

AGENDA

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

What is the Apple iOS 17 update?

iOS 17 – released Sept. 18 – includes a new privacy protection that automatically removes many user-identifiable tracking parameters from links in Apple's native Mail app, Messages and Safari Private Browsing. This feature is referred to as Link Tracking Protection (LTP).

Affected audience:

Apple users who have upgraded to iOS 17 and who use Apple Mail, Messages, and Safari Private Browsing.







DOES NOT IMPACT

- Non-Safari browsers like Chrome or Firefox
 - Standard Safari browsing
 - Standard UTM parameters

Channel impact:

Some URL parameters will be removed from links, but the link will still work as expected.

No changes to the process related to tracking opens from the 2021 iOS 15 update.

Good news:

Currently, our parameters pass through successfully in beta testing conducted by Epsilon. The typical UTMs we append to links do not seem to be affected because they are not unique personal identifiers.

Plans are in place to continue monitoring and testing with additional releases to identify changes.

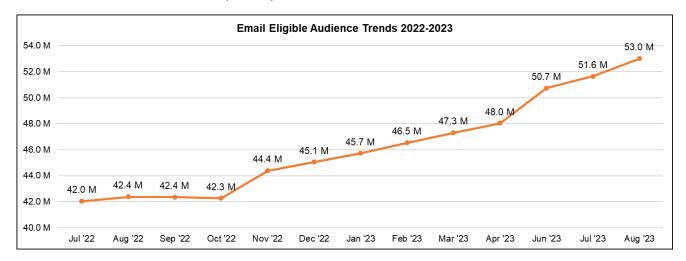


Performance Summary



53.0 M Emailable Customers (MoM +2.6%)

- MoM audience growth of +2.6% was a result of organic growth, as well as net new enrollments from APAC -contributed ~1.0 M of the +1.4 M overall increase this month
- Total net increase MoM of +1.4 M
 - o Increase of +893.1 K (+2.5%) in Members
 - o Increase of +473.9 K (+3.1%) in Non-Members



Email Eligible (t	otal)	53.0 M
	MoM	+2.6%
	IVIOIVI	+1.4 M
Members		37.1 M
	MoM	+2.5%
	IVIOIVI	+893.1 K
Non-Members		15.9 M
	N 4 = N 4	+3.1%
	MoM	+473.9 K

Report Date = Sep 8, 2023

May reporting was not available due to MDP data issues, therefore May is not shown on the chart.

5 Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

August 2023 Performance Summary

vs. 12-Month Rolling Average

	Monthly	Aug '23	MoM	YoY	vs. Avg.
	Delivered	260.4 M	+0.5%	+31.2%	+6.7%
	Delivered	200.4 101	+1.4 M	+61.9 M	+16.4 M
	Clicks	2.1 M	+0.5%	+22.1%	+3.1%
Engagement	Clicks	Z. I IVI	+9.9 K	+385.8 K	+63.1 K
Engagement	CTR	0.8%	-0.0 pts.	-0.1 pts.	-0.0 pts.
	Unsub%	0.23%	-0.05 pts.	+0.07 pts.	+0.04 pts.
	Dookingo	17.0 K	+4.3%	+15.1%	+8.7%
	Bookings	17.U K	+.7 K	+2.2 K	+1.4 K
	Doom Nighto	20.71/	+2.0%	+11.3%	+6.4%
Financiale	Room Nights	36.7 K	+.7 K	+3.7 K	+2.2 K
Financials		67.484	+2.1%	+18.4%	+8.2%
	Revenue	\$7.4 M	+\$151.9 K	+\$1.1 M	+\$559.7 K
	Conv%	0.80%	+0.03 pts.	-0.05 pts.	+0.04 pts.

¹²⁻month averages include Aug '22 - Jul '23.

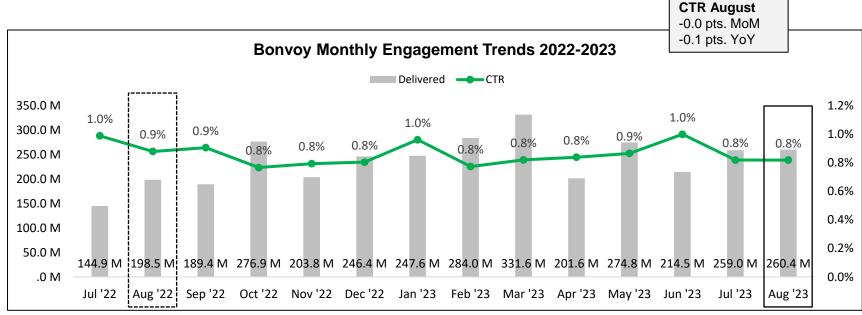
Financials are impacted by the email attribution tracking issues that are still being researched.

- Increases in deliveries and clicks YoY and compared to averages were impacted by the larger Q3 Global Promo Announcement (last year mailed in Sept), as well as Campaignlette, Hertz solo and RCYC, all of which did not mail in August 2022.
 - Q3 Points Promo saw YoY increases; Project
 Wanderlust impacted MoM increases, as it did not mail in July.
- Steady CTR of 0.8% compared to July and average; compared to last year it was a slight -0.1 pts. decrease.
- Unsub rate of 0.23% was a positive MoM decline of -0.05 pts.;
 the YoY and vs. average increases may be correlated with audience growth
- Most financials saw increases
 - YoY revenue increase of +\$1.1 M impacted by bookings from the Q3 Global Promo Announcement, Q3 Points Purchase Promo mailings, and halo bookings from the Hertz and Campaignlette partner campaigns.



Steady MoM CTR of 0.8%

- YoY delivery increase mostly coming from several larger campaigns that did not mail August 2022
 - Q3 Global Promo Announcement (40.9 M) last year it mailed in Sept with 17.0 M deliveries; Campaignlette (19.5 M) and Hertz (4.6 M) solos; RCYC (6.9 M)
- Global Promo and Travel Inspiration mailings drove above-average engagement this month; other click drivers included Points Promo, Core MAU and some Lifecycle campaigns.



Upper Elites Saw CTR Increases MoM; Other Levels Saw Mostly Flat CTRs

- Upper elites' MoM CTR increases impacted by their engagement with Q3 Global Promo, Points Purchase and RCYC, all of which did not mail last month.
- All levels except non-members saw MoM increases in deliveries; -17.2 M decrease for non-members mostly coming from the 13.2 M Project MAX deliveries to non-members in July that did not mail this month.
- Non-member unsub rate saw a positive MoM decline of -0.11 pts.; member average unsub rate of 0.19% was steady and below our benchmark of 0.20%.

Trend line = Mar '23 - Aug '23

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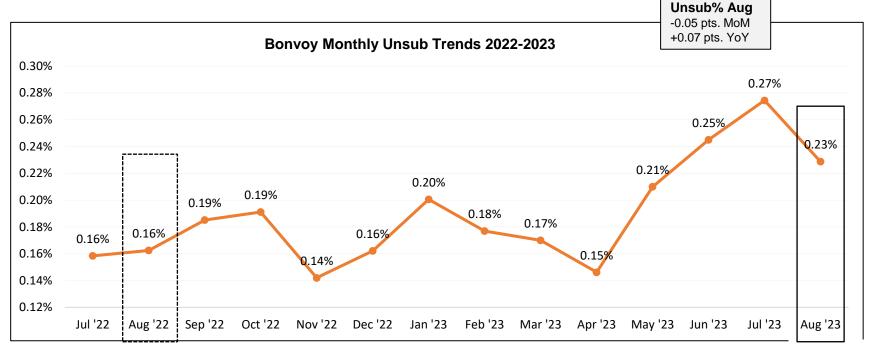
		Jul '23	Aug '23	Engagement Trends
	Del.	44.6 M	27.4 M	MoM -38.6% (-17.2 M)
NON-MEMBER	CTR	0.4%	0.4%	
	Unsub%	0.60%	0.49%	
	İ			
	Del.	127.6 M	154.9 M	MoM +21.4% (+27.3 M)
BASIC	CTR	0.7%	0.6%	
	Unsub%	0.20%	0.20%	•
	1			
	Del.	17.4 M	21.2 M	MoM +21.9% (+3.8 M)
SILVER	CTR	1.2%	1.2%	
	Unsub%	0.13%	0.15%	
	Del.	19.3 M	23.8 M	MoM +22 29/ (+4.5 M)
	Dei.	19.3 1	23.0 IVI	MoM +23.2% (+4.5 M)
GOLD	CTR	1.5%	1.6%	
	Unsub%	0.16%	0.17%	•

		Jul '23	Aug '23	Engagement Trends
		l e		
	Del.	7.3 M	9.2 M	MoM +25.9% (+1.9 M)
PLATINUM	CTR	2.4%	2.7%	
	Unsub%	0.19%	0.22%	
	Del.	5.1 M	6.2 M	MoM +20.6% (+1.1 M)
TITANIUM	CTR	2.8%	3.1%	
	Unsub%	0.22%	0.28%	
	Del.	565.1 K	638.8 K	MoM +13.0% (+73.7 K)
AMBASSADOR	CTR	2.7%	3.1%	
	Unsub%	0.29%	0.34%	
	Del.	177.2 M	215.8 M	MoM +21.8% (+38.6 M)
MEMBER	CTR	1.0%	0.9%	
	Unsub%	0.19%	0.19%	•

Unsubscribe Rate Saw a -0.05 Pts. Decrease Compared to July

This month saw the first positive decline in unsub rate since April; even with this decrease, August unsub rate of 0.23% was +0.04 pts. higher than the 12-month average of 0.19% and above our benchmark of 0.20%.

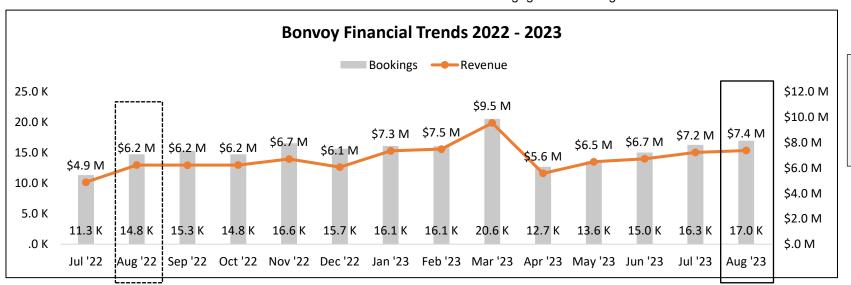
Correlated with recent opt-in growth.



Aug Revenue of \$7.4 M Was a +18.4% YoY Increase; +2.1% MoM Increase

August 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev.
Core MAU	31.7 M	3.4 K	\$1.4 M	1.3%	19.5%
Q3 Global Promo Announcement	40.9 M	1.6 K	\$701.7 K	0.4%	9.5%
Escape to Luxury	2.4 M	551	\$368.8 K	1.1%	5.0%
Choice of Selection	76.8 K	761	\$365.5 K	2.5%	5.0%
Re-Engage Series	876.6 K	811	\$340.4 K	4.4%	4.6%
Total	75.9 M	7.1 K	\$3.2 M	0.9%	43.6%

- YoY revenue increase of +\$1.1 M impacted by bookings from the Q3 Global Promo Announcement (mailed in Sept last year); also saw increased bookings from the Q3 Points Purchase Promo mailings, as well as halo bookings from the Hertz and Campaignlette partner campaigns, which did not mail last year.
 - Bookings from these campaigns above impacted the MoM increase and offset the revenue we saw last month from the one-time Project MAX mailing, as well as MoM declines from Cobrand ACQ and some Engagement mailings.



Bookings +4.3% MoM +15.1% YoY Revenue +2.1% MoM +18.4% YoY

Financials are impacted by the email attribution tracking issues that are still being researched.

August 2023 Performance Summary

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Promotions	ATM, Buy Points,	63.4 M	24.4%	608.6 K	1.0%	0.27%	2.8 K	\$1.2 M	0.45%
MoM	Global Promo	1467.5%	+22.8 pts.	731.8%	-0.8 pts.	-0.01 pts	475.4%	516.1%	-0.20 pts.
YoY	Global FTOITIO	224.2%/	+14.5 pts.	511.0%	+0.5 pts		305.3%	319.9%	-0.23 pts.
Core MAU		31.7 M	12.2%	258.8 K	0.8%	0.18%	3.4 K	\$1.4 M	1.31%
МоМ		1.3%	+0.1 pts.	-13.1%	-0.1 pts.	-0.02 pts.)	29.8%	28.5%	+0.43 pts.
YoY		17.2%	-1.4 pts.	-6.6%	-0.2 pts.	+0.05 pts.	4.1%	2.7%	+0.13 pts.
Partner	YWR, Hertz,	24.2 M	9.3%	58.0 K	0.2%	0.12%	1.0 K	\$391.2 K	1.71%
МоМ	Campaignlette	2625.7%	+9.0 pts.	1197.1%	-0.3 pts.	+0.04 pts.	4204.3%	4124.3%	+1.19 pts.
YoY	Carripaigniette	1661.1%	+8.6 pts.	310.7%		+0.04 pts.	1803.8%	1235.1%	+1.34 pts.
Global-Local	Destinations.	19.5 M	7.5%	110.3 K	0.6%	0.17%	871	\$474.3 K	0.79%
МоМ	EMEA, CALA	33.1%	+1.8 pts.	20.1%	-0.1 pts.	+0.01 pts.	-7.6%	-4.1%	-0.24 pts.
YoY	LIVILA, CALA	-15.3%	-4.1 pts.	-19.1%	-0.0 pts.	+0.01 pts.	-8.6%	3.4%	+0.09 pts.
METT		18.0 M	6.9%	141.7 K	0.8%	0.48%	992	\$477.5 K	0.70%
МоМ	MR, Mixed, BPP	-2.0%	-0.2 pts.	-8.5%	-0.1 pts.	+0.07 pts.	-9.3%	-12.9%	-0.01 pts.
YoY		37.0%	+0.3 pts.	43.9%	+0.0 pts.	+0.38 pts.	7.8%	6.5%	-0.23 pts.
Cobrand ACQ	Credit Card Dom,	11.3 M	4.3%	32.6 K	0.3%	0.15%	341	\$122.5 K	1.04%
МоМ	KSA, UK,	-78.7%	-16.3 pts.	-68.5%	+0.1 pts.	-0.12 pts.	-69.1%	-73.1%	-0.02 pts.
YoY	UAEMC, India	-66.3%	-12.5 pts.	-60.8%	+0.0 pts.		-56.5%	-61.8%	+0.10 pts.
Cobrand ECM	Refer a friend,	3.7 M	1.4%	118.8 K	3.2%	0.24%	1386	\$444.5 K	1.17%
МоМ	Newsletters,	-34.1%	-0.5 pts.	-4.4%		+0.08 pts.	-15.3%	3.8%	-0.15 pts.
YoY	Cobrand Welcomes	001170	+0.3 pts.	58.9%		+0.21 pts.	-18.5%	40.7%	-1.11 pts.
Lifecycle	Achiever,	2.3 M	0.9%	117.4 K	5.1%	0.78%	1813	\$751.6 K	1.54%
MoM	Welcomes,	7.2%	+0.1 pts.	-14.0%	-1.2 pts.	+0.07 pts.	-4.8%	0.5%	+0.15 pts.
YoY	Choice of Sel.	-20.9%	-0.6 pts.	-26.5%	-0.4 pts.	+0.32 pts.	39.8%	27.8%	+0.73 pts.
Others Comms	Engagement,	86.3 M	33.1%	684.8 K	0.8%	0.20%	4.4 K	\$2.1 M	0.65%
МоМ	Brand, etc.	-33.2%	-16.8 pts.	-39.6%	-0.1 pts.	-0.08 pts	-31.6%	-34.5%	+0.08 pts.
YoY	Diana, cic.	13.9%	-5.0 pts.	-14.6%	-0.3 pts.	+0.02 pts.	-13.1%	-11.4%	+0.01 pts.
Total		260.4 M	100.0%	2.1 M	0.8%	0.23%	17.0 K	\$7.4 M	0.80%
MoM		0.5%	(0.5%	-0.0 pts.	-0.05 pts	4.3%	2.1%	+0.03 pts.
YoY		31.2%	\	22.1%	-0.1 pts.	+0.07 pts.	15.1%	18.4%	-0.05 pts.

- Promotions and Partner campaign types had the most significant MoM and YoY delivery increases; combined they accounted for 34% of total deliveries.
 - Engagement from the larger Promotions campaigns impacted the overall +0.5% and +22.1% increases in clicks.
 - Promotions also saw a significant impact to its YoY CTR with a +0.5 pts. increase, primarily coming from mailing the aboveaverage Q3 Global Promotion Announcement in Aug vs. Sep 2022.
- Promotions, Core MAU, Cobrand ACQ and Other Comms saw positive MoM declines in unsub rate, which impacted the overall positive decline of -0.05 pts.
- Other Comms generated the most overall revenue at \$2.1 M, followed by Core MAU at \$1.4 M and Promotions at \$1.2 M.

August 2023 Performance Summary

by Campaign Type - Other Communications Only

- Engagement campaigns made up most deliveries for Other Comms at 27.5 M, followed by Brand at 26.3 M and Travel Inspiration at 20.7 M
 - MoM decrease of -33.2% due to the Project Max announcement (34 M) which was only intended to mail in July; YoY increase of +13.9% impacted by increased deliveries for Homes & Villas and RCYC that did not mail Aug 2022.
- Click volume of 684.8 K was down MoM primarily due to the engagement we saw from the Project MAX mailing in July
- Overall revenue of \$2.1 M was down compared to July and prior year, but conversion rate of 0.65% was an increase

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Other Comms		86.3 M	33.1%	684.8 K	0.8%	0.20%	4.4 K	\$2.1 M	0.65%
MoM	All other campaign types	-33.2%	-16.8 pts.	-39.6%	-0.1 pts.	<-0.08 pts.>	-31.6%	-34.5%	+0.08 pts.
YoY		13.9%	-5.0 pts.	-14.6%	-0.3 pts.	+0.02 pts.	-13.1%	-11.4%	+0.01 pts.
	Escapes, Moments,								
Engagement	Re-engage Series,	27.5 M	10.6%	182.4 K	0.7%	0.14%	2.6 K	\$1.0 M	1.40%
	Boutiques								
Brand	HVMB, MVC, RCYC	26.3 M	10.1%	136.4 K	0.5%	0.26%	61	\$25.4 K	0.04%
Travel Inspiration	Traveler, Wanderlust	20.7 M	7.9%	210.8 K	1.0%	0.22%	637	\$277.3 K	0.30%
Ritz-Carlton eNews		5.9 M	2.3%	23.7 K	0.4%	0.12%	27	\$26.70 K	0.11%
E2L		2.4 M	0.9%	51.7 K	2.1%	0.24%	551	\$368.8 K	1.07%
Lux MAU		2.4 M	0.9%	13.7 K	0.6%	0.05%	245	\$189.5 K	1.79%
Informational	Postal Address Update,	1.0 M	0.4%	59.6 K	6.3%	0.74%	358	\$187.7 K	0.60%
Iniomational	Streamline Enrollment	1.0 101	0.470	39.0 K	0.370	0.7470	300	φ107.7 Κ	0.0076
OPTIN		108.6 K	0.0%	4.8 K	4.5%	1.87%	8	\$2.8 K	0.17%
Research	Relational Survey	64.4 K	0.0%	1.6 K	2.4%	0.61%	4	\$791	0.25%
MBV Aug '23 Total		260.4 M	100.0%	2.1 M	0.8%	0.23%	17.0 K	\$7.4 M	0.80%
МоМ		0.5%		0.5%	-0.0 pts.	-0.05 pts.	4.3%	2.1%	+0.03 pts.
YoY		31.2%		22.1%	-0.1 pts.	+0.07 pts.	15.1%	18.4%	-0.05 pts.

Financials are impacted by the email attribution tracking issues that are still being researched.



Campaign Highlights

Core MAU

Ritz-Carlton Yacht Collection

Hertz Solo

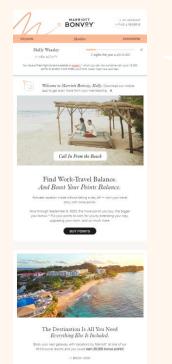
Campaignlette

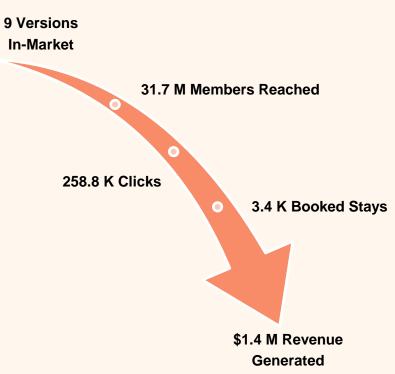
Boutiques Solo



Core MAU Snapshot: August 2023

The member newsletter launched on 8/17 & 8/24, and there were...





Supported Initiatives:

Q3 Points Promo | Vacations by Marriott | City Express | MEA MEO | MB Escapes | Moments NFL All-Inclusive | Maritz | Hertz | United MileagePlus

Content Curation







Language Versions

English, British English, Spanish, German, French, Italian, Portuguese, Japanese & Chinese

Core MAU: August 2023

ENG/BEN (8/17) + In-Lang. (8/24)

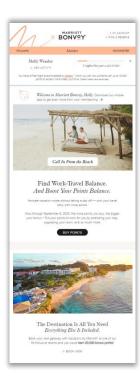
Q3 Points Purchase Promo Offer

- SL: Jessica's Marriott Bonvoy Account: How to Boost Your Points Balance
- · PH: New hotel openings, offers just for you, and more!

Generic Summer/Winter

- SL: Jessica's Marriott Bonvoy Account: End-of-Season Deals Inside
- · PH: New hotel openings, offers just for you, and more!









ENG version



Core MAU Performance Summary: August 2023

All versions: ENG/BEN (8/17) + In-Lang. (8/24)

- Deliveries increased this month by 1.3%, continuing to trend up MoM
- Engagement was slightly lower compared to July, with CTR decreasing by -0.1 pts., whereas bookings and revenue each increased by almost 30% MoM
 - In comparison against the average bookings and revenue reached higher levels as well; August generated 37.6% more bookings and 39.2% more revenue
- Unsub rate trended down with a decrease of -0.02 pts. MoM

	Aug-23	MoM	YoY	vs. Avg.
Delivered	31.7 M	+1.3%	+17.2%	+10.8%
Denvered	31.7 W	(+421.4 K)	(+4.7 M)	(+3.1 M)
Clicks	258.8 K	-13.1%	-6.6%	-3.9%
Cheks	200.0 1	(-39.0 K)	(-18.2 K)	(-10.4 K)
CTR	0.8%	-0.1 pts.	-0.2 pts.	-0.1 pts.
Unsub Rate	0.18%	-0.02 pts.	+0.05 pts.	+0.03 pts.
Bookings	3.4 K	+29.8%	+4.1%	+37.6%
Room nights	7.3 K	+28.0%	-1.1%	+35.1%
Revenue	\$1.4 M	+28.5%	+2.7%	+39.2%

¹²⁻month averages include Aug '22 - Jul '23

Financials are impacted by the email attribution tracking issues that are still being researched. See Appendix for heat map insights.



RCYC August Solo: Third Party Data (3P)

Performance Summary

Initial Results:

- Most RCYC audiences scored for 3P attributes saw CTRs above the overall campaign CTR of 0.85% and saw mostly higher CTRs compared to Everyone Else; all 3P audiences had lower unsub rates.
- Most engaged 3P audiences from August campaign:
 - o Chic Society at 1.37% CTR
 - Cruise Spend at 1.34% CTR
 - Luxury Spend and IRA Spenders which both had a 1.26% CTR
- Continue to leverage relevant 3P attributes to elevate audience targeting efforts while tracking their engagement; look for opportunities to personalize content for 3P audiences
- Since spend criteria performed well this month, for future mailings consider going back to 18 or 24 months and test if timing around spend impacts engagement.

*3P Attributes	Delivered	% of Del.	Clicks	CTR	Unsub%
TSP NICHES Chic Society	495.7 K	7.2%	6.8 K	1.37%	0.26%
CRUISE SPEND within last 12 months	86.4 K	1.2%	1.2 K	1.34%	0.25%
LUXURY SPEND within last 12 months	84.0 K	1.2%	1.1 K	1.26%	0.24%
TSP NICHES IRA Spenders	229.0 K	3.3%	2.9 K	1.26%	0.28%
TSP NICHES Easy Street	320.9 K	4.6%	3.9 K	1.21%	0.26%
CRUISE SHIP VACATION	336.0 K	4.9%	3.8 K	1.14%	0.25%
LIKELY CRUISER top 25%	852.9 K	12.3%	9.2 K	1.07%	0.24%
TSP NICHES Doing Well and Donating	322.2 K	4.7%	2.5 K	0.78%	0.23%
TSP NICHES Go-Go Families	47.2 K	0.7%	351	0.74%	0.22%
TSP NICHES Already Affluent	28.4 K	0.4%	209	0.74%	0.23%
TSP NICHES Big Spender Parents	247.7 K	3.6%	1.6 K	0.64%	0.22%
TSP NICHES Feathering the Nest	30.1 K	0.4%	186	0.62%	0.20%

^{*}Customers can be included in more than one attribute.

Everyone Else	Delivered	% of Del.	Clicks	CTR	Unsub%
LUXURY SPEND	6.8 M	98.8%	57.6 K	0.84%	0.32%
CRUISE SPEND	6.8 M	98.8%	57.6 K	0.84%	0.32%
CRUISE SHIP VACATION	6.6 M	95.1%	54.9 K	0.83%	0.32%
LIKELY CRUISER	6.1 M	87.7%	49.6 K	0.82%	0.33%
TSP NICHES	5.2 M	75.1%	40.3 K	0.78%	0.34%

Campaign TOTAL	6.9 M	100.0%	58.7 K	0.85%	0.32

Everyone Else represents those who are not scored for 3P attributes.

See the Appendix for 3P attribute definitions.

Hertz August Solo: Engagement Summary

Campaign Overview:

This email highlighted ways to earn points with Hertz and launched the status match for Platinum, Titanium and Ambassador Members.

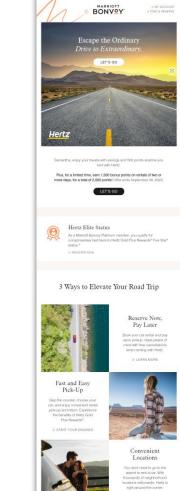
Targeting:

- Members with an English language preference
- Reside in the U.S. and have had a stay in the past 18 months in any of the following areas – U.S., Canada, Europe, Mexico, Puerto Rico, Australia, or New Zealand

Mail date: 8/1/2023

Metrics	BASIC	SILVER	GOLD	PLATINUM	TITANIUM	AMBASSADOR	Total
Delivered	2.0 M	818.6 K	995.0 K	447.7 K	319.1 K	30.3 K	4.6 M
Clicks	1.5 K	1.2 K	2.3 K	2.4 K	2.2 K	294	9.9 K
CTR	0.1%	0.2%	0.2%	0.5%	0.7%	1.0%	0.2%
Unsub%	0.02%	0.02%	0.03%	0.05%	0.07%	0.08%	0.03%

This email drove >\$370K in incremental gross revenue coming from 1,000+ incremental Hertz bookings -- 650 in the first day, 250 in the second day and 100+ in the following three days.



SL:

PH:

September

Marc. Earn up to 2.000

Bonus Points Through

Get road trip ready with

Marriott Bonvoy and Hertz.

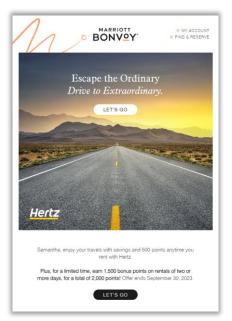
Hertz August Solo: Heat Map

by Member Level

% of clicks				EVERYONE	
Module	PLAT.	TITAN.	AMBASS.	ELSE	Total
Header	6.7%	4.1%	4.0%	21.8%	13.8%
Hero	57.3%	60.3%	59.6%	65.2%	62.1%
Hertz Elite Status Banner	33.0%	34.0%	33.3%		16.3%
3 Ways to Elevate Your Road Trip	1.7%	1.0%	2.5%	5.3%	3.4%
Reserve Now, Pay Later	0.8%	0.4%	0.9%	2.4%	1.5%
Fast and Easy Pick Up	0.3%	0.4%	1.2%	1.3%	0.9%
Convenient Locations	0.6%	0.2%	0.3%	1.6%	1.0%
Footer	1.4%	0.6%	0.6%	7.7%	4.4%
Unsubscribe	0.3%	0.1%	0.0%	4.0%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	2,712	2,431	324	5,732	11,199

- The Hero drove most overall click activity for all levels
- The Elite Status Banner was targeted to upper elites only and saw mostly consistent engagement – ranged between 33.0% - 34.0% of click activity
- To help drive engagement and personalization, consider testing a dynamic module for those with bookings 30-60 days out and tie in Hertz rental messaging.

All levels received the same Hero



Elite Status Banner (Titanium Version)



Hertz Elite Status

As a Marriott Bonvoy Titanium member, you qualify for complimentary Hertz Gold Plus Rewards® Five Star® status.*

» REGISTER NOW

Campaignlette August Solo: Overview

The Campaignlette Solo email highlighted travel tips and featured partner programs to inspire members planning their road trip, while offering ways for members to earn and redeem points.

The unique, animated illustration promoted a sense of adventure and exploration. The long-scroll format led the reader through a narrative road trip. The "stops" along the way highlighted Marriott Bonvoy's partner programs, including Hertz and Uber Eats.

Targeting:

This campaign was sent to U.S. Members with an English language preference and was versioned based on the following criteria:

- Uber Eats:
 - Members with Uber linked accounts.
 - Members without Uber linked accounts
- Marriott Bonvoy App:
 - Members with the Marriott Bonvoy App
 - Members without the Marriott Bonvoy App





SL: Elevate Your Road Trip With Incredible Benefits PH: Inside: exclusive ways to earn and redeem points.

Campaignlette August Solo: Engagement Summary

- The solo drove an overall CTR of 0.2%; effective at driving awareness for earning and redeeming points.
 - $_{\odot}$ Upper elites saw higher overall CTRs among all levels 0.7% for Platinum and 0.8% for Titanium and Ambassador.
- The overall unsub rate of 0.14% was lower than the Bonvoy average of 0.19%.
 - o Unsub rates varied among member levels and ranged from 0.08% for Silver and Platinum to 0.15% for Basic members.
- Members who have not yet linked their Uber account made up 95% (18.6 M) of the total deliveries.
 - Those with linked Uber accounts saw a higher CTR at 0.5% and a lower unsub rate at 0.09%, compared to those without linked Uber accounts.

Recommendations:

- For future road trip-themed mailings, consider sending earlier in the season to capture more peak travel and road trip timing.
- To enhance targeting efforts, consider sending a wave one campaign that encourages unlinked members to link their Uber account to help drive further engagement once they receive a subsequent mailing like Campaignlette.

Mail date: 8/9/2023

Metrics	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	Total
Delivered	15.3 M	1.5 M	1.7 M	559.1 K	381.9 K	40.0 K	19.5 M
% of Deliveries	78.2%	7.9%	8.9%	2.9%	2.0%	0.2%	100.0%
CTR	0.2%	0.4%	0.4%	0.7%	0.8%	0.8%	0.2%
Clicks	27,294	5,525	7,180	3,706	3,126	317	47,148
Unsub%	0.15%	0.08%	0.10%	0.08%	0.09%	0.13%	0.14%

Campaignlette August Solo: Heat Map by Member Level

- All levels except Basic saw most click activity from the Hero (Learn More CTA).
- Click activity was higher overall with top-placed content, which is typical for longer-form creative.
- The Hertz module was popular for most levels with 12-18% of clicks; the Uber Eats module saw mostly
 consistent click activity across all levels; Gold had the most interest in the Uber Eats Link & Earn CTA.
- There was notable interest from all levels except Ambassador on the Download / View the App module at the bottom of the email. This was an effective approach to capture additional clicks.

% of clicks	Member Level						
Module	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	Total
HEADER	29.3%	25.2%	21.5%	15.2%	15.4%	16.8%	26.3%
LEARN MORE	22.8%	35.2%	34.9%	40.6%	45.7%	41.6%	27.8%
Hertz - BOOK YOUR CAR	5.6%	11.9%	13.8%	16.4%	16.4%	18.2%	8.5%
Tours & Activities - EXPLORE & EARN	2.9%	6.6%	7.2%	9.7%	8.5%	8.2%	4.5%
Uber Eats	1.0%	1.9%	2.8%	3.2%	1.8%	2.7%	1.5%
LINK & EARN	1.0%	1.6%	2.1%	1.8%	0.9%	1.1%	1.2%
SHOP & EARN	0.1%	0.3%	0.7%	1.3%	0.9%	1.6%	0.3%
Stay Along the Way - BOOK & REDEEM	2.2%	2.4%	2.0%	2.3%	1.3%	1.4%	2.1%
SHOP BOUTIQUES	1.1%	2.4%	2.2%	2.7%	2.1%	6.0%	1.6%
DOWNLOAD / VIEW THE APP	2.1%	3.7%	3.9%	5.3%	6.0%	1.9%	2.9%
FOOTER	33.0%	10.8%	11.7%	4.5%	2.6%	3.3%	24.7%
Unsubscribe	28.4%	8.2%	8.8%	1.8%	1.4%	1.4%	20.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	45,970	6,796	8,832	4,220	3,476	368	69,662

Top-clicked module for most member levels



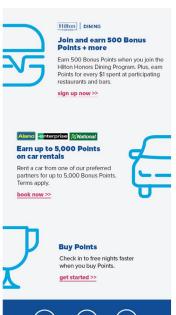


Bonvoy app module garnered notable interest

Industry Example: Points Redemption







Hilton Honors

SL: More Points means more possibilities.

- Email was sent on May 4, 2023 by Hilton
 - Calls out ways to earn points during the summer travel season: Lyft, surveys, dining, rental cars, and buying points
- Considerations for Campaignlette solo
 - Send before peak summer travel season to help lift engagement and member activities
 - Personalize email by versioning messages based on member engagement:
 - Reminder to leverage existing partnerships during the summer (member is already enrolled with EAT, linked to Uber, has earned with Hertz, etc.)

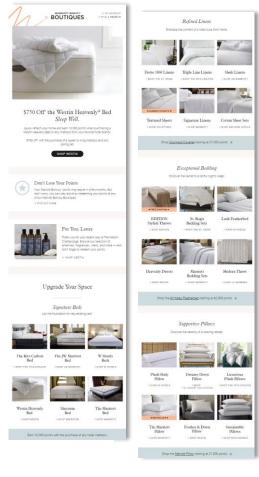


Boutiques Aug Solo: Engagement Summary

- Purchase revenue was up YoY (+30.9%) likely due to drawing attention to the different beds offered which are higher in cost than the other products featured.
 - Including product names this year compared to last year's creative may have impacted YoY revenue increase
 - This month's Hero featured the Westin Heavenly Bed followed by a secondary module with other bed types; the consistent product theme may also have been a revenue driver.
- Explore using 3rd party data to refine targeting criteria and improve content personalization to help drive engagement.

Metrics	Boutiques 8/15/23	vs. Boutiques Aug 22	vs. Bonvoy Avg.	Members	Non-Members
Delivered	10.0 M	-1.4%		9.0 M	1.0 M
CTR	0.2%	-0.3 pts.	-0.6 pts.	0.2%	0.2%
Unsub%	0.07%	-0.23 pts.	-0.12 pts.	0.07%	0.11%
*Users	42.9 K	+4.5%			
*Transactions	172	-10.4%			
*Purchase Rev.	\$85.5 K	+30.9%			

^{*}Reporting pulled from Google Analytics; data may include online activity from previous months mailings.





Boutiques: Aug 2023 YoY Product Differences

- 47 products purchased in Aug 2022 vs. 137 products in Aug 2023
- 9 Brands purchased in Aug 2022 vs. 11 Brands in Aug 2023



^{*}Quantity = total number of products sold



^{*}Reporting pulled from Google Analytics; data may include online activity from previous months mailings

Boutiques: August 2023 Heat Map by Member Level

English Version

- · All audiences, except Basic, saw most click activity from the Signature Beds module.
 - o Basic members were more engaged overall with the Hero.
- Non Members stayed engage throughout the email as we see higher clicks at the last product module (3.5%).
 - o Basic, Platinum and Ambassadors also stayed engaged throughout the email.
- Featuring products most related to the hero (The Westin Heavily Bed) in story fashion may have been the driver for the higher engagement through out the email
 - o Bed -> Linens -> Bedding -> Pillows

Module / % of Clicks	Non Member	Basic	Silver	Gold	Platinum	Titanium	Ambassador	Grand Total
Header	8.2%	11.9%	7.7%	6.7%	5.2%	6.1%	8.7%	9.6%
Hero	21.0%	24.4%	29.0%	30.6%	29.5%	28.8%	20.4%	25.6%
Points Expiration Module	0.0%	0.5%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%
Recent Stay	0.0%	0.4%	1.3%	1.7%	2.1%	2.1%	5.8%	0.8%
Signature Beds	23.2%	23.4%	32.0%	34.7%	38.3%	36.4%	36.9%	27.2%
Refined Linens	8.5%	8.4%	8.9%	9.0%	6.8%	10.0%	10.7%	8.5%
Exceptional Bedding	5.9%	5.5%	5.4%	5.0%	4.0%	5.8%	1.9%	5.4%
Supportive Pillows	6.1%	6.7%	7.6%	6.0%	6.4%	6.6%	7.8%	6.6%
Serene Scents	2.6%	2.0%	2.1%	1.5%	1.3%	1.6%	2.9%	2.0%
Tailored Amenities	3.5%	2.8%	1.8%	1.2%	2.9%	1.0%	2.9%	2.5%
Shop all Brands	0.9%	0.7%	0.4%	0.5%	0.8%	0.6%	1.0%	0.7%
Footer	20.0%	13.5%	3.6%	3.2%	2.8%	0.9%	1.0%	10.8%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	2,919	11,679	2,003	2,782	1,296	1,078	103	21,860

Top Engaging Products	% of Clicks
Signature Beds	27.18%
The Ritz-Carlton Bed	8.42%
Refined Linens	8.53%
Frette 1860 Linens	1.75%
Exceptional Bedding	5.40%
Marriott Bedding Sets	1.33%
Supportive Pillows	6.62%
The Marriott Pillow	2.86%
Serene Scents	1.96%
White Tea Collection	0.47%
Tailored Amenities	2.49%
Frette Bathrobe	0.53%



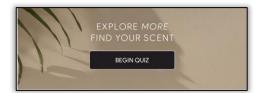
Industry Example: Featured Products



Navigation bar



Quiz module



Hotel Collection

SL: Take Our Quiz & Discover Your Signature Scent

- Considerations for Boutiques
 - Navigation bar at the top of the email could feature different shops or specific products.
 - Polls or quizzes can help create additional engagement; also allows for personalization with featured content in subsequent emails based on users' responses.
 - Lifestyle imagery could complement images of products.



Testing & Optimization



Core MAU August: Milestone Message Test Results (ENG version)

- Objective: Determine which milestone message placement, above or below the hero, drives the most engagement for members
- Each Milestone Message's audience was split 50/50 to test placement of the message
- Placing the Milestone Message above the hero drove more engagement and generated more bookings and revenue in August
 - o The above Hero version saw a higher CTR at 0.07% compared to the version below the Hero at a CTR of 0.03%
 - o The increase in clicks for above the Hero placement was statistically significant at a 99% confidence level
- Testing to occur for a 3-month period for final decisioning on milestone placement (August through October)

Global ENG	Aug	gust
Metrics	Above Hero	Below Hero
Total Delivered	8.4 M	8.4 M
Total Clicks	78.2 K	76.4 K
Total CTR	0.94%	0.91%
Bookings	1.1 K	1.1 K
Revenue	\$479.5 K	\$456.9 K
% of Clicks to Milestone Message	3.23%	1.98%
Milestone Message Clicks	5.5 K	2.1 K
Milestone Message CTR	0.07%	0.03%
Milestone Message Bookings	12	8
Milestone Message Revenue	\$4.2 K	\$2.5 K
Statistical Significance of Clicks Difference	99	9%





Below hero

ACTIONABLE INSIGHTS





Actionable Insights

- For Core MAU:
 - Ongoing monitoring of shifts in delivered volume to assess impact on overall engagement trends
 - Continue milestone message placement testing into September
 - Expand milestone testing to target sub-segmented inactive members to drive incremental activity
 - Identify other sub-segments to prioritize differentiated content and messaging strategies for those who are less engaged (i.e., Basic members)
- Continue to leverage relevant 3P attributes to elevate audience targeting efforts while tracking their engagement; look for opportunities to personalize content for 3P audiences.
- Since spend criteria performed well this month for RCYC, for future mailings consider going back to 18 or 24 months and test if timing around spend impacts engagement.
- To help drive engagement and personalization in Hertz mailings, consider testing a dynamic module for those with bookings 30-60 days out and tie in Hertz rental messaging.





Actionable Insights

- For future mailings like Campaignlette:
 - Consider sending earlier in the season to capture more peak travel and road trip timing.
 - To enhance targeting efforts, consider sending a wave one campaign that encourages unlinked members to link their Uber account to help drive further engagement once they receive a subsequent mailing encouraging them to earn or redeem points.
- For Boutiques:
 - Continue to test product names and consistent product theme like was done with August campaign, as it seemed to maximize purchase revenue.
 - Explore using 3rd party data to refine targeting criteria and improve content personalization to help drive engagement.
 - Try testing a navigation bar at the top of the email that features different shops or specific products.
 - Polls or quizzes can help create additional engagement; also allows for personalization with featured content in subsequent emails based on users' responses.
 - Lifestyle imagery could complement images of products.



Thank You!





Core MAU Regional Heat Map Insights: August 2023

- The Account box remained the top clicked content in August followed by the header
 - US, Canada and CALA engaged with the Account Box more than the other regions driving 28% of clicks
- Canada engaged the most with the Hero with 14.9% of clicks to the module
- Strong engagement in the Offers section from the US and Europe audience
 - The offer driving the most clicks for the US audience was Suites, while Spain Lux MEO drove the most in Europe
- Canada and CALA engaged the most with Member Benefits; Europe and MEA were the next most engaged with most of the activity being tied to the All-Inclusive module
- Engagement was very strong in the Brand Education section for Europe, MEA and APAC regions
 - Each region drove 6-7% of clicks, with clicks spread equally among the three properties



RCYC August Solo: 3P Attribute Definitions

3P Attribute	Definiton	Avg. Age
TSP NICHES Already Affluent	Households that are very upscale with respect to their earnings, tastes and spending habits.	29
TSP NICHES Big Spender Parents	Households that are well educated, career-oriented professionals who are very active with their families outside of work. They spend a lot especially on kids and newer luxury items.	44
TSP NICHES Chic Society	These households lead high-society lives characterized by high amounts of disposable income and an affinity for travel and luxury.	58
TSP NICHES Doing Well and Donating	These families are led by adults in their prime earning years, typically homeowners, who spend 3x more than the average population and donate to a wide variety of charitable causes.	46
TSP NICHES Easy Street	Housholds that are typically older and educated. They are savvy and active investors, have the highest net worth of any niche and spend 2x the average across many categories.	63
TSP NICHES Feathering the Nest	Young, well-educated families who spend the majority of their money on items for their children and homes. They are passionate about outdoor sports, career advancement and travel.	29
TSP NICHES Go-Go Families	The high-income households in this niche are highly mobile, with a substantial portion living in rented housing units.	44
TSP NICHES IRA Spenders	These retirees are longtime homeowners who are unlikely to have children still living with them. They are above average spenders and favor traditional channels like direct, phone/mail and retail (storefront) over online shopping.	67
LIKELY CRUISER	Households with over \$500k + in net worth and in the top 25% quartile of the TSP Likely Cruiser model.	N/A
CRUISE SHIP VACATION	Households with over \$500k+ in net worth and has taken a vacation on a cruise ship according to the TSP attribute database	N/A
CRUISE SHIP SPEND	Households with over \$500k+ in net worth and has associated cruise line spend in the last 12 months according to the TSP attribute database.	N/A
LUXURY SPEND	Households with over \$500k+ in net worth and has has associated spend with a competitive luxury brand in the last 12 months according to the TSP attribute database.	N/A

Campaignlette August Solo: Heat Maps by Uber Account and by Bonvoy App

 We saw more overall click activity on the modules from members who have linked Uber accounts compared to members who do not have linked Uber accounts; we also saw more click activity on the unsub link from unlinked members at 22.2% compared to linked members at 5.3%.

% of clicks			
Module	UberEats - UBER_LINKED	UberEats - UBER_NOTLINKED	Total
HEADER	13.3%	27.4%	26.3%
LEARN MORE	34.9%	27.2%	27.8%
Hertz - BOOK YOUR CAR	21.1%	7.4%	8.5%
Tours & Activities - EXPLORE & EARN	10.2%	4.0%	4.5%
Uber Eats	3.8%	1.3%	1.5%
LINK & EARN	0.0%	1.3%	1.2%
SHOP & EARN	3.8%	0.0%	0.3%
Stay Along the Way - BOOK & REDEEM	1.8%	2.2%	2.1%
SHOP BOUTIQUES	3.3%	1.4%	1.6%
DOWNLOAD / VIEW THE APP	4.2%	2.7%	2.9%
FOOTER	7.4%	26.3%	24.7%
Unsubscribe	5.3%	22.2%	20.9%
Total	100.0%	100.0%	100.0%

5.654

64.008

69.662

Total Clicks

% of clicks			
Module	Bonvoy App - No	Bonvoy App - Yes	Total
HEADER	29.7%	21.1%	26.3%
LEARN MORE	22.8%	35.5%	27.8%
Hertz - BOOK YOUR CAR	5.6%	13.0%	8.5%
Tours & Activities - EXPLORE & EARN	3.1%	6.7%	4.5%
Uber Eats	1.0%	2.4%	1.5%
LINK & EARN	0.9%	1.6%	1.2%
SHOP & EARN	0.0%	0.7%	0.3%
Stay Along the Way - BOOK & REDEEM	2.2%	2.0%	2.1%
SHOP BOUTIQUES	1.1%	2.2%	1.6%
DOWNLOAD / VIEW THE APP	2.0%	4.1%	2.9%
FOOTER	32.4%	13.0%	24.2%
Unsubscribe	27.8%	10.2%	20.9%
Total	100.0%	100.0%	100.0%
Total Clicks	42,078	27,584	69,662

We saw more overall engagement on the modules from members
who have already downloaded the Bonvoy app compared to
members who do not have the app; the Book & Redeem CTA was
the only content that saw more click activity from members who do
not have the app.

Campaignlette August Solo: Engagement Summary by Uber Account and by Bonvoy App

Metrics	UberEats - UBER_LINKED	UberEats - UBER_NOTLINKED	Total
Delivered	907.8 K	18.6 M	19.5 M
CTR	0.5%	0.2%	0.2%
Clicks	4.9 K	42.3 K	47.1 K
Unsub%	0.09%	0.14%	0.14%

Metrics	Bonvoy App - No	Bonvoy App - Yes	Total
Delivered	12.4 M	7.1 M	19.5 M
CTR	0.2%	0.3%	0.2%
Clicks	25.2 K	21.9 K	47.1 K
Unsub%	0.16%	0.08%	0.14%

Partner campaigns for comparison:

CTR		2023		
Campaign	Apr	Jun	Jul	Aug 2022
EAT LTO		1.5%		
CAMP2203 - EAT JUNE LTO		1.9%		
CAMP2203 - EAT JUNE LTO VS2		0.9%		-
UBER	0.2%		0.5%	2.1%
US Uber Solo Q1 W2	0.2%			
Uber Solo July 2023			0.5%	
PID 8238 - US Uber Solo 2022 Q3 W2				2.1%

For comparison
Partner Campaign Type 2023 average CTR: 0.7%
Bonvoy 12-mo average CTR: 0.8%
Bonvoy 12-mo average unsub%: 0.19%