Lifecycle Quarterly Review

Earn Everyday Onboarding & Checklist Triggers Renewer and Downgrade Solos

RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA

MARRIOTT BONVOY®

September 13, 2024

data axle

Agenda

- Earn Everyday Triggers
  - Current Member Experience
  - Onboarding Performance
  - Checklist Performance
- Renewer Achiever Solo
- Downgrade Solo

Earn Everyday Overview

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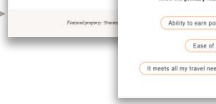BONVOY | X

Current Member Experience

All New Members

Region

Global English (ENG/BEN)

U.S. and Canada

95% Audience

EMEA/CALA/APAC

In-Language

U.S. and Canada

EMEA/CALA/APAC

4

Earn Everyday 2024 Triggers: Creative Examples

Onboarding
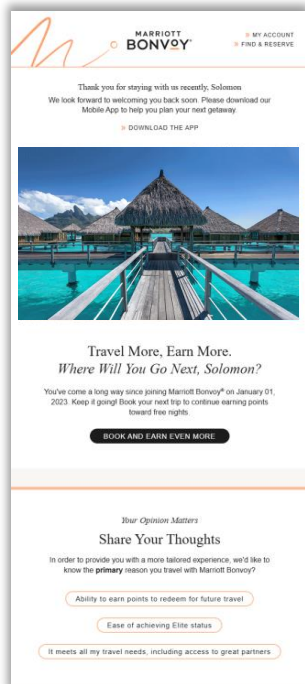
Checklist
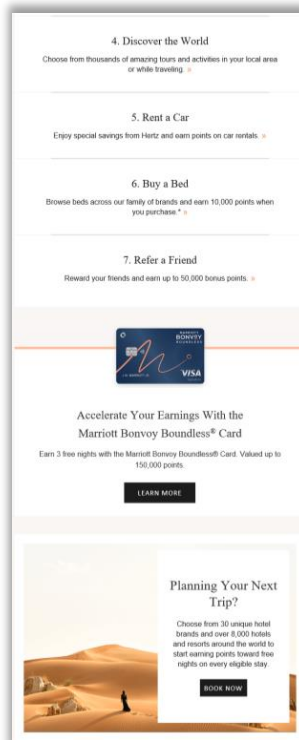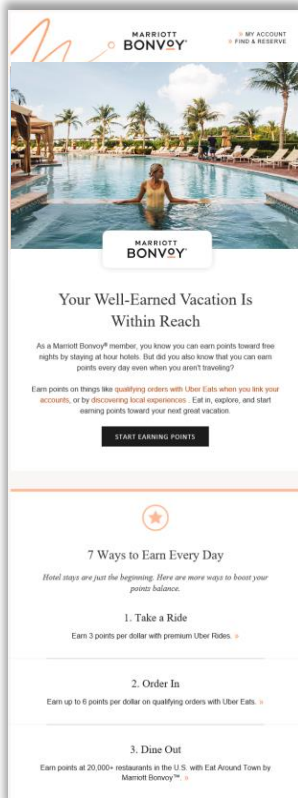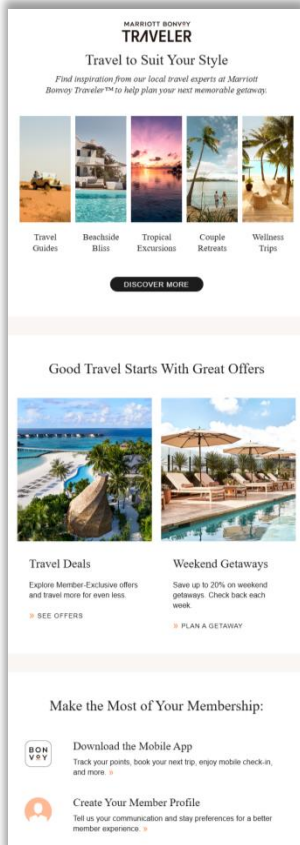
Campaign Objective: encourage and educate Marriott Bonvoy members on how to actively participate and **earn points** in the program through stays and non-stay-related activities.

Onboarding SL: Christie, Here's How to Get a Free Night, On Us

Checklist SL: 7 Ways to Earn Toward Hotel Stays (Checklist)

Earn Everyday: YTD Trigger Performance

- Onboarding launched on 1/11 and on average is delivered to 240 K members each month with a YTD CTR of 0.8%

- The Checklist trigger followed, launching on 4/5, sent to approximately 163 K members each month (CTR of 0.3%)

  - Members who receive this trigger are a subset of the Onboarding audience that have shown less engagement (points earning)

Earn Everyday Onboarding — Launched 1/11

	Jan	Feb	Mar	Apr	May	Jun	Jul
Delivered	207.1 K	269.3 K	204.2 K	199.2 K	242.0 K	324.2 K	221.7 K
CTR	1.1%	0.9%	0.7%	0.7%	0.8%	0.7%	0.7%
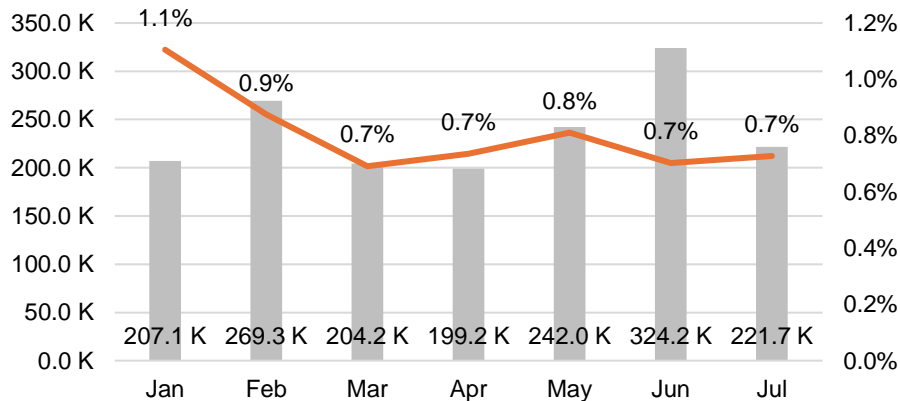
Earn Everyday Checklist — Launched 4/5

	Apr	May	Jun	Jul
Delivered	153.4 K	130.3 K	200.5 K	166.1 K
CTR	0.3%	0.3%	0.4%	0.3%

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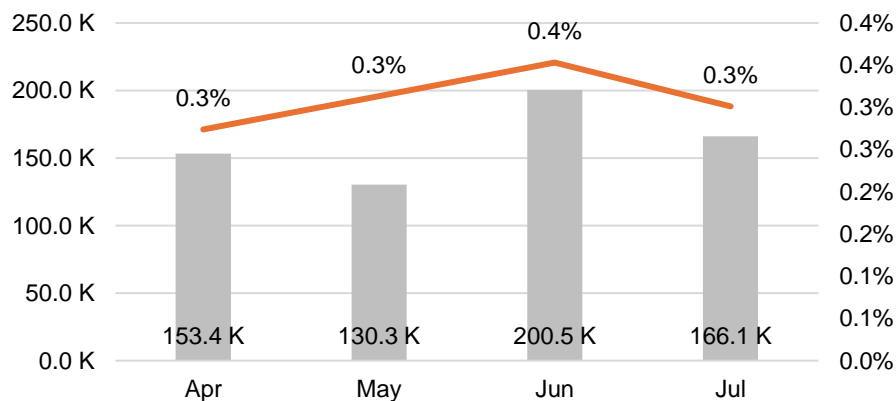
Earn Everyday Primary Segments

Receives Onboarding

Receives Checklist

No Checklist
Potential Future Optimization and Comm Expansion

New Members Receive Welcome BAU

Inactive
0 stays since joining program last 10 days

- *Pointable activity since receiving Onboarding*
- *0 point activity since receiving Onboarding 30 days prior*

Active Steady
1 stay since joining program last 10 days

- *Pointable activity since receiving Onboarding*
- *0 point activity since receiving Onboarding 30 days prior*

Super Engaged
2+ stays since joining program last 10 days

- *Poll Respondents (ALL) who declared interest in Earning Opps Future Travel regardless Non-Stay Points Activity*
- *Pointable activity since receiving Onboarding*
- *0 point activity since receiving Onboarding 30 days prior*

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Earn Everyday Onboarding Trigger

Earn Everyday Onboarding Creative

Campaign Objective: Target new Marriott Bonvoy members and encourage them to earn points through stays by promoting offers and other inspirational content

Active Super Engaged

- SL: Your Free Vacay Is In Reach, Christie

- PH: The more you travel, the more you earn.

Active Steady

- SL: Christie, Here's How to Get a Free Night, On Us

- PH: Earn… earn… earn!

Inactive

- SL: You Deserve to be Rewarded, Christie

- PH: Enjoy our low member rates, earn toward free nights, and more!
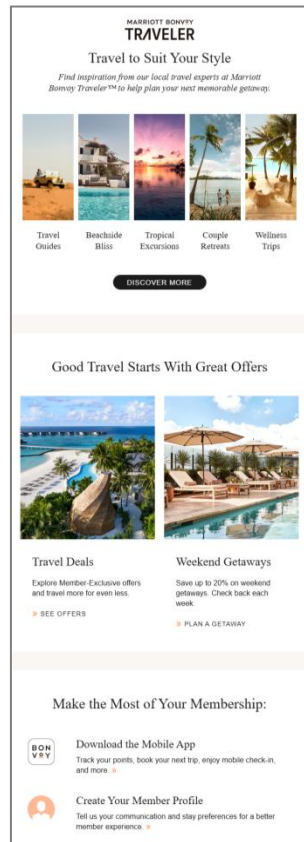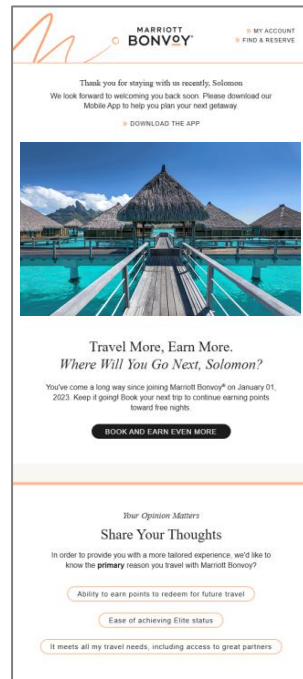
Earn Everyday Onboarding Performance Summary
Jan – Jul 2024

- Onboarding Pathways officially launched on 1/11 and currently triggers after a Member receives their 3rd Welcome email

- 1.7 M delivered for the year with a CTR of 0.8%

- Engagement remained consistent MoM for most of the year, strongest CTR in January at 1.1%, aligning with monthly Bonvoy trends

- 2022 Solo, although different audience make-up, saw strong engagement with a CTR of 1.6% and informed the content strategy for Onboarding trigger. Unsub rates more comparable around 0.3%

  - Solo sent to U.S. audience with more active audience (Inactives represented 60% versus 74% for trigger)

YTD Engagement

1.7 M Delivered
0.8% CTR
0.35% Unsub Rate

Financials

18 Bookings
0.13% Conv.
$4.2 K Revenue

Benchmarks:

Bonvoy 2024 Average
CTR = 0.8%
Unsub Rate = 0.20%

U.S. Onb. Solo May 2022
CTR = 1.6%
Unsub Rate = 0.29%

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Onboarding Primary Segments

- Three main segments based on stay activity since joining the program leveraged for versioning content

  - Inactives represent the majority of the audience at 74% with 0 stays in the 10 days since joining the program and a CTR of 0.8%

  - Active Steady members had a CTR of 0.7% which was comparable to Inactives with 1 stay since joining (21% of the population)

  - Active Super Engaged made up 5% of the audience driving the highest CTR at 1.0%; with 2 stays since joining

Inactive
*0 **stays** since joining program last 10 days*

Active Steady
*1 **stay** since joining program last 10 days*

Super Engaged
*2+ **stays** since joining program last 10 days*

YTD % of Delivered by Onboarding Segment

■ Active Steady ■ Active Super Engaged ■ Inactive

21%

5%

74%
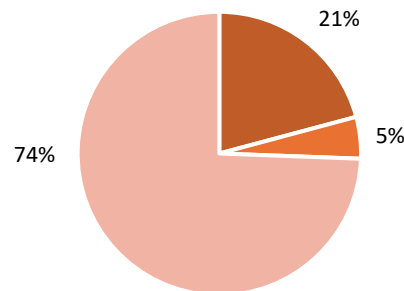
Hero by Segment
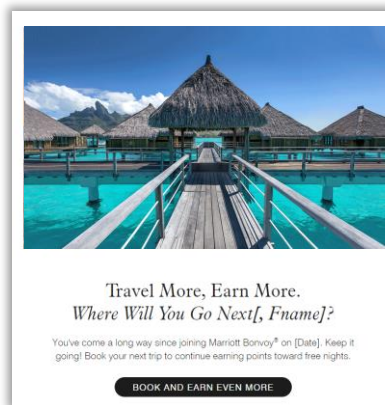
Active Steady

Active Super Engaged
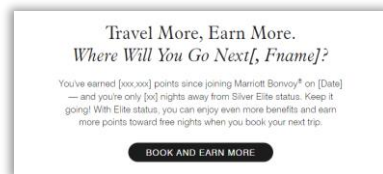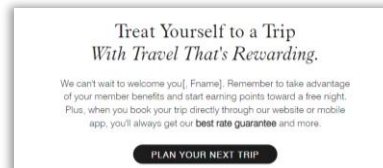
Inactive

Onboarding Heatmap
Jan – Jul 2024

- Inactive members were most engaged with the Hero at 30% of clicks – bolded "best rate guarantee" in copy

  - Also, the most engaged segment with Offers at 13% of clicks; nearly 3 pts. higher than the other segment for both Hero and offers

- The Poll is targeted to the Active Super Engaged segment, 17% of clicks were to the poll – other segments received Travel Guide which also saw strong engagement (18% to 21% of clicks)

  - Ability to earn points poll answer generated 8% - used for Checklist targeting

- Traveler/Journey received almost 13% of clicks for both the Active Steady and Super Engaged Segments; targeted to non-Lux vs. Lux

- Consider GloPro inclusion or other seasonally relevant offers when possible

Dynamic Content
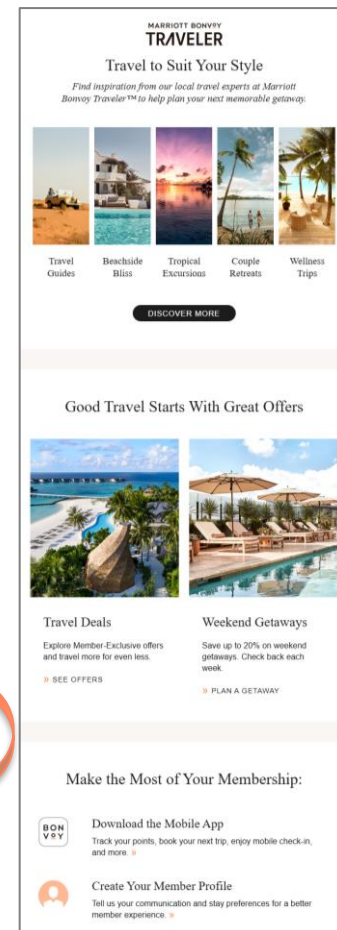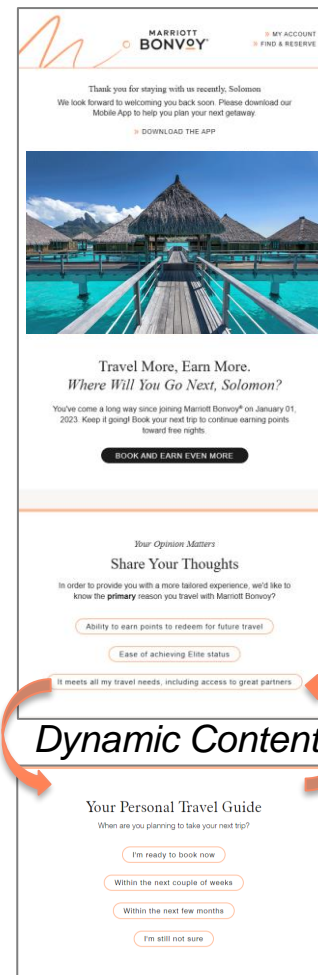
Onboarding Heatmap
Jan – Jul 2024

Onboarding Trigger 2024	% of Clicks	Active Steady	Super Engaged	Inactive
Header	**2.64%**	**1.98%**	**3.85%**	**2.71%**
Upcoming/Recent Stay Banner	**0.46%**	**1.53%**	**2.89%**	**0.01%**
Hero	**29.31%**	**25.94%**	**26.54%**	**30.33%**
Personal Travel Guide	**17.61%**	**20.60%**	**--**	**18.20%**
Poll	**0.94%**	**--**	**16.60%**	**--**
Earn and Redeem Points	0.49%	--	8.58%	--
Elite Status	0.20%	--	3.45%	--
Great Partners	0.26%	--	4.57%	--
Traveler/Journey	**11.63%**	**12.71%**	**12.51%**	**11.30%**
Offers	**12.84%**	**10.01%**	**10.99%**	**13.66%**
Mobile App	**1.47%**	**0.91%**	**1.20%**	**1.62%**
Update Profile	**1.53%**	**1.26%**	**1.04%**	**1.63%**
Footer	**0.82%**	**0.47%**	**0.64%**	**0.92%**
Undefined	**20.76%**	**24.58%**	**23.74%**	**19.61%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**
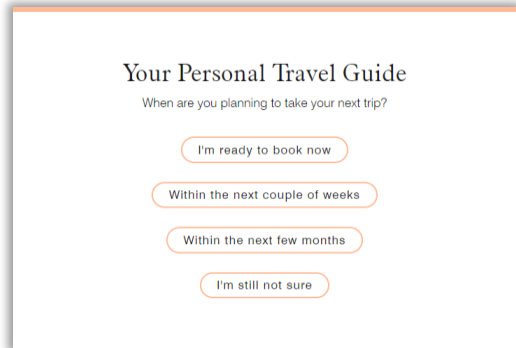
Those who receive the Personal Travel Guide did not receive the Poll
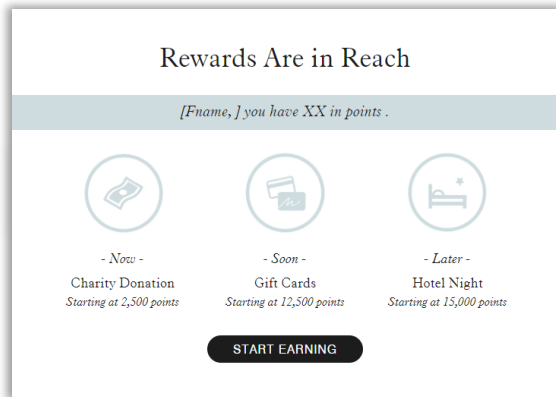
*Cut content: Points Redemption module targeted to members with 2,500 points or more

Onboarding Regional Highlights

- Europe has generated the highest CTR YTD at 1.4%, most months between 0.7-1.1%

  - APAC was consistently the second most engaged region

- US, CALA and APAC were the regions most engaged with the Hero, 30-32% of clicks in each

  - Europe and MEA received around 28% of clicks to the Hero

- Regionally relevant imagery in the Hero (EMEA & CALA) and secondary sections (EMEA)

  - Europe generated the most engagement with the Traveler/Journey module at 15% of clicks – EMEA imagery

- Align Onboarding targeting optimizations in conjunction with F100 changes; consider Canada inclusion

% of Deliveries by Region

■ US   ■ CALA   ■ Europe   ■ MEA   ■ APAC

2%
12%
13%
15%
58%
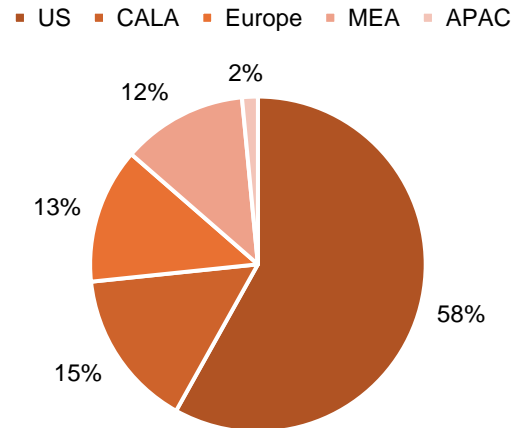
Onboarding Regions	Delivered	CTR	Unsub Rate
US	968,946	0.7%	0.31%
CALA	254,203	0.8%	0.29%
Europe	217,583	1.4%	0.64%
MEA	201,490	0.8%	0.34%
APAC	25,328	1.0%	0.45%

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Onboarding Enrollment Source

- 80% of YTD deliveries stem from members joining Marriott Bonvoy digitally without a reservation

  - These segments are primary for the Welcome Series so align with delivery totals for Onboarding

- Members who joined on property engaged at a higher rate than the other segments

- Luxury members represent a small portion of those that enrolled (approximately 3K) yet had slightly higher CTRs than On Property

  - Digital Luxury at 1.8% CTR, Non-Luxury at 1.5%

  - On Property Luxury at 2.6% CTR, Non-Luxury at 2.4%

% of Deliveries by Enrollment Source

- Digital No Reservation
- Digital Reservation Non-Luxury
- On Property Non-Luxury
- Digital Reservation Luxury
- On Property Luxury
- Other Enrollment

0%
0%
3%
0%
17%
80%

Indicates <1% of deliveries
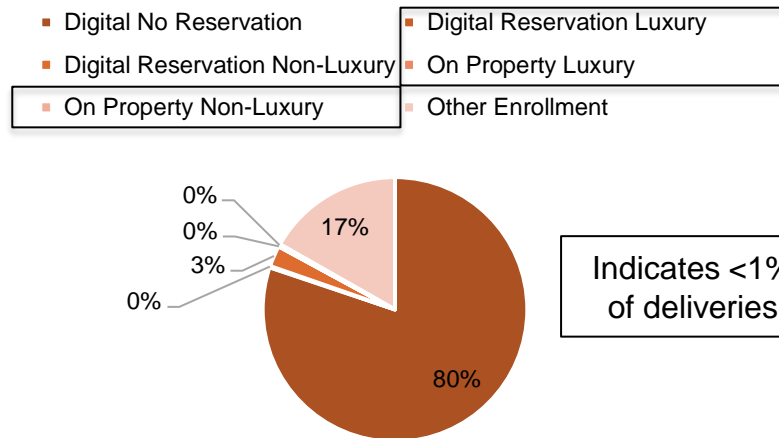
Enrollment Sources	Delivered	CTR	Unsub Rate
Digital No Reservation	1,336,696	0.8%	0.36%
Digital Reservation Luxury	2,717	1.8%	0.11%
Digital Reservation Non-Luxury	43,135	1.5%	0.21%
On Property Luxury	349	2.6%	0.00%
On Property Non-Luxury	4,874	2.4%	0.16%
Other Enrollment	279,817	0.7%	0.36%

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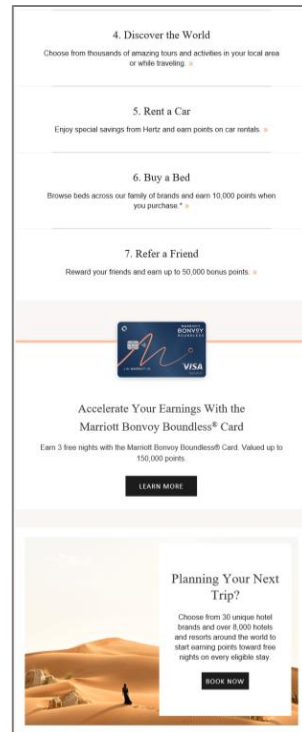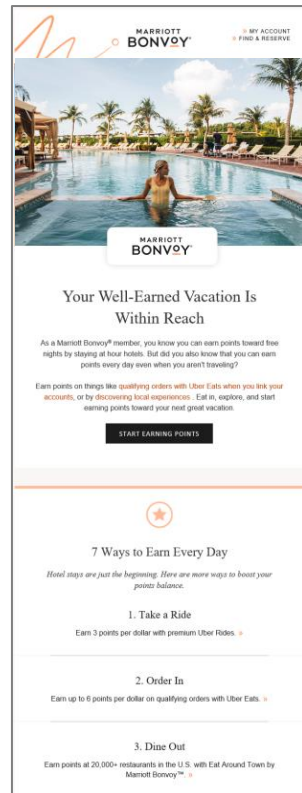# Earn Everyday Checklist

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Earn Everyday Checklist Creative

Campaign Objective: Target new Marriott Bonvoy points inactive members after they've received the Onboarding email and encourage them to continue to earn points by promoting non-stay related activities.

Note: Checklist is customized by region

Checklist

- SL: 7 Ways to Earn Toward Hotel Stays

- PH: Stay in or venture out – either way you'll earn points toward free nights.

Earn Everyday Checklist Performance Summary
Apr – Jul 2024

- Checklist officially launched on 4/5 and currently triggers after a Member receives their Onboarding email

- Checklist trigger created to promote non-stay points earning opportunities to new members who haven't earned points since receiving Onboarding

- 650 K delivered for the year with a CTR of 0.3%

- Engagement remained consistent MoM post-launch, lower levels than Onboarding which was to be anticipated with a less engaged audience being brought in as sub-segment of overall Onboarding audience

- Revenue totals comparable to Onboarding overall; lower than expected with focus remaining on engagement

YTD Engagement

650.3 K Delivered

0.3% CTR

Unsub Rate
(not available)

Financials

9 Bookings

0.44% Conv.

$4.4 K Revenue

Benchmarks:

Bonvoy 2024 Apr-July
CTR = 0.7%
Unsub Rate = 0.19%

Onboarding Trigger
CTR = 0.7%
Unsub Rate = 0.33%

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Checklist Primary Segments

- Nearly all deliveries attributed to members without recent points activity versus Super Engaged poll respondents

- Inactive members were slightly more engaged with a 0.3% CTR compared to 0.2% for the rest of the Checklist audience

Active – No Activity
Super Engaged: *Clicked Onboarding poll answer #1 and has 0 point activity since*

Active – Has Activity
Super Engaged:*Clicked Onboarding poll answer #1 and has point activity since*
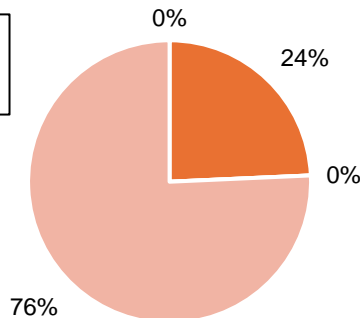
Inactive
Received Inactive Onboarding and has 0 point activity since

Everyone Else
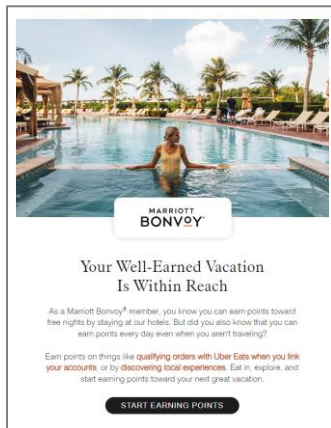*Received Onboarding and has 0 point activity since*

Apr - Jul % of Deliveries by Segment

- ACTIVE_SUPER_NO_ACTIVITY
- ACTIVE_SUPER_CLICKED_HAS_ACTIVITY
- EVERYONE_ELSE
- INACTIVE

Indicates <1% of deliveries

0%
24%
0%
76%

Inactive & Everyone Else

### US Hero Options

Active Super – Has Activity

Active Super – No Activity

19

Checklist Regional Highlights

- US accounted for 54% of deliveries with a lower CTR than other regions

- CALA, Europe and MEA have similar audience sizes at 14-17% of total deliveries

- Europe was the most engaged region at 0.5% CTR, CALA slightly lower at 0.4% (similar to Onboarding trends)

  - EMEA and CALA had regional specific content in the Hero and checklist module to ensure only applicable points earning modules served up as relevant to each region

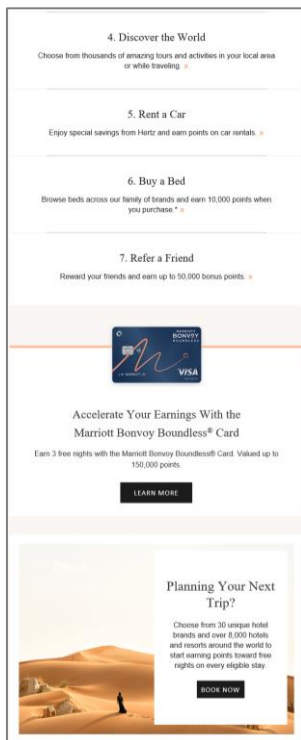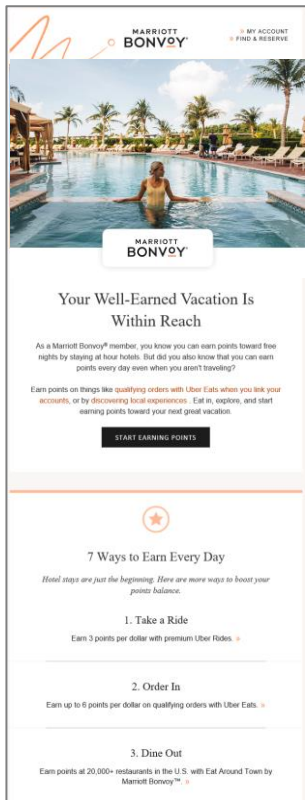- APAC had a smaller audience of around 11 K, but engaged at the same rate as CALA at 0.4%

Apr - Jul % of Deliveries by Region

Legend: US ■ CALA ■ Europe ■ MEA ■ APAC

Pie chart values: 2%, 14%, 14%, 17%, 54%
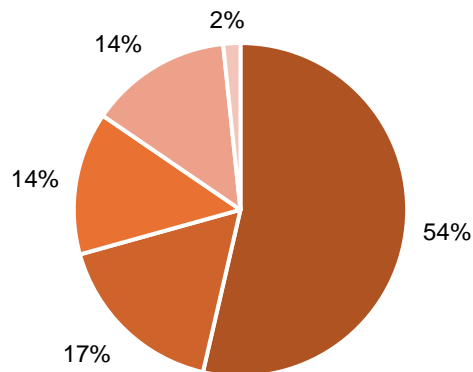
| Checklist Regions	Delivered	CTR
US	348,626	0.2%
CALA	110,969	0.4%
Europe	90,154	0.5%
MEA	89,679	0.3%
APAC	10,830	0.4%

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Checklist Heatmap

- Majority of audience was most engaged with Hero with 27% of total clicks

- All segments showed strong interest in the checklist module

  - Buy a Bed and Tours and Activities were the two most clicked points earning opportunities, each drove 3-5% of clicks among Inactives and Everyone Else

  - Eat Around Town and Hertz also drove 3% of clicks among Everyone Else, Inactives generated similar engagement with Refer a Friend

  - 33% of Super Engaged Has Activity tied to the Checklist – very small audience

- Next Trip closing module generated 7-9% of clicks across all segments

- Significant number of undefined clicks coming through in click reporting

  - About 40-45% of total clicks each month. This is impacting multiple campaigns and causing click activity to be unattributed

Checklist Heatmap

Apr – Jul 2024
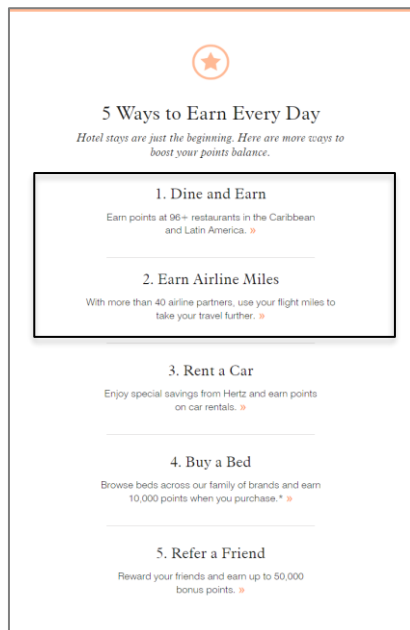
CALA Checklist

Box indicates regional specific content based on relevant partnership content

2024 Checklist Solo	% of Clicks	Active Super Poll Resp.	Everyone Else	Inactive
Hero	**27.29%**	**13.33%**	**27.75%**	**27.37%**
Checklist	**22.04%**	**33.33%**	**21.98%**	**21.91%**
Uber Rides	1.83%	0.00%	2.14%	1.79%
Uber Eats	0.89%	0.00%	0.94%	0.90%
Eat Around Town	2.16%	0.00%	3.22%	1.97%
Tours & Activities	3.72%	11.11%	4.42%	3.47%
Hertz	2.96%	4.44%	3.22%	2.89%
Buy a Bed	5.29%	8.89%	4.42%	5.43%
Refer a Friend	3.39%	8.89%	2.55%	3.50%
Regional content	1.83%	--	1.21%	1.99%
Cobrand	**1.39%**	**4.44%**	**1.21%**	**1.39%**
Next Trip	**7.55%**	**8.89%**	**8.18%**	**7.40%**
Footer	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Undefined	**41.73%**	**40.00%**	**40.88%**	**41.94%**
Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**

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Earn Everyday Recommendations

<u>Earn Everyday Series</u>

- Coordinate efforts for any changes to regional inclusion for Global English in F100 later this year and launch into In-Language versioning to determine how this impacts Earn Everyday series

- Consider adding in Canada to existing targeting

- Revisit ability to use RTI for Subject Line Optimization

- For Points Actives who don't go on to receive Checklist after Onboarding email or will not be put in F100 day stream identify additional communication opportunities. Also, explore other potential net new targets.

<u>Earn Everyday Onboarding</u>

- Revisit Targeted Redemption modules and ability to include in communications

<u>Earn Everyday Checklist</u>

- Include Onboarding segments (Inactive, Active Steady and Super Engaged) in targeting for reporting purposes

- Consider testing CTA buttons within Checklist to see if this drives lift in engagement

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Earn Everyday Targeted Redemption Opportunities

Point Balance: 2,500 - 7,499

Rewards Are in Reach

[Fname,] you have XX in points .

- *Now -*
Charity Donation
Starting at 2,500 points

- *Soon -*
Gift Cards
Starting at 12,500 points

- *Later -*
Hotel Night
Starting at 15,000 points

START EARNING

Point Balance: 7,500 - 9,999

Rewards Are in Reach

[Fname,] you have XX in points .

- *Now -*
Shop With Points
Starting at 7,500 points

- *Soon -*
Air + Car
Starting at 10,000 points

- *Later -*
Hotel Night
Starting at 15,000 points

START EARNING

Point Balance: 10,000 - 14,999

Rewards Are in Reach

[Fname,] you have XX in points .

- *Now -*
Air + Car
Starting at 10,000 points

- *Soon -*
Hotel Night
Starting at 15,000 points

- *Later -*
Home Rentals
Starting at 20,000 points

START EARNING

Point Balance: 15,000 - 21,999

Rewards Are in Reach

[Fname,] you have XX in points .

- *Now -*
Hotel Night
Starting at 15,000 points

- *Now -*
Home Rentals
Starting at 20,000 points

- *Soon -*
Weekend Getaway
Starting at 30,000 points

START EARNING

Point Balance: 22,000 +

Rewards Are in Reach

[Fname,] you have XX in points .

- *Now -*
Hotel Night
Starting at 15,000 points

- *Now -*
Home Rentals
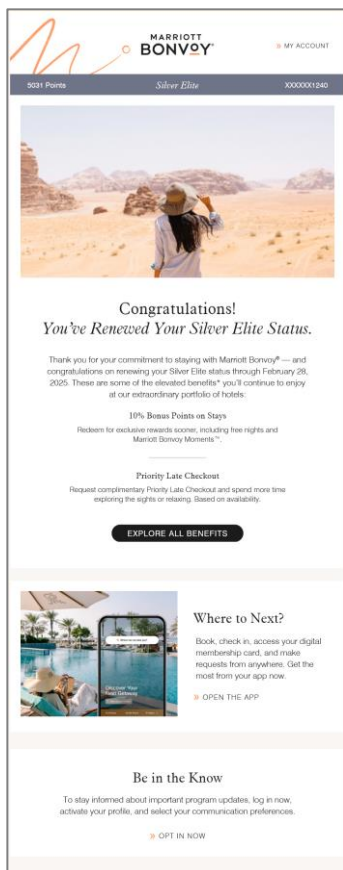*Starting at 20,000 points*

- *Soon -*
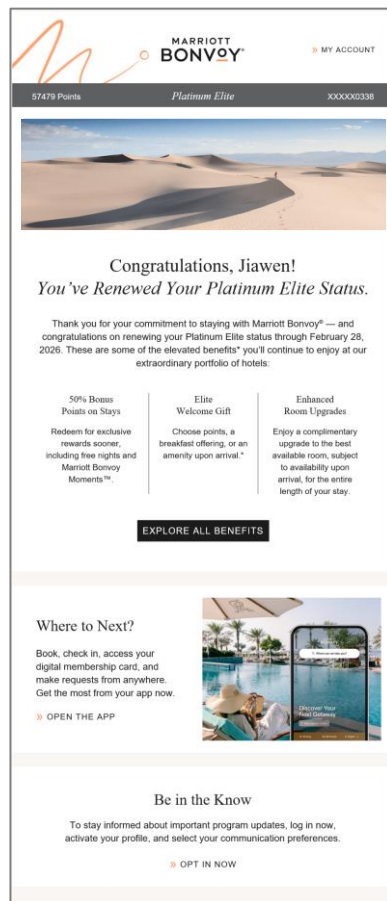Cruise
Starting at 65,000 points

START EARNING

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Renewer and Downgrade Solos

Renewer Achievers 2024 Solo: Creative Examples

Campaign Objective: communicate to members who requalified for their Elite status they will continue to enjoy the benefits they earned in 2023 through February 2025.

Note: the new July Auto transactional renews status through February 2026.

SL: You've Renewed Titanium Elite Status, Ashleigh

Marketing version   Transactional and Auto versions

Renewer Solo Performance Summary

- Deliveries increased 17% YoY with consistent growth in Bonvoy membership overall

  - Member benefits, exclusive offers and partnerships impact renewal rates

- Strong engagement continues into 2024 with a CTR of 3.4%

- Financials all saw strong increase YoY; activity attribution window potentially longer compared to 2023, could be contributing

  - Members may be keeping on file and referring back to book through (comparable to keeping other relevant account type emails e.g., Welcome)

Engagement	Financials
2.2 M Delivered (+16.8% YoY)	**1.5 K Bookings** (+191.1% YoY)
3.4% CTR (-0.9 pts. YoY)	**2.12% Conv** (+1.46 pts. YoY)
0.09% Unsub Rate (-0.01 pts. YoY)	**$601.4 K Revenue** (+144.1% YoY)

Note: Data issues limit segment level reporting for this campaign, performance totals represent full audience

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Renewer Segment Level Performance

- 37% of records have segment level reporting available – around 800 K out of the 2.2 M

- Ambassadors were the most engaged member level at 5.2% CTR and drove $8.9 K in revenue

- Gold members also generated strong engagement at 4.0% CTR and drove the most revenue at $57.7 K

- Canada drove the most engagement among regions at 5.2% CTR
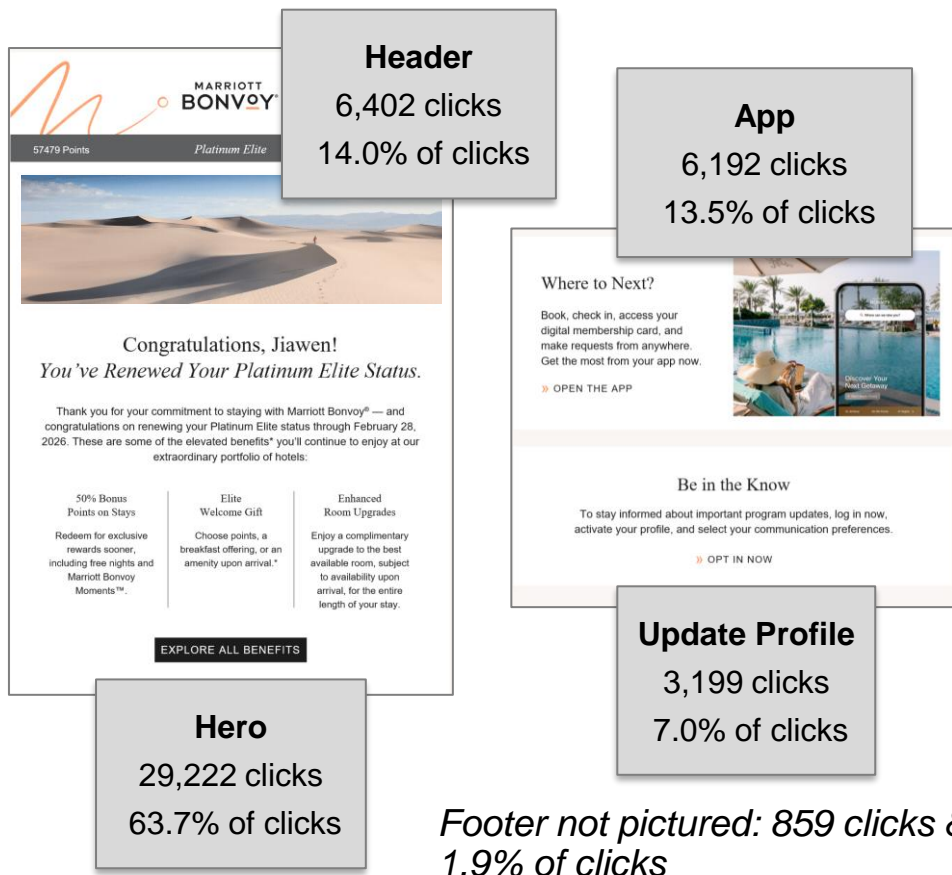
  - Europe (4.5%) and APAC (4.3%) also highly engaged

Member Level	Delivered	CTR	Bookings	Revenue
Silver	417,534	2.5%	186	$56,792
Gold	260,097	4.0%	184	$57,655
Platinum	63,275	3.3%	31	$11,578
Titanium	53,641	3.5%	74	$39,224
Ambassador	7,909	**5.2%**	13	$8,874

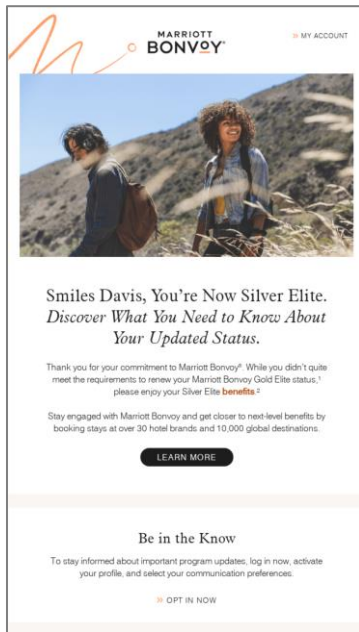| Region	Delivered	CTR	Bookings	Revenue
US	528,016	2.6%	303	$94,126
Canada	13,063	**5.2%**	22	$6,417
CALA	21,539	2.5%	30	$17,235
Europe	44,309	**4.5%**	33	$20,667
MEA	22,093	2.7%	19	$13,350
APAC	173,057	**4.3%**	81	$22,328

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Renewer Heatmap

- The Hero received the most engagement at nearly 64% of clicks – just over 29.0 K clicks

- The Header and App module received similar engagement near 14% of clicks

  - Header drove slightly more clicks at 6.4 K compared to 6.2 K from the App module

- Update Profile closing module drove 7% of clicks – 3.2 K clicks

- Note: Click data pulled from Epsilon provided PCM heatmaps

Header
6,402 clicks
14.0% of clicks

App
6,192 clicks
13.5% of clicks

Update Profile
3,199 clicks
7.0% of clicks

Hero
29,222 clicks
63.7% of clicks

Footer not pictured: 859 clicks & 1.9% of clicks

Downgrade Achievers 2024 Solo: Creative Examples
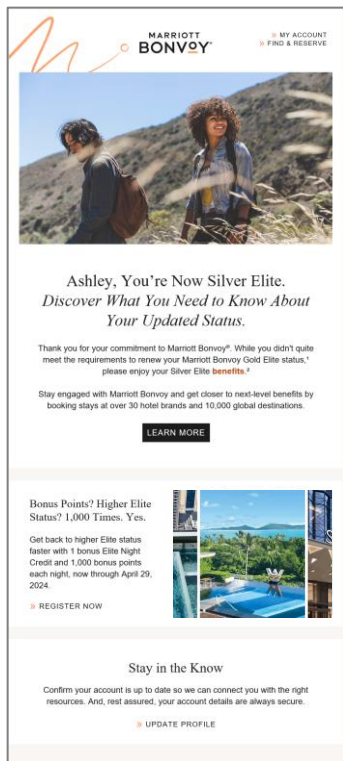
Marketing version

Transactional version

Campaign Objective: communicate to members who did not re-qualify for their Elite status and therefore will be downgraded to 1 tier below. The aim is to advise members, that the downgrade process has happened and inform them of the benefits they get to enjoy (their downgraded tier) across the portfolio in 2024.

SL: An Update Regarding Your Account Status

Downgrade Solo Performance Summary

- Downgrade solo deployed to 3.0 M in 2024, this is a 25% decrease YoY
  - Leniency solo also cancelled for 2024
- 3.8% CTR is lower than the 2023 solo but still strong in comparison to other Bonvoy campaigns
- Unsub rate decreased by 0.3 pts. YoY; showing slightly better response to email overall

Engagement

3.0 M Delivered
(-25.1% YoY)

3.8% CTR
(-2.2 pts. YoY)

0.33% Unsub Rate
(-0.3 pts. YoY)

Financials

513 Bookings
(-49.7% YoY)

0.45% Conv %
(+0.0 pts. YoY)

$213.1 K Revenue
(-53.6% YoY)

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Downgrade Segment Level

- Platinum members drove the most engagement with a 7.9% CTR

  - Also generated $42.8 K in revenue – third highest behind Basic and Silver which had larger audiences

- US accounted for nearly 70% of deliveries and 82% of revenue

- Canada was the most engaged region, generating a 6.8% CTR

- Consider different approach to email for Basic/Silver with lower engagement and higher unsub rates

Member Level	Delivered	CTR	Unsub Rate	Bookings	Revenue
Basic	1,480,619	2.4%	0.46%	118	$52,393
Silver	868,285	4.4%	0.28%	177	$71,556
Gold	349,606	**5.8%**	0.14%	103	$38,255
Platinum	209,902	**7.9%**	0.09%	93	$42,842
Titanium	42,032	**5.6%**	0.08%	22	$8,068
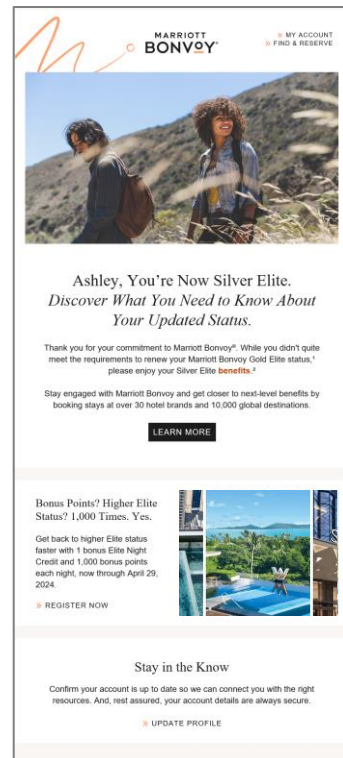
Region	Delivered	CTR	Unsub Rate	Bookings	Revenue
US	2,039,792	4.2%	0.33%	426	$174,876
Canada	92,649	**6.8%**	0.40%	22	$9,557
CALA	44,271	3.2%	0.37%	4	$3,374
Europe	152,857	4.6%	0.67%	16	$8,467
MEA	42,767	3.4%	0.35%	3	$427
APAC	576,908	2.0%	0.25%	42	$16,413

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Downgrade Heatmap

Marketing

- Overall, the Hero drove 75% of clicks and 84% of bookings – Gold and Plat. members were most engaged with the Hero, over 80% of clicks from both segments

  - Less content contributes to the high share of clicks and bookings

- Gold and Titanium members each drove 5% of clicks to GloPro – only in Marketing

- Update Profile was included in both versions and generated almost 7% of total clicks

  - Basic members drove the most engagement with 10% of clicks, 8% of Titan. clicks

Downgrade 2024 Solo	% of Clicks	% of Bookings	Basic	Silver	Gold	Plat.	Titan.
Header	4.55%	0.56%	7.08%	4.16%	2.78%	2.22%	3.81%
Hero	75.27%	84.36%	64.59%	78.28%	81.62%	83.89%	74.58%
Cobrand	0.57%	0.00%	0.76%	0.40%	0.62%	0.43%	0.80%
GloPro	4.19%	8.10%	4.06%	3.92%	5.13%	3.85%	4.88%
Update Profile	6.59%	6.70%	10.11%	4.81%	4.54%	5.34%	8.18%
Footer	1.41%	0.28%	2.20%	1.47%	0.68%	0.47%	0.84%
Undefined	7.43%	0.00%	11.19%	6.95%	4.64%	3.79%	6.90%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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Downgrade: Marketing vs. Transactional

- Hero was the top click and booking driver for both versions

  - Marketing generated $122 K in total revenue, Transactional $90 K

  - Rev/delivered $0.08 for marketing versus $0.06 for transactional

- Transactional was sent to 1.4 M and drove more clicks

  and had a higher CTR at 4.9% than Marketing which

  was sent to 1.6 M and generated a 2.8% CTR

2024 % of Deliveries:
Marketing vs. Transactional
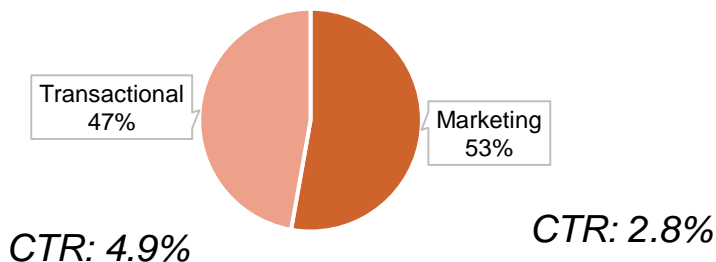
Marketing

Transactional

Transactional
47%

Marketing
53%

CTR: 4.9%

CTR: 2.8%

1
68% of clicks

2
11% of clicks

3
7% of clicks

3
5% of clicks

1
80% of clicks

2
8% of clicks
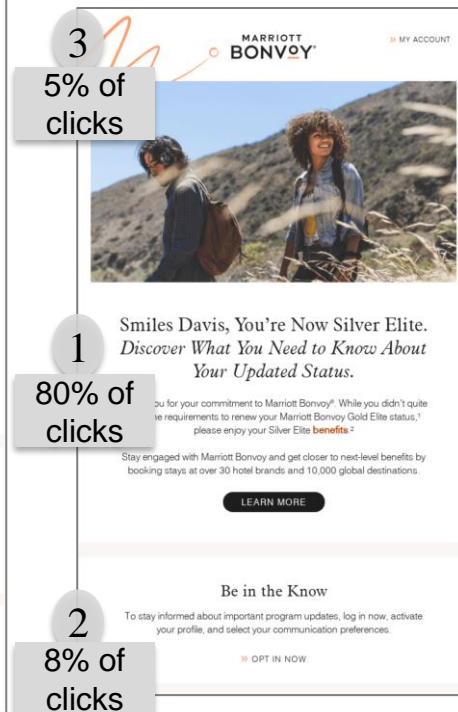
Loyalty Status Messaging

- Basic sentiment gathered online is a Loyalty Status Member should be made well aware of progress towards reaching status or any risks associated with reaching status through messaging across channels leading up to renewal process

  - In 2023 MAU included stretch messaging began in November (via a milestone)

  - Other Bonvoy channels included Facebook Insiders Group, App Pop-Up and other web/app dashboards

- Messaging can be provided in monthly statements, in-app or logging into account. If an email is sent, the CTA can guide for member to login to their account directly as well to get more detailed information

- Downgrade email messaging for programs with a true subscription-based service seem to be more commonplace due to the nature of what the transactions entail and a different relationship with consumer

- Whether member is renewed or downgraded reiterating there is still a set of benefits to take advantage of at each tier level along with promoting new offers as they are available is important for reactivation efforts

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Loyalty Status Messaging: Creative Examples

Downgrade Messaging: IHG

The Email From IHG:

It comes with the following subject: **Your membership status has changed** (no word about the actual downgrade).

Your membership status for 2023

Being an IHG One Rewards member comes with so many ways to earn and redeem rewards. Visit the My Account page to view your current status and explore all your perks.

VIEW MY STATUS

https://loyaltylobby.com

Your 2024 status: Gold Elite

Your IHG One Rewards membership gives you points, hotel perks and exclusive access at more than 6,000 hotels and resorts around the world.
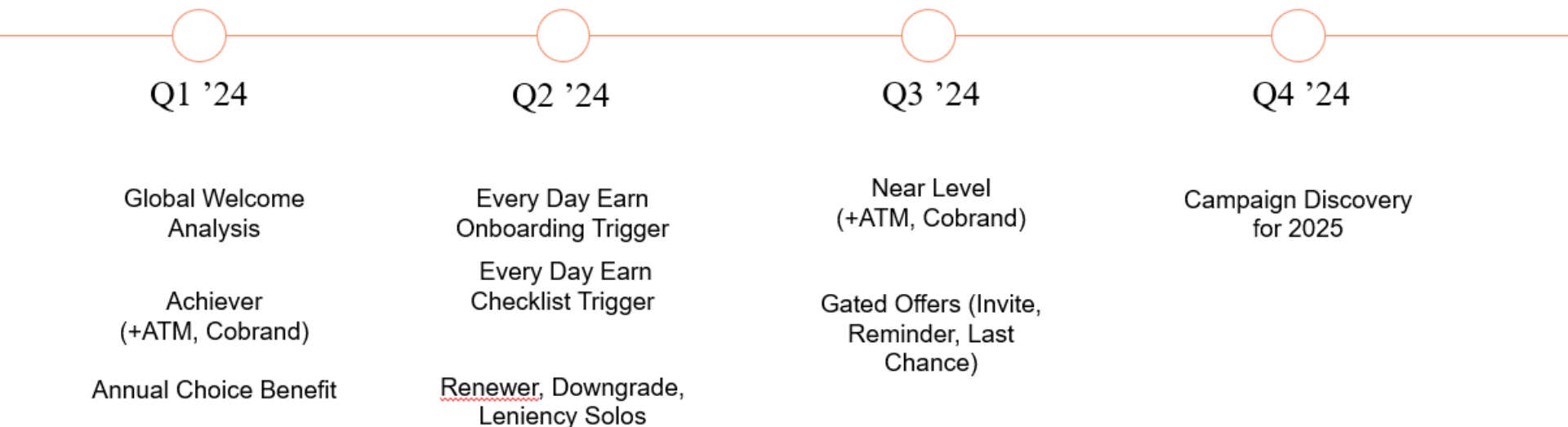
EXPLORE YOUR BENEFITS

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Renewer and Downgrade Solo Recommendations

- When enough data becomes available analyze Renewer Trigger performance for upcoming Lifecycle review to determine if there should be any updates for 2025 and how this performs against standalone Solos

- Continue to determine best channels to promote Downgrade specific messaging to ensure list health remains intact while still getting important messaging to members

  - Consider different approach to emailing regarding downgrade messaging for Basic and lower Elite levels with lower engagement and higher unsub rates overall

- Monitor inbox going into Q4/Q1 for any loyalty status updates including Renewer, Downgrade and Year-In-Review type messaging
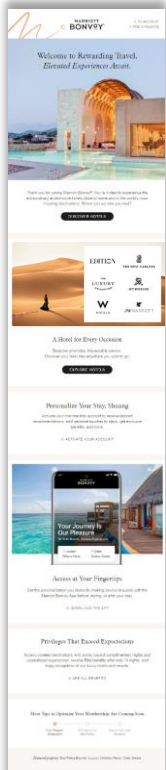
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Appendix

MARRIOTT BONVOY® X

Proposed 2024 Quarterly Lifecycle Reviews

Q1 '24

Q2 '24

Q3 '24

Q4 '24

Global Welcome
Analysis

Achiever
(+ATM, Cobrand)

Annual Choice Benefit

Every Day Earn
Onboarding Trigger

Every Day Earn
Checklist Trigger

Renewer, Downgrade,
Leniency Solos

Near Level
(+ATM, Cobrand)

Gated Offers (Invite,
Reminder, Last
Chance)

Campaign Discovery
for 2025

Welcome Series
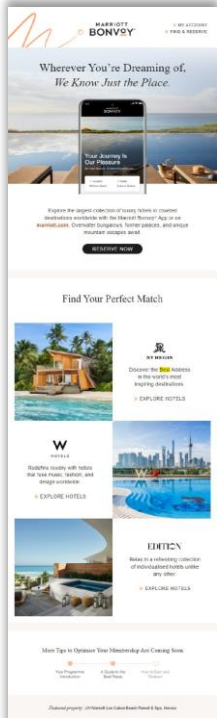## Sample Creative (ENG versions)

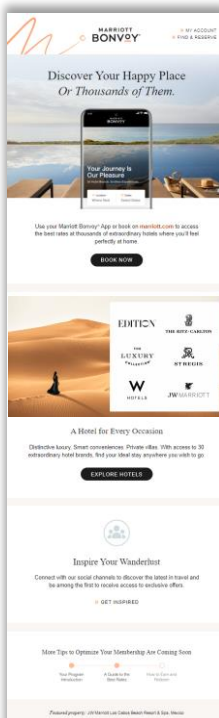

Welcome 1

Luxury Version
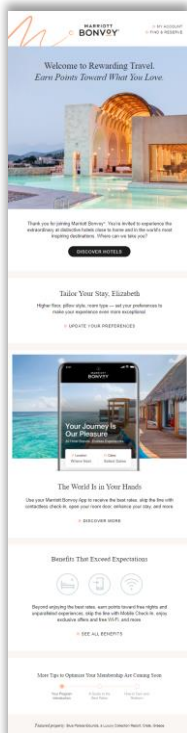
Non-Luxury Version

Welcome 2 (Book)

Luxury Version

Non-Luxury Version
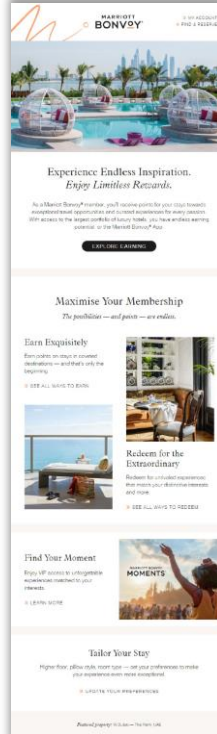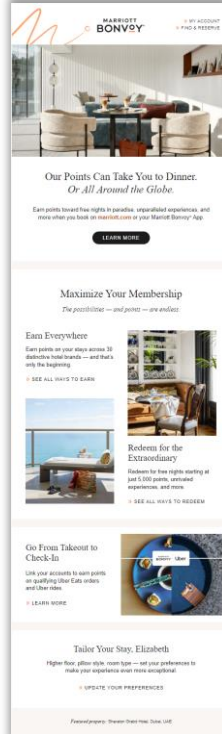

Welcome 3 (Earn)

Luxury Version

Non-Luxury Version