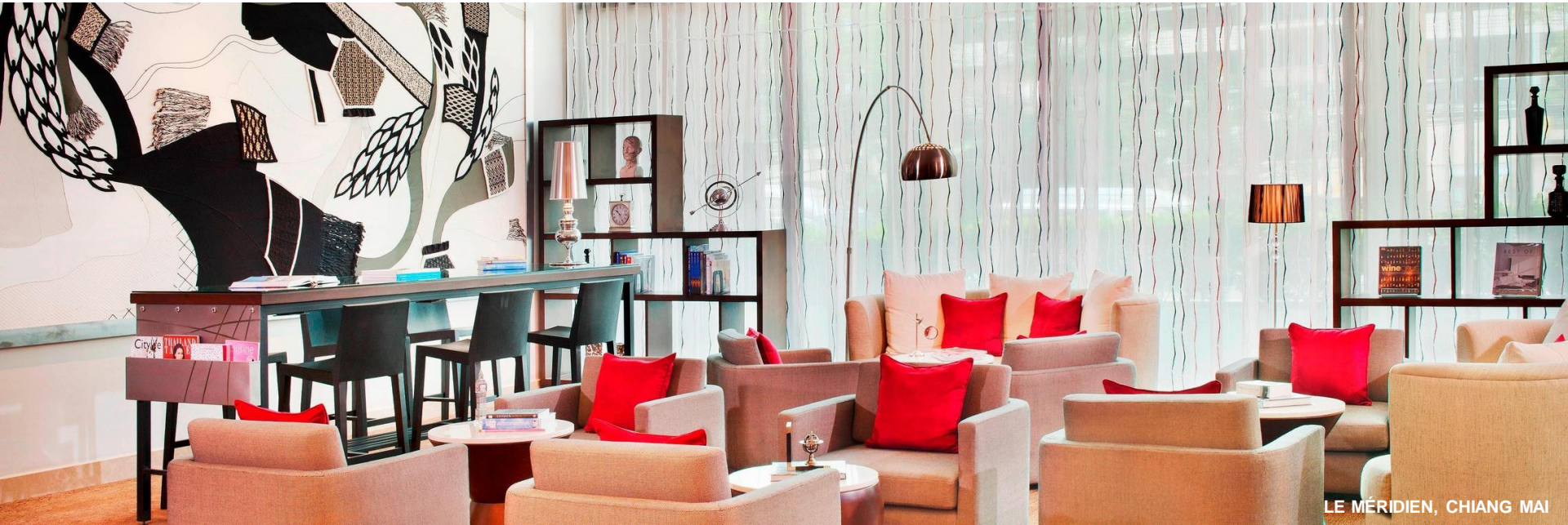


Marriott Bonvoy

August 2022 Email Performance Review

September 14, 2022

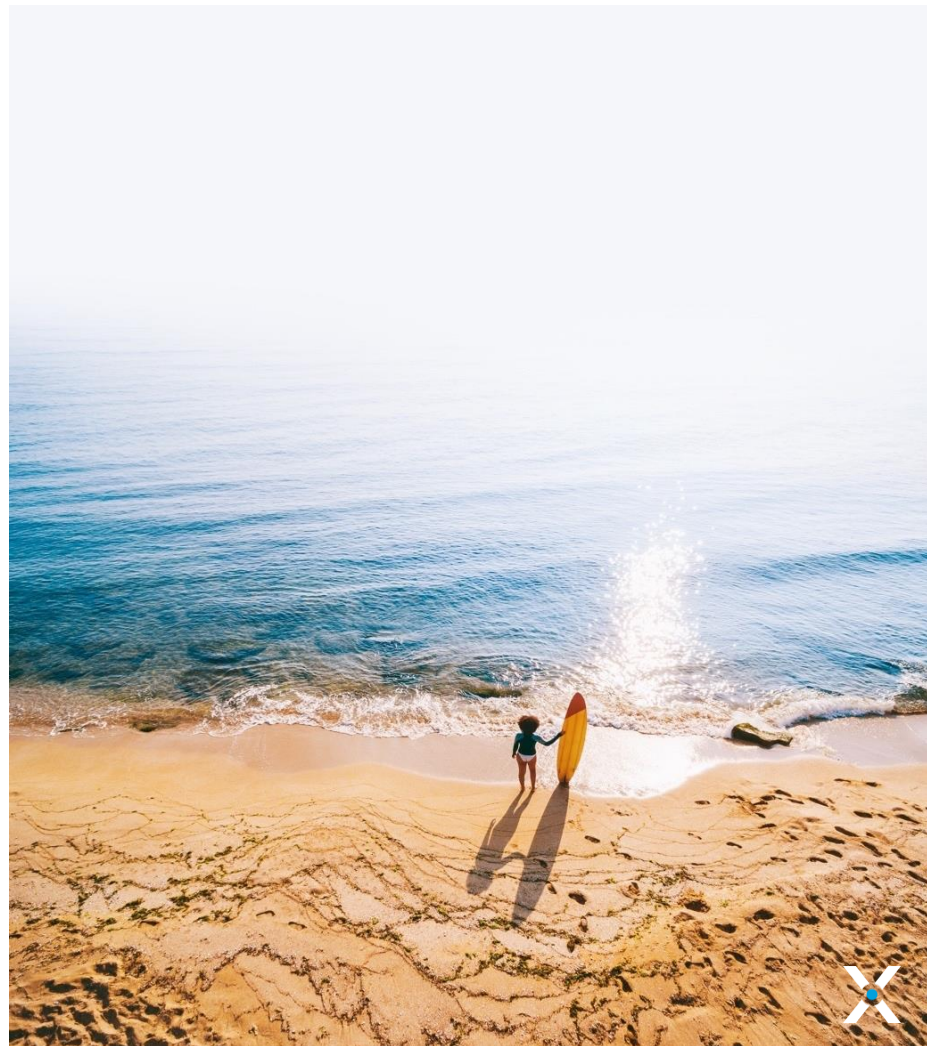


LE MÉRIDIEN, CHIANG MAI



Today's Agenda

- Performance Summary
- Campaign Highlights
- Testing & Optimizations
- Actionable Insights



August 2022 Performance Summary

August 2022 Performance

Engagement	42.4 M Email Subscribers* +0.8% MoM	
Financials	198.5 M Delivered Emails -2.3% vs. Avg.	1.7 M Clicks -18.5% vs. Avg.
	0.9% CTR -0.18 pts. vs. Avg.	0.16% Unsub. Rate -0.05 pts. vs. Avg.**
	14.8 K Bookings -23.3% vs. Avg.	33.0 K Room Nights -24.0% vs. Avg.
	\$6.2 M Revenue -22.5% vs. Avg.	0.9% Conversion Rate -0.07 pts. vs. Avg.

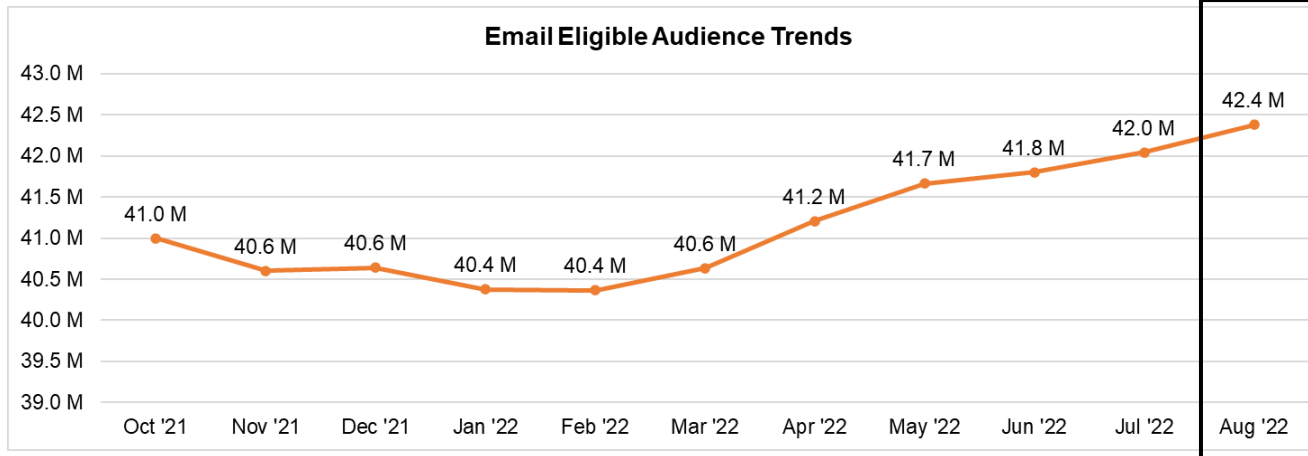
- E-mailable audience continues to see MoM growth. +0.8% lift in August mostly attributed to increase in non-member counts.
- Deliveries were slightly below average but were up +37.0% over prior month due to more mailings from Brand, Welcome, Engagement, Global and Promo email types.
- Click activity was down -18.5% compared to average but we saw a lift over prior month of +21.8%, mostly driven by increased click volume from the Re-Engage Series and from Promo mailings. CTR fell -0.11 pts. MoM.
- Unsub rate remained below average; a positive sign of maintaining engagement.
- While financials were down compared to average, over prior month we saw a +27.7% (\$1.4M) lift in revenue and an increase in bookings of +30.3% (3.4K).
- Deep dive underway that is looking into shifts in tracking bookings attributed to email.

*Total e-mailable member & non-member counts globally; includes suppression list audiences

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

42.4M Emailable Customers (+334K MoM)

- Growth trends remain steady MoM
- August increase mostly from non-members (+245K MoM)



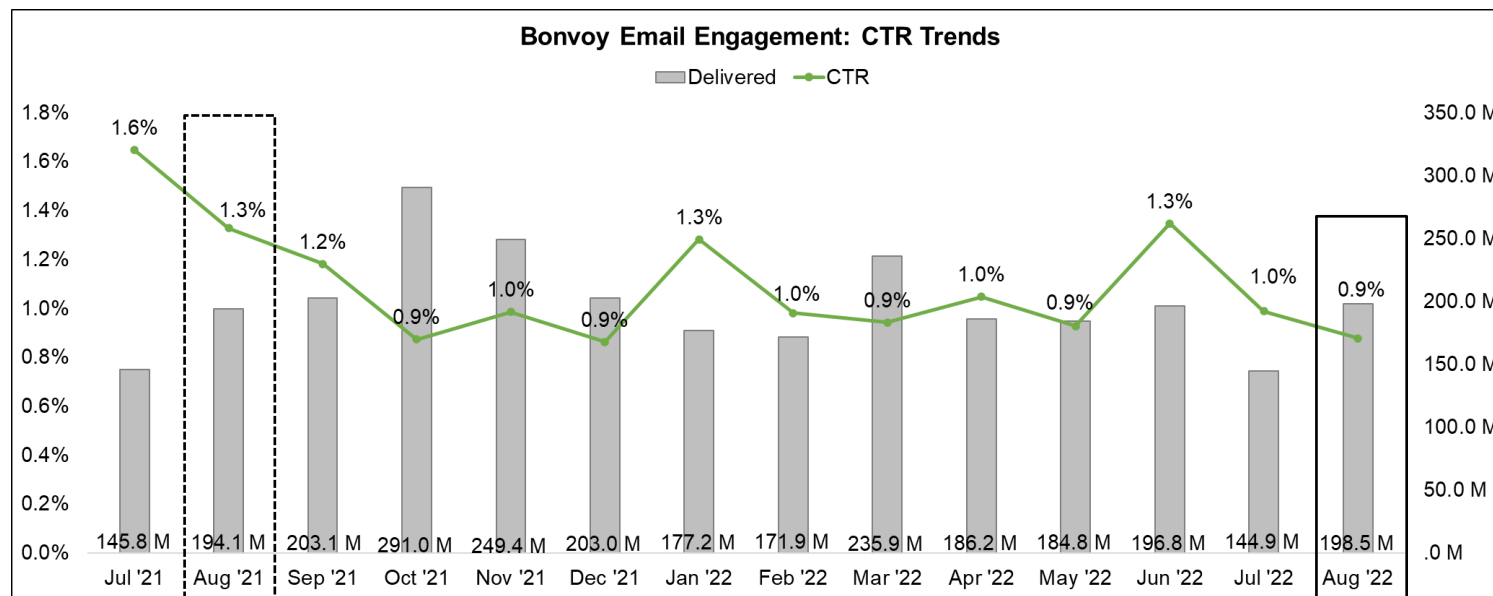
Email eligible (total)	42,378,295
MoM	+0.8% +334,062
Members	30,023,262
MoM	+0.3% +88,826
Non-Members	12,355,033
MoM	+2.0% +245,236

Report date: Sept 1, 2022

Emailable customers = Total emailable member & non-member counts globally; includes suppression list audiences

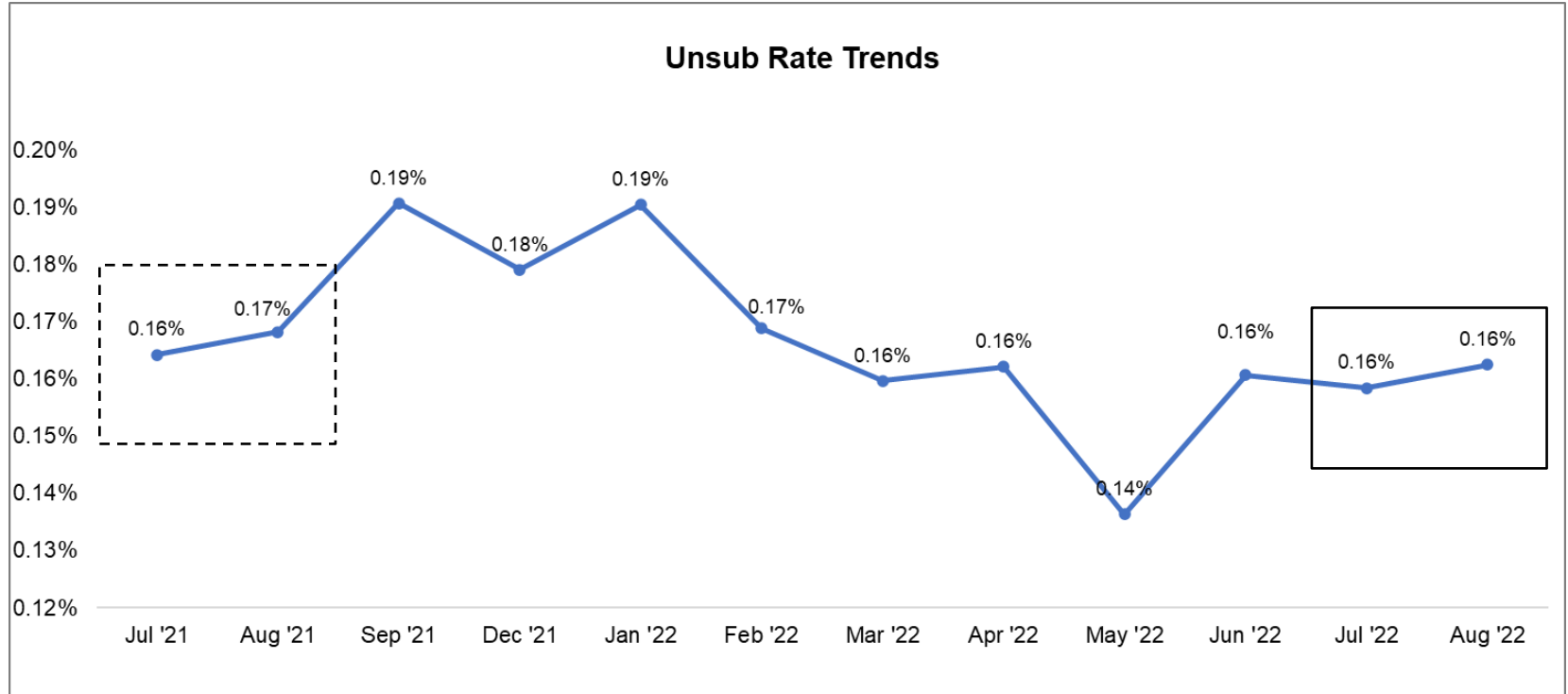
MoM and YoY Increased Deliveries, Decline in CTR

- Stronger CTR of 1.3% in August 2021 was from higher engagement in Core MAU Q3 points promo + launch of Lux MAU, which alone drove a 3.2% CTR.
- Decline in CTR MoM impacted by overall decreased engagement in the larger Partner and Promo campaigns.



Aug '22 CTR
-0.11 pts. MoM
-0.45 pts. YoY

Consistent Unsubscribe Rate Trends MoM and YoY

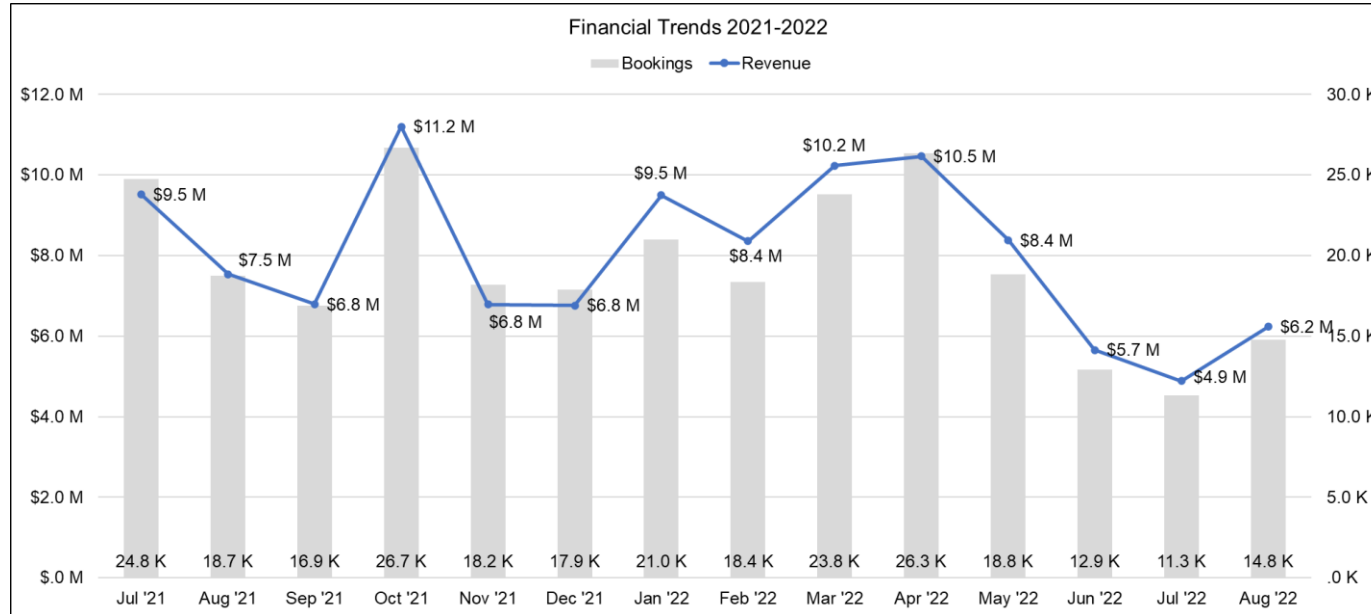


*Data issues impacted Oct & Nov unsubscribe data; excluded from trend chart

\$6.2M August Revenue (+27.7% MoM)

- Increase in revenue over prior month primarily came from Core MAU, as well as the Re-Engage Series mailings and bookings.
- Top revenue drivers made up 53% of August total
- Financials continue to be impacted by several data issues; deep dive underway that is looking into MoM and YoY shifts in tracking bookings attributed to email.


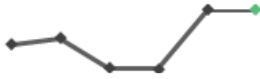









Aug '22					% of
Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	Total Revenue
CORE MAU	27.0 M	3.3 K	\$1.4 M	1.2%	22.5%
RE-ENGAGE SERIES	2.4 M	2.2 K	\$931.6 K	4.4%	14.9%
CREDIT CARD DOM	32.6 M	1.1 K	\$365.2 K	0.9%	5.9%
ESCAPES	10.1 M	777	\$355.3 K	0.7%	5.7%
LUX MAU	2.0 M	403	\$254.0 K	1.2%	4.1%



Aug '22 Revenue
+27.7% MoM
-17.3% YoY






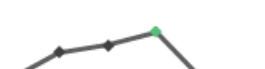

MoM Member Level Trends

- Deliveries were up for all member segments, due to Brand, Promo and Re-Engage Series emails
- While all other member levels saw declines in CTR, non-members maintained a steady click rate – impacted by CTR lifts from Lifecycle Acquisition and Re-Engage mailings.
- Flat unsub rates within Basic, Silver and Gold member levels; however, Non-Members saw an increase

Segment	Deliveries	CTR	Unsub Rate
Non-Member	21.9 M  +51.0% MoM	0.47% 	0.52%  +0.04 pts MoM
Basic	121.3 M  +40.8% MoM	0.65% 	0.15%  -0.01 pts MoM
Silver	18.0 M  +25.7% MoM	1.16% 	0.06%  -0.01 pts MoM
Gold	22.6 M  +25.9% MoM	1.41% 	0.06% 0.00 pts MoM

MoM Member Level Trends: Upper Elites

- Upper elites were more engaged with Core MAU and Moments campaigns this month compared to July, but decline in overall click activity among larger campaigns, like Partner and Promos, impacted upper elites' CTR slight decline in August.
- Unsub rates remained very low

Segment	Deliveries	CTR	Unsub Rate
Platinum	6.6 M  +22.9% MoM	2.03% 	0.04% 0.00 pts MoM
Titanium	6.9 M  +22.9% MoM	2.29% 	0.04% 0.00 pts MoM
Ambassador	1.3 M  +29.6% MoM	2.16% 	0.03%  -0.01 pts MoM

Trend Lines = Mar '22 – Aug '22

Campaign Highlights

Core MAU Performance

Lux MAU Performance

Core MAU Creative:

August 2022

English Versions

Points
Promo

Points Promo

Subject Line:

August Account Update:
Get 25% More Points

Standard Booking

Subject Line:

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

Pre-Header:

See what's new this month.

750,000 points

Titanium Elite

XXXXXXXX1234

Tom Brady

You have just enjoyed your heartiest stay with Marriott Bonvoy®.

MY BENEFITS

75 nights This Year

VIEW ACTIVITY

Activity as of 8/1/2022

Get 25% More Points.
Enjoy More Family Time.

Make the most of your getaways with your favorite people. Now through September 15, get your 25% bonus when you buy or gift at least 2,000 points.*

BUY POINTS

MARRIOTT BONVOY

Uber

Get Closer to Free Nights Every Day

Pro tip: Uber users earn more points with Marriott Bonvoy. Link your accounts to start earning more.

LINK ACCOUNTS

A Destination for Every Desire

Discover extraordinary hotels for every type of adventure you can imagine:

BEACH ESCAPES

OUTDOOR GETAWAYS

CULTURAL IMMERSION

Tom's August Offers

Indulge in Summer Fun

Earn up to 5,000 bonus points on a premium room at select hotels across the Middle East and Africa.

RESERVE NOW

Look Forward to Fall Adventures

Make the most of your next getaway. Earn 10,000 bonus points with vacations by Marriott™.

BOOK NOW

Find Space With 2X Points

Earn double points and more with a private home rental in more than 700 destinations.

BOOK A HOME

Get a 52% Marriott Bonvoy® GiftCard

Use a \$250 Marriott Bonvoy® Gift Card and receive an additional \$100 in bonus points. Total worth: \$350 bonus points after qualifying purchases.

LEARN MORE

More for Your Journey

Savour the Good Life

Indulge in 15% off Au Soleil™, Le Meridien™, and more from Le Meridien™.

SHOP NOW

2022 NFL Kickoff Tickets

Use points to experience NFL's private Kickoff Event and score tickets to the 2022 NFL Kickoff with Marriott Bonvoy Moments™.

VIEW MOMENT

Explore National Parks

Get the best rates at hotels and private homes near your favorite parks throughout the U.S.

EXPLORE NOW

Keep Your Account Secure

You can now add multi-factor authentication to your profile settings to further protect your account.

TRAVELER

Travel Tip

Find Your Family's Ideal Travel Style

READ MORE

Standard
Booking

750,000 points

Gold Elite

XXXXXXXX1234

Tom Brady

You have just enjoyed your heartiest stay with Marriott Bonvoy®.

MY BENEFITS

75 nights This Year

VIEW ACTIVITY

Activity as of 8/1/2022

Ready to Get Away?

Whether you're seeking beaches, city life or mountain getaways, find the perfect stay and the best rates at hotels across 30+ countries through Marriott.

EXPLORE HOTELS

A Destination for Every Desire

Discover extraordinary hotels for every type of adventure you can imagine:

BEACH ESCAPES

OUTDOOR GETAWAYS

CULTURAL IMMERSION

Tom's August Offers

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BOOK NOW

Find Space With 2X Points

Earn double points and more with a private home rental in more than 700 destinations.

BOOK A HOME

750,000 points

Gold Elite

XXXXXXXX1234

Tom Brady

You have just enjoyed your heartiest stay with Marriott Bonvoy®.

MY BENEFITS

75 nights This Year

VIEW ACTIVITY

Activity as of 8/1/2022

Get 50% More Points

Transfer Chase Ultimate Rewards® points to your Marriott Bonvoy® account. Ends 8/19. Terms apply.

TRANSFER NOW

More for Your Journey

Savour the Good Life

Indulge in 15% off Au Soleil™, Le Meridien™, and more from Le Meridien™.

SHOP NOW

2022 NFL Kickoff Tickets

Use points to experience NFL's private Kickoff Event and score tickets to the 2022 NFL Kickoff with Marriott Bonvoy Moments™.

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Travel Tip

Find Your Family's Ideal Travel Style

READ MORE

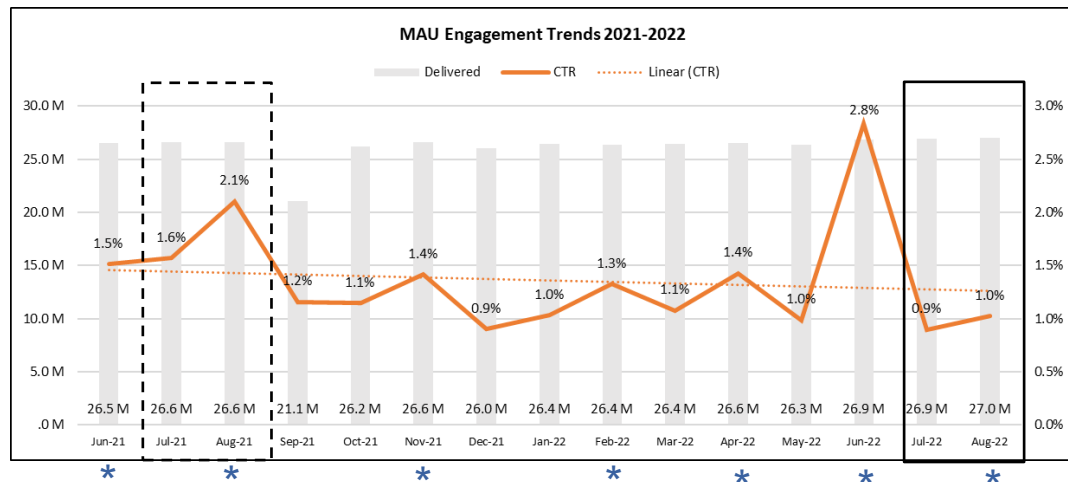
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Core MAU Performance Summary: August 2022

All Versions: Global English (Aug 11) + In-Lang. (Aug 19)

Metrics	Aug 2022	MoM	vs. MAU Avg.
Delivered	27.0 M	+0.5%	+3.8%
Clicks	277.0 K	+14.9%	-22.0%
CTR	1.0%	+0.1 pts.	-0.3 pts.
Unsub. Rate	0.13%	0.0 pts.	0.0 pts.
Bookings	3.3 K	+55.9%	-21.3%
Room Nights	7.4 K	+47.8%	-19.3%
Revenue	\$1.4 M	+41.5%	-17.0%

- August MAU performance saw increases over prior month, but also saw some declines compared to MAU averages.
 - Above average engagement we saw from June points promo driving up some of the overall averages
- August CTR up **+0.1 pt.** over prior month; aligned with previous non-promo rather than with promo months
 - Openers engaged with member module and header over points promo hero this month
- Compared to Aug 2021, while engagement was lower, bookings were up **+2.8%** and revenue was up **+8.0%**.
- Consider elevating offers that drive bookings to help generate revenue when also promoting non-booking drivers like Points Promo.



Asterisk (*) indicates months with Promotional hero features

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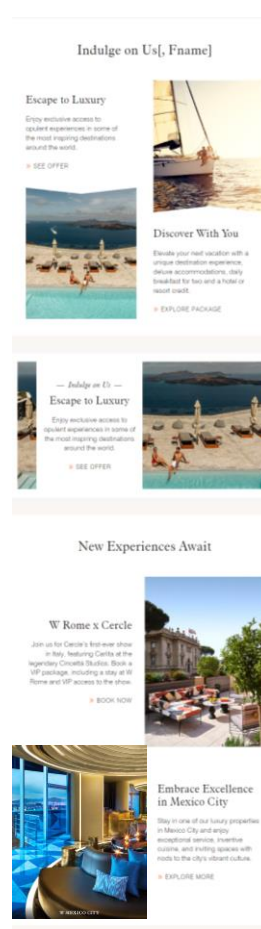
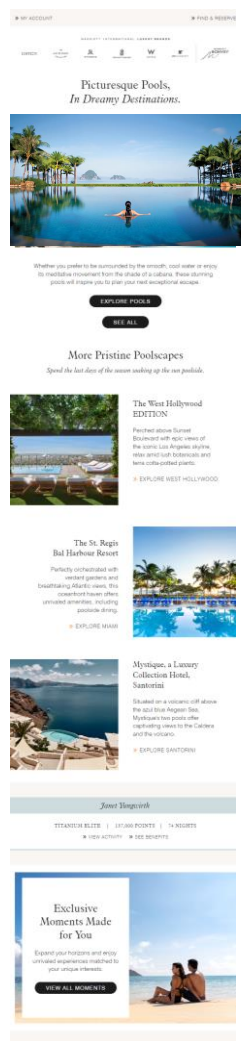
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Luxury MAU:

Last of Summer / Spectacular Pools
August 11, 2022

- Subject Line:
 - SL 1: Melissa's Account Update
 - SL2: Melissa's Account Update: Idyllic Pools
 - SL 3: Melissa's Account Update: Stunning Pools, End-of-Summer Inspiration, and more
- Pre-Header:
 - Plus, enjoy extraordinary offers guaranteed to elevate your next escape



Creative:
Member Version

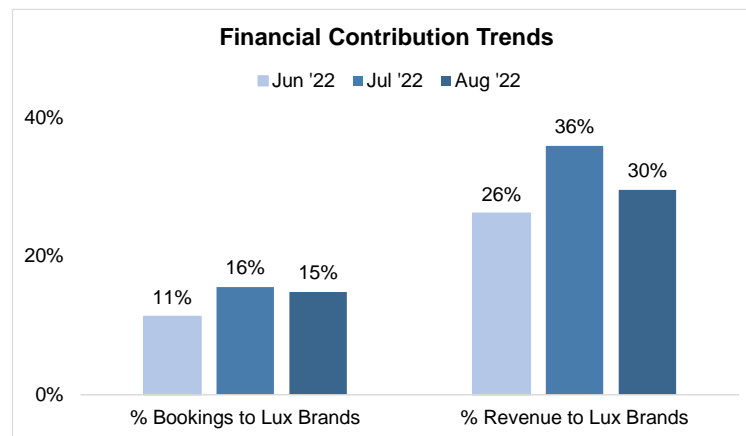


Seasonality Impacting MoM Decrease in Engagement

- Although August saw a more significant decrease in CTR in comparison to July (-0.5 pts.), historically July is a top performing month due to both seasonality and top performing theme (beaches)
 - August decrease in engagement in line with Ritz and Bonvoy engagement trends
- There was less of a CTR decrease in comparison to the 12- month average (-0.3pts)
 - Similar trend in engagement as to what was seen for Ritz; Ritz CTR was 1.6% for August overall and 1.5% for luxury segments
- Unsub rate remained steady MoM and was slightly lower than the 12-month average
- Bookings and revenue similar to July with slight drop-off in % Revenue to luxury brands

Metrics	August '22	vs. Avg.	MoM
Delivered	1.9 M	+8.3%	+4.5%
Clicks	28.9 K	-11.9%	-21.1%
CTR	1.5%	-0.3 pts.	-0.5 pts.
Unsub Rate	0.06%	-0.02 pts.	+0.00 pts.
Bookings	229	-38.1%	-24.2%
Revenue	\$145.9 K	-32.7%	-24.9%
Rev/Delivered	\$0.08	-37.9%	-28.1%

*Lux MAU rolling 12-month avg. includes Aug '21 – Jul '22

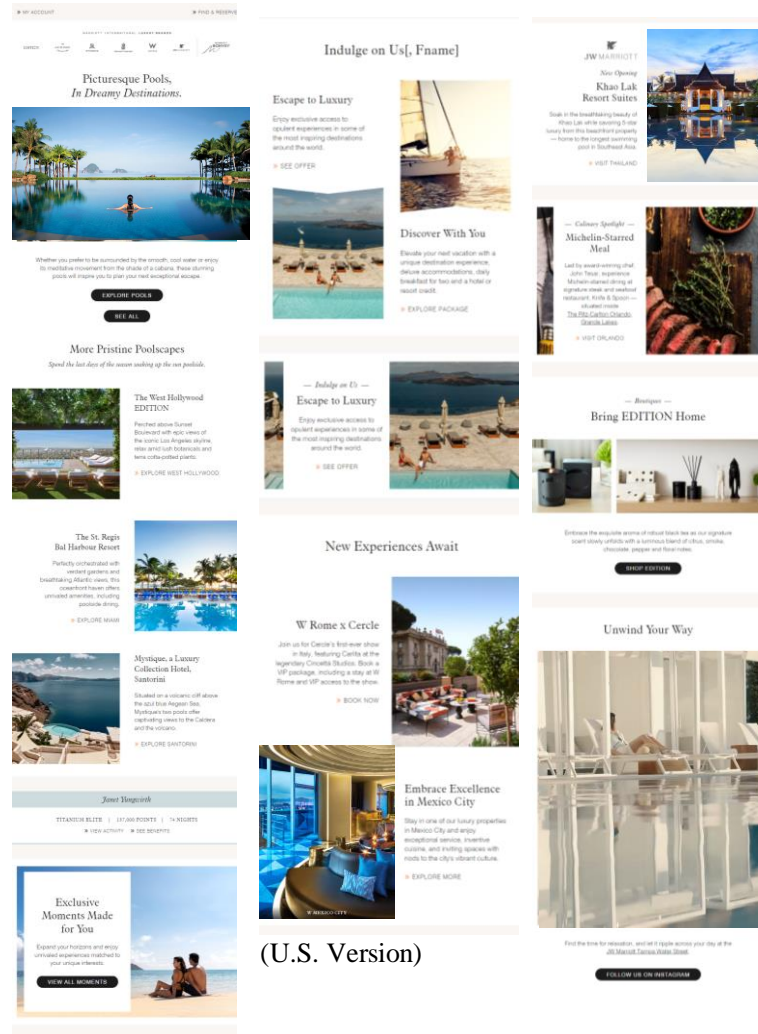


*Financial data source: Omniture 7-day cookie

Lux MAU Segment Heat Maps: August 2022

- Account box continues to drive highest percent of clicks
- Pristine Poolscapes section under the hero drove interest with Mystique driving most clicks; hero followed in engagement for most levels
- New Opening for JW had lower placement and still generated similar click volume as other secondary content

Module	L1	L2A	L2B	L3	Total
Header	18.96%	18.67%	17.0%	16.2%	17.2%
Hero	15.35%	15.93%	19.6%	19.9%	18.9%
Pristine Poolscapes	17.06%	18.49%	24.0%	25.8%	23.2%
The West Hollywood EDITION	4.67%	4.80%	6.1%	5.5%	5.7%
The St. Regis Bal Harbour Resort	4.37%	4.77%	5.6%	5.9%	5.4%
Mystique, a Luxury Collection Hotel, Santorini	8.03%	8.92%	12.4%	14.3%	12.0%
Account Box	24.58%	30.88%	23.4%	22.0%	23.8%
Moments	1.82%	1.59%	2.5%	2.8%	2.4%
Offers	2.57%	2.35%	5.7%	6.6%	5.2%
Escape to Luxury	2.57%	2.35%	4.1%	4.7%	3.9%
Discover With You	--	--	1.5%	1.8%	1.3%
New Experiences	2.70%	2.96%	2.2%	2.3%	2.4%
W Rome x Cercle	1.46%	1.70%	1.3%	1.2%	1.3%
Mexico City	1.24%	1.26%	0.9%	1.1%	1.0%
New Opening: JW Marriott Khao Lak Resort Suites	2.60%	2.31%	2.3%	1.9%	2.3%
Culinary	0.86%	0.61%	1.3%	0.9%	1.1%
Boutiques	1.31%	1.55%	0.5%	0.6%	0.7%
Instagram	1.06%	0.98%	0.6%	0.6%	0.7%
Footer	11.13%	3.68%	0.9%	0.5%	2.2%
Grand Total	100.00%	100.00%	100.0%	100.0%	100.0%



(U.S. Version)

Lux MAU Drove More Revenue than Other Luxury Comms

- Engagement is comparable to Ritz with Luxury Escapes having slightly higher engagement in August
- Unsub rates positive for all luxury mailings with Lux MAU and Luxury Escapes having lower unsub rates

Engagement Data for Luxury Segments Only

August 2022	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	1.9 M	2.3 M	1.7 M
Clicks	28.9 K	34.3 K	31.4 K
CTR	1.53%	1.51%	1.89%
Unsub. Rate	0.06%	0.17%	0.04%
Bookings	229	41	70
Revenue	\$145.9 K	\$25.0 K	\$75.6 K
Rev/Del	\$0.08	\$0.01	\$0.05
% Bkgs. to Lux	14.8%	12.2%	42.9%
% Rev to Lux	29.6%	18.0%	61.0%

Testing & Optimization

Wanderlust

Boutiques

Lux MAU

Project Wanderlust August Solo: A/B Hero Image Test #3

Test Overview:

- Tall vs. short hero image test targeting Bonvoy members; random 50/50 split
- Test designed to understand if image height impacts engagement; same test treatment for desktop and mobile

Test Results:

- Inconclusive for desktop users; mobile users overall responded more favorably to the shorter hero**
 - In May, the tall hero drove better performance in desktop, while short performed better in mobile; in June the tall hero performed better with click volumes, but the short hero drove more clicks from mobile and a better CTR across both devices; and in August the short hero drove better performance across both devices.
- Recommend leading with the shorter hero layout when possible, given most of our recipients open on mobile (60+%).

Both hero image versions were animated

Short Tall



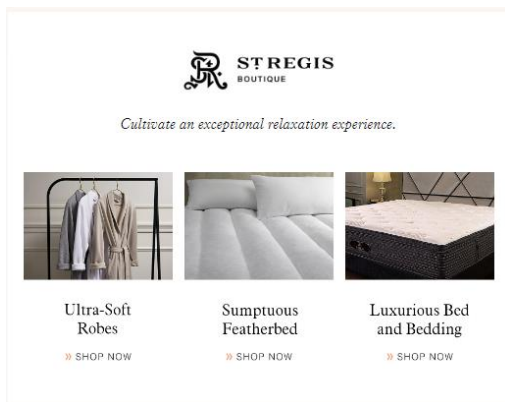
			Desktop		Mobile		Desktop		Mobile	
Month	Versions	Delivered	Clicks	Clicks Lift	Clicks	Clicks Lift	CTR	CTR Lift	CTR	CTR Lift
August	Short	6,198,572	16,020	5.07%	8,708	13.40%	0.26%	+0.01 pts.	0.14%	+0.02 pts.
	Tall	6,195,332	15,247		7,679		0.25%		0.12%	
June	Short	964,804	13,771		9,438	5.36%	1.43%	+ 0.01 pts.	0.98%	+0.06 pts.
	Tall	978,037	13,923	1.10%	8,958		1.42%		0.92%	
May	Short	1,004,790	16,302		12,305	4.08%	1.62%		1.22%	+0.06 pts.
	Tall	1,020,884	16,858	3.41%	11,823		1.65%	+0.03 pts.	1.16%	

Boutiques August Solo A/B Design Test: Overview

Test Overview (ENG version only):

- **Current Design** – 3 products per brand **vs. New Design** – 4 products per brand; random 50/50 split
- Goal of test was to gauge performance impact of another design option to give Boutiques email a new look
- Sent to approximately 10M members and non-members with an English language preference who are U.S. residents based on one or more of the following criteria:
 - Opened or clicked at least one of the last 6 MBV Boutique emails
 - Had 1 or more stays in the last 24 months
 - Opened at least 1 email and had zero stays in the last 12 months

Current Design



New Design



Boutiques August Solo A/B Design Test: Engagement Results

- Overall, the New Design generated more clicks, a slightly higher CTR and slightly lower unsub rate compared to the Current Design.
 - Increased number of CTAs within New Design (4 products/CTAs per shop module) compared to the Current Design (3 products/CTAs per shop module) impacts overall click volume; New Design gives recipients more opportunities to click.
- These results were consistent across the 3 audience segments, with the Opener_No Stays segment seeing the highest lift from the New Design.
- Purchase data was not available. As a result, conversion performance is not shown.

Test Group/Segment	Delivered	Clicks	CTR	Unsub%	Clicks Lift	CTR Lift
CURRENT DESIGN	4.7 M	22.2 K	0.47%	0.32%		
ONESTAY	2.7 M	8.9 K	0.34%	0.37%		
OPENER_NOSTAYS	234.9 K	900	0.38%	0.27%		
PAST_OPENERS_CLICKERS	1.8 M	12.3 K	0.69%	0.25%		
NEW DESIGN	4.7 M	23.0 K	0.48%	0.31%	3.6%	+0.01 pts.
ONESTAY	2.7 M	9.2 K	0.34%	0.37%	2.5%	+0.00 pts.
OPENER_NOSTAYS	238.2 K	975	0.41%	0.27%	8.3%	+0.03 pts.
PAST_OPENERS_CLICKERS	1.8 M	12.8 K	0.71%	0.24%	4.0%	+0.02 pts.
Grand Total	9.4 M	45.1 K	0.48%	0.32%		

~232k openers were impacted by server certificate issue that prevented images from loading during initial deployment, but content was still clickable for openers.

Boutiques August Solo A/B Design Test: Heat Maps

Current Design	% of Clicks by Segment			Total Clicks by Segment				*Avg Clicks per Shop Module				
Module	PAST			PAST				PAST				
	ONE STAY	OPENER NO STAYS	OPENERS CLICKERS	ONE STAY	OPENER NO STAYS	OPENERS CLICKERS	Total	ONE STAY	OPENER NO STAYS	OPENERS CLICKERS	Total	
	HEADER	8.00%	11.43%	8.16%	1,735	160	3,383	5,278				
	HERO	2.00%	2.86%	2.04%	4,108	438	5,439	9,985				
	FOR YOU, FNAME	30.00%	0.00%	28.57%	440	-	238	678				
	TRC	6.00%	8.57%	6.12%	1,537	159	2,425	4,121	512	53	808	1,374
	EDITION	6.00%	8.57%	6.12%	577	64	948	1,589	192	21	316	530
	ST. REGIS	6.00%	8.57%	6.12%	533	52	813	1,398	178	17	271	466
	WESTIN	8.00%	11.43%	8.16%	586	72	1,054	1,712	195	24	351	571
	SHOP MARRIOTT	8.00%	11.43%	8.16%	542	50	699	1,291	181	17	233	430
LE MERIDIEN	8.00%	11.43%	8.16%	394	39	511	944	131	13	170	315	
FOOTER	18.00%	25.71%	18.37%	7,691	496	3,981	12,168					
Grand Total	100.00%	100.00%	100.00%	18,143	1,530	19,491	39,164	1,390	145	2,150	3,685	

*3 CTAs per shop module

New Design	% of Clicks by Segment			Total Clicks by Segment				**Avg Clicks per Shop Module			
Module	ONE STAY	OPENER NO STAYS	PAST	ONE STAY	OPENER NO STAYS	PAST	Total	ONE STAY	OPENER NO STAYS	PAST	Total
			OPENERS CLICKERS			OPENERS CLICKERS				OPENERS CLICKERS	
HEADER	7.41%	10.26%	7.41%	1,656	172	3,190	5,018				
HERO	1.85%	2.56%	1.85%	3,604	395	4,634	8,633				
FOR YOU, FNAME	24.07%	0.00%	24.07%	373	-	199	572				
TRC	7.41%	10.26%	7.41%	2,001	227	3,184	5,412	500	57	796	1,353
EDITION	7.41%	10.26%	7.41%	743	80	1,058	1,881	186	20	265	470
ST. REGIS	7.41%	10.26%	7.41%	652	92	1,099	1,843	163	23	275	461
WESTIN	9.26%	12.82%	9.26%	873	104	1,285	2,262	218	26	321	566
SHOP MARRIOTT	9.26%	12.82%	9.26%	606	49	887	1,542	152	12	222	386
LE MERIDIEN	9.26%	12.82%	9.26%	481	43	623	1,147	120	11	156	287
FOOTER	16.67%	17.95%	16.67%	7,500	476	3,824	11,800				
Grand Total	100.00%	100.00%	100.00%	18,489	1,638	19,983	40,110	1,339	149	2,034	3,522

**4 CTAs per shop module

- The New Design drove more total clicks within each segment compared to total clicks for the Current Design; the Current Design drove slightly more average clicks per shop module (accounts for difference between # of CTAs).
- % of clicks by module varied somewhat between the two designs across each segment.
- Consider testing again to trend results.

Lux MAU: CTA Copy Test Results Summary

- CTAs that began with “See” saw a lift in CTR across all three months; booking behavior more varied across each month
- Continue to leverage CTA copy that begins with “See” and identify other opportunities to build upon findings

August ‘22



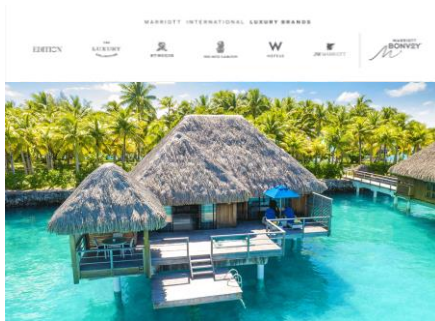
Whether you prefer to be surrounded by the smooth, cool water or enjoy its meditative movement from the shade of a cabana, these stunning pools will inspire you to plan your next exceptional escape.

EXPLORE POOLS

SEE ALL

CTR: +0.04 pts

July ‘22



Immerse Yourself in Paradise
at St. Regis Resorts.

Situated in some of the most exotic corners of the globe, St. Regis resorts offer an opulent oceanfront perspective, pairing natural wonder and exquisite experiences.

SEE THE RESORTS

PLAN YOUR ESCAPE

CTR: +0.27 pts

March ‘22



Plan the Perfect Road Trip
With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

SEE THE PROPERTIES

PLAN YOUR ROUTE

CTR: +0.10 pts

ACTIONABLE INSIGHTS

Actionable Insights

- For Core MAU:
 - Consider elevating offers that drive bookings to help generate revenue when also promoting non-booking drivers like Points Promo
- For Lux MAU:
 - Continue to leverage CTA copy that begins with “See” and identify other opportunities to build upon findings
 - Continue to leverage copy that entices readers to explore and learn more about properties
- Leverage insights from the short vs. tall hero test results (May/June/August) for future creative decisions. Given most of our recipients open on mobile (60+%), recommend leading with the shorter hero layout when possible.
- Consider an additional test for Boutiques design options to trend results and to see if a more conclusive design winner emerges.
- Putting measurement in place as we launch Phase 2 efforts of the Everyday Earn campaign – moving to triggered campaign, regional versioning, test & learn planning

Thank You!

MARRIOTT
BONVOY®

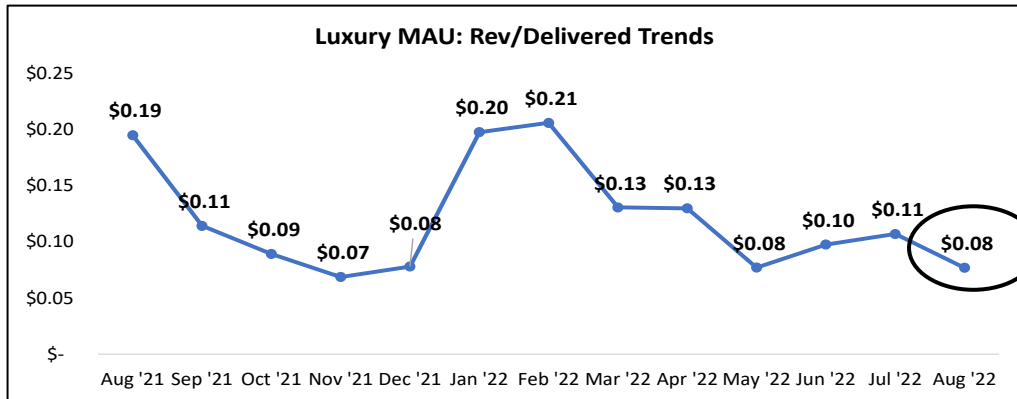
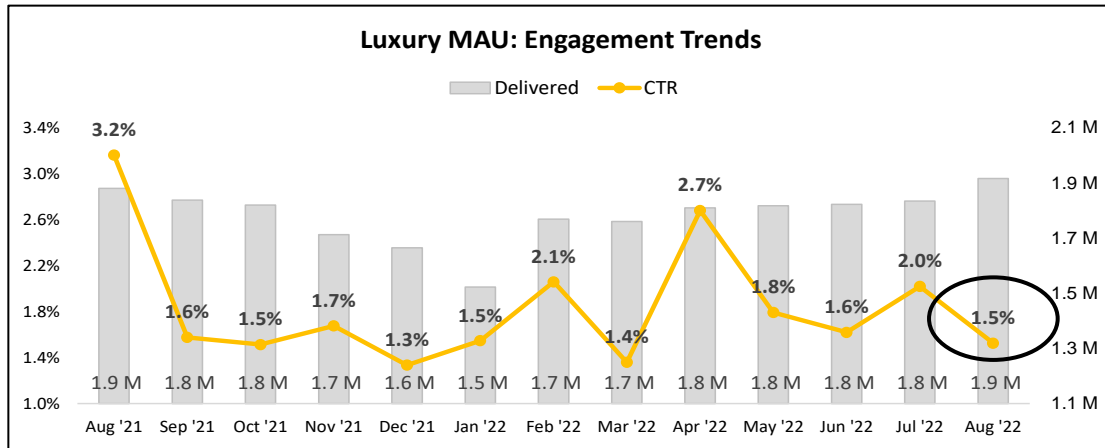


APPENDIX

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, Re-Engage Series, 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

Lux MAU CTR Slightly Lower than 12-Month Average



12- Month Rolling Averages

Aug '21 – Jul '22

Total Deliveries: **21.0 M**

Avg. Monthly Deliveries: **1.8 M**

Total Unique Clicks: **394.1 K**

Avg. Monthly Unique Clicks: **32.8 K**

CTR: **1.9%**

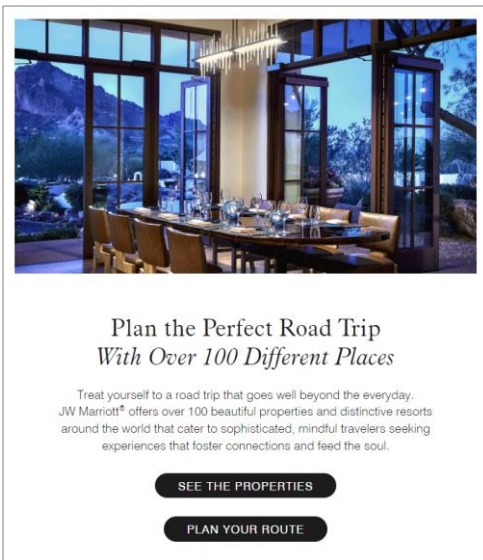
Unsub Rate: **0.08%**

Rev/Delivered: **\$0.12**

CTR and Rev/delivered decreased MoM; in line with levels seen during non-peak months

Lux MAU: March '22 Hero CTA Copy Test Results

- Targeting hero module with CTA copy test to understand which tactics will lift overall engagement
 - CTA 1: SEE THE PROPERTIES (Challenger)**
 - CTA 2: PLAN YOUR ROUTE (Control)**
- Challenger drove more hero CTA clicks and a higher CTR than Control version
 - Additional bookings were also captured; Control version only had 5 bookings in total
- Consider additional testing in Q2/3 to better understand engagement patterns

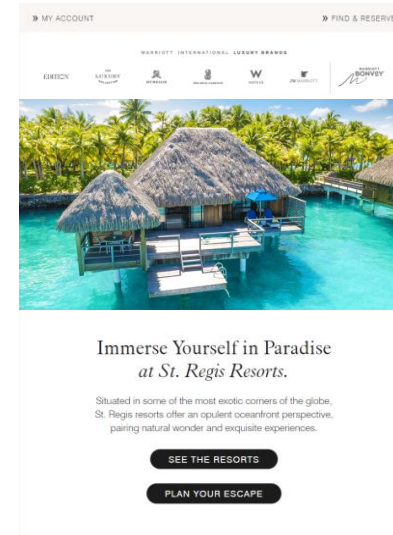


Results by Segment	L1	L2A	L2B	L3	Total
Challenger: "See The Properties"					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23

Lux MAU: July '22 Hero CTA Copy Test Results

- CTA 1: SEE THE RESORTS (Challenger)
- CTA 2: PLAN YOUR ESCAPE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	872	614	5,413	2,036	8,935
Module Clicks Lift	+37%	+18%	+36%	+47%	+37%
Module CTR	0.48%	0.65%	1.10%	1.47%	0.98%
Module CTR Lift	+0.13pts.	+0.10pts.	+0.29pts.	+0.47pts.	+0.27pts.
Bookings	0	0	7	1	8
Control					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	637	519	3,973	1,381	6,510
Module CTR	0.35%	0.55%	0.81%	1.00%	0.72%
Bookings	0	2	13	2	17

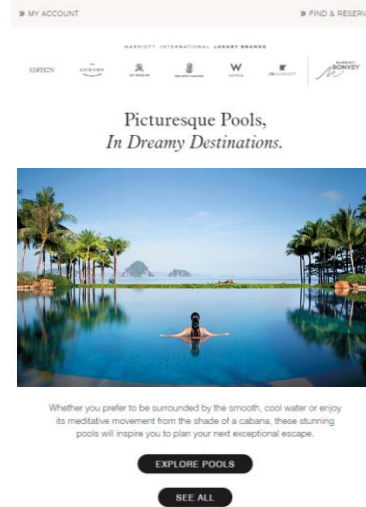


- Comparable to March
Challenger drove more hero CTA clicks and a higher CTR than Control version
 - In March additional bookings were captured for Challenger whereas July had more for Control
- Evaluate August CTA copy test to determine test winner

Lux MAU: August '22 Hero CTA Copy Test Results

- CTA 1: EXPLORE POOLS (Challenger)
- CTA 2: SEE ALL (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	1,907	1,373	10,111	3,697	17,088
Module Clicks Lift	-7.2%	-1.6%	-1.5%	-1.3%	-2.1%
Module CTR	1.00%	1.40%	1.97%	2.55%	1.80%
Module CTR Lift	-0.08 pts	-0.03 pts	-0.02 pts	-0.04 pts	-0.04 pts
Bookings	4	11	80	28	123
Control					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	2,055	1,396	10,260	3,745	17,456
Module CTR	1.08%	1.43%	1.99%	2.59%	1.84%
Bookings	4	6	74	22	106



- CTAs that lead with “See” continue to drive more click engagement across all three tests
- Booking volume is more varied with Challenger driving more bookings than Control in August
- Continue to leverage copy that entices readers to explore and learn more about properties