



Marriott Bonvoy

April 2022 Email Performance Review

May 17, 2022

MARRIOTT
BONVOY



THE DALMAR, FORT LAUDERDALE,
A TRIBUTE PORTFOLIO HOTEL, FLORIDA, USA

Today's Agenda

- Performance Summary
- Campaign Highlights
- Actionable Insights
- Industry Examples



April 2022

Performance Summary

April 2022 Performance Above Average

Engagement	37.5 M Email Subscribers* +1.9% MoM	
	186.2 M Delivered Emails -9.5% vs. Avg.	1.9 M Clicks -16.6% vs. Avg.
Financials	1.0% CTR -0.1 pts. vs. Avg.	0.15% Unsub. Rate 0.0 pts vs. Avg.**
	19.1 K Bookings -10.2% vs. Avg.	42.5 K Room Nights -13.5% vs. Avg.
	\$7.9 M Revenue -9.6% vs. Avg.	0.10 Bookings/Dlvd. (K) +6.3% vs. Avg.

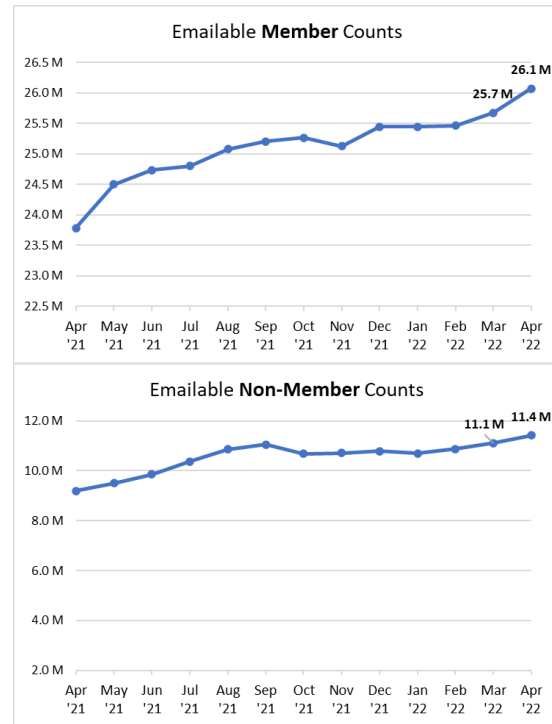
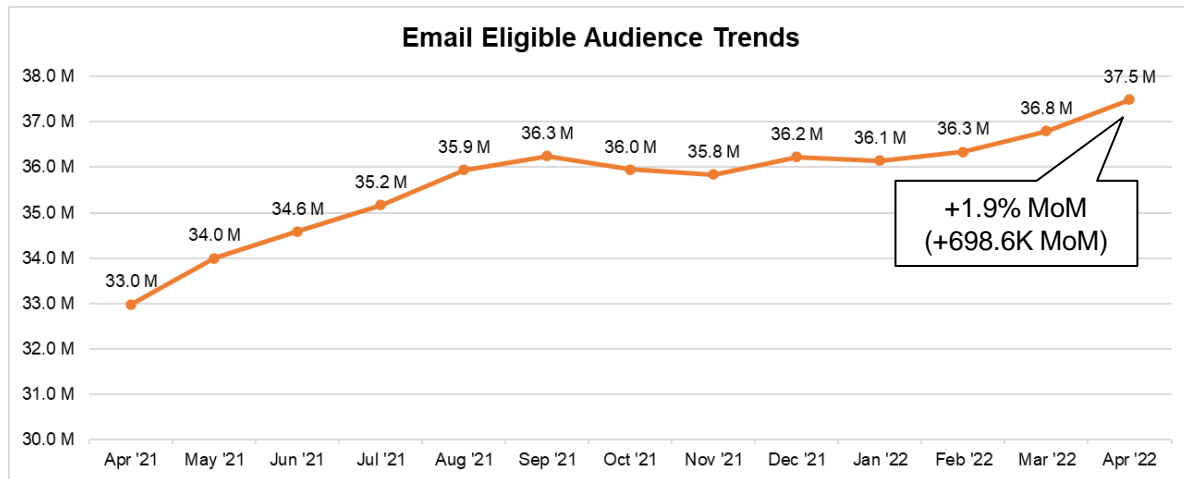
- E-mailable audience size up 2% MoM; strongest MoM growth from members and non-member lifts were steady
- CTR and unsubscribe rates remained steady; positive sign of maintaining engagement as email calendar deployments naturally fluctuates each month
 - Decline in delivery volumes impacted click activity
- Recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April
 - We have seen seasonal declines in April in the past, but declines shown here were impacted by data issues
 - April data will be refreshed once updates have been made in the system

*E-mailable members & non-members globally; does not include anyone on a suppression list

**Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates
Comparison time periods: Rolling 12-Month Average

37.5M Eailable Customers (+698.6K MoM)

- Strongest MoM increase so far this year with over 300K more eailable non-members MoM and over 394K members
- Non-member growth remained steady at 2% increase each month since Feb; up to 2.7% this month
- Members saw a larger increase this month (+1.5% MoM)



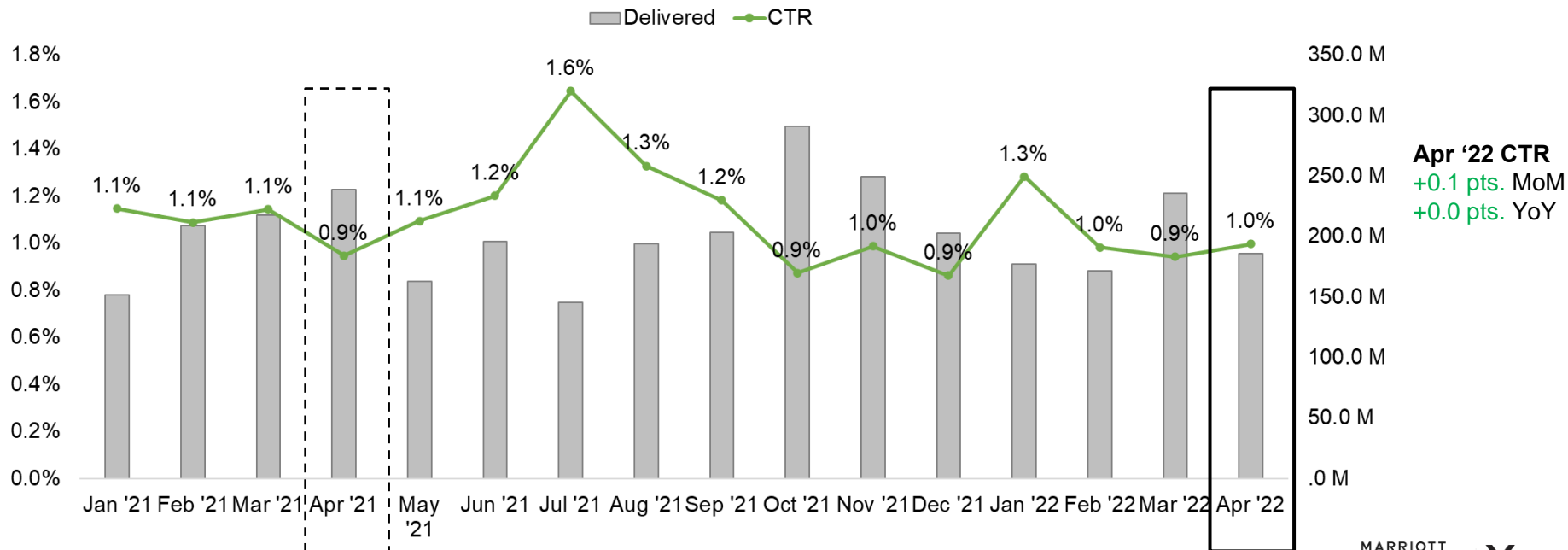
Report date: May 1, 2022

Eailable customers = members & non-members globally; does not include anyone on a suppression list

Maintained CTR Engagement With Fewer Deliveries MoM and YoY

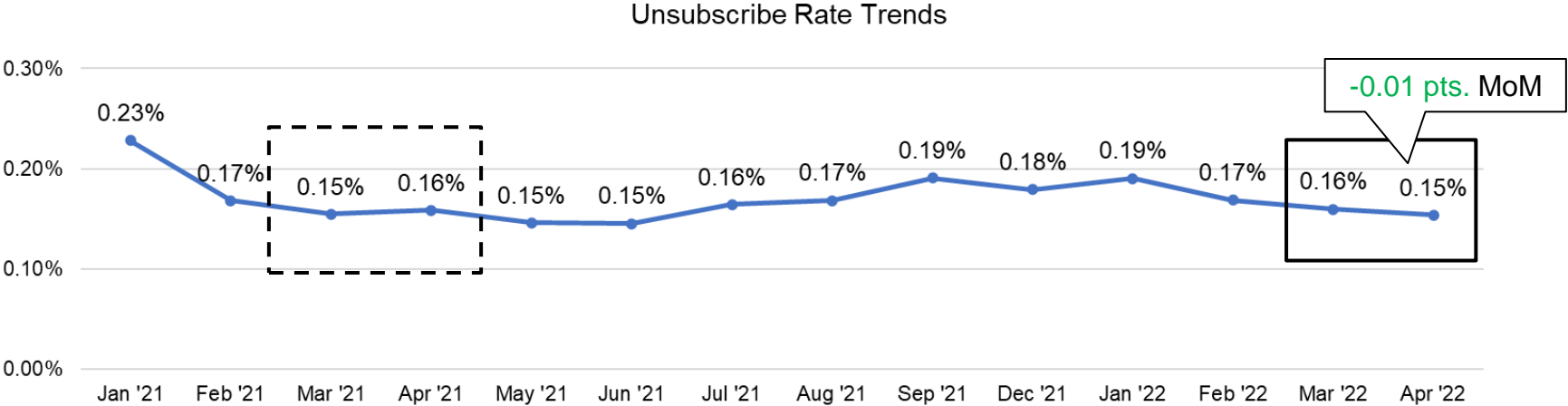
- Planning to leverage Send Time Optimization (STO) technology for select May/June campaigns to lift open/click engagement
- Recommend measuring engagement impacts at a campaign level, and at an aggregate level after broader adoption

Bonvoy Email Engagement: CTR Trends



Apr '22 CTR
+0.1 pts. MoM
+0.0 pts. YoY





Consistent Unsubscribe Rate Trends MoM and YoY



*Data issues impacted Oct & Nov unsubscribe data; excluded from trend chart

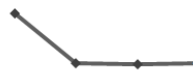

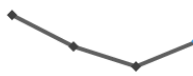
Consistent Member Level KPIs

- Deliveries were down across all segments; decline impacted click activity and CTRs for some levels
- Maintained audience health with all member levels with near flat unsubscribe rates

Segment	Deliveries	CTR	Unsub. Rate
Non-Member	27.7 M -22% MoM ▼	0.40% 	0.41% +0.02 pts MoM ▲
Basic	105.7 M -24% MoM ▼	0.74% 	0.14% -0.01 pts MoM ▼
Silver	21.4 M -11% MoM ▼	1.73% 	0.06% -0.00 pts MoM ▬
Gold	16.6 M -16% MoM ▼	1.36% 	0.07% -0.00 pts MoM ▬

Consistent Member Level KPIs (cont.)

High engagement in select program solos sent to upper Elites contributed to CTR lifts MoM (for example, Annual Choice Benefit Solo, Flexible Redemption / FNA Solo)

Segment	Deliveries	CTR	Unsub. Rate
Platinum	6.5 M -11% MoM ▼	2.32% 	0.04% -0.01% MoM ▼
Titanium	6.9 M -12% MoM ▼	2.52% 	0.04% -0.01% MoM ▼
Ambassador	1.3 M -16% MoM ▼	3.40% 	0.03% -0.00% MoM ▬

Campaign Highlights

Core MAU Performance

Lux MAU Performance

RC Reserve Messaging

Elite Welcome Back Trigger

Program Solos: Annual Choice Benefit, Free Night Award Top Off, and Moments

CORE MAU: April 2022


Creative (ENG Version)

Subject Line:

Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More

Pre-Header:

See what's new in April.



MY ACCOUNT
FIND & RESERVE

0 points

Member

000004400

Rachael Whitley


0 nights this year

SEE BENEFITS

BOOK YOUR FIRST STAY

Arrive at 04/28/2022

Make Every Night Count... Twice.
And Earn Bonus Points Faster.



0 : 0 : 0 : 0
DAYS HOURS MINUTES SECONDS

Don't miss out: Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night. Registration ends April 20 ***

REGISTER NOW


Experience More in Nature

Book a private home near your favorite national parks and earn points

BOOK NOW




Featured property:

Home & site to Harriet Margaret, Gatlinburg, Tennessee, USA



Discover a Perfect Destination

From mountainside bliss to culinary delights, find getaways to match your desires.




BEACH ESCAPES

WELLNESS RETREATS

OUTDOOR GETAWAYS


Rachael's April Offers



Find Your Paradise

Sunny beaches. Tranquil lakes. Save up to 20% at resorts throughout Europe.


RESERVE NOW



Spring Into the Unforgettable

Get the best rates for your spring break and beyond at extraordinary homes worldwide.


BOOK NOW



Bring Travel Home

For a limited time, save 20% on Marriott home pillows, linens, fragrance, robes, and more.

SHOP NOW




Earn 3 Free Nights

With the Marriott Bonvoy Rewards Card, valued at up to 150,000 points.

LEARN MORE


Your News



Travel Smarter

Use points to get the latest devices and tech to stay safe at home and travel with more peace of mind.


SHOP NOW



Rent, Go, and Earn

Earn up to 2,000 points when you rent a car with Hertz. Plus, get more with Hertz Gold Plus Rewards.

LEARN MORE



TRAVELER

Travel Tip

12 Hotels Near Natural Wonders

READ ARTICLE

11

MARRIOTT
BONVOY®

X

[illegible]All Versions: Global English (April 14th) + In-Lang. (April 21st)

Metrics	April 2022	MoM	vs. MAU Avg.
Delivered	26.5 M	+0.4%	+2.3%
Clicks	345.7 K	+21.3%	-1.4%
CTR	1.30%	+0.2 pts.	-0.05 pts.
Unsub. Rate	0.11%	-0.05 pts.	---
Bookings	5.3 K	+12.8%	+14.5%
Room Nights	11.3 K	+10.9%	+8.0%
Revenue	\$2.0 M	+5.9%	+8.6%

- Campaign featured Global Promotion reminder in the hero and used a countdown timer to drive urgency
- Promo content drove monthly engagement lifts
 - 33% of clicks; #1 most clicked module
 - Generated 26% of overall bookings
- Below average unsub. rate of 0.11% shows positive sign of overall audience health
 - MoM decline was from Basic members (-0.06 pts. MoM); shows openers were engaged with the content
 - Silver & Ambassador rates were also lower MoM while other segments were flat

1-800-333-3333

1-800-333-3333

Recent Visits

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Stark and Night Crane, Port and East River from Forts

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Experience Home in Nature

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Discover a Perfect Destination

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Rachael's April Offers

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Find Your Neighbor

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Spring from the Suburbs

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Bring Dead Water

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Share 7 New Pages

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Your News

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Travel Issues

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Book, Go, and Eat

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Book, Go, and Eat

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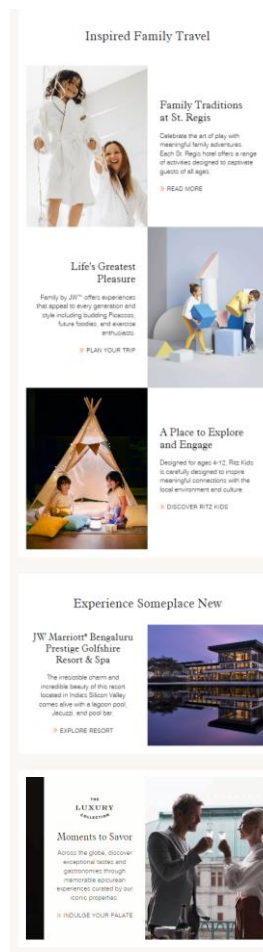
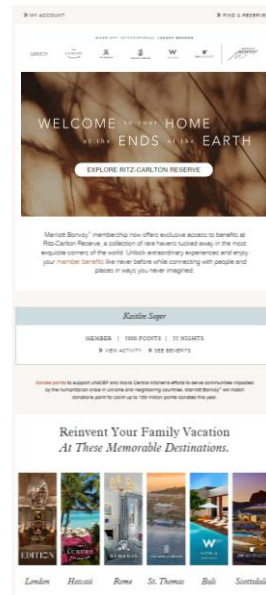
- Most of the engagement went to Global Promo in the hero with countdown timer driving urgency; interactions were consistent across all levels
- Continue sense of urgency for promotional content in future campaigns; consider bringing into subject line or preheader
- Elites were heavily engaged with Cobrand content and almost evenly responded to offers and national parks content
- Return of the Leisure Destinations module inspired openers and captured clicks from all, especially Basics & Ambass.

[illegible]

Luxury MAU:

April 14, 2022

- Subject Line:
 - SL 1: Jill's Account Update
 - SL 2: Jill's Account Update: Announcing Ritz-Carlton Reserve
 - SL 3: Announcing: Member Benefits Now Available at Ritz-Carlton Reserve
- Pre-Header:
 - Plus, 6 memorable family getaways, new hotel openings, new hotel openings, culinary experiences, and more.

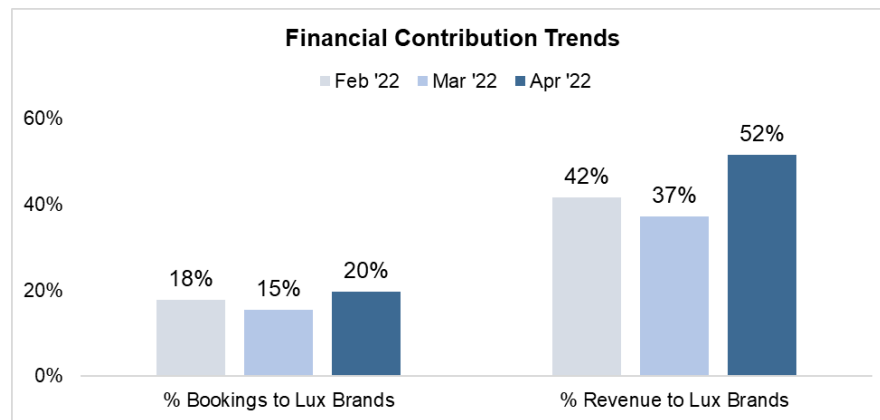


Positive Engagement Lifts in April

- Slight increase in deliveries compared to Lux MAU average and MoM, but stronger lift in click activity drove CTR lifts
- CTR lifts were consistent for all luxury segments, Bonvoy levels and regions
 - Most clicks went to hero, account box and nav bar
- Positive audience health with low unsubscribe rates
- Bookings and revenue share to luxury brands were stronger MoM

Metrics	April '22	vs. Avg.	MoM
Delivered	1.8 M	+4.9%	+2.9%
Clicks	48.0 K	+77.5%	+102.7%
CTR	2.68%	+1.1 pts.	+1.3 pts.
Unsub Rate	0.06%	-0.02 pts.	+0.00 pts.
Bookings	319	-9.2%	-5.1%
Room Nts.	812	-3.9%	-6.8%
Revenue	\$232.5 K	+8.6%	+2.2%

*Lux MAU 7-month Avg. includes Sep '21 – Mar '22



*Financial data source: Omniture 7-day cookie

Heat Maps by Segment

April 2022

- RC Reserve hero was among the top performing modules; continue linking body copy to support module engagement; hero was #1 for L2B & L3 and #2 for L1 & L2A
- Account box activity was high for all segments; 57% of module clicks went to View Activity CTA – consistent split for all segments
- Continue themed navigation bar featuring luxury brands in future mailings; a good click-catcher
- Inspiration and Instagram modules drove interest among secondary content for all segments

% of Clicks by Segment

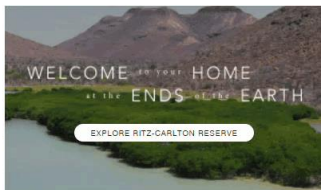
Modules	L1	L2A	L2B	L3	Total
Header	9.59%	7.87%	5.07%	4.95%	5.68%
Hero	21.28%	30.10%	44.30%	41.38%	40.46%
Ritz Reserve Announcement	16.61%	23.64%	32.89%	32.11%	30.50%
Member Benefits (body copy link)	4.67%	6.46%	11.40%	9.27%	9.95%
Navigation	20.45%	16.06%	18.95%	23.29%	19.76%
Account Box	34.70%	38.99%	26.08%	24.17%	27.49%
Donate Points	0.40%	0.49%	0.27%	0.20%	0.28%
Inspiration	1.51%	1.48%	1.50%	1.69%	1.54%
A Place to Explore and Engage (RC)	0.59%	0.63%	0.58%	0.73%	0.62%
Family Traditions at St. Regis	0.59%	0.61%	0.63%	0.74%	0.65%
Life's Greatest Pleasure (JW)	0.34%	0.25%	0.29%	0.22%	0.28%
New Hotels	1.36%	0.90%	1.25%	1.47%	1.28%
Culinary	0.38%	0.43%	0.30%	0.34%	0.33%
Instagram	1.32%	1.08%	1.50%	1.97%	1.55%
Footer	9.00%	2.60%	0.78%	0.54%	1.64%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

RC Reserves Messages & Creative

Lux MAU April '22 Hero

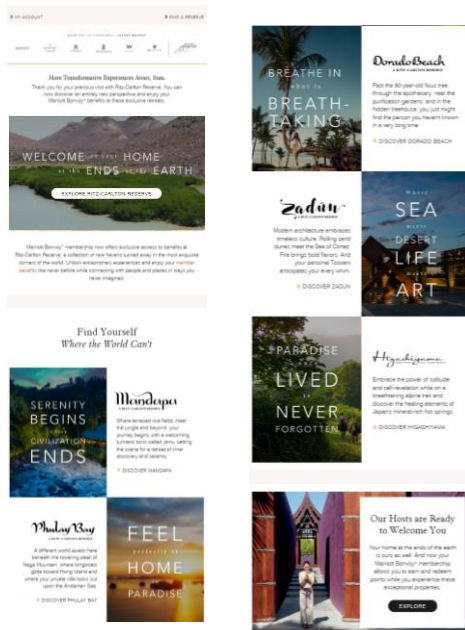
Hero targeted to standard Lux MAU segments (L1 - L3) – mix of members & non-members



Marriott Bonvoy® membership now offers exclusive access to benefits at Ritz-Carlton Reserve, a collection of rare havens tucked away in the most exquisite corners of the world. Unlock extraordinary experiences and enjoy your **member benefits** like never before while connecting with people and places in ways you never imagined.

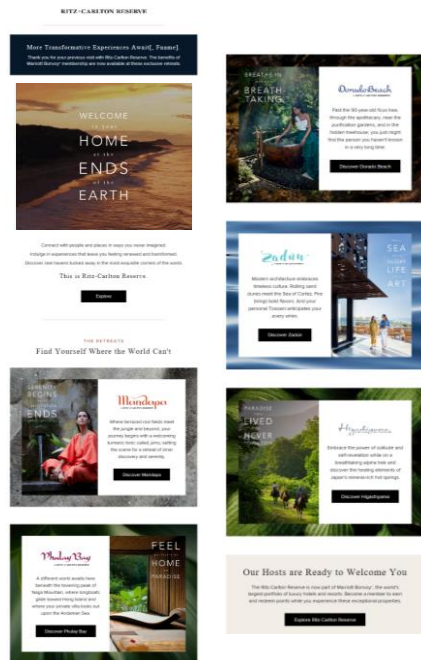
Marriott Bonvoy Solo

Targeted to members with point balances over 250K, cardholders, L1-L3 members that don't receive Lux MAU and past guests of RC Reserves



TRC Reserve Solo

Targeted to luxury **non-members** and past guests of RC Reserves



Strong Performance for Reserves Solos in April

- MBV Solo drove more clicks and higher CTR compared to other mailings
- Additional activity from Lux MAU hero delivering over 17K clicks
- Engagement for TRC Reserve Solo targeted to Non-members drove additional engagement

Lux MAU April '22 Hero

Email Delivered	1.8 M
Module Clicks	17.4 K
Module % of Clicks	40.46%
Module CTR	1.0%
Email Unsub. Rate	0.06%

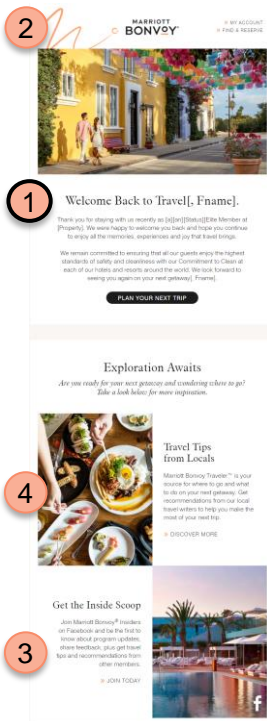
Marriott Bonvoy Solo

Delivered	2.1 M
Clicks	38.2 K
CTR	1.8%
Unsub Rate	0.13%

TRC Reserve Solo

Delivered	39.7 K
Clicks	420
CTR	1.1%
Unsub Rate	0.50%

Elite Welcome Back Daily Trigger:



- Targeted to Elites who are taking their first stay since March 2020
- Positive engagement to-date compared to Bonvoy April email average and the Elite Welcome Back Solo that deployed last year (June 2021)
- Looking to expand campaign targeting and versioning for those that HAVE traveled since March 2020, but it's just been a 6-12 months since we've seen them and maybe it's their first trip this year – "It's good to see you again"

Performance Summary

Metrics	March - April '22 Trigger Total	vs April '22 Bonvoy Avg.	vs June '21 Solo
Delivered	939.6 K		
Clicks	10.5 K		
CTR	1.1%	+0.12 pts.	-0.26 pts.
Unsub. Rate	0.02%	-0.13 pts.	-0.14 pts.
Bookings	464		
Revenue	\$176.6 K		
Conversion Rate	4.4%	+3.4 pts.	+0.28 pts.

Footer = #5

Subject Line: We're so happy you're back, Melanie. Where to next?

Preheader: We look forward to seeing you again soon.

Elite Welcome Back Trigger: Segment Engagement

- CTR and unsubscribe rates were consistent for most members and luxury segments
- Gold & Titanium were the largest segments driving overall performance & financials
- Strongest conversion rate from Gold, Titanium, and non-luxury

MEMBER LEVELS	SILVER	GOLD	PLATINUM	TITANIUM	AMBASSADOR	Total
Delivered	136.1 K	302.8 K	183.3 K	258.8 K	58.6 K	939.6 K
Clicks	1.6 K	3.5 K	2.2 K	2.7 K	474	10.5 K
CTR	1.2%	1.1%	1.2%	1.1%	0.8%	1.1%
Unsub %	0.02%	0.02%	0.02%	0.02%	0.01%	0.02%
Bookings	47	175	90	131	21	464
Revenue	\$20.3 K	\$58.3 K	\$26.6 K	\$56.3 K	\$15,096	\$176.6 K
Conversion Rate	2.9%	5.0%	4.2%	4.8%	4.4%	4.4%

LUX SEGMENTS	L2B	L3	Everyone Else	Total
Delivered	328.1 K	108.9 K	502.6 K	939.6 K
Clicks	3.2 K	1.3 K	6.0 K	10.5 K
CTR	1.0%	1.2%	1.2%	1.1%
Unsub %	0.02%	0.02%	0.02%	0.02%
Bookings	122	39	303	464
Revenue	\$71.8 K	\$25.0 K	\$79.8 K	\$176.6 K
Conversion Rate	3.8%	3.1%	5.0%	4.4%

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

Annual Choice Benefit: April 26th



- Campaign targeted to eligible members who have met 50 or 75 nights in 2022 that they have an annual choice benefit selection to make
- Preliminary results reflect above average engagement compared to Bonvoy April email average
- Strong engagement across all segments with double-digit CTRs; significantly above their monthly Bonvoy CTR averages ranging from 2.3% to 3.4%
- Campaign successfully drove additional bookings; mostly from Titan. & Ambass. member levels
- Consider testing a segment of near 50 or 75 nights to drive engagement with ACB as the hook to book

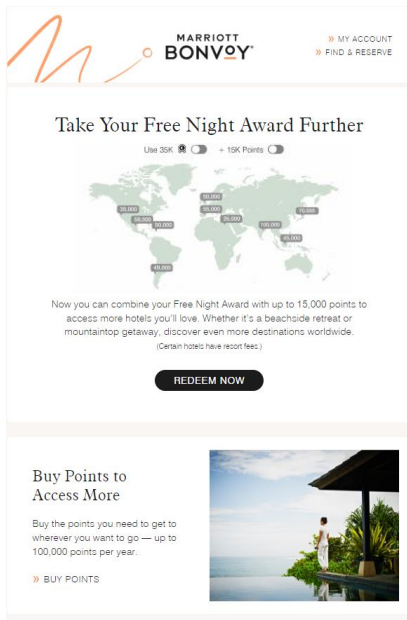
Segment Engagement

Metrics	Apr 26 th Solo	vs Apr '22 Bonvoy Avg.	Plat.	Titan.	Ambass.
Delivered	112.6 K		23.8 K	57.8 K	31.0 K
Clicks	52.2 K		10.7 K	27.1 K	14.5 K
CTR	46.4%	+45.4 pts.	44.9%	46.9%	46.7%
Unsub	0.03%	-0.12 pts.	0.07%	0.02%	0.03%
Bookings	1.0 K		132	538	343
Revenue	\$526.0 K		\$77.2 K	\$262.5 K	\$186.4 K

Subject Line: Congratulations, Chris! You've Unlocked Another Annual Choice Benefit.

Preheader: Choose the benefit that's best for you.

Flexible Redemption / FNA Top Off Solo: April 30th



Subject Line:

Where Will You Take Your Free Night Award?

Preheader:

Combine it with up to 15,000 points starting today.

- Campaign targeted to members with an unused FNA on their account and announces the benefit allowing members to combine their Free Night Award with up to 15,000 points
- Above average engagement with 3.3% CTR and low unsub rate; consistent across all levels
- Campaign motivated members to redeem; also generated additional bookings and revenue
- Consider testing program messages as hero options during non-promo months and/or as hero for GloPro holdout audience – these messages consistently drive clicks and bookings

Segment Engagement

Metrics	Apr 30 th Solo	vs Apr '22 Bonvoy Avg.	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Delivered	1.2 M		413	266.2 K	520.5 K	172.0 K	179.7 K	21.0 K
Clicks	38.6 K		8	6.2 K	17.8 K	6.8 K	7.0 K	876
CTR	3.33%	+2.33 pts.	1.94%	2.32%	3.41%	3.95%	3.90%	4.18%
Unsub	0.02%	-0.13 pts.	0.00%	0.04%	0.02%	0.01%	0.01%	0.02%
Bookings	1.8 K		1	210	751	321	419	54
Revenue	\$283.5 K		\$56	\$27.2 K	\$109.4 K	\$57.9 K	\$75.9 K	\$13.0 K

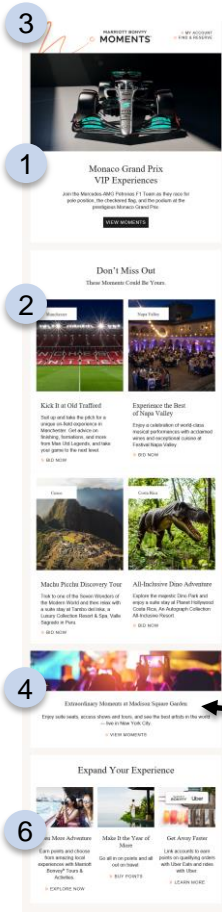
Post-click activity (as of 5/16/22):

of Members That Used FNA = 57,852

of Members With Redemption = 29,211 (FNA Top-Off award description)

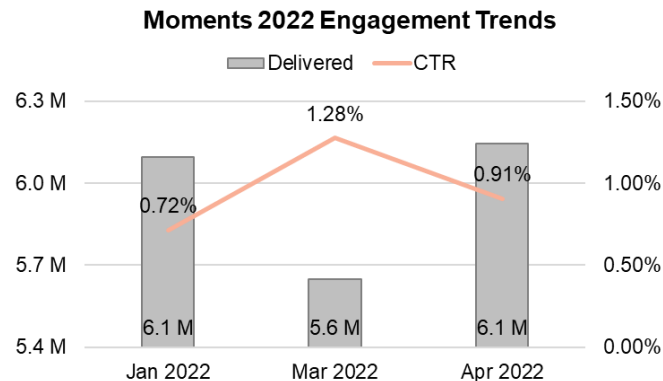
(non-unique counts) 79,744 (standard redemption description)

Moments Solo: April 28th



- Preliminary results provided for targeted April Moments solo promoting program offers from VIP Mercedes-AMG Petronas F1 Team experiences at the Monaco Grand Prix to exclusive culinary opportunities and more
 - Additional time needed to measure full engagement and post-click activity
- Subject lines/pre-headers and select modules were geo-targeted for US, CALA, EMEA, and Canada
- Most of the click activity went to the hero featuring F1 content; high click activity was consistent across all regions
- Geo-targeted module ranked #4 overall when looking at each section, but was #2 most clicked in EMEA, #4 in Canada, and #6 in CALA and US (does not include header/footer clicks)
- Continue geo-targeting content and elevate module placement, when able, to draw more attention to targeted content

Metrics	April 28 th Solo	vs April '22 Bonvoy Avg.
Delivered	6.1 M	
Clicks	55.6 K	
CTR	0.9%	-0.1 pts.
Unsub. Rate	0.05%	-0.10 pts.



Subject Line: Tom, Experience It All With These Moments
Preheader: Witness the Monaco Grand Prix, stroll with dinos in Costa Rica, and more.

ACTIONABLE INSIGHTS

Actionable Insights

- Refresh April '22 overall bookings and revenue performance stats and trend charts after Omniture data issues have been resolved
- Planning to leverage Send Time Optimization (STO) technology to lift engagement. Recommend measuring engagement impacts at campaign level, and at an aggregate level after broader adoption
- Continue sense of urgency for promotional content in future Core MAU email campaigns; consider bringing message into subject line or preheader
- Continue linking body copy to support module engagement; drove additional clicks for Lux MAU
- Branded navigation bar module consistently drives high click activity when used in luxury and regional email campaigns; test using to promote various offers, destinations, brands, or travel ideas

Actionable Insights

- Consider testing a segment of near 50 or 75 nights in Annual Choice Benefit messages to drive engagement with ACB as the hook to book
- Consider testing program messages as hero options in Core MAU during non-promo months and/or as hero for GloPro holdout audience – these messages consistently drive clicks and bookings
- Continue geo-targeting Moments solo content and elevate module placement, when able, to draw more attention to personalized content

INDUSTRY EXAMPLES

Industry Examples: Mr. & Mrs. Smith (Travel Survey)


SL: We'd love your help (we'll reward you for it, in fact)

Example questions



Consideration for gathering insight into mindset of inactive customers

[View in browser](#)



THE TRAVEL CLUB FOR HOTEL LOVERS

Dear Erica,

Now that travel is a bit more, well, double again, we thought it a good time to conduct a bit of research. Specifically, we'd love to understand how we should look to improve our services to you and would hugely appreciate your input.

Our survey should take about five minutes to complete and, of course **we'll reward your efforts**: if you have time to complete it by Monday 2 May **we'll add USD 25 loyalty credit** to your account as a thank you. Just click on the link below

START SURVEY

Thanks for your continued support.







Mr & Mrs Smith

YOUR MEMBERSHIP LEVEL

LOYALTY CREDIT

BlackSmith

\$0

* 3. How many holidays/vacations would you typically go on in a normal year (COVID-19 free)?

This could include weekend breaks, as well as week long vacations. This does not include solely business trips or visits to family/friends' homes.

of typical leisure trips

* 4. You go on 5 holidays/vacations in a COVID-19 free year. How many of these are in **United States of America** by trip length?

We are just interested in holidays/vacations – not business trips or trips to family/friends' homes

	None	1 trip per year	2 trips per year	3 trips per year	4 trips per year	5 trips per year	6+ trips per year	1 trip every 2 years	1 trip every 3 years	1 trip every 5 or so years
Short / weekend (2-3 days)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Week long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two weeks +	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Location and trip frequency

(similar question for international travel)

* 9. Which of the following types of accommodation do you typically stay in when on a holiday/vacation?

Please select one option per row.

	Almost always	Fairly often	Infrequently	Never
Hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Villa / self catered accommodation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camping / glamping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

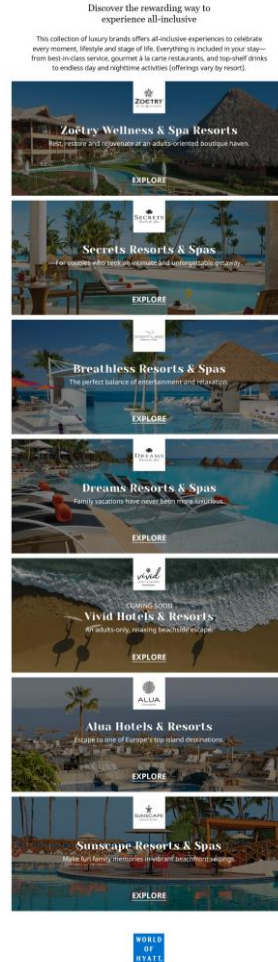
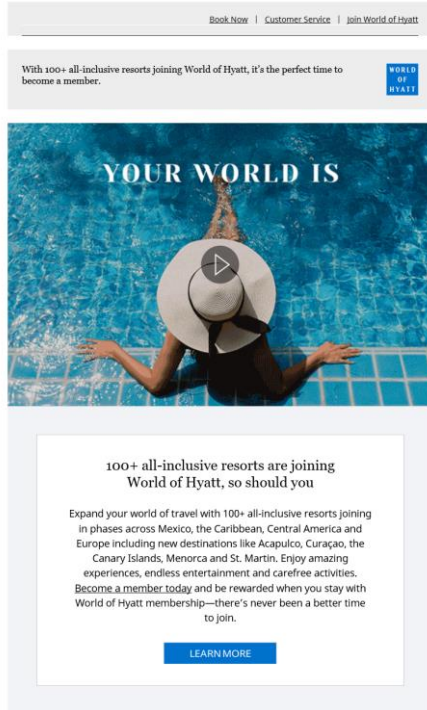
Type of accommodations

Type of trip and frequency

* 8. You have said you go on 5 holidays/vacations. How many of the following types of holiday/vacation would you typically go on in a normal year (COVID-19 free)? Please select how many of each you go on.

	None	1 trip per year	2 trips per year	3 trips per year	4 trips per year	5 trips per year	6+ trips per year	1 trip every 2 years	1 trip every 3 years	1 trip every 5 or so years
City break	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beach holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Countryside escape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga/fitness/wellness retreats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spa breaks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ski/snowboard holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safari	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sailing holiday/yacht holiday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-drive road trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sport holiday (e.g. golf/tennis), cycling holiday or adventure holiday (e.g. hiking, canoeing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A business trip with some holiday/vacation time added on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Industry Examples: Non-Member Version (Loyalty Acquisition)

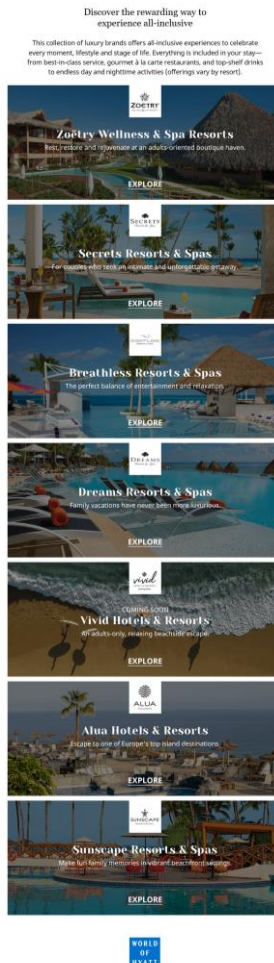
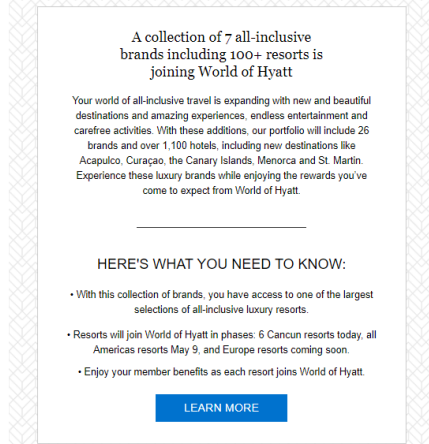
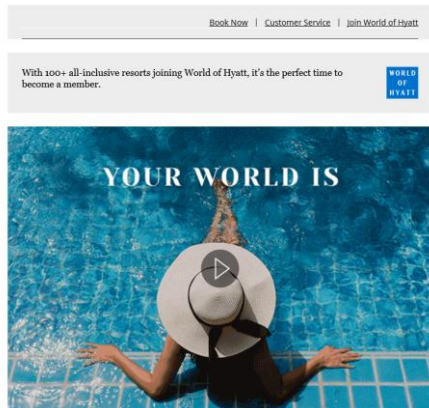
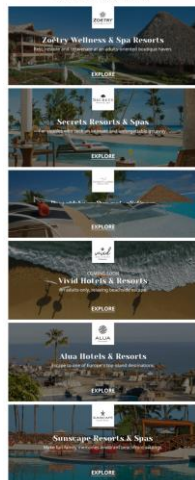


World of Hyatt

SL: 100+ More Reasons to Join World of Hyatt

- Intriguing SL
- Engaging message tied to reason for joining
- Scroll-friendly creative
- Consider using to showcase:
 - Breath of portfolio with 7,500 locations
 - Luxury brands
 - Homes & Villas
 - All-inclusive Resorts
 - Marriott Vacations
 - RCYC

Industry Examples: Member Version (Informative)

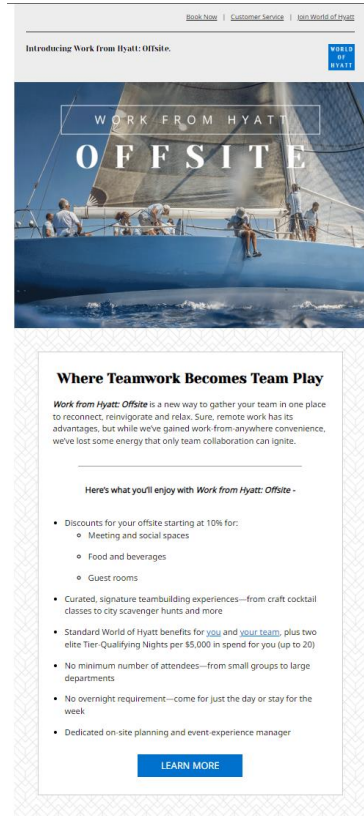
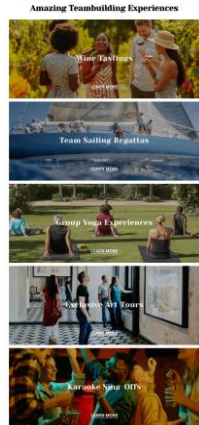


World of Hyatt

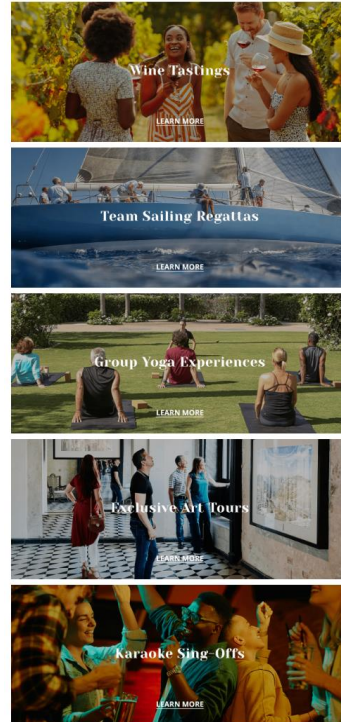
SL: Your World Is Expanding

- Intriguing SL; different from Non-member SL
- Message more informative providing timing of new resorts
- Scroll-friendly creative

Industry Examples: Work From Hyatt: Offsite



Amazing Teambuilding Experiences



World of Hyatt

SL: Introducing Work from Hyatt: Offsite

- Promotes team building opportunities + discount on meeting / social spaces, F&B and guest rooms
- Scroll-friendly secondary module

Thank You!

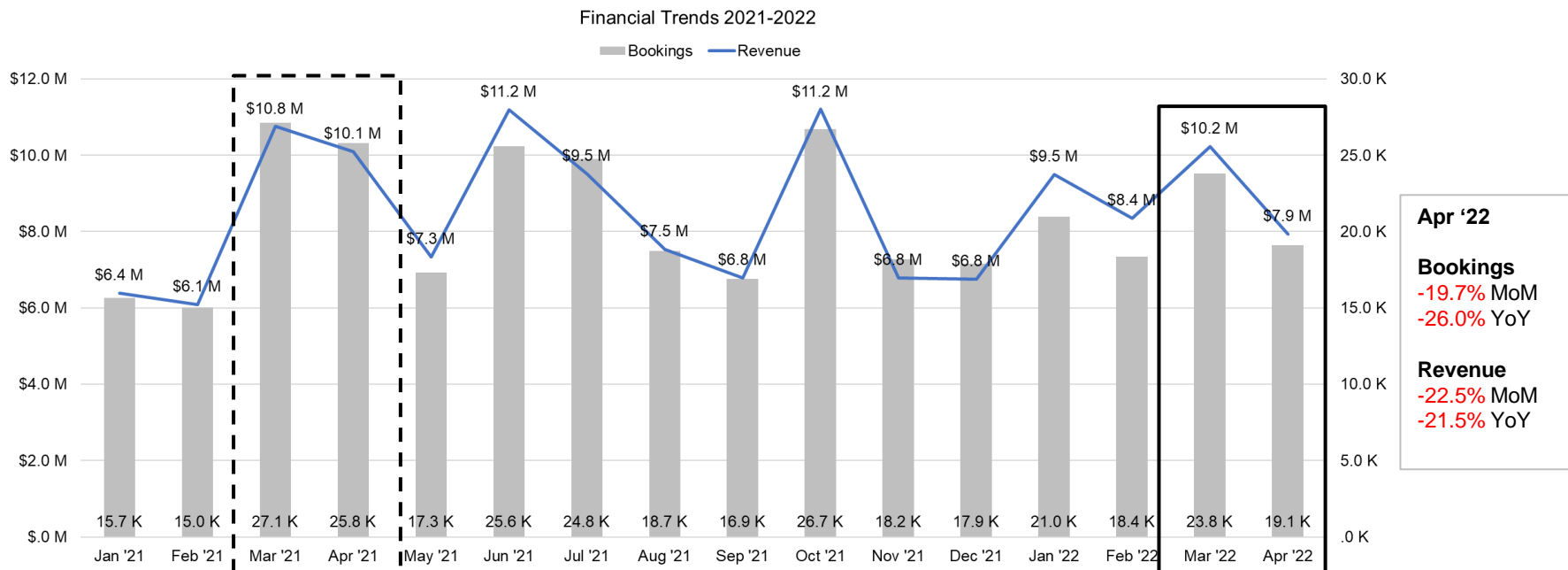
MARRIOTT
BONVOY®



APPENDIX

Generated 19K Bookings and \$7.9M In April 2022

- Results impacted by seasonality and internal tracking issues; financials were slightly underreported for select campaigns



Financial data: Omniture 7-day cookie

2022 Campaign Category Dashboard

Jan-Apr 2022

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Inform.	Lifecycle	Moments	Partner	Promotions	Travel Inspo.	Regional
% of Delivered Emails		11.0%	19.1%	9.9%	22.5%	5.1%	0.1%	1.4%	2.4%	3.7%	16.1%	8.1%	0.6%
DELIVERED	782.9 M	86.2 M	149.6 M	77.4 M	176.3 M	39.8 M	1.0 M	11.1 M	18.9 M	28.8 M	126.0 M	63.5 M	4.3 M
DELIVERY RATE	99.1%	99.6%	99.5%	99.6%	98.6%	99.5%	94.1%	95.8%	99.8%	99.6%	98.2%	99.6%	99.0%
OPEN	132.1 M	12.8 M	15.2 M	16.6 M	34.5 M	3.0 M	219.7 K	3.2 M	3.3 M	5.0 M	23.3 M	13.9 M	1037.1 K
OPEN RATE	16.9%	14.9%	10.2%	21.4%	19.6%	7.6%	22.5%	28.7%	17.7%	17.2%	18.5%	21.9%	24.1%
CLICK	8.2 M	1.5 M	702.2 K	649.6 K	2.1 M	293.2 K	13.0 K	528.3 K	179.8 K	110.3 K	1.5 M	530.9 K	25.2 K
CTR	1.04%	1.74%	0.47%	0.84%	1.21%	0.74%	1.33%	4.77%	0.95%	0.38%	1.18%	0.84%	0.59%
CTOR	6.2%	11.7%	4.6%	3.9%	6.2%	9.8%	5.9%	16.6%	5.4%	2.2%	6.4%	3.8%	2.4%
UNSUB	1.3 M	226.7 K	216.0 K	120.4 K	244.4 K	43.0 K	2.5 K	56.0 K	10.7 K	38.5 K	252.3 K	79.4 K	8.4 K
UNSUB RATE	0.17%	0.26%	0.14%	0.16%	0.14%	0.11%	0.26%	0.51%	0.06%	0.13%	0.20%	0.13%	0.20%

Campaign Dashboard Categories

Categories	Category Description	For Example...
Brand	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP emails, HVMI Solos, and other branded Solos
Cobrand CC	Solo messages exclusively featuring a cobranded credit card	Acquisition and ECM campaigns (Welcome, Solos, Events)
Continent Marketing	Field-sponsored, solo marketing campaigns (NOT METT)	Regional Solos, Americas, Bonvoy Escapes
Core Marketing	Marketing campaigns intended to drive conversion and revenue, and not otherwise defined elsewhere (Moments, Partner, Boutiques, etc.,)	MAU, Program Solos, Abandoned Search, Holiday messages, MBV Boutiques
METT	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization	Field METTs, Property Promotions
Informational	Service or transactional messages (may or may not have transactional footer)	Points Sharing, Research/Survey, CEC, Apology
Lifecycle	Triggered messaging to move customers through loyalty program lifecycle	Welcome, Achievers, Redemption, On Boarding
Moments	Includes Moments Solos, METTs and Bi-Monthly/Recurring campaigns	Special Events, Bi-Monthly Solos
Partner	Campaigns featuring Loyalty partner	Your World Rewards, United Airlines, Hertz, Cruises Only
Promotions	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers	ATM, Points.com, Global Promotion Announcement & Reg Confirmations
Travel Inspiration	Messages that inspire travel and share travel tips & trends	Traveler, Project Wanderlust