement & Renewer volume with BPK fell by ~ 50%

Mar '16 Onboarding (High volume, low CTO%)



# LIFECYCLE: INCENT REDEMPTION

Incent Redemption Lifecycle	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Jan '16	75.7 K	301	\$121.0 K	50.6%	18.7%	4.2%	4.0
Feb '16	560.9 K	1.3 K	\$484.1 K	42.1%	14.6%	3.8%	2.3
Mar '16	88.7 K	326	\$121.6 K	44.9%	15.8%	5.2%	3.7
Apr '16	124.6 K	441	\$138.7 K	46.7%	16.0%	4.7%	3.5
May '16	92.5 K	323	\$119.5 K	45.7%	16.0%	4.8%	3.5
Jun '16	76.9 K	248	\$61.5 K	45.0%	16.6%	4.3%	3.2
Jul '16	102.6 K	313	\$120.5 K	45.8%	16.3%	4.1%	3.0
Aug '16	50.1 K	173	\$47.2 K	47.0%	18.6%	4.0%	3.5
Sep '16	478.6 K	907	\$272.7 K	39.2%	14.3%	3.4%	1.9
Oct '16	108.4 K	268	\$71.7 K	44.6%	14.6%	3.8%	2.5
Nov '16	105.4 K	242	\$81.0 K	43.2%	14.4%	3.7%	2.3
Dec '16	136.7 K	313	\$94.2 K	44.3%	14.7%	3.5%	2.3
Jan '17	107.6 K	285	\$102.5 K	46.5%	14.4%	4.0%	2.6
<b>Average</b>	<b>162.2 K</b>	<b>419</b>	<b>\$141.3 K</b>	<b>45.0%</b>	<b>15.8%</b>	<b>4.1%</b>	<b>2.9</b>



CTO% has been ~4.5% below 2016 avg since Sept '16

Starting Dec '16, Moments modules were featured for members with 100K+ points:

- NFL Experiences (12/19 – 1/6)
- Moments Generic (1/13 – 1/27)
- NBA Experiences (1/27 – 2/3)

A segment level breakdown for 100K+ segment will be investigated to understand the impact of this temporary feature

# LIFETIME ACHIEVER MAINTAINED HIGH ENGAGEMENT

## Platinum ROTW

**CONGRATULATIONS! YOU'VE EARNED LIFETIME PLATINUM ELITE STATUS**

You did it, [NAME]! - Platinum Elite Status is yours for life. Here's to a lifetime of adventures together!

[YOUR ACCOUNT](#)

Look at All You've Accomplished

- Member Since [XXXX]
- Lifetime Points Earned [XXXX,XXX]
- City You Visited Most [City Name]
- Hotel Nights [XXX]

Enjoy Your Benefits\*

- 50% Bonus on Points for Stays
- Platinum Annual Gift
- Guaranteed Late Checkout

[EXPLORE MORE BENEFITS](#)

\*All benefits are subject to terms and conditions posted at [marriottrewards.com](#)

New & Improved! Try the Mobile App  
Our app has a fresh new look and comes loaded with features to enhance your stay - mobile check-in, service requests and more.

[USE THE MOBILE APP](#)

Elite Status Lifecycle	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Dec '16	286	12	\$4.4 K	81.5%	37.8%	13.6%	42.0
Jan '17	2.6 K	53	\$17.1 K	78.2%	40.8%	6.3%	20.1
<b>Lifetime Achiever</b>	<b>2.9 K</b>	<b>65</b>	<b>\$21.5 K</b>	<b>78.5%</b>	<b>40.5%</b>	<b>7.0%</b>	<b>22.2</b>
Achiever	83.8 K	748	\$259.6 K	66.9%	41.3%	3.2%	8.9
Renewer	115.2 K	572	\$183.5 K	61.5%	18.0%	4.5%	5.0

## Platinum MEA

**CONGRATULATIONS! YOU'VE EARNED LIFETIME PLATINUM ELITE STATUS**

You did it, [NAME]! - Platinum Elite Status is yours for life. Here's to a lifetime of adventures together!

[YOUR ACCOUNT](#)

Look at All You've Accomplished

- Member Since [XXXX]
- Lifetime Points Earned [XXX,XXX]
- City You Visited Most [City Name]
- Hotel Nights [XXX]

Enjoy Your Benefits\*

- 50% Bonus on Points for Stays
- Platinum Annual Gift
- Guaranteed Late Checkout

[EXPLORE MORE BENEFITS](#)

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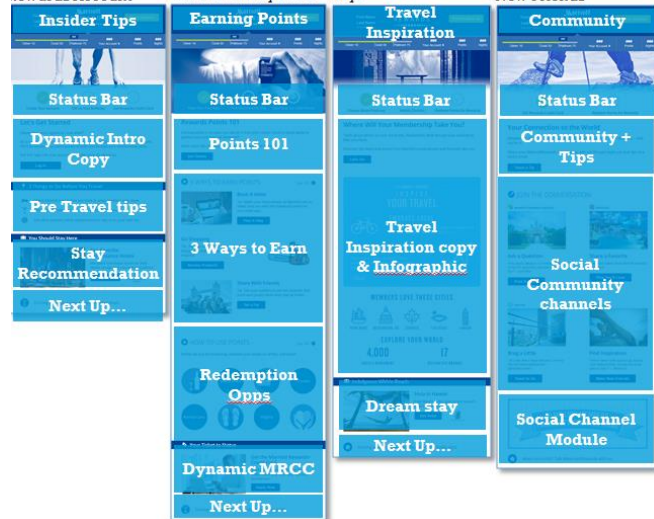
New & Improved! Try the Mobile App  
Our app has a fresh new look and comes loaded with features to enhance your stay - mobile check-in, service requests and more.

[USE THE MOBILE APP](#)

Generated 17.3% and 27.6% higher Open% than Achiever & Renewer respectively

# LIFECYCLE: ONBOARDING

How to Use Your Rewards Account    How to Earn Points: No Travel Required    Let's Plan Your Next Trip    You Have 50 Million New Friends



Mar '16-Jan '17 Onboarding	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Account Tips	2.0 M	1.0 K	\$277.4 K	20.0%	10.0%	2.5%	0.5
Earning Points	1.9 M	518	\$131.9 K	17.1%	8.6%	1.8%	0.3
Travel Inspiration	1.8 M	465	\$119.9 K	16.5%	6.7%	2.3%	0.3
Community	1.8 M	302	\$80.2 K	15.5%	4.4%	2.5%	0.2
<b>Total</b>	<b>7.5 M</b>	<b>2.3 K</b>	<b>\$609.5 K</b>	<b>17.3%</b>	<b>7.7%</b>	<b>2.2%</b>	<b>0.3</b>

Onboarding generates ~13% of Lifecycle volume; Open% & CTO% are typically below Lifecycle campaign average KPI's

CTO% is 44.4% below 2016 average and is the 3<sup>rd</sup> lowest since launch

Lowest Conv% contributed to lowest booking per delivered since launch

Open% was the highest since launch

## Items in development:

- Themed subject lines
- 1 week between mailings and deployment on Mondays

# LIFECYCLE: HELLO AGAIN

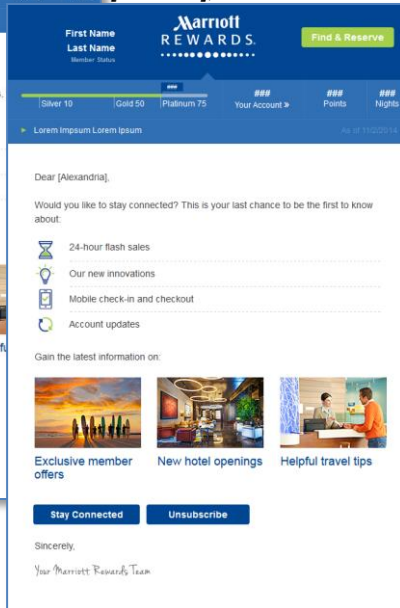
## Hello Again

[FNAME], it's true!



## Hello Again Reminder

[FNAME], this is it!



Hello Again Lifecycle	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Jan '16	270.8 K	102	\$25.7 K	7.2%	16.7%	3.1%	0.4
Feb '16	256.8 K	58	\$12.4 K	6.9%	16.6%	2.0%	0.2
Mar '16	313.9 K	68	\$24.2 K	6.0%	19.4%	1.8%	0.2
Apr '16	275.4 K	62	\$22.1 K	5.5%	19.5%	2.1%	0.2
May '16	149.3 K	42	\$13.3 K	7.1%	15.5%	2.5%	0.3
Jun '16	376.6 K	107	\$39.0 K	4.9%	22.1%	2.6%	0.3
Jul '16	252.7 K	55	\$15.6 K	6.6%	17.4%	1.9%	0.2
Aug '16	187.6 K	50	\$12.4 K	6.3%	21.2%	2.0%	0.3
Sep '16	310.3 K	67	\$31.1 K	5.4%	18.7%	2.1%	0.2
Oct '16	315.1 K	44	\$13.4 K	5.0%	15.6%	1.8%	0.1
Nov '16	369.6 K	40	\$10.5 K	4.4%	14.8%	1.6%	0.1
Dec '16	444.1 K	38	\$13.0 K	4.0%	15.3%	1.4%	0.1
Jan '17	357.5 K	24	\$6.8 K	4.0%	14.3%	1.2%	0.1

Open% was the lowest since Jan '16 and has steadily decreased since July '16 (-45.0% YoY)

- Consider conducting subject line test

CTO% and Conv% were the lowest since Jan '16 and have decreased 14.7% & 62.0% YoY respectively

# JAN '17 PROJECT ORANGE PERFORMANCE SUMMARY

		Program	Project Orange
Audience	Total Delivered	75.0 M -12.4%	4.4 M 38.0%
	Unsub Rate	0.22% -0.1 pts	0.15% 0.0 pts
	Delivery Rate	99% 0.1 pts	100% 1.1 pts
Engagement	Open Rate	24.0% 0.5 pts	25.9% -2.2 pts
	Opens	18.0 M -10.3%	1.1 M 27.2%
	Click Rate	2.1% 0.0 pts	2.4% -1.1 pts
	Unique Clicks	1.6 M -10.8%	107.1 K -5.2%
	Click to Open Rate	8.8% 0.0 pts	9.3% -3.2 pts
Financial	Bookings	52.3 K -15.1%	4.3 K -21.5%
	Revenue	\$18.1 M -11.6%	\$1.5 M -28.5%
	Conversion Rate	3.3% -0.2 pts	4.0% -0.8 pts
	Bookings per Delivered(K)	0.7 -3.2%	1.0 -43.1%

Jan Project Orange	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
<b>WHPH</b>	1.7 M	3.1 K	\$1.1 M	30.7%	10.2%	5.9%	1.9	0.07%
Benefits	558.5 K	1.6 K	\$508.4 K	32.1%	16.9%	5.2%	2.8	0.07%
Destinations	598.0 K	690	\$255.7 K	29.4%	4.9%	8.0%	1.2	0.07%
Offers	508.1 K	817	\$292.3 K	30.6%	8.6%	6.1%	1.6	0.07%
<b>TSAT</b>	2.8 M	1.2 K	\$421.7 K	23.0%	8.6%	2.2%	0.4	0.20%
Benefits	835.0 K	753	\$261.3 K	22.4%	13.9%	2.9%	0.9	0.17%
Destinations	1.0 M	168	\$59.6 K	22.4%	4.4%	1.6%	0.2	0.21%
Offers	898.7 K	277	\$100.8 K	24.2%	8.6%	1.5%	0.3	0.21%
<b>Total</b>	<b>4.4 M</b>	<b>4.3 K</b>	<b>\$1.5 M</b>	<b>25.9%</b>	<b>9.3%</b>	<b>4.0%</b>	<b>1.0</b>	<b>0.15%</b>

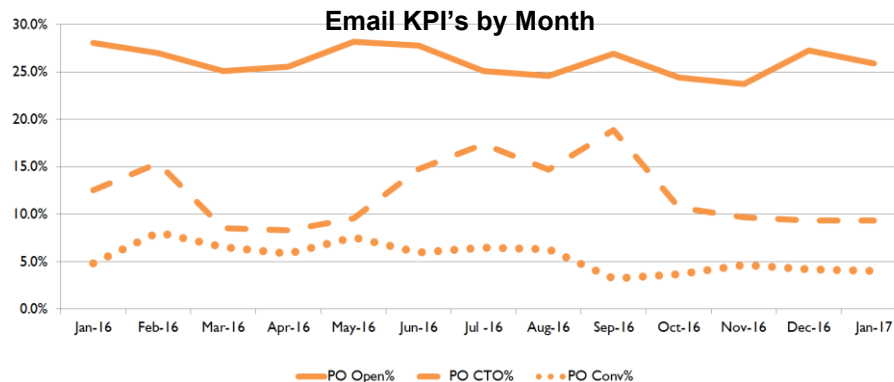
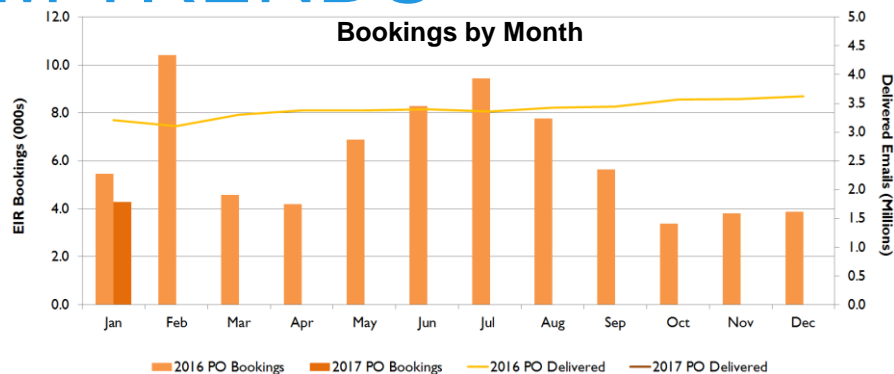
Highest delivery volume since Jan '16; 14.7% above 2016 peak in March

3<sup>rd</sup> lowest CTO% & Conv% since contributed to 2<sup>nd</sup> lowest booking per delivered since Jan '16

Compared to the base Email program, PO dedicated campaigns generated:

- +7.7% Open%
- +6.5% CTO%
- +20.8% Conv%

# JAN '17 EMAIL OVERVIEW & MOM TRENDS

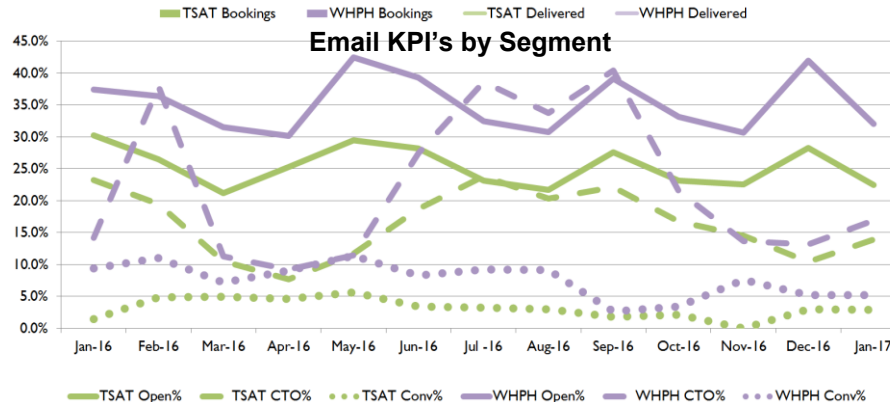
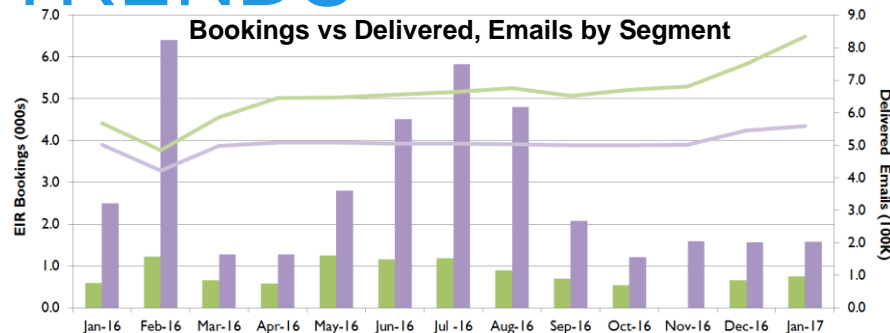


All Benefits KPI's were below 2016 average and down YoY, leading to a booking per delivered 48.8% below 2016 average

Offers generated the highest Open%, lowest Conv%, and 3<sup>rd</sup> lowest CTO% since Jan '16, yielding the second lowest booking per delivered since Jan '16

Destinations CTO% and Conv% were 22.9% & 16.3% below 2016 average, resulting in the second lowest booking per delivered since Jan '16

# BENEFITS OVERVIEW AND MOM TRENDS



## Observations

Overall, 3<sup>rd</sup> lowest booking per delivered since Jan '16; down 42.1% YoY

- Open% was 11.8% below 2016 avg
- CTO% was 20.7% below 2016 avg
- Conv% was 26.8% below 2016 avg

## TSAT

Booking per delivered was 26.6% below 2016 average; down 12.8% YoY

- Open% was 12.2% below 2016 avg
- CTO% was 15.6% below 2016 avg

## WHPH

Booking per delivered was 52.8% below 2016 average; down 43.4% YoY

- Open% was 9.6% below 2016 avg
- CTO% was 24.6% below 2016 avg
- Conv% was 30.7% below 2016 avg



# JANUARY WHPH BENEFITS

Jan Benefits	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	558.5 K	1.6 K	\$508.4 K	32.1%	16.9%	5.2%	2.8	0.07%

## Spring '16 MegaBonus shortfall

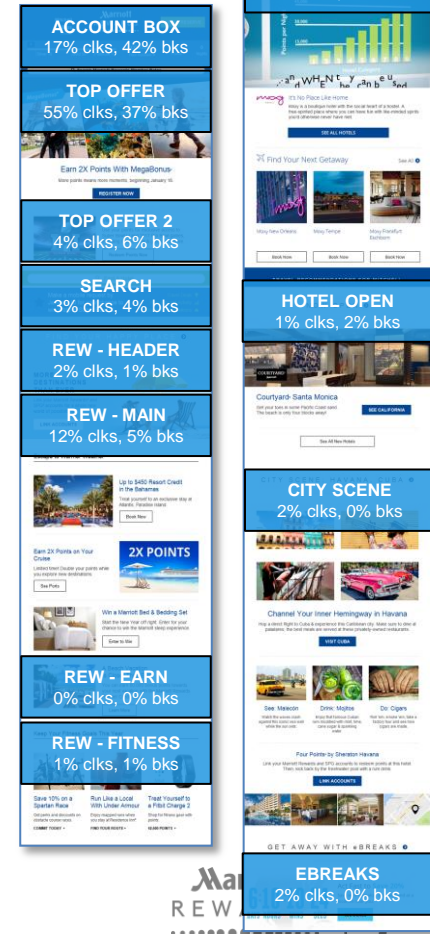
- Overall mailing generated 26.8% less clicks than 2016 average
- Fall'16 MegaBonus announced in eNews & generated 350.5% more clicks

## Low engagement with content overall

- Account Box** had double digit increases in section % of clicks vs 2016 average
- All sections** (except Account Box and City Scene) generated lower click volumes than 2016 averages
- NFL mobile milestone message** takeover resulted in 58% decrease in clicks vs 2016 avg
- eBreaks** generated the fewest clicks since first being featured & no bookings

## The bright side

- City Scene** featuring Cuba generated more section clicks than 2016 avg
- ShopMarriott** sweepstakes generated 1.7x more clicks than any other piece of content below the Top Offers
- New Brand Trial** section generated 1.8% of total email clicks, similar to Brand Spotlight



# JANUARY TSAT BENEFITS

Jan Benefits	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT	835.0 K	753	\$261.3 K	22.4%	13.9%	2.9%	0.9	0.17%

## Spring '16 MegaBonus shortfall

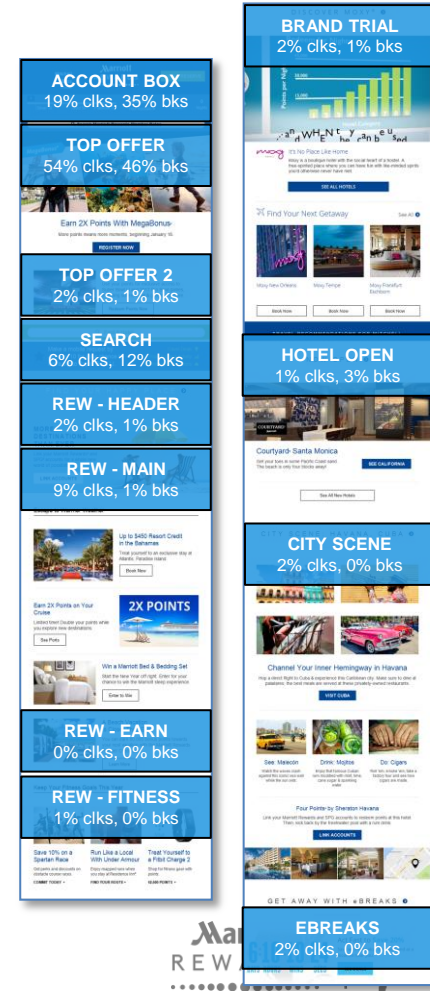
- Overall mailing generated 6.3% less clicks than 2016 average
- Fall'16 MegaBonus announced in eNews & generated 86.0% more clicks

## Low engagement with content overall

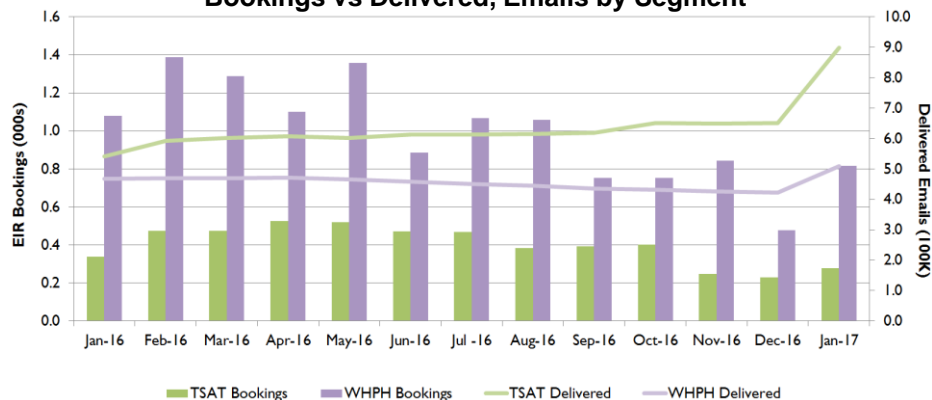
- 2nd Top Offer** featured NFL Moments and generated low click volume (81.0% below 2016 avg), suggesting continued lack of interest in NFL content
- NFL mobile milestone message** takeover resulted in 66% decrease in clicks vs 2016 avg
- eBreaks** generated the fewest clicks since first being featured & no bookings

## The bright side

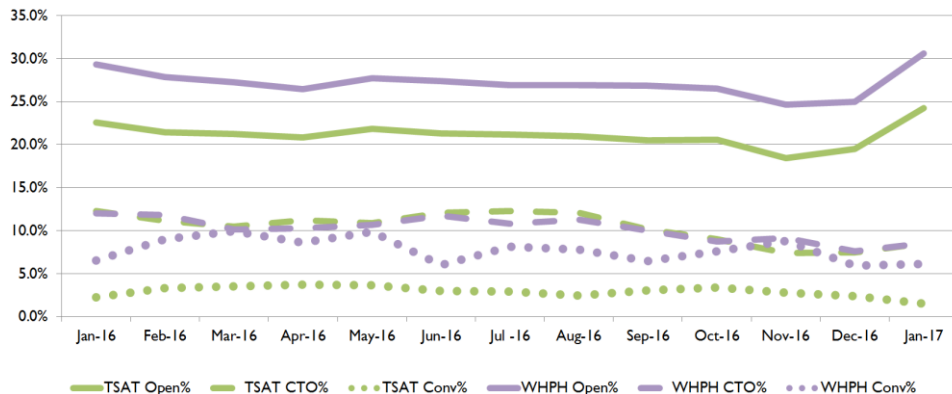
- City Scene** featuring Cuba generated more section clicks than 2016 avg
- ShopMarriott** sweepstakes generated 2.0x more clicks than any other piece of content below the Top Offers
- New Brand Trial section generated 1.8% of total email clicks, similar to Brand Spotlight



Bookings vs Delivered, Emails by Segment



Email KPI's by Segment

**Observations**

Overall, 2<sup>nd</sup> lowest booking per delivered since Jan '16; down 44.7% YoY

- Highest Open% since Jan '16
- 2<sup>nd</sup> lowest CTO% since Jan '16
- Lowest Conv% since Jan '16

**TSAT**

Booking per delivered was lowest since Jan '16; down 54.0% YoY

- Open% was the highest since Jan '16
- CTO% was 18.9% below 2016 average
- Lowest Conv% since Jan '16

**WHPH**

2<sup>nd</sup> lowest booking per delivered since Jan '16; down 30.4% YoY

- Open% was the highest since Jan '16
- 2<sup>nd</sup> lowest CTO% since Jan '16
- Conv% was 22.4% below 2016 average

# JANUARY WHPH OFFERS

Jan Offers	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del(K)	Unsub%
WHPH	508.1 K	817	\$292.3 K	30.6%	8.6%	6.1%	1.6	0.07%

A high Open% aided WHPH Offers to generate 6.7% more clicks than the 2016 average

- Account Box generated most clicks since Apr '16
- Field Offers generated the most clicks since Jun '16

Experiences generated the most clicks since Feb '16

- NYC Offers continue to be a draw as it generated 52.5% of section clicks

eBreaks generated by far the most clicks to date

**ACCOUNT BOX**  
19% clks, 33% bks

**SEARCH**  
5% clks, 6% bks

Your February Travel Deals

**FIELD OFFERS**  
47% clks, 44% bks

See All

Find A Hotel

**GETAWAYS**  
10% clks, 11% bks

Save 20% in South Florida | Myrtle Beach from \$139

Book Now | Book Now

**EXPERIENCES**  
10% clks, 6% bks

New York City from \$143 | Ohio & More from \$79

Book Now | Book Now

Bonus Points Across England & More

Get 5,000 Points

Save 20% With eBreaks

**EBREAKS**  
10% clks, 0% bks

Where will you go?

# JANUARY TSAT OFFERS

Jan Offers	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/ Del(K)	Unsub%
TSAT	898.7 K	277	\$100.8 K	24.2%	8.6%	1.5%	0.3	0.21%

A high Open% aided TSAT Offers to generate the most clicks since Jan '15

- All sections except the footer saw higher click volume than 2016 averages
- Field Offers and Search generated 2.1% & 39.1% higher % of clicks respectively compared to 2016 averages
  - Both sections generated the most clicks since Jan '16

Experiences generated the most clicks since Feb '16

- NYC Offers may be more appealing to TSAT than WHPH & Core, as it generated a higher % of section clicks (55.2%) than both audiences

eBreaks generated by far the most clicks to date

**ACCOUNT BOX**  
16% clks, 44% bks

**SEARCH**  
9% clks, 16% bks  
Your February Travel Deals

**FIELD OFFERS**  
50% clks, 32% bks

See All

**GETAWAYS**  
9% clks, 5% bks

Save 20% in South Florida | Myrtle Beach from \$139

**EXPERIENCES**  
7% clks, 1% bks

New York City from \$143 | Ohio & More from \$79

Book Now

Bonus Points Across England & More

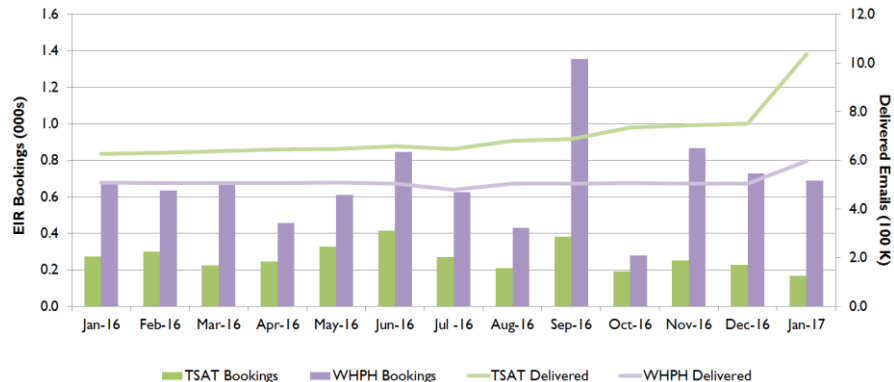
Get 5,000 Points

**EBREAKS**  
8% clks, 0% bks

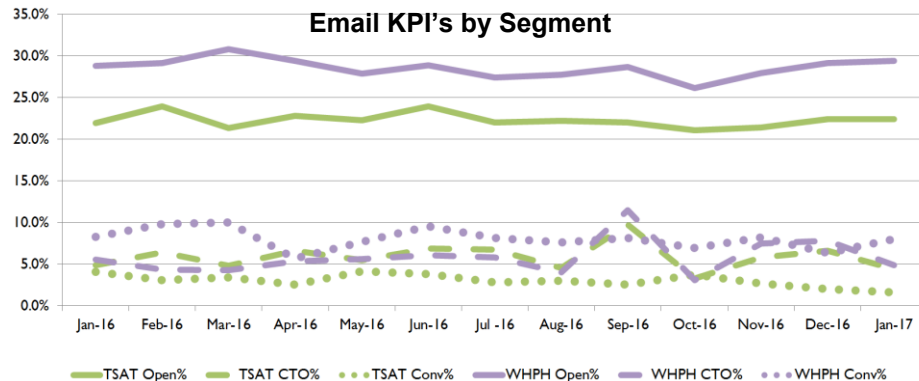
Where will you go?

# DESTINATIONS OVERVIEW

## Bookings vs Delivered, Emails by Segment



## Email KPI's by Segment



### Observations

Overall, CTO% was down 22.9% from 2016 average and 12.1% YoY

- Conv% was 16.3% below 2016 average
- 2<sup>nd</sup> lowest booking per delivered since Jan '16

### TSAT

2<sup>nd</sup> lowest CTO% since Jan '16; down 10.1% YoY

- Lowest Conv% since Jan '16
- Lowest booking per delivered since Jan '16

### WHPH

CTO% was down 17.5% from 2016 average and 12.4% YoY

- Open% was 3.2% above 2016 average



# JANUARY WHPH DESTINATION

Jan Destinations	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	598.0 K	690	\$255.7 K	29.4%	4.9%	8.0%	1.2	0.07%

Overall click volume was 6.3% above the 2016 average

- Account Box and Search received 15.7% & 47.3% lower % of clicks than 2016 averages, suggesting that WHPH found this content appealing
- Both Headline and Bottom CTA generated ~3% of overall clicks, suggesting openers may have read entire Email

The 4 most clicked pieces of content mentioned 'beaches' and were dispersed throughout the mailing

1. Sanibel Island (March) = 2.3 K clicks
2. Los Cabos (May) = 791 Clicks
3. Kauai (November) = 542 K clicks
4. Sydney (January) = 518 clicks

Rio De Janeiro (February) was an another destination that mentioned beaches, but ranked last in clicked content despite its high positioning

- This was the only beach content that was not supported by a landscape image

<b>ACCOUNT BOX</b> 24% clks, 44% bks	
<b>SEARCH</b> 3% clks, 4% bks	<b>JULY</b> 2% clks, 1% bks
<b>HEADLINE</b> 3% clks, 1% bks	
<b>JANUARY</b> 5% clks, 4% bks	<b>AUGUST</b> 3% clks, 2% bks
	
<b>FEBRUARY</b> 2% clks, 0% bks	<b>SEPTEMBER</b> 3% clks, 4% bks
	
<b>MARCH</b> 22% clks, 17% bks	<b>OCTOBER</b> 2% clks, 1% bks
	
<b>APRIL</b> 5% clks, 3% bks	<b>NOVEMBER</b> 5% clks, 4% bks
	
<b>MAY</b> 8% clks, 7% bks	<b>DECEMBER</b> 4% clks, 3% bks
	<b>SEE MORE CTA</b> 3% clks, 1% bks
<b>JUNE</b> 5% clks, 3% bks	<b>REWARDS.</b> ..... 



# JANUARY TSAT DESTINATIONS

Jan Destinations	Delivered	Bookings	Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	1.0 M	168	\$59.6 K	22.4%	4.4%	1.6%	0.2	0.21%

Overall click volume was 18.2% above the 2016 average

- Account Box and Search received 28.8% & 39.4% lower % of clicks than 2016 averages, suggesting that TSAT found this content appealing
- Both Headline and Bottom CTA generated ~3% of overall clicks, suggesting openers may have read entire Email

The 4 most clicked pieces of content mentioned 'beaches' and were dispersed throughout the mailing

1. Sanibel Island (March) = 2.7 K clicks
2. Los Cabos (May) = 835 Clicks
3. Kauai (November) = 781 K clicks
4. Sydney (January) = 587 clicks

Rio De Janeiro (February) was an another destination that mentioned beaches, but ranked last in clicked content despite its high positioning

- This was the only beach content that was not supported by a landscape image

<b>ACCOUNT BOX</b> 19% clks, 62% bks	
<b>SEARCH</b> 5% clks, 8% bks	<b>JULY</b> 4% clks, 3% bks
<b>HEADLINE</b> 3% clks, 0% bks	
<b>JANUARY</b> 5% clks, 2% bks	<b>AUGUST</b> 4% clks, 0% bks
	
<b>FEBRUARY</b> 2% clks, 0% bks	<b>SEPTEMBER</b> 2% clks, 0% bks
	
<b>MARCH</b> 21% clks, 13% bks	<b>OCTOBER</b> 3% clks, 2% bks
	
<b>APRIL</b> 5% clks, 2% bks	<b>NOVEMBER</b> 6% clks, 1% bks
	
<b>MAY</b> 7% clks, 1% bks	<b>DECEMBER</b> 4% clks, 1% bks
	<b>SEE MORE CTA</b> 3% clks, 2% bks
<b>JUNE</b> 5% clks, 2% bks	<b>REWARDS.</b> .....



THANK YOU!

