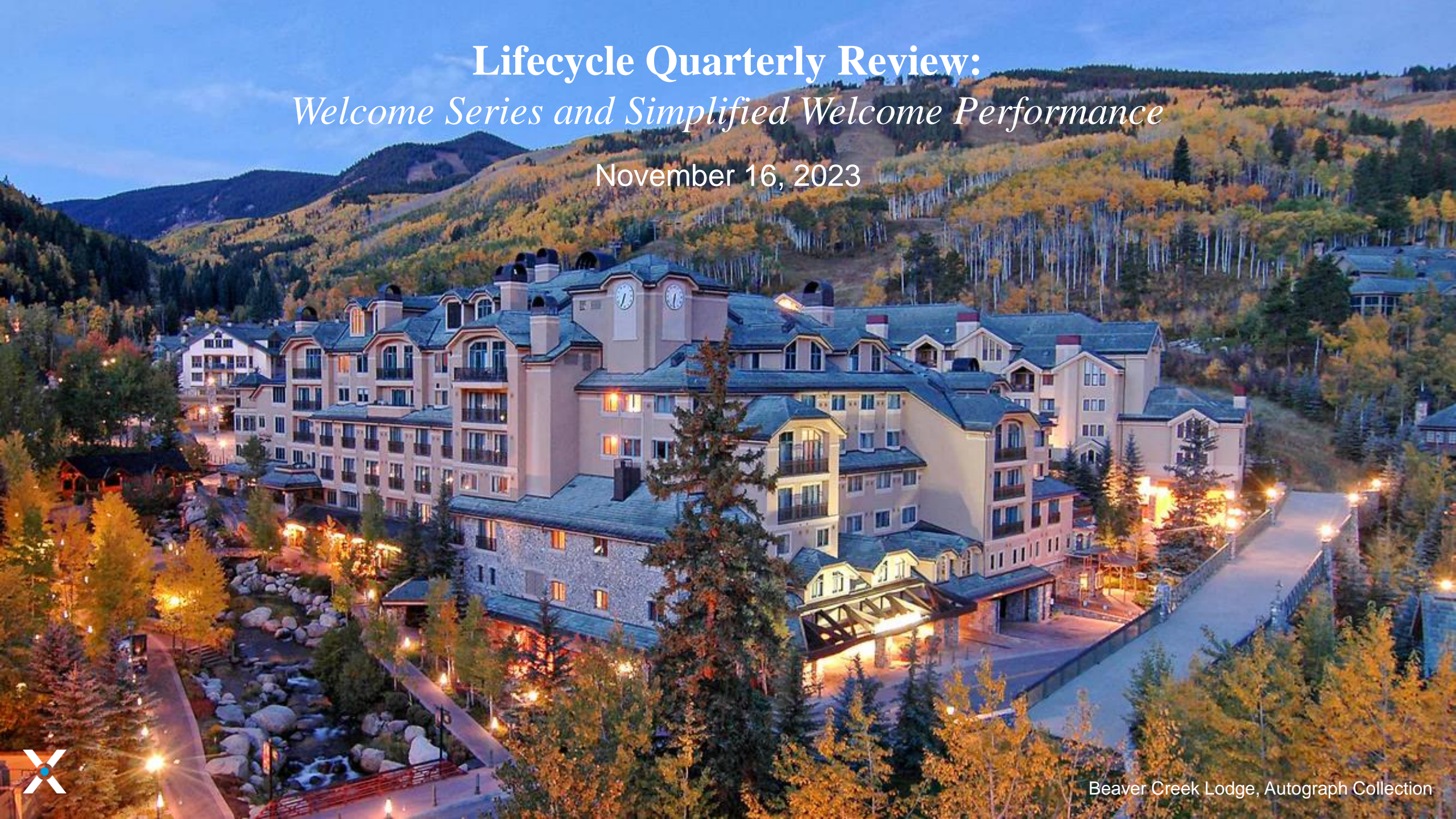


# Lifecycle Quarterly Review:

## *Welcome Series and Simplified Welcome Performance*

November 16, 2023



Beaver Creek Lodge, Autograph Collection



# Today we will review the following Lifecycle campaigns:

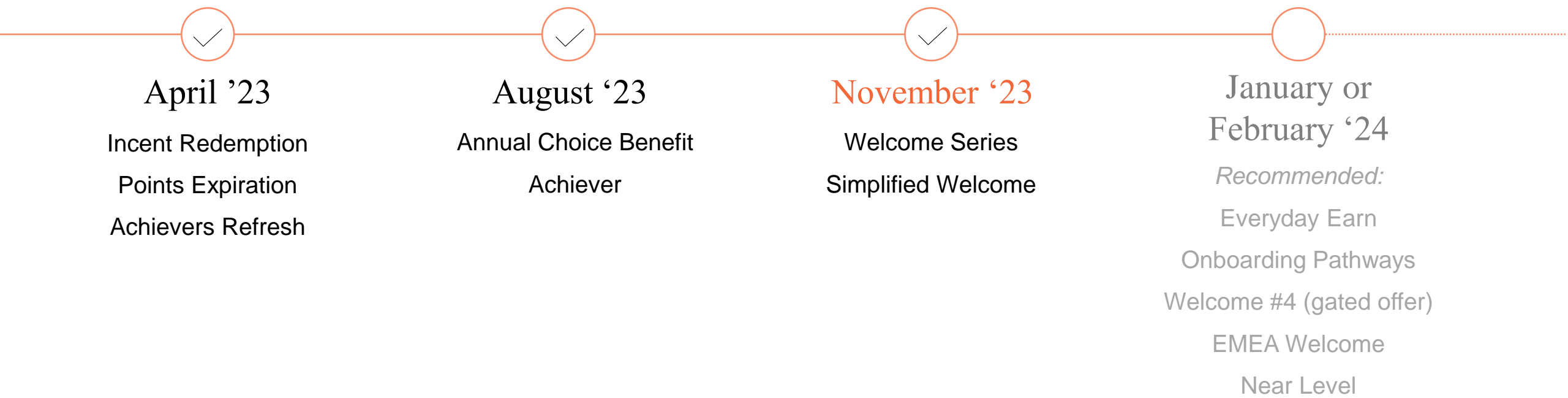
---

- Welcome Series
  - Welcome 1
  - Welcome 2 (EES2 Book)
  - Welcome 3 (EES3 Earn)
- Simplified Welcome



# 2023 Quarterly Review Schedule

Several lifecycle campaigns have been selected for performance reviews each quarter.

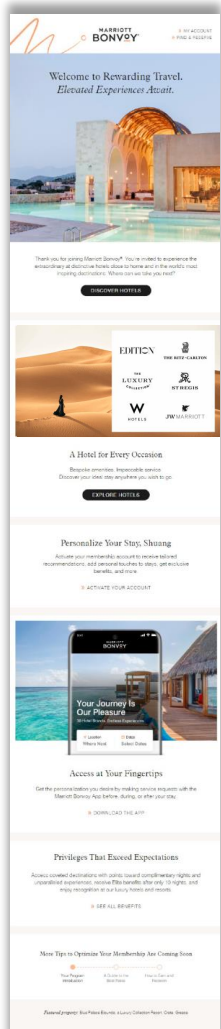




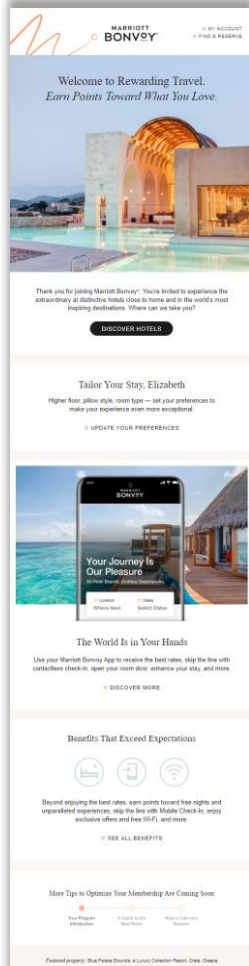
# Welcome Emails

## Sample Creative (ENG versions)

### Welcome 1

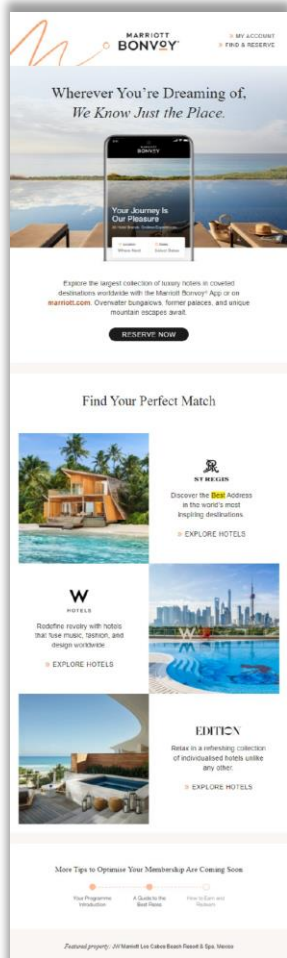


Luxury Version

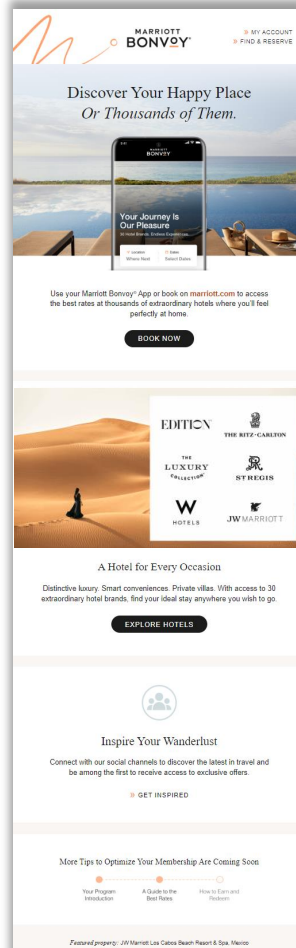


Non-Luxury Version

### Welcome 2 (Book)

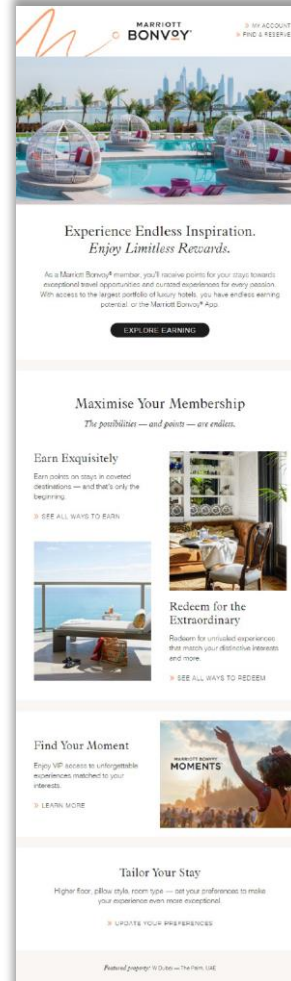


Luxury Version

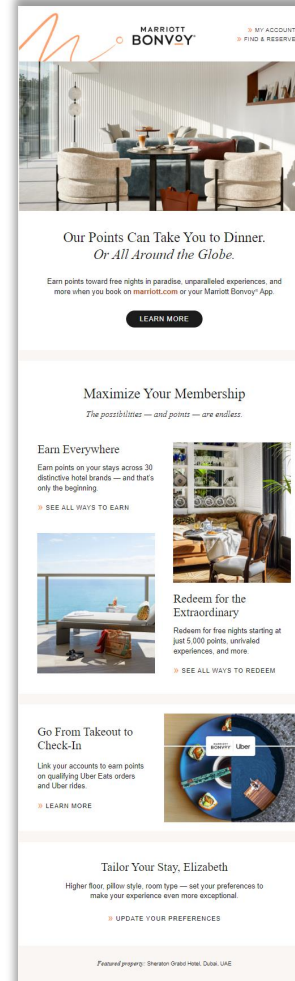


Non-Luxury Version

### Welcome 3 (Earn)

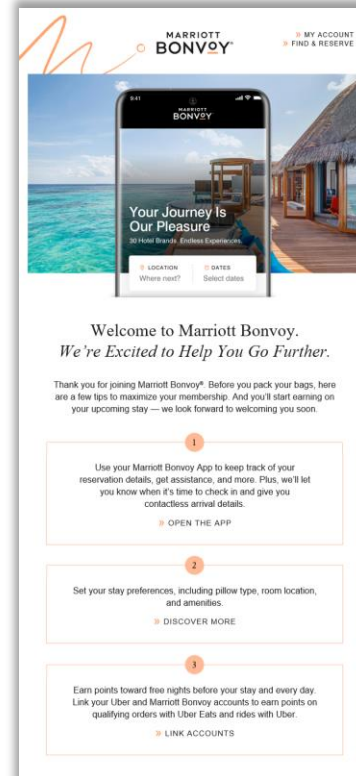


Luxury Version



Non-Luxury Version

### Simplified Welcome



Long Version

Short Version (not pictured) included the same content as the Long Version, except for the Uber module

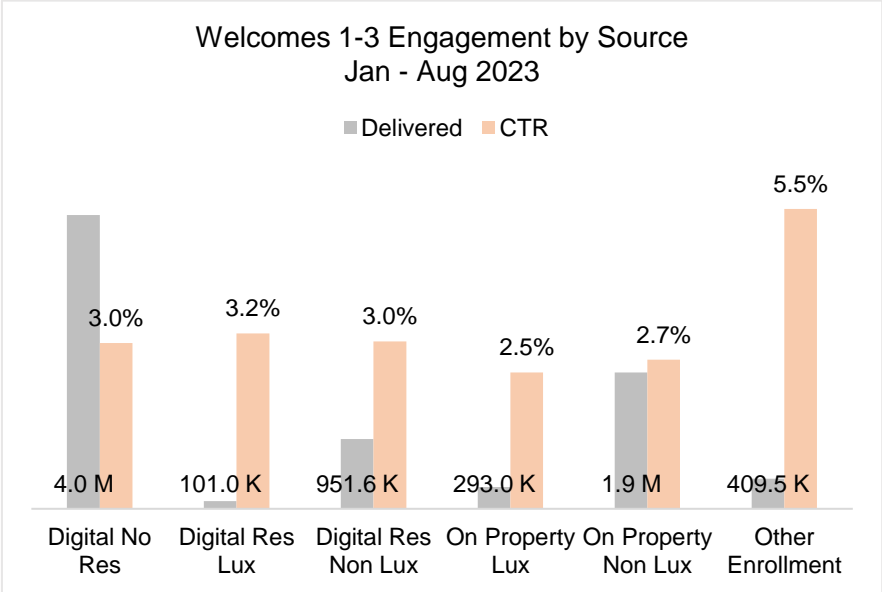
# **Welcome Series**

Welcomes 1-3 Combined

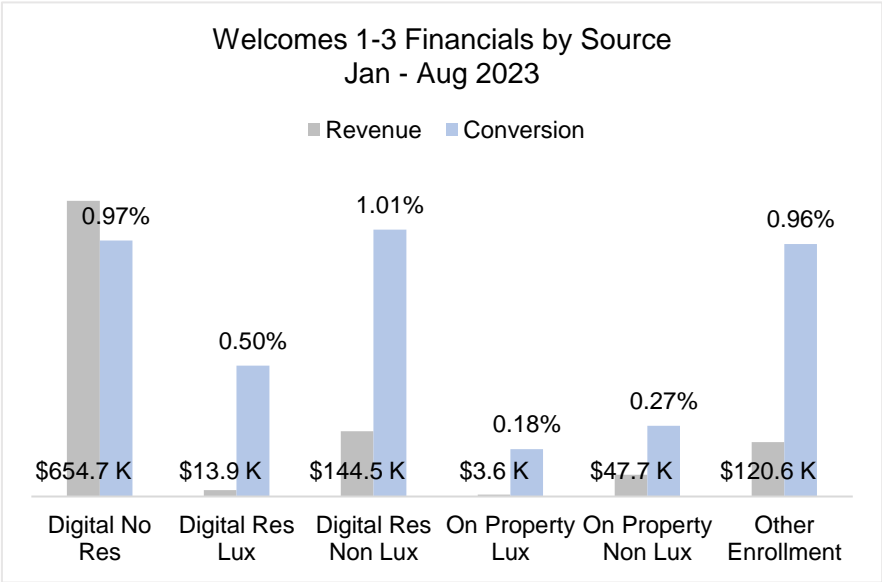
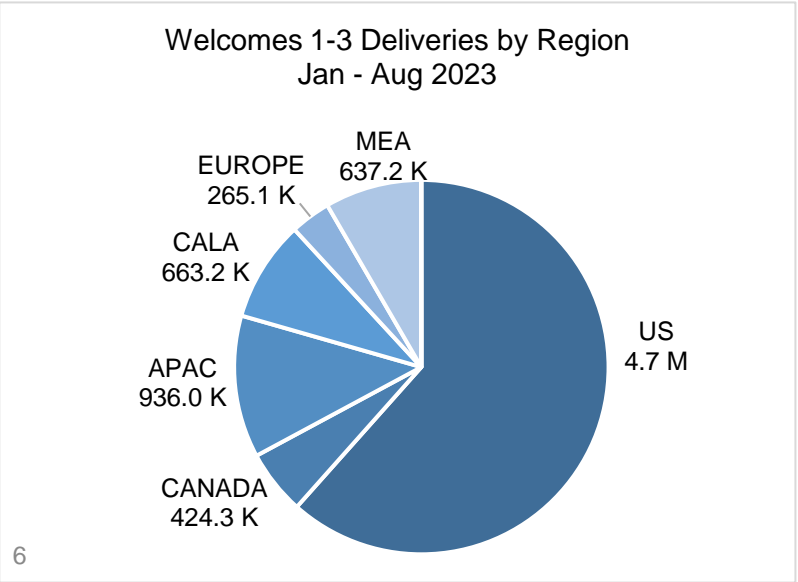
# Performance Overview: Welcomes 1-3 Combined

Jan – Aug 2023 compared to Jan – Aug 2022

<b>7.6 M</b> -27.8% YoY (-2.9 M) <b>Delivered</b>	<b>\$985.1 K</b> -45.8% YoY (-\$831.8 K) <b>Revenue</b>
<b>3.1%</b> -0.5 pts. YoY <b>CTR</b>	<b>4.4 K</b> -49.5% YoY (-4.4 K) <b>Room Nights</b>
<b>1.00%</b> +0.38 pts. YoY <b>Unsub Rate</b>	<b>1.8 K</b> -49.4% YoY (-1.8 K) <b>Bookings</b>



- Overall deliveries of 7.6 M were down YoY by -2.9 M, which impacted YoY performance declines.
- The increase in unsub rate YoY is aligned with the overall Bonvoy trend we have seen this year through August 2023; is also correlated with the recent increased growth in enrollments.
- Financials saw a decline compared to last year, which is also aligned with the overall Bonvoy trend.
- Digital No Res enrollment source made up most (53%) of the total deliveries, which impacted this source seeing the highest contribution to revenue at \$654.7 K compared to all sources.



<b>Jan-Aug '23 Lifecycle Avg.</b> CTR = 5.4% Unsub Rate = 0.45%	<b>Jan-Aug '22 Welcomes 1-3 Avg.</b> CTR = 3.5% Unsub Rate = 0.63%
---	--

# Performance by Enrollment Source: Welcomes 1-3 Combined

Jan – Aug 2023 compared to Jan – Aug 2022

- Digital Reservation Luxury saw a +48.3% increase in YoY deliveries; all other sources saw YoY delivery declines
- Other enrollment source had the highest CTR at 5.5%, followed by Digital Reservation Luxury at 3.2%; all sources saw YoY declines in CTR
  - All sources also saw YoY increases in unsub rates, which aligns with our recent overall Bonvoy trend through August 2023
- The strongest conversion rate was driven by Digital Reservation Non Luxury at 1.01%
  - Overall, the Digital enrollment sources + the Other source drove higher conversion rates, while the On Property sources saw lower conversion rates; On Property also had the highest unsub rates compared to all enrollment sources

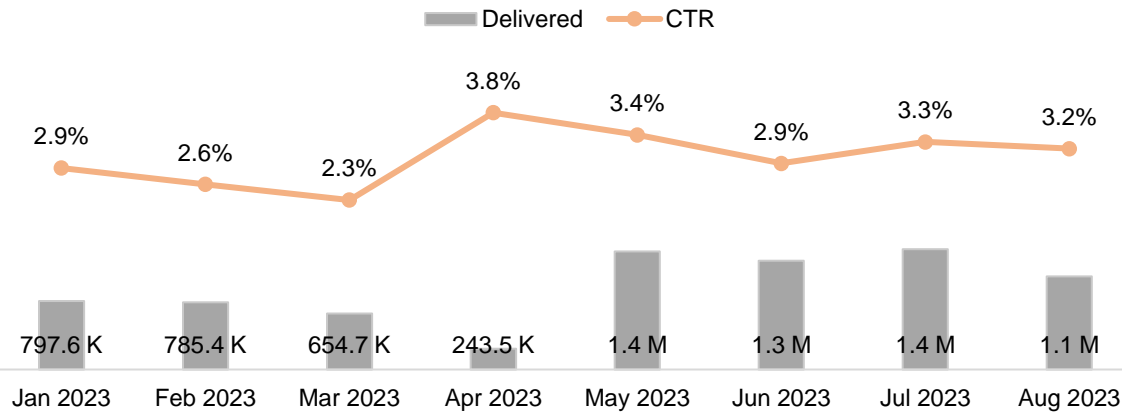
Enrollment Source vs. YoY	Delivered	CTR	Unsub Rate	Room Nts	Bookings	Revenue	Conv Rate
Digital No Res YoY	4.0 M -30.1%	3.0% -0.4 pts.	0.92% +0.43 pts.	3.0 K -49.0%	1.2 K -51.2%	\$654.7 K -45.9%	0.97% -0.27 pts.
Digital Res Lux YoY	101.0 K 48.3%	3.2% -1.1 pts.	0.87% +0.51 pts.	44 -12.0%	16 -38.5%	\$13.9 K -24.1%	0.50% -0.39 pts.
Digital Res Non Lux YoY	951.6 K -18.6%	3.0% -0.6 pts.	0.81% +0.48 pts.	669 -43.2%	293 -40.8%	\$144.5 K -29.2%	1.01% -0.16 pts.
On Property Lux YoY	293.0 K -39.2%	2.5% -0.6 pts.	1.30% +0.21 pts.	21 -75.3%	13 -67.5%	\$3.6 K -85.6%	0.18% -0.09 pts.
On Property Non Lux YoY	1.9 M -29.6%	2.7% -0.6 pts.	1.33% +0.30 pts.	263 -67.9%	135 -60.4%	\$47.7 K -67.7%	0.27% -0.12 pts.
Other YoY	409.5 K -12.1%	5.5% -1.9 pts.	0.66% +0.25 pts.	486 -43.8%	214 -35.9%	\$120.6 K -42.8%	0.96% -0.01 pts.
Total YoY	7.6 M -27.8%	3.1% -0.5 pts.	1.00% +0.38 pts.	4.4 K -49.5%	1.8 K -49.4%	\$985.1 K -45.8%	0.79% -0.18 pts.

Jan - Aug '23 Lifecycle Avg.  
CTR = 5.4%  
Unsub Rate = 0.45%

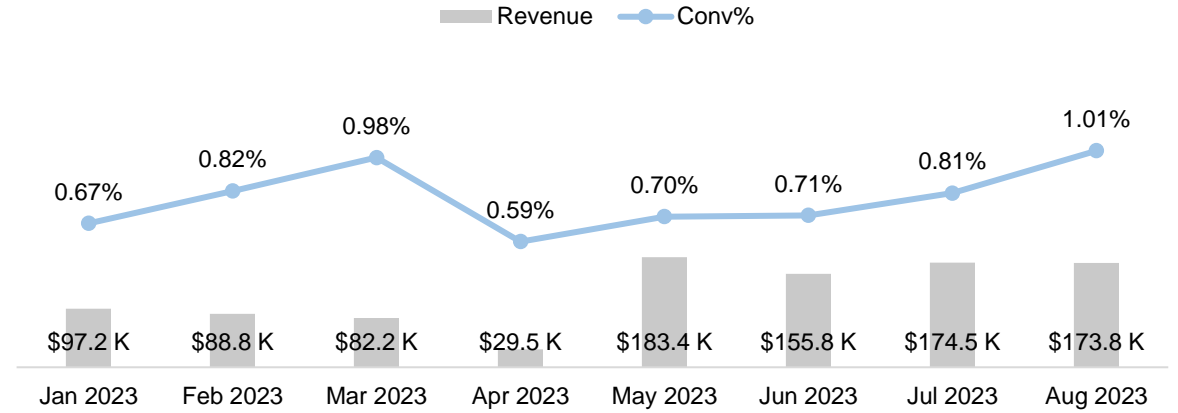
# Performance Trends by Month: Welcomes 1-3 Combined

Jan – Aug 2023 compared to Jan – Aug 2022

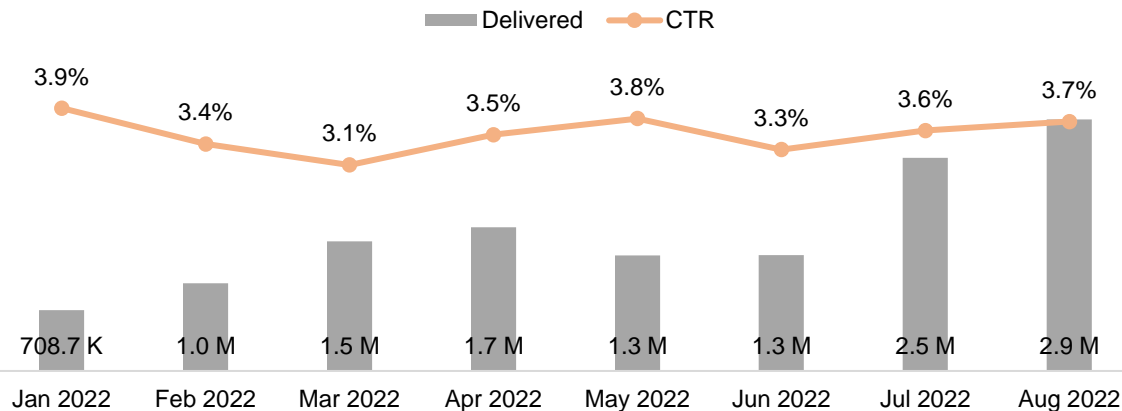
Welcomes 1-3  
2023 Engagement Trends



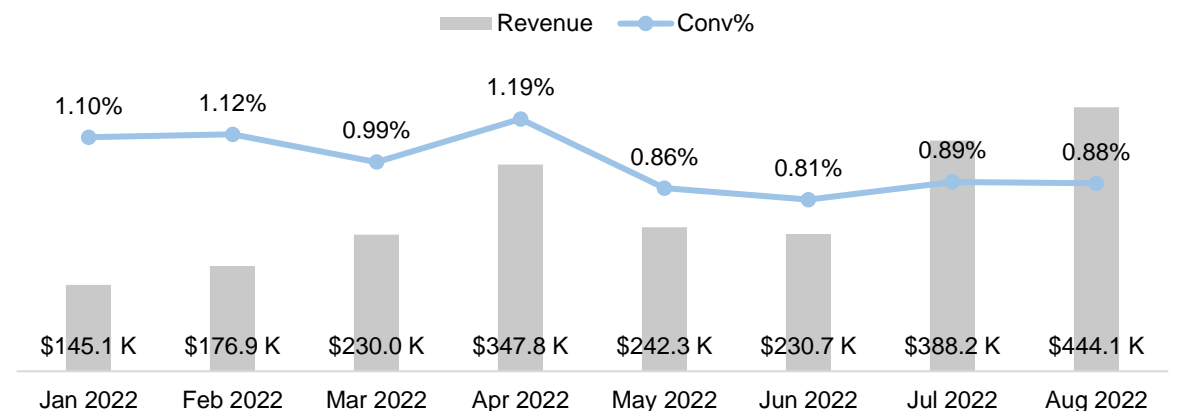
Welcomes 1-3  
2023 Financial Trends



Welcomes 1-3  
2022 Engagement Trends



Welcomes 1-3  
2022 Financial Trends





# **Simplified Welcome**

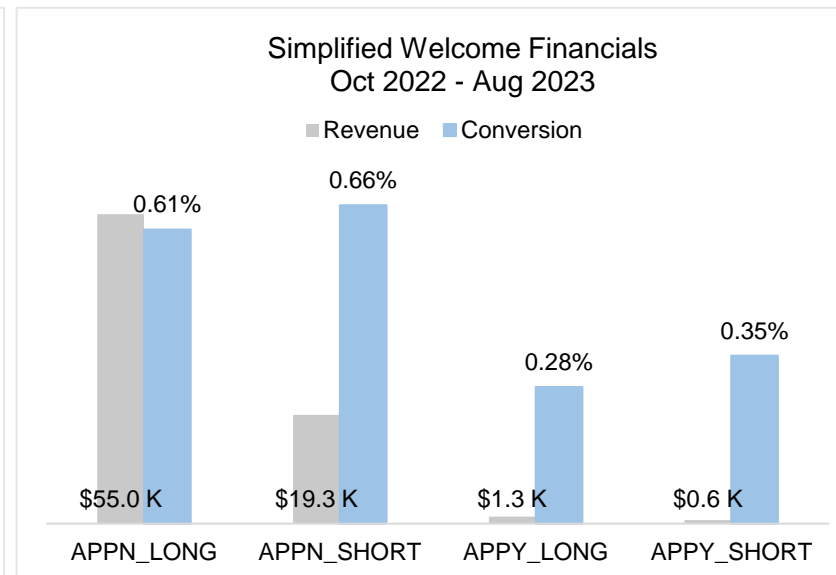
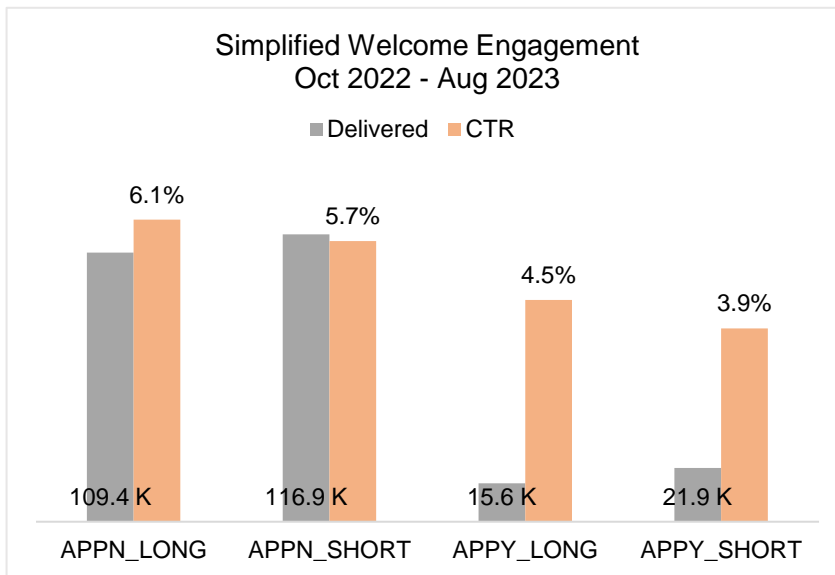
Compared to Welcomes 1-3

# Performance Overview: Simplified Welcome

Oct 2022 (launch) – Aug 2023 | US, Digital Reservation Non-Luxury Audience

<b>263.8 K</b> Delivered	<b>\$76.2 K</b> Revenue
<b>5.7%</b> CTR	<b>290</b> Room Nights
<b>0.47%</b> Unsub Rate	<b>90</b> Bookings

- The Simplified Welcome email was targeted based on Bonvoy app user vs. non-user as well as stay/booking criteria; 86% of the 263.8 K total deliveries went to those who did not yet have the app (APPN); 53% of total deliveries went to those who had a booking within 7 days of joining (Short).
- Overall, we saw higher CTRs and conversion rates from those who did not have the app (APPN).
  - APPN segment had a higher overall CTR of 5.9% and overall conversion rate of 0.63% compared to 4.2% CTR and 0.32% conversion rate for those who did have the app (APPY).
- The Long versions also saw higher CTRs than the Short versions (Long had one additional module); however, the Short versions had stronger conversion rates.



**Oct '22 - Aug '23 Welcomes 1-3 Avg.**  
(US, Digital Res Non Lux audience only)  
CTR = 2.3%  
Unsub Rate = 0.60%

**Oct '22 - Aug '23 Lifecycle Avg.**  
CTR = 5.6%  
Unsub Rate = 0.40%

APPN\_LONG = no app; has stay/booking 15+ days after joining  
APPN\_SHORT = no app; has stay/booking within 7 days of joining  
APPY\_LONG = has app; has stay/booking 15+ days after joining  
APPY\_SHORT = no app; has stay/booking within 7 days of joining



# Performance Comparison: Simplified Welcome vs. Welcomes 1-3

Oct 2022 (launch) – Aug 2023 | US, Digital Reservation Non-Luxury Audience

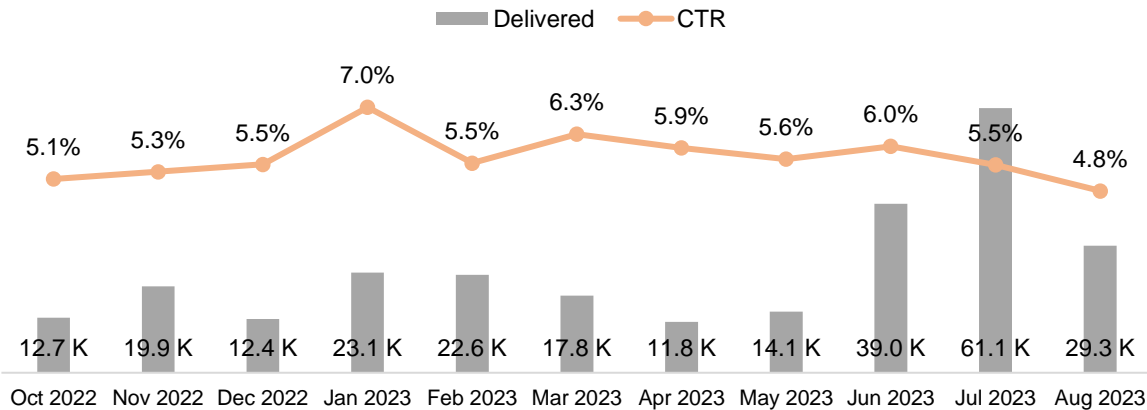
- Compared to the Welcome Series, the Simplified Welcome saw a higher CTR at 5.7% and a lower unsub rate at 0.47%.
- Financial metrics were not as strong for Simplified Welcome overall; revenue of \$76.2 K for Simplified Welcome was down -30.1% compared to the Welcome Series for the same time period.
  - Fewer opportunities to book in the single Simplified Welcome email compared to Welcomes 1-3 combined.
- Other conversion metrics like app downloads, profile updates and linked accounts were not available for this analysis; consider evaluating performance of this additional conversion data alongside engagement and performance metrics below.

Email Enrollment Source	Delivered	CTR	Unsub Rate	Room Nts	Bookings	Revenue	Conv Rate
<b>Simplified Welcome</b> Digital Res Non-Lux	263.8 K	5.7%	0.47%	290	90	\$76.2 K	0.60%
<b>Welcomes 1-3</b> Digital Res Non-Lux	720.2 K	2.3%	0.60%	505	216	\$109.0 K	1.29%
<i>Simplified vs. Welcomes 1-3</i>	-63.4%	+3.3 pts.	-0.13 pts.	-42.6%	-58.3%	-30.1%	-0.69 pts.

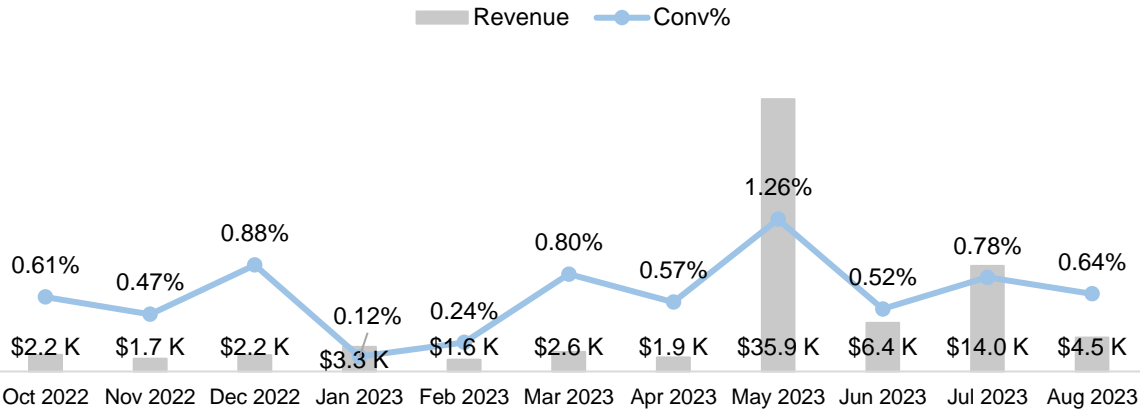
# Performance Trends by Month: Simplified Welcome vs. Welcomes 1-3 Combined

Oct 2022 (launch) – Aug 2023 | US, Digital Reservation Non-Luxury Audience

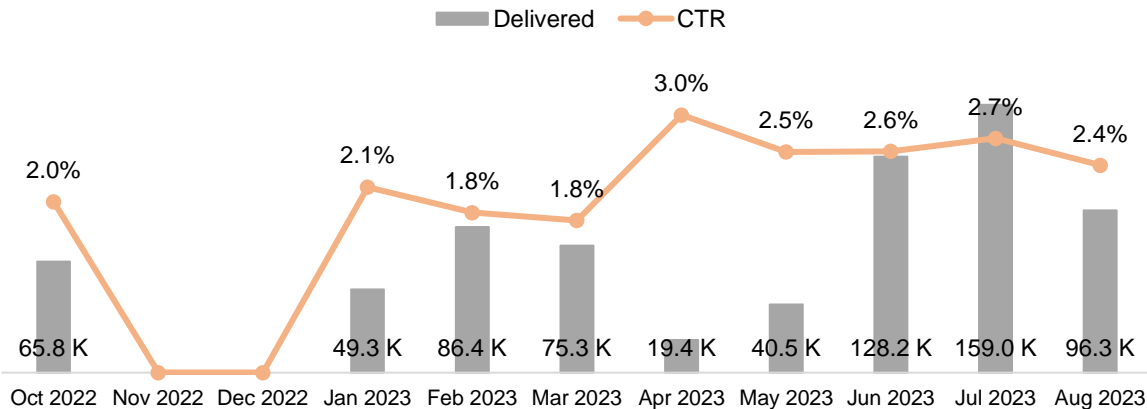
Simplified Welcome  
Oct '22 - Aug '23 Engagement Trends



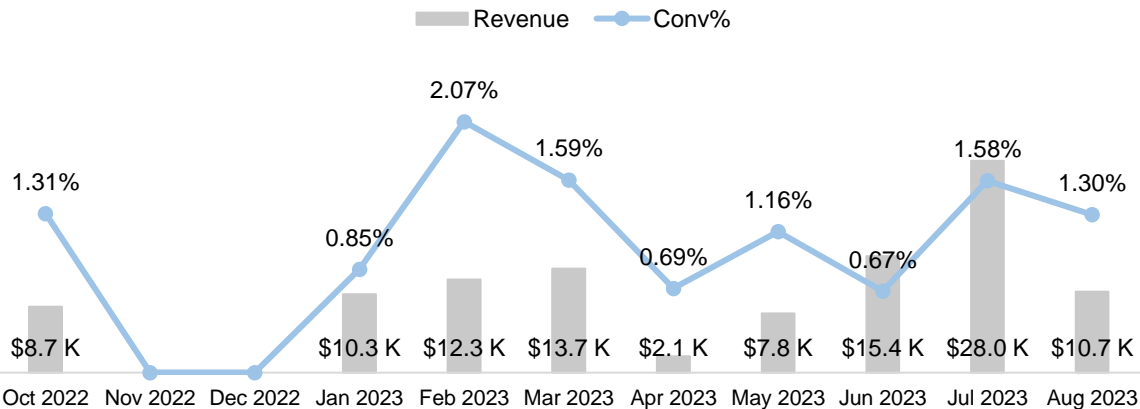
Simplified Welcome  
Oct '22 - Aug '23 Financial Trends



Welcomes 1-3  
Oct '22 - Aug '23 Engagement Trends



Welcomes 1-3  
Oct '22 - Aug '23 Engagement Trends



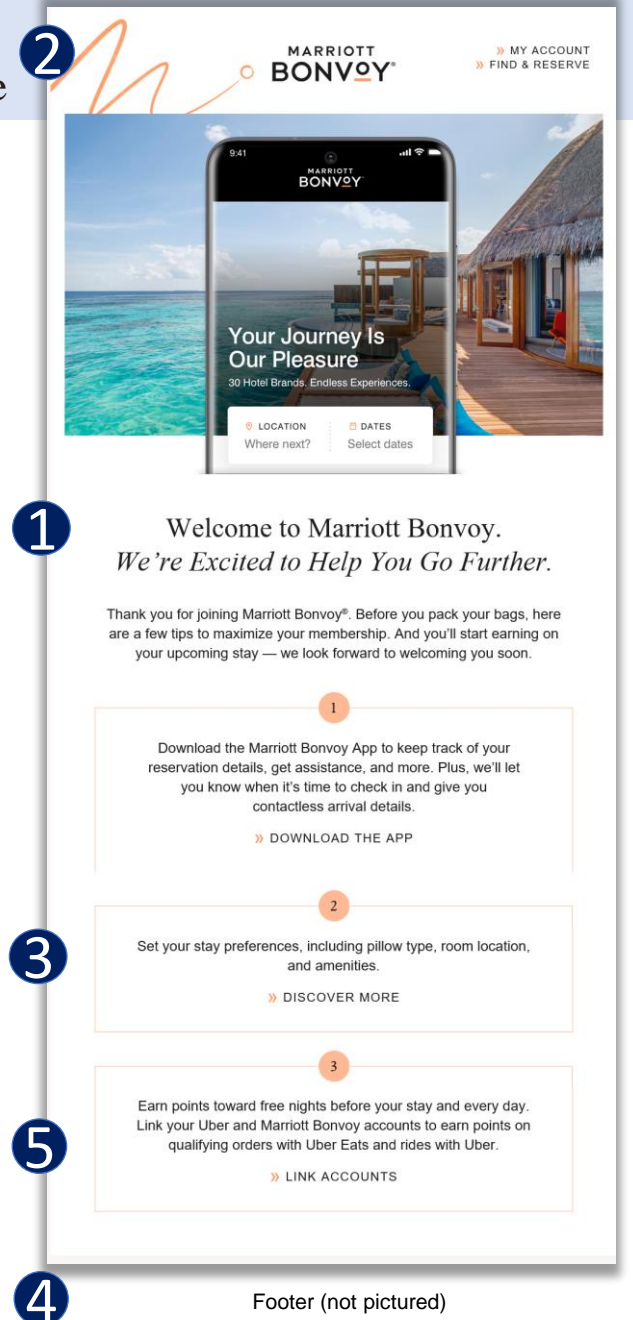


# Heat Map: Simplified Welcome

Aug 2023 | US, Digital Reservation Non-Luxury Audience

- The Hero featuring the Bonvoy app drove most click activity at 60.0%
  - Most Hero clicks went to the Download App CTA, as most of the audience who was eligible to receive the email did not yet have the app.
- Consistent with the Welcome Series emails, the Header drove most of the bookings.
- The Preferences module saw notable interest at 9.0% of clicks.

August 2023 Simplified Welcome % of Clicks	Total
Header	21.2%
Hero – Bonvoy App	60.0%
Download App	51.1%
Hero Image	4.9%
Open App	4.0%
Preferences	9.0%
Link Uber	2.2%
Footer	7.6%
	100.0%
Total Clicks	1,658



# Welcome Series

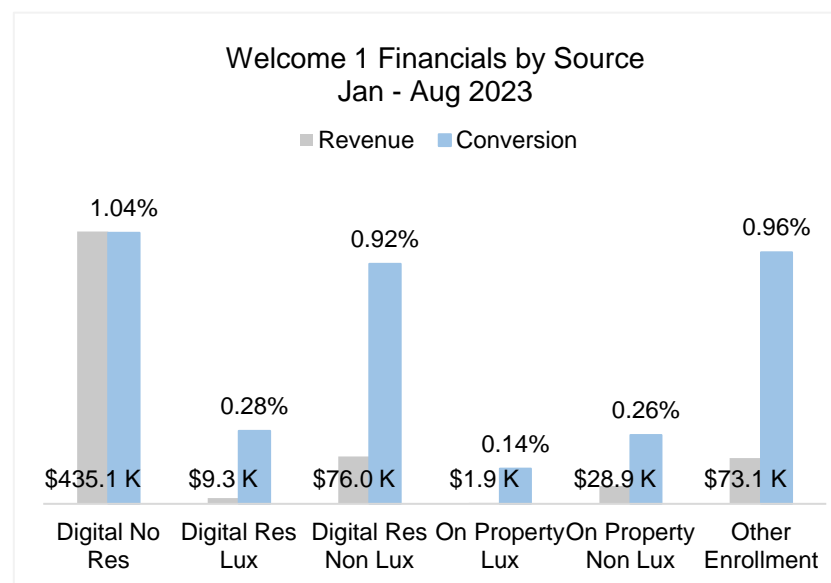
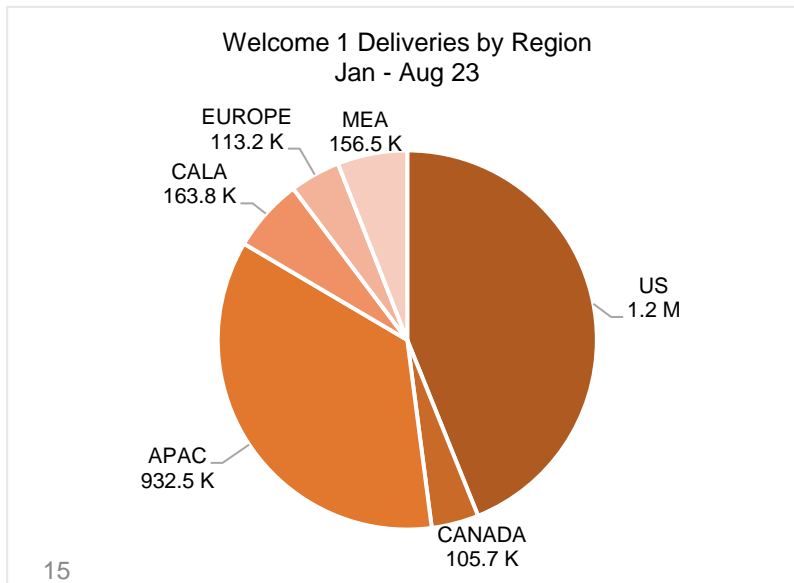
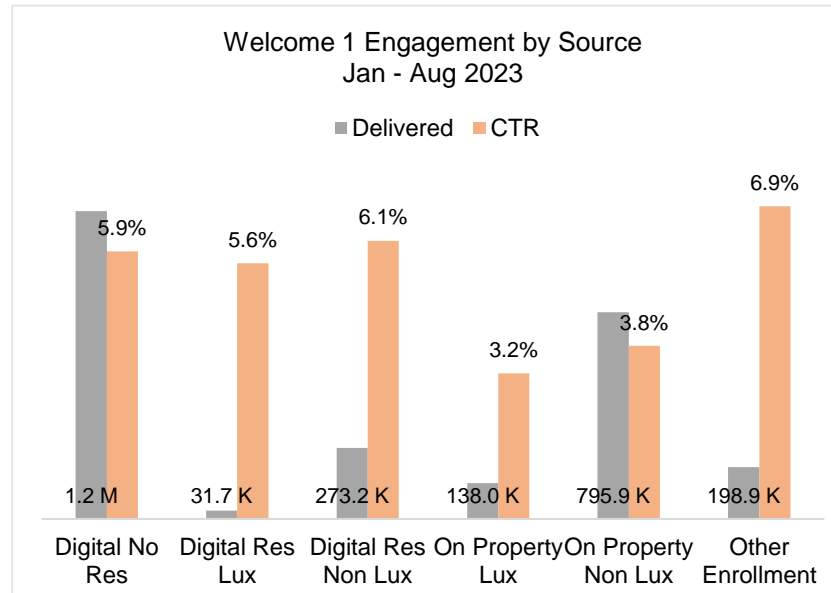
Welcome 1



# Performance Overview: Welcome 1

Jan – Aug 2023 compared to Jan – Aug 2022

<b>2.6 M</b> -40.2% YoY (-1.8 M) <b>Delivered</b>	<b>\$624.3 K</b> -58.1% YoY (-\$867.2 K) <b>Revenue</b>
<b>5.2%</b> -0.9 pts. YoY <b>CTR</b>	<b>2.7 K</b> -62.2% YoY (-4.4 K) <b>Room Nights</b>
<b>0.92%</b> +0.41 pts. YoY <b>Unsub Rate</b>	<b>1.1 K</b> -62.2% YoY (-1.8 K) <b>Bookings</b>



- Overall deliveries of 2.6 M were down YoY by -1.8 M, which impacted the financial declines.
  - A portion of the delivery decline was impacted by those who were selected for the Simplified Welcome test.
  - Financial declines also align with the overall Bonvoy trend YoY.
- Digital No Reservation enrollment source made up most deliveries at 1.2 M; this source also had the highest conversion rate at 1.04%.
- Other and Digital Reservation Non Luxury enrollment sources saw the highest CTRs at 6.9% and 6.1% respectively.

**Jan-Aug '23 Lifecycle Avg.**  
 CTR = 5.4%  
 Unsub Rate = 0.45%

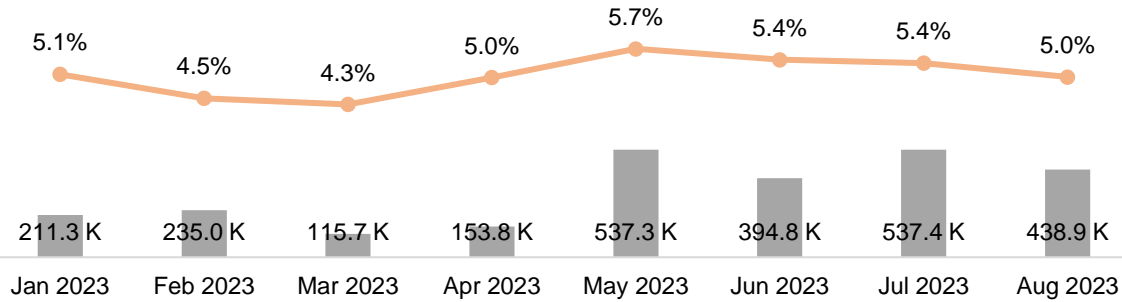
**Jan-Aug '22 Welcome 1 Avg.**  
 CTR = 6.1%  
 Unsub Rate = 0.51%

# Performance Trends by Month: Welcome 1

Jan – Aug 2023 compared to Jan – Aug 2022

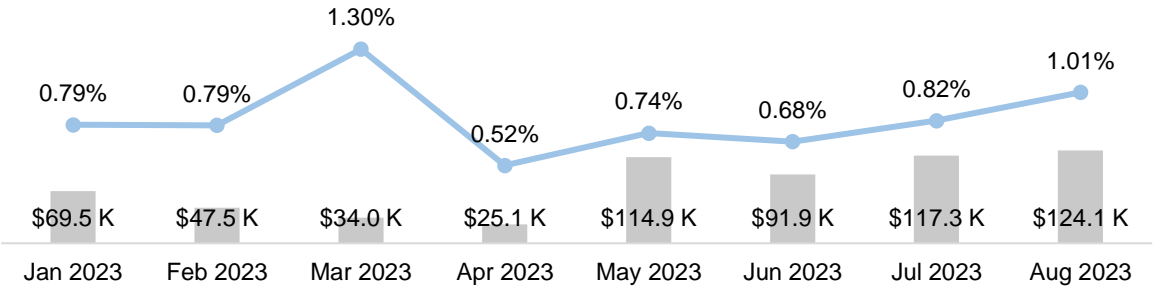
Welcome 1  
2023 Engagement Trends

Delivered CTR



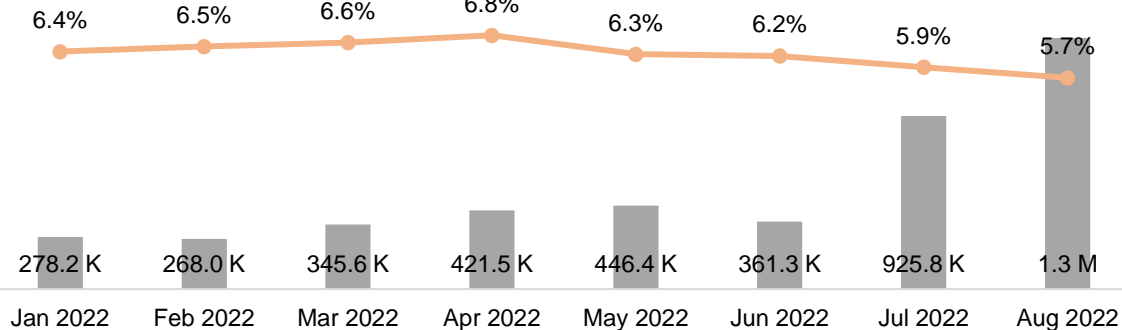
Welcome 1  
2023 Financial Trends

Revenue Conv%



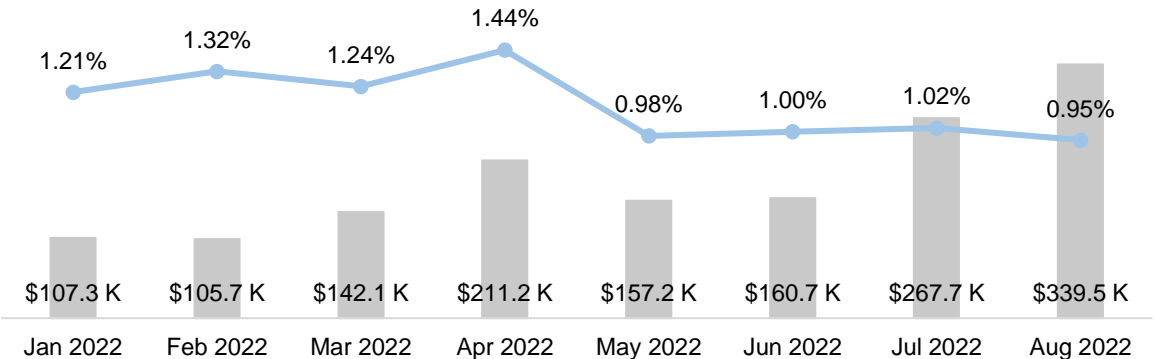
Welcome 1  
2022 Engagement Trends

Delivered CTR



Welcome 1  
2022 Financial Trends

Revenue Conv%

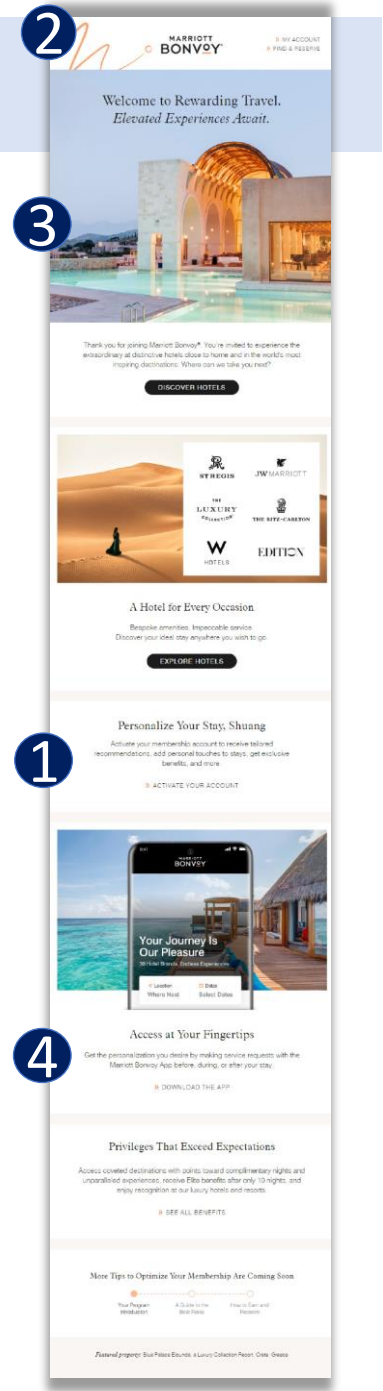


# Heat Map: Welcome 1

by Enrollment Source | August 2023

- The Activate/Preferences module placed mid-way down the email drove the most interest for all enrollment sources; overall this module saw 48% of total click activity.
- The Header was second-most popular in driving click activity and bookings, followed by the Hero.
- The mobile app module saw most interest from the Digital Reservation enrollment sources.

August 2023 Welcome 1 % of Clicks	Digital			On Property		Other	Total
	Digital No Reservation	Digital Reservation Luxury	Digital Reservation Non-Luxury	On Property Luxury	On Property Non-Luxury	Other Enrollment	
Header	17.8%	14.9%	15.6%	17.8%	14.2%	16.5%	16.6%
Hero	14.0%	13.9%	8.6%	10.5%	11.3%	10.7%	12.3%
Brands	--	7.3%	--	6.6%	--	0.0%	0.3%
Activate/Preferences	46.1%	36.7%	52.0%	40.1%	47.2%	54.8%	47.9%
Has Not Activated	27.0%	24.3%	31.4%	35.0%	39.7%	30.9%	30.5%
Has Activated - Profile Incomplete	17.3%	10.6%	16.4%	5.0%	7.3%	23.8%	15.8%
Has Activated - Profile Complete	1.8%	1.9%	4.3%	0.1%	0.1%	0.1%	1.6%
App Module	6.7%	10.6%	8.1%	6.9%	8.4%	6.8%	7.3%
Has App	1.7%	1.2%	1.4%	0.7%	0.5%	1.5%	1.4%
Does Not Have App	5.0%	9.3%	6.7%	6.2%	8.0%	5.4%	5.9%
Benefits Module	5.8%	7.3%	8.0%	6.2%	5.7%	4.7%	6.0%
Footer	9.6%	9.3%	7.7%	12.0%	13.1%	6.5%	9.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	14,767	482	3,865	698	5,008	3,719	28,539



# Welcome Series

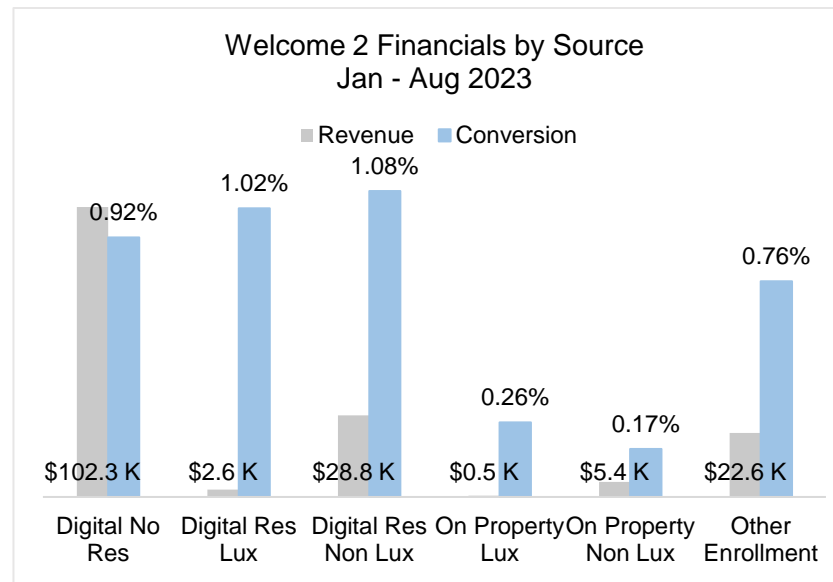
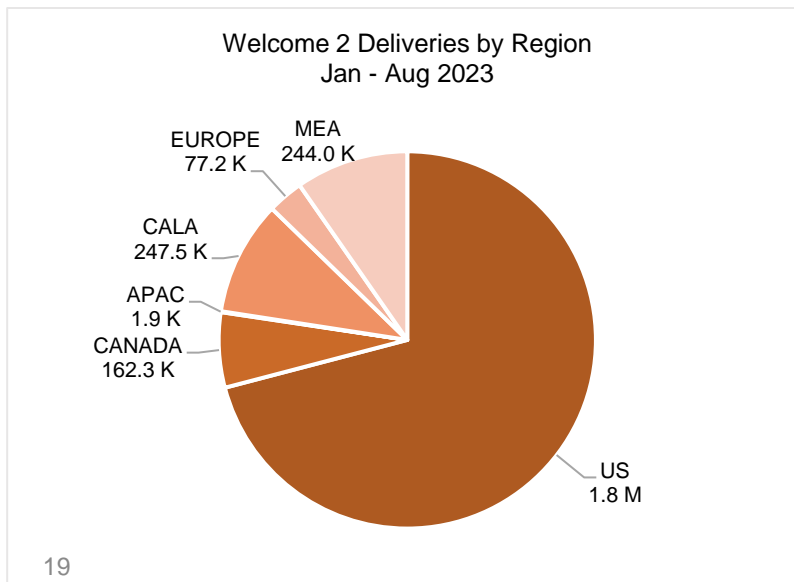
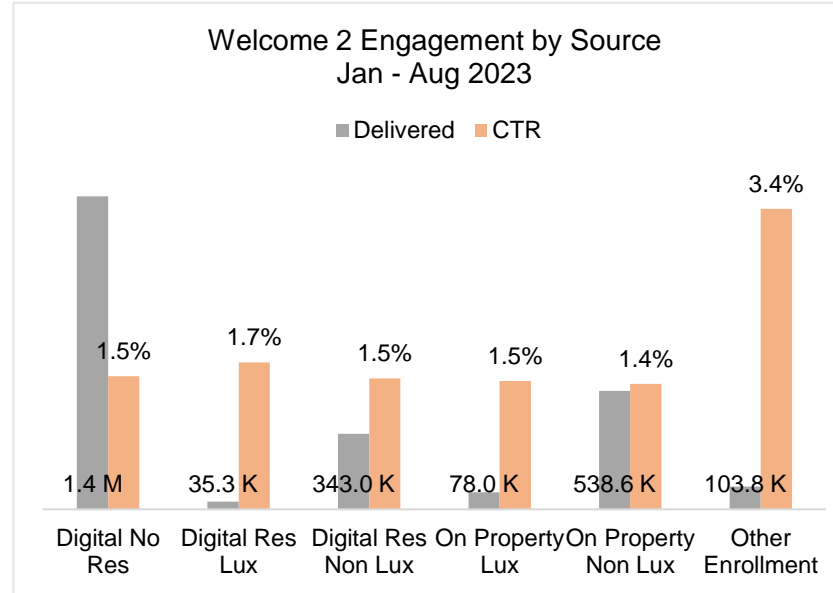
Welcome 2 (Book)



# Performance Overview: Welcome 2 (Book)

Jan – Aug 2023 compared to Jan – Aug 2022

<b>2.5 M</b> -41.4% YoY (-1.8 M) <b>Delivered</b>	<b>\$162.2 K</b> -54.7% YoY (-\$196.0 K) <b>Revenue</b>
<b>1.6%</b> -0.5 pts. YoY <b>CTR</b>	<b>775</b> -55.0% YoY (-946) <b>Room Nights</b>
<b>1.13%</b> +0.41 pts. YoY <b>Unsub Rate</b>	<b>301</b> -55.8% YoY (-380) <b>Bookings</b>



- As we would expect, we saw similar delivery proportions by enrollment source as with Welcome 1.
- Other and Digital Reservation Luxury enrollment sources saw the highest CTRs at 3.4% and 1.7% respectively; overall engagement was down for all sources compared to Welcome 1 and Welcome 2 averages.
- The Digital Reservation Non Luxury source had the highest conversion rate for Welcome 2 at 1.08%.

**Jan - Aug '23 Lifecycle Avg.**  
CTR = 5.4%  
Unsub Rate = 0.45%

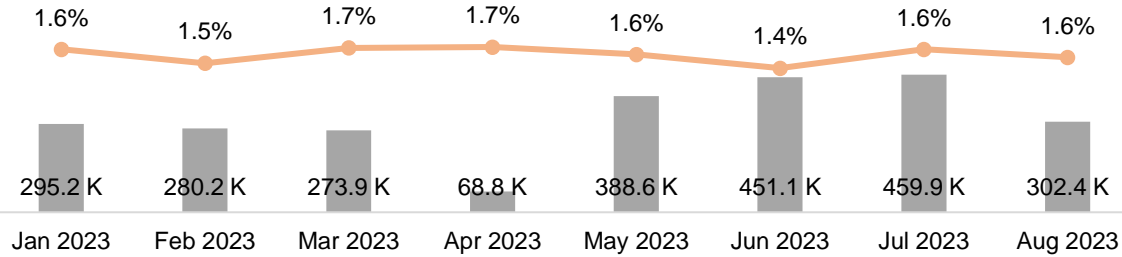
**Jan - Aug '22 Welcome 2 Avg.**  
CTR = 2.1%  
Unsub Rate = 0.72%

# Performance Trends by Month: Welcome 2 (Book)

Jan – Aug 2023 compared to Jan – Aug 2022

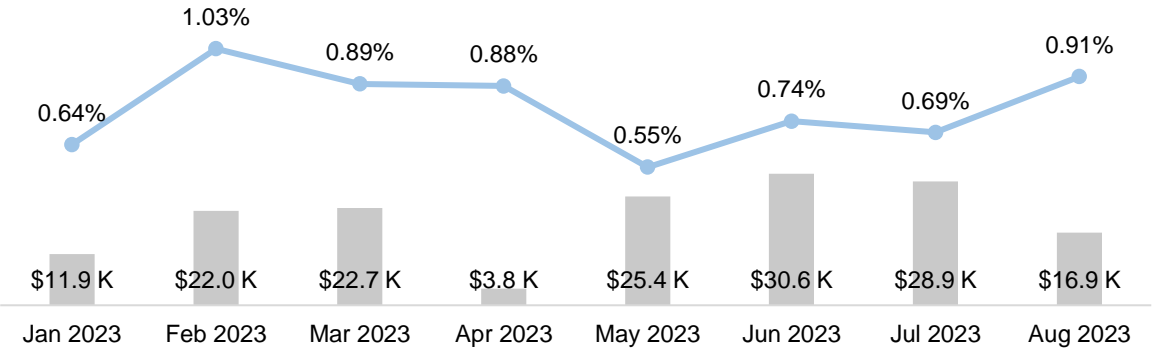
Welcome 2  
2023 Engagement Trends

Delivered CTR



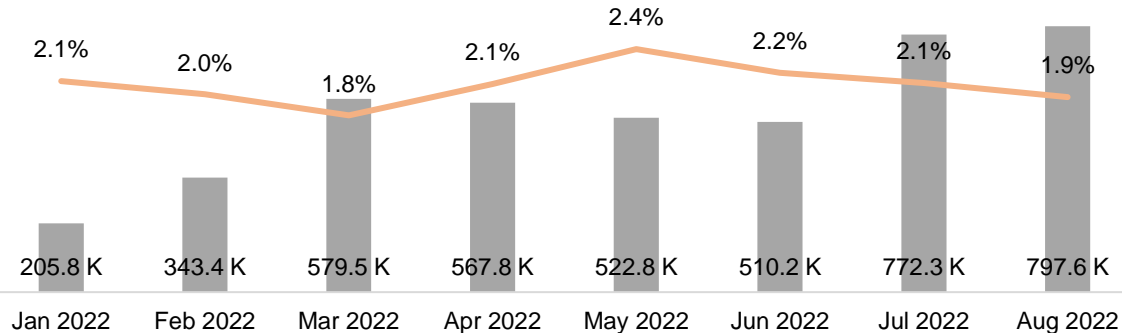
Welcome 2  
2023 Financial Trends

Revenue Conv%



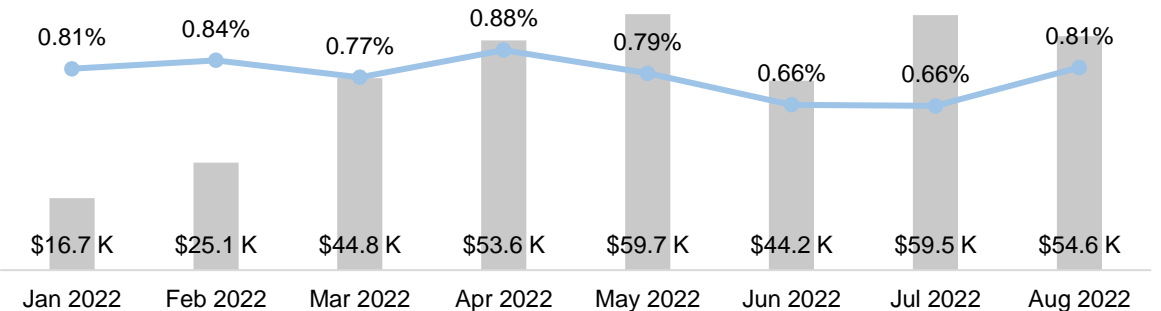
Welcome 2  
2022 Engagement Trends

Delivered CTR



Welcome 2  
2022 Financial Trends

Revenue Conv%

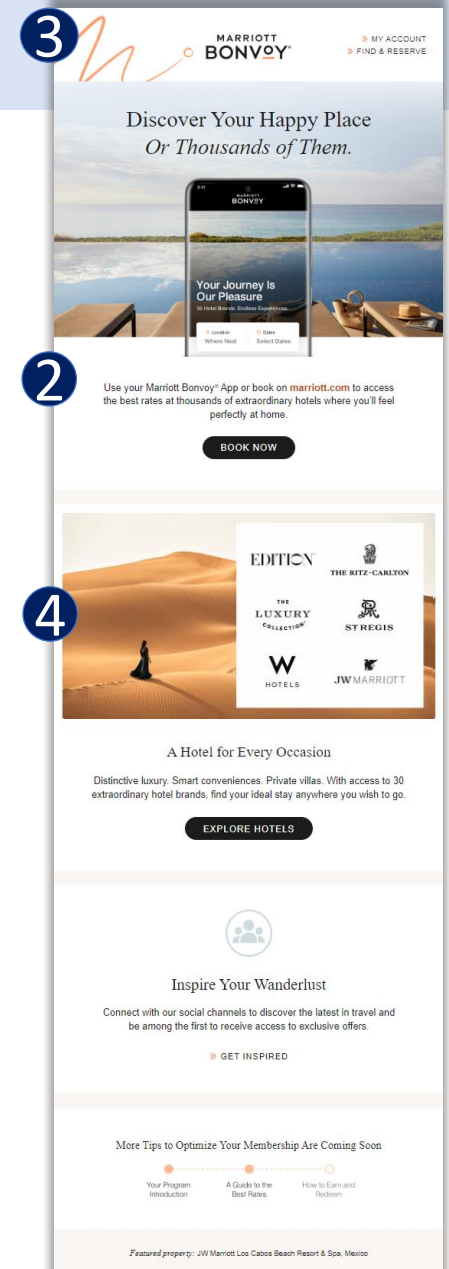


# Heat Map: Welcome 2 (Book)

by Enrollment Source | August 2023

- The Hero drove most click activity for Luxury and Other enrollment sources; the footer drove most click activity for all other sources; overall, the Hero drove 35% of clicks.
- The Header drove 66% of total bookings for Welcome 2 and overall was third most-clicked module.
- The Brands module was dynamic based on luxury vs. non-luxury enrollment source and drove notable interest for all audiences; the Brands module was also the second driver for bookings.
- We saw more footer activity for all enrollment sources compared to Welcome 1.

August 2023 Welcome 2 % of Clicks	Digital			On Property		Other	Total
	Digital No Reservation	Digital Reservation Luxury	Digital Reservation Non-Luxury	On Property Luxury	On Property Non-Luxury	Other Enrollment	
Header	15.0%	15.0%	13.7%	12.4%	15.2%	19.1%	15.1%
Hero	32.3%	36.4%	37.5%	37.8%	34.5%	42.8%	34.6%
Brands	11.1%	15.9%	9.3%	17.8%	8.5%	10.4%	10.5%
Get Connected	1.4%	0.9%	1.4%	0.0%	1.1%	2.1%	1.4%
Marriott Bonvoy Insiders	1.0%	0.9%	0.8%	0.0%	0.7%	1.3%	0.9%
Social	0.5%	0.0%	0.6%	0.0%	0.5%	0.8%	0.5%
Footer	40.1%	31.8%	38.2%	32.0%	40.7%	25.6%	38.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	4,295	107	1,171	225	1,504	718	8,020



1

Footer (not pictured)

# Welcome Series

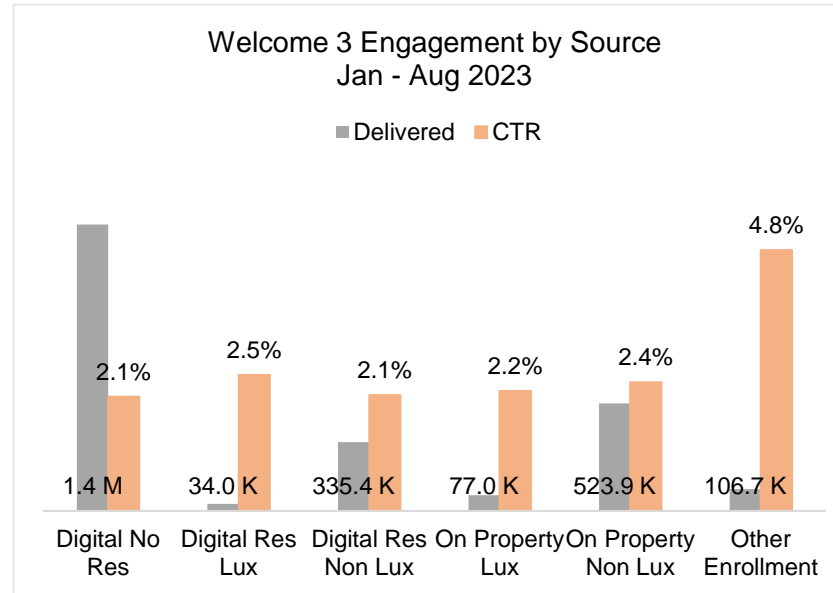
Welcome 3 (Earn)



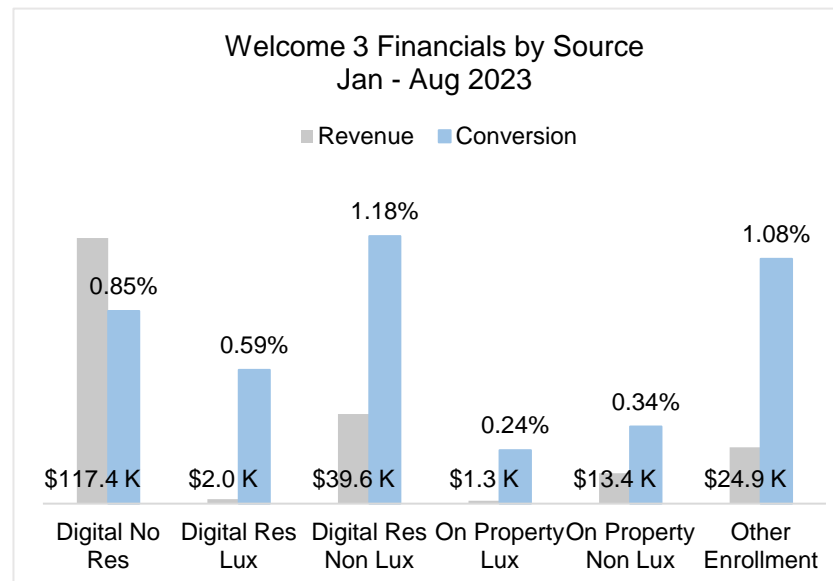
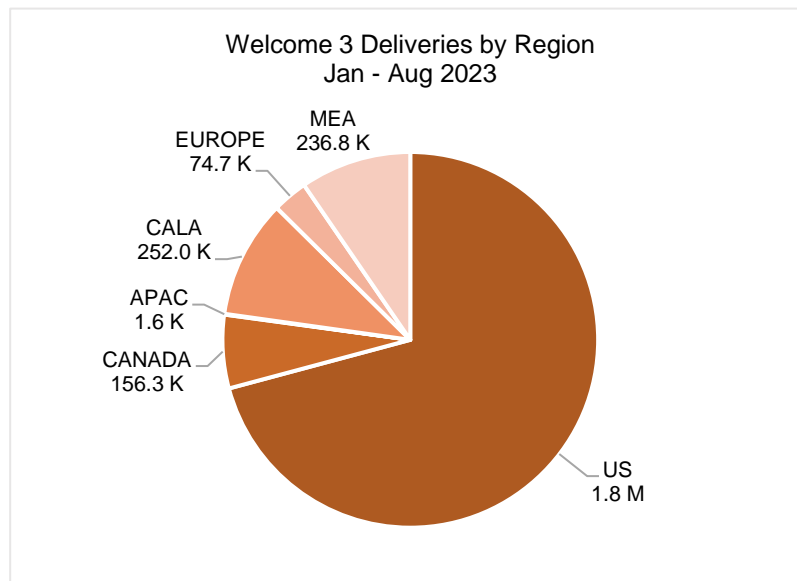
# Performance Overview: Welcome 3 (Earn)

Jan – Aug 2023 compared to Jan – Aug 2022

<b>2.5 M</b> -43.1% YoY (-1.9 M) <b>Delivered</b>	<b>\$198.6 K</b> -44.1% YoY (-\$156.8 K) <b>Revenue</b>
<b>2.3%</b> -0.2 pts. YoY <b>CTR</b>	<b>1.0 K</b> -47.7% YoY (-905) <b>Room Nights</b>
<b>0.96%</b> +0.34 pts. YoY <b>Unsub Rate</b>	<b>438</b> -47.5% YoY (-397) <b>Bookings</b>



- The overall CTR of 2.3% was a +0.7 pts. lift compared to Welcome 2; revenue of \$198.6 K was also a +22.4% increase compared to Welcome 2.
- Unsub rate of 0.96% was a positive decline of -0.17 pts. compared to Welcome 2 and was more in line with Welcome 1 (0.92%).
- As with Welcome 2, Other and Digital Reservation Luxury enrollment sources saw the highest CTRs at 4.8% and 2.5% respectively.
- The Digital Reservation Non Luxury source continued to have the highest conversion rate at 1.18% -- a +0.1 pt. lift compared to Welcome 2.



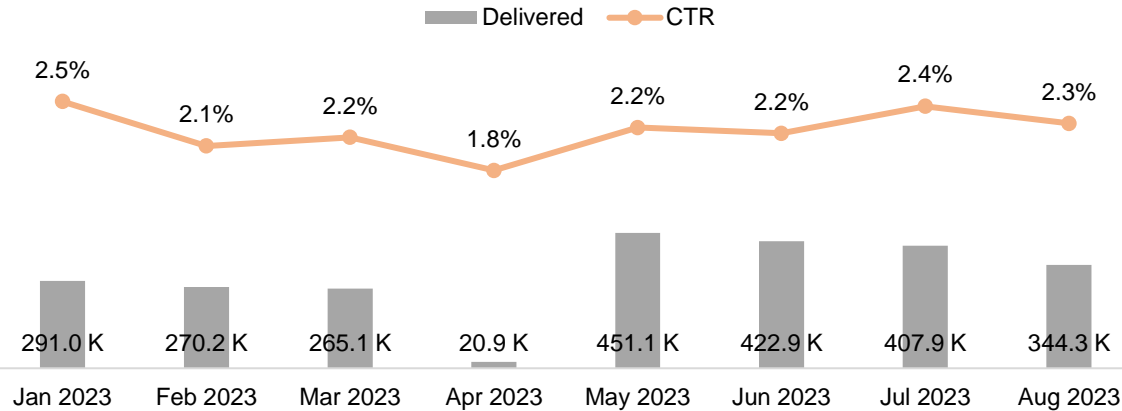
**Jan - Aug '23 Lifecycle Avg.**  
CTR = 5.4%  
Unsub Rate = 0.45%

**Jan - Aug '22 Welcome 3 Avg.**  
CTR = 2.5%  
Unsub Rate = 0.62%

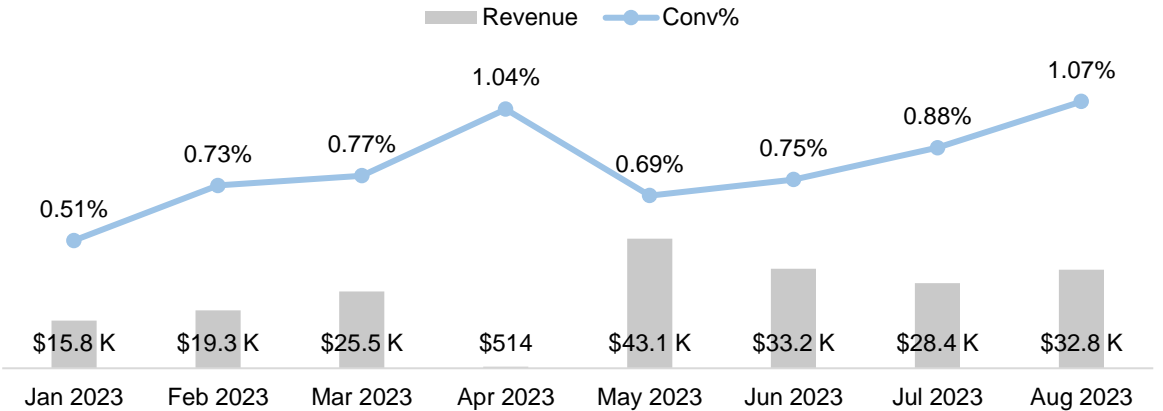
# Performance Trends by Month: Welcome 3 (Earn)

Jan – Aug 2023 compared to Jan – Aug 2022

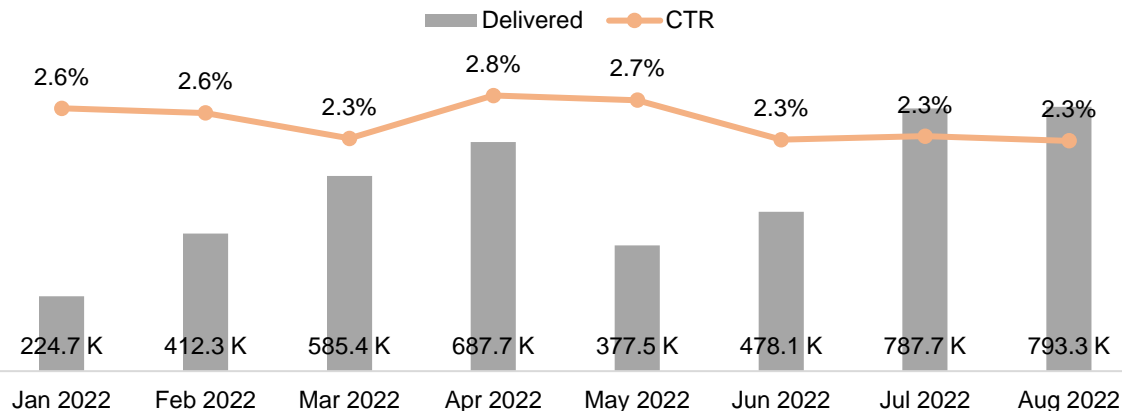
Welcome 3  
2023 Engagement Trends



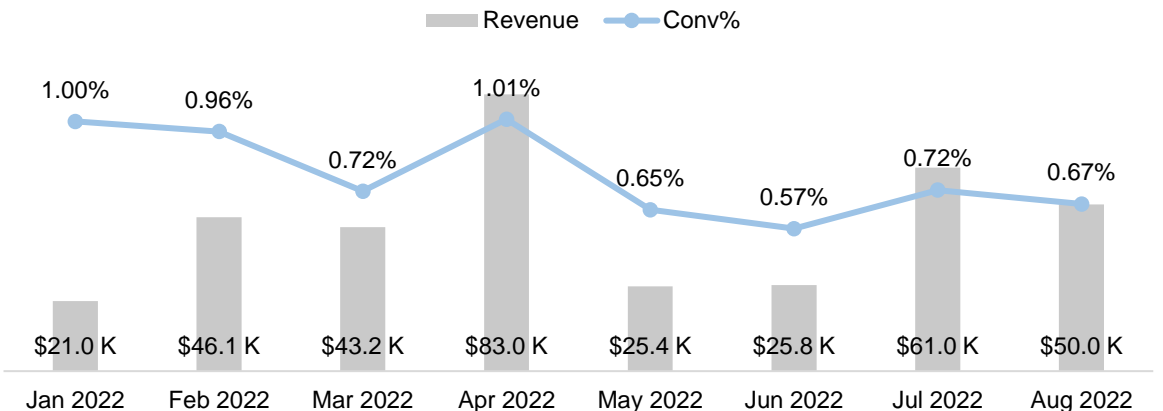
Welcome 3  
2023 Financial Trends



Welcome 3  
2022 Engagement Trends



Welcome 3  
2022 Financial Trends

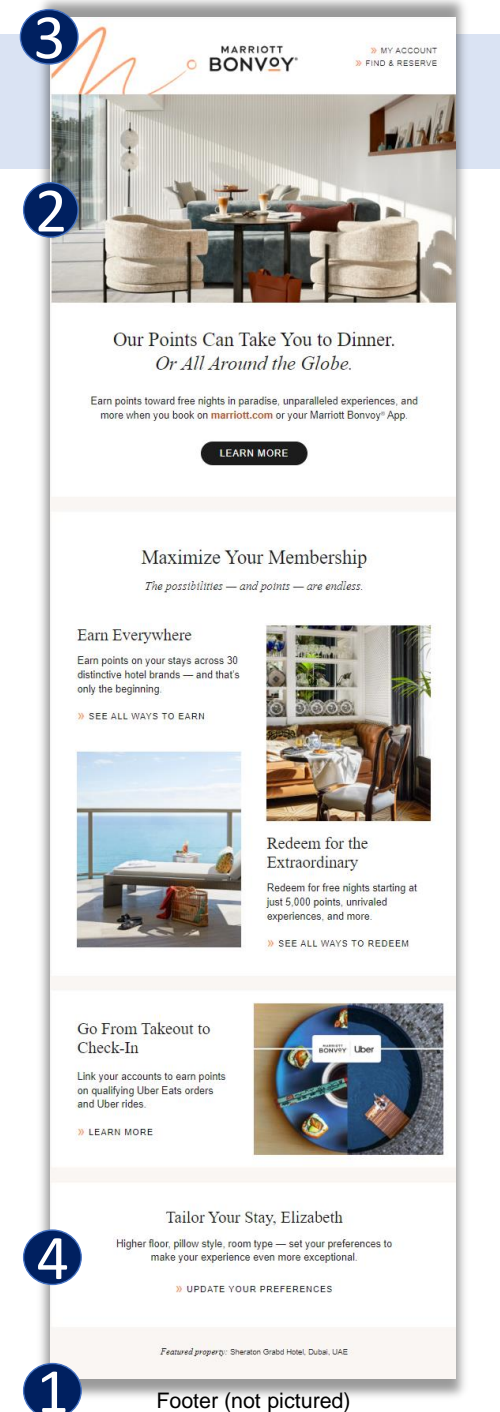


# Heat Map: Welcome 3 (Earn)

by Enrollment Source | August 2023

- Click activity was more varied for Welcome 3 compared to the other Welcomes for all sources
  - Compared to all modules, footer activity was higher for Digital No Reservation, Digital Reservation Non Luxury and On Property Non Luxury sources, while the Hero or Activate/Preferences drove most click activity for the other sources.
- Same as Welcomes 1 and 2, the Header drove most of the bookings.
- Total clicks of 10,397 was a +30% increase compared to Welcome 2; more overall opportunities to click in Welcome 3 impacted this lift.

August 2023 Welcome 3 % of Clicks	Digital			On Property		Other	Total
	Digital No Reservation	Digital Reservation Luxury	Digital Reservation Non-Luxury	On Property Luxury	On Property Non-Luxury	Other Enrollment	
Header	22.1%	19.0%	21.3%	11.5%	15.7%	17.9%	20.0%
Hero	22.8%	27.0%	21.4%	21.0%	20.5%	14.7%	21.4%
Maximize Partnership	13.6%	15.5%	15.3%	7.5%	8.1%	12.9%	12.6%
Earn Even More RAB	4.5%	3.5%	2.3%	1.6%	2.4%	4.1%	3.6%
Activate/Preferences	12.0%	20.1%	16.7%	30.8%	26.1%	38.8%	18.6%
Has Not Activated	5.3%	10.9%	6.8%	28.9%	25.4%	37.4%	13.2%
Has Activated - Profile Comp.	6.7%	9.2%	9.9%	2.0%	0.8%	1.4%	5.4%
Footer	25.0%	14.9%	22.9%	27.7%	27.2%	11.7%	23.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	5,319	174	1,591	253	2,113	947	10,397



# Recommendations

- There could be an opportunity to test a different approach for On Property sources; for example, consider testing dynamic, personalized messaging that acknowledges their member registration took place at a property; include content based on their stay location.
- Given its strong click activity from Welcome 1 for all sources, test moving up placement of the Activate/Preferences module and messaging to drive clicks sooner; test creative approaches to drive additional interest.
- Include a dynamic poll for the Digital No Reservation enrollment source to better understand the timing of their next trip since they have not booked yet (for example: This Weekend | Next 2 Weeks | Next Month).
- Include travel inspiration based on stay/booking data - “Where to travel this year/next month”
  - Include a variety of content to click and leverage top performing messages like, all-inclusive resorts, top HVMB destinations, Traveler tips & trends
- For Simplified Welcome --
  - Expand test into other enrollment sources and/or regions, where it makes sense
  - To help drive more bookings, test Hero creative that showcases rotating dream-worthy hotel and destinations images
  - Consider testing a “Bonvoy Members Popular Hotel Destinations” approach to help drive interest
  - Test leading with point earning messages (Uber for example) to measure engagement for audiences who have not booked yet
  - To help drive additional engagement, test Hero headline personalization
  - Consider secondary placement for App module and messaging; use deep linking when possible to send existing app users into the app with fewer steps to make selections/set preferences.
  - To enhance personalization, test an “upcoming trip” module that links to travel/hotel articles related to their booking location
- Lean into winning tactics used in other RTI efforts – personalization, intrigue, offer – to optimize SL and PH combinations to help lift open and click activity





THANK YOU

MARRIOTT  
BONVOY®



















ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

# Appendix

# Welcome 1

## Dynamic Creative

[Click here to open PDF Version](#)

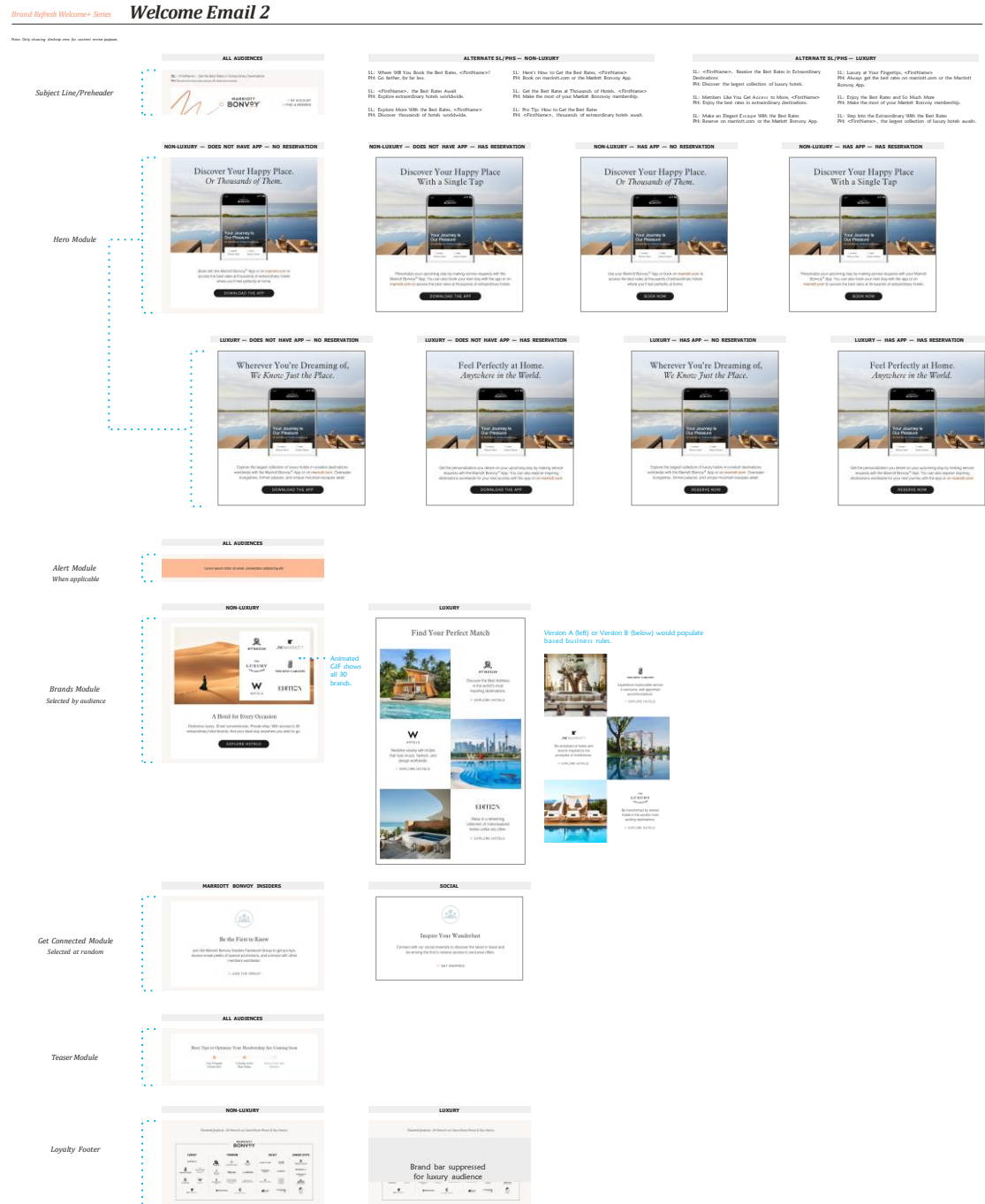
Brand Refresh Welcome+ Series		Welcome Email 1	
Here they sharing content once for selected email pages			
Subject Line/Preheader	Subject Line/Preheader	<div>ALL AUDIENCES</div> <div>Hi, Welcome to Rewarding Travel. &lt;First Name&gt; Where can Market Rewards take you next?  I can't wait to see what's next</div>	
		<div>DIGITAL ENROLLMENT — NO RESERVATION + OTHER</div> <div>Welcome to Rewarding Travel. Earn Points Toward What You Love.  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Hero Module	Hero Module Selected by audience	<div>DIGITAL ENROLLMENT — LUXURY RESERVATION</div> <div>Welcome to Rewarding Travel. Elevated Experiences Await.  We look forward to welcoming you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>DIGITAL ENROLLMENT — NON-LUXURY RESERVATION</div> <div>Welcome to Rewarding Travel. Earn Points Toward What You Love.  We look forward to welcoming you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Brands Module	Brands Module Luxury audience only	<div>LUXURY (NO BRANDS MODULE FOR NON-LUXURY)</div> <div> A Head for Every Occasion Discover essential, memorable services Discover more about the services that await you. EXPLORE SERVICES</div>	
		<div>ON PROPERTY ENROLLMENT — LUXURY</div> <div>Welcome to Rewarding Travel. Elevated Experiences Await.  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Activate/Preferences Module	Activate/Preferences Module Selected by audience	<div>ON PROPERTY ENROLLMENT — NON-LUXURY</div> <div>Welcome to Rewarding Travel. Earn Points Toward What You Love.  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>HAS NOT ACTIVATED ACCOUNT</div> <div>Personalize Your Stay, &lt;First Name&gt; After your next stay, we'll be able to personalize your stay with recommendations, personalized offers and more. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
App Module	App Module Selected by audience	<div>HAS ACTIVATED — PROFILE INCOMPLETE</div> <div>Complete Your Profile, &lt;First Name&gt; Add your address and other personal information to make your experience even more personalized. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>HAS ACTIVATED — PROFILE COMPLETE</div> <div>Tailor Your Stay, &lt;First Name&gt; After your next stay, we'll be able to personalize your stay with recommendations, personalized offers and more. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Benefits Module	Benefits Module Selected by audience	<div>NON-LUXURY — DOES NOT HAVE APP</div> <div> Your Journey Is Our Priority We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>NON-LUXURY — HAS APP</div> <div> The World Is in Your Hands We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Teaser Module	Teaser Module	<div>LUXURY — DOES NOT HAVE APP</div> <div> Access at Your Fingertips We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>LUXURY — HAS APP</div> <div> Access at Your Fingertips We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
Loyalty Footer	Loyalty Footer	<div>NON-LUXURY — NO RESERVATION/STAY</div> <div>Benefits That Exceed Expectations  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>NON-LUXURY — WITH RESERVATION/STAY</div> <div>Benefits That Exceed Expectations  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>LUXURY — NO RESERVATION/STAY</div> <div>Privileges That Exceed Expectations  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>LUXURY — WITH RESERVATION/STAY</div> <div>Privileges That Exceed Expectations  Thank you for joining Market Rewards! You're invited to explore the world of Market Rewards and how it can help you earn points toward what you love. We look forward to seeing you on your journey and to the many experiences that await you. We'll be in touch soon with more information about how to get the most out of your new rewards. Welcome to the team!</div>	
		<div>ALL AUDIENCES</div> <div>Here's Your Exclusive Travel Membership Card Coming Next </div>	
		<div>NON-LUXURY</div> <div>Brand bar suppressed for luxury audience </div>	
		<div>LUXURY</div> <div>Brand bar suppressed for luxury audience </div>	



# Welcome 2

## Dynamic Creative

[Click here to open PDF Version](#)





# Welcome 3

## Dynamic Creative

[Click here to open PDF Version](#)

Brand Refresh Welcome+ Series

### Welcome Email 3

Here they sharing details onto the account access page

Subject Line/Preheader

Hero Module

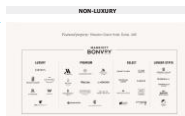
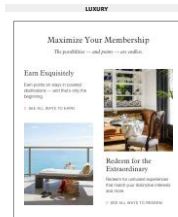
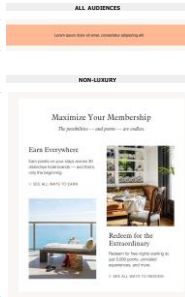
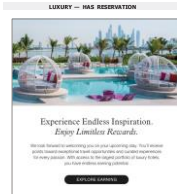
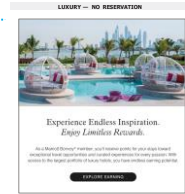
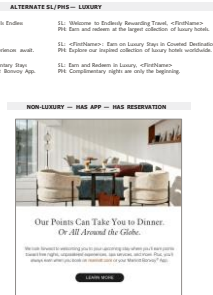
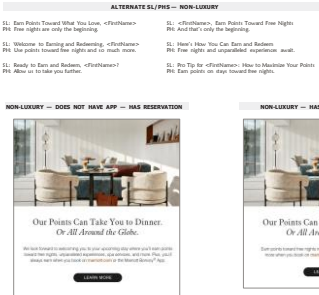
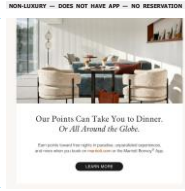
Alert Module  
When applicable

Maximize Partnership Module

Earn Even More RAB  
When applicable

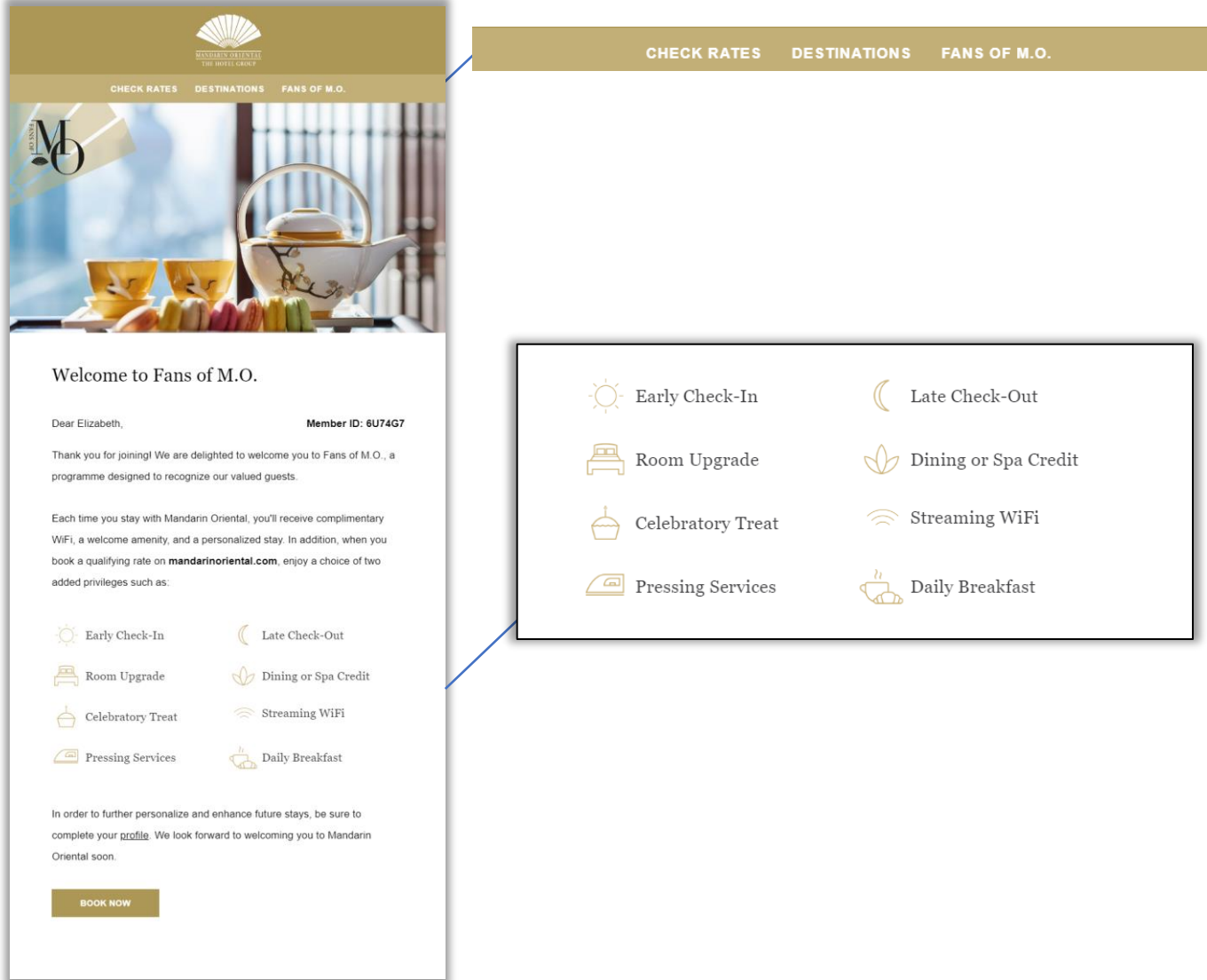
Activate/Preferences Module  
Selected by audience

Loyalty Footer



# Industry Example: Welcome Series

## Mandarin Oriental Hotel Welcome 1



**Brand:** Mandarin Oriental Hotel Group

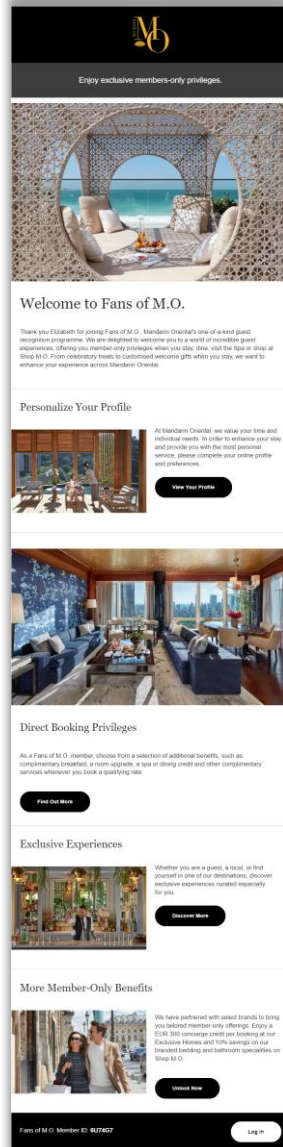
**SL:** Welcome to Fans of M.O.

### Highlights:

- Navigation Bar at the top of the email including CTAs to drive bookings.
- Personalized letter style throughout the email.
- Simplified module to show the benefits of being a member.

# Industry Example: Welcome Series

## Mandarin Oriental Hotel Welcome 2



Enjoy exclusive members-only privileges.

### Exclusive Experiences



Whether you are a guest, a local, or find yourself in one of our destinations, discover exclusive experiences curated especially for you.

Discover More

### More Member-Only Benefits



We have partnered with select brands to bring you tailored member-only offerings. Enjoy a EUR 300 concierge credit per booking at our Exclusive Homes and 10% savings on our branded bedding and bathroom specialities on Shop M.O.

Unlock Now

**Brand:** Mandarin Oriental Hotel Group

**SL:** Personalized Luxury Awaits - Welcome to Fans of M.O.

### Highlights:

- Banner at the top to show the email is about “member-only privileges”
- Personalized letter under the hero.
- Modules that include a “member-only benefits” link and a “moments” module that are “curated for you”