

The background image shows a luxurious resort pool area with several palm trees, lounge chairs, and a view of the ocean under a blue sky with light clouds. The pool is in the foreground, and the beach is visible in the distance.

Marriott Bonvoy

August 2024 Email Performance Review

September 26, 2024

The Marriott Bonvoy logo, featuring the word "MARRIOTT" in a smaller font above "BONVOY" in a larger font, with a stylized orange swoosh under the "Y".

MARRIOTT
BONVOY®



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



JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

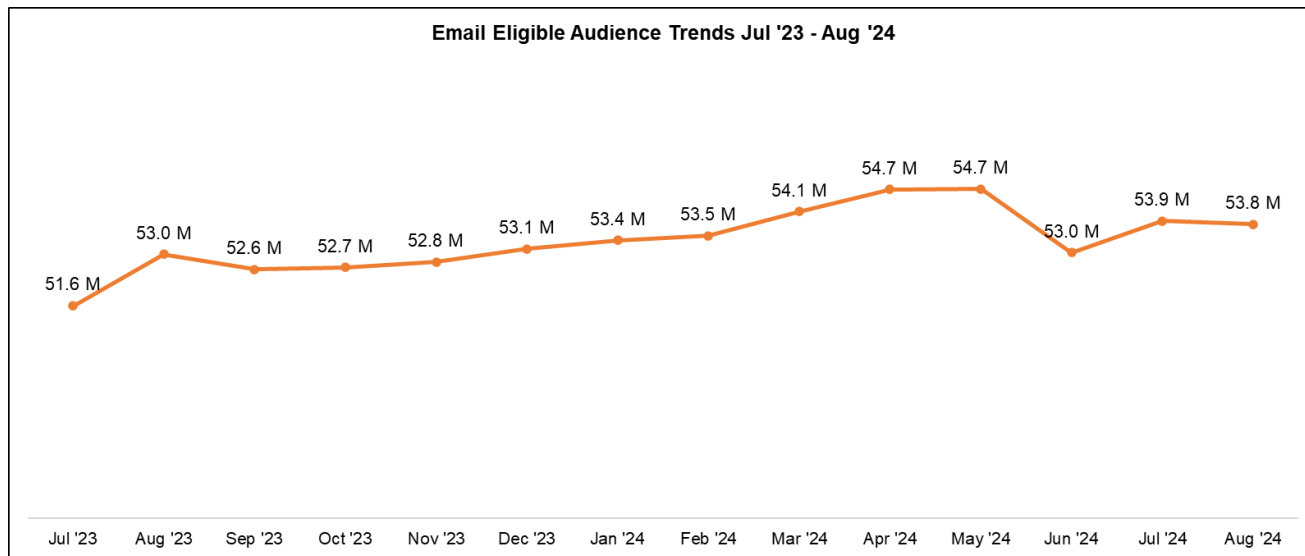
Agenda

- E-mailable Audience Summary
- Channel Dashboard & Engagement Trends
- Campaign Highlights
- Testing & Optimization Insights
- Actionable Insights

EMAILABLE AUDIENCE SUMMARY

Emailable customer counts were flat MoM and +2% YoY

- YoY increase of +1.7% (+932.0 K) in total emailable audience
- Slight decrease MoM of -0.1% (-75.1 K)
 - Members increased by +0.04% (+14.8 K)
 - Non-Members decreased by -0.7% (-89.4 K)



Email Eligible (total)		53.8 M
	MoM	-0.1% -75.1 K
Members		40.4 M
	MoM	+0.0% +14.8 K
Non-Members		13.4 M
	MoM	-0.7% -89.4 K

Report Date = Sep 1, 2024

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

Growth was steady for most regions

- Most regions saw a slight increase or decrease in emailable audiences compared to July
- Compared to July, APEC (+0.5%) and CALA (+3.0%) saw increases in emailable members
 - CALA was the only region to see an increase to both members and non-members MoM
- CALA continues to see the highest MoM growth compared to all regions at +3.0% (+60.7 K) for members and +0.9% (+3.2 K) for non-members.

Aug 2024 Emailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	36.3 M 67.5%	6.9 M 12.8%	4.4 M 8.2%	3.7 M 6.9%	2.5 M 4.6%	53.8 M -0.1% MoM
Members MoM	23.8 M -0.1%	6.6 M +0.5%	4.3 M -0.6%	3.6 M -0.7%	2.1 M +3.0%	40.4 M +0.0%
Non-Members MoM	12.5 M -0.6%	349.7 K -3.8%	121.8 K -1.8%	61.7 K -1.7%	359.0 K +0.9%	13.4 M -0.7%

Report Date: Sep 1, 2024.

CHANNEL DASHBOARD & ENGAGEMENT TRENDS

August 2024 Bonvoy Email Performance Dashboard

53.8 M

Total Emailable
+1.5% YoY

1.3 M

New Emailable
2.4%
of Total Emailable

Top Performance Drivers by Campaign Type (% of Delivered)

- Partner (16.7%)
- Global-Local (7.5%)
- Lifecycle (3.2%)
- Core MAU (11.6%)
- Promotions (5.5%)
- Cobrand ECM (0.9%)

\$6.2 M

Revenue
-16.6% YoY

14.2 K

Bookings
-16.7% YoY

95%

*Available August Delivery and Click Data

323.6 M

Delivered
+24.3% YoY

0.8%

CTR
-0.06 pts. YoY

0.20%

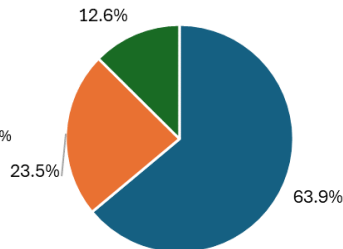
Unsub Rate
-0.03 pts. YoY

Dashboard Notes:

- * Source: Data Quality Tracker
- Top Performance Drivers selected based on delivery volume and engagement

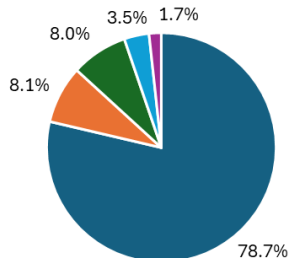
% of Deliveries by Member Level with CTR, Unsub Rate

Level | CTR | Unsub
■ Basic | 0.6% | 0.22%
■ Elites | 1.3% | 0.08%
■ Non-Mbers | 0.7% | 0.42%

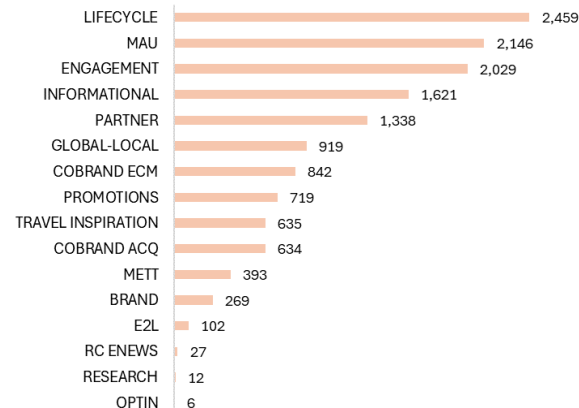


% of Deliveries by Region with CTR, Unsub Rate

Region | CTR | Unsub
■ US | 0.7% | 0.21%
■ EMEA | 1.0% | 0.31%
■ APAC | 0.9% | 0.16%
■ CANADA | 1.4% | 0.25%
■ CALA | 0.7% | 0.22%

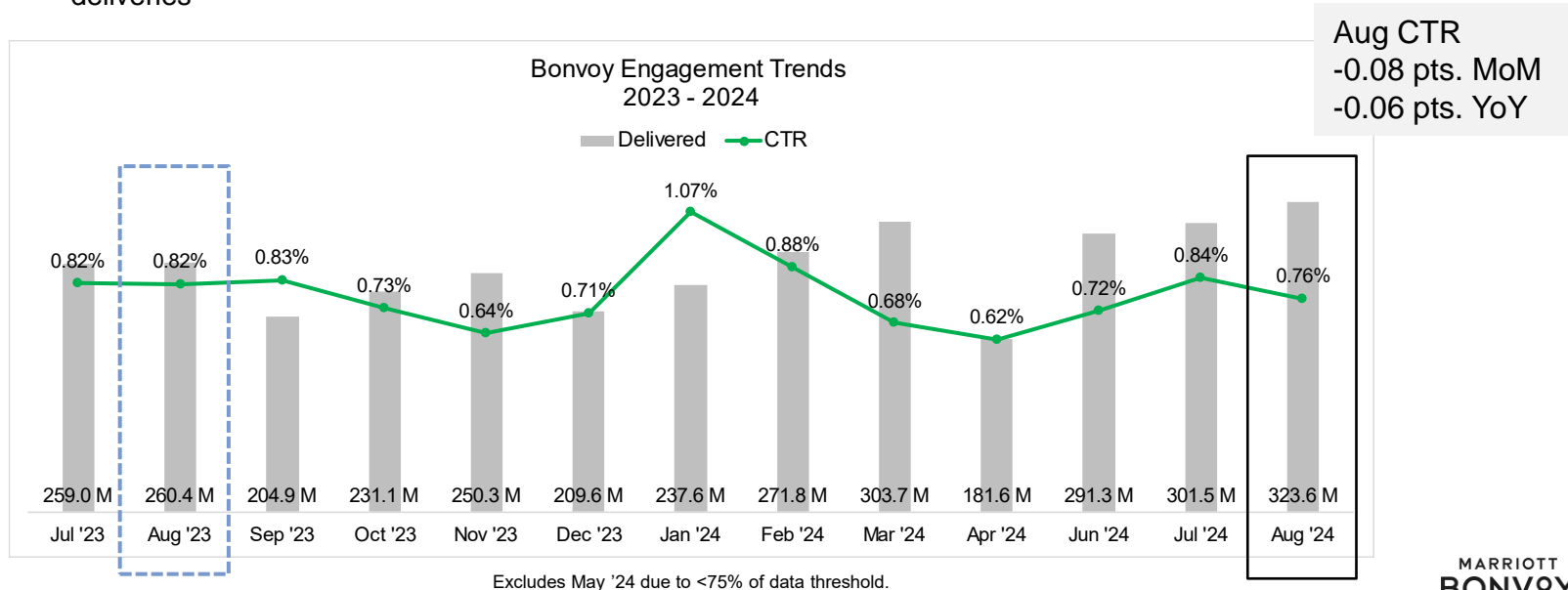


Booking Contribution (by Campaign Type)



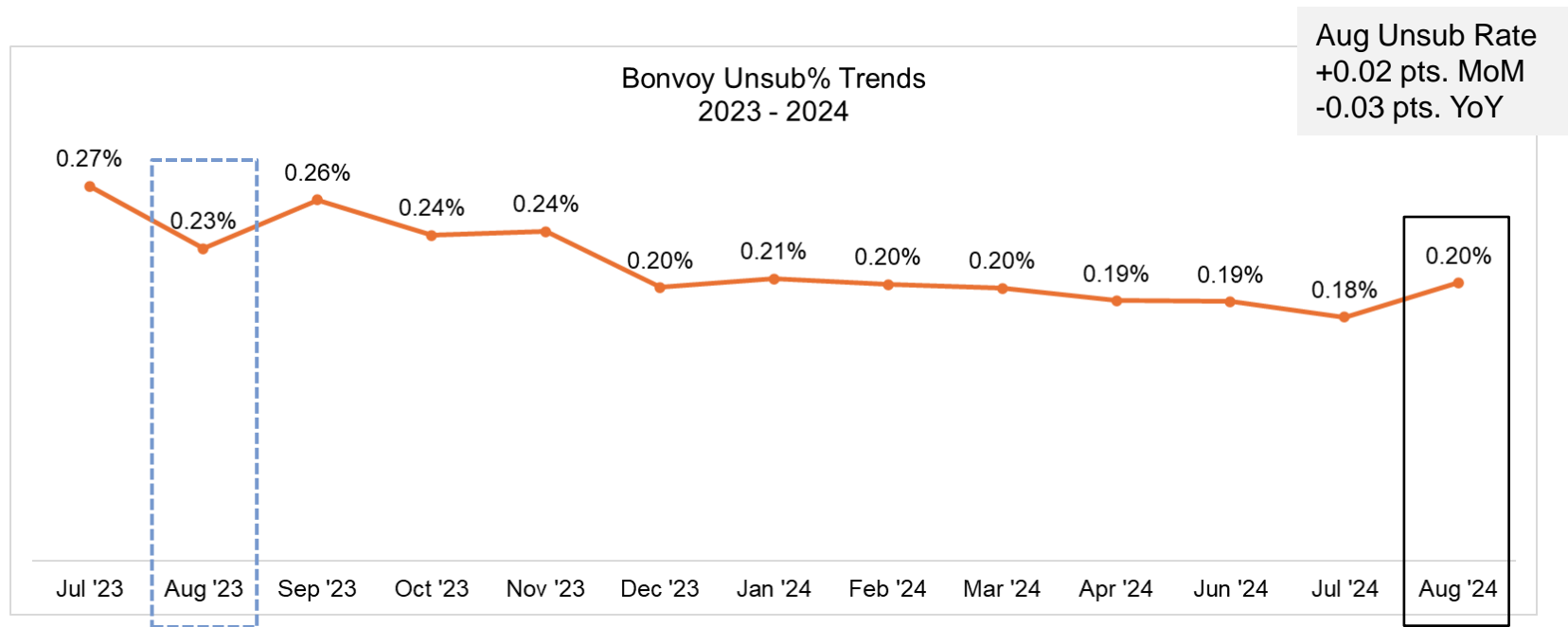
CTR of 0.76% was mostly steady compared to last year and last month

- Top click drivers this month were Taylor Swift Sweeps (39.8 M del.; 1.2% CTR), Core MAU (37.0 M del.; 0.8% CTR), Demand Gen (11.7 M del.; 0.8% CTR), First 100 Days (5.1 M del.; 1.1% CTR), EMEA New Hotels (4.1 M del.; 0.8% CTR), Incent Redemption Refresh (3.5 M del.; 2.3% CTR) & ATM Registration Reminder Refresh (3.3 M del.; 0.9% CTR)
- Compared to last year, August saw a +24.3% (+63.2 M) increase in deliveries
 - Taylor Swift Sweeps (39.8 M del.) was not in market last year and Cobrand ACQ saw a +36 M increase in deliveries



Unsub rate of 0.20% at Bonvoy benchmark

- Slight increase of +0.02 pts. compared to July
- Positive decline of -0.03 pts. compared to last year



Excludes May '24 due to <75% of data threshold.

CAMPAIGN HIGHLIGHTS

Core MAU

Partner Campaigns

Taylor Swift Sweeps Wave 3 Solo

Uber LTO


Hertz Solo

Boutiques

Incent Redemption Trigger Refresh

MAU Creative Examples

August 2024 Global English



MY ACCOUNT

INQ & RESERVE

\$1,000 points

Member


8000000000000000

Mike Ross

VIEW ACTIVITY


2 nights this year • 4/18/19-8/1/20

You have a Free Night Award available to [redeem](#) it which you can now combine with up to 15,000 points to access more hotels you'll love. Certain hotels have resort fees.



Redeem your points for free nights, experiences and more.

Traveling by points is at the wall level. [»](#)



THE LUXURY COLLECTION

Punta Cana, Dominican Republic

What's Better Than an All-Inclusive Vacation?

One That Earns You 25,000 Bonus Points.

Unleash your wallet behind and earn 25,000 bonus points with Vacations by Marriott Bonvoy when you book a qualifying All-Inclusive package by August 31, 2024.


BOOK ALL-INCLUSIVE

New Partnership

From Sky to Suite

BLADE and Luxury Group are collaborating to make summer travel more seamless. This collaboration offers complimentary BLADE airport transfers for guests staying in select hotel suites, preferred pricing for participating hotel guests, and an in-suite activation at BLAZE Lounge West. Explore our suites in NYC and take advantage of this opportunity.

EXPLORE NOW



BLAZE

BLADE


luxury group

WE CAN HELP YOU

Travel Better

From late time to dinner time, share your travel passions with us and we'll send you content created to help you craft your next best vacation.

GET STARTED





Mike's August Offers

*Sleep + Save 25%
Linger Longer*

Just another day in paradise. Save 25% when you stay 4+ nights at one of our participating resorts.

[LEARN MORE](#)





*Save on Our Best Rooms
Stay in Style*

Turn your stay into an experience. Enjoy a premium room or suite when you stay for 2+ nights at participating properties.


[BOOK NOW](#)


More to Love in August

Sip, Stay, Earn.

Earn Double Stars on qualifying Starbucks purchases during eligible stay at hotels participating in Marriott Bonvoy®. Plus, earn 100 points after three qualifying purchases at participating U.S. Starbucks locations during any Marriott Bonvoy Week.®

[LINK ACCOUNTS](#)





*New Itineraries
Set Sail Across Asia*


The Ritz Carlton Yacht Collection is thrilled to announce the release of the full-range lineup comprising 10 enchanting Asia-Pacific itineraries for the 2023/2024 season on our latest yacht, Luminara.


[FIND YOUR VOYAGE](#)

*Don't Miss This
Luxe Life in the
Fast Lane*

Redesign your points for an exclusive weekend with the Mercedes-AMG PETRONAS F1 Team and immerse youself in the thrill of the Singapore Grand Prix.

[VIEW MOMENT](#)






Our Promise to You

See Where Love Travels

LoveTravels is Marriott's platform that amplifies our Travel 360 commitments to diversity, equity, inclusion, social impact, and sustainability. We believe that love travels when we take action to shape a better world.

DISCOVER MORE




Did You Know?

Share Your Lifetime Elite Journey

Discover new ways to customize and share your personal Lifetime Elite highlights with family, friends, and other travelers.

GET STARTED



If Your Birth Month Were a Hotel...

From rewards to city center discovery where you should celebrate your special day with @marriottbonvoy.

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[» MY ACCOUNT](#)

[» FIND & RESERVE](#)

LUXURY GROUP at MARRIOTT INTERNATIONAL

EDITION


THE LUXURY RESORTS




EDITION

W


W




W



FAIRMONT



JW MARRIOTT



MARRIOTT BONVOY

30001 points

Platinum Elite


XXXXXX/100

75

Mike Ross


» VIEW ACTIVITY

56 nights this year as of 08/24/2024




EDITION

Shanghai




THE LUXURY RESORTS

Warraner




ST REGIS

Longboat Key




W HOTELS

Dallas



W HOTELS

Orlando



W HOTELS

Bali

Make Your Next Trip More Enriching.

Master the Art of Travel Planning.

There's something incredibly rewarding about channeling your passion for exploration. Navigate like the experts by uncovering unforgettable end-of-summer offers, new hotels, top hotel restaurants, and more.

GET STARTED

**New Partnership
From Sky to Seaside**

BLADE and Luma Design are collaborating to make custom, custom-made experiences. The collaboration offers consumers BLADE expert services for just \$100 to make their own, personalized party for up to 10 people. The package includes a BLADE expert, their choice of a custom BLADE party, and a BLADE party advantage kit. This collaboration is a BLADE and Luma Design partnership.

EXPLORE NOW

The Miami Beach EDITION

Experience the new EDITION Miami Beach, a luxury hotel and resort in the heart of Miami Beach. The hotel features a rooftop pool, a beachfront pool, and a private beach. The hotel also offers a personalized service and a variety of amenities, including a spa, a fitness center, and a restaurant. The hotel is a perfect destination for a romantic getaway or a family vacation.

EXPLORE NOW

THE EDITION

Active Family

Celebrating Safe Spaces

20th Annual Caribbean Bowl is a fun and exciting tournament for 20th annual Caribbean Bowl. The tournament is a celebration of the Caribbean and a chance for athletes to showcase their skills. The tournament is a perfect destination for a family vacation or a romantic getaway. The tournament is a celebration of the Caribbean and a chance for athletes to showcase their skills. The tournament is a perfect destination for a family vacation or a romantic getaway.

EXPLORE NOW

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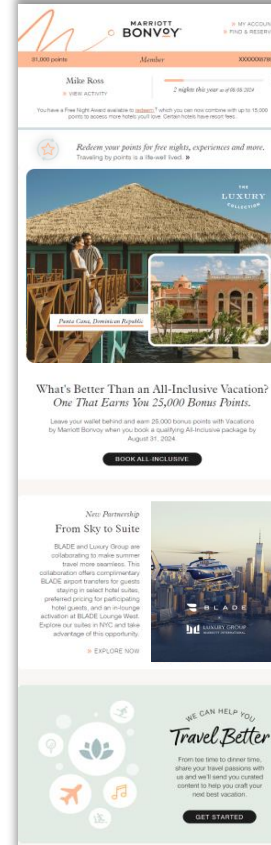
Subject Line: Jessica's [Your] August Account Update: Wrap Up Summer With a Smart Getaway

Subject Line: Jessica's [Your] Account Update:
Earn 25,000 Bonus Points on an All-Inclusive
Adventure

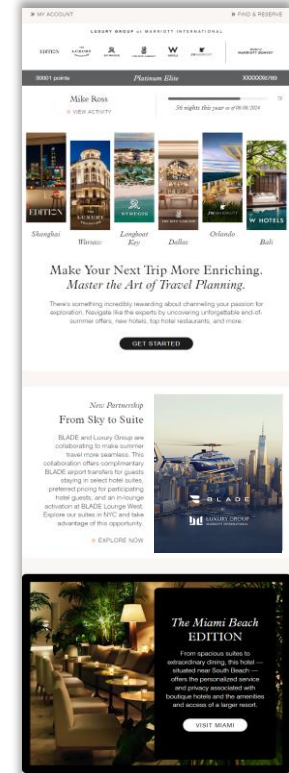
MAU Program Updates: August 2024

- MAU launched on 8/8 in Global English and 8/15 for all other languages
- Total reach for MAU increased to 37.6 M emailable members (+11% MoM)
- First month the Global English luxury member audience was included within the MAU Program adding 1.9 M new members to the program
- Two versions were sent to newly included Global English luxury audience
 - L1/L2A (605 K members) received the Luxury version and L2B/L3 (1.3 M members) received our standard Core version
 - All other members received Core in August as they did in prior months
- Supported brand initiatives and notable inclusions in MAU included:
 - Partnerships: BLADE and Luxury Group and Starbucks
 - Brand & Member Updates: Passions, Lifetime Elite Journey (Social Sharing) and ACB
 - Offers: All-Inclusive VBM, INL Points Purchase & EMEA MEO Offer

Core MAU



Luxury



Core MAU: August Performance

- August delivered volume for Core MAU increased by 3.2 M members or +9.6% MoM
 - 41% of this increase was attributed to the addition of the L2B/L3 Global English luxury audience which added 1.3 M members
 - In-language audience also increased by roughly 900 K
- Revenue increased 36% MoM with a total of \$1.0 M for August showing really strong performance
 - 20% of the increase due to L2B/L3 with an additional 16% attributed to the remaining segments
- Stronger engagement and revenue levels for the L2B/L3 Global English audience for their first month within Core
 - CTR was up +0.9 pts. both MoM and against the 2024 avg.
 - Revenue/delivered also increased and was nearly 2x YTD average at \$0.12 in August

Core MAU Engagement

37.0 M Delivered
(+9.6% MoM)

0.8% CTR
(+0.0 pts. MoM)

0.15% Unsub
(+0.01 pts. MoM)

Financials

2.1 K Bookings
(+20.0% MoM)

\$1.0 M Revenue
(+36.3% MoM)

\$0.03 Rev/Deliv.
(+25.4% MoM)

Segments Included:

- Core version continued to be sent to non-luxury members (all languages) and all In-Language luxury members (L1-L3)
- New to August: Core now includes Global English luxury members (L2B/L3).
- Planned for October: Non-members to be included in MAU
 - Core version will include all non-luxury non-members as well as L2B/L3 non-members.

See the Appendix for heat map insights.

Luxury MAU: August Performance



- 605 K L1 and L2A members received the Luxury version of MAU in August (both L1/L2A had more than 50% stays at luxury brands)
- L2B/L3 Global English members now receive the Core version
 - L2B had less than 50% of stays at luxury brands and L3 uses Luxury through redemption stays
- No negative impact after incorporating L1/L2A within the broader MAU program; saw similar engagement levels MoM and against the 2024 Lux MAU average
 - CTR of 0.8% which is up +0.1 pts. against both averages
- Topline revenue saw a decrease MoM whereas revenue/delivered was comparable against YTD averages
 - L1 2024 avg. (through July) vs. August: \$0.03 and \$0.02
 - L2A 2024 avg. vs. August: \$0.09 and \$0.08

Luxury MAU Engagement

605.1 K Delivered
(-10.2% MoM)

0.8% CTR
(+0.1 pts. MoM)

0.09% Unsub
(+0.01 pts. MoM)

Financials

22 Bookings
(-45.0% MoM)

\$25.4 K Revenue
(-39.0% MoM)

\$0.04 Rev/Deliv.
(-32.1% MoM)

Segments Included:

- Luxury version sent to Global English luxury members (L1/L2A)
- Planned for October: Non-members to be included in MAU
 - Luxury version to include L1/L2A non-members

MAU: August Content Highlights



THE LUXURY COLLECTION

What's Better Than an All-Inclusive Vacation?
One That Earns You 25,000 Bonus Points.

Leave your wallet behind and earn 25,000 bonus points with Vacations by Marriott Bonvoy when you book a qualifying All-Inclusive package by August 31, 2024.

[BOOK ALL-INCLUSIVE](#)

All-Inclusive VBM Hero

(21.3 M US ENG)

Clicks: 86.8 K | CTR: 0.41%



BON VOY

If Your Birth Month Were a Hotel...

From seaside to city center, discover where you should celebrate your special day with @marriottbonvoy

[FOLLOW US](#)

Instagram Birth Month


(28.6 M Core/Lux ENG)

Clicks: 30.0 K | CTR: 0.10%

Sip. Stay. Earn.

Earn Double Stars on qualifying Starbucks purchases during eligible stays at hotels participating in Marriott Bonvoy®. Plus, earn 100 points after three qualifying purchases at participating U.S. Starbucks stores during any Marriott Bonvoy Week.*

[LINK ACCOUNTS](#)



Starbucks

(21.3 M US ENG)

Clicks: 6.1 K | CTR: 0.03%



Prepare o cenário para o que vem a seguir.
Ganhe 45% de pontos de bônus.

*Paga um upgrade de categoria de quarto para ter uma visita incrível. Ou hospede-se por uma noite extra para continuar criando a sua história. Torne o improviso possível com mais pontos. Ganhe um bônus de 45% ao comprar 2.000 pontos ou mais até 23 de setembro de 2023.

[COMPRE PONTOS](#)

Para saber os termos e condições completos desta oferta, acesse com seu número de associação Marriott Bonvoy ou endereço de e-mail a seguinte URL.

Q3 Points Purchase Hero

(1.2 M INL Segs)

Clicks: 13.4 K | CTR: 1.1%

New Partnership
From Sky to Suite

BLADE and Luxury Group are collaborating to make summer travel more seamless. This collaboration offers complimentary BLADE airport transfers for guests staying in select hotel suites, preferred pricing for participating hotel guests, and an in-lounge activation at BLADE Lounge West. Explore our suites in NYC and take advantage of this opportunity.

[EXPLORE NOW](#)



BLADE and Luxury Group

(1.9 M Global English Lux Segs)

Clicks: 2.5 K | CTR: 0.13%

Did You Know?


Share Your Lifetime Elite Journey

Discover new ways to customize and share your personal Lifetime Elite highlights with friends, family, and other travelers.

[GET STARTED](#)

Lifetime Elite (Social Share) – 288.2 K

Clicks: 239 | CTR: 0.08%



Personalize Your Benefits
You've Earned It

It's time to select your Annual Choice Benefit for 2024! Choose from Nightly Upgrade Awards, Elite Night Credits, \$1,000 off a Marriott bed, and more.

[CHOOSE BENEFIT](#)

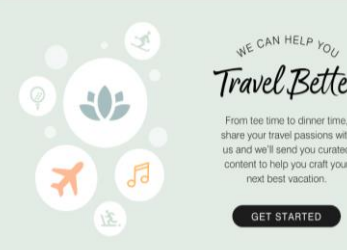
Annual Choice Benefit – 193.9 K

Clicks: 1.4 K | CTR: 0.72%

WE CAN HELP YOU
Travel Better

From tee time to dinner time, share your travel passions with us and we'll send you curated content to help you craft your next best vacation.

[GET STARTED](#)



Passions

(4.3 M – 20% of US ENG)

Clicks: 843 | CTR: 0.02%

Earn More Points
10,000 More Reasons to Go

Earn up to 10,000 bonus points on 2+ night stays at select destinations, now until September 1st. From bustling London to vibrant Africa, find your next escape now.

[BOOK YOUR GETAWAY](#)



EMEA MEO Offer

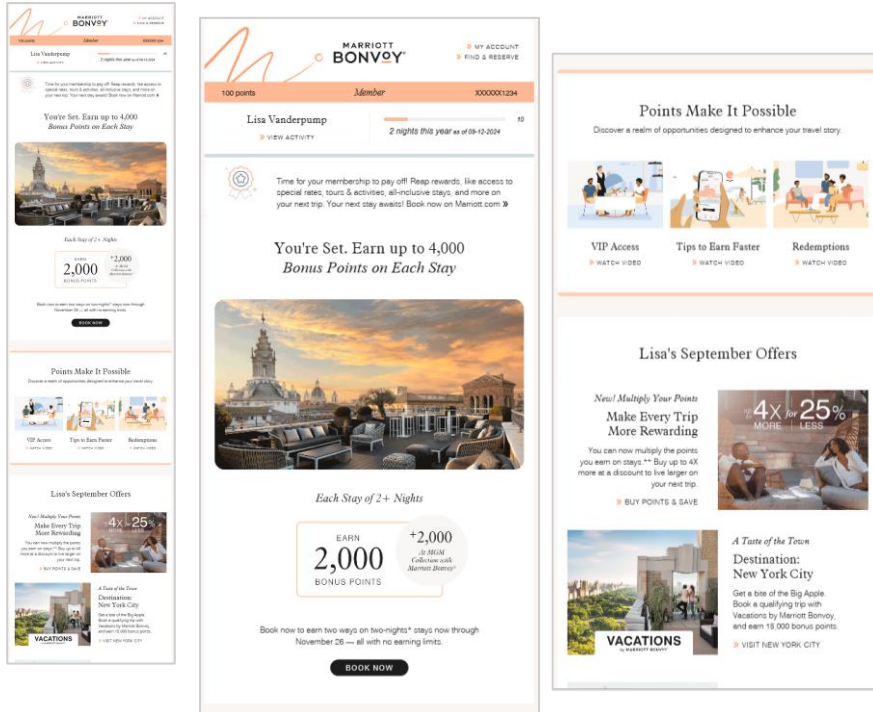
(3.4 M Global ENG, GER, FRE in EMEA)

Clicks: 3.4 M | CTR: 0.26%

MAU: What's Next?

➤ September: Basic versioning

Lead with personalized milestone, Points highlight feature and monthly Core offers/member benefits to increase engagement from Basic members



Upcoming Monthly Highlights:

- **October:** Non-member inclusion with A/B test launching 10/10
- **November:** Luxury version In-language expansion with Chinese/Spanish translated versions
- **December:** MAU monthly to include MBV year-in-review updates
- **January:** MAU monthly and Personal Year-in-Review

Taylor Swift Sweeps

Sample Creative

Wave 3:
Mailed 8/14 – 8/18

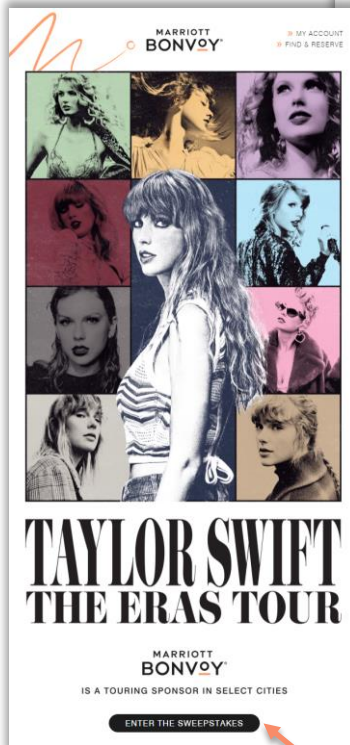
Those who registered for the sweeps from Waves 1 and 2 were suppressed from this mailing.

Member and Non-Member Versions

SL: Enter the Taylor Swift | The Eras Tour Sweepstakes Before It's Too Late

PH: Drawings for ticket packages in select U.S. cities are coming soon.

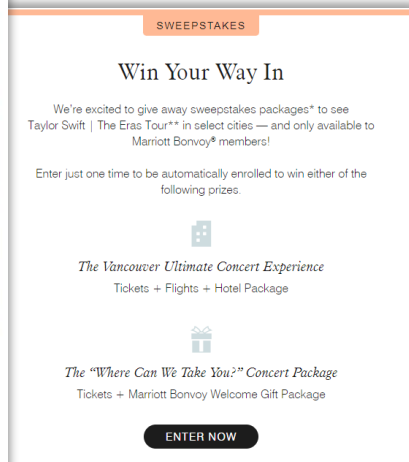
Member Hero



Non-Member Hero



Secondary module –
sweeps messaging and
CTA – for member and
non-member versions



Hero CTA copy aligned with member vs. non-member versioning

Overall engagement was strong with an above-Bonvoy average CTR of 1.2%

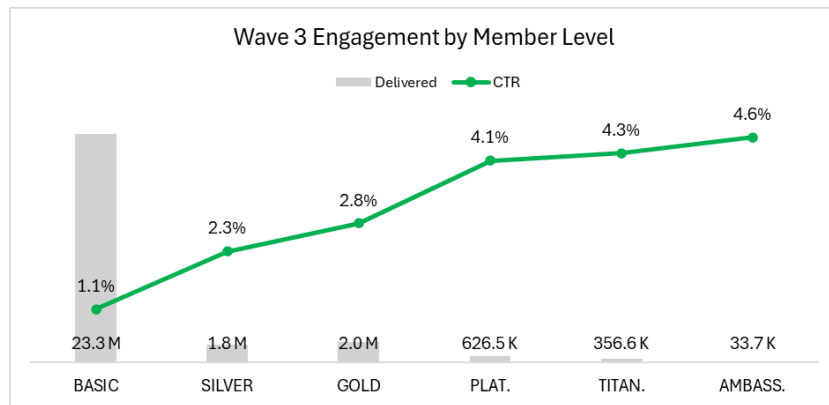
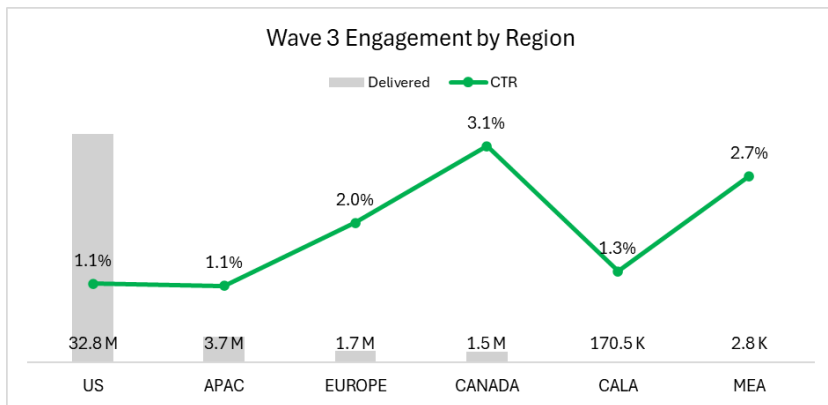
- Members drove most engagement for with 71% of total deliveries and a 1.4% CTR
 - As is mostly typical, member level CTRs increased as levels progressed
 - Unsub rates for all levels were low and below benchmark of 0.20%
- Regional CTRs ranged from 1.1% for the U.S. and APAC to 3.1% for Canada

Metrics	T.Swift Sweeps 8/14 – 8/18	Members	Non Members
Delivered	39.8 M	28.1 M	11.7 M
% of Del.	---	70.7%	29.3%
Clicks	493.5 K	393.5 K	99.9 K
CTR	1.2%	1.4%	0.9%
Unsub %	0.21%	0.16%	0.34%

Waves 1-3 to date (2/27/24 – 9/22/24) have generated:

➤ **Total Enrollments: 493 K**

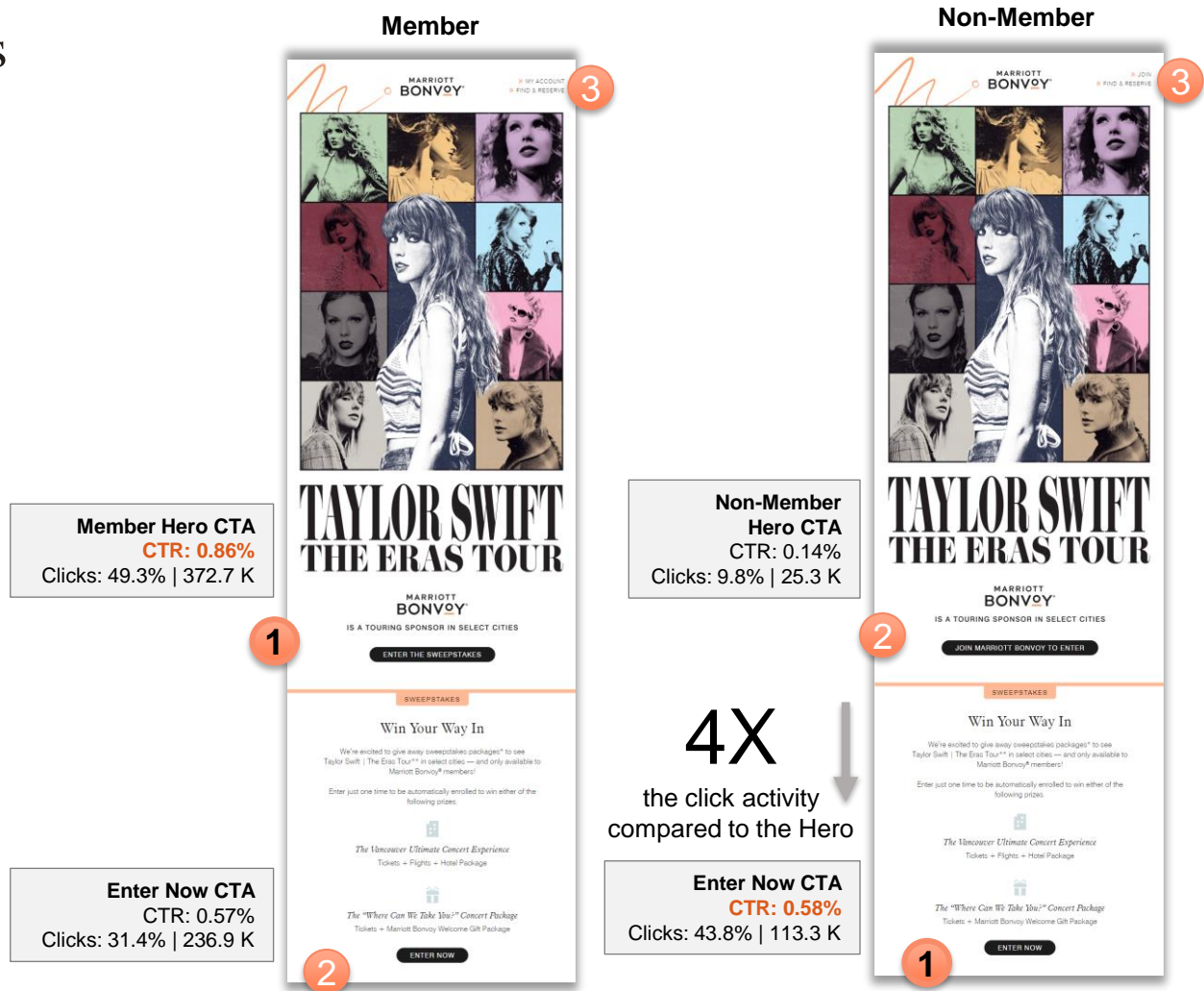
➤ **Total Sweeps Entries: 1.4 M** (members and non-members)



For comparison (12-mo averages)
Partner CTR: 0.6%
Bonvoy CTR: 0.8%
Bonvoy unsub%: 0.21%

Taylor Swift Sweeps Heat Map Insights

- Comparing the Hero and secondary sweeps modules, the Hero drove most engagement for members at a 0.86% CTR, while non-members were mostly drawn to the Enter Now CTA button in the secondary sweeps module.
- For non-members, testing hero CTAs will provide deeper insight on click drivers – short vs. long, single step vs. dual. Ex: Enter Now vs. Join and Enter. Also test join message in SL/PH.



Uber August LTO

Sample Creative

Targeted members and non-members who:

- Live in the U.S.
- Had a stay in the past 18 months
- Have not linked their Uber and Bonvoy accounts

Member Version

SL: [FirstName], Ride Your Way to 1,000 Bonus Points

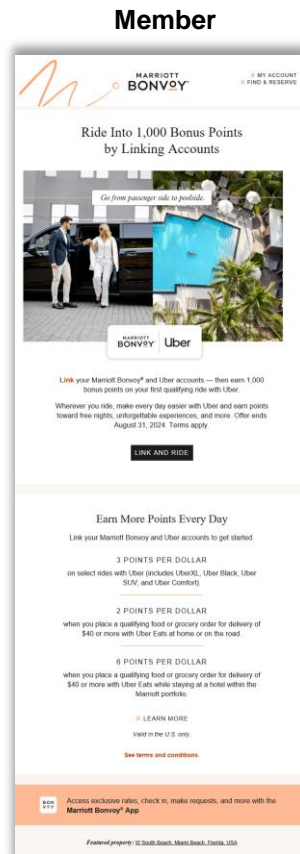
PH: Link your Marriott Bonvoy and Uber accounts to get started.

Non-Member Version

SL: [FirstName], Ride Your Way to 1,000 Bonus Points

PH: Join Marriott Bonvoy, then link your account with Uber to get started.

Pictured: Test A versions with Value Prop Module. The Value Prop module was suppressed in Test B versions (not pictured) to members and non-members.

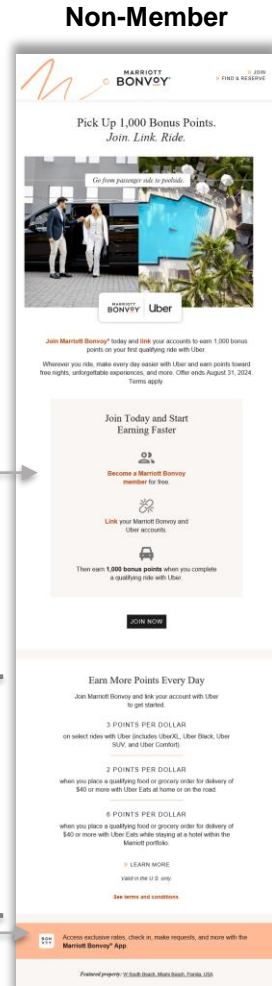


Mailed
8/19 – 8/24

Join
Messaging

Value Prop
Module

Bonvoy App
Messaging

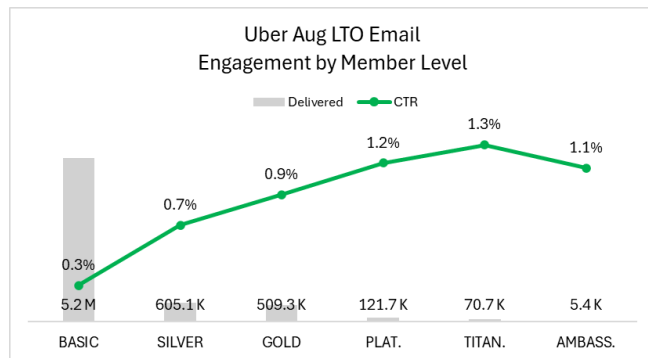


Uber solo drove 34 K linked accounts and 182 enrollments

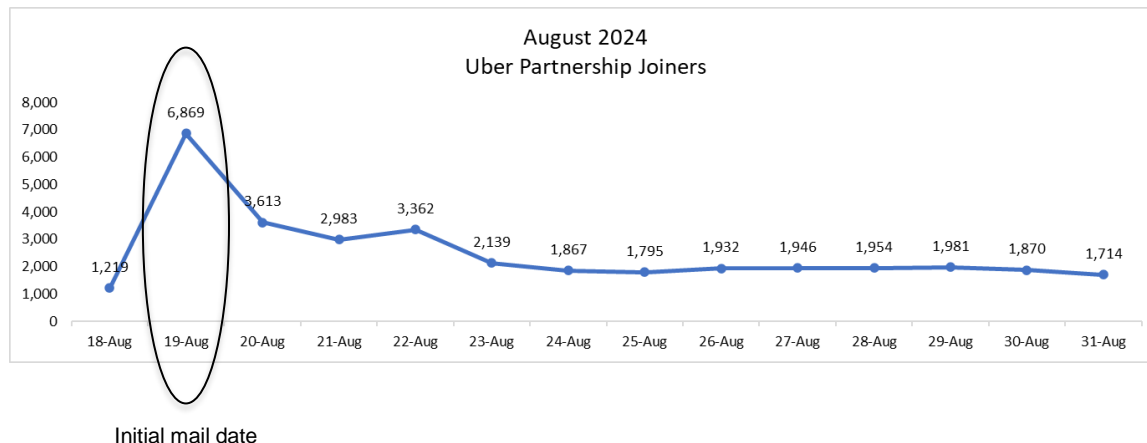
- The mailing generated 34,025 new linked accounts and 182 non-member enrollments 8/19 – 8/31.
- Members drove most overall engagement at 75% of deliveries and a 0.4% CTR.
- Adding non-members to the delivery mix in 2024 impacted the increase in overall unsub rate compared to average.

Metrics	Uber LTO 8/19 – 8/24	vs. Uber Avg.	Members	Non Members
Delivered	8.6 M	-37.6%	6.5 M	2.1 M
% of Del.	---	---	75.4%	24.6%
Clicks	30.5 K	-31.7%	25.5 K	5.0 K
CTR	0.4%	+0.03 pts.	0.4%	0.2%
Unsub %	0.20%	+0.06 pts.	0.12%	0.41%
*Linked Accounts			34,025	182
*Enrollments				

*8/19 – 8/31



For comparison (12-mo averages)
 Partner CTR: 0.6%
 Bonvoy CTR: 0.8%
 Bonvoy unsub%: 0.21%



Uber August LTO Heat Map Insights

- The Hero CTA button drove most click activity in both the member and non-member versions.
- The coral Bonvoy App banner at the bottom saw notable interest in both versions – ranked second for members and third for non-members;
- recommend testing app banner – show relevant app features and/or test messaging around how the app can help them track their Uber point earnings.
- If possible, consider testing dynamic targeted messaging based on members' past Uber activity – rides vs. food or grocery deliveries; messaging around points they could have earned.

Member Hero
CTR: 0.29%
Clicks: 63.7% | 11.9 K

Link and Ride CTA
CTR: 0.28%
Clicks: 61.4% | 11.5 K

Bonvoy App
CTR: 0.01%
Clicks: 3.4% | 641

Member

Non-Member Hero
CTR: 0.20%
Clicks: 25.1% | 2.7 K

Join Now CTA
CTR: 0.06%
Clicks: 8.3% | 876

Link text
CTR: 0.06%
Clicks: 8.1% | 855

Non-Member

Bonvoy App
CTR: 0.04%
Clicks: 5.6% | 594

Versions pictured include value prop module.

Hertz August Solo

Sample Creative

Mailed 8/12 – 8/16

Targeted members who:

- Have an ENG language preference and live in the U.S. or CAN
- Have an upcoming stay in the next 4 months
- Had a stay in the past 18 months

SL test & roll:

SL A (winner): [Fname,] Earn Double Bonus Points With Marriott & Hertz

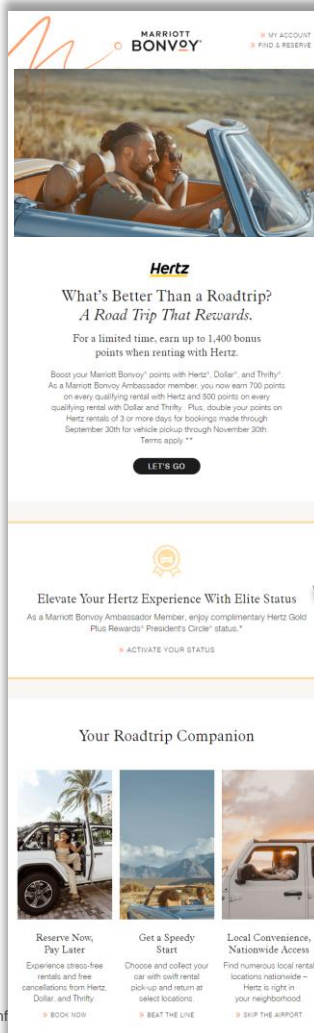
SL B: [Fname,] Earn up to [1,400][1,000] Points for a Limited Time

For SL B:

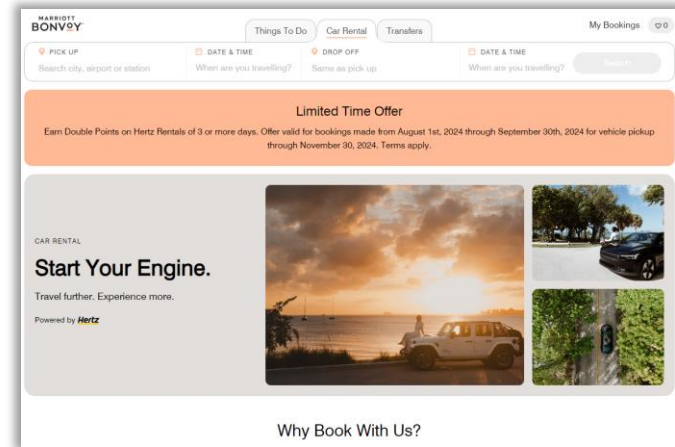
- 1,400 = Elite members
- 1,000 = Basic members

Dynamic PHs:

- Basic, Silver, Gold: Explore the benefits of renting with Hertz.
- Platinum: Plus, accelerate your Hertz Gold Plus Rewards® status.
- Titanium and Ambassador: Plus, take advantage of complimentary Hertz Gold Plus Rewards® status.



**Landing Page
for all CTAs –**
Coral banner reiterated the offer messaging

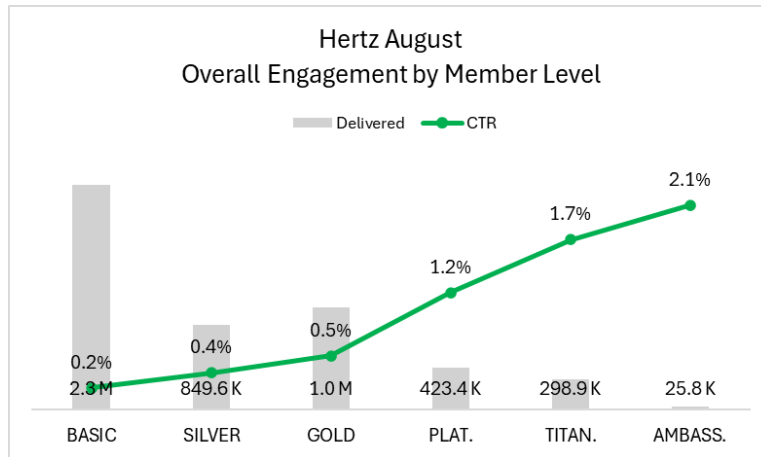


Dynamic “Elevate Your Hertz Experience” module to upper elites. Linked to a co-branded page where members could fill out a form to confirm their elite status with Hertz.

We saw engagement lifts compared to Hertz 12-month averages

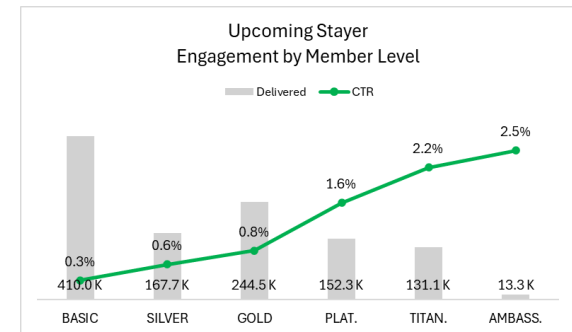
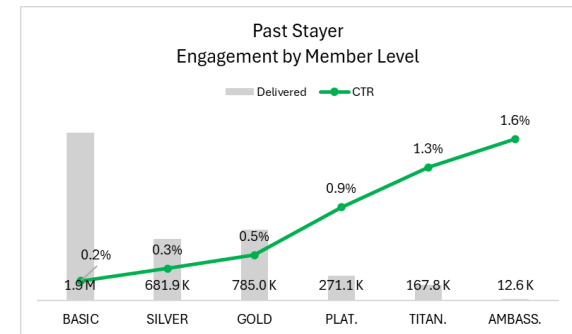
- Clicks were up by +66.0% and CTR saw a +0.2 pts. lift compared to Hertz 12-month averages; overall unsub rate of 0.04% was low and flat compared to avg.
- Upcoming Stayers saw a higher CTR at 0.9% compared to Past Stayers at 0.4%; mostly expected as upcoming stayers would be more likely to rent a car
- In addition to stay criteria, explore if possible to target those who have booked Hertz in the past

	Hertz 8/12 - 8/16	vs. Hertz Avg.	Past Stayer	Upcoming Stayer
Delivered	4.9 M	+2.8%	3.8 M	1.1 M
% of Del.	---	---	77.1%	22.9%
Clicks	24.3 K	66.0%	14.2 K	10.0 K
CTR	0.5%	+0.2 pts.	0.4%	0.9%
Unsub%	0.04%	+0.0 pts.	0.04%	0.05%



Past Stayer = Had a stay in the past 18 months

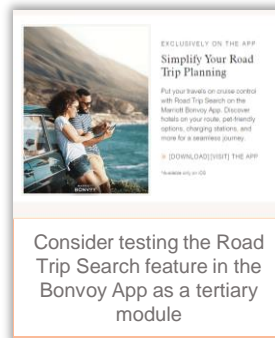
Upcoming Stayer = Has an upcoming stay in the next 4 months



Hertz August Solo Heat Map Insights

- Between the two segments, the Upcoming Stayers were the most engaged overall, as we saw higher module CTRs.
- Test road trip planning feature in the Bonvoy app as a tertiary module (like in Campaignlette) to help drive overall interest in booking and using the app.
- “Reserve now, pay later” copy resonated with Basic, Silver and Gold. Test this copy approach in a dynamic hero version - start with Basic to see if it helps increase their level of hero activity and overall engagement with the email content.

Hertz August Solo - % of Clicks	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	Total
Header	14.4%	9.6%	6.6%	3.2%	2.2%	3.5%	6.8%
Hero	40.7%	60.6%	71.8%	57.8%	55.6%	59.1%	57.2%
Elevate Your Hertz Experience	---	---	---	30.7%	35.5%	30.4%	14.9%
Your Roadtrip Companion	9.9%	8.1%	7.1%	2.3%	1.9%	1.3%	5.6%
Get a Speedy Start	2.8%	1.6%	1.7%	0.5%	0.6%	0.3%	1.4%
Local Conv, N'wide Access	2.2%	1.5%	1.5%	0.5%	0.3%	0.2%	1.1%
Reserve Now, Pay Later	4.9%	5.0%	3.9%	1.4%	1.0%	0.8%	3.0%
Footer	3.4%	2.3%	1.4%	0.5%	0.3%	0.7%	1.5%
undefined	31.6%	19.4%	13.1%	5.5%	4.4%	5.1%	14.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	11,425	7,129	11,880	11,375	12,319	1,304	55,432



Consider testing the Road Trip Search feature in the Bonvoy App as a tertiary module

Hero
CTR: 0.33%
Clicks: 57.2% | 31.7 K

Past Stayer
CTR: 0.23%
Clicks: 53.3% | 17.3 K

Upcoming Stayer
CTR: 0.63%
Clicks: 62.7% | 14.4 K

Elevate Exp module
CTR: 0.07%
Clicks: 14.9% | 8.3 K

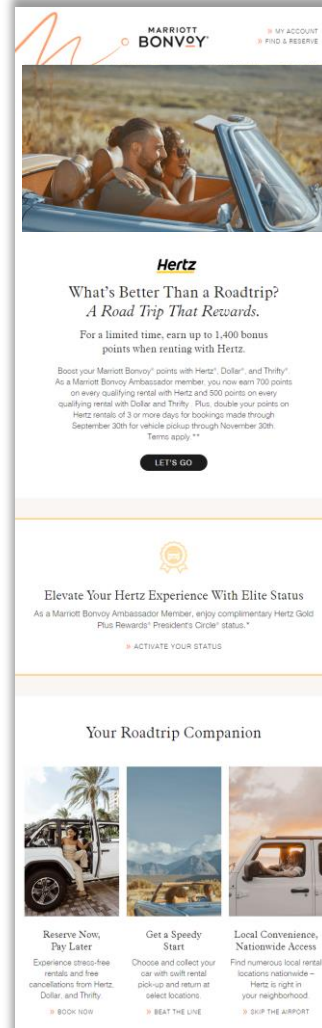
Past Stayer
CTR: 0.04%
Clicks: 12.2% | 4.0 K

Upcoming Stayer
CTR: 0.16%
Clicks: 18.8% | 4.3 K

Roadtrip Companion
CTR: 0.03%
Clicks: 5.6% | 3.1 K

Past Stayer
CTR: 0.02%
Clicks: 6.5% | 2.1 K

Upcoming Stayer
CTR: 0.04%
Clicks: 4.3% | 985



Boutiques August

Sample Creative - U.S. ENG Version

Mailed: 8/5 – 8/7

Targeting:

- Live in the U.S. with an English language preference
- **Primary Version:** Members and non-members who have less than 10,000 points
- **Points Version:** Members who have 10,000+ points

A/B SLs Primary:

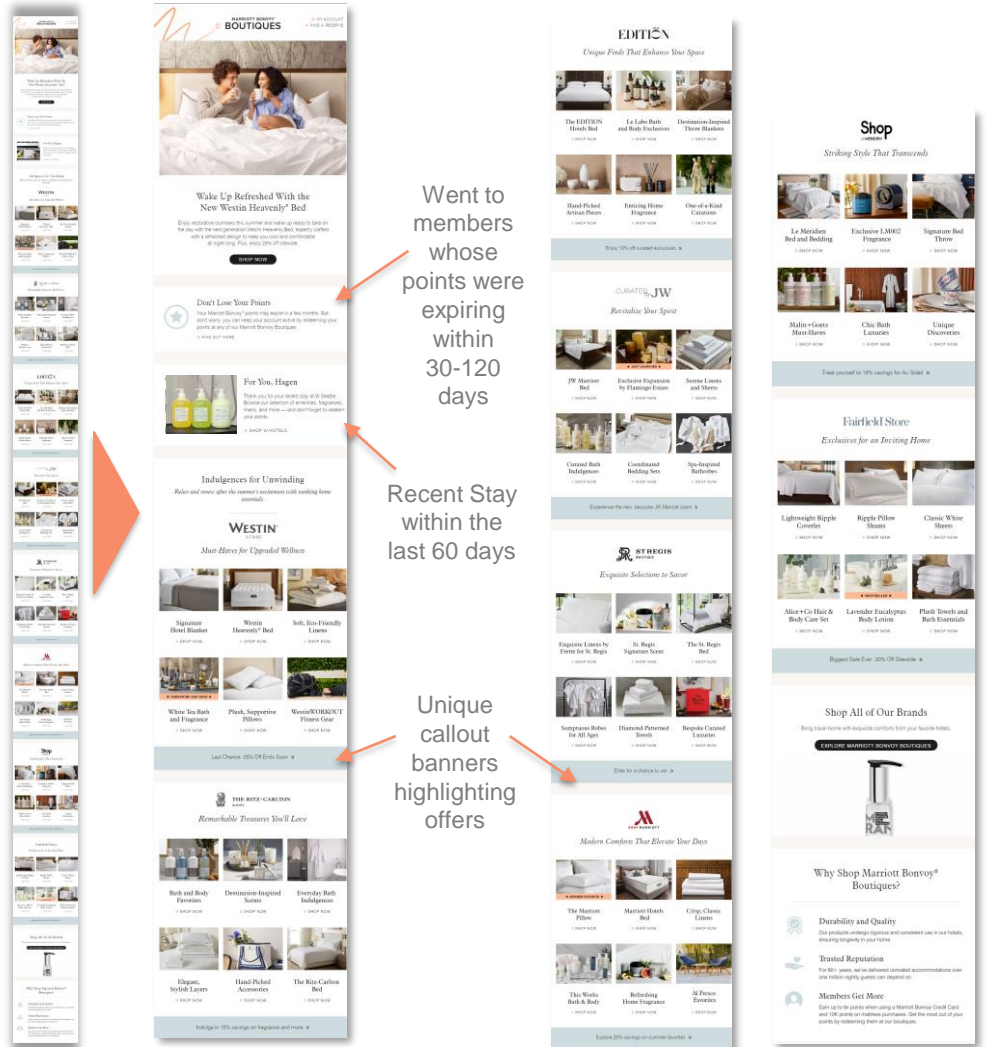
- Enhance Your Well-Being With Must-Have Hotel Exclusives
- Enhance Your Well-Being With Must-Have Hotel Favorites | Shop Beds, Bedding, Scents and More

A/B SLs Points:

- Shop Beds, Bedding, and More Summer Favorites With Points
- Redeem Your Points for Signature Fragrances, Bedding, and More Summer Favorites

PH (both): From summer vacation to relaxing staycation, explore home upgrades from Westin, Marriott, and more of your favorite hotel brands.

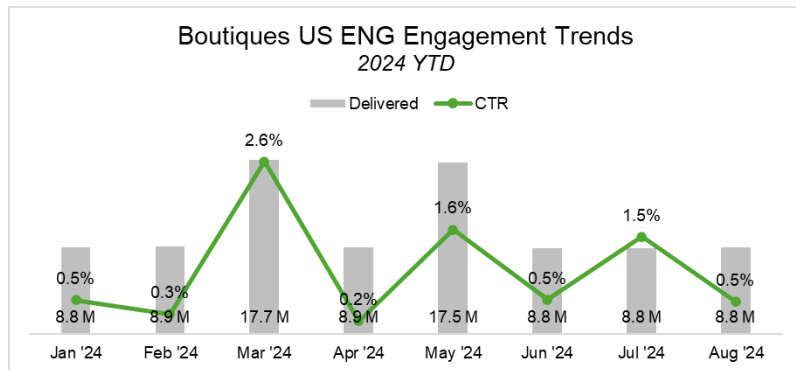
Pictured: Primary Version



Boutiques August Engagement Summary

U.S. ENG Version

- Deliveries were up YoY due to a cap increase from 8M in Aug '23 to 9M in Aug '24
- CTR of 0.5% was up YoY and aligned with non-sweepstakes months
 - Engagement was mostly driven by audience members who received the points version (higher CTR, lower unsub rate).
 - The giveaway during sweepstakes months (Mar, May & Jun '24), often featured prominently in the hero, typically boosted engagement within the communication
- Transactions are up YoY while purchase revenue has decreased.
 - This month's communication included a points-focused version, which may have impacted purchase revenue but encouraged point redemption.
- During non-sweepstakes months like August, consider showcasing offer-driven messaging more prominently within the hero (e.g., "Earn 10K bonus points with the purchase of a bed") to help boost engagement and drive purchase revenue; continue to test a points-driven approach to trend engagement patterns and see if the higher performance from this version holds constant against the more traditional Primary approach.



Metrics	Boutiques 8/5 - 8/7	vs. Boutiques Aug 23	vs. Bonvoy Avg.	Primary Version	Points Version
Delivered	8.8 M	+2.9%		6.2 M	2.6 M
CTR	0.5%	+0.3 pts.	-0.3 pts.	0.4%	0.8%
Unsub%	0.13%	+0.07 pts.	-0.08 pts.	0.17%	0.04%
Halo Revenue	\$32.8 K	-38.5%		\$10.8 K	\$22.0 K
*Users	32.6 K	-24.0%		--	--
*Transactions	195	+13.4%		--	--
*Purchase Rev.	\$40.3 K	-52.9%		--	--

PCM used for Mar '24 & May '24 data, which may contain overstated clicks.
Sweepstakes ran in Mar '24, May '24 and Jul '24

*Reporting pulled from Google Analytics by source: marriot-bonvoy-email / bonvoy-solo
*Date range of reporting is August 5th – August 21st and may include previous month's mailings

Boutiques August YoY Product Differences

U.S. ENG Version

- **122** products purchased in Aug 2024 vs. **137** products in Aug 2023
- **12** Brands purchased in Aug 2024 vs. **11** Brands in Aug 2023

Top 3 Products by Item Quantity*

Aug '23:

1. The Marriott Pillow (85)
2. Pillow Protector (47)
3. Feather & Down Pillow (21)

Aug '24:

1. Firm Hotel Pillow (47)
2. Soft Hotel Pillow (47)
3. Pillow Protector (21)

- **2** new products rose to the top 3 this month compared to last year
- **Firm & Soft Hotel Pillows** were tied for the top two most purchased products this month
- **Pillow Protector** slightly decreased in purchase quantity YoY

Top 3 Products by Item Revenue

Aug '23:

1. Westin Heavenly Bed (\$52,415)
2. The Marriott Pillow (\$5,677)
3. Sheraton Bed (\$4,478)

Aug '24:

1. Westin Heavenly Bed (\$11,494)
2. Firm Hotel Pillow (\$3,502)
3. Soft Hotel Pillow (\$2,410)

- Featuring the **Heavenly Bed** in the hero and within the first module drove revenue with a purchase quantity of 5 beds (29% of total purchase revenue)
- **Firm & Soft Hotel Pillows** drove a combined total of \$5,911 in purchase revenue for Aug '24 attributing to 15% of the total purchase revenue

*Quantity = total number of products sold
Reporting pulled from Google Analytics by source: marriot-bonvoy-email / bonvoy-solo;
Date range of reporting is August 5th – August 21st and may include previous month's mailings

Boutiques August Heat Map by Version

U.S. ENG Version

- The hero was the top-performing module for the points version although both versions included the same messaging.
- Westin Store and The Ritz-Carlton Shops modules performed similar between both versions with the points version driving slightly more interest.
 - The primary version had more generic product categories (Bath & Body) whereas the points version had specific products (The Ritz-Carlton Moisturizer)
- Most brand modules received similar engagement towards the bottom fold of the email among version types.
- Consider leveraging third-party data for U.S. audiences to enhance content personalization and boost engagement.
 - Utilizing TSP attributes like "MT - Elite Home Furnishing Purchasers" can help target that audience with more bedding and decor content, creating a more tailored experience.

Boutiques Aug '24 Modules / % of Clicks	Primary Version	Points Version	Total
Header	31.1%	22.5%	27.8%
Hero	9.3%	22.0%	14.1%
Point Expiration	0.1%	0.5%	0.2%
Recent Stay	0.2%	3.0%	1.3%
Westin Store	11.3%	11.6%	11.4%
RC Shops	4.1%	5.0%	4.4%
Shop Edition	2.2%	--	1.4%
W Hotels The Store	--	2.6%	1.0%
Curated by JW	1.7%	2.3%	1.9%
St. Regis Boutique	1.3%	--	0.8%
Shop Marriott	1.2%	1.6%	1.3%
Shop Le Meridien	1.0%	1.2%	1.1%
Shop Courtyard	--	1.1%	0.4%
Fairfield Store	1.1%	--	0.7%
Shop All Brands	1.1%	1.3%	1.2%
Join Now Copy	0.0%	--	0.0%
Footer	0.5%	0.4%	0.5%
undefined	34.0%	24.8%	30.5%
Total	100.0%	100.0%	100.0%
Total Clicks	108,951	67,065	176,016



Refreshed Incent Redemption Trigger

Sample Creative

Free Night Award
Banner

Launched 8/12

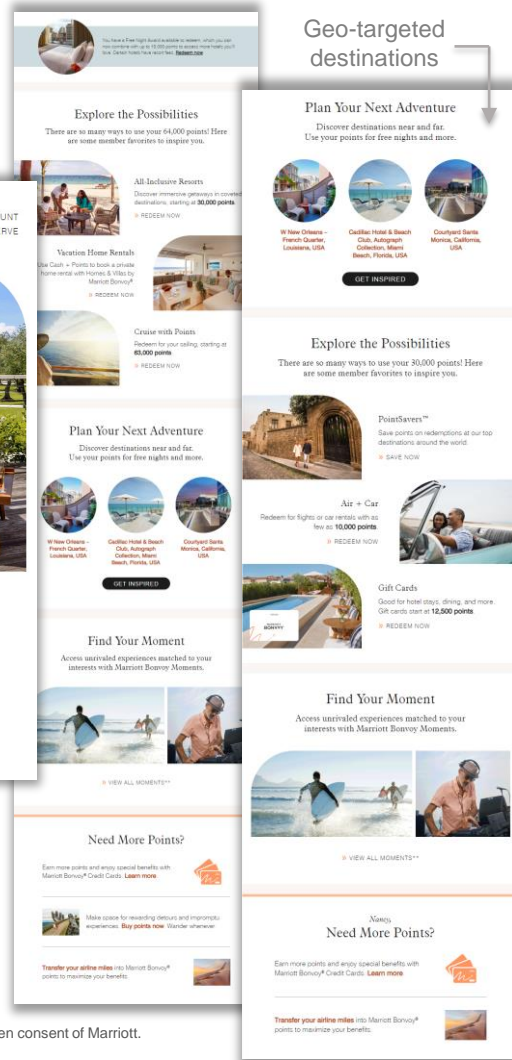
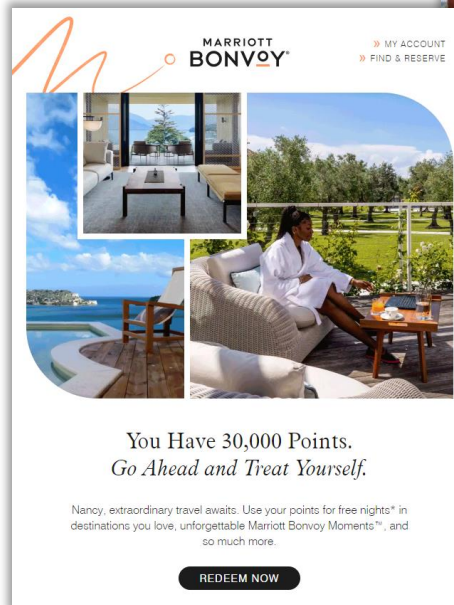
This is a Global ENG email, and the ENG template was the version that was refreshed at this time.

Targeting:

- Members who have at least 10,000 points available for redemption.

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

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



TESTING & OPTIMIZATION INSIGHTS

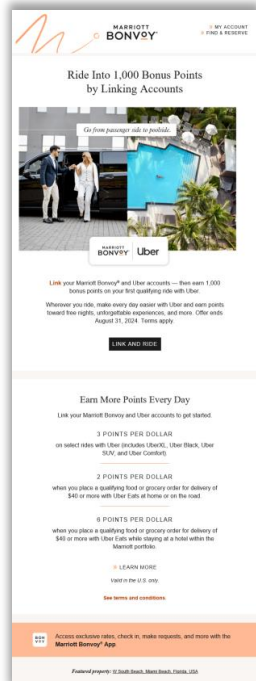
Uber LTO – A/B Value Prop Messaging Test

Uber A/B Value Prop Messaging Test Insights

With Value Prop Module

vs.

No Value Prop Module



Member Version, Test A



Member Version, Test B

Value Prop Module

No Value Prop Version had slightly better engagement for members and non-members.

We recommend testing again to see if a pattern develops; also test the module with a CTA button; we also suggest exploring a way to track account links separately across each test version for optimal overall insights.

Member Version	deld.	clicks	clicks lift	CTR	CTR lift	unsub%	unsub decline
Value Prop	3.3 M	12,502		0.38%		0.12%	-0.01 pt.
No Value Prop	3.3 M	13,023	4.2%	0.40%	+0.02 pts.	0.13%	
Total	6.5 M	25,525		0.39%		0.12%	

Non-Member Version	deld.	clicks	clicks lift	CTR	CTR lift	unsub%
Value Prop	1.1 M	2,485		0.23%		0.41%
No Value Prop	1.1 M	2,517	1.3%	0.24%	+0.01 pt.	0.41%
Total	2.1 M	5,002		0.24%		0.41%

Results were statistically significant.

- For members and non-members, the version with **no value prop module** saw **slightly better engagement overall**; exception for members with a slightly lower unsub rate in the version with the value prop.
- Heat maps also showed **higher Hero CTRs** for members and non-members in the **no value prop versions**.

ACTIONABLE INSIGHTS

Actionable Insights

- For Core MAU –
 - Basic member version launching in September with primary goal to encourage our largest member base, that is typically less engaged compared to other levels, to develop more interest in monthly email content, ultimately driving more clicks and bookings. This tactic helps us continue to drive engagement efforts and improve performance for MAU overall.
 - First Non-Member MAU to begin in October –
 - Primary goal is to drive enrollments and engage non-members; secondary goal is to drive bookings.
 - We will conduct A/B content and offer testing that will allow us to assess the right content mix to support our efforts to convert non-members to members.
- For non-members, testing hero CTAs will provide deeper insight on click drivers – short vs. long, single step vs. dual. Ex: Enter Now vs. Join and Enter. Continue to also test join messaging in subject lines and pre-headers.

Actionable Insights contd.

- For future Uber mailings –
 - We recommend testing the app banner – ex: show relevant app features and/or test messaging around how the app can help them track their Uber point earnings.
 - If possible, consider testing dynamic targeted messaging based on members' past Uber activity – rides vs. food or grocery deliveries; messaging around points they could have earned.
 - We recommend testing the Value Prop module again to see if a pattern develops; also test the module with a CTA button (vs. CTA text link); explore a way to track account links separately across each test version for optimal overall insights.
- For future Hertz mailings –
 - In addition to stay criteria, explore if possible to target those who have booked Hertz in the past (third-party data may be available for members who've booked with Hertz in the past)
 - Test the road trip planning feature in the Bonvoy app as a tertiary module (like in Campaignlette) to help drive overall interest in booking and using the app; nice tie-in to Hertz “roadtrip” theme.
 - “Reserve now, pay later” copy resonated with Basic, Silver and Gold. Test this copy approach in a dynamic hero version - start with Basic to see if it helps increase their level of hero activity and overall engagement with the email content.

Actionable Insights contd.

- For Boutiques –
 - During non-sweepstakes months, consider showcasing offer-driven messaging more prominently within the hero (e.g., "Earn 10K bonus points with the purchase of a bed") to help boost engagement and drive purchase revenue
 - Continue to test a points-driven approach to trend engagement patterns and see if the higher performance from this version holds constant against the more traditional Primary approach.
 - Consider leveraging third-party data for U.S. audiences to enhance content personalization and boost engagement.
 - Utilizing TSP attributes like "MT - Elite Home Furnishing Purchasers" can help target that audience with more bedding and decor content, creating a more tailored experience.

Thank You!

MARRIOTT
BONVOY®



APPENDIX

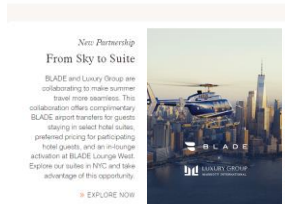
Core MAU Heat Map Summary: August 2024



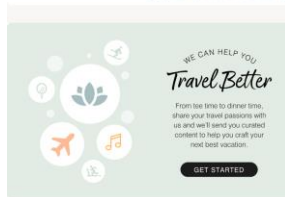
What's Better Than an All-Inclusive Vacation?
One That Earns You 25,000 Bonus Points.

Leave your wallet behind and earn 25,000 bonus points with Vacations by Marriott Bonvoy when you book a qualifying All-Inclusive package by August 31, 2024.

[BOOK ALL-INCLUSIVE](#)



[EXPLORE NOW](#)

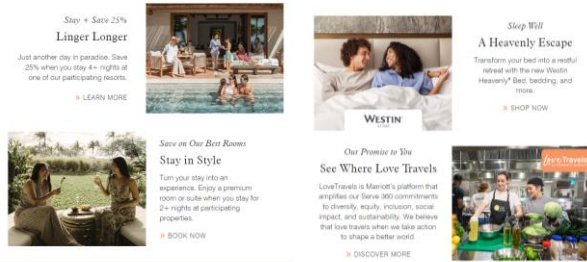


[GET STARTED](#)

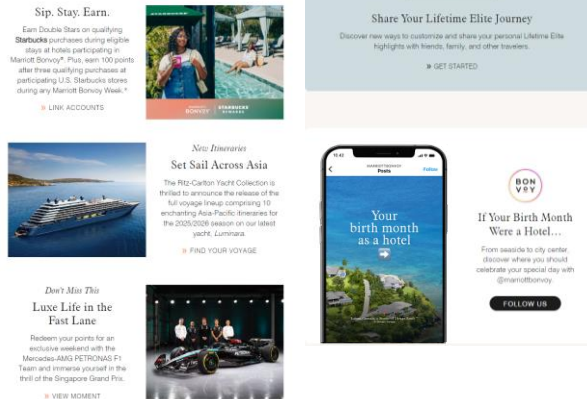
- August's deployment had three Hero options in market
 - Vacations by Marriott All-Inclusive 25,000 Bonus Points targeted to US ENG only – audience of 21.3 M, 0.41% CTR
 - Q3 Points Purchase targeted to INL only which generated a 1.1% CTR; 2-3% of clicks in Canada, CALA and APAC
 - The Generic Hero was targeted to the remaining audience of 14.3 M which drove all bookings attributed to the Hero – this version of the Generic Hero received the most engagement compared to previous deployments with a 0.68% CTR
- The Hero section generated 23% of clicks overall; Canada (26%) and US (24%) were the most engaged regions, with other regions following close behind at 20-23% of clicks
 - Almost all Hero clicks in the US region attribute back to the Vacations by Marriott Bonvoy All-Inclusive Offer, while most of Canada's tie to the Generic Hero (24%) with some coming from Q3 Points Purchase (2%)
- BLADE highlight targeted to all Luxury segments, strongest engagement from L2B/L3 in Core version with this audience having larger percent of the audience in the U.S. (compared to L1/L2As in Lux)
- Global ENG L2B and L3 drove more clicks to the Hero than other segments at 22%– L2B 37%, L3 43%,
- Passions module sent to 20% of the US ENG audience – first time inclusion for Passions which generated a 0.02% CTR or 843 clicks for the targeted audience of 4.3 M

Core MAU Heat Map Summary (Secondary Content): August 2024

Mike's August Offers

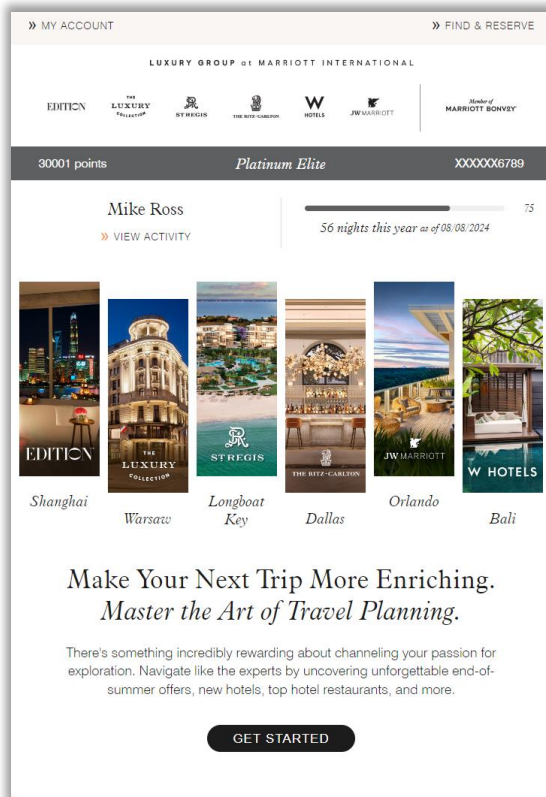


More to Love in August



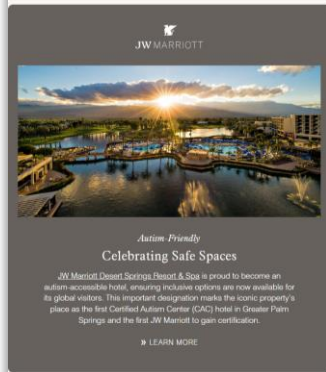
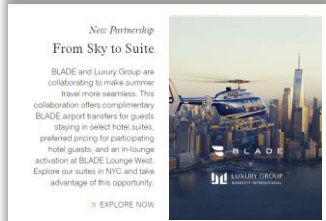
- Consistent offer engagement across all regions between 7-9% of clicks in August
 - US, Canada and CALA received two offers; Extend the Bliss – save 25% on a 4+ night stay, and Grand Getaways
 - Extend the Bliss drove around 5% total bookings and clicks in those regions; Grand Getaways received about 3% in each, and generated 9% of total bookings
 - MEA MEO targeted to Europe and MEA drove close to 7% of clicks in those regions – 0.26% CTR
 - R + B earn & redeem and the St. Regis Promo generated 4-5% of clicks in APAC
- 12 Member Benefits featured targeted by region; the most in this section for one deployment YTD – CALA was the most engaged region at 14% of clicks, APAC at 13%
- Europe and MEA engaged with closing EMEA specific Traveler content similarly to other top-performing secondary content in those regions – Europe 6%, MEA 5%
- Travel by birth month Instagram feature generated strong engagement with US and APAC regions at 3-5% of clicks

Lux MAU Heat Map Summary: August 2024



- Header updated to Luxury Group branding with the Luxury brands header used prior
 - Header booking activity in August (7% for the month) with limited/no Header tracking last few months
- Account Box now located above the Hero in August's version along with the standard MAU design that is leveraged within Core as well
 - L2A was the most engaged luxury segment with the Account Box, driving 32% of clicks – L1 20%
- The 22 bookings were attributed to the Header, Account Box or Hero – the Account Box and Hero each drove 46% of bookings
- Hero now includes a CTA that drives to the Marriott booking site. L1 was slightly more engaged with the Hero at 28% of clicks compared to 26% from L2A
 - Shanghai drove the most clicks for L1 at 5%, Longboat Key received 7% for L2A clicks
 - New “Get Started” CTA button generated 7% of L1 clicks and 6% of L2A; 33% of total bookings
 - September and October CTAs include Reserve language “Reserve Now” and “Reserve Your Stay”

Lux MAU Heat Map Summary (Secondary Content): August 2024



- Three luxury segment specific highlights in August's deployment generating strong engagement across both luxury segments – L1 17%, L2A 14%
 - L1 was most engaged with the Miami Beach EDITION highlight at 7% of clicks
 - The JW Marriott Autism Accessible Hotel drove 5% of clicks across both luxury segments, BLADE at 4%. Note: The JW Marriott Desert Springs Resort & Spa in Palm Desert, California is the first JW Marriott property to become a Certified Autism Center (CAC).
- Consistent engagement with member benefits across both L1 and L2A (9% of clicks)
 - RCYC – APAC and The Ritz-Carlton, Amelia Island Cookout each drove 3% of clicks across both luxury segments
- Journey Travel Tips included in Lux MAU for the first time with 1.5% of clicks
- L1 engaged most with the Instagram Travel by Birth Month feature at 4% of clicks
- Consider adding the Search Bar back to the bottom of the email as this has been a consistent click catcher and booking driver – capturing 1-4% bookings each month