

Quarterly Business Review Loyalty/Lifecycle Campaigns

May 30, 2025

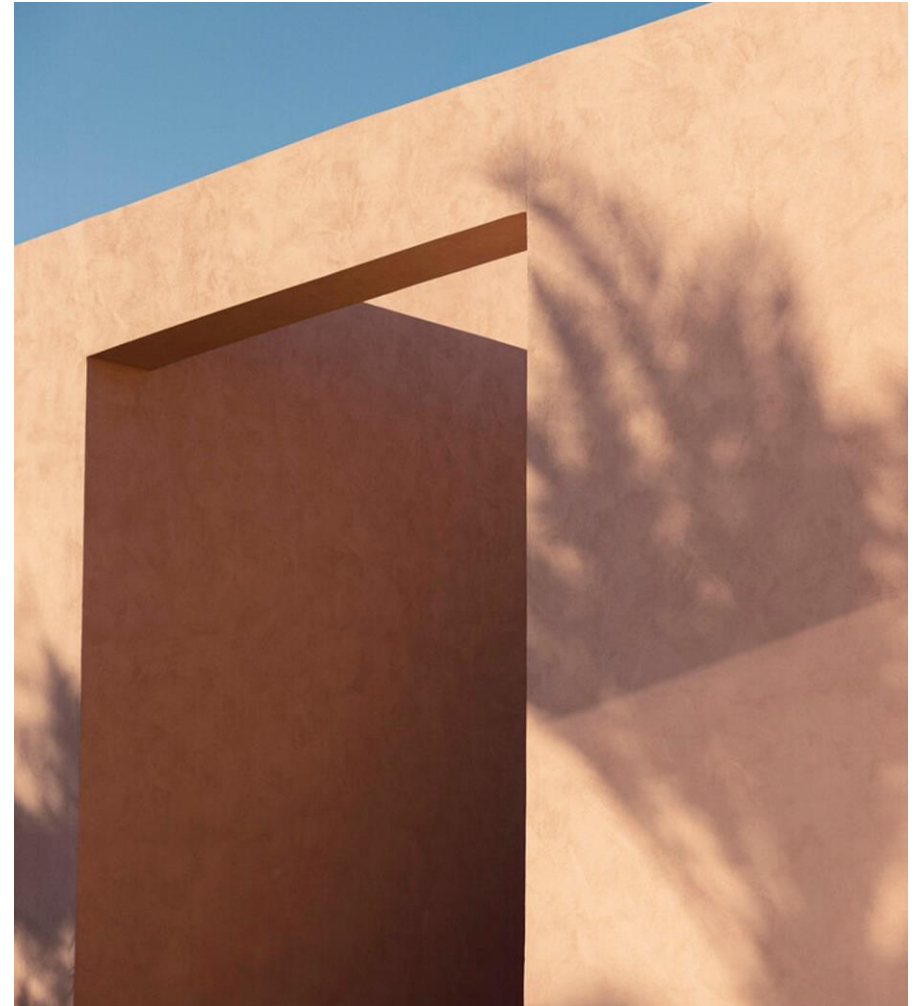
109

MARRIOTT
BONVOY™

DOMES NOVOS SANTORINI, AUTOGRAPH COLLECTION



-
- Q1 2025 Lifecycle Performance Dashboards
 - Email YoY
 - Push YoY
 - Refreshed Incent Redemption
 - Q1 2025 vs. Q1 2024
 - Points Expiration
 - Q1 2025 vs. Q1 2023
 - Uber Year in Review
 - 2024 vs. 2023
 - Next Steps
-



Q1 2025 Lifecycle Email Performance Dashboard

51.0 M +174.9% YoY (+32.4 M) Delivered
1.1 M +87.2% YoY (+521.2 K) Clicks
2.19% -1.03 pts. YoY CTR
0.43% -0.05 pts. YoY Unsub Rate
6.5 K +43.6% YoY (+2.0 K) Bookings
\$2.9 M +43.0% YoY (+\$884.9 K) Revenue
0.58% -0.18 pts. YoY Conversion Rate
0.13 -0.11 YoY BPK

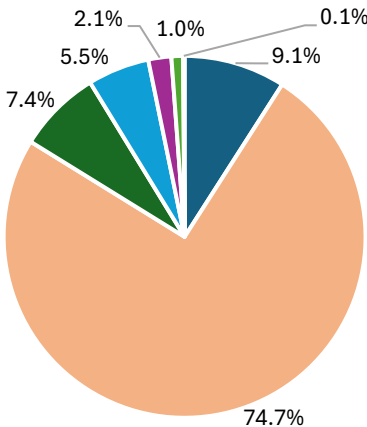
Top Performance Drivers (Delivered | CTR)

- Downgrade Solo (2.9 M | 6.1%)
- Points Exp 30 Days (788.1 K | 3.9%)
- Hello Again (9.0 M | 3.6%)
- Welcome EMEA (524.5 K | 4.0%)
- Incent Red. (3.4 M | 2.4%)
- Renewer (1.8 M | 2.8%)

% of Deliveries by Member Level

Level | CTR | Unsub

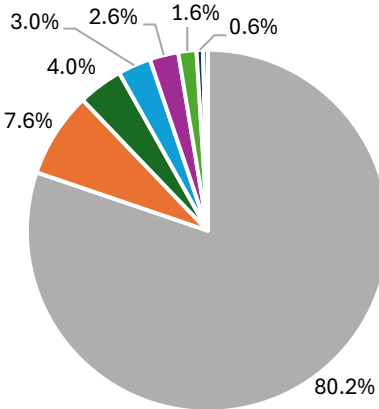
- NON | 2.7% | 0.73%
- BASIC | 1.6% | 0.46%
- SILVER | 4.2% | 0.16%
- GOLD | 4.3% | 0.10%
- PLAT. | 5.7% | 0.03%
- TITAN. | 5.2% | 0.02%
- AMBASS. | 5.2% | 0.02%



% of Deliveries by Region

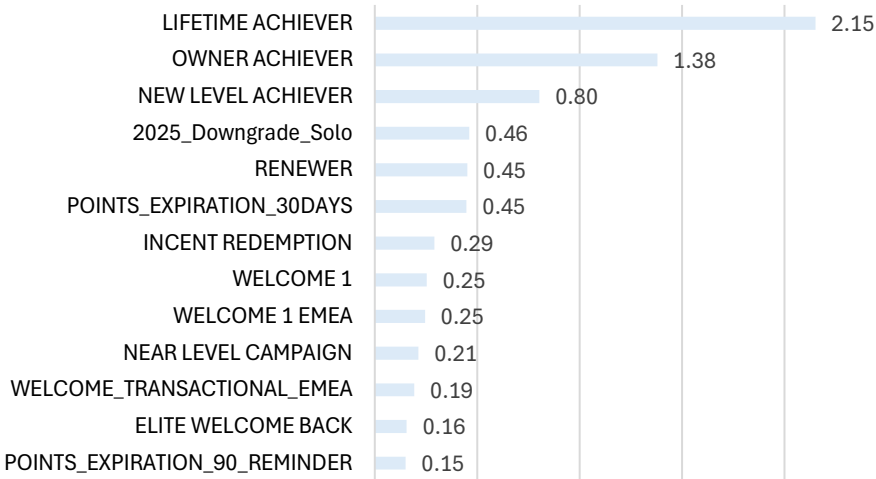
Region | CTR | Unsub

- US | 1.9% | 0.41%
- APAC | 3.1% | 0.26%
- EUROPE | 4.6% | 1.11%
- MEA | 2.1% | 0.48%
- CALA | 1.7% | 0.44%
- CANADA | 5.9% | 0.27%
- APEC | 1.2% | 0.41%



Top Booking Drivers

by Campaign (BPK: Bkgs/K. Dlvd)



Performance Highlights:

- Delivery increase primarily due to Hello Again (9M) and Gated Offer (2M) in market this year and not last year & F100 Days increased del. (+16M)
- CTR of 2.19% was down by -1 pt. but well above Bonvoy avg. of 0.69%
- Increased bookings drove +43% revenue increase; slight declines in conv. and BPK; Achievers were top 3 BPK drivers.
- Typical member level engagement, with CTRs mostly increasing and unsub rate decreasing as levels progress; compared to all regions, CAN had the highest CTR at 5.9% while APAC had the lowest unsub rate at 0.26%.
- Q1 '24 data issues may have impacted YoY comparisons.
- Top Performance Drivers selected based on delivery volume and engagement; Top BPK Drivers selected based on BPK > Q1 Lifecycle avg. of 0.13.

Email Benchmarks

Bonvoy Q1 '25 Avg.: CTR = 0.69% | Unsub Rate = 0.18% | Conv. Rate = 0.68% | BPK = 0.05
Bonvoy Unsub Rate benchmark = 0.20%
Industry Benchmark (Epsilon Q1 '25 – all clients): CTR = 0.8%
Travel Industry Benchmark (Constant Contact 2024 avg.): CTR = 0.85%
Travel Industry Benchmark (Mailerlite 2024 avg.): CTR = 0.77% | Unsub = 0.21%

Q1 2025 Lifecycle Push Performance Dashboard

Q1 Campaigns

- Achiever
 - ATM
 - F100 Days
- Lifetime Achievers
 - Points Expiration
 - Incent Redemption

4.6M

+66.5% YoY (+1.8M)

Deliveries

12.1K

+30.4% YoY (+2.8K)

Bookings

222.2K

+12.4% YoY (+24.6K)

Clicks

\$4.8M

+26.1% YoY (+\$995.2K)

Revenue

4.79%

-2.3 pts. YoY

CTR

5.46%

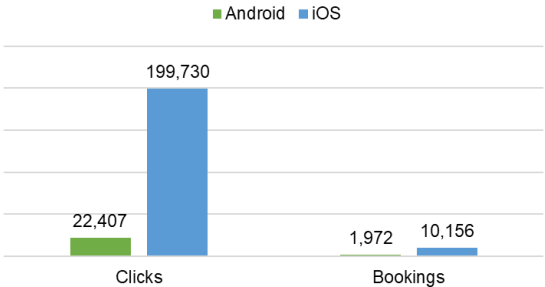
+0.75 pts. YoY

Bkg. Conversion

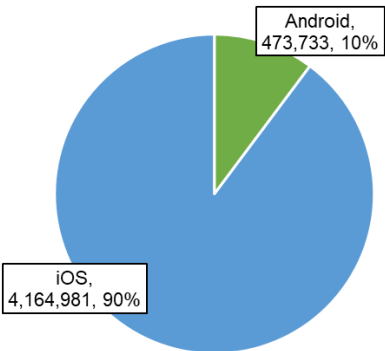
Top Send vs. Response Times (EST)

% of Sends	% of Clicks
8 AM (21%)	8 AM (13%)
11 AM (18%)	11 AM (11%)
8 PM (8%)	6 PM (11%)
6 PM (8%)	7 PM (9%)
5 PM (7%)	5 PM (8%)

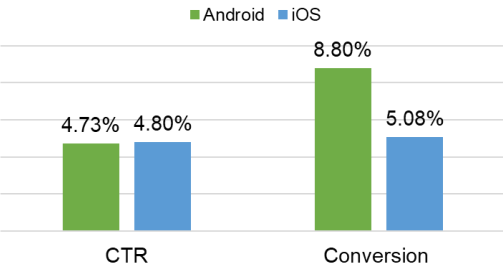
Clicks and Bookings by Operating System



Deliveries by Operating System



Engagement Rates by Operating System



Performance Highlights:

- Increase in YoY deliveries drove lifts in clicks and contributed to an increase in bookings.
- iOS represented 90% of Push deliveries and generated the most clicks and bookings.
- Overall CTR was down 2pts YoY and most likely impacted by the increase in Push marketing this year compared to 2024.
- CTR by OS was the same, showing the strength of Android.
- Conversion rate increased YoY as well, despite the increase in deliveries. Both OSs generated above industry avg. rates.

Push Benchmarks

Bonvoy Q1 '25 Avg (only mktg. push messages)

- CTR = 7.02%
- Conversion = 9.2%

Industry Benchmarks (Travel/Hospitality Apps)

- CTR: Android (5.29%) | iOS (3.97%)

Industry Benchmarks (general marketing)

- Conversion = 1.5% - 3.8%

Top Performance Drivers

- ATM Push (All versions): **Most deliveries** (66%) and **bookings** (60%)
- Achiever Push: **Highest CTR** (11.95%) and **conversion** (8.64%)
- Incent Redemption Push: **#2 booking driver** (26%) and **conversion** (7.84%)
- ATM Invite Push: **Overall, good performance**; 1.5M deliveries, 4.2K bookings (#1 out of all messages), 4.74% CTR, and 5.65% conversion

Dashboard Notes:

- Data sourced from [Mobile Push Metrics Tableau dashboard](#); metric glossary in the appendix.
- Opens are only trackable for Android devices and not iOS; not included in analysis.
- Opt-Outs are tracked at the customer level and not by campaign; not included in analysis.

Refreshed Incent Redemption

Refreshed Incent Redemption Trigger

Sample Creative

Launched Aug. 12, 2024

The ENG template was the version that was refreshed at this time; refreshed INL versions slated for late 2025.

Targeting:

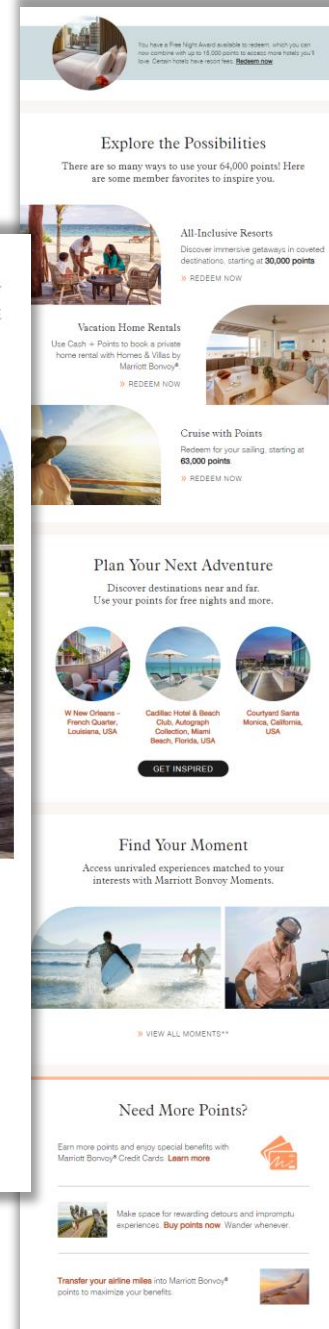
Members globally who have at least 10,000 points available for redemption and have not received the email in the past 60-90 days.

Redemption opportunities are tailored to each point balance tier:

- 10,000-19,999 pts.
- 20,000-49,999 pts.
- 50,000-99,999 pts.
- 100,000+ pts.

SL: [FirstName], What Will You Do With Your [30,000] Points?

PH: Redeem for free nights, extraordinary experiences and more.



Free Night Award (FNA) banner for those who are eligible.

Dynamic redemption opportunities based on member's point balance; "member favorites" messaging.

Geo-targeted destinations

Moments education


Points earning and redeeming education

Refreshed Incent Redemption: Dynamic Modules


Targeted redemption content based on point balance

10-19K


Shop with Points, Instant Redemptions, Boutiques



Shop With Points
Find electronics, fitness gear, and travel essentials from your favorite brands, starting at **2,500 points**.
» SHOP NOW




Instant Redemptions
Spa services and snacks at hotels start at just **2,500 points**.
» REDEEM NOW




Marriott Bonvoy Boutiques
Shop your favorite hotel brand bedding, candles, and more, starting at **5,000 points**.
» SHOP NOW

20-49K


PointSavers, Air + Car, Gift Cards



PointSavers™
Save points on redemptions at our top destinations around the world.
» SAVE NOW




Air + Car
Redeem for flights or car rentals with as few as **10,000 points**.
» REDEEM NOW




Gift Cards
Good for hotel stays, dining, and more. Gift cards start at **12,500 points**.
» REDEEM NOW

50-99K


All-Inclusive Resorts, Vacation Home Rentals, Cruise with Points



All-Inclusive Resorts
Discover immersive getaways in coveted destinations, starting at **30,000 points**.
» REDEEM NOW




Vacation Home Rentals
Use Cash + Points to book a private home rental with Homes & Villas by Marriott Bonvoy®.
» REDEEM NOW



Cruise with Points
Redeem for your sailing, starting at **63,000 points**.
» REDEEM NOW

100K+

Pay for 4 Stay for 5, Vacation Home Rentals, RCYC



Pay for 4, Stay for 5
Redeem points for 5 consecutive nights and receive the lowest-point-value night free. No promo code required.
» REDEEM NOW



Vacation Home Rentals
Use Cash + Points to book a private home rental with Homes & Villas by Marriott Bonvoy®.
» REDEEM NOW



The Ritz-Carlton Yacht Collection
Discover an exceptional new way to travel,* starting at **180,000 points**.
» REDEEM NOW

*Redeem 180,000 points for a \$1,000 certificate to use toward a Ritz-Carlton Yacht Collection excursion.

Refreshed Incent Redemption: Key Highlights

Performance Insights

- Overall performance **post-refresh** mostly saw increases
- iOS represented 84% of **Push deliveries** and generated the most clicks and bookings.
- **Post-refresh redemption rates** for openers and clickers were up by 3.3 pts. and 3.6 pts., respectively; as expected, Active segments had higher redemption rates compared to Inactive segments.
- **Overall CTR** was higher for Inactive segments at 2.79% compared to Active segments at 1.59%, while **overall conversion rate** was higher for Active segments at 1.76% compared to 1.39% for Inactive segments.
- Compared to all segments post-refresh, **Active 100K+** was the only segment who had more click activity on the secondary, dynamic redemption content module than the Hero.

Recommendations

- Explore utilizing member data to **test personalized Hero** messages and/or destinations.
- Consider **Passions activation** creative and messaging as another **personalization tactic to encourage redemptions**.
- Continue to ensure **top-performing redemption categories** have upper placement in the creative. Ex: add Cash & Points as a redemption option.
- Explore how we can continue to optimize the **email and push channels** as an orchestrated approach to this campaign; need additional data to understand how point balance tiers perform in push compared to email.
- Once **refreshed INL versions** are launched later this year, determine appropriate timing for performance analysis and insights.

Refreshed Incent Redemption Email Performance Dashboard: Q1 2025 vs. Q1 2024

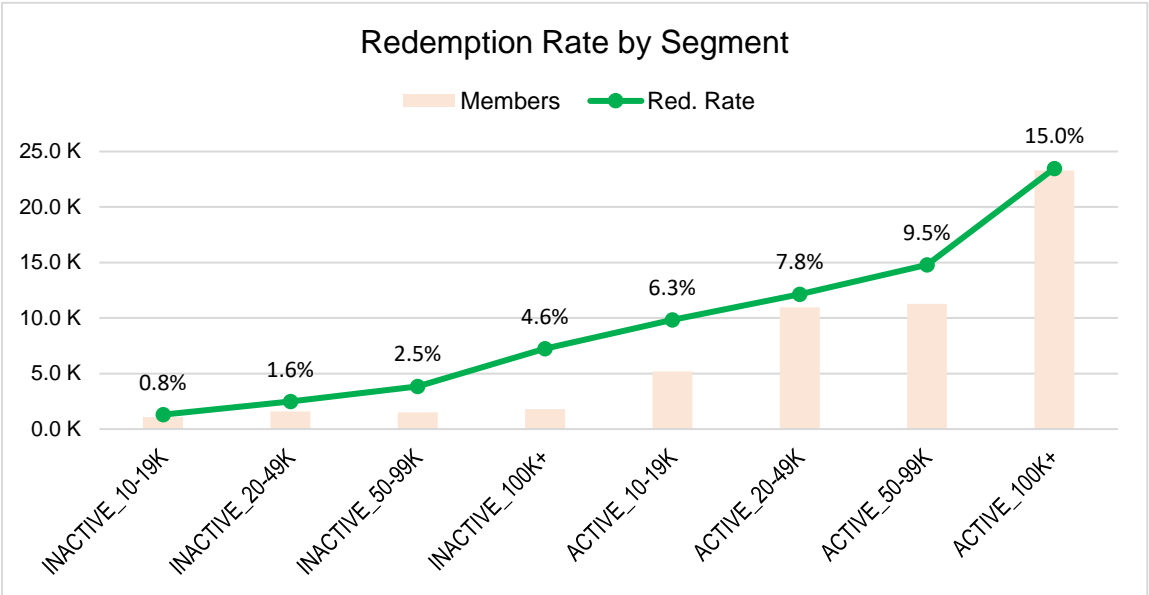
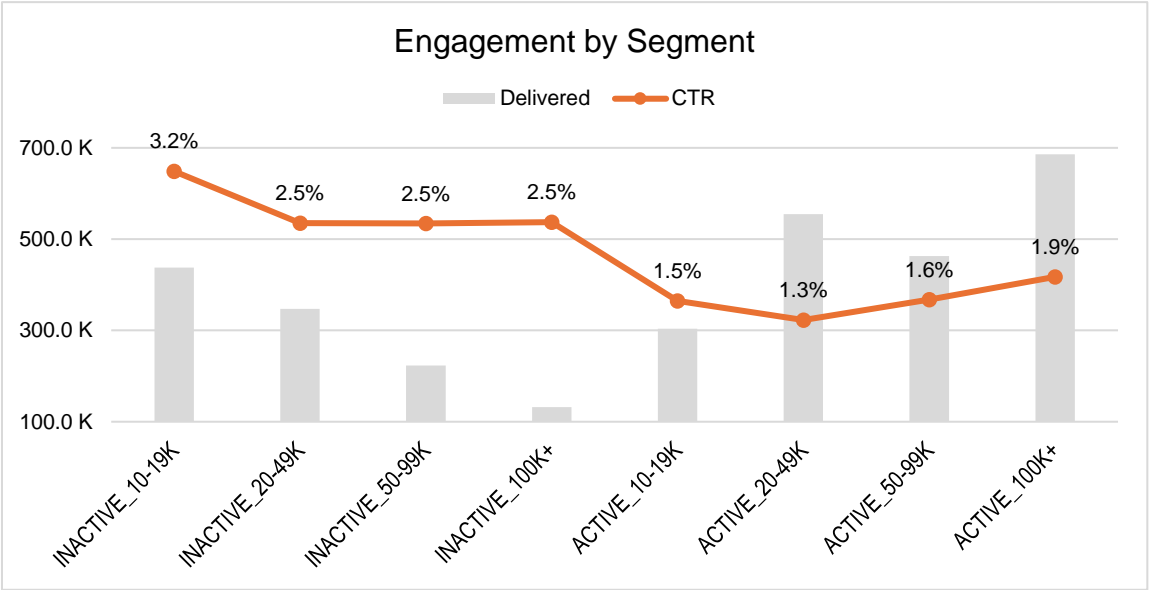
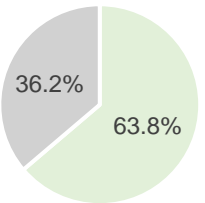
Post- vs. Pre-Refresh (ENG Version)

<div>3.1 M</div> <div>+345.6% YoY (+2.4 M)</div> <div>Delivered</div>	<div>63.7 K</div> <div>+141.9% YoY (+37.3 K)</div> <div>Clicks</div>	
<div>2.02%</div> <div>-1.70 pts. YoY</div> <div>CTR</div>	<div>0.03%</div> <div>-0.09 pts. YoY</div> <div>Unsub Rate</div>	
<div>6.9%</div> <div>+3.3 pts. YoY</div> <div>Opener Red. Rate</div>	<div>7.3%</div> <div>+3.6 pts. YoY</div> <div>Clicker Red. Rate</div>	
<div>1.0 K</div> <div>+252.5% YoY (+717)</div> <div>Bookings</div>	<div>\$349.9 K</div> <div>+170.2% YoY (+\$220 K)</div> <div>Revenue</div>	<div>1.57%</div> <div>+0.49 pts. YoY</div> <div>Conv. Rate</div>

Lifecycle Q1 2025 Avg: CTR 2.19% | Unsub Rate 0.43% | Conv. Rate 0.58%

% of Deliveries by Segment

Active Inactive



- Overall performance post-refresh mostly saw increases –
 - Delivery increase was primarily due to an auto “catch-up” that occurred in Jan 2025 after a 3-month production pause starting in Oct 2024.
 - CTR of 2.02% was down slightly but still mostly on par with Lifecycle Q1 avg. of 2.19%; unsub rate of 0.03% was a positive decline of -0.09 pts.
 - Redemption rates for openers and clickers were up by +3.3 pts. and +3.6 pts. respectively
 - Financials were up across the board

Refreshed Incent Redemption Push Performance Dashboard: Q1 2025

452.7 K Deliveries	3.1 K Bookings
40.2 K Clicks	\$1.3 M Revenue
8.87% CTR	7.84% Conversion

Sample Push Messaging Split Test in Market
50-174K points

- You Have [point bal.] Points!** 🎉
Ready for a weekend get-away? Explore thousands of destinations, redeem points and go.
- You Have [point bal.] Points!** 🎉
[Name], now you can stay where you've always wanted. Take your pick.

Push Benchmarks:
Bonvoy Q1 '25 Avg (only mktg. push messages)

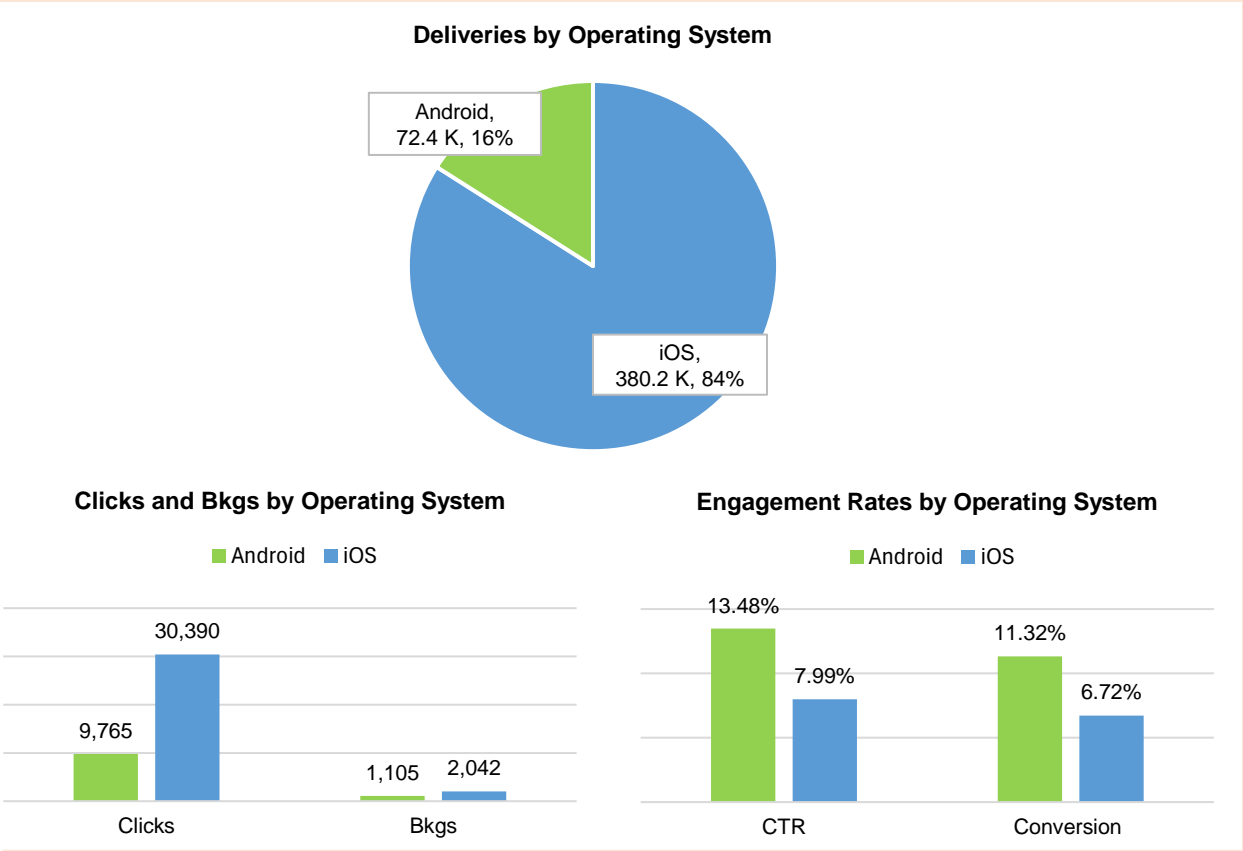
- CTR = 7.02%
- Conversion = 9.2%

Industry Benchmarks (Travel/Hospitality Apps)

- CTR: Android (5.29%) | iOS (3.97%)

Industry Benchmarks (general marketing)

- Conversion = 1.5% - 3.8%



Performance Highlights:

- iOS represented 84% of Push deliveries and generated the most clicks and bookings.
- Overall CTR and conversion rate were higher for Android compared to iOS.
- Performance by member level showed similar trends as email, with increasing engagement as levels progress; only exception was delivery volume for Basic members which was lower than most other levels; opportunity to grow Basic volume for Push.

Performance by Member Level

	Del.	CTR	Bkgs	Revenue	Conv
BASIC	55,262	7.65%	154	56,434	3.64%
SILVER	110,040	8.52%	466	171,841	4.97%
GOLD	159,439	8.78%	923	353,417	6.59%
PLATINUM	76,555	9.50%	723	316,953	9.94%
TITANIUM	46,559	10.17%	775	322,053	16.37%
AMBASSADOR	4,718	10.87%	96	47,867	18.71%

Dashboard Notes:

- Data sourced from [Mobile Push Metrics Tableau dashboard](#)
- Opens are only trackable for Android devices and not iOS; not included in analysis
- Opt-Outs are tracked at the customer level and not by campaign; not included in analysis.
- No push data available for Incent Red. Q1 2024; therefore no YoY comparisons.

Refreshed Incent Redemption: Redemption Stats Q1 2025

Total Openers: 957,386

% of openers who redeemed: 5.9%

Segment	Members	Redemptions	Red. Rate
ACTIVE_10-19K	5.2 K	5.8 K	6.3%
ACTIVE_20-49K	11.0 K	12.3 K	7.8%
ACTIVE_50-99K	11.3 K	12.7 K	9.5%
ACTIVE_100K+	23.3 K	28.1 K	15.0%
Total ACTIVE	50.7 K	59.0 K	10.3%
INACTIVE_10-19K	1.1 K	1.3 K	0.8%
INACTIVE_20-49K	1.6 K	1.8 K	1.6%
INACTIVE_50-99K	1.5 K	1.7 K	2.5%
INACTIVE_100K+	1.8 K	2.2 K	4.6%
Total INACTIVE	6.0 K	7.0 K	1.8%
Grand Total	56.7 K	65.9 K	6.9%

Top 5 Redemption Categories (openers)

ACTIVE	INACTIVE
<input type="checkbox"/> Standard Redemption (35.5 K) <input type="checkbox"/> Promo Certificates (11.4 K) – Ex: Boundless FNA, Premier FNA, Amex FNA <input type="checkbox"/> Top Off Award – FNA (4.2 K) <input type="checkbox"/> Points to Miles (2.1 K) <input type="checkbox"/> Cash & Points (2.0 K)	<input type="checkbox"/> Standard Redemption (3.9 K) <input type="checkbox"/> Promo Certificates (1.2 K) – Ex: Boundless FNA, MB Boundless 3 FN, MB AX Business Acq. <input type="checkbox"/> Points to Miles (522) <input type="checkbox"/> Top Off Award – FNA (334) <input type="checkbox"/> Cash & Points (301)

Total Clickers: 107,885

% of clickers who redeemed: 6.2%

Segment	Members	Redemptions	Red. Rate
ACTIVE_10-19K	487	545	6.5%
ACTIVE_20-49K	1.0 K	1.2 K	8.7%
ACTIVE_50-99K	1.2 K	1.3 K	10.1%
ACTIVE_100K+	2.7 K	3.3 K	16.7%
Total ACTIVE	5.3 K	6.3 K	11.6%
INACTIVE_10-19K	255	279	1.2%
INACTIVE_20-49K	406	440	3.0%
INACTIVE_50-99K	343	401	4.1%
INACTIVE_100K+	375	464	7.6%
Total INACTIVE	1.4 K	1.6 K	2.9%
Grand Total	6.7 K	7.8 K	7.3%

- As expected, Active segments had higher redemption rates compared to Inactive segments; redemption rates increased as point balance tiers progressed; compared to pre-refresh, top-performing redemption categories were the same.
- To continue to drive as many redemptions as possible, ensure top-performing redemption categories have upper placement in the creative. Ex: add Cash & Points as a redemption option.

Reporting Notes:

- Members = received the ENG refreshed incent redemption email in Q1 2025 and either opened or clicked
- Redemptions = criteria includes anyone with a redemption in the 14 days after the deployment, the redemption needed to have an issue date between Jan 1 – Apr 14, and the redemption needed to happen after the open or click. Only included redemptions that had a point value greater than 0.

Refreshed Incent Redemption: Segment Level Performance Q1 2025

- While Active segments made up more overall deliveries at 2.0 M compared to Inactive segments at 1.1 M, the Inactive segments had a higher overall CTR of 2.79%; this CTR trend is in line with what we have seen historically for this campaign.
- The Active segments drove more bookings and revenue for a higher conversion rate of 1.76% compared to the Inactive segments at 1.39%.
- Unsub rates were very low for all Active and Inactive segments.

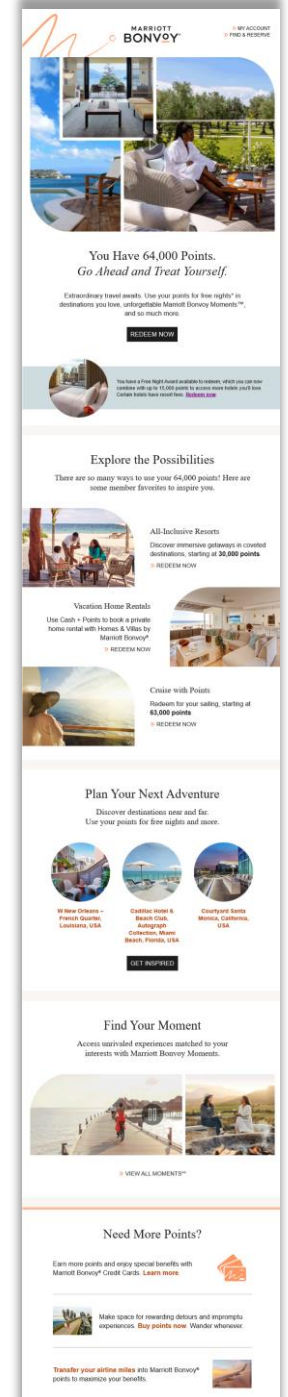
Q1 2025 (ENG)	Delivered	CTR	Unsub%	Bookings	Revenue	Conv.
ACTIVE_10-19K	303.9 K	1.54%	0.02%	61	\$18.2 K	1.30%
ACTIVE_20-49K	554.7 K	1.30%	0.02%	137	\$40.0 K	1.90%
ACTIVE_50-99K	463.0 K	1.56%	0.02%	133	\$26.7 K	1.84%
ACTIVE_100K+	686.1 K	1.85%	0.01%	229	\$141.5 K	1.80%
ACTIVE Total	2.0 M	1.59%	0.02%	560	\$226.6 K	1.76%

Q1 2025 (ENG)	Delivered	CTR	Unsub%	Bookings	Revenue	Conv.
INACTIVE_10-19K	437.8 K	3.20%	0.08%	125	\$50.2 K	0.89%
INACTIVE_20-49K	347.0 K	2.54%	0.04%	150	\$35.4 K	1.70%
INACTIVE_50-99K	223.0 K	2.53%	0.02%	102	\$21.4 K	1.81%
INACTIVE_100K+	131.9 K	2.55%	0.03%	64	\$16.3 K	1.90%
INACTIVE Total	1.1 M	2.79%	0.05%	441	\$123.3 K	1.39%

Refreshed Incent Redemption: Heat Map Insights

- Inactive segments had more overall interest in the Hero at 56.9% click activity compared to the Active segments at 38.3%; Hero activity among Inactive segments ranged from 46.9% for 100K+ to 60.6% for 20-49K, while Hero activity among Active segments ranged from 29.3% for 100K+ to 51.8% for 10-19K.
 - For the Active 100K+ segment, “Explore the Possibilities” secondary module drove most click activity at 35.4% (driven by RCYC at 21.7%) compared to all modules; this was the only segment that had more interest in a secondary module compared to the Hero.
- Explore utilizing member data to test personalized Hero messages and/or destinations, especially for Active 100K+ segment.
- Consider Passions activation creative and messaging as another personalization tactic to encourage redemptions; align timing for this tactic with overall Passions initiative currently underway.


% of clicks Module	ACTIVE					INACTIVE				
	10-19K	20-49K	50-99K	100K+	Total	10-19K	20-49K	50-99K	100K+	Total
Header	15.3%	19.8%	18.0%	18.5%	18.2%	15.1%	17.1%	15.8%	17.1%	16.0%
Hero	51.8%	50.7%	34.5%	29.3%	38.3%	59.9%	60.6%	50.3%	46.9%	56.9%
Explore the Possibilities	20.6%	16.3%	32.0%	35.4%	28.4%	15.7%	13.1%	23.4%	20.9%	17.0%
Plan Your Next Adventure	6.9%	8.0%	8.1%	9.0%	8.3%	5.6%	5.5%	5.9%	8.4%	5.9%
Find Your Moment	0.5%	0.9%	1.1%	2.2%	1.4%	0.6%	0.7%	0.8%	1.0%	0.7%
Need More Points?	2.6%	2.5%	3.0%	3.5%	3.0%	1.4%	1.4%	1.7%	2.7%	1.6%
Featured Properties	0.6%	0.4%	1.0%	0.5%	0.6%	0.4%	0.4%	0.6%	0.8%	0.5%
Footer	1.6%	1.3%	2.2%	1.6%	1.7%	1.3%	1.2%	1.5%	2.2%	1.4%
Undefined	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%




Featuring Property Redemption Opportunities in the Hero

Redemptions starting at...

Current Hero



» MY ACCOUNT
» FIND & RESERVE




You Have 64,000 Points.
Go Ahead and Treat Yourself.

Extraordinary travel awaits. Use your points for free nights* in destinations you love, unforgettable Marriott Bonvoy Moments™, and so much more.


REDEEM NOW

highlighted
hotels

Option 1 *Hotel* Redemption Hero




» MY ACCOUNT
» FIND & RESERVE




Let Your [XXX,XXX] Points
Take You Places


Whether you're searching for family getaways to the beach, a girls' weekend getaway, or a romantic European escape, your points can get you there.



The Cove at Atlantis
Starting at 35,000 Points



The St. Regis Rome
Starting at 40,000 Points




W Nashville
Starting at 20,000 Points


SEARCH ALL HOTELS

highlighted
destinations

Option 2 *Destination* Redemption Hero



» MY ACCOUNT
» FIND & RESERVE



You've Got [XXX,XXX] Points

Stay Local or Go the Distance

Redeem your points for getaways close to home or further abroad.

Dallas
From 20,000 Points »

Toronto
From 30,000 Points »

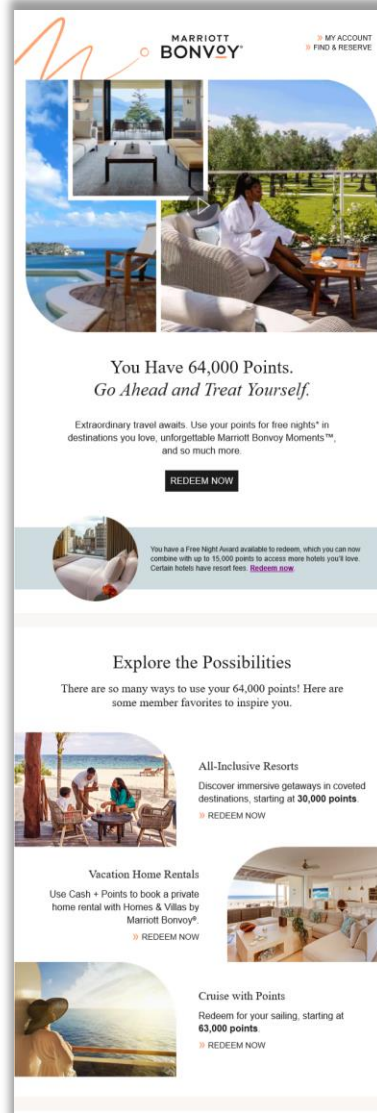
London
From 40,000 Points »

SEARCH ALL DESTINATIONS

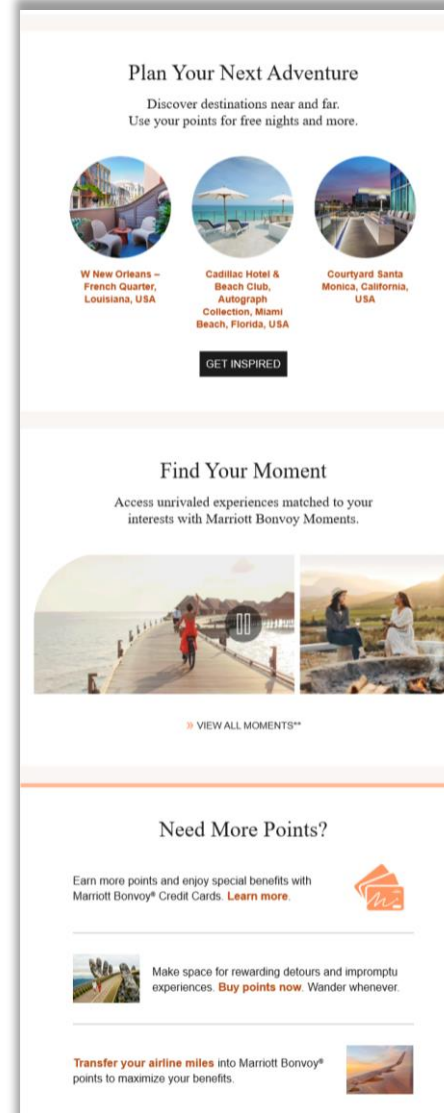
Passions Personalization Opportunities

Available Passions for Activation: Beach, Spa, Golf, Ski, Culinary (Coming soon: Local Culture & Music)

Show hero image based on Passion (consider seasonality)

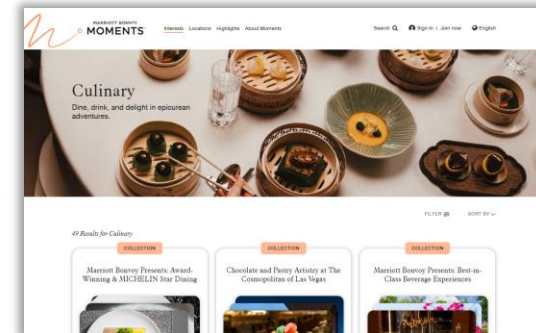


Pull in a redemption opportunity tied to Passion (For ex, Moments experiences, etc.)



Show destination(s) that are aligned with Passion and relevant Traveler page for inspiration

Target Moments based on Passion or link to Moments landing page for relevant Passion →



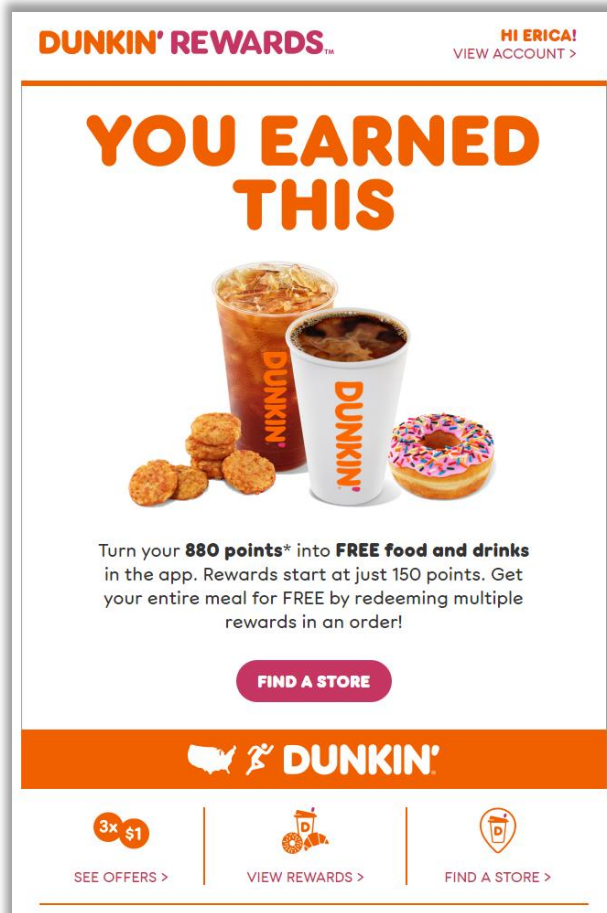
Industry Examples

Points Redemption

Playful approach to subject line and hero drives you to mobile app to redeem; Make hero CTA link to the mobile app for app users

SL: Let your points pick up the tab 🍷

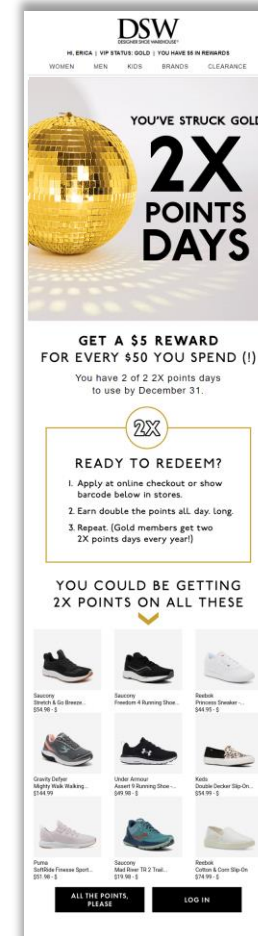
PH: Savor your FREE food and drink rewards.



Urgency used in subject line + prominent redemption how-to steps; consider testing this approach with new members or never before redeemers.

SL: Erica, don't forget to use your 2X points

PH: And remember, double the points means faster rewards.



Industry Example

Near Redemption

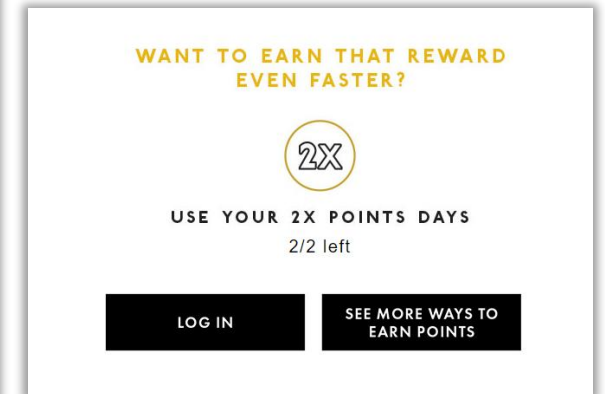
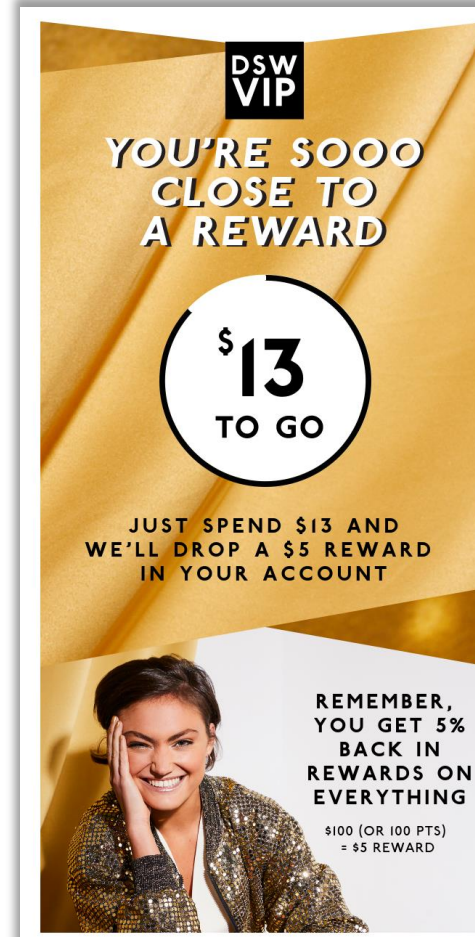
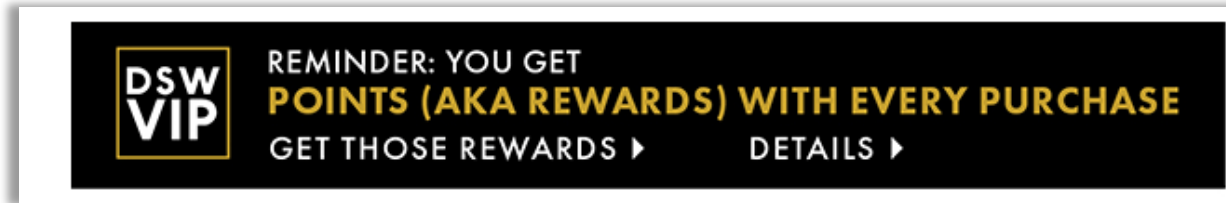
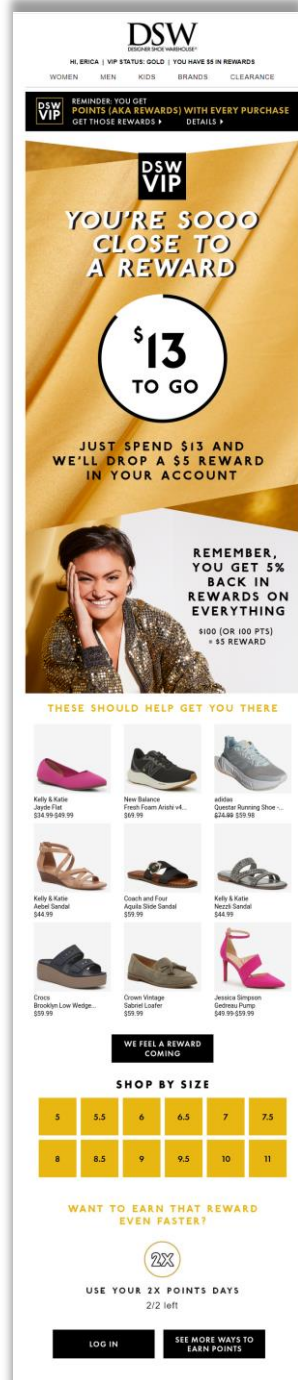
Brand: DSW

SL: Erica, you're about to earn a Reward...

PH: Yep, this is really happening.

Highlights:

- Banner that reminds customer about earning points with every purchase.
- Used a progress image to show how close the customer is to reaching their reward and create excitement.
- Point accelerator module at the end provides a recommendation to reaching the reward faster.



Points Expiration

Points Expiration Trigger Campaign

Sample Creative

Launched Sep. 2022

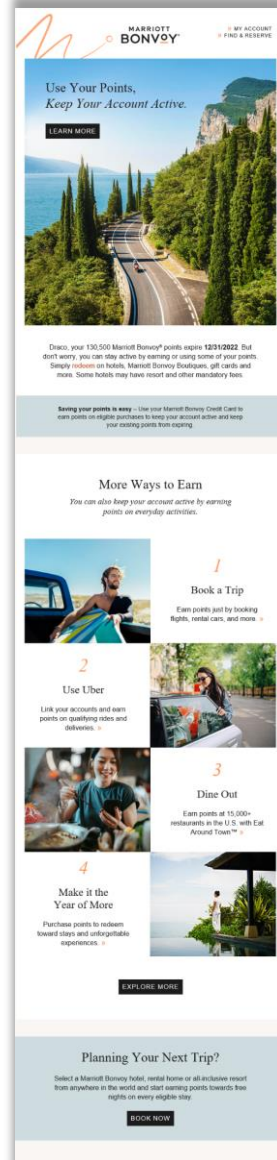
Goal of this campaign is to remind members about the various ways to earn and/or redeem points to prevent their existing points from expiring.

90-Day Reminder Targeting:

Eligible members globally whose points will be expiring in 90 days.

SL: Don't Let Your Points Expire, [Fname]

PH: Take action by [date].



30-Day Reminder Targeting:

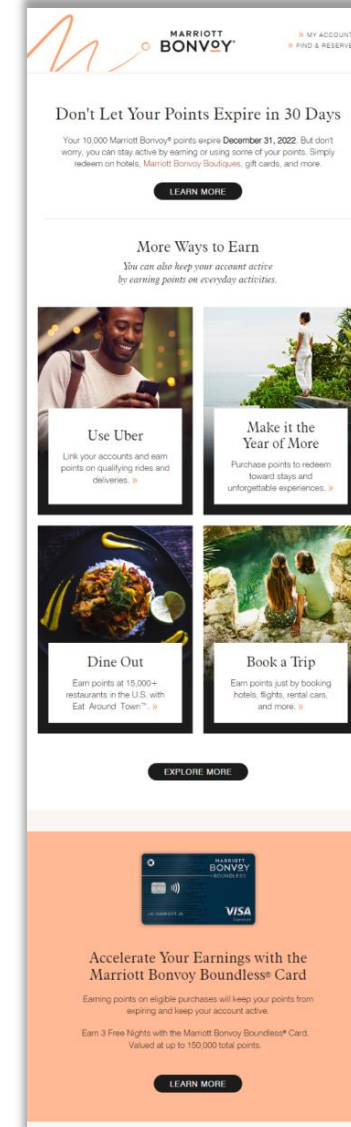
Eligible members globally whose points will be expiring in 30 days.

The email opt-out suppression was lifted for sending a **transactional version** of the 30-day reminder email.

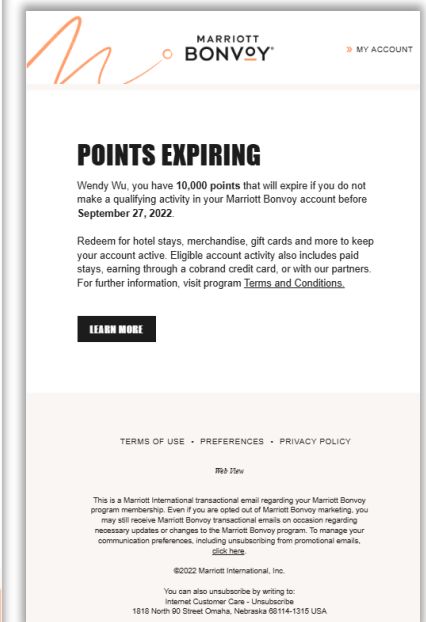
SL: [Fname, your][Your] Points Are About To Expire

PH: Discover all of the different ways to keep your points and account active.

Marketing version



Transactional version



Points Expiration: Key Highlights

Performance Insights

- Overall performance was mixed compared to Q1 '23 and each of the 3 campaigns saw the same YoY performance trends –
 - Delivery increase with a CTR decline
 - Positive decline in unsub rate
 - Increase in bookings and revenue with a decline in conversion
- 90-day reminder **Push deliveries** generated higher CTRs for both iOS and Android compared to 30-day reminder Push.
- The **5.3% of members who either earned or redeemed** after receiving this campaign was a slight decline compared to Q1 '23.
- In line with historical trends, the **30-day transactional** campaign was the **top performer** compared to all 3 campaigns – highest CTR at 3.93% and strongest conversion rate at 1.36%.

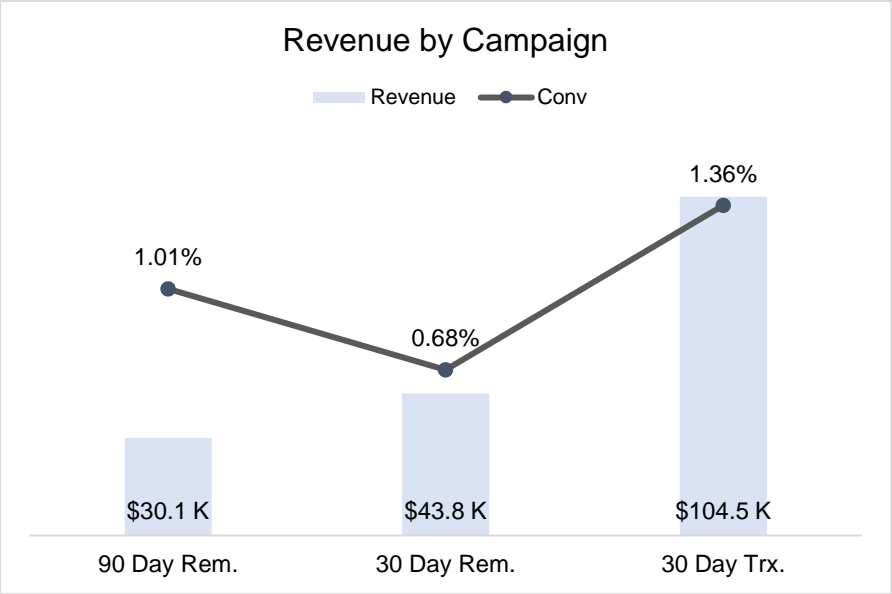
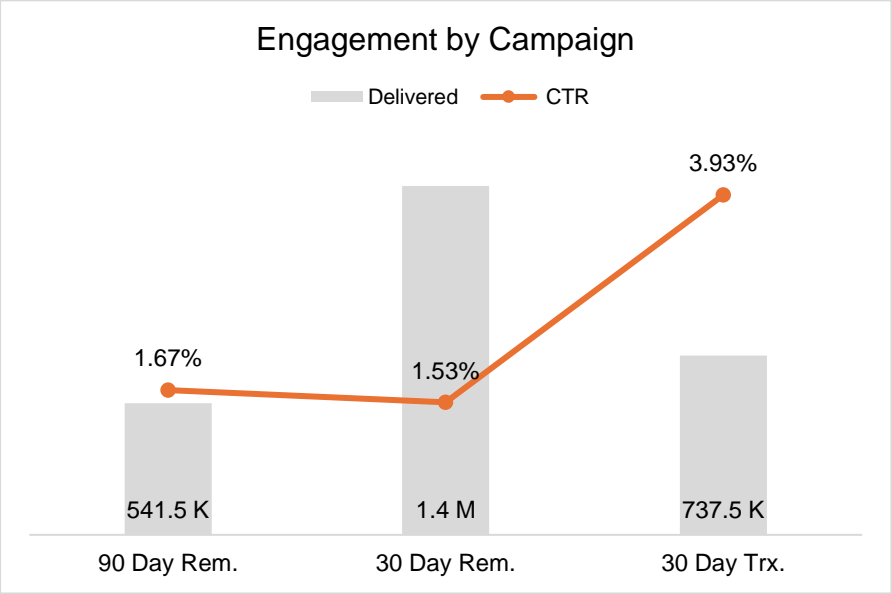
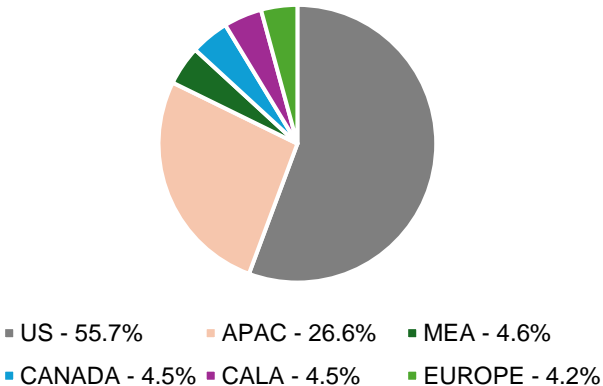
Recommendations

- For deeper insights, add the ability to **track** the audience by **member point balance tiers** to campaign data requirements.
- To help drive urgency –
 - Add a **countdown timer** in the 30-day reminder versions
 - Test **Hero CTA copy** – Ex: “Earn or Redeem by [date]”
- In the 90-day version, add a CTA button below the Hero and test an **Upcoming Trip module** to those who are eligible.
- For the 30-day transactional version, consider removing the **unsubscribe** message/link, as it is not a CAN-SPAM requirement for transactional emails.
- Explore the opportunity to potentially create **refreshed** versions of this campaign, as well as **leveraging push and SMS for last chance** messaging to unengaged email audiences.

Points Expiration Email Performance Dashboard: Q1 2025 vs. *Q1 2023

<div>2.7 M</div> <div>+200.9% YoY (+1.8 M)</div> <div>Delivered</div>	<div>60.1 K</div> <div>+92.6% YoY (+28.9 K)</div> <div>Clicks</div>	
<div>2.21%</div> <div>-1.25 pts. YoY</div> <div>CTR</div>	<div>0.11%</div> <div>-0.05 pts. YoY</div> <div>Unsub Rate</div>	
<div>5.3%</div> <div>-1.0 pt. YoY</div> <div>**% of Members who Earned or Redeemed</div>		
<div>636</div> <div>+61.8% YoY (+243)</div> <div>Bookings</div>	<div>\$178.4 K</div> <div>+117.4% YoY (+\$96.3 K)</div> <div>Revenue</div>	<div>1.06%</div> <div>-0.20 pts. YoY</div> <div>Conv. Rate</div>

% of Deliveries by Region



- Overall performance was mixed compared to Q1 2023 –
 - Increases in deliveries and clicks with a decrease in CTR; CTR of 2.21% was in line with Lifecycle Q1 2025 avg. of 2.19%.
 - Unsub rate of 0.11% was a positive decline and lower than Lifecycle Q1 2025 avg. of 0.43%.
 - 5.3% of members who either earned or redeemed after receiving this campaign was down slightly
 - Bookings and revenue were up, while conversion rate saw a slight decline.
- The 30-day transactional campaign had the highest CTR at 3.93% and the strongest conversion rate at 1.36% compared to all 3 campaigns.

*YoY is compared to Q1 2023 as reporting was missing data for 90-day reminder in Q1 2024.
**Points activity dates = Jan 1-Apr 14 (2 weeks post last mail date). Filtered for only those who received this campaign in Q1 2025 or Q1 2023 for YoY comparison.

Lifecycle Q1 2025 Avg: CTR 2.19% | Unsub Rate 0.43%
Conv. Rate 0.58%

Points Expiration Push Performance Dashboard: Q1 2025

838.1 K	272
Deliveries	Bookings
16.5 K	\$64.5 K
Clicks	Revenue
1.96%	1.65%
CTR	Conversion

Sample Push Messages

- Don't let your points expire!**
Your [xx] points will expire in the next [xx] days unless you stay, earn or redeem before then. Tap to learn more.
- Your [xx] points are expiring!**
Keep your points active to use for future free nights. Just stay, earn, or redeem in the next [xx] days. Learn more.

Push Benchmarks:

Bonvoy Q1 '25 Avg (only mktg. push messages)

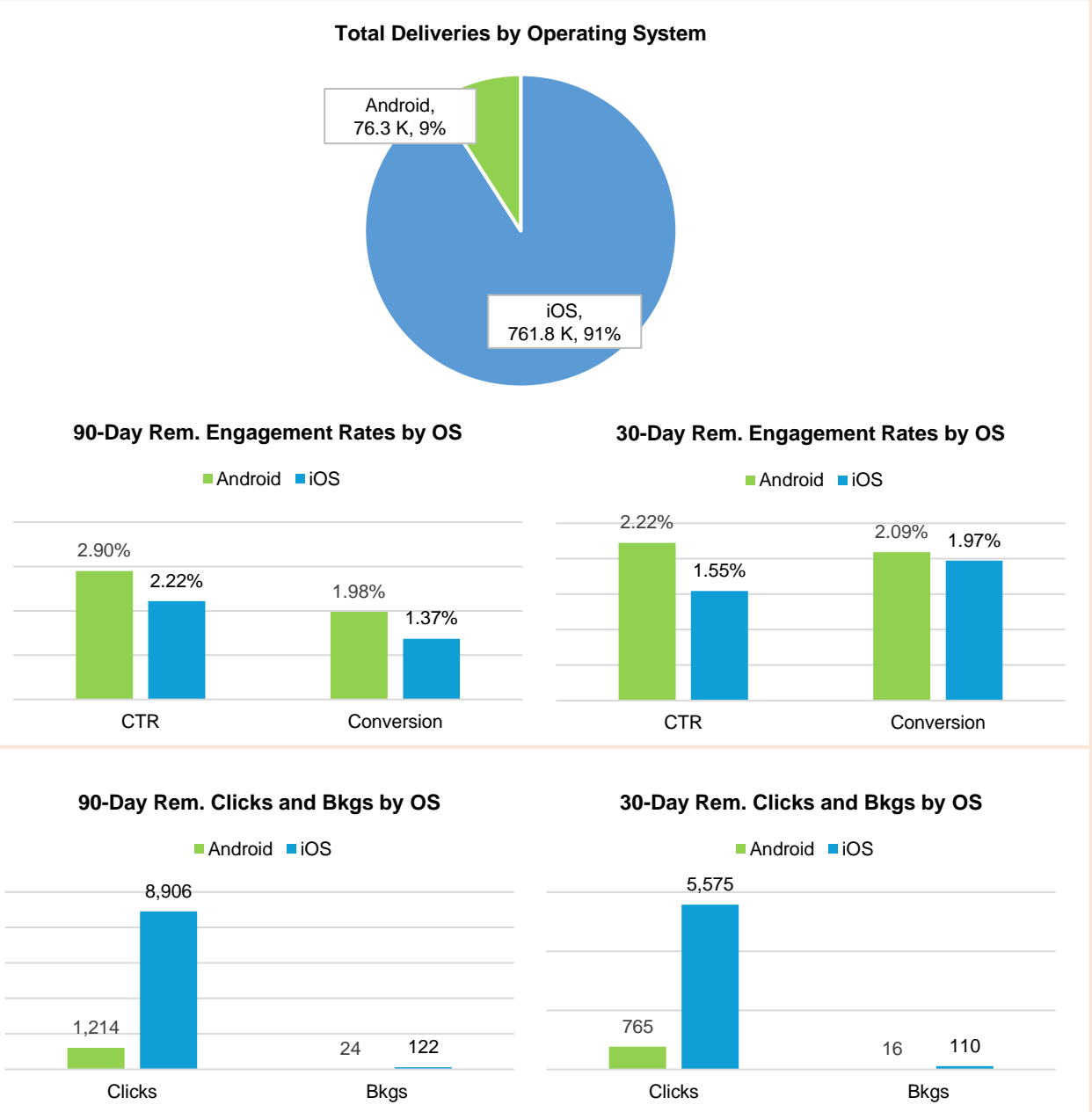
- CTR = 7.02%
- Conversion = 9.2%

Industry Benchmarks (Travel/Hospitality Apps)

- CTR: Android (5.29%) | iOS (3.97%)

Industry Benchmarks (general marketing)

- Conversion = 1.5% - 3.8%



Performance Highlights:

- iOS represented 91% of Push deliveries and generated the most clicks and bookings.
- Overall CTRs and conversion rates were higher for Android compared to iOS.
- 90-day reminder generated higher CTRs for both iOS and Android compared to 30-day reminder, while we saw stronger conversion rates from the 30-day reminder.

Dashboard Notes:

- Data sourced from [Mobile Push Metrics Tableau dashboard](#)
- Opens are only trackable for Android devices and not iOS; not included in analysis
- Opt-Outs are tracked at the customer level and not by campaign; not included in analysis.
- No push data available for Points Expiration Q1 2023; therefore no YoY comparisons.

Points Expiration: Q1 2025 Performance Summary by Campaign

- Each campaign saw the same YoY performance trends –
 - Delivery increase with a CTR decline
 - Positive decline in unsub rate
 - Increase in bookings and revenue with a decline in conversion rate
- Comparing the 3 campaigns, the 30-day transactional email had the highest overall CTR at 3.93% and had the strongest financials at \$103.6 K in revenue at a 1.38% conversion rate; we saw this trend in Q1 2023 also.
 - The 30-day transactional email also saw the highest overall unsub rate of 0.17%, a typical trend for this version

90-Day Rem.	Basic	Silver	Gold	Plat.	Titan.	Ambass.	Total	*YoY
Delivered	487.3 K	23.2 K	18.3 K	1.9 K	688	55	531.5 K	+159.8%
CTR	1.57%	2.44%	3.09%	3.46%	3.05%	5.45%	1.67%	-0.42 pts.
Unsub Rate	0.06%	0.03%	0.05%	0.00%	0.00%	0.00%	0.06%	-0.04 pts.
Bookings	67	7	14	--	1	--	89	+78.0%
Revenue	\$24.6 K	\$1.7 K	\$3.2 K	--	\$7	--	\$29.5 K	+85.5%
Conv. Rate	0.87%	1.23%	2.47%	0.00%	4.76%	0.00%	1.00%	-0.17 pts.

30-Day Rem.	Basic	Silver	Gold	Plat.	Titan.	Ambass.	Total	*YoY
Delivered	1.3 M	45.5 K	50.8 K	2.0 K	543	46	1.4 M	+315.0%
CTR	1.45%	2.63%	2.38%	5.28%	4.79%	8.70%	1.53%	-1.29 pts.
Unsub Rate	0.10%	0.06%	0.06%	0.00%	0.00%	0.00%	0.09%	-0.02 pts.
Bookings	126	10	11	1	--	--	148	+51.0%
Revenue	\$39.5 K	\$2.8 K	\$1.0 K	\$60	--	--	\$43.3 K	+183.2%
Conv. Rate	0.66%	0.84%	0.91%	0.93%	0.00%	0.00%	0.68%	-0.34 pts.

30-Day Trx.	Basic	Silver	Gold	Plat.	Titan.	Ambass.	Total	*YoY
Delivered	665.4 K	31.7 K	22.1 K	2.0 K	500	40	721.8 K	+102.7%
CTR	3.78%	5.14%	6.46%	5.89%	6.40%	5.00%	3.93%	-0.94 pts.
Unsub Rate	0.18%	0.12%	0.10%	0.20%	0.00%	0.00%	0.17%	-0.07 pts.
Bookings	324	30	33	3	--	--	390	+59.2%
Revenue	\$85.7 K	\$9.2 K	\$8.6 K	\$196	--	--	\$103.6 K	+103.5%
Conv. Rate	1.29%	1.84%	2.31%	2.56%	0.00%	0.00%	1.38%	-0.04 pts.

*YoY is compared to Q1 2023 as reporting was missing data for 90-day reminder in Q1 2024.

Points Expiration Heat Map

90-Day and 30-Day Reminders

Q1 2025

- The Hero captured the most click activity and % of bookings in both campaigns; 30-day reminder had higher activity.
- Dine Out was the top-clicked secondary content for both campaigns – 5.9% in 90-day reminder and 3.3% in 30-day reminder; this is the same trend we saw in Q1 2023 as well.
- Consider testing urgency messaging in the Hero CTA – ex: “Earn or Redeem by [date]” – to align with existing SL, PH and Hero copy and to help encourage more points activity.

U.S. ENG versions

% of Clicks/Bkgs Modules	90-Day Rem.	% of bkgs	30-Day Rem.	% of bkgs
Header	22.6%	0.0%	18.0%	0.0%
Hero	53.1%	78.7%	65.6%	89.2%
Ways to Earn	17.4%	6.4%	12.0%	9.6%
Book a Trip	4.0%	4.3%	2.0%	6.0%
Use Uber	2.8%	0.0%	2.1%	0.0%
Dine Out	5.9%	0.0%	3.3%	0.0%
Purchase Pts	1.6%	0.0%	1.4%	0.0%
Explore More CTA	3.1%	2.1%	3.2%	3.6%
Next Trip	3.8%	12.8%	--	--
Credit Card	0.1%	0.0%	1.7%	1.2%
Footer	3.0%	2.1%	2.6%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

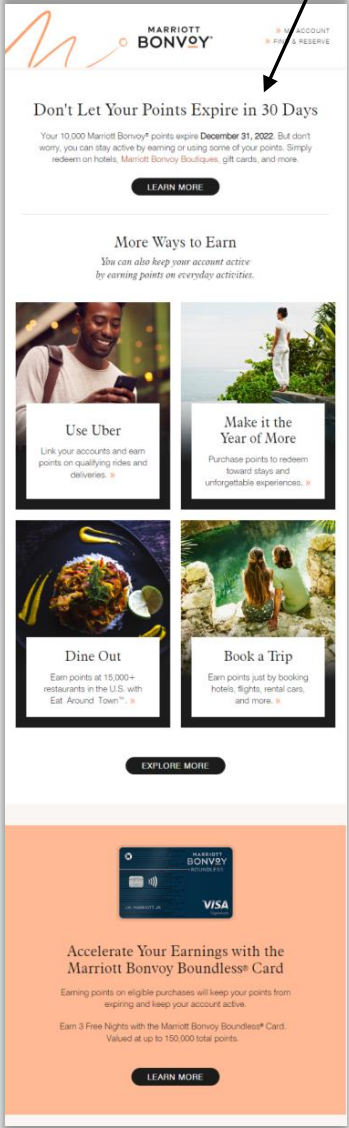
Add a CTA button below the Hero

90-Day Reminder



To help drive urgency, add a countdown timer above the Hero

30-Day Reminder




For those eligible, test Upcoming Trip module

Example Upcoming Trip Modules

Examples: CALA Demand Gen

Personalized with Hotel Name




Elevate Your Upcoming Trip

Check in seamlessly, customize your stay, and get insider tips about [Hotel] and local attractions.

» [VISIT][DOWNLOAD] THE APP

Not Personalized




Elevate Your Upcoming Trip

Check in seamlessly, customize your stay, and get insider tips about your destination and local attractions.

» [VISIT][DOWNLOAD] THE APP

Example: MBV Traveler

Personalized with Fname and booking destination



What to See on Your Upcoming Trip[, Fname]

Whether it's a 3-day romantic retreat or the adventure of a lifetime, our local travel experts are here to help you make the most of your trip.

[City] Guide

3-Day Itinerary

Points Expiration Heat Map

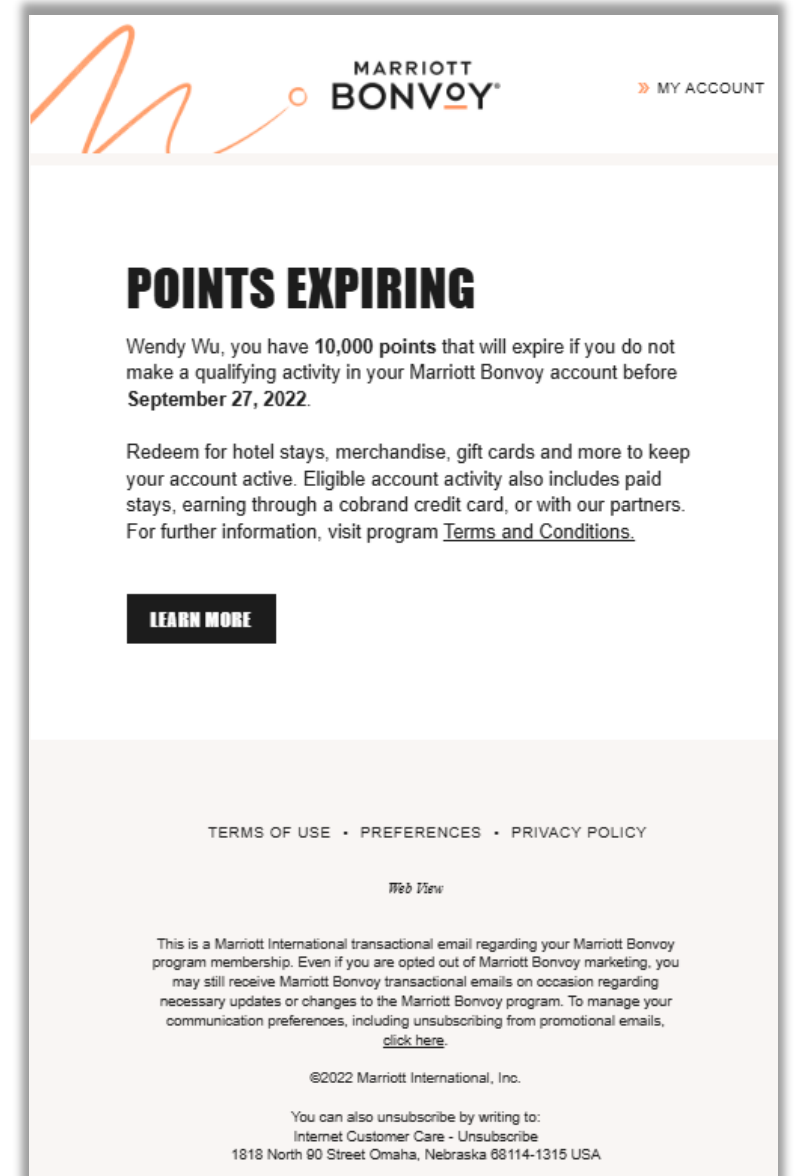
30-Day Transactional
Q1 2025

- Footer activity was higher than the 90-day and 30-day marketing versions, in line with engagement metrics; consider removing the unsubscribe message/link, as it is not a CAN-SPAM requirement for transactional emails.

U.S. ENG version

Modules	% of Clicks	% of Bookings
Header	15.6%	0.0%
Hero	79.6%	99.0%
Footer	4.4%	1.0%
Undefined	0.4%	0.0%
TOTAL	100.0%	100.0%

See Appendix for heat map by member level.



Industry Examples

Points Expiring

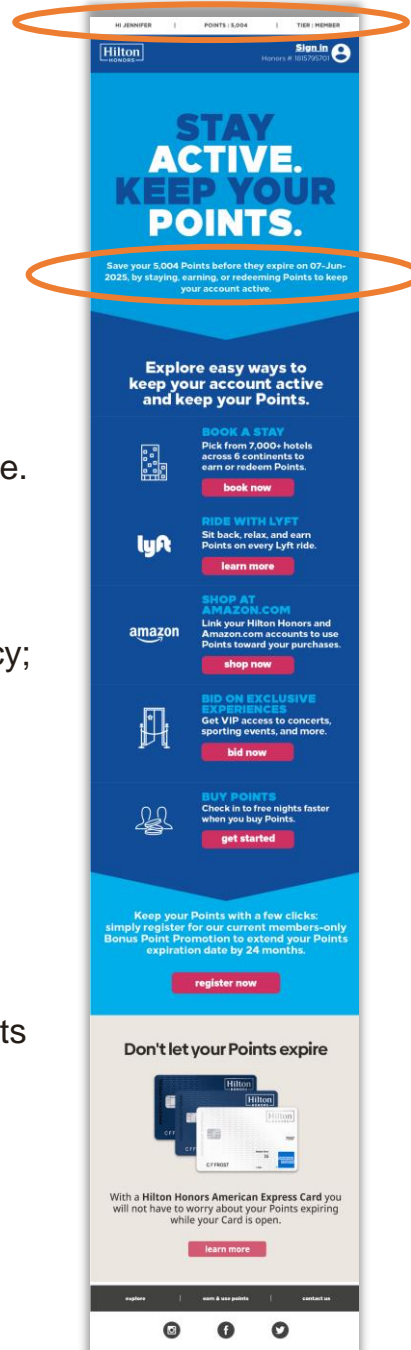
Brand: Hilton

SL: Final Reminder! Your Points are expiring on 07-Jun-25

PH: Rescue your Points before they expire.

Highlights:

- SL includes the **expire date** for urgency; PH message is catchy with the use of “rescue”
- **Point balance/personalization** called out above the Header and in the Hero copy
- Listicle format to show options for points activity and includes brand **logos for quick recognition** – ex: Lyft and Amazon



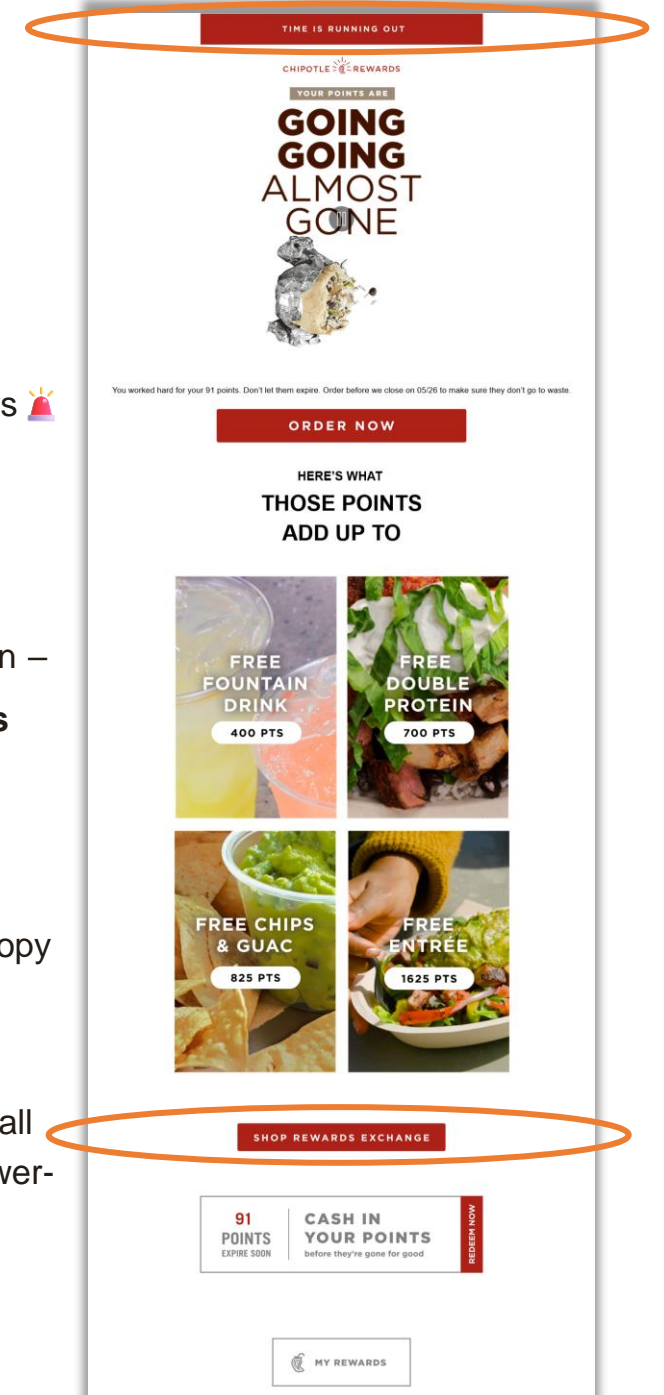
Brand: Chipotle

SL: 🚨 Your 91 points expire in 3 days 🚨

PH: Wanna keep ‘em? Here’s how.

Highlights:

- Overall approach is urgency-driven –
 - SL includes “**alarm**” emojis and expire timing
 - “**Time is Running Out**” banner in the Header
 - Animated **Hero** with large copy draws the reader in
- “Shop Rewards Exchange” secondary **CTA** is a unique catch-all approach to drive interest from lower-placed content



Industry Example

Points Expiring - Transactional

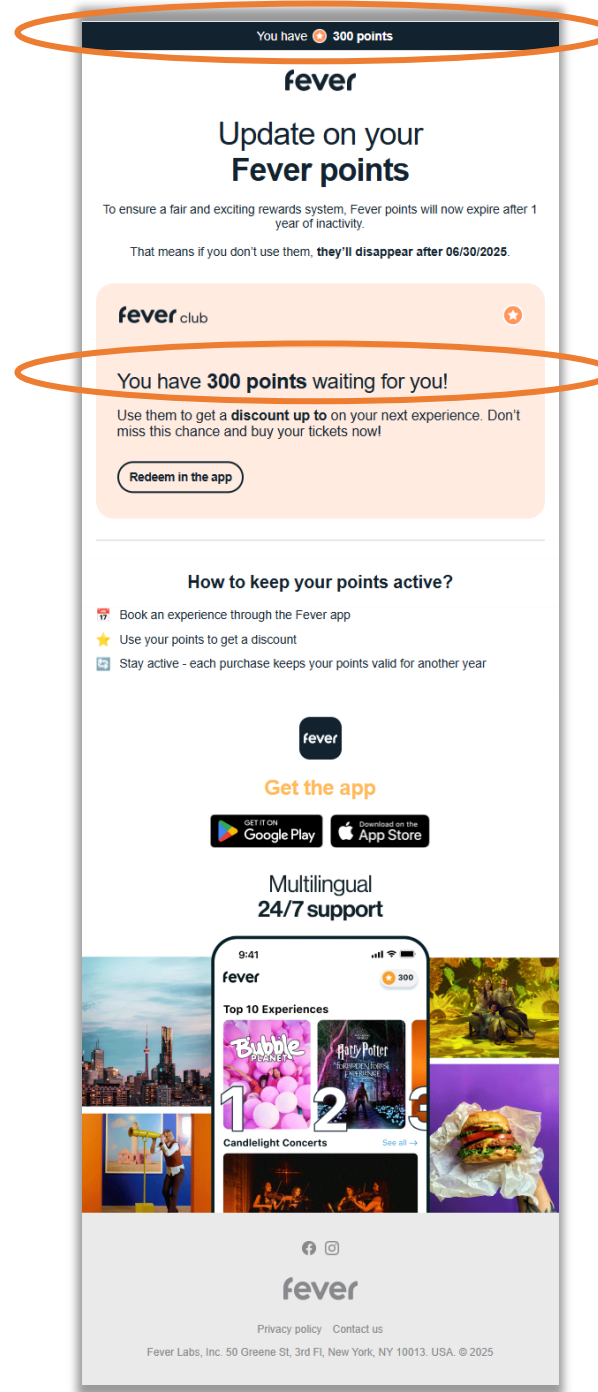
Brand: Fever

SL: Your Fever points are expiring soon

PH: Here's what you need to know.

Highlights:

- **Point balance** called out above the Header and in the Hero copy
- **Color blocking** in the Hero helps draw attention
- Approach is **transactional**, even with the app pictured at the bottom
- **No unsub message or link** included



Industry Example

Reward Expiring – Countdown Timer

Brand: White House Black Market

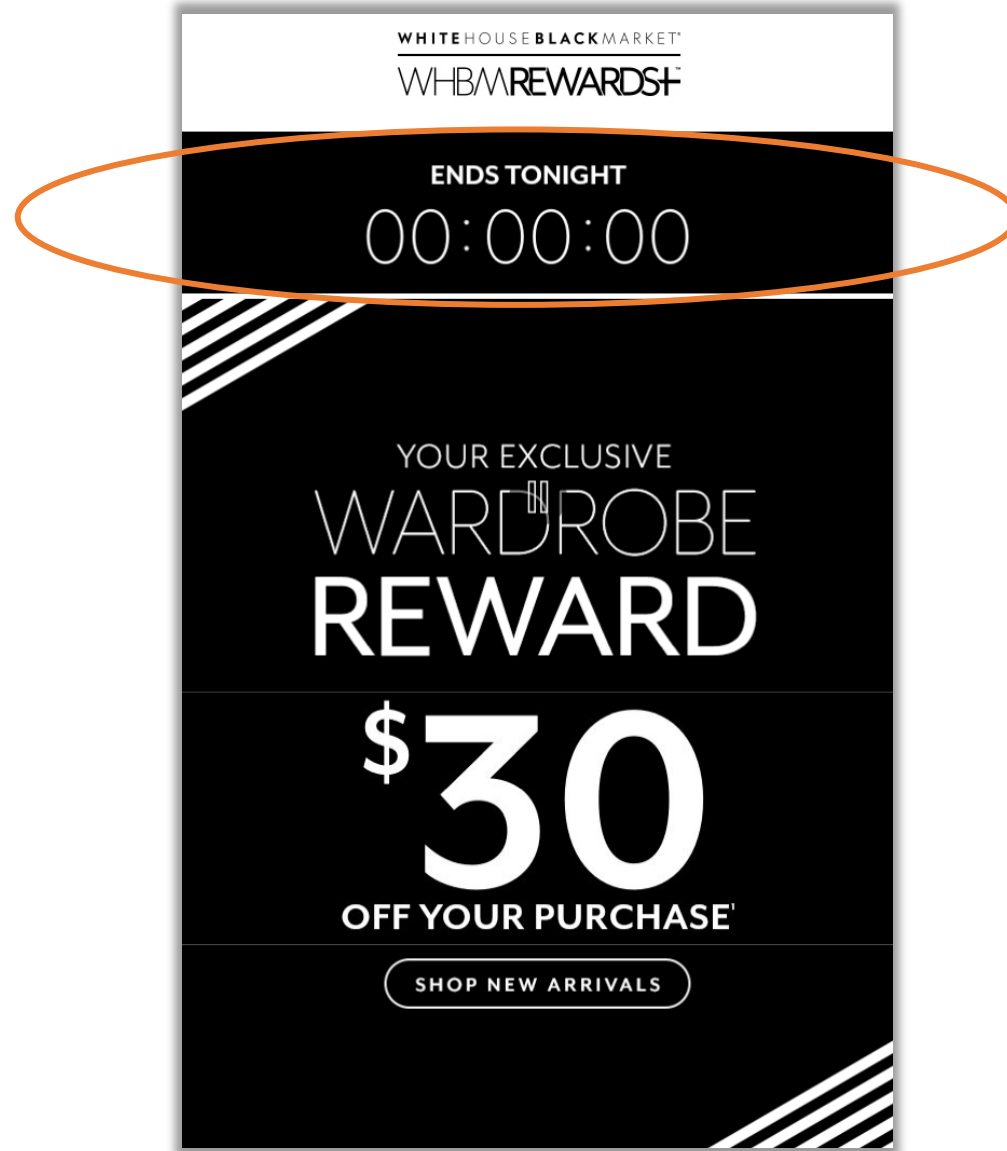
SL: LAST CHANCE: Your exclusive \$30 Wardrobe Reward expires tonight

PH: Don't miss your chance to use it.

Highlights:

- SL calls out the **reward amount**; we could use point balance.
- Large font version of a ***countdown timer** with “ends tonight” copy prominently placed above the Hero grabs attention.

*Email sample was captured after the live countdown timer had expired; therefore, the timer is not active in this image.



Uber Year in Review

Uber Year in Review: Key Highlights

Performance Insights

- Across 2023 and 2024, there were over 158M dedicated email solo deliveries to support MBV/Uber initiatives.
- Overall engagement and performance was up YoY, including linked accounts and enrollments.
- Engagement increased in the two months after program updates were announced in Oct. 2024 –
 - CTR of 0.50% in second half of Oct. and CTR of 0.68% in Nov. – strongest CTRs across 2023 and 2024 email campaigns.
- Total unique visitors to the landing page saw a YoY increase, in line with overall email engagement trends.

Recommendations

- For deeper insights, add the ability to **track the audience** at the targeting criteria level for each campaign – ex: U.S. members with linked accounts, U.S. members without linked accounts, members who are Uber Eats users, etc.; also explore if it is possible to flag in the transactional data which customers received the LTO via email.
- Explore whether **co-branded push data** could be made available – ex: Uber-generated push messages that promote MBV/Uber offers (see slide 42 for example MBV/Uber co-branded push message).
- Analyze **mobile vs. desktop engagement** across campaigns to see if any insights emerge to help further optimize the experience.
- To understand more about overall **visitor behavior on the landing page**, consider tracking monthly exit rates in addition to bounce rates.
- Explore how we can continue to optimize the **email and push channels** as an orchestrated approach to this campaign.

Email Performance Dashboard: 2024 vs. 2023

78.1 M**-2.2% YoY (-1.7 M)**

Delivered

389.3 K**+83.3% YoY (+176.9 K)**

Clicks

0.50%**+0.23 pts. YoY**

CTR

0.18%**+0.06 pts. YoY**

Unsub Rate

664.1 K**+5.0% YoY (+31.7 K)**

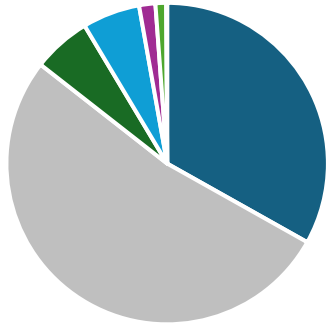
Linked Accounts

8.5 K**+43.5% YoY (+2.5 K)**

Enrollments

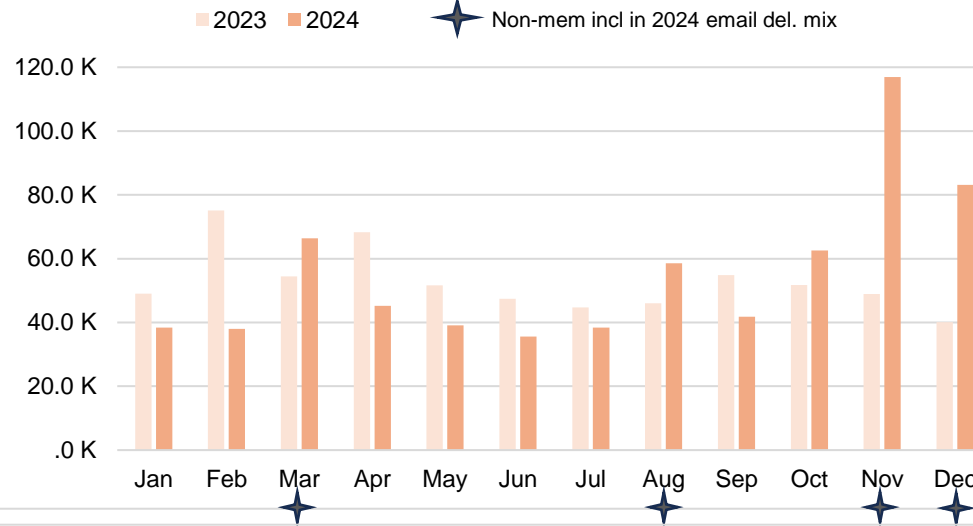
Partner 2024 Avg: CTR 0.50% | Unsub Rate 0.30%

2024 Deliveries by Member Level



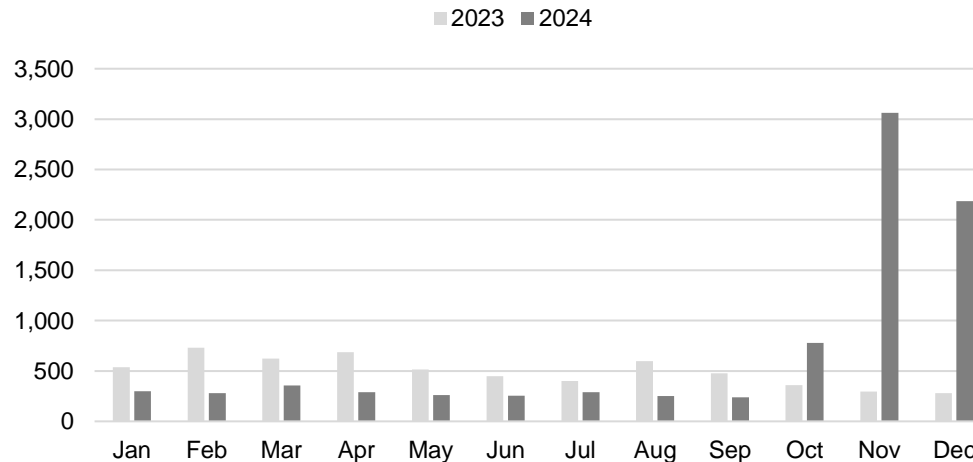
■ NON - 33.1% ■ BASIC - 52.4% ■ SILVER - 5.8%
■ GOLD - 5.8% ■ PLAT. - 1.6% ■ TITAN. - 1.1%
■ AMBASS. - 0.1%

MBV/Uber Linked Accounts by Month



MBV Enrollments by Month

from Uber source codes: TN56, BM08, UMBA



- Overall YoY engagement was up even with fewer 2024 deliveries
- CTR of 0.50% was a +0.23 pts. increase; in line with Partner 2024 avg. of 0.50%.
- Unsub rate of 0.18% was a slight +0.06 pts. increase but still well below the Partner 2024 avg. of 0.30%.
- Linked accounts were up by +5.0% and enrollments saw a +43.5% increase.

Uber Source Codes

- TN56: uber.Marriott.com/en-us
- BM08: uber.com/us/en/u/Marriott-Bonvoy
- UMBA: legacy code from partnership launch Mar 2021; phased out ~Oct 2024

Benefits Updates for Earning with Uber

Program updates were announced in Oct. 2024



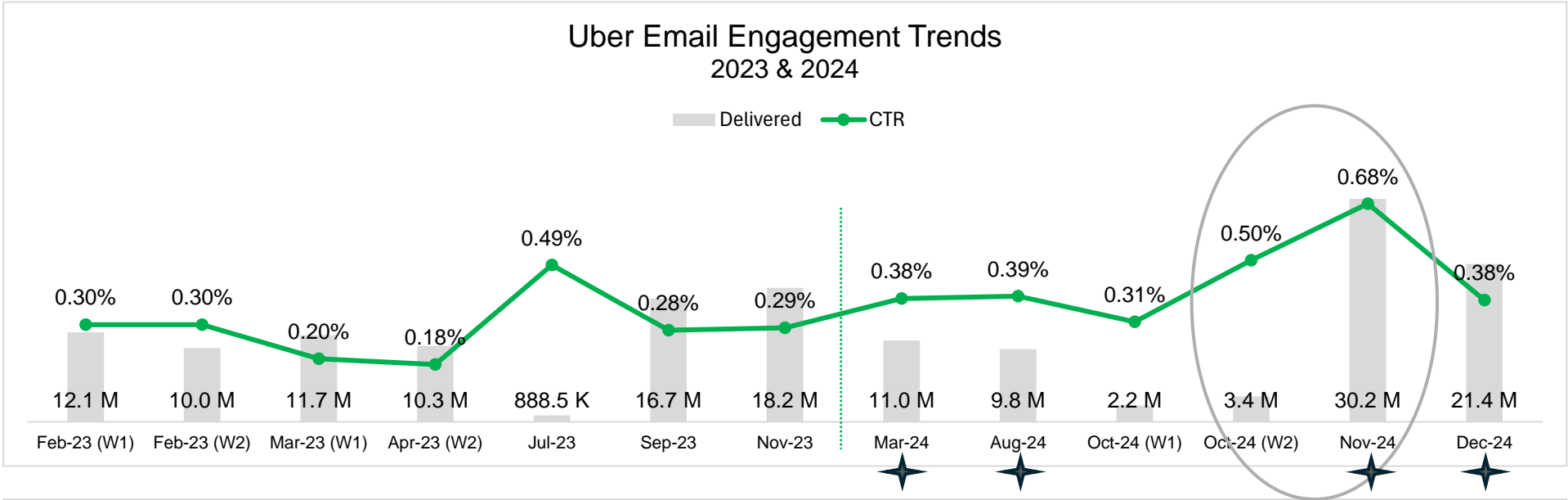
Benefits Updates for Earning With Uber

Due to new enhanced benefits and changes to how you can earn Marriott Bonvoy® points with Uber and Uber Eats, we're updating our terms and conditions.

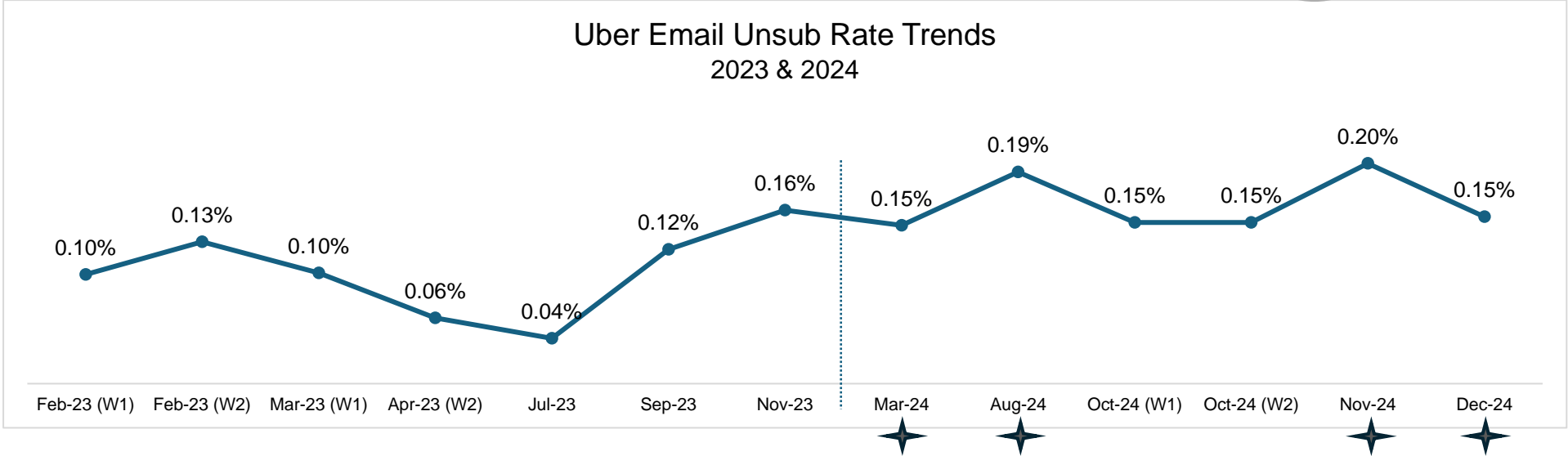
Key Highlights

- Earn **3 points per dollar** on Uber Premium rides (includes UberXL, Uber Black, Uber SUV, and Uber Comfort).
- Earn **2 points per dollar** on UberX Reserve rides.
- Earn **2 points per dollar** on Uber Eats restaurant and grocery orders of \$40 or more delivered to Residence Inn®, TownePlace Suites®, or Element® hotels.
- Earn **1 point per dollar** on Uber Eats restaurant and grocery orders of \$40 or more.
- Get **complimentary Marriott Bonvoy Silver Elite status** with an Uber One annual membership.

Uber Email Engagement Trends 2023 & 2024



- Engagement increased in the two months after program updates were announced –
 - CTR of 0.50% in second half of Oct. and CTR of 0.68% in Nov. – strongest CTRs over 2-year period.



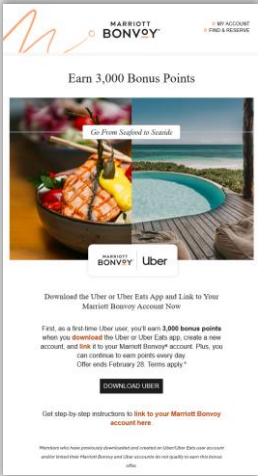
- The increase in unsub rate trend in 2024 compared to 2023 was primarily due to adding non-members to the overall 2024 delivery mix.

Over 158M Dedicated Solo Email Deliveries to Support MBV/Uber Initiatives in 2023 & 2024

2023

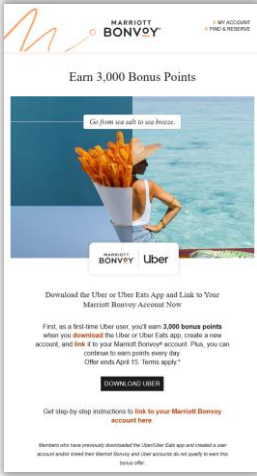
2024

Feb. 14 (W1)
Delivered: 12.1 M
CTR: 0.30% | Unsub: 0.10%



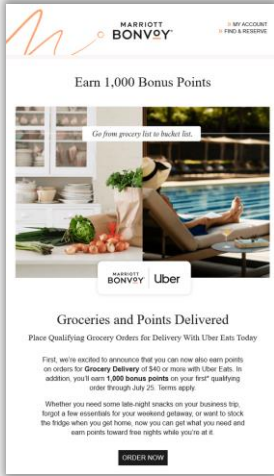
Feb. 19 (W2)
Delivered: 10.0 M
CTR: 0.30% | Unsub: 0.13%

Mar. 30 (W1)
Delivered: 11.7 M
CTR: 0.20% | Unsub: 0.10%

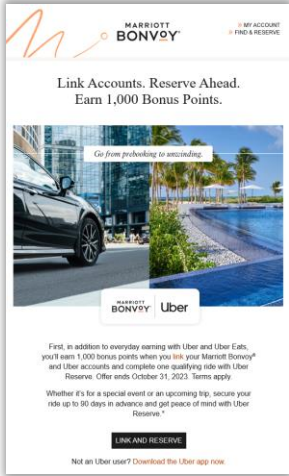


Apr. 7 (W2)
Delivered: 10.3 M
CTR: 0.18% | Unsub: 0.06%

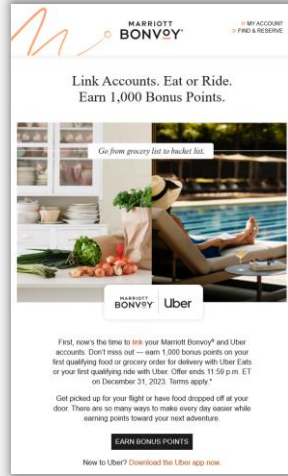
Jul. 10
Delivered: 888.5 K
CTR: 0.49% | Unsub: 0.04%



Sep. 30
Delivered: 16.7 M
CTR: 0.28% | Unsub: 0.12%



Nov. 28
Delivered: 18.2 M
CTR: 0.29% | Unsub: 0.16%



Program updates took effect

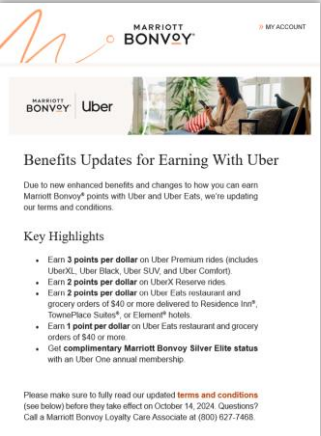
Mar. 21
Delivered: 11.0 M
CTR: 0.38% | Unsub: 0.15%



Aug. 19-24
Delivered: 9.8 M
CTR: 0.39% | Unsub: 0.19%



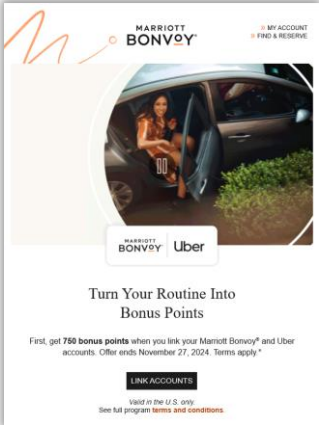
Oct. 1-3 (W1)
Delivered: 2.2 M
CTR: 0.31% | Unsub: 0.15%



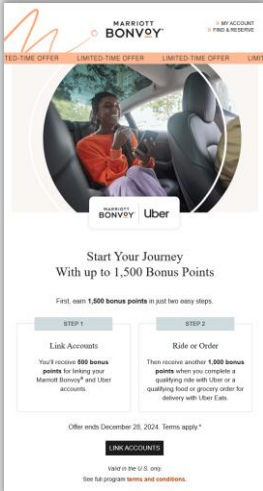
Oct. 14-19 (W2)
Delivered: 3.4 M
CTR: 0.50% | Unsub: 0.15%



Nov. 14-18
Delivered: 30.2 M
CTR: 0.68% | Unsub: 0.20%



Dec. 13-21
Delivered: 21.4 M
CTR: 0.38% | Unsub: 0.15%

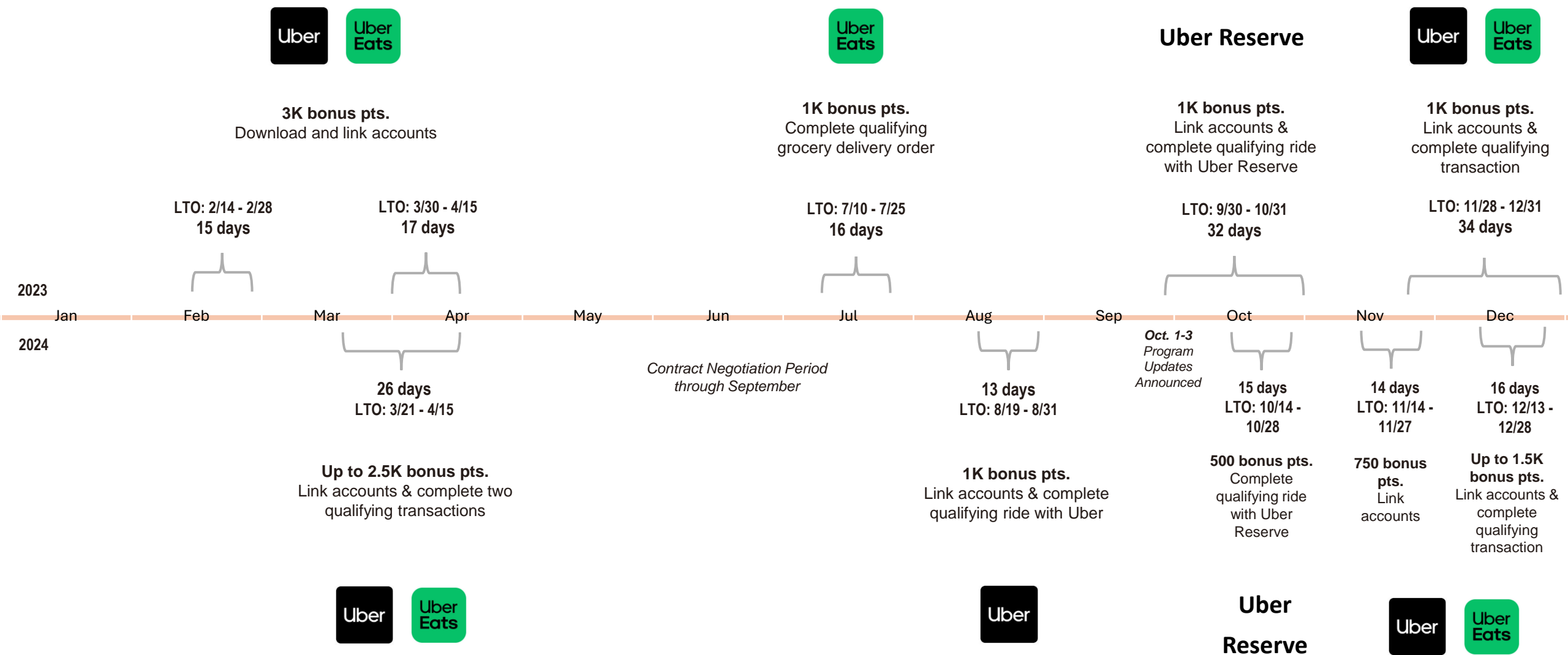


Data reflects point in time reporting and does not include ride-a-long messages or features in other email campaigns.

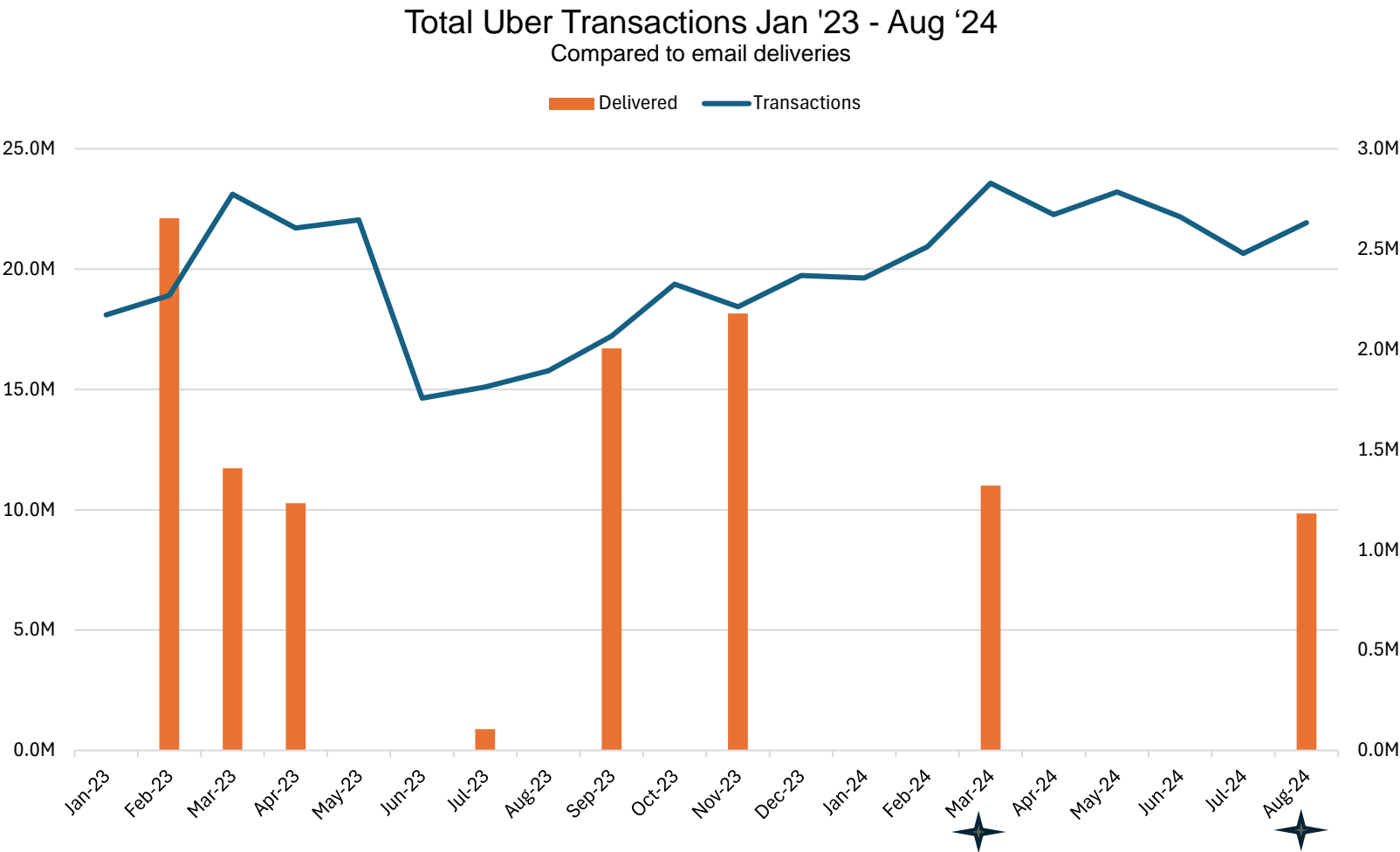


Transactional

Uber Email Offer Timeline 2023 & 2024



Uber Transaction Trends 2023 & 2024



Includes applicable Uber Rides and Uber Eats transactions. Uber transactional data was unavailable in reporting after Aug '24.

- Uber transactions by month mostly aligned with monthly email volume
 - Highest volume of transactions were seen in Mar '23, Mar '24 and May '24 (each 2.8M)
 - Unable to narrow down the transactions to those who participated in the LTO
- Recommend tracking the following –
 - Identify customers who have received previous Uber offers via email
 - In transactional reporting, determine if it is possible to pull through customers who received the email LTO; this would help attribute transactions and compare performance at the LTO level.



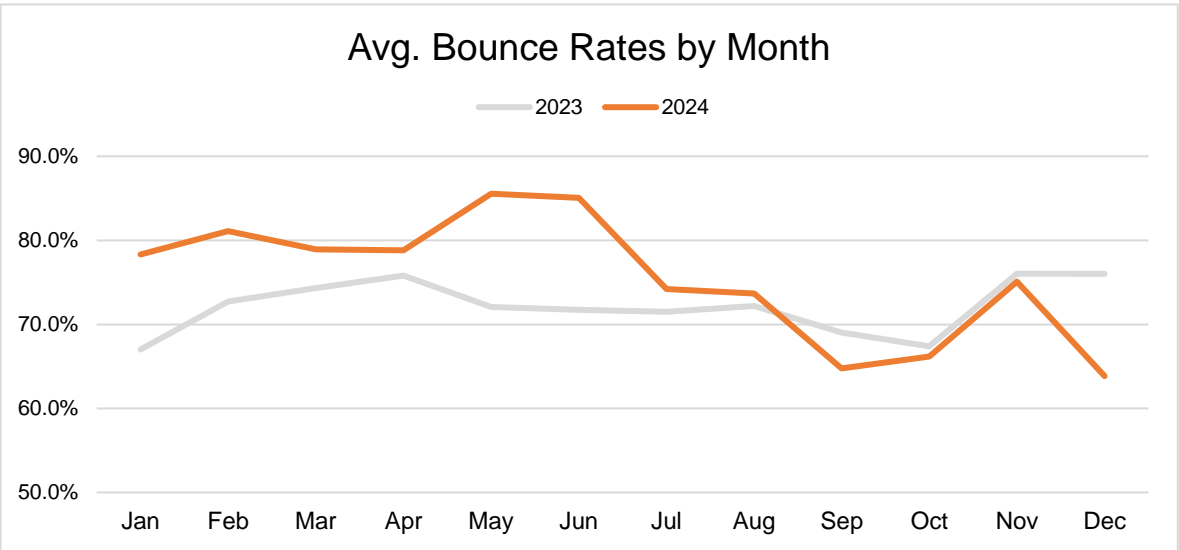
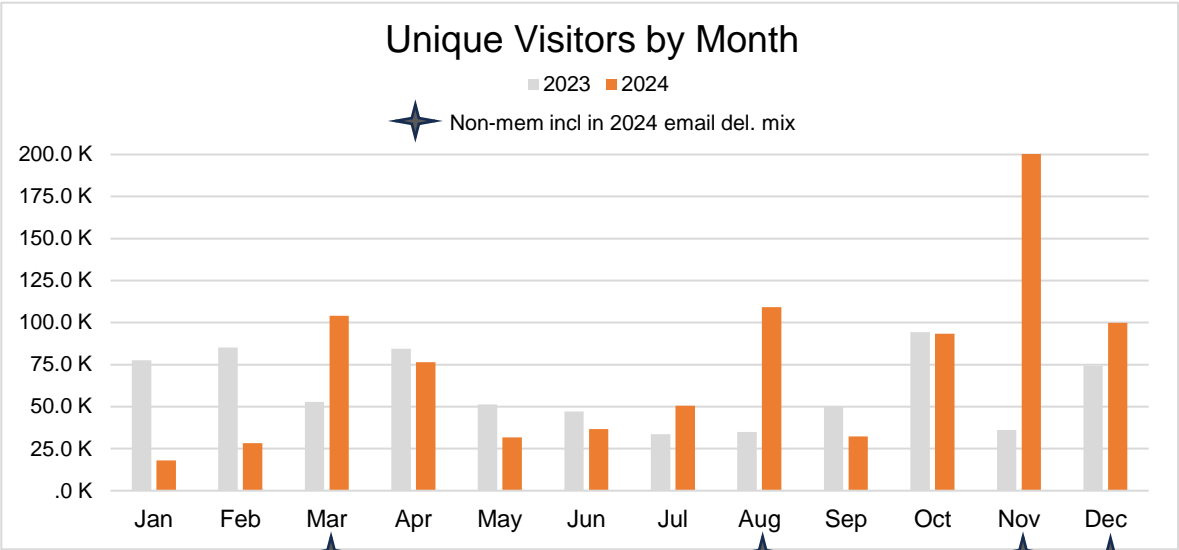
Non-mem incl in email del. mix

Uber Landing Page Engagement Summary: 2024 vs. 2023

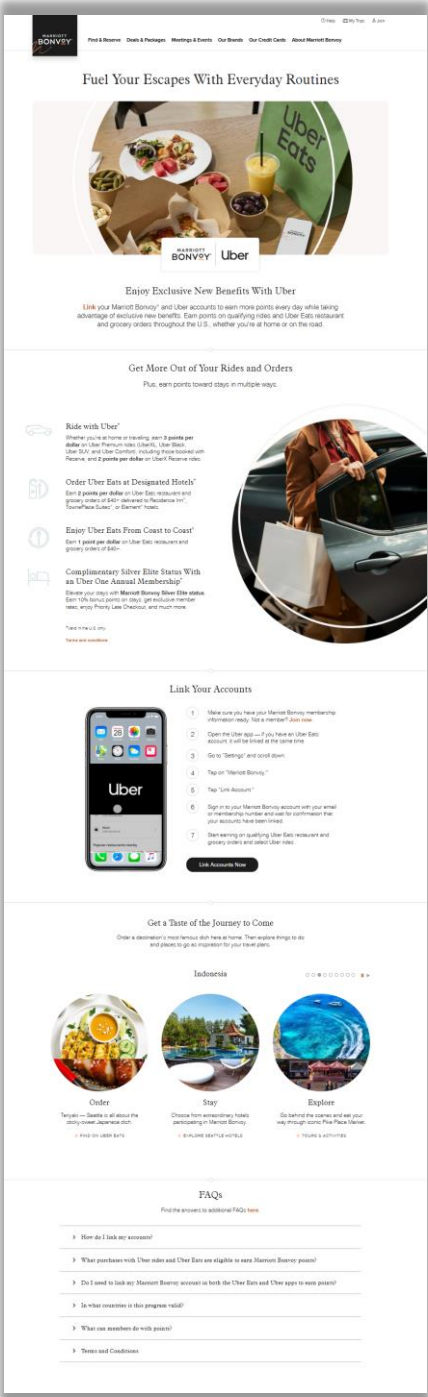
uber.Marriott.com/en-us

Metrics	2024	YoY
Visits	976.1 K	+23.2%
Unique Visitors	886.1 K	+22.7%
Avg. Bounce Rate	75.5%	+3.31 pts.
Avg. Duration	3:04	-0:14

- Total unique visitors saw a YoY increase; monthly unique visitor trends YoY mostly aligned with campaign engagement trends.
- Average overall bounce rate of 75.5% is +3.31 pts. higher than prior year. In addition to bounce rates, consider tracking average exit rates by month to understand more about overall visitor behavior on the page.



Bounce Rate: % of unengaged sessions that start and end on the same page.

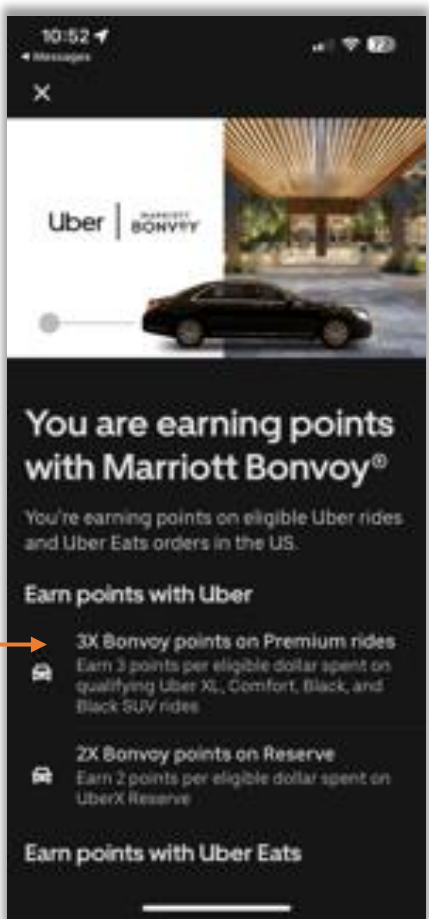
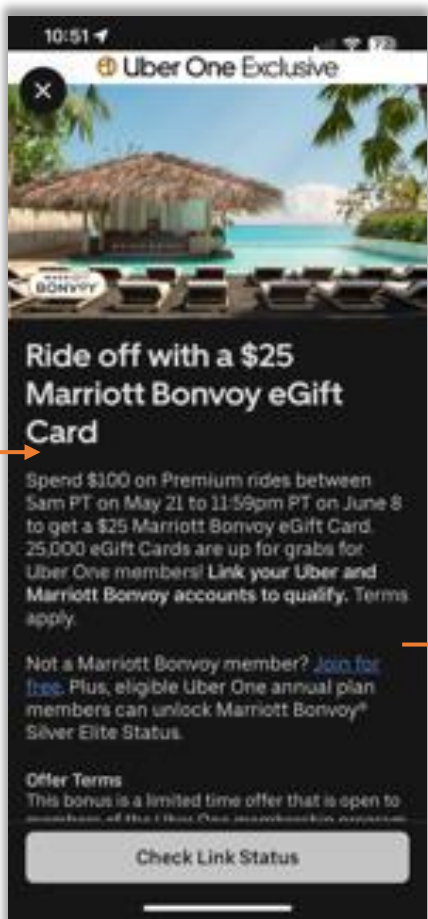


Industry Example: Co-Branded Push Marketing

Uber and Marriott Bonvoy



\$25 Marriott Bonvoy eGift Card
Join Uber One and spend \$100 on Premium rides to get a \$25 Marriott eGift Card. While supplies last. See terms.



Next Steps

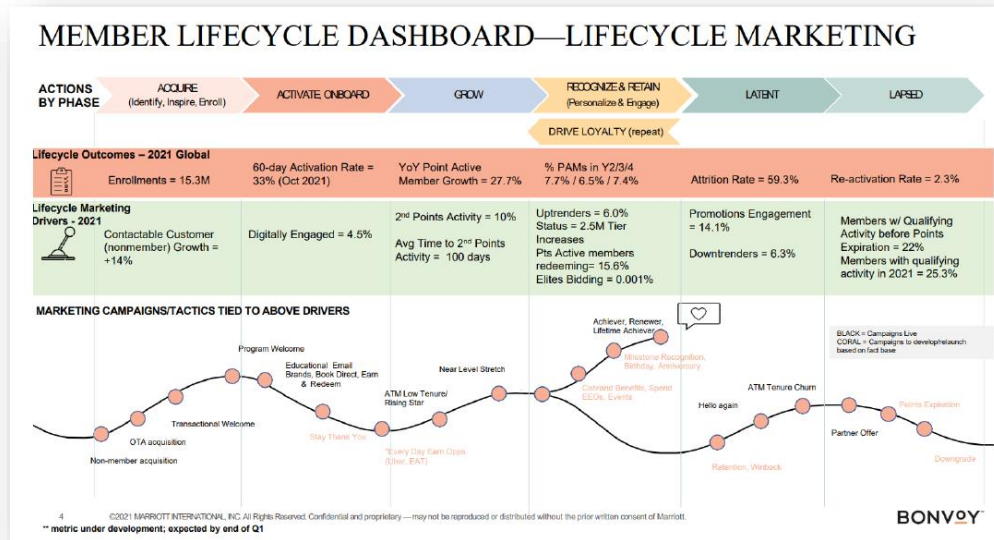
Next Steps

- Discuss additional dashboard views
- Determine any follow ups from this review
- Prepare for the next Loyalty/Lifecycle Campaign Quarterly Business Review scheduled for Aug. 13, 2025 –
 - Campaigns to be included:
 - Renewer
 - Downgrade
 - Starbucks Year in Review (2025/2024)

Discussion: Additional Dashboard Views

Proposed Monthly Trend Charts

- Option 1: Chart performance by Lifecycle phases - OR -



- Option 2: Chart top 3 to 5 Lifecycle campaign types

- ACQ, ATM, F100 Days, Achievement, Redemption

Plus...

- Monthly trend charts for recurring partner communications like EAT, Starbucks, and Uber (BetMGM?)

Proposed Leadership Overview

- Determine audience for this overview
- Summarize performance, new initiatives, and campaigns
- Highlight shared channel KPIs: Deliveries, CTR, Conversion
- Showcase additional metrics: Redemptions, Linked Accounts, etc.

Executive Summary: Q1 2025

Performance Overview

- Xx
- Xx
- Xx
- Xx
- Xx
- Xx
- Xx

New Initiatives

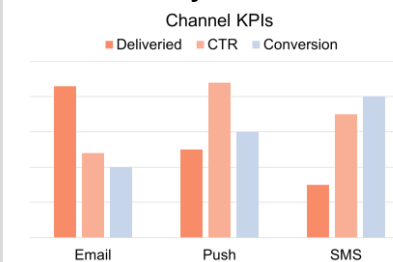
- Xx
- Xx
- Xx

Campaign Spotlight

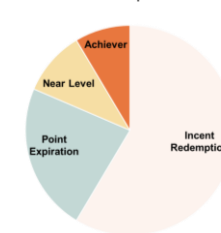
- Xx
- Xx
- Xx



KPI Summary



Redemptions



Partner Engagement

- 300** Linked Uber Accounts (+15% QoQ)
- 11.2K** EAT Enrollments (+15% QoQ)
- \$5.4M** EAT Spend (+15% QoQ)

Appendix

Push Glossary

Metrics & Dimensions		Definition
OS Name	Name of OS (iOS or Android) of device that was sent notification.	
Conversion Rate	Bookings/Clicks	
Booking Rate	Bookings/Deliveries	
Bookings	Bookings that occur within 24 hours of a push notification open or click.	
Clicks	Number of clicks during the selected Period Type. Click occurs when a push notification has been delivered to the device and the user has clicked on the notification causing the app to open. This is similar to the Push Open except a Push Click will not be triggered if the notification was dismissed.	
CTR	Clicks/Deliveries	
Deliveries	Number of notifications delivered during the selected Period Type.	
Delivery Rate	Deliveries/Sends	
Open Rate	Opens/Deliveries	
Opens	Number of notifications opened during the selected Period Type. Open occurs when a push notification has been delivered to the device and the user has clicked on the device. The user either wanted to view the notification (which will in turn move to Push Click tracking) or dismiss the notification. Opens are not trackable for iOS devices.	
Opt-Ins	Opted into receiving push notifications. This is tracked at the customer/device level and not at the campaign level.	
Opt-Outs	Opted out of receiving push notifications. This is tracked at the customer/device level and not at the campaign level.	
Revenue	Revenue for customers that make a booking within 24 hours of a push notification open or click.	
Room Nights	RoomNights for customers that make a booking within 24 hours of a push notification open or click.	
Sends	Number of notifications sent during the selected Period Type.	



Points Expiration 90-Day Reminder: Heat Map by Member Level Q1 2025

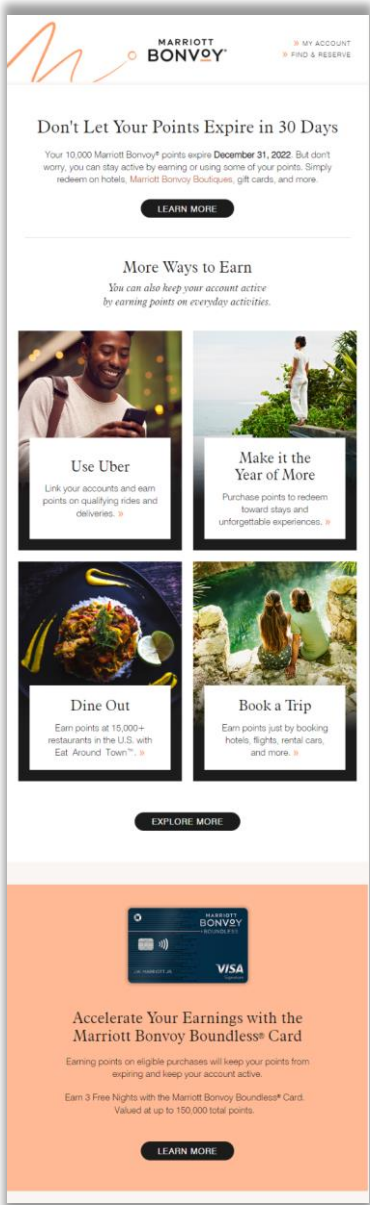
U.S. ENG version

% of Clicks Modules	Basic	Silver	Gold	Plat.	Titan.	Ambass.	TOTAL
Header	23.5%	16.0%	16.6%	16.4%	16.7%	33.3%	22.6%
Hero	52.9%	57.4%	52.2%	52.5%	79.2%	33.3%	53.1%
Ways to Earn	16.8%	17.7%	24.6%	24.6%	4.2%	33.3%	17.4%
Next Trip	3.8%	5.5%	2.7%	1.6%	0.0%	0.0%	3.8%
Credit Card	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%
Multiple Acct CTA	1.4%	1.5%	1.9%	4.9%	0.0%	0.0%	1.5%
Footer	1.5%	1.5%	1.9%	0.0%	0.0%	0.0%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Points Expiration 30-Day Reminder: Heat Map by Member Level Q1 2025

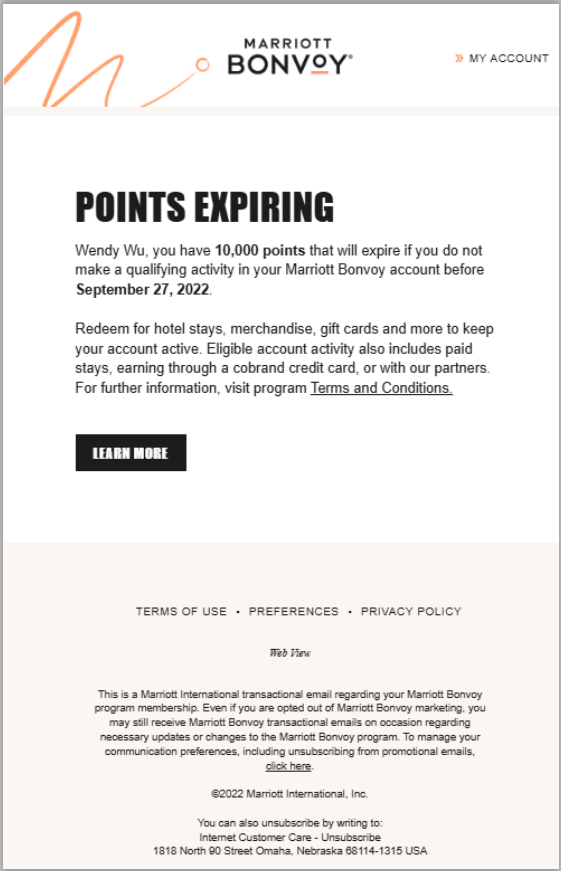
U.S. ENG version

% of Clicks Modules	Basic	Silver	Gold	Plat.	Titan.	Ambass.	TOTAL
Header	18.8%	10.6%	13.9%	11.1%	10.3%	33.3%	18.0%
Hero	64.9%	73.5%	68.8%	71.4%	66.7%	66.7%	65.6%
Ways to Earn	11.8%	12.7%	14.5%	14.3%	20.5%	0.0%	12.0%
Credit Card	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Multiple Acct CTA	1.7%	1.6%	1.5%	3.2%	2.6%	0.0%	1.7%
Footer	2.6%	1.5%	1.2%	0.0%	0.0%	0.0%	2.4%
Undefined	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Points Expiration 30-Day Transactional: Heat Map by Member Level

Q1 2025



U.S. ENG version

% of Clicks Modules	Basic	Silver	Gold	Plat.	Titan.	Ambass.	TOTAL
Header	15.8%	14.1%	13.8%	12.7%	17.1%	66.7%	15.6%
Hero	79.5%	81.3%	79.6%	80.5%	77.1%	33.3%	79.6%
Footer	4.3%	4.2%	6.1%	6.8%	0.0%	0.0%	4.4%
Undefined	0.4%	0.4%	0.4%	0.0%	5.7%	0.0%	0.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%