

June 2016 Marriott Rewards Email Program Review

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June 2016 Summary Program Review

June 2016 Key Storylines

- ❖ June generated the highest bookings & clicks since Jul '15, driven by Summer Promo touchpoints, MegaBonus Scorecard, Instagram & Moments launch
- ❖ Summer Promo was featured in eNews, Hotel Specials, Destinations and helped generate among the highest YTD click engagement for these campaigns
- ❖ Additionally, significant contributors to click engagement were New member Benefits in eNews & Road Trip themed content in Destinations
- ❖ Project Orange campaigns generated YTD 3rd highest monthly bookings, CTO%, and booking/delivered, but segments appeared to engage more with Core versions
- ❖ eBreaks module was added to WHPH Benefits & Offers and drove different engagement
- ❖ Testing was conducted on images in eNews; subject line testing in eNews, Hotel Specials, and Destinations

Executive Summary: June 2016 YoY overview

		eNews + Program	HS + Benefits	Offers	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Audience*	17.5 M +1.4%							
	Total Delivered	83.0 M 34.9%	12.1 M 11.8%	10.4 M 0.7%	11.2 M 12.9%	26.2 M 139.2%	4.7 M 36.7%	12.6 M 43.4%	5.7 M -10.5%
	Unsub Rate	0.32% 0.1 pts	0.28% 0.2 pts	0.28% 0.1 pts	0.31% 0.0 pts	0.25% 0.1 pts	0.68% 0.2 pts	0.50% 0.3 pts	0.13% -0.0 pts
	Delivery Rate	99% 0.1 pts	100% 0.4 pts	100% 0.5 pts	100% 0.8 pts	99% 0.0 pts	97% 2.3 pts	99% 0.0 pts	95% -4.2 pts
Engagement	Open Rate	23.0% 0.3 pts	23.3% 0.4 pts	19.5% 1.0 pts	23.4% 2.7 pts	23.5% -0.7 pts	32.7% -0.9 pts	21.7% -0.5 pts	21.1% -3.2 pts
	Opens	19.1 M 36.8%	2.8 M 13.7%	2.0 M 6.1%	2.6 M 27.3%	6.2 M 132.6%	1.5 M 33.2%	2.7 M 40.3%	1.2 M -22.2%
	Click Rate	2.3% 0.1 pts	4.2% -0.5 pts	2.0% 0.2 pts	1.4% 0.2 pts	2.3% 1.1 pts	6.4% -0.3 pts	0.7% -0.1 pts	0.6% -0.4 pts
	Unique Clicks	1.9 M 44.1%	510.7 K 0.8%	204.2 K 14.2%	159.8 K 34.2%	610.2 K 348.1%	298.2 K 30.9%	93.8 K 25.9%	34.6 K -48.1%
	Click to Open Rate	10.0% 0.5 pts	18.1% -2.3 pts	10.1% 0.7 pts	6.1% 0.3 pts	9.9% 4.8 pts	19.5% -0.3 pts	3.4% -0.4 pts	2.9% -1.4 pts
Financial	Bookings	192.8 K 60.3%	54.4 K 14.1%	19.1 K 46.8%	13.0 K 4.3%	71.2 K 397.8%	22.5 K 17.7%	9.4 K 88.1%	3.2 K -50.1%
	Revenue	\$68.9 M 53.9%	\$19.8 M 10.2%	\$6.6 M 41.6%	\$4.5 M 10.8%	\$24.7 M 352.4%	\$9.1 M 17.4%	\$2.9 M 75.2%	\$1.3 M -46.8%
	Conversion Rate	10.1% 1.0 pts	10.7% 1.2 pts	9.3% 2.1 pts	8.1% -2.3 pts	11.7% 1.2 pts	7.6% -0.8 pts	10.0% 3.3 pts	9.3% -0.4 pts
	Bookings per Delivered(K)	2.3 18.8%	4.5 2.0%	1.8 45.8%	1.2 -7.6%	2.7 108.1%	4.8 -13.9%	0.7 31.2%	0.6 -44.3%

* 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

Program Summary

Compared to June '15, deliveries increased 35% and bookings increased 60%, resulting in an increase of 19% of booking per delivered

Summer Bonus was featured in core mailings which drove highs in clicks & bookings in eNews & Hotel Specials thus far in 2016

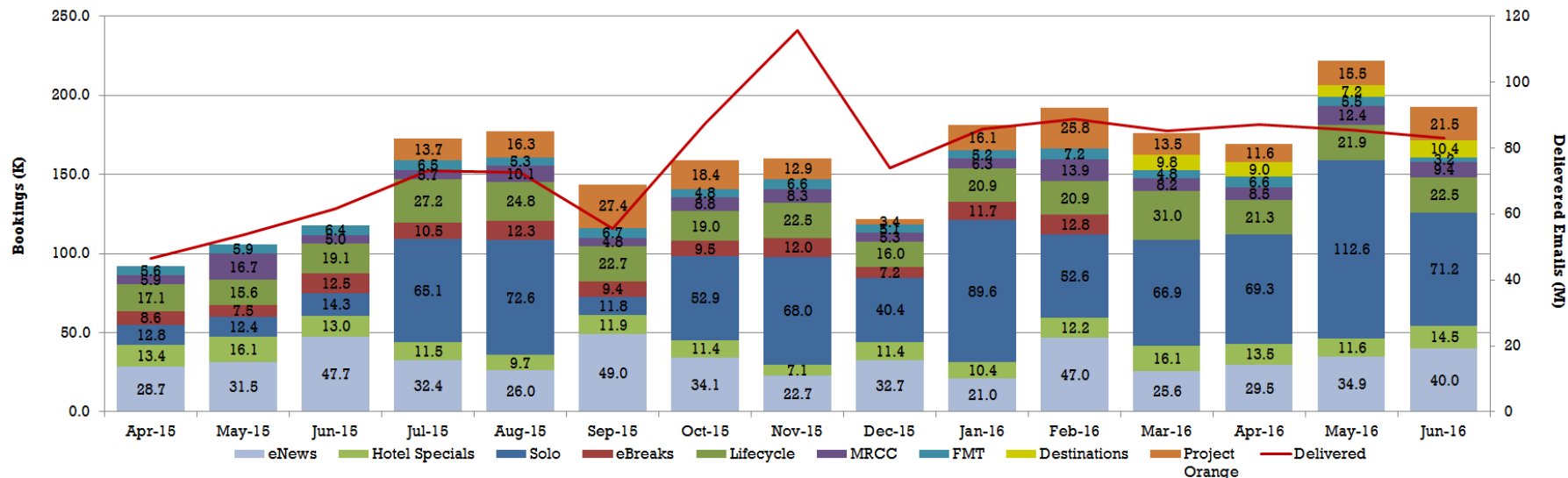
- eNews - highest clicks and 2nd highest bookings YTD
- Hotel Specials - highest CTO% in over a year, 2nd most bookings, most clicks YTD
- Destinations - highest bookings and clicks YTD

MegaBonus Scorecard, Instagram, & Moments Solos drove high booking & click volume

MRCC featured 80 K pt offer

One year anniversary of Anniversary launch

Solos drove ~5x more bookings than LY



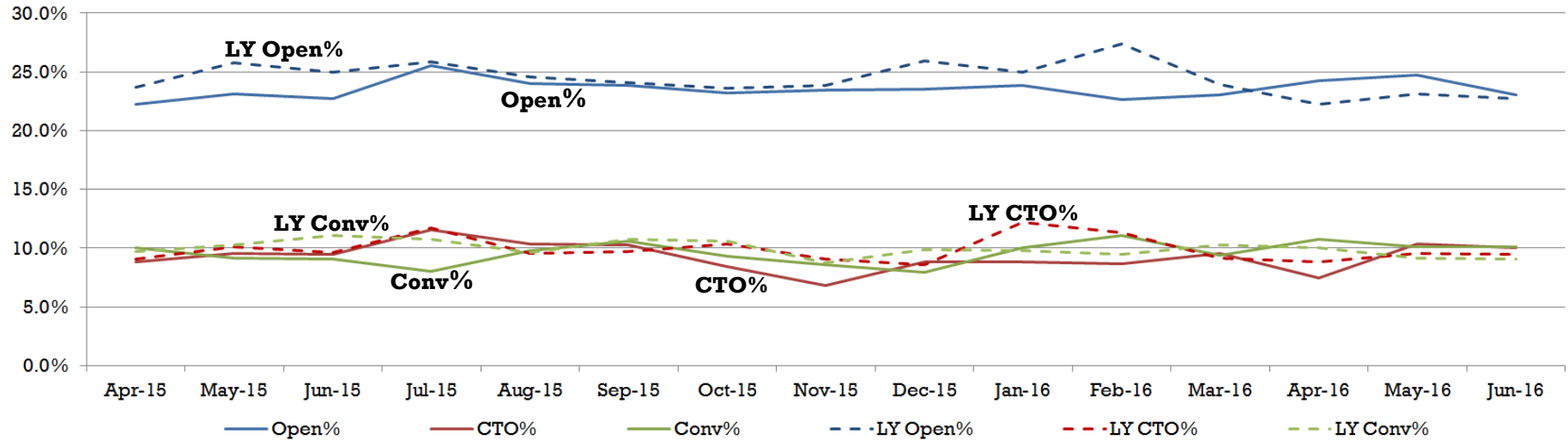
Solos generated nearly 5x more bookings than LY

	<u>Delivered / EIR Bookings</u>
June '16: Moments Intro	11 M / 11.1 K
Instagram	9.7 M / 21.6 K
Hertz	1.0 M / 2.6 K
Summer Promo	885 K / 8.3 K
MegaBonus Scorecard	336 K / 21.8 K

	<u>Delivered / EIR Bookings</u>
June '15: Delta	10.0 M / 10.6 K

Solos supporting member marketing initiatives generate incremental response and bookings; identify months to proactively collaborate with internal groups on Solo communication opportunities

Program MoM & YoY KPI trends: June 2016



Observations:

All Email KPI's increased YoY & CTO% was the 2nd highest in 2016

Summer Promo results to-date

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Summer Promo '16	44.2 M	70.5 K	\$24.6 M	1.6
Spring MegaBonus '16	37.5 M	126.1 K	\$39.8 M	3.4
Fall MegaBonus '15	29.1 M	121.7 K	\$39.2 M	4.2

Observations:

- Drove 14% of June bookings
- Lower booking/delivered to previous MegaBonus campaigns were due to less dedicated Solo touchpoints and reliance on Core campaign support
- Featured in eNews, Hotel Specials, Destinations and helped generate among the highest YTD click engagement for these campaigns

Leverage base communication modules to persistently support content & maximize engagement on top of dedicated touchpoints

Spring '16 MegaBonus summary

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Spring '16	74.9 M	201.7 K	\$66.1 M	2.7
Fall '15	61.4 M	165.8 K	\$55.5 M	2.7
Spring '15	50.2 M	182.2 K	\$51.7 M	3.6

Observations:

Nearly 40% of bookings came from modules in base communications

- While this may have impacted booking per delivered efficiency it likely generated incremental click & booking engagement

Continue to leverage base communications to persistently support content & maximize engagement

Spring'16 MegaBonus Report Card

MB Report Card Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Spring '16	336.3 K	21.8 K	\$7.43 M	67.1%	41.1%	23.5%	64.9
Fall '15	283.7 K	9.6 K	\$3.53 M	65.0%	29.0%	17.9%	33.7
Spring '15	244.0 K	4.2 K	\$1.51 M	68.1%	14.8%	17.3%	17.4

Observations

The Spring'16 Report card:

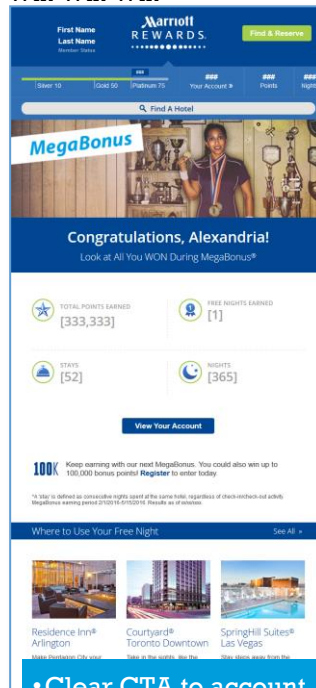
- Generated significantly higher Click to open and Conversion rates than previous versions;
- Acknowledges most engaged members

Leverage the success of Report card by:

- Continuing to reflect member activity
- Expanding activity summaries to other campaigns
- Promote aligned content to a highly engaged audience

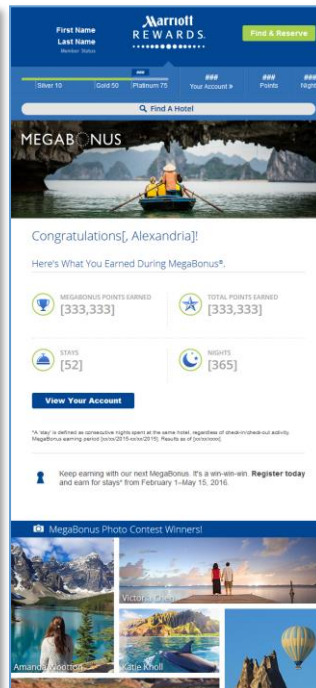
Spring '16

Your MegaBonus Was a Win-Win-Win



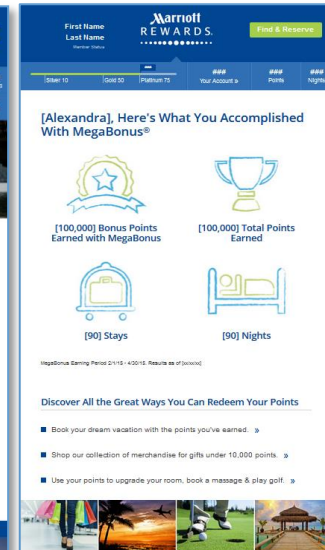
Fall '15

Your MegaBonus results are in!



Spring '15

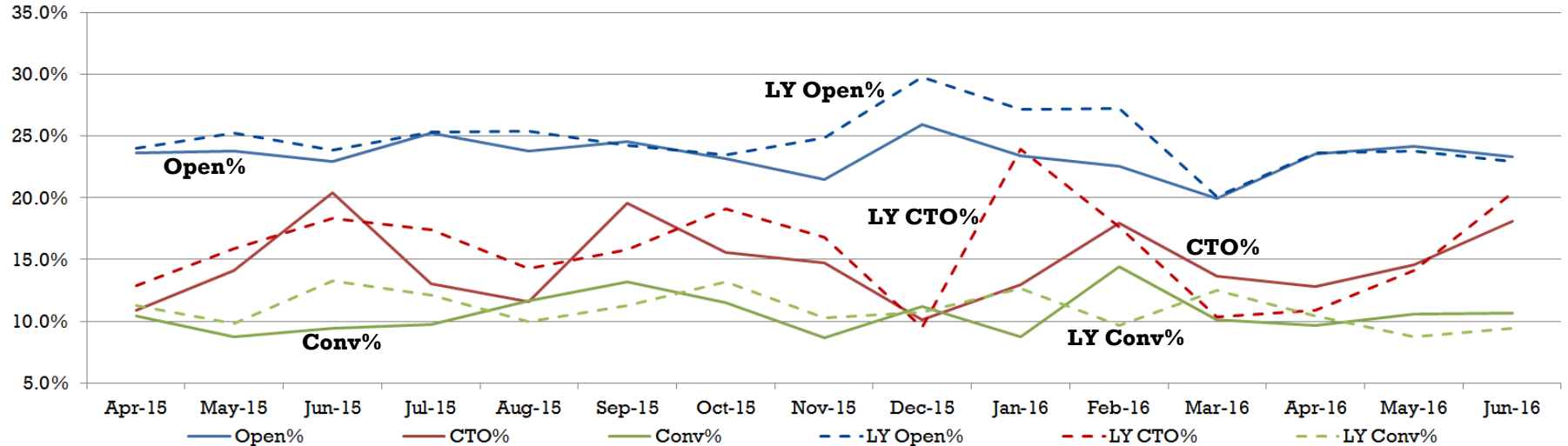
Your MegaBonus results are in!



- Clear CTA to account
- Redemption opps
- Larger audience
- Numbers over icons

+ eNews/Benefits generated the highest clicks and 2nd most bookings YTD

Click to open rate drove the highest clicks YTD



Observations

Generated the highest YTD clicks & Click to open rate

- YoY difference in Click open rate due June'15 1 M Bonus Point Offer

A subject line test was set with a 1-hour threshold & results may differ from results pulled later:

- **Your Account: Introducing New Benefits (Test & Roll winner)**
- Your Account: 4 New Member Benefits
- Your Account: View Your June Points Balance

A longer threshold may be required to determine best subject line to roll out

High click engagement with majority of content

Observations

Top Offers (New Benefits, Summer promotion) generated over 55% of clicks and bookings

- New Benefits generated 30% of clicks and was given significantly more visual real estate than Sweepstakes (25% of total clicks)

June generated the highest clicks YTD & most sections also generated high click engagement, suggesting **strong content choices** or **potential seasonality**

↑ Rewards generated the highest clicks YTD

City Scene 2nd highest YTD

- Header & Account Box average (though increased for TSATs)
- Account Module average

↓ Hotel Openings was the lowest YTD

eBreaks generated half the clicks as previous months' average

Body Search position was lowered (below Redeem section) and while generating the least amount of clicks and click share YTD, still attracted clicks

Body Search, and for TSATs Header & Account Box, continued to generate click engagement & high Conv %; suggesting value of general access links throughout content

The screenshot displays the 'eNews' account page with several promotional banners. The banners are as follows:

- Account Box**: 18% clicks, 27% bookings
- Search**: 3% clicks, 4% bookings
- Top Offer**: 30% clicks, 27% bookings
- Top Offer 2**: 25% clicks, 27% bookings
- Rew - Head**: 9% clicks, 7% bookings
- Rew - Main**: 2% clicks, 1% bookings
- Earn**: 5% clicks, 4% bookings
- Redemptions**: 3% clicks, 2% bookings
- City Scene**: 1% clicks, 1% bookings
- Hotel Open**: 0% clicks, 0% bookings
- eBreaks**: 1% clicks, 1% bookings

Other visible content includes sections for 'More Ways to Pursue Your Passions', 'Market Rewards', 'Winner: Program of the Year', 'Ways to Use Your Points', 'Europe's Trending Destinations', 'Shop with Points', and 'How many points do you need? See Rewards Chart'.

WHPH & TSAT click engagement & Conv% was higher with Core versions than Benefits

June eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	67.3 K	17.6 K	337	\$112.5 K	26.2%	22.3%	8.6%	5.0	0.17%
TSAT Benefits	655.1 K	183.2 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.19%
%△					7%	-17%	-7%	-18%	
WHPH eNews	53.9 K	20.0 K	1.5 K	\$535.7 K	37.1%	29.3%	25.5%	27.8	0.14%
WHPH Benefits	505.0 K	197.7 K	11.7 K	\$4.35 M	39.1%	27.3%	21.6%	23.1	0.14%
%△					5%	-7%	-15%	-17%	

The subject line in the PO versions resonated better than Core versions

Core eNews

Introducing New Benefits (Test & Roll winner)

Introducing New Benefits

View Your June Points Balance

TSAT

New Member Benefits

New! Redeem Points for Experiences

These New Benefits Will Take You Places

WHPH

Get Your New Benefits

Find Lowest Rates, Late Checkout and More

Jim's New Member Benefits

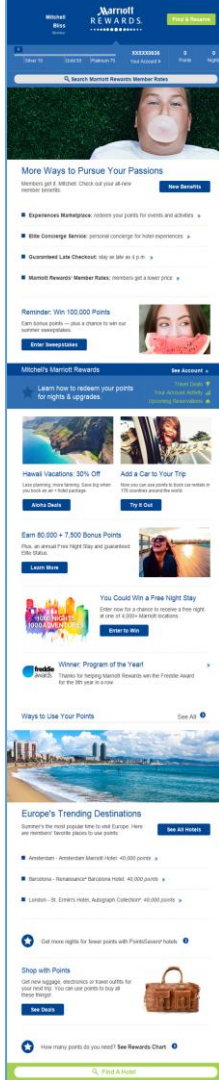
CTO% delta between Core and PO decreased in June (previous months averaged ~ 40%)

- Core versions had ~80 links while TSAT Benefits ~70 (City Scene) & WHPH Benefits ~60

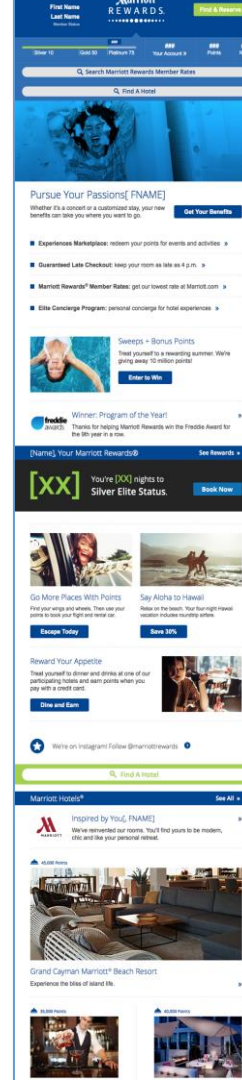
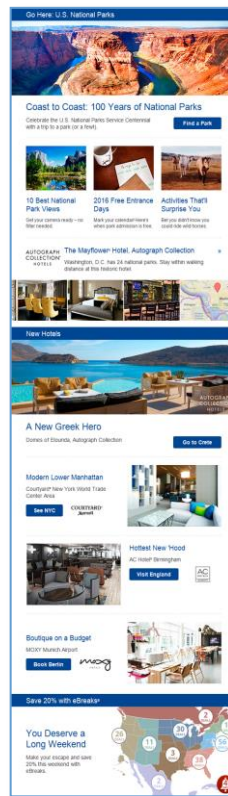
That TSAT test had more links than WHPH but had lower click engagement vs control, suggested the amount of content was not the only factor in click engagement

eNews vs Benefits

There were still significant differences in content and their position that prevent insight from how PO segments may have engaged better with eNews than Benefits



eNews



Benefits (WHPH)



Insights on Milestone & eBreaks in Benefits

Click engagement with the **Milestone message** dropped significantly from May

- TSAT: decrease of 50% in click volume
- WHPH decrease of 60%

While other content may have cannibalized click engagement:

- For WHPH, nearly all sections generated above YTD section averages (partially true for TSAT)
- Milestone messages were identical to May

Lower click engagement suggests there may be fatigue with these specific messages

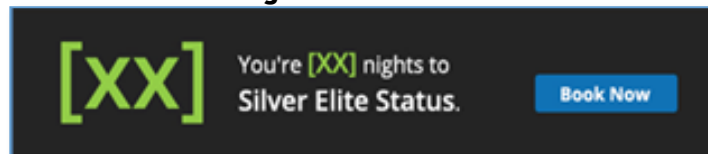
eBreaks

- Added to **WHPH Benefits** in June and generated click engagement but one of the lowest Conv% of any link
- For **TSAT Benefits**, click engagement fell by 62% and Conv% was slightly below link average

eBreaks content module should be monitored for eNews/Benefits

- * For both segments in Offers, eBreaks generated high engagement and above section average Conv%

Milestone message

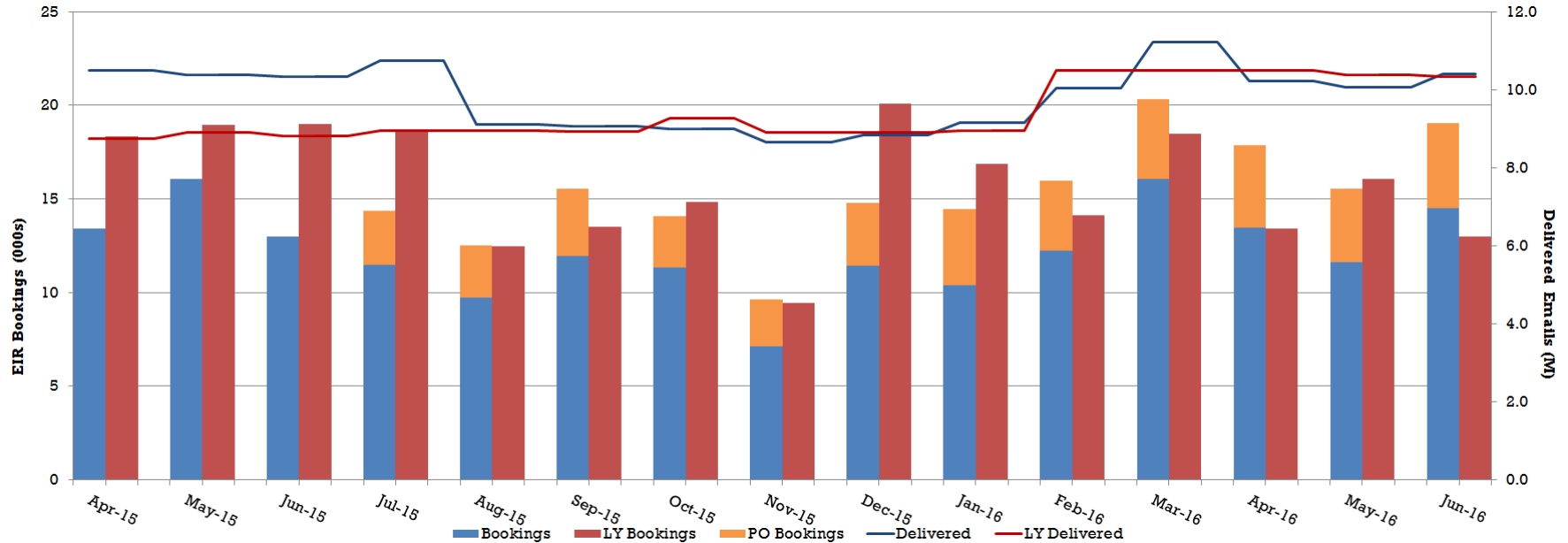


eBreaks



+ Hotel Specials/Offers generated the
2nd most bookings YTD

June Hotel Specials generated highest clicks & CTO% YTD



Observations

Hotel Specials generated 47% more bookings YoY; Core Hotel Specials itself generated 12% more bookings than 2015
Summer Promo was featured and generated between 10-16% of clicks in eNews & Offer versions

Global control groups doubled in June and are being investigated

June HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	133.6 K	29.7 K	276	\$116.8 K	22.2%	11.7%	7.9%	2.1	0.16%
TSAT Offers	612.7 K	128.8 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.18%
%△					-6%	3%	7%	3%	
WHPH HS	99.5 K	27.4 K	784	\$308.2 K	27.6%	12.1%	23.6%	7.9	0.09%
WHPH Offers	458.0 K	124.5 K	3.2 K	\$1.18 M	27.2%	11.7%	22.3%	7.1	0.12%
%△					-2%	-3%	-6%	-10%	

eBreaks drove clicks & bookings for WHPH

Observations

WHPH Offers generated the 3rd highest clicks and 2nd highest CTO% to date

- Summer Promo generated the highest clicks and bookings of any offer
- eBreaks which generated the 2nd highest clicks and bookings of any offer

eBreaks module appeared to generate incremental clicks & bookings as a value add content

Offers

[FNAME's] July Travel Deals

The screenshot shows the 'Offers' section of the WHPH website. It features a blue header with a navigation bar. Below the header, there are four main promotional boxes with white text on a blue background:

- Account Box:** 16% clicks, 21% bookings
- Search:** 6% clicks, 6% bookings
- Field Offers:** 48% clicks, 43% bookings
- Middle Offer:** 16% clicks, 17% bookings

The page also includes a search bar, a 'Find & Reserve' button, and a 'Find A Hotel' button. At the bottom, there is a 'Score! Enter to Win 100,000 Points!' banner with an 'Enter to Win' button.

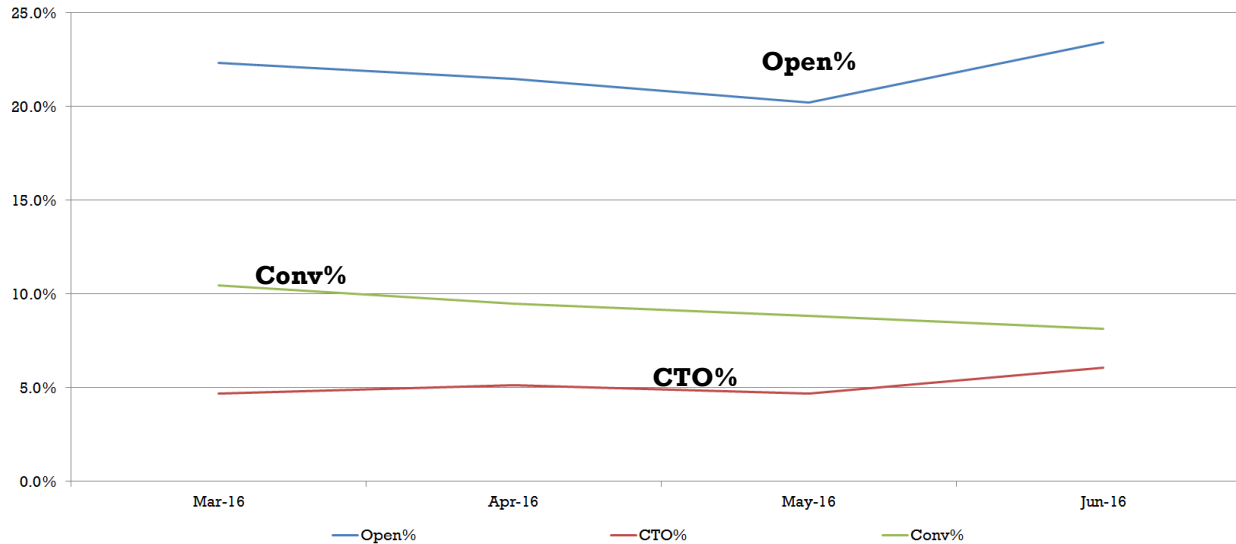
The screenshot shows the 'Getaways', 'Experiences', and 'eBreaks' modules of the WHPH website. It features a blue header with a navigation bar. Below the header, there are three main promotional boxes with white text on a blue background:

- Getaways:** 4% clicks, 3% bookings
- Experiences:** 3% clicks, 2% bookings
- eBreaks:** 7% clicks, 7% bookings

The page also includes a search bar, a 'Find & Reserve' button, and a 'Find A Hotel' button. At the bottom, there is a 'Score! Enter to Win 100,000 Points!' banner with an 'Enter to Win' button.

+ Destinations featured Road Trip
theme & Summer Promo and
generated the highest clicks and
bookings YTD

June Destinations created among the highest Open & Click engagement with Core and TSATs



Observations

- Core Destinations generated the highest Open% since March launch; TSAT Destinations generated the 2nd highest Open% rate since Aug'15 launch
 - **Why You Should Take a Summer Road Trip (TSAT & Core)**
 - Jim's June Trip Planner (WHPH)
 - What's Your Road Trip Type, Jim?
- CTO% was the highest YTD for both Core and PO versions, to-date for TSAT & Core audience

Impact of Road Trip theme

Observations

June featured a Top Offer highlighting **Road Trip** article in **Traveler** & generated 19% of Email clicks while the Conv% (3.7%) was similar to the Trip Type below

- While overall Conv% was below average, the **Traveler** article was as **effective in driving conversions as the Trip Type** content

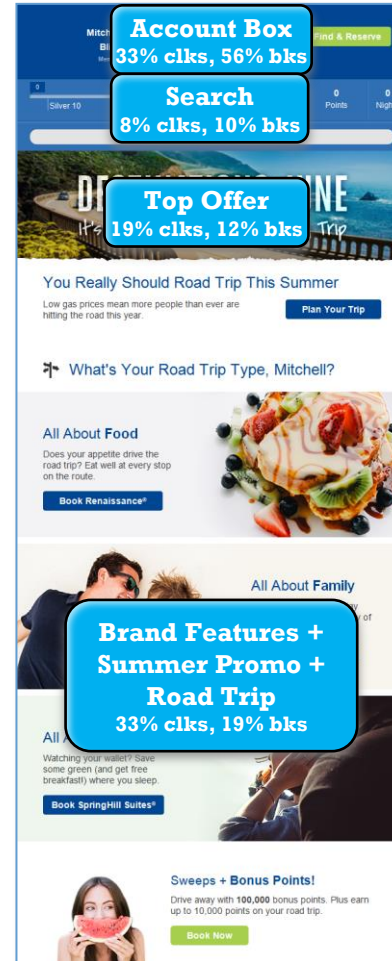
Top 10 Things to Pack was among the highest clicked link for all segments and demonstrated the **engagement non-hotel Travel content can generate**

- Generated more click engagement than 3 Trip Type Brands combined

In the **Trip Type** section

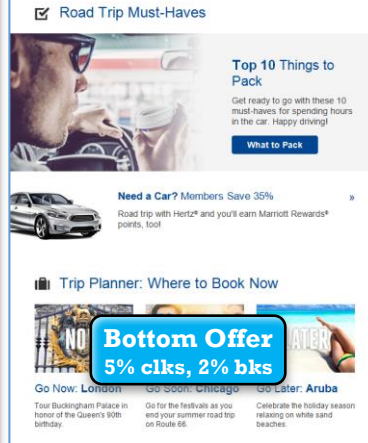
- All about Food generated the most clicks (Top Position)
- For TSAT All about Budget was 2nd
- For WHPH All about Family was 2nd

While **click engagement with Core and TSAT audiences were near-highs** and WHPH Click to Open was the highest YTD, June Destination engagement for WHPH was average to above average against lifetime



Destinations

What's Your Road Trip Type, Alexandria?



The difference in Open rate for both segments were statistically significant

June Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT Core	67.7 K	17.1 K	124	\$38.1 K	25.2%	7.4%	9.8%	1.8	0.19%
TSAT PO	657.4 K	156.1 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.23%
%△					-6%	-8%	-15%	-26%	
WHPH Core	53.9 K	16.0 K	182	\$55.8 K	29.7%	5.6%	20.3%	3.4	0.17%
WHPH PO	504.6 K	144.9 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.17%
%△					-3%	8%	-4%	1%	

Core Destinations

Why You Should Take a Summer Road Trip

Jim's June Trip Planner

What's Your Road Trip Type, Jim

TSAT

Why You Should Take a Summer Road Trip

Jim's June Trip Planner

What's Your Road Trip Type, Jim?

WHPH

Jim's June Trip Planner

Where Will the Road Take You, Jim?

Your Perfect Summer Road Trip

That Global Control & Test TSATs had the same subject lines & there was a 6% difference in Open rate suggests:

- Differences in global control vs test segment composition or test experience
- Open rate differences less than 6% may be noise

June testing summary

- + • eNews/Benefit image test
- Subject line testing in eNews, Benefits, Hotel Specials & Destinations

June HS & eNews/Benefits test & roll subject line testing

eNews Core

- **Your Account: Introducing New Benefits**
- Your Account: 4 New Member Benefits
- Your Account: View Your June Points Balance

Benefits - TSAT

- **Your Account: [FNAME's] New Member Benefits (7,528)**
- Your Account: New! Redeem Points for Experiences (7,380)
- Your Account: These New Benefits Will Take You Places (6,880)

Benefits - WHPH

- **Your Account: Get Your New Benefits (10,225)**
- Your Account: Find Lowest Rates, Late Checkout and More (9,219)
- Your Account: [FNAME's] New Member Benefits (7,555)

Hotel Specials Core

- **[First Name]'s [Your] July Travel Deals (115,960)**
- [First Name]'s [Your] Summer Travel Deals (111,477)

Descriptors of winning subject line

Later results indicated another winner; may require longer test window

Personalized, Simple, First Name

Active (implied: members will receive new benefits by opening), New, Simple

Personalized; Month over summer

June Destinations test & roll subject line testing

Destinations Core (all segments)

- **Why You Should Take a Summer Road Trip (59,005)**
- [First Name's] June Trip Planner (56,087)
- What's Your Road Trip Type, [First Name]? (48,941)

Destinations - TSAT

- **Why You Should Take a Summer Road Trip (4,938)**
- [First Name] [Your] June Trip Planner (4,739)
- What's Your Road Trip Type, [First Name]? (4,337)

Destinations - WHPH

- **[First Name] [Your] June Trip Planner (6,248)**
- Where Will the Road Take You [First Name]? (5,813)
- Your Perfect Summer Road Trip (5,484)

Descriptors of winning subject line

Curiosity pique, seasonal, explanatory

Curiosity pique, seasonal, explanatory

Personalized, First name, month

eNews/PO Benefits June 2016 Image Test

ALL Segments

This test was run primarily as an A/B test to determine which overall image type (color or monotone blue) worked better. The overall results were close, with Blue having a slight edge with a 2.73% CTO% compared to a 2.69% CTO% with Color.

Wylei ran our pattern matching algorithm post-campaign to find where each image type performed best. We tested color vs. blue across all segments to see how each performed as a whole.

A



Worked best with:

- Silver status and above
- Windows platform
- Humid conditions

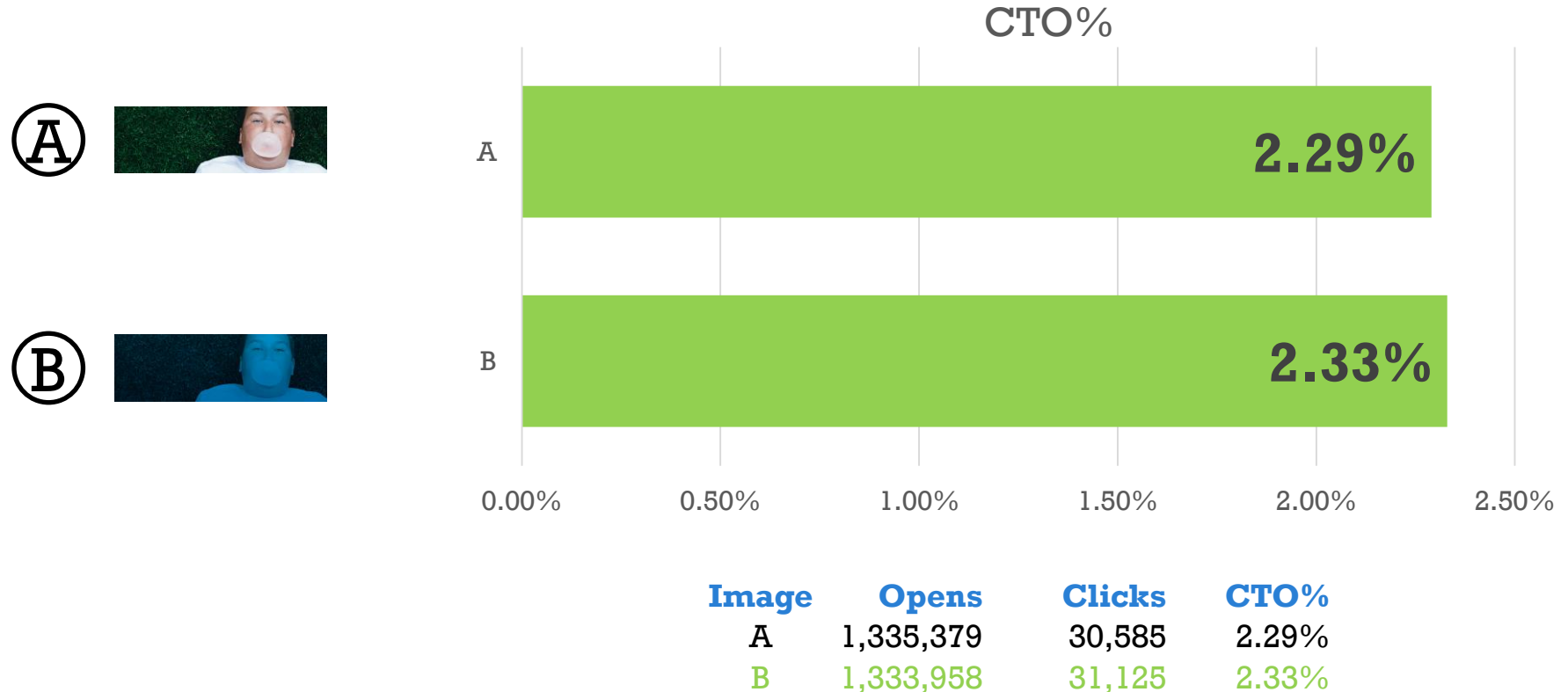
B



Worked best with:

- Basic members
- iOS and Apple users overall

eNews June 2016 Image Test **CORE** Segment



PO Benefits June 2016 Image Test **TSAT** Segment

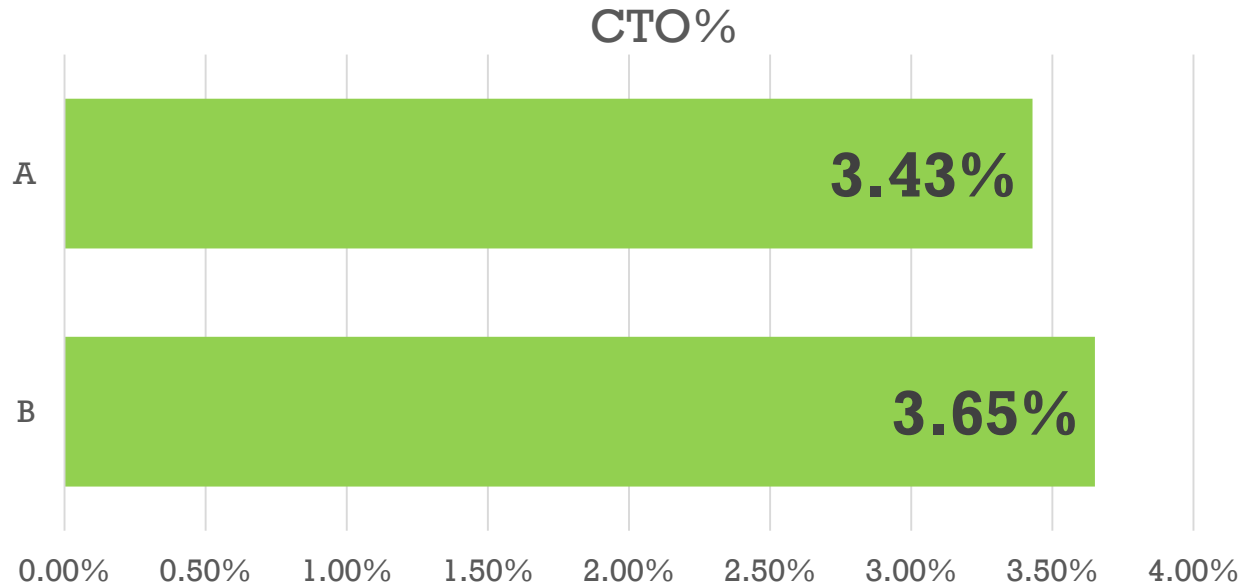


Image	Opens	Clicks	CTO%
A	100,508	3,446	3.43%
B	100,460	3,671	3.65%

PO Benefits June 2016 Image Test **WHPH** Segment

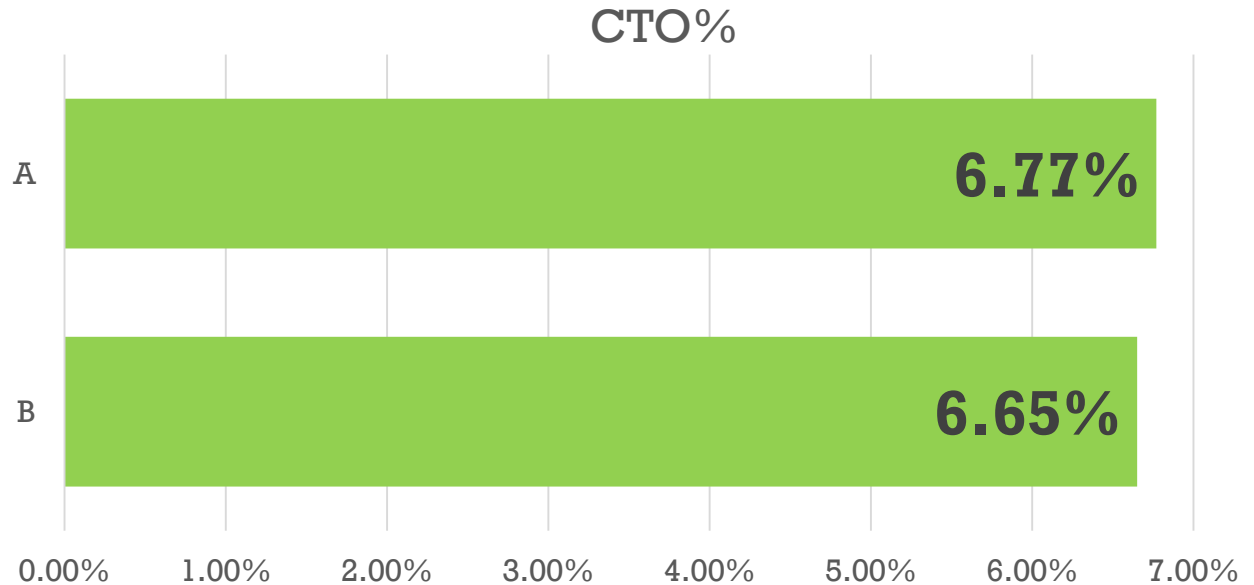


Image	Opens	Clicks	CTO%
A	111,547	7,557	6.77%
B	111,796	7,439	6.65%

eNews/PO Benefits June 2016 Image Test

ALL Segments

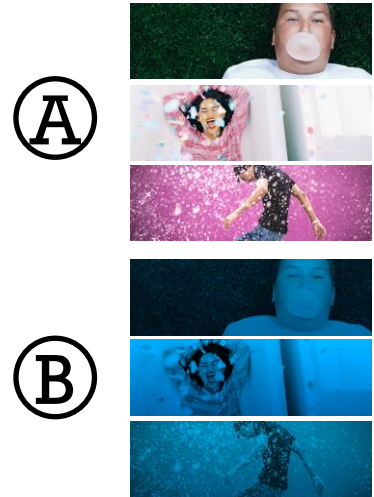
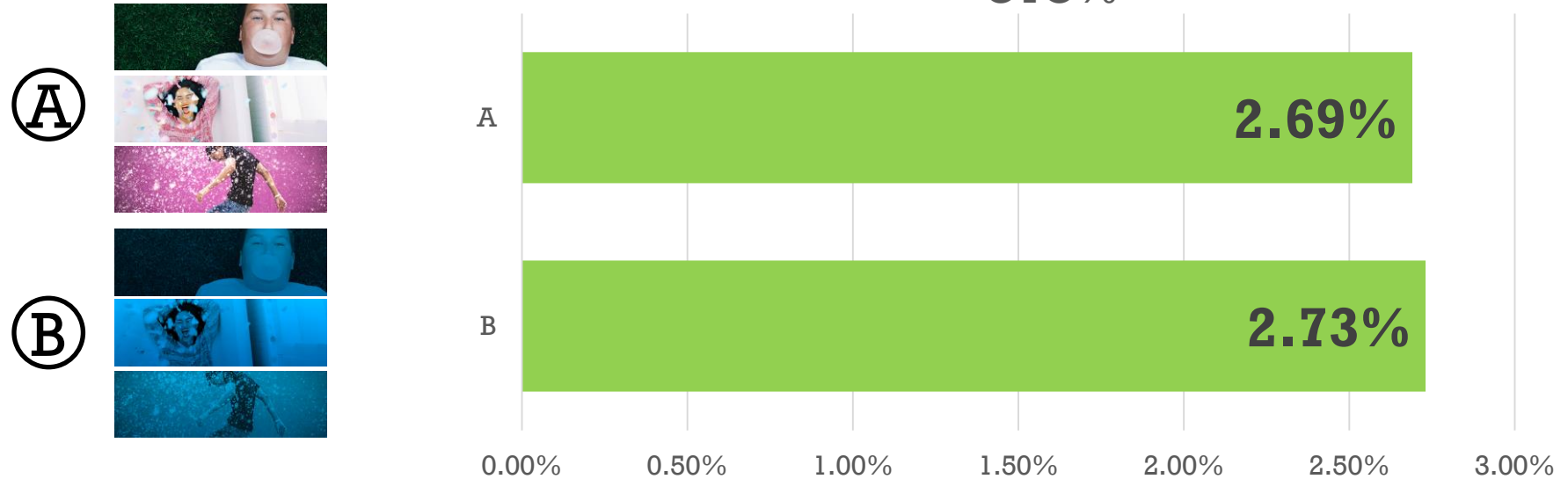


Image	Opens	Clicks	CTO%
A	1,547,434	41,588	2.69%
B	1,546,214	42,235	2.73%

Key Takeaways from June testing

June learnings

- Test & roll may need more time to find the winner for optimization (4 hours implemented for July)
- TSATs may have shown a preference to the blue hue throughout Q2

Next Steps

- Receive subject line results after test threshold and compare to later results to validate whether winner was the winner
 - As part of campaign kick off discuss subject line & image testing opportunities with Wylei and YLM Strategy
 - Cataloging images is a required exercise to learn PO segment preference
-
- ❖ As of September, Harmony integration will allow same Wylei testing capability for subject line & pre-header as there are for images



Key Takeaways

June '16 Key Takeaways

- ❖ Solos supporting key member marketing initiatives generate incremental response and bookings; identify months to proactively collaborate with internal groups on Solo communication opportunities
- ❖ Leverage base communication modules to persistently support content & maximize engagement on top of dedicated touchpoints
- ❖ Leverage the success of the MegaBonus report card by:
 - Continuing to reflect member activity
 - Expanding activity summarizes to other campaigns or content
 - Promoting aligned content to a highly engaged audience
- ❖ Content insights:
 - Ongoing engagement with eNews Body Search suggests value in general access links throughout content, particularly for TSATs
 - There may be low engagement with current Milestone approach & eBreaks in eNews
 - WHPH responded well to eBreaks in Offers
 - Core & TSAT audiences responded well to Road trip theme & content
- ❖ Find ideal window for Test & Roll by validating future subject line test results



Competitive Insights

Hilton Big World Sale/Unlimited Bonus Promo

Big World Sale

Offers

HILTON HHONORS

MEMBERS GET UP TO **25% OFF**

THE BIG WORLD SALE

STOP CLICKING AROUND. START SAVING.

Save up to 25% in Orlando, just like magic

Bring your story to life with a travel vision board

Take a bite out of the Big Apple with 25% off stays

See Chicago this summer and save up to 25%

VIEW MORE OFFERS

THE BIG WORLD SALE

HHonors Members get up to 25% off*

BOOK NOW

Solo

HILTON HHONORS

THE BIG WORLD SALE

UP TO **30% OFF**

It's been a while since your last vacation. Get away now with the 2X Points Package.

BOOK NOW

HILTON HHONORS

MEMBERS GET UP TO **25% OFF**

THE BIG WORLD SALE

NEW ORLEANS EXPERIENCES

BOOK NOW

START DREAMING OF YOUR NEXT RESORT VACATION

PLAN NOW

Reactivation

HILTON HHONORS

HELLO Amv

MEMBER & YOUR POINTS :

EARN DOUBLE POINTS

It's been a while since your last vacation. Get away now with the 2X Points Package.

LEARN MORE

THE BIG WORLD SALE

HHonors Members get up to 25% off*

BOOK NOW

New Location

canopy by hilton

OUR STORY OFFERS DOWNLOAD

Local Discovery

Enjoy local surprises and 1,000 HHonors Bonus Points.

BOOK NOW

THE BIG WORLD SALE

HHonors Members get up to 25% off*

BOOK NOW

Registration Reminder

HILTON HHONORS

UP TO 25% OFF

BEST PROMOTION. EVER.

Double Points. Every day. Every hotel. Plus, get up to 25% off every stay.*

REGISTER IN 1 CLICK

Survey Request

HILTON HHONORS

YOUR OPINION MATTERS

Join e-Rewards' Opinion Panel & take one survey to earn 1,250 Bonus Points.

LEARN MORE

THE BIG WORLD SALE

HHonors Members get up to 25% off*

BOOK NOW

METT

Hilton AUSTIN

YOUR ADVENTURE STARTS HERE - UP TO 25% OFF IN DOWNTOWN AUSTIN.

Take advantage of the Hilton Big World Sale this summer and save up to 25% on select dates in downtown Austin. Visit the state capitol for a free tour, rent a kayak to see Lady Bird Lake from the water, and hit the shops and restaurants in the SoCo area. With so many summer activities happening in Austin, you'll want to book now for the best savings!

BOOK NOW >

OR, BUNDLE & SAVE WITH THE TRIPLE PLAY

Our bestselling summer package is also available, offering discounted Breakfast (for two), Parking in our downtown garage, and in-room Wi-Fi access. A \$60 value for just \$40!

BOOK NOW >

Unlimited Bonus Promotion

Solo

HILTON HHONORS

MEMBERS GET UP TO **25% OFF**

UP TO 25% OFF

BEST PROMOTION. EVER.

Get up to 25% off & 2X Points* on every stay. Plus, earn 3,000 Points after your first stay of 2+ nights.*

BOOK NOW

Unlimited Bonus = Big World Sale (same landing page)

Same offer, but Unlimited Bonus includes 2X points on top of 25%

Newsletter

HILTON HHONORS

Good Afternoon, Mitchell

Point Balance: 3,116

Check out your Account Alerts

Get Triple Points on your next stay

Book Now >

Offers chosen just for you

Family Fun Breakfast + Wi-Fi

Play A Round A Day In Puerto Rico

Earn 3,000 Points on Flowers

Earn 75,000 Bonus Points

THE BIG WORLD SALE

HHonors Members get up to 25% off*

BOOK NOW

Member best/lowest rates

Hilton Acquisition



START SAVING
INTRODUCING THE LOWEST PRICE ANYWHERE ONLINE, FOR MEMBERS ONLY.



[JOIN NOW](#)

Hilton Solo



HELLO
Amy
MEMBER # :
YOUR POINTS :

START LIVING IT UP

Introducing the lowest price anywhere online, for members only.

[BOOK NOW](#)

IHG eStatment

- “Your Rate” Members get best rate
- Sent a reminder on eStatment


Member # 061005472

Yearly Activity
Total Points: 0
Elite Qualifying Points: 0
Qualifying Nights: 0
[Manage Your Account](#)

Points Balance
0
as of 06/13/2016

Good Things Just Got Easier
It's time to enjoy a loyalty program that's more centered on you and everything you love about travel.
[LEARN MORE](#)

Introducing YOUR RATE



More savings, just for you

You deserve exclusive rewards as a loyal member, and because of that, we've created Your Rate – our best rate available, just for IHG Rewards Club members, when you book direct at ihg.com.

[Learn more](#)

Redeem Points	Purchase Points	Transfer Points	Earn Points	Update Your Email	Download the IHG App

65,000 Ways to Share Forever

Get rewards sooner with Share Forever. You'll earn at least 65,000 bonus points and a free night to share, courtesy of IHG Rewards Club & Coca-Cola.

[Reserve now for reward you can share](#)



Hyatt Reactivation

- Details program features [View this e-mail online](#)
- Stay More Play More promotion [View this e-mail online](#)
- Member best rate guarantee

WELCOME, MITCHELL



It's time to discover a world of rewards.

Come explore all the benefits you'll enjoy as a Hyatt Gold Passport member. Whether traveling near or far, now you can earn valuable points every step of the way. Then redeem those points for a number of rewarding experiences, from free nights to countless dining options and spa retreats. [Let the journey begin!](#)

STAY

For work or play, enjoy over 600 hotels worldwide.

EARN

Receive 5 points for every eligible dollar you spend on stays, dining, spa treatments and more.

REWARD

Turn points into free nights with no blackout dates starting at just 5,000 points!



STAY MORE PLAY MORE. Congratulations, you are registered for the Stay More Play More promotion! Book your next stay today. You could earn up to 75,000 bonus points to redeem for free nights, room upgrades, relaxing spa treatments, delicious dining experiences and more. Stay more through June 30, and get more out of every stay. [Book Now](#)

BOOK ON HYATT.COM TO EARN POINTS FOR EVERY STAY, EVERY TIME — GUARANTEED
Plus get the best rate available with our **Best Rate Guarantee**. No booking fees. No hassle.

[BOOK NOW](#)

SPG 4th of July & Ramadan energy moments

4th of July

THE WESTIN PEACHTREE PLAZA, ATLANTA

210 Peachtree St. NW
Atlanta, Georgia 30303 United States
Phone: (1)(404) 659-1400

Celebrate Our 40th Anniversary With 40% Off
Hurry, Sale Ends Friday

CELEBRATE NOW

Located in the heart of Downtown Atlanta on Peachtree Street, our iconic hotel has been a pillar in the skyline and the Downtown community for 40 years! Celebrate our 40th anniversary with 40% off a last minute getaway this weekend, or July 4th weekend. Hurry, this amazing deal will be gone in a flash!

- 40% savings - rates as low as \$105
- Reservation must be fully prepaid and is nonrefundable
- Sale ends Friday June 24, 2016

Insider Tip: Book early for the best access to Centennial Park's July 4th fireworks display!

Celebrate Now >

MORE SPECIAL OFFERS

TURN 40 WITH US

This year, we celebrate 40 years as an Atlanta icon. Spend this special year with us! Offer includes:

- \$40 off our regular rate

BOOK NOW

The Westin Peachtree Plaza, Atlanta
210 Peachtree St. NW
Atlanta, Georgia 30303 United States
Phone: (1)(404) 659-1400

THE WESTIN BUCKHEAD ATLANTA

Stay Well This 4th Of July Weekend

BOOK NOW

Save up to 15%

Move Well. Stay at any Westin hotel of Atlanta for the 47th annual running of the world's largest 10k race or simply stay active with RunWESTIN™. Play Well. Celebrate 4th of July by watching annual fireworks displays in Downtown or Buckhead.

Book Now >

MORE SPECIAL OFFERS

THE WESTIN BUCKHEAD ATLANTA

The Westin Buckhead Atlanta is just footsteps from the starting line of the world's largest 10k race and Lenox Square, the home of Buckhead's annual 4th of July Firework display. Experience 4th of July weekend in the heart of Buckhead's most popular events. Book early for the best firework view rooms.

BOOK NOW

The Westin Buckhead Atlanta
3391 Peachtree Road, N.E.
Atlanta, Georgia 30326 United States
Phone: (1)(404) 355-0095

THE WESTIN PEACHTREE PLAZA ATLANTA

Celebrating 40 years as an Atlanta icon in 2016, this iconic downtown hotel is a fixture in the city skyline and home to the revolving, 73rd floor Sun Dial Restaurant, Bar & View. The Westin Peachtree Plaza, is steps from Centennial Park's annual 4th of July firework display as well as other attractions perfect for a weekend getaway. Book early for the best firework view rooms.

BOOK NOW

The Westin Peachtree Plaza, Atlanta
210 Peachtree St. NW
Atlanta, Georgia 30303 United States
Phone: (1)(404) 659-1400

THE WESTIN CHARLOTTE

Celebrate The 4th Of July In Charlotte

BOOK NOW

Make a last minute getaway for the holiday this year and head to Charlotte. With plenty of events to choose from happening all weekend long, you're sure to enjoy your stay at the Westin Charlotte.

Events in Charlotte 4th of July Weekend >

You're invited to save with our best available rates, up to 20% off.

Book Now >

MORE SPECIAL OFFERS

EXCLUSIVES FOR AAA MEMBERS

AAA members can take advantage of special savings:

- Discounted rates
- Daily breakfast for two
- Parking included

BOOK NOW

The Westin Charlotte
601 South College Street
Charlotte, North Carolina 28202 United States
Phone: (1)(704) 375-2600

Ramadan

ENJOY GREAT RATES THIS SEASON

RAMADAN PACKAGES

Book Now **Find Hotel Near Me** **Search by Destination**

Starting from June 3 through July 12, 2016, enjoy special deals and have fun with family and friends. Take advantage of our amazing offers and create a memorable season for you and your loved ones.

IFTAR BUFFET AT SHERATON ABUJA

Enjoy our special Iftar Buffet this Ramadan and you could win free tickets for Umrah

DISCOVER MORE

IFTAR AT FOUR POINTS LAGOS

Discover our special Iftar meals. Buy 8 Iftar meals and get 2 Free

DISCOVER MORE

SPA PACKAGE AT FOUR POINTS LAGOS

Enjoy 10% off single treatment on Salah Day!

DISCOVER MORE

Hilton has dedicated more real estate to program features/benefits

HILTON HHONORS

MEET OUR FRIEND UBER

Get \$5 off each of your first four rides when you use code: HILTON4RIDES

[SIGN UP NOW](#)

ARRIVE ON TIME

WITH UBER RIDE REMINDERS IN THE HILTON HHONORS APP.

[LEARN MORE](#)

CHECK OUT THE LOCAL SCENE

WITH UBER HOTSPOTS IN THE HILTON HHONORS APP.

[LEARN MORE](#)

THE BIG WORLD SALE

HHonors Members get up to 25% off*

[BOOK NOW](#)

- Uber partnership/offer
- Highlight Mobile app integrated services

- Highlight mobile features
- Direct booking, re-booking
- Check in, choose room
- Arrival requests
- Digital Key
- Uber partnership

HILTON HHONORS

HELLO Fred

MEMBER ID: 1234567890 YOUR POINTS: 0

BOOKING IS JUST THE BEGINNING.

Download your app at the top of the Hilton HHonors app

[DOWNLOAD NOW](#)

BOOK YOUR STAY

You can purchase the lowest rates! And you can make a flexible booking with you too.

[BOOK IT NOW](#)

CHECK IN/CHOOSE YOUR ROOM

You can check in up to 24 hours before arrival. We'll also suggest the best room for you and you can easily see where you're going, and even check in before you arrive.

ARRIVAL REQUESTS

Come please, & handle stress. A custom check-in time and \$5 fee waiting when you arrive.

[SEE WHAT'S AVAILABLE](#)

DIGITAL KEY

Now your phone carries your key of over 200 hotels with help from the help.

UBER

You can request a ride right through the app, and that's all the fun of the app with the Hilton HHonors app.

[REQUEST RIDE](#)

BOOK, CHOOSE, REQUEST, RIDE, REPEAT.

[GET THE APP NOW](#)

START SAVING MORE

Introducing the lowest price anywhere online, for members only.

[BOOK NOW](#)



June 2016 MR Campaign Reviews

June '16 eNews performance summary

		eNews +			
		Program	Benefits	eNews	Benefits
Audience	Total Delivered	83.0 M	12.1 M	11.0 M	10.1 M
	Unsub Rate	0.32%	0.28%	0.29%	0.32%
	Delivery Rate	99%	100%	99%	100%
Engagement	Open Rate	23.0%	23.3%	22.3%	23.1%
	Opens	19.1 M	2.8 M	2.4 M	2.3 M
	Click Rate	2.3%	4.2%	3.9%	1.4%
	Unique Clicks	1.9 M	510.7 K	422.9 K	140.3 K
	Click to Open Rate	10.0%	18.1%	17.3%	6.0%
Financial	Bookings	192.8 K	54.4 K	40.0 K	10.4 K
	Revenue	\$68.9 M	\$19.8 M	\$14.5 M	\$3.7 M
	Conversion Rate	10.1%	10.7%	9.5%	7.4%
	Bookings per Delivered(K)	2.3	4.5	3.6	1.0

Observations

June eNews+Benefits deliveries increased 12.1% YoY and bookings increased by 14.1% YoY, resulting in a 2.0% increase in booking/delivered

- 2nd highest bookings in 2016, 3rd in a year
- Highest clicks in 2016, 2nd highest in a year

Featured New Benefits & Summer Promotion/Sweepstakes & generated 55% of clicks and did not appear to cannibalize clicks as other sections maintained click engagement

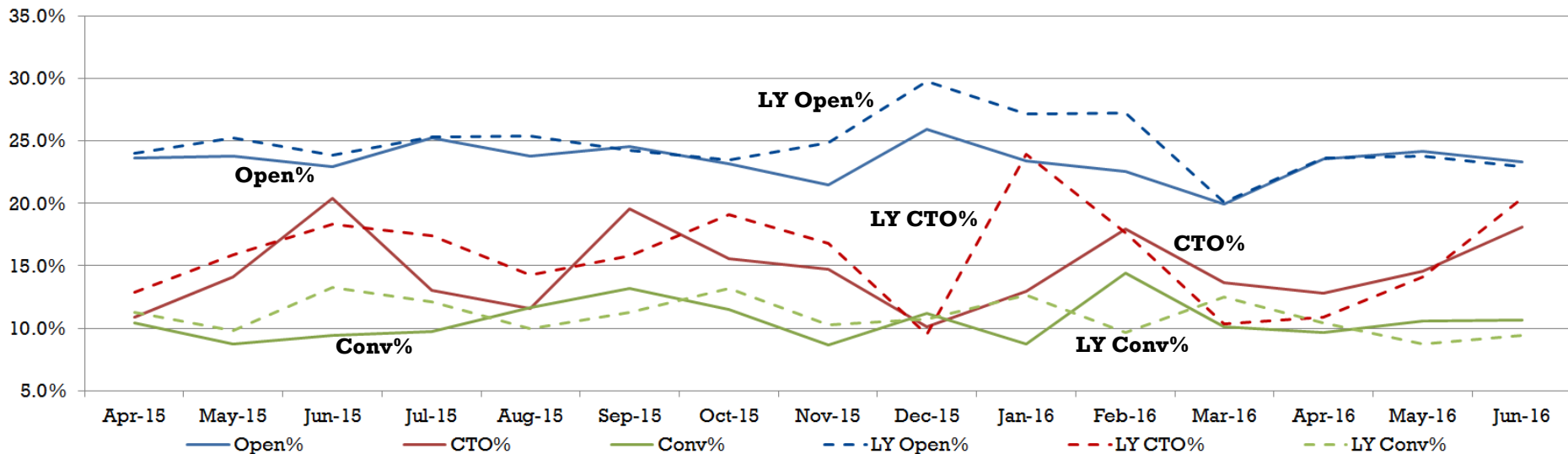
Content featured:

- Hawaii Vacation
- Free nights sweepstakes
- European destinations
- National Parks in City Scene

A subject line test was conducted in eNews:

- **Your Account: Introducing New Benefits**
- Your Account: 4 New Member Benefits
- Your Account: View Your June Points Balance

June '16 eNews & Benefits Email KPI trends



Observations

Open% and Conv% increased YoY while CTO% fell 11% YoY; all Email KPI's appeared to follow a seasonal trend

Subject Line Test:

- **Your Account: Introducing New Benefits**
- Your Account: 4 New Member Benefits
- Your Account: View Your June Points Balance

June '16 eNews sections

Observations

Top Offers (New Benefits, Summer promotion) generated over 55% of clicks and bookings

- New Benefits generated 30% of clicks with significantly more visual real estate than Sweepstakes (25% of total clicks)

June generated the highest clicks YTD so Top Offers did not cannibalize clicks & suggests either strong content throughout or seasonality

- Rewards generated the highest clicks YTD
- City Scene 2nd highest YTD
- Header & Account Box average
- Account Module average
- Hotel Openings was the lowest YTD
- eBreaks clicks generated half as previous months

Body Search position was lowered (below Redeem section) and generated the least amount of clicks and click share YTD

However, the **Body Search continued to generate click engagement & high Conv %; suggesting value of general access links throughout content**

Account Box
18% clks, 27% bks

Search
3% clks, 4% bks

More Ways to Pursue Your Passions
Members get 6 MONTHS. Check out your all-time New Benefits

Top Offer
30% clks, 27% bks

Workout Rewards: Member Rates. Members get a lower price.

Top Offer 2
25% clks, 27% bks

Rew - Head
9% clks, 7% bks

Rew - Main
2% clks, 1% bks

Earn
5% clks, 4% bks

You could win a Free Night Stay
Enter now for a chance to win a free night at one of 600 Marriott properties.

Winner: Program of the Year!
Thanks for helping Marriott Rewards win the Traveler Award for the 10th year in a row.

Ways to Use Your Points
See All

Redemptions
3% clks, 2% bks

Europe's Trending Destinations
Discover the most popular cities in Europe. Here are members' favorite places to use points.

- Amsterdam - Amsterdam Marriott Hotel: 40,000 points
- Barcelona - Barcelona Marriott Hotel: 40,000 points
- London - St. Ermin's Hotel, Autograph Collection: 40,000 points

Get more rights for fewer points with Marriott Rewards.

Shop with Points
Get new luggage, electronics or travel gifts for your next trip. You can use points to buy all these things.

How many points do you need? See Rewards Chart.

eNews
Your Account: Introducing New Benefits

City Scene
1% clks, 1% bks

Coast to Coast: 100 Years of National Parks
Celebrate the U.S. National Parks Service Centennial with a trip to a park or a hotel.

10 Best National Park Views
2016 Free Entrance Days
Activities That Surprise You

AUTOGRAPH COLLECTION
The Mayflower Hotel, Autograph Collection
Washington, D.C. has 10 national parks. Stay within walking distance of the Capital Hill.

Hotel Open
0% clks, 0% bks

A New Greek Hero
Domes of Sicily, Autograph Collection

Modern Lower Manhattan
Crowfoot New York Hotel Trade Center, NYC

Hottest New Trend
AC Hotel Birmingham

Boutique on a Budget
Hyatt House Miami

eBreaks
1% clks, 1% bks

June '16 eNews link analysis

Observations

Rewards section

- The new account module continued to generate a high number of clicks, the most YTD suggesting synergy from surrounding content or seasonality;
- There was no earn section

Account Module:	44.4 K
Rewards Main:	33.9 K
Redemption:	12.8 K

Highest click generating content

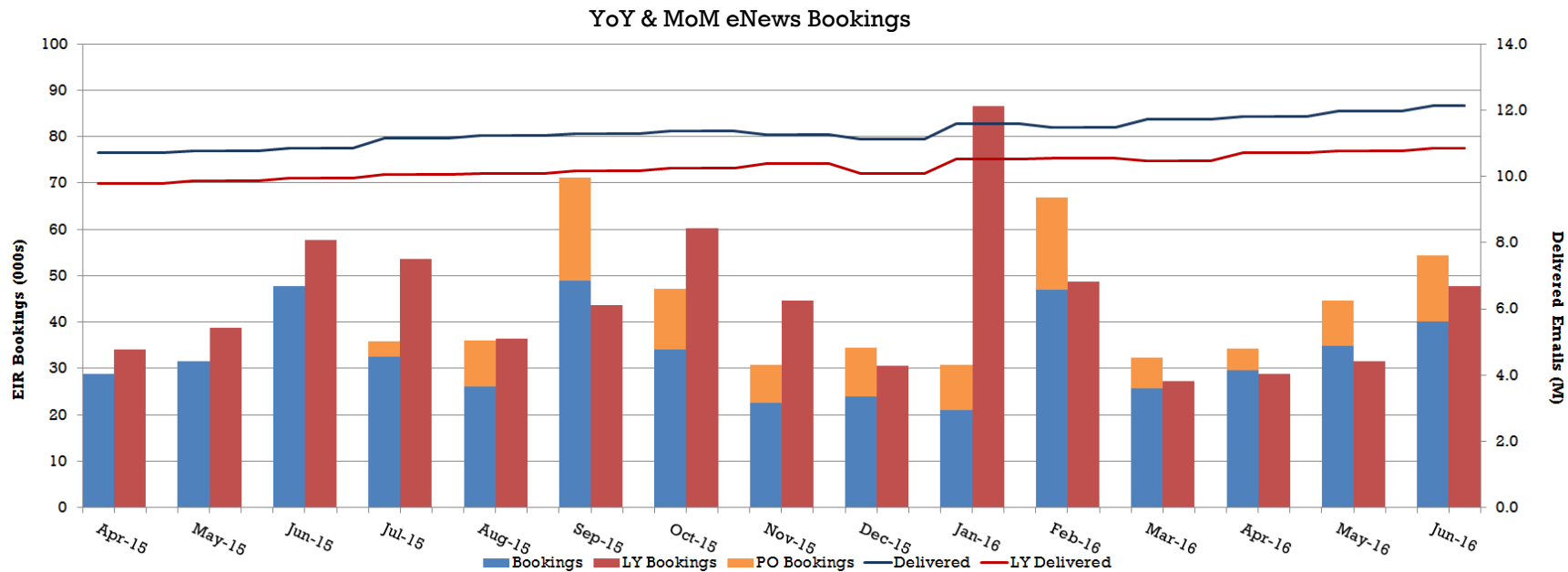
Rewards Header:	30.0 K
Free night stay sweeps	16.9 K
Hawaii Vacation	9.6 K
MRCC-80 K pts	4.9 K
Shop with Points (General)	4.8 K

Europe Travel destinations generated 2.6 K clicks despite the relatively large dedicated real estate

The screenshot shows a vertical layout of promotional banners for Marriott Rewards. Each banner includes a headline, a brief description, and a call-to-action button. Overlaid on each banner is a blue box containing the number of clicks in thousands (K) and the number of banners (bks).

Banner Content	Clicks (K)	Banners (bks)
Top Right (Account/Points)	14.4 K	832 bks
Hawaii Vacations: 30% Off	9.6 K	348 bks
Add a Car to Your Trip	2.1 K	114 bks
Earn 80,000 + 7,500 Bonus Points	4.9 K	256 bks
You Could Win a Free Night Stay	16.9 K	1.2 K bks
Program of the Year!	400	7 bks
Europe's Trending	2.0 K	72 bks
Europe's Trending (Detailed)	2.6 K	108 bks
Get more nights for fewer points with Points	1.3 K	72 bks
Shop with Points	4.8 K	178 bks
How many points do you need?	2.1 K	61 bks

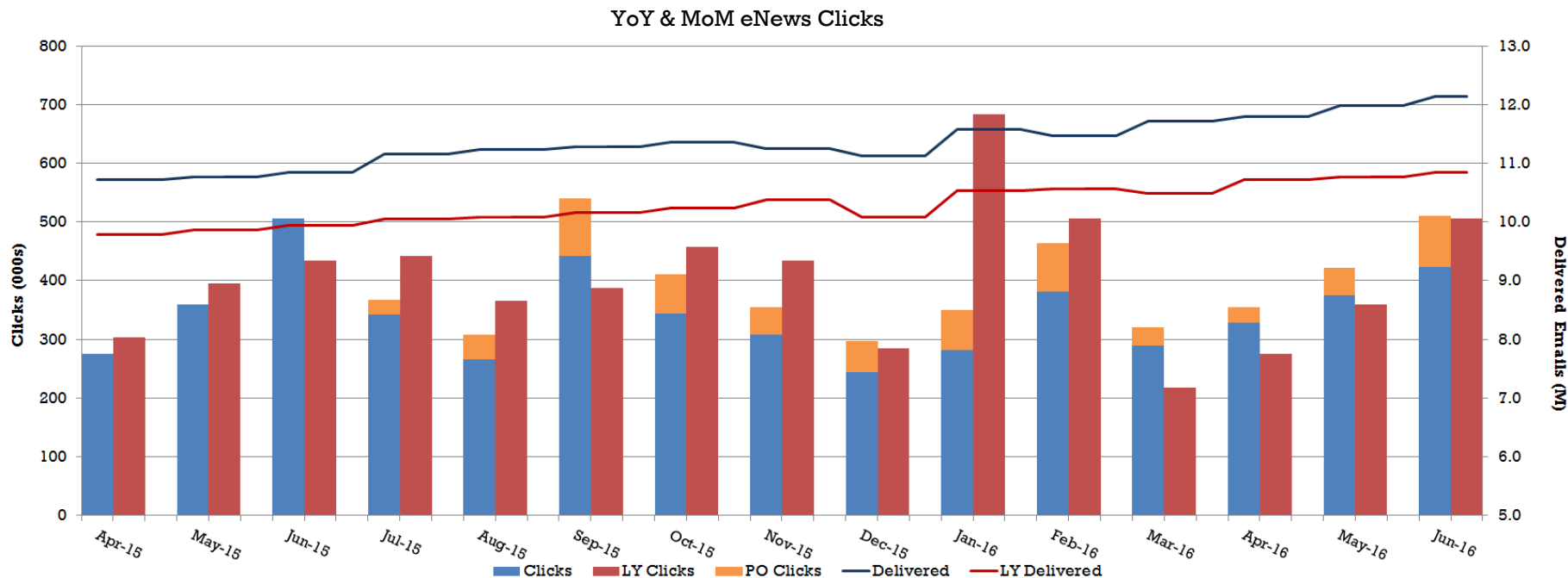
Jun '16 Core eNews generated 14% more bookings YoY than Jun '15 eNews



Observations

2015 June eNews featured 1 Million Bonus Points offer

Jun '16 Core eNews generated 4% more clicks YoY than Jun '15 eNews



Observations

2015 June eNews featured 1 Million Bonus Points offer

June '16 Hotel Specials performance summary

		Program	HS + Offers	Hotel Specials	Offers
Audience	Total Delivered	83.0 M 34.9%	10.4 M 0.7%	9.3 M	1.1 M
	Unsub Rate	0.32% 0.1 pts	0.28% 0.1 pts	0.29%	0.16%
	Delivery Rate	99% 0.1 pts	100% 0.5 pts	100%	100%
Engagement	Open Rate	23.0% 0.3 pts	19.5% 1.0 pts	19.0%	23.7%
	Opens	19.1 M 36.8%	2.0 M 6.1%	1.8 M	253.2 K
	Click Rate	2.3% 0.1 pts	2.0% 0.2 pts	1.9%	2.8%
	Unique Clicks	1.9 M 44.1%	204.2 K 14.2%	174.2 K	30.1 K
	Click to Open Rate	10.0% 0.5 pts	10.1% 0.7 pts	9.8%	11.9%
Financial	Bookings	192.8 K 60.3%	19.1 K 46.8%	14.5 K	4.6 K
	Revenue	\$68.9 M 53.9%	\$6.6 M 41.6%	\$4.9 M	\$1.6 M
	Conversion Rate	10.1% 1.0 pts	9.3% 2.1 pts	8.3%	15.1%
	Bookings per Delivered(K)	2.3 18.8%	1.8 45.8%	1.6	4.3

Observations

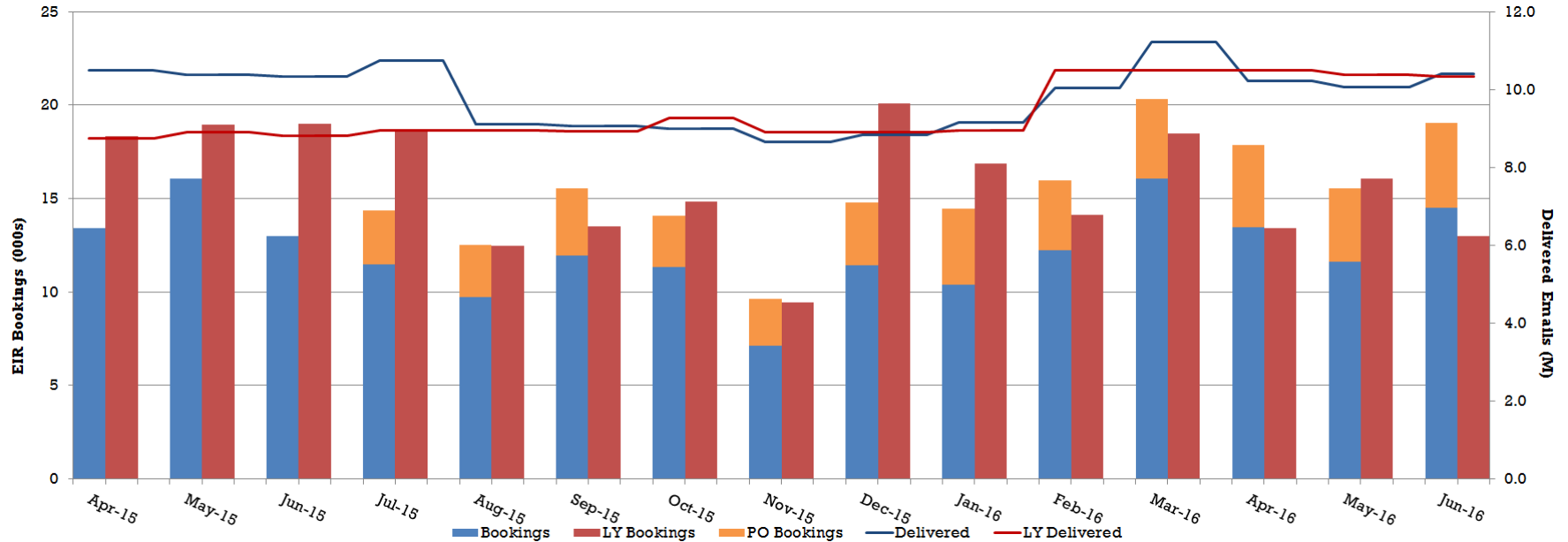
YoY deliveries increased by 0.7% and bookings increased by 46.8%, leading to an increase in bookings per delivered (K) of 45.8%

- Highest booking/delivered since Jan '15
- 2nd highest Open% YTD
- Highest CTO% in the past year

There was a subject line test conducted for Hotel Specials and Offers:

- FNAME's June Travel Deals ~ previous test winner
- This Month's Hottest Travel Deals
- FNAME - We Picked These Deals for You

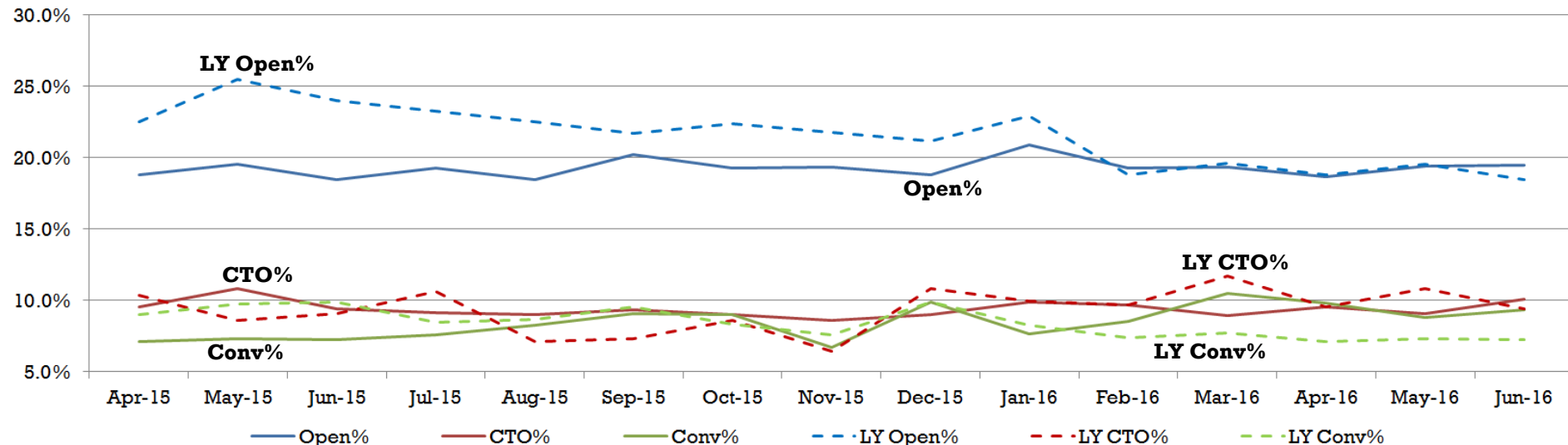
June '16 Hotel Specials performance summary



Observations

Hotel Specials generated 47% more bookings YoY; Core Hotel Specials itself generated 12% more bookings than 2015

June '16 Hotel Specials & Offers performance summary



Observations

- Highest booking/delivered since Jan '15
- 2nd highest Open% YTD
- Highest CTO% in the past year

June '16 Hotel Specials Core link analysis

Observations

Hotel Specials generated the highest clicks YTD

June Offers inserted a Middle Offer (ft Summer Promo) and generated 10% of Email clicks & highest content Conv%

There appeared to be a cannibalization of other content, particularly Getaways & Experiences, whose section clicks & click% were near lows YTD

eBreaks generated the highest number of clicks YTD

Account Box
22% cllks, 38% bks

Search
11% cllks, 12% bks

Field Offers
43% cllks, 28% bks

Middle Offer
10% cllks, 12% bks

YOU COULD WIN 100,000 POINTS

Sweet! Enter to Win 100,000 Points!

Earn up to 10,000 bonus points – plus a chance to win 100K points in our summer sweeps.

Enter to Win

Hotel Specials Mitchell's July Travel Deals

Escape to Paradise
See All

Getaways
3% cllks, 2% bks

Up to 35% Off White Sand and Turquoise Water
Find your bliss for less at select Caribbean and Latin America resorts.
Book Your Bliss

A \$300 Resort Credit? Yes, Please!
Escape to the world-famous Atlantis resort and indulge all your Caribbean fantasies.
Book Atlantis

Find Your Passion
See All

20-30% Off Vegas
If gambling gets you going, want to miss this deal at playground.
From \$79

Experiences
3% cllks, 1% bks

Tee Off with a \$200 Credit
Perfect your swing in Myrtle Beach, America's golf capital, and get a \$200 course credit.
From \$389

Calm and Clarity in the Desert
Find inner peace at the JW Marriott® Desert Springs Palm Desert with spa entry for two.
From \$179

Save 20% with eBreaks*

eBreaks
7% cllks, 6% bks

You Deserve a Long Weekend
Make your escape and save 20% this weekend with eBreaks.

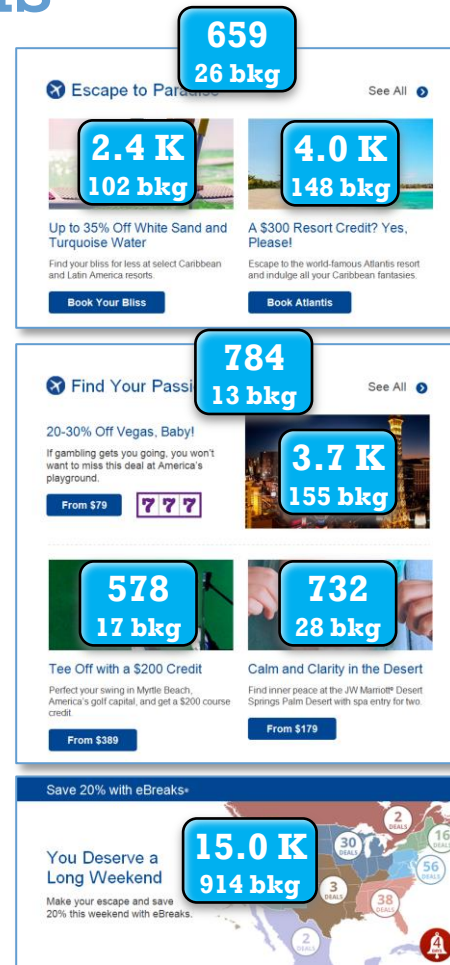
June '16 Hotel Specials link analysis

Observations

eBreaks generated more clicks than any single offer and a higher Conv% than the Field Offers section

Other Notable content:

Atlantis \$300 credit	4.0 K
% Off Vegas	3.7 K
Caribbean/Latin America	2.4 K



Core

Account Box

22% clks, 38% bks

Search

11% clks, 12% bks

Mitchell's Summer Travel Deals

San Diego from \$209

Free valet parking

Scottsdale from \$169

Family movie night

Miami from \$159

Breakfast by the airport

Hawaii vacations: 35% off

4-night all-inclusive trip

Spokane from \$149

Ale House breakfast for 2

3 nights for price of 2

Middle East & Africa

Field Offers

43% clks, 28% bks

Find & Hotel

Middle Offer

10% clks, 12% bks

Sweet! Enter to Win 100,000 Points!

Earn up to 10,000 bonus points – plus a chance to win 100K points in our summer sweeps.

Enter to Win

Getaways

3% clks, 2% bks

Up to 35% Off White Sand and Turquoise Water!

A \$300 Resort Credit? Yes, Please!

Find your bliss for less at select Caribbean and Latin America resorts.

Escape to the world famous Atlantis resort and indulge all your Caribbean fantasies.

Book Your Bliss

Book Atlantis

Experiences

3% clks, 1% bks

20-35% off

If you want to play golf

Perfect your swing in Marlin Beach, America's golf capital, and get a \$200 course credit!

From \$389

Calm and Clarity in the Desert

Find inner peace at the JW Marriott Desert Springs Palm Desert with spa entry for two.

From \$179

Save 20% with aBreaks

You Long Make a 20% off

eBreaks

7% clks, 6% bks

Account Box

16% clks, 25% bks

Search

10% clks, 9% bks

Mitchell's Summer Travel Deals

San Diego from \$209

Free valet parking

Scottsdale from \$169

Family movie night

Miami from \$159

Breakfast by the airport

Hawaii vacations: 35% off

4-night all-inclusive trip

Spokane from \$149

Ale House breakfast for 2

3 nights for price of 2

Middle East & Africa

Field Offers

50% clks, 43% bks

Find & Hotel

Middle Offer

11% clks, 13% bks

Sweet! Enter to Win 100,000 Points!

Earn up to 10,000 bonus points – plus a chance to win 100K points in our summer sweeps.

Enter to Win

TSAT

Getaways

4% clks, 4% bks

Up to 35% Off White Sand and Turquoise Water!

A \$300 Resort Credit? Yes, Please!

Find your bliss for less at select Caribbean and Latin America resorts.

Escape to the world famous Atlantis resort and indulge all your Caribbean fantasies.

Book Your Bliss

Book Atlantis

Experiences

2% clks, 0% bks

20-35% off

If you want to play golf

Perfect your swing in Marlin Beach, America's golf capital, and get a \$200 course credit!

From \$389

Calm and Clarity in the Desert

Find inner peace at the JW Marriott Desert Springs Palm Desert with spa entry for two.

From \$179

Save 20% with aBreaks

You Long Make a 20% off

eBreaks

7% clks, 3% bks

Account Box

14% clks, 17% bks

Search

5% clks, 5% bks

Mitchell's Summer Travel Deals

San Diego from \$209

Free valet parking

Scottsdale from \$169

Family movie night

Miami from \$159

Breakfast by the airport

Hawaii vacations: 35% off

4-night all-inclusive trip

Spokane from \$149

Ale House breakfast for 2

3 nights for price of 2

Middle East & Africa

Field Offers

50% clks, 39% bks

Find & Hotel

Middle Offer

16% clks, 27% bks

Sweet! Enter to Win 100,000 Points!

Earn up to 10,000 bonus points – plus a chance to win 100K points in our summer sweeps.

Enter to Win

WHPH

Getaways

5% clks, 4% bks

Up to 35% Off White Sand and Turquoise Water!

A \$300 Resort Credit? Yes, Please!

Find your bliss for less at select Caribbean and Latin America resorts.

Escape to the world famous Atlantis resort and indulge all your Caribbean fantasies.

Book Your Bliss

Book Atlantis

Experiences

2% clks, 1% bks

20-35% off

If you want to play golf

Perfect your swing in Marlin Beach, America's golf capital, and get a \$200 course credit!

From \$389

Calm and Clarity in the Desert

Find inner peace at the JW Marriott Desert Springs Palm Desert with spa entry for two.

From \$179

Save 20% with aBreaks

You Long Make a 20% off

eBreaks

7% clks, 8% bks

June '16 Destinations performance summary

	Program	Dest.	Dest. Core	Project Orange
Audience	Total	83.0 M	11.2 M	10.1 M
	Delivered	34.9%	1.6%	1.7%
	Unsub Rate	0.32% 0.1 pts	0.31% 0.0 pts	0.32% 0.0 pts
Engagement	Delivery Rate	99% 0.1 pts	100% 0.1 pts	100% 0.1 pts
	Open Rate	23.0% 0.3 pts	23.4% 3.2 pts	23.1% 3.5 pts
	Opens	19.1 M 36.8%	2.6 M 17.8%	2.3 M 19.6%
	Click Rate	2.3% 0.1 pts	1.4% 0.5 pts	1.7% 0.3 pts
	Unique Clicks	1.9 M 44.1%	159.8 K 52.1%	140.3 K 57.0%
	Click to Open Rate	10.0% 0.5 pts	6.1% 1.4 pts	6.0% 1.4 pts
	Bookings	192.8 K 60.3%	13.0 K 40.2%	10.4 K 43.8%
Financial	Revenue	\$68.9 M 53.9%	\$4.5 M 27.2%	\$3.7 M 31.7%
	Conversion Rate	10.1% 1.0 pts	8.1% -0.7 pts	7.4% -0.7 pts
	Bookings per Delivered(K)	2.3 18.8%	1.2 38.1%	1.0 41.4%
				2.2 26.9%

Observations

Destinations deliveries increased MoM by 1.6% and bookings increased by 40.2%, resulting in an overall increase in booking per delivered (K) of 38.1%

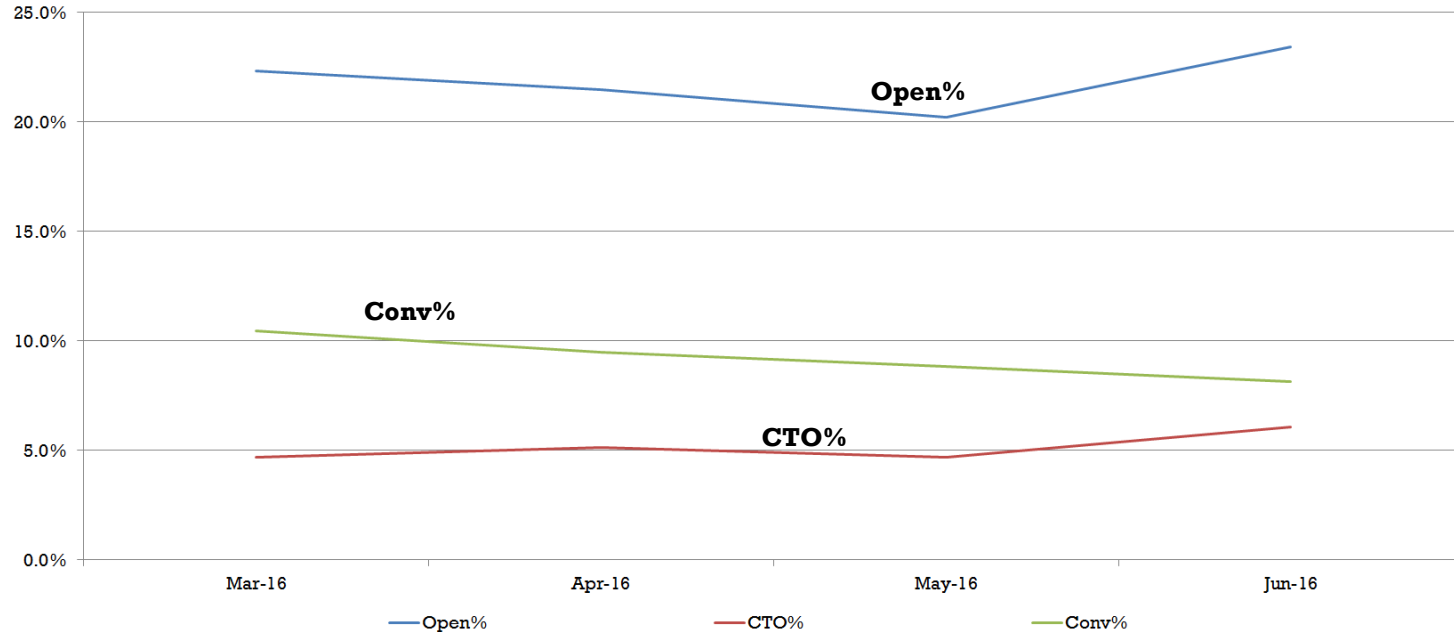
- Core Destinations (launched March) generated the most bookings, clicks, opens YTD
- PO Destinations generated the highest opens, 2nd highest bookings lifetime, 3rd highest clicks

June Destinations launched a road trip theme to be continued through the summer

- Brand vs property highlights
- 10 K Summer promo featured & generated bookings
- Top 10 Top 10 Things to Pack drove high click engagement

Note: Dashboard % changes & % pt changes are **Month over Month**, not Year over Year

Jun'16 Destinations (Core+PO) Email KPI trends



Observations

- CTO% was the highest YTD for both Core and PO versions
- Core Destinations generated the highest Open% since launch
 - **Why You Should Take a Summer Road Trip – 59,005**
 - Jim's June Trip Planner – 56,087
 - What's Your Road Trip Type, Jim? – 48,941

June '16 Core Destinations

Observations

June featured a Top Offer highlighting **Road Trip** article in **Traveler** & generated 19% of Email clicks while the Conv% (3.7%) was similar to the Trip Type below

- While overall Conv% was below average, the **Traveler** article was as **effective in driving conversions as the Trip Type content**

Top 10 Things to Pack was among the highest clicked link for all segments and demonstrated the **engagement non-hotel Travel content can generate**

- Generated more click engagement than 3 Trip Type Brands combined

In the **Trip Type** section

- All about Food generated the most clicks (Top Position)
- For TSAT All about Budget was 2nd
- For WHPH All about Family was 2nd

Click engagement with Core and TSAT audiences were near-highs

The Bottom section featured London, Chicago and Aruba and generated slightly less than average click engagement

This screenshot shows the top half of a Marriott Rewards email. At the top, there's an 'Account Box' with '33% clicks, 56% bookings' and a 'Find & Reserve' button. Below it is a 'Search' bar with '8% clicks, 10% bookings'. The main headline is 'Top Offer' with '19% clicks, 12% bookings' and a 'Plan Your Trip' button. The content includes sections for 'All About Food' (with a fruit salad image and a 'Book Renaissance' button), 'All About Family' (with a family photo and a 'Book Renaissance' button), and 'All About Budget' (with a couple photo and a 'Book SpringHill Suites' button). At the bottom, there's a 'Sweeps + Bonus Points!' section with a woman eating watermelon and a 'Book Now' button.

Destinations

What's Your Road Trip Type, Alexandria?

This screenshot shows the bottom half of the Marriott Rewards email. It features a 'Road Trip Must-Haves' section with a 'What to Pack' button. Below that is a 'Need a Car? Members Save 35%' section with a car image and a 'Book Now' button. The 'Trip Planner: Where to Book Now' section includes three destination cards: 'Go Now: London' (with a 'Book Now' button), 'Go Soon: Chicago' (with a 'Book Now' button), and 'Go Later: Aruba' (with a 'Book Now' button). At the bottom, there's a 'Bottom Offer' with '5% clicks, 2% bookings' and a 'Book Now' button.

Account Box
33% clk, 56% bks

Search
8% clk, 10% bks

DESTINATIONS JUNE

Top Offer
19% clk, 12% bks

You Really Should Road Trip This Summer

What's Your Road Trip Type, Mitchell?

All About Food

All About Family

All About Budget

Middle Offer
33% clk, 19% bks

Core

Road Trip Must-Haves

Top 10 Things to Pack

Need a Car? Members Save 30%

Trip Planner: Where to Book Now

Bottom Offer
5% clk, 2% bks

Account Box
32% clk, 51% bks

Search
9% clk, 7% bks

DESTINATIONS JUNE

Top Offer
20% clk, 18% bks

You Really Should Road Trip This Summer

What's Your Road Trip Type, Mitchell?

All About Food

All About Family

All About Budget

Middle Offer
32% clk, 21% bks

Bottom Offer
6% clk, 1% bks

Sweeps + Bonus Points!

TSAT

Road Trip Must-Haves

Top 10 Things to Pack

Need a Car? Members Save 30%

Trip Planner: Where to Book Now

Bottom Offer
6% clk, 1% bks

Account Box
32% clk, 41% bks

Search
7% clk, 9% bks

DESTINATIONS JUNE

Top Offer
19% clk, 15% bks

You Really Should Road Trip This Summer

What's Your Road Trip Type, Mitchell?

All About Food

All About Family

All About Budget

Middle Offer
33% clk, 23% bks

Bottom Offer
7% clk, 12% bks

Sweeps + Bonus Points!

WHPH

Road Trip Must-Haves

Top 10 Things to Pack

Need a Car? Members Save 30%

Trip Planner: Where to Book Now

Bottom Offer
7% clk, 12% bks

Observations

- Click and booking engagement were more similar across segments with June Destinations than with other campaigns

June '16 Solo performance summary

	Program	Solos
Audience	Total Delivered	83.0 M 34.9%
	Unsub Rate	0.32% 0.1 pts
	Delivery Rate	99% 0.1 pts
Engagement	Open Rate	23.0% 0.3 pts
	Opens	19.1 M 36.8%
	Click Rate	2.3% 0.1 pts
	Unique Clicks	1.9 M 44.1%
	Click to Open Rate	10.0% 0.5 pts
Financial	Bookings	192.8 K 60.3%
	Revenue	\$68.9 M 53.9%
	Conversion Rate	10.1% 1.0 pts
	Bookings per Delivered(K)	2.3 18.8%

Solos

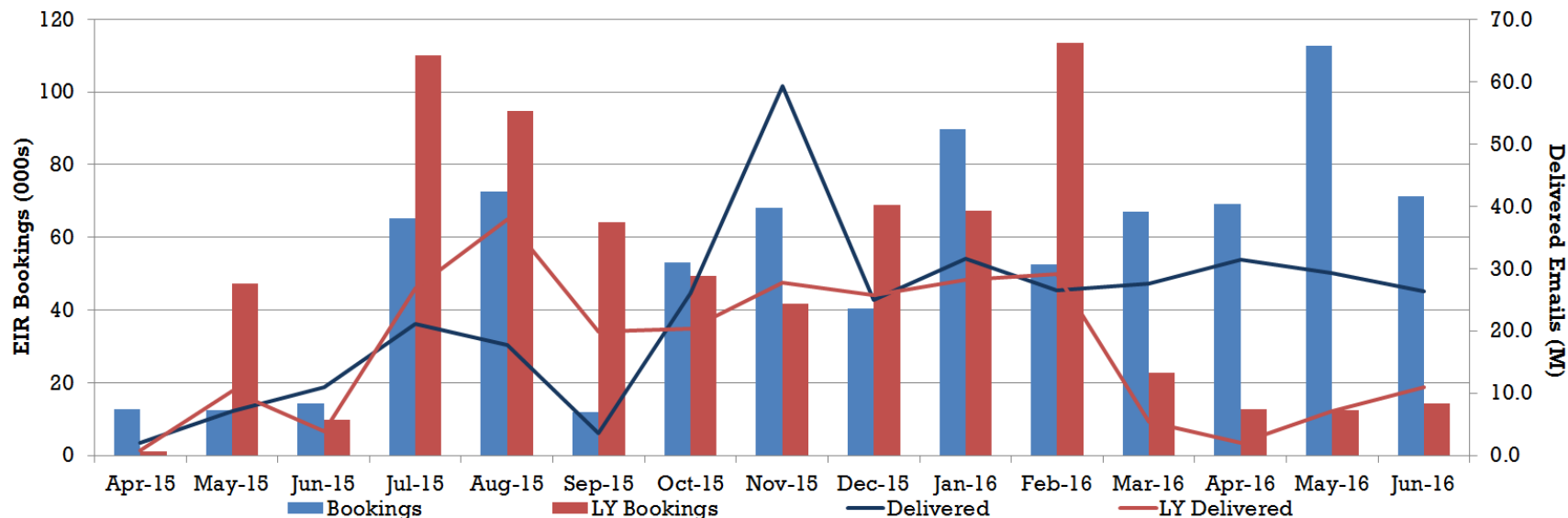
Observations

Solo deliveries increased YoY by 139.2% and bookings increased by 397.8%, resulting in a net increase in booking/delivered of 108.1%

June Solo launches

- Moments Launch
- Instagram highlight
- Summer Promotion

June '16 Solo MoM performance summary



June Key Solo mailings

	<u>Delivered / EIR Bookings</u>
June '16: Moments Intro	11 M / 11.1 K
Instagram	9.7 M / 21.6 K
METT	2.6 M / 2.8 K
Hertz	1.0 M / 2.6 K
Summer Promo	885 K / 8.3 K

	<u>Delivered / EIR Bookings</u>
June '15: Delta MEO	10.0 M / 10.6 K
METT	798 K / 489
Abandoned Search	104 K / 3.1 K
Delta Duplicate	12.7 K / 7

Summer Bonus results to-date

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Summer Promo '16	44.2 M	70.5 K	\$24.6 M	1.6
Spring MegaBonus '16	37.5 M	126.1 K	\$39.8 M	3.4
Fall MegaBonus '15	29.1 M	121.7 K	\$39.2 M	4.2

Observations:

- Drove 14% of June bookings
- Lower booking/delivered to previous MegaBonus campaigns are due to less dedicated Solo touchpoints and reliance on Core campaign support
- Featured in eNews, Hotel Specials, Destinations and helped generate among the highest YTD click engagement for these campaigns

Leverage base communication modules to persistently support content & maximize engagement on top of dedicated touchpoints

Summer Promo First 2 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Announcement	8.7 M	50.0 K	\$18.1 M	5.7
Preview	6.7 M	15.2 K	\$5.6 M	2.3
Registration Confirmation	534.8 K	6.8 K	\$2.5 M	12.8
Registration Reminder	1.9 M	4.3 K	\$1.6 M	2.3
eNews Sep '15	10.2 M	27.2 K	\$4.5 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$7.0 M	17.6
Fall MegaBonus '15	29.1 M	121.7 K	\$39.2 M	4.2
Achievement	29.5 K	3.7 K	\$1.2 M	127.0
Announcement	7.8 M	45.9 K	\$16.2 M	5.9
Preview	7.9 M	25.6 K	\$9.8 M	3.3
Registration Confirmation	296.2 K	4.4 K	\$1.6 M	14.8
eNews Feb '16	10.6 M	29.3 K	\$4.4 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.4 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
Spring MegaBonus '16	37.5 M	126.1 K	\$39.8 M	3.4
Announcement	9.8 M	45.6 K	\$16.1 M	4.7
Registration Confirmation	785.6 K	11.1 K	\$3.6 M	14.1
PO-Offers May '16	1.1 M	424	\$157.7 K	0.4
Destinations Jun '16	10.1 M	611	\$203.8 K	0.1
PO-Destinations Jun '16	1.2 M	313	\$102.1 K	0.3
Hotel Specials Jun '16	9.3 M	1.7 K	\$580.5 K	0.2
PO-Offers Jun '16	1.1 M	678	\$219.0 K	0.6
eNews Jun '16	11.0 M	10.1 K	\$3.5 M	0.9
PO-Benefits Jun '16	1.2 M	5.1 K	\$1.8 M	4.4
Summer Promo '16	44.2 M	70.5 K	\$24.6 M	1.6

Spring '16 MegaBonus Report Card

MB Report Card Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Spring '16	336.3 K	21.8 K	\$7.43 M	67.1%	41.1%	23.5%	64.9
Fall '15	283.7 K	9.6 K	\$3.53 M	65.0%	29.0%	17.9%	33.7
Spring '15	244.0 K	4.2 K	\$1.51 M	68.1%	14.8%	17.3%	17.4

Observations

The Spring '16 Report card:

- Generated significantly higher Click to open and Conversion rates than previous versions;
- MegaBonus Booking per delivered only surpassed by Registration achievement
- Acknowledges most engaged members

Leverage the success of Report card by:

- Continuing to reflect member activity
- Expanding activity summaries to other campaigns
- Promote aligned content to a highly engaged audience

Spring '16

Your MegaBonus Was a Win-Win-Win

The screenshot shows a personalized report card for Alexandria. It features a 'MegaBonus' banner with a photo of Alexandria holding a trophy. Below the banner, it says 'Congratulations, Alexandria! Look at All You WON During MegaBonus®'. The report card displays various metrics: Total Points Earned (333,333), Free Nights Earned (1), Stays (52), and Nights (365). It also includes a 'View Your Account' button and a section for 'Where to Use Your Free Nights' with options like Residence Inn, Courtyard, and SpringHill Suites.

Fall '15

Your MegaBonus results are in!

The screenshot shows a personalized report card for Alexandria. It features a 'MEGABONUS' banner with a photo of a boat on a lake. Below the banner, it says 'Congratulations, Alexandria! Here's What You Earned During MegaBonus®'. The report card displays various metrics: MegaBonus Points Earned (333,333), Total Points Earned (333,333), Stays (52), and Nights (365). It also includes a 'View Your Account' button and a section for 'MegaBonus Photo Contest Winners' with photos of winners.

Spring '15

Your MegaBonus results are in!

The screenshot shows a personalized report card for Alexandria. It features a 'MEGABONUS' banner with a photo of a boat on a lake. Below the banner, it says '[Alexandra], Here's What You Accomplished With MegaBonus®'. The report card displays various metrics: [100,000] Bonus Points Earned with MegaBonus, [100,000] Total Points Earned, [90] Stays, and [90] Nights. It also includes a 'Discover All the Great Ways You Can Redeem Your Points' section with options like booking a vacation, shopping for merchandise, and upgrading a room.

MegaBonus final results

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Spring '16	74.9 M	201.7 K	\$66.1 M	2.7
Fall '15	61.4 M	165.8 K	\$55.5 M	2.7
Spring '15	50.2 M	182.2 K	\$51.7 M	3.6

Observations:

Nearly 40% of bookings came from modules in base communications

- While this may have impacted booking per delivered efficiency it likely generated incremental click & booking engagement

Continue to leverage base communications to persistently support content & maximize engagement

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Announcement	7.8 M	35.6 K	\$13.5 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.2 M	36.9
First Hurdle Progress Check In	233.3 K	7.3 K	\$2.8 M	31.2
No Stays Progress Check In	470.3 K	7.4 K	\$2.4 M	15.6
Preview	6.0 M	9.8 K	\$3.4 M	1.6
Registration Confirmation	662.3 K	8.5 K	\$3.0 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.9 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.3 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.8 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Total Earned	244.0 K	4.2 K	\$1.5 M	17.4
Spring '15	50.2 M	182.2 K	\$51.7 M	3.6
Announcement	8.7 M	50.0 K	\$18.1 M	5.7
First Hurdle Progress Check In	252.0 K	6.0 K	\$2.1 M	23.7
No Stays Progress Check In	195.0 K	1.6 K	\$578.0 K	8.4
Plus Up	1.3 M	1.8 K	\$526.6 K	1.3
Preview	6.7 M	15.2 K	\$5.6 M	2.3
Registration Confirmation	695.9 K	8.6 K	\$3.2 M	12.3
Registration Reminder	2.5 M	6.1 K	\$2.2 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.5 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$7.0 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.9 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.0 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Total Earned	283.7 K	9.6 K	\$3.5 M	33.7
Fall '15	61.4 M	165.8 K	\$55.5 M	2.7
Achievement	232.9 K	32.2 K	\$11.3 M	138.3
Announcement	7.8 M	45.9 K	\$16.2 M	5.9
Preview	7.9 M	25.6 K	\$9.8 M	3.3
Registration Confirmation	487.3 K	6.9 K	\$2.4 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.7 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.4 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.4 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.5 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Total Earned	336.3 K	21.8 K	\$7.4 M	64.9
Spring '16	74.9 M	201.7 K	\$66.1 M	2.7

Hertz Solo

Hertz Promo Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Jun '16	997.1 K	2.6 K	\$990.0 K	23.2%	6.1%	18.6%	2.6
Mar '16	996.3 K	3.1 K	\$1.06 M	23.8%	7.3%	17.7%	3.1
Oct '15	995.1 K	2.4 K	\$816.0 K	22.8%	6.9%	15.3%	2.4
Apr '15	995.4 K	2.2 K	\$784.5 K	25.8%	6.4%	13.2%	2.2
Jun '14	961.0 K	5.0 K	\$1.70 M	30.4%	8.7%	19.6%	5.2
Jan '14	984.7 K	4.5 K	\$1.50 M	38.3%	5.3%	22.3%	4.5
Nov '13	938.2 K	2.3 K	\$688.1 K	28.4%	5.0%	17.3%	2.4

Observations

The June Hertz promo featured a supporting content module leveraging the Road Trip theme highlighted in eNews and Destinations; this addition did not appear to increase overall click engagement

Save Up to 35% This Spring With Hertz

First Name
Last Name
Member Status

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

###

Your Account »

###

Points

###

Nights

Book Now. Save and Earn Big.
You can save up to 35% off Hertz rental rates and earn up to 5,000 points as a Marriott Rewards® member.

Save & Earn Now

This offer is good on rentals picked up through September 30, 2016 at participating airports and off airport locations in the U.S., Canada, Europe, Mexico, Puerto Rico, Australia and New Zealand.

+2K

2,000 points for 2- to 4-day rentals

+5K

5,000 points for rentals of 5 days or more

Plan your trip today. Book online or call Hertz at 1-800-654-2210. Mention discount code CDP 154080, PC 169680, along with your Marriott Rewards number.

This is the Summer of the Road Trip
With gas prices at an all time low, there's no better time to plan your cross-country route--and we've got plenty of inspiration!

»

Moments Intro Solo

Program Benefits/ Redemptions	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Moments Intro	11.2 M	11.1 K	\$4.17 M	21.2%	5.5%	8.6%	1.0
Elite Benefits	11.1 M	32.4 K	\$11.80 M	25.9%	8.9%	12.6%	2.9
Member Rates	14.4 M	19.8 K	\$7.65 M	23.1%	6.0%	9.9%	1.4
Fab Four	11.3 M	25.1 K	\$8.97 M	29.9%	6.7%	11.0%	2.2
Flash Perks	43.3 M	165.0 K	\$55.53 M	25.7%	12.8%	11.6%	3.8
Incent-Redemption '16	1.0 M	8.1 K	\$3.13 M	43.9%	15.3%	11.8%	7.9

Observations

Comparing Moments introduction to other Redemption opportunities, as well as, new benefit announcements

- Lowest overall Open% suggests audience may not have found the featured experience highly compelling, though it may have to a particular audience
- CTO% was the lowest
 - General categories were featured vs specific redemption examples
- Conv% was lowest

SPG Moments solo may provide a better baseline on expectations for member response to this program feature

Meet Demi Lovato & Nick Jonas

The screenshot shows the Marriott Rewards website interface. At the top, there's a header with the Marriott Rewards logo and a 'Find & Reserve' button. Below the header, there's a navigation bar with tabs for Silver 10, Gold 50, and Platinum 75. The main content area features a large image of a Ferris wheel at night with fireworks. Below the image, there's a section titled 'New! Use Points to Pursue Your Passions' with a 'Shop Experiences' button. Further down, there's a 'Featured Experience' section for 'Meet Demi Lovato & Nick Jonas' with a small image of the couple. Below this, there's a 'All-New Experiences' section with four featured experiences: Culinary (Wine tastings, celeb chef cooking classes & more), Entertainment (VIP access to events, shows & more), Lifestyle (Trips of a lifetime, from dream cars to dream proposals), and Sports (Excursions, meetings with pro athletes & more). At the bottom, there's a 'Browse New Experiences' button.

Instagram Solo

Instagram Solo

Jim, Follow us on Instagram + 500
bonus points

Social Media Focus	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Instagram Solo	9.7 M	21.6 K	\$7.5 M	21.8%	11.7%	8.7%	2.2

Observations

While engagement was likely influenced by the 500 bonus pt offer, Click to open rate was slightly higher than June Solo average and booking per delivered was slightly below June average (2.7) which suggests other social channel highlights can be supported in email

Instagram Solo

Jim, Follow us on Instagram + 500 bonus points

First Name
Last Name
Member Status

Marriott
REWARDS
.....

Find & Reserve




Silver 10Gold 50Platinum 75


Your Account »

Points

Nights

Search Marriott Rewards Member Rates









FOLLOW US ON
INSTAGRAM

@MARRIOTTREWARDS

+ FOLLOW





GO SOMEWHERE BEAUTIFUL


You can now discover and book your favorite hotel via Instagram. Plus, get 500 bonus points when you follow us now through June 21st.* Here's how:

1 Follow us on Instagram


2 Click the link in our bio

3 Enter the email address associated with your Marriott Rewards account for 500 bonus points

Follow @MarriottRewards



*See offer details



6

PO Nonmember Free Night Certificate Solo

PO NM Free Cert. Solo	Delivered	Enrollments	Open%	CTO%	Conv%	Enroll /Dlvd(k)
TSAT	38.4 K	122	28.3%	2.2%	0.4%	3.2
WHPH	5.1 K	16	28.3%	1.8%	3.8%	3.1
Total	43.5 K	138	28.3%	2.1%	0.8%	3.2

Observations

Comparing WHPH Free Night Offers vs the WHPH Taste of Gold (March), Taste of Gold generated higher Open, Click to Open and enrollment rates, resulting in a enrollment/delivered of 8.2

WHPH Taste of Gold

Open% 29.9%

CTO% 3.3%

Conv% 83.6%

WHPH

Oh What a (FREE) Night!

First Name Last Name **Marriott** Find & Reserve

Search Marriott Rewards Member Rates

OH WHAT A FREE NIGHT!
STAY TWICE, GET A FREE NIGHT

Where Will You Go, Alexandria?
Join Marriott Rewards® today and earn a **free night certificate** when you make 2 paid stays at any of our 4,200+ hotels worldwide. [Join Now](#)

Your Free Night is as Easy as 1-2-3

Step 1: Enroll in Marriott Rewards Step 2: Make 2 Paid Stays Step 3: Earn Your Free Night

[Sign Me Up!](#)

TSAT

Oh What a (FREE) Night!

First Name Last Name **Marriott** Find & Reserve

Search Marriott Rewards Member Rates

OH WHAT A FREE NIGHT!
STAY TWICE, GET A FREE NIGHT

Where Will You Go, Alexandria?
Join Marriott Rewards® today and earn a **free night certificate** when you make 2 paid stays at any of our 4,200+ hotels worldwide. [Join Now](#)

Your Free Night is as Easy as 1-2-3

Step 1: Enroll in Marriott Rewards Step 2: Make 2 Paid Stays Step 3: Earn Your Free Night

[Sign Me Up!](#)

June '16 Lifecycle performance summary

		Program	Lifecycle
Audience	Total Delivered	83.0 M 34.9%	4.7 M 36.7%
	Unsub Rate	0.32% 0.1 pts	0.68% 0.2 pts
	Delivery Rate	99% 0.1 pts	97% 2.3 pts
Engagement	Open Rate	23.0% 0.3 pts	32.7% -0.9 pts
	Opens	19.1 M 36.8%	1.5 M 33.2%
	Click Rate	2.3% 0.1 pts	6.4% -0.3 pts
	Unique Clicks	1.9 M 44.1%	298.2 K 30.9%
	Click to Open Rate	10.0% 0.5 pts	19.5% -0.3 pts
Financial	Bookings	192.8 K 60.3%	22.5 K 17.7%
	Revenue	\$68.9 M 53.9%	\$9.1 M 17.4%
	Conversion Rate	10.1% 1.0 pts	7.6% -0.8 pts
	Bookings per Delivered(K)	2.3 18.8%	4.8 -13.9%

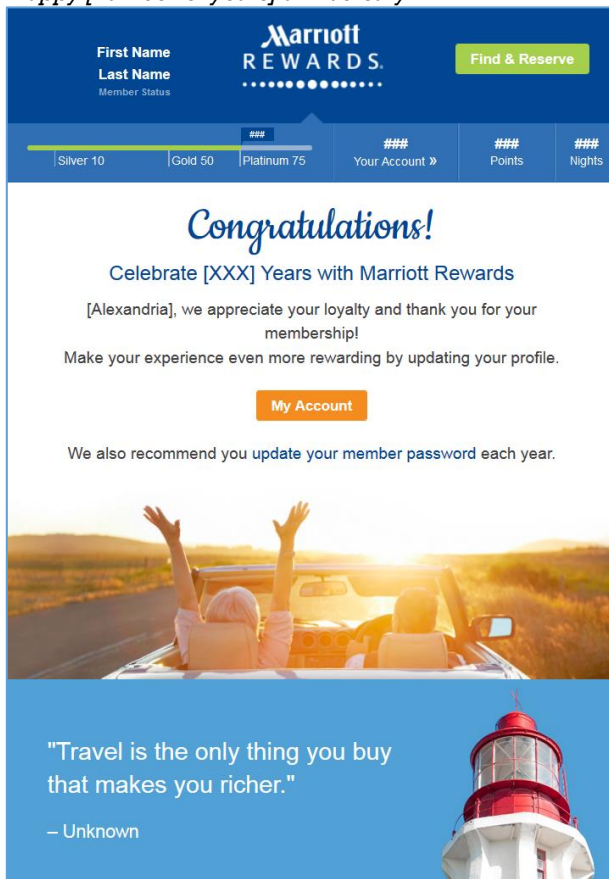
Observations

Delivery increased YoY by 36.7% and bookings increased by 17.7%, resulting in a decrease in bookings per delivered (K) of 13.9%

- YoY decreases in CTO% and Booking per delivered have been BAU performance Onboarding campaigns which generates high Lifecycle campaign volume and lower than average CTO% and Conv%
- Winback was not live in 2015 whose performance would have decreased June'15 email KPI's

Lifecycle: Membership Anniversary

Happy [number of years] anniversary!



The image shows a screenshot of a Marriott Rewards anniversary email. At the top, it says 'First Name Last Name Member Status' and 'Marriott REWARDS'. Below that is a progress bar showing 'Silver 10', 'Gold 50', and 'Platinum 75'. The main body of the email says 'Congratulations! Celebrate [XXX] Years with Marriott Rewards' and 'Celebrate [XXX] Years with Marriott Rewards'. It then says '[Alexandria], we appreciate your loyalty and thank you for your membership! Make your experience even more rewarding by updating your profile.' and 'We also recommend you update your member password each year.' At the bottom, there is a quote: 'Travel is the only thing you buy that makes you richer.' and a small image of a lighthouse.

Anniversary Lifecycle	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Jun '15	404.4 K	1.5 K	\$563.3 K	35.6%	15.4%	6.7%	3.7
Jul '15	909.2 K	3.5 K	\$1.2 M	35.5%	14.6%	7.4%	3.9
Aug '15	867.3 K	3.1 K	\$1.2 M	35.8%	14.0%	7.2%	3.6
Sep '15	816.6 K	2.9 K	\$1.1 M	34.4%	14.4%	7.3%	3.6
Oct '15	817.8 K	2.9 K	\$991.1 K	34.9%	14.1%	7.1%	3.5
Nov '15	750.3 K	2.4 K	\$826.0 K	34.8%	14.1%	6.5%	3.2
Dec '15	618.8 K	1.9 K	\$706.7 K	32.3%	13.0%	7.5%	3.1
Jan '16	820.9 K	3.1 K	\$1.2 M	36.1%	13.0%	8.1%	3.8
Feb '16	812.1 K	2.5 K	\$924.0 K	32.0%	13.0%	7.5%	3.1
Mar '16	922.0 K	3.1 K	\$1.1 M	34.8%	12.4%	7.8%	3.4
Apr '16	890.0 K	3.3 K	\$1.1 M	35.2%	12.9%	8.2%	3.7
May '16	970.5 K	2.9 K	\$1.0 M	33.1%	12.2%	7.3%	2.9
Jun '16	892.5 K	2.8 K	\$1.0 M	33.4%	12.0%	7.7%	3.1
Average	807.1 K	2.8 K	\$991.5 K	34.5%	13.5%	7.4%	3.4

Observations

After a full year, Anniversary campaign

- Open% declined slightly
- CTO% fell 22% YoY, steady declining each month
- Conv% remains consistent and was 4.7% higher than the 11-month average in June '16

Lifecycle: Onboarding

Onboarding generates ~11% of Lifecycle volume and Open%, CTO% are all well below Lifecycle campaign average

June performance has been consistent since launch

- Open% after the first message tapers to ~ 16%, below program average

Welcome (Points) Email series KPI's follow similar trends with each progressive message

Continue to monitor and connect to longer term engagement KPI's after 6 months

- Drive new member loyalty at a faster rate
- Increase # of new members booking their 2nd stay

Future considerations

- Connecting the series together: themed subject lines, less than 10 days between mailings

March-June Onboarding	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Account Tips	547.6 K	893	\$283.3 K	20.2%	11.3%	7.1%	1.6
Earning Points	486.4 K	521	\$185.8 K	16.9%	10.3%	6.2%	1.1
Travel Inspiration	431.3 K	389	\$151.3 K	16.3%	7.8%	7.1%	0.9
Community	374.7 K	279	\$103.1 K	15.3%	5.3%	9.2%	0.7
Total	1.8 M	2.1 K	\$723.4 K	17.4%	9.2%	7.1%	1.1

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



June '16 Project Orange performance summary

		Program	Project Orange
Audience	Total Delivered	83.0 M 34.9%	3.4 M 284.3%
	Unsub Rate	0.32% 0.1 pts	0.18% 0.0 pts
	Delivery Rate	99% 0.1 pts	100% 0.4 pts
Engagement	Open Rate	23.0% 0.3 pts	27.6% 2.4 pts
	Opens	19.1 M 36.8%	947.5 K 321.6%
	Click Rate	2.3% 0.1 pts	4.0% 2.1 pts
	Unique Clicks	1.9 M 44.1%	137.6 K 715.9%
	Click to Open Rate	10.0% 0.5 pts	14.5% 7.0 pts
Financial	Bookings	192.8 K 60.3%	21.5 K 858.5%
	Revenue	\$68.9 M 53.9%	\$7.7 M 825.4%
	Conversion Rate	10.1% 1.0 pts	15.6% 2.3 pts
	Bookings per Delivered(K)	2.3 18.8%	6.3 149.4%

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	16.6 K	\$6.1 M	31.8%	16.5%	21.5%	11.3	0.15%
Benefits	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%
Destinations	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
Offers	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%
NM Solo	5.1 K	1	\$5.9 K	28.3%	1.8%	3.8%	0.2	0.4%
TSAT	2.0 M	4.9 K	\$1.6 M	24.4%	12.6%	8.1%	2.5	0.20%
Benefits	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%
Destinations	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Offers	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%
NM Solo	38.4 K	1	\$300	28.3%	2.2%	0.4%	0.0	0.4%
Total	3.4 M	21.5 K	\$7.7 M	27.6%	14.5%	15.6%	6.3	0.18%

Observations

- YoY comparisons are based on a single PO-targeted Solo (Recommendations) sent in May
- 3rd highest monthly bookings to date, CTO% & booking/delivered
- 2nd highest CTO% YTD, 1st was with Feb MegaBonus launch; unlike with MegaBonus, Conv% were below average for both segments

Compared to the base email program, PO-dedicated campaigns: Generated +19.7% Open%, +45.4% CTO% +55.2% higher Conv%

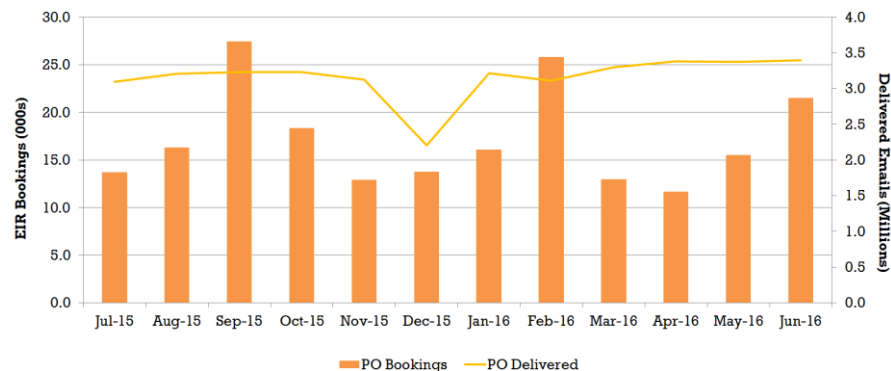
June '16 Email overview & MoM trends

June Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	16.6 K	\$6.1 M	31.8%	16.5%	21.5%	11.3	0.15%
Benefits	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%
Destinations	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
Offers	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%
NM Solo	5.1 K	1	\$5.9 K	28.3%	1.8%	3.8%	0.2	0.4%
TSAT	2.0 M	4.9 K	\$1.6 M	24.4%	12.6%	8.1%	2.5	0.20%
Benefits	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%
Destinations	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Offers	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%
NM Solo	38.4 K	1	\$300	28.3%	2.2%	0.4%	0.0	0.4%
Total	3.4 M	21.5 K	\$7.7 M	27.6%	14.5%	15.6%	6.3	0.18%

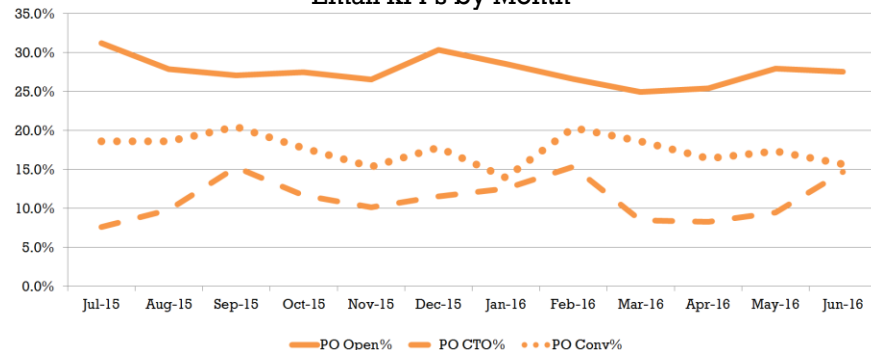
Observations

- 3rd highest monthly bookings to date, CTO% & booking/delivered
 - All campaigns featured the Summer promo
- Benefits generated 2nd highest clicks and 3rd highest bookings to date
- Destinations generated the 2nd highest bookings and 3rd highest clicks to date (highest YTD)
- Offers generated highest bookings to date and 2nd highest clicks to date

Bookings by Month



Email KPI's by Month



Benefits overview and MoM trends

Observations

Overall

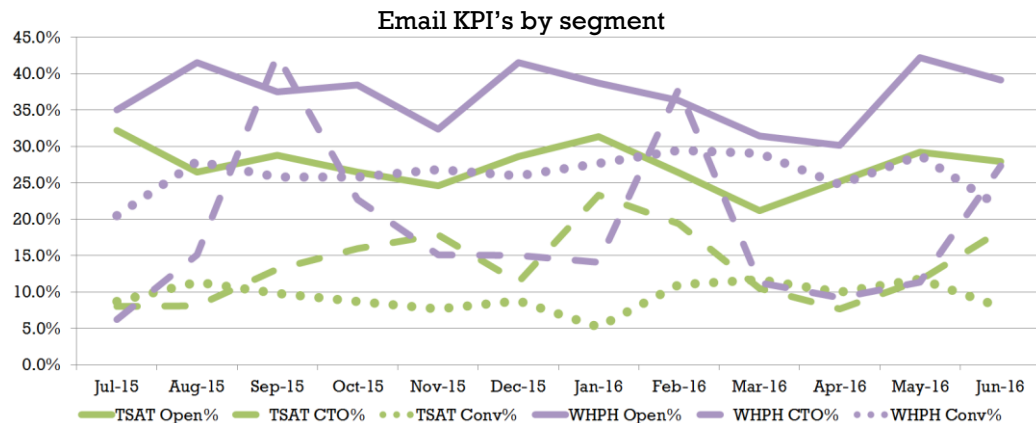
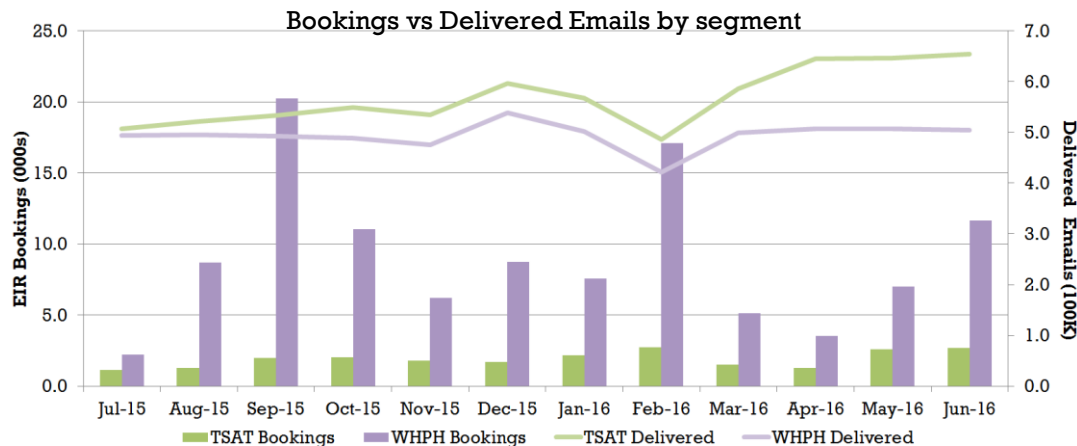
- June booking/delivered was above average (6.3 vs 5.1 YTD) due primarily to CTO%, which was the 3rd highest to date
- Overall support of Summer Promo likely drove high click engagement
- Conv% was 16.3% lower than the to-date average and the 3rd lowest of all time

TSAT

- 2nd highest bookings and booking/delivered to date due to increasing audience size and high CTO%
- 3rd lowest Conv% since launch

WHPH

- 3rd highest bookings and booking/delivered to date
- Highest clicks YTD, 2nd highest all-time featuring new member benefits & Summer promo
- June Conv% was 18.7% lower compared to the to-date average



WHPH & TSAT click engagement & Conv% was higher with Core versions than Benefits

June eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT eNews	67.3 K	17.6 K	337	\$112.5 K	26.2%	22.3%	8.6%	5.0	0.17%
TSAT Benefits	655.1 K	183.2 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.19%
%△					7%	-17%	-7%	-18%	
WHPH eNews	53.9 K	20.0 K	1.5 K	\$535.7 K	37.1%	29.3%	25.5%	27.8	0.14%
WHPH Benefits	505.0 K	197.7 K	11.7 K	\$4.35 M	39.1%	27.3%	21.6%	23.1	0.14%
%△					5%	-7%	-15%	-17%	

The subject line in the PO versions resonated better than Core versions

Core eNews

Introducing New Benefits (Test & Roll winner)

Introducing New Benefits

View Your June Points Balance

TSAT

New Member Benefits

New! Redeem Points for Experiences

These New Benefits Will Take You Places

WHPH

Get Your New Benefits

Find Lowest Rates, Late Checkout and More

Jim's New Member Benefits

CTO% delta between Core and PO decreased in June (previous months averaged ~ 40%)

- Core versions had ~80 links while TSAT Benefits ~70 (City Scene) & WHPH Benefits ~60
- **That TSAT had more links than WHPH but had lower click engagement, suggesting amount of content is not the only factor in click engagement**

June WHPH Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	505.0 K	11.7 K	\$4.3 M	39.1%	27.3%	21.6%	23.1	0.1%

Observations

2nd highest volume of clicks YTD, 3rd highest all-time

Top Offer generated 78% of Email clicks, ½ to Member Benefits & Sweepstakes/Freddie; of the clicks that went to New member benefits

- 59% of Member Benefit clicks went to main CTA
- 22% to Elite Concierge Service
- 14% to Late Checkout

All of which generated similar Conv% rates of ~18%; **WHPH continued high book to click intent; increasing amount of content to WHPH may gain incremental clicks & bookings**

The volume of clicks generated to each section were above YTD averages respectively

- The section header (“Your Marriott Rewards”) continued to generated the highest click out of any link
- The clicks to milestone with % bonus stays & [X] nights fell by 60% MoM
- MRCC Summer Sweeps generated the 3rd highest clicks of any link in Rewards
- eBreaks was added and generated nearly the same number of clicks as the milestone, but one of the lowest link Conv% rates

Benefits

Your Account: Get Your New Benefits

Redeem - Hotel
1% clks, 1% bks



Portland Marriott Downtown Waterfront
Stay in the middle of it all at Waterfront Park and head to your stay with expertly curated boutique rights at B&B by Tru.



Beverly Hills Marriott
Get the VIP treatment in Hollywood. You deserve it.

London Marriott Hotel Park Lane
Supersedes just like you.

Conquer Your World With Points Earn More

Earn/Rdm-Prod
3 clks, 2% bks

Earn 80,000 + 7,500 Bonus Points
Plus, an annual Free Night Stay and guaranteed Elite Status.

Learn More
Win a Free Night Stay
Enter now for a chance to receive a free night at one of 4,000+ Marriott locations.

Enter to Win

Hotel Openings
1% clks, 1% bks

Courtyard® New York Downtown
Manhattan/World Trade Center Area

Stay steps away from the World Trade Center, NYSE.
Book the Big Apple

Domes of Elands,
Autograph Collection®
Lounge in your private beach with views of Spring Lake Island.

Renaissance® Montreal
Downtown Hotel
Experience the heart of Montreal from Central St. Catherine Street.

eBreaks
1% clks, 1% bks

June Non-Member WHPH Benefits

Non-Member Benefits

[FNAME,]Become a Member & Get Amazing Benefits

The screenshot displays a vertical stack of promotional banners for Marriott Rewards. The banners include:

- Account Box**: 3%, 0 bks
- Search**: 3%, 0 bks
- Top Offer**: 51%, 0 bks
- Rewards**: 23%, 0 bks
- Hotel Openings**: 6% clks, 0 bks
- eBreaks**: 9% clks, 0 bks

Below the banners, there are sections for hotel listings, including 'Courtyard New York Downtown Manhattan/World Trade Center Area' and 'Renaissance Montreal Downtown Hotel'.

June Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	5.7 K	0	0	26.7%	2.0%	0.0%	-	0.5%

Observations

The Non-Member version of Benefits featured New Member benefits, sweepstakes and MRCC offer

Compared to May Nonmember Benefits (featuring Member Rates), June

- Generated a 5% higher Open rate
- 25% higher Click to Open rate

June TSAT Benefits

June Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	655.1 K	2.7 K	\$912.6 K	28.0%	18.5%	8.0%	4.1	0.2%

Observations

2nd highest volume of clicks to date

Top Offers generated 59% of Email clicks (32% Benefits, 27% Summer Promo); of the clicks that went to New member benefits:

- 60% went to “Elite Benefits Takeover Link”
- 15% to Elite Concierge & Late Checkout

Compared to YTD section click engagement:

- Account Box, Rewards, and Search saw above average click engagement
- City Scene and Hotel Openings saw below average click engagement
- Milestone (% bonus stays & [X] nights) dropped by 50%

While Top Offer may have cannibalized some clicks, increases in evergreen links (Account Box/Search) suggests the importance of persistent and general links to site for TSAT

MoM click engagement to eBreaks fell by 62% which may be due to cannibalization or potential fatigue; Conv% was slightly below link average

Account Box
17% clks, 33% bks

Search
5% clks, 5% bks

Top Offer
32% clks, 24% bks

Top Offer 2
27% clks, 21% bks

Rewards - Head
2% clks, 6% bks

Rewards - Main
7% clks, 4% bks

Redeem - Hotel
2% clks, 2% bks

Benefits

Your Account: These New Benefits Will Take You Places

Earn
3% clks, 2% bks



Hotel Openings
1% clks, 0% bks



City Scene
1% clks, 0% bks



eBreaks
2% clks, 1% bks



June Non-Member TSAT Benefits

Non-Member Benefits

[FNAME,]Become a Member & Get
Amazing Benefits

June Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	42.8 K	0	\$0	25.5%	2.8%	0.0%	-	0.4%

Observations

The Non-Member version of Benefits featured New Member benefits, sweepstakes and MRCC offer

Compared to May Nonmember Benefits (featuring Member Rates), June:

- Generated a 5% higher Open rate
- 55% higher Click to Open rate

Account Box

8%, 0 bks

Search

2%, 0 bks

Top Offer

59%, 0 bks

■ Marriott Rewards® Member Rates: get the lowest rates at Marriott.com >
■ Elite Concierge Program: personal concierge for hotel experiences >

Sweeps + Bonus Points
We're giving away 10 million points! Join

Rewards

10%, 0 bks

Learn More

Hotel Openings

6%, 0 bks

The Saint Hotel Key West, Autograph Collection®
Doesn't every trip start with a stay at one of our hotels?
Book Now

Find a Hotel

City Scene

6%, 0 bks

Coast to Coast: 100 Years of National Parks
Celebrate the U.S. National Parks Service Centennial with a trip to a park (or a few).
Find a Park

10 Best National Park Views
2016 Free Entrance Days
Activities That'll Surprise You
Use your camera ready - or not!
Mark your calendar ready - or not!
But you didn't know you could have and have.

Astoria: The Mayflower® Hotel Autograph Collection
Washington, D.C. has 24 national parks. Stay within walking distance of the happy life.

Washington, D.C. has 24 national parks. Stay within walking distance of the happy life.

eBreaks

7%, 0 bks

Offers overview and MoM trends

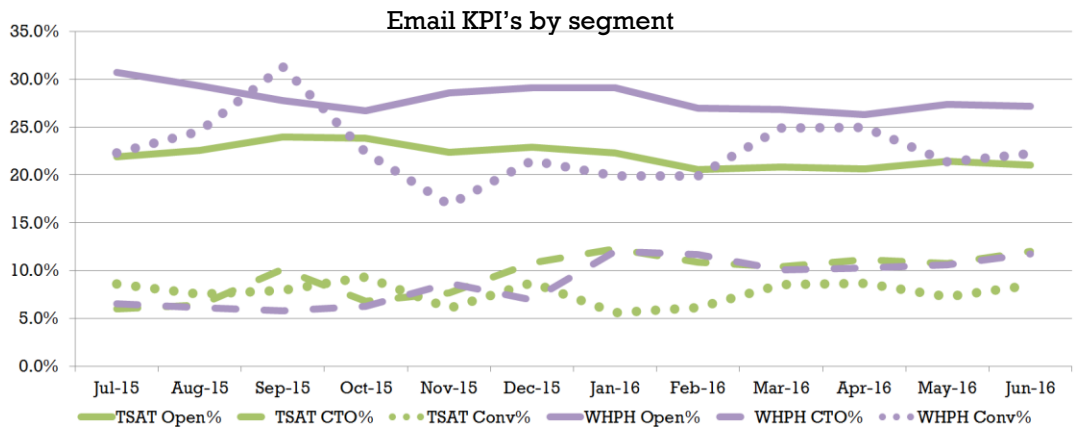
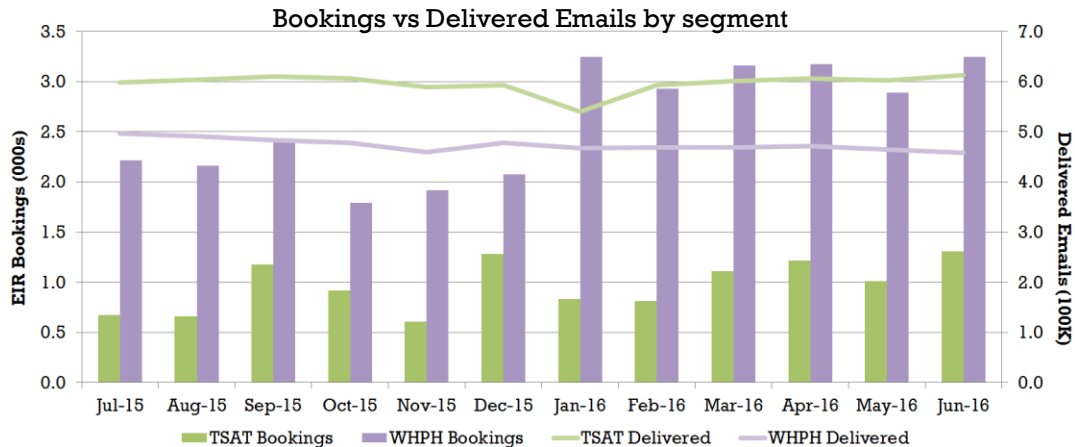
Observations

Overall

Highest bookings & booking/delivered to date due to high click engagement

- 3rd highest clicks and 2nd highest CTO% to date
- Both TSAT & WHPH followed these trends

Summer Promo was featured as a distinct section and likely generated incremental clicks and bookings



PO Segments – Control Group Hotel Specials vs Offers

June HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
TSAT HS	133.6 K	29.7 K	276	\$116.8 K	22.2%	11.7%	7.9%	2.1	0.16%
TSAT Offers	612.7 K	128.8 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.18%
%△					-6%	3%	7%	3%	
WHPH HS	99.5 K	27.4 K	784	\$308.2 K	27.6%	12.1%	23.6%	7.9	0.09%
WHPH Offers	458.0 K	124.5 K	3.2 K	\$1.18 M	27.2%	11.7%	22.3%	7.1	0.12%
%△					-2%	-3%	-6%	-10%	

- Open rate for PO segments receiving Core Hotel Specials was higher than for PO Offers
- A subject line test was conducted in Core Hotel Specials

Core Hotel Specials

Jim's July Travel Deals

Jim's Summer Travel Deals

TSAT Offers

Jim's July Travel Deals

WHPH Offers

Jim's July Travel Deals

It is possible that PO segments may have preferred the losing subject line; alternative reasons:

- Differences in global control & test segments
- Go-forward subject line may not have been the optimal subject line

June WHPH Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	458.0 K	3.2 K	\$1.2 M	27.2%	11.7%	22.3%	7.1	0.1%

Observations

3rd highest clicks and 2nd highest CTO% to date

All sections generated less clicks than their YTD section averages, which may be due to cannibalization of new sections to the template

- Summer Promo generated the highest clicks and bookings of any offer
- eBreaks which generated the 2nd highest clicks and bookings of any offer

Adding eBreaks generated high clicks and bookings; highlighting access to additional offer (e.g. a more prominent 'See All' CTO%) may generate additional clicks and bookings

Getaways, Atlantis, and Resorts Offer received equal clicks; Las Vegas generated the most clicks in Experiences

Offers

[FNAME's] July Travel Deals

Account Box
16% clicks, 21% bks

Search
6% clicks, 6% bks

Field Offers
48% clicks, 43% bks

Middle Offer
16% clicks, 17% bks

YOU COULD 100,000

Score! Enter to Win 100,000 Points!
Earn up to [10,000] [12,000] bonus points – plus a chance to win 100K points in our summer sweeps.

Getaways
4% clicks, 3% bks

Experiences
3% clicks, 2% bks

eBreaks
7% clicks, 7% bks

June TSAT Offers

June Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	612.7 K	1.3 K	\$445.5 K	21.0%	12.0%	8.5%	2.1	0.2%

Observations

Highest clicks and 2nd highest CTO% to date

All sections generated around the same clicks as YTD section averages except:

- Summer Promo which generated the highest clicks of any link
- Getaways and Experiences section generated the lowest clicks YTD respectively; **both sections featured less offers than average**
- While Summer Promo may have cannibalized clicks from Getaways and Experiences, overall it appeared to generate incremental clicks and bookings

Getaways, Atlantis, and Resorts Offer received equal clicks; Las Vegas generated the most clicks in Experiences

eBreaks continued strong click engagement, generating the most clicks for this section since it launched and among the highest Conv% of any offer link

Offers

[FNAME's] July Travel Deals

Account Box
18% clicks, 36% bookings

Search
10% clicks, 14% bookings

Field Offers
48% clicks, 27% bookings

Middle Offer
11% clicks, 9% bookings

Getaways
4% clicks, 3% bookings

Experiences
2% clicks, 2% bookings

eBreaks
7% clicks, 8% bookings

Destinations overview and MoM trends

Observations

June Destinations launched a road trip theme to be continued through the summer & generated the highest clicks and CTO% YTD for both segments

- Brand vs property highlights
- 10 K Summer promo featured & generated bookings
- Top 10 Things to Pack drove high click engagement

Subject line test was conducted & iterations of Road Trip & planning

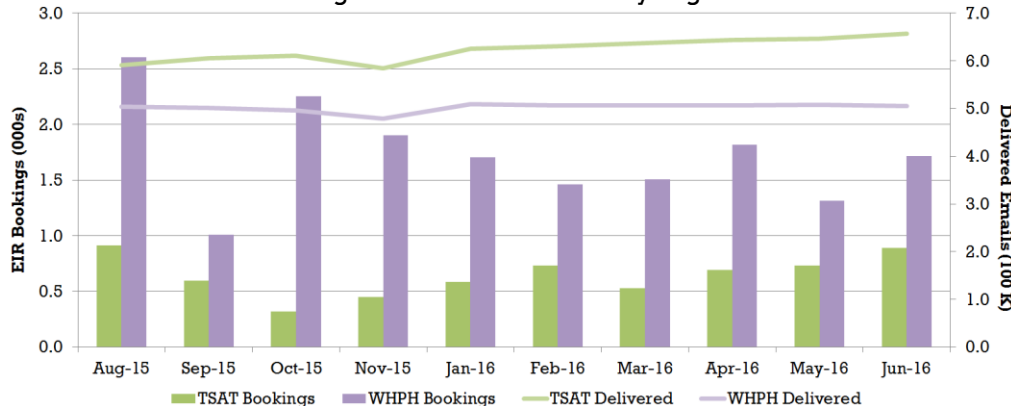
TSAT

- 2nd Highest Open% to date
- *“Why You Should Take a Summer Road Trip”*

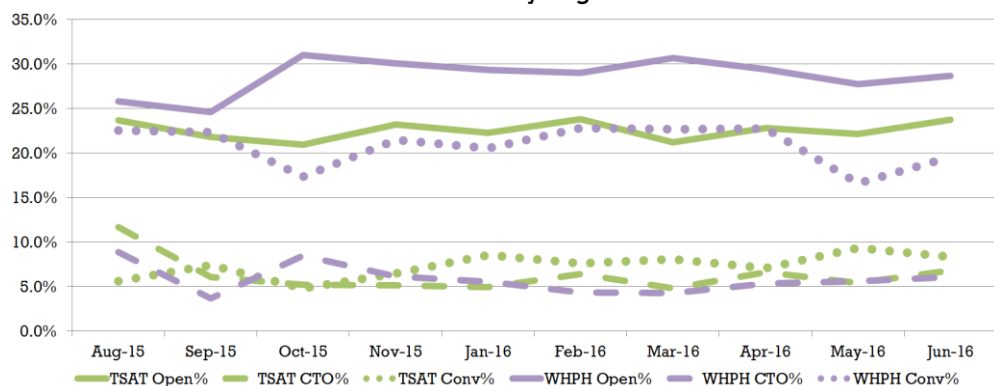
WHPH

- 2nd Lowest Open% YTD
- *“Jim’s June Trip Planner”*

Bookings vs Delivered Emails by segment



Email KPI's by segment



PO Segments – Control Group Destinations vs PO Destinations

June Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT Core	67.7 K	17.1 K	124	\$38.1 K	25.2%	7.4%	9.8%	1.8	0.19%
TSAT PO	657.4 K	156.1 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.23%
%△					-6%	-8%	-15%	-26%	
WHPH Core	53.9 K	16.0 K	182	\$55.8 K	29.7%	5.6%	20.3%	3.4	0.17%
WHPH PO	504.6 K	144.9 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.17%
%△					-3%	8%	-4%	1%	

Core Destinations

Why You Should Take a Summer Road Trip

Jim's June Trip Planner

What's Your Road Trip Type, Jim

TSAT

Why You Should Take a Summer Road Trip

Jim's June Trip Planner

What's Your Road Trip Type, Jim?

WHPH

Jim's June Trip Planner

Where Will the Road Take You, Jim?

Your Perfect Summer Road Trip

That Global Control & Test TSATs had the same subject lines & there was a 6% difference in Open rate suggests:

- Differences in global control vs test segment composition or test experience
- Open rate differences less than 6% may be noise

June WHPH & TSAT Destinations

June Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	504.6 K	1.7 K	\$576.8 K	28.7%	6.1%	19.5%	3.4	0.2%
TSAT	657.4 K	888	\$281.5 K	23.8%	6.8%	8.3%	1.4	0.2%
Total	1.2 M	2.6 K	\$.9 M	25.9%	6.5%	13.4%	2.2	0.20%

Observations

Top 3 links per segment

Road Trip (Top Offer)

TSAT

2nd

WHPH

3rd

Top 10 things to Pack

1st

1st

Summer Promo

3rd

2nd

In the Trip Type section

- All about Food generated the most clicks
- For TSAT All about Budget was 2nd
- For WHPH All about Family was 2nd

No bottom offer generated more clicks than links above, but Aruba was the most clicked Destination for both segments

TSAT

What's Your Road Trip Type, Alexandria?

Account Box
27% clks, 49% bks

Search
7% clks, 11% bks

Top Offer
19% clks, 12% bks

What's Your Road Trip Type, Alexandria?

All About Food
Draw your appetite when the road trip? Eat well at every stop on the road.
[Book Restaurant!](#)

All About Family
Kids in the backyard? Stay somewhere that has plenty of room for everyone.
[Book Courtyard!](#)

Middle Offer
38% clks, 24% bks

Sweeps + Bonus Points!
Draw every week with 100,000 bonus points. Plus earn up to 10,000 points on your road trip.
[Enter to Win](#)

☒ Road Trip Must-Haves

Top 10 Things to Pack
Get ready to go with these 10 road-trip essentials for spending hours in the car. Happy driving!
[What to Pack](#)

Drive in Style & Save 35%
Rent your road trip wheels from Hertz and earn Hertz Rewards points. No.

Trip Planner: Where to Book Now

Bottom Offer
7% clks, 3% bks

WHPH

Where Will the Road Take You, Alexandria?

Account Box
32% clks, 47% bks

Search
6% clks, 7% bks

Top Offer
15% clks, 12% bks

What's Your Road Trip Type?

All About Food
Draw your appetite when the road trip? Eat well at every stop on the road.
[Book Restaurant!](#)

All About Family
Kids in the backyard? Stay somewhere that has plenty of room for everyone.
[Book Courtyard!](#)

Middle Offer
40% clks, 31% bks

You Could Win 100,000 Points!
Earn a chance to win with every stay. It's not hard.
[Enter to Win](#)

☒ Road Trip Must-Haves

Top 10 Things to Pack
Get ready to go with these 10 road-trip essentials for spending hours in the car. Happy driving!
[What to Pack](#)

Rent Your Ride & Earn 5K Points
Rent your road trip wheels from Hertz and earn Hertz Rewards points. No.

Trip Planner: Where to Book Now

Bottom Offer
5% clks, 3% bks

+ Thank You!



Appendix

Vegas Member Rates METT

Vegas Member Rates
*100,000 Points Could Be
 Yours in Las Vegas*

Member Rates Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Vegas METT	51.7 K	28	\$7.9 K	18.4%	2.9%	10.3%	0.5
MRMR Annoucement	14.4 M	19.8 K	\$7.65 M	23.1%	6.0%	9.9%	1.4

Mitchell Bliss

Member

Marriott

REWARDS

Find & Reserve

Q Search Marriott Rewards Member Rates

Members Get It in Las Vegas!

Exclusive Rates, Free Wi-Fi, Bonus Points & More!

Members Get It in Las Vegas

Treat yourself to a rewarding summer. Earn up to 10,000 bonus points – plus a chance to win 100,000 points in our sweepstakes.

Hit the Jackpot! Stay in Las Vegas by September 5, 2016 and you'll get 2,000 bonus points beginning on your second stay and earn up to 100,000 bonus points. Plus, you'll get a sweepstakes entry for every night of your stay. Enjoy hotels centrally located to all attractions on the Strip. Our hotels are non-gaming, smoke-free facilities, a welcome retreat to reboot for the day ahead!

BOOK NOW!

Not yet a member? Sign up today!

Book

Visit us online or call
1-800-228-5290

copaCABANA Relaxation at JW Marriott® Las Vegas

Barry Manilow is singing your theme song!

Escape to the beautiful off strip JW Marriott Las Vegas and relax in your PRIVATE cabanal!

copaCABANA Relaxation Package includes:

- Two night stay in deluxe guest rooms
- Day use of our LUXURIOUS cabanas

BOOK NOW!

Book

Visit us online or call
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Feeling Lucky in Las Vegas? Save up to 30% on your next stay!

Feeling Lucky? Save up to 30% on your Las Vegas Stay! The longer you stay, the more you save. Double down and book early.

- Stay 2 nights - save up to 20%
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MRMR Annoucement
*New. Yours. Now. Marriott Rewards
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First Name

Last Name

Member Status

Marriott

REWARDS

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Gold 50

Platinum 75

Your Account X

Points

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Every Stay.

Every Time.

MegaBonus results to date

MegaBonus First 5 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	43.2 K	1.2 K	\$452.0 K	28.6
No Stays Progress Check In	307.9 K	5.7 K	\$1.89 M	18.6
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	590.8 K	7.5 K	\$2.66 M	12.6
Registration Reminder	1.7 M	6.5 K	\$2.46 M	3.9
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	48.6 M	165.2 K	\$45.6 M	3.4
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	95.4 K	3.2 K	\$780.6 K	23.1
No Stays Progress Check In	130.8 K	1.4 K	\$488.0 K	10.5
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	640.7 K	8.0 K	\$3.01 M	12.5
Registration Reminder	1.9 M	4.3 K	\$1.58 M	2.3
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	48.6 M	147.3 K	\$48.9 M	3.0
Achievement	107.0 K	14.2 K	\$5.10 M	132.6
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	413.3 K	6.0 K	\$2.16 M	14.5
Registration Reminder	1.5 M	6.5 K	\$2.21 M	4.3
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
Spring '16	62.2 M	151.0 K	\$48.7 M	2.4

MegaBonus First 4 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	140.9 K	4.4 K	\$1.68 M	31.0
No Stays Progress Check In	411.0 K	6.9 K	\$2.23 M	16.8
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	658.8 K	8.5 K	\$3.00 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	49.8 M	174.5 K	\$48.9 M	3.5
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	181.0 K	4.3 K	\$1551.0 K	23.8
No Stays Progress Check In	171.5 K	1.6 K	\$551.9 K	9.1
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	678.8 K	8.4 K	\$3.15 M	12.4
Registration Reminder	2.5 M	6.1 K	\$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	59.7 M	152.6 K	\$50.8 M	2.6
Achievement	191.3 K	26.0 K	\$9.24 M	136.1
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	457.3 K	6.9 K	\$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Spring '16	74.5 M	173.8 K	\$56.6 M	2.3

MegaBonus First 5 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	233.3 K	7.3 K	\$2.78 M	31.2
No Stays Progress Check In	470.3 K	7.4 K	\$2.37 M	15.6
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	662.3 K	8.5 K	\$3.02 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	49.9 M	178.0 K	\$50.2 M	3.6
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	252.0 K	6.0 K	\$2105.9 K	23.7
No Stays Progress Check In	195.0 K	1.6 K	\$578.0 K	8.4
Plus Up	1.3 M	1.8 K	\$526.6 K	1.3
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	695.9 K	8.6 K	\$3.20 M	12.3
Registration Reminder	2.5 M	6.1 K	\$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	61.1 M	156.3 K	\$51.9 M	2.6
Achievement	232.9 K	32.2 K	\$11.33 M	138.3
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	487.3 K	6.9 K	\$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Spring '16	74.6 M	179.9 K	\$58.6 M	2.4

MegaBonus Total Performance	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Announcement	7.8 M	35.6 K	\$13.5 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.2 M	36.9
First Hurdle Progress Check In	233.3 K	7.3 K	\$2.8 M	31.2
No Stays Progress Check In	470.3 K	7.4 K	\$2.4 M	15.6
Preview	6.0 M	9.8 K	\$3.4 M	1.6
Registration Confirmation	662.3 K	8.5 K	\$3.0 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.9 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.3 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.8 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Total Earned	244.0 K	4.2 K	\$1.5 M	17.4
Spring '15	50.2 M	182.2 K	\$51.7 M	3.6
Announcement	8.7 M	50.0 K	\$18.1 M	5.7
First Hurdle Progress Check In	252.0 K	6.0 K	\$2.1 M	8.7
No Stays Progress Check In	195.0 K	1.6 K	\$578.0 K	23.4
Plus Up	1.3 M	1.8 K	\$526.6 K	1.3
Preview	6.7 M	15.2 K	\$5.6 M	2.3
Registration Confirmation	695.9 K	8.6 K	\$3.2 M	12.3
Registration Reminder	2.5 M	6.1 K	\$2.2 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.5 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$7.0 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.9 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.0 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Total Earned	233.7 K	9.6 K	\$3.5 M	2.7
Fall '15	61.4 M	165.8 K	\$55.5 M	2.7
Achievement	232.9 K	32.2 K	\$11.3 M	138.3
Announcement	7.8 M	45.9 K	\$16.2 M	5.9
Preview	7.9 M	25.6 K	\$9.8 M	3.3
Registration Confirmation	487.3 K	6.9 K	\$2.4 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.7 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.4 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.4 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.5 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Total Earned	336.3 K	21.8 K	\$7.4 M	64.9
Spring '16	74.9 M	201.7 K	\$66.1 M	2.7