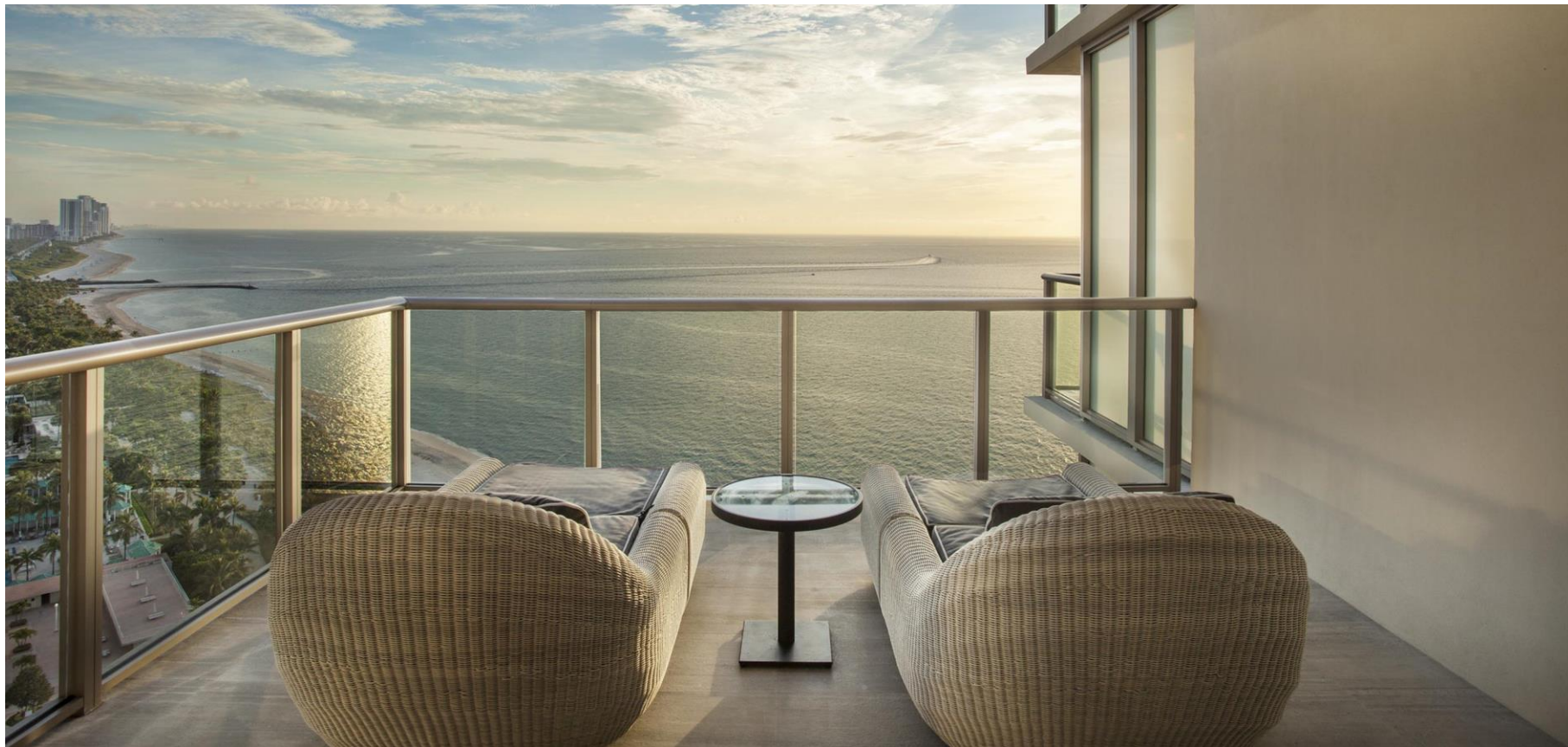


Email Channel Performance: August 2020

October 2, 2020

MARRIOTT
BONVOY | data axle



TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Testing and Optimization
4. Actionable Insights
5. Industry Insights

KEY STORYLINES

- Some of the larger email deployments had low open rates, which impacted overall email engagement and performance; also starting to see signs of seasonality
- Solos and Bonvoy Escapes were over-indexed in revenue contribution compared to other emails in August
- Member level email engagement was steady compared to 12-month average, but some levels had larger declines than others; revenue contribution shifted to Basics a little more than historical performance
- Emails that were targeted based on activity and/or geography had above average engagement rates

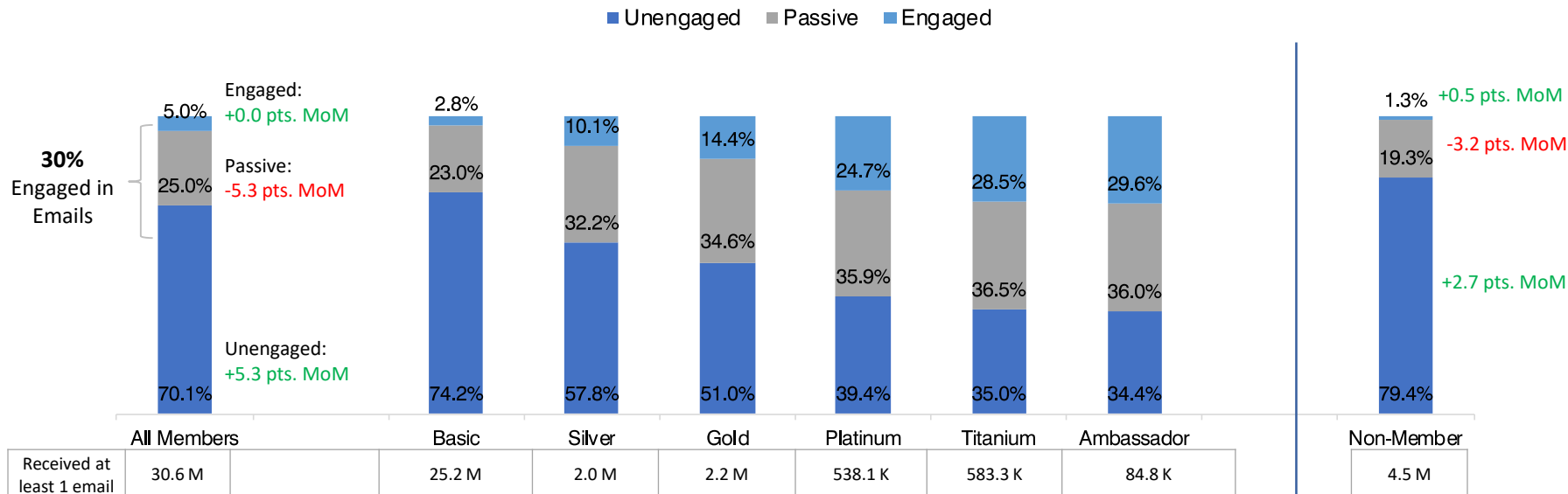


MONTHLY PERFORMANCE SUMMARY

30% Of Members Engaged In August 2020 Emails (-5.4 Pts. MoM)

- Some of the larger email deployments had low open rates, which reduced Passive engagement
- Activity was consistent for the Engaged subscribers; member & non-member Engaged % was flat MoM
- 4.2M more non-members received at least 1 email in August compared to July counts; emails delivered went up 89%
 - Launch of global promo was a factor; announcement went to 8.8M non-members
 - Decline in Passive engagement from low open rates with MBV Escapes and Boutiques emails

Email Engagement by Member Level: August 2020



Engaged = Opened and clicked

Passive = Opened, but did not click

Unengaged = Did not open and did not click

Performance Summary: August 2020

- 48% of delivered emails from Solos and Global Promo emails; engagement drove August performance
- Open rates for some of the larger solo deployments had low rates, which impacted channel performance
 - 80% of delivered solos were from: Boutiques (15.3% O/R), Americas Summer Misses You (15.8% O/R), & HVMI (13.1% O/R)
 - Global Promo announcement email went to 25M and had an open rate of 13.8%
- Recommend subject line testing with almost every mailing to help lift open rates; starting to use AIQ with some emails, but suggest using Harmony's test & roll and/or traditional A/B testing methods in the meantime
- Solos and Bonvoy Escapes drove August financials (35% and 21% of bookings respectively)

August 2020 vs. Rolling 12-Month Average (August 2019-July 2020)

Engagement

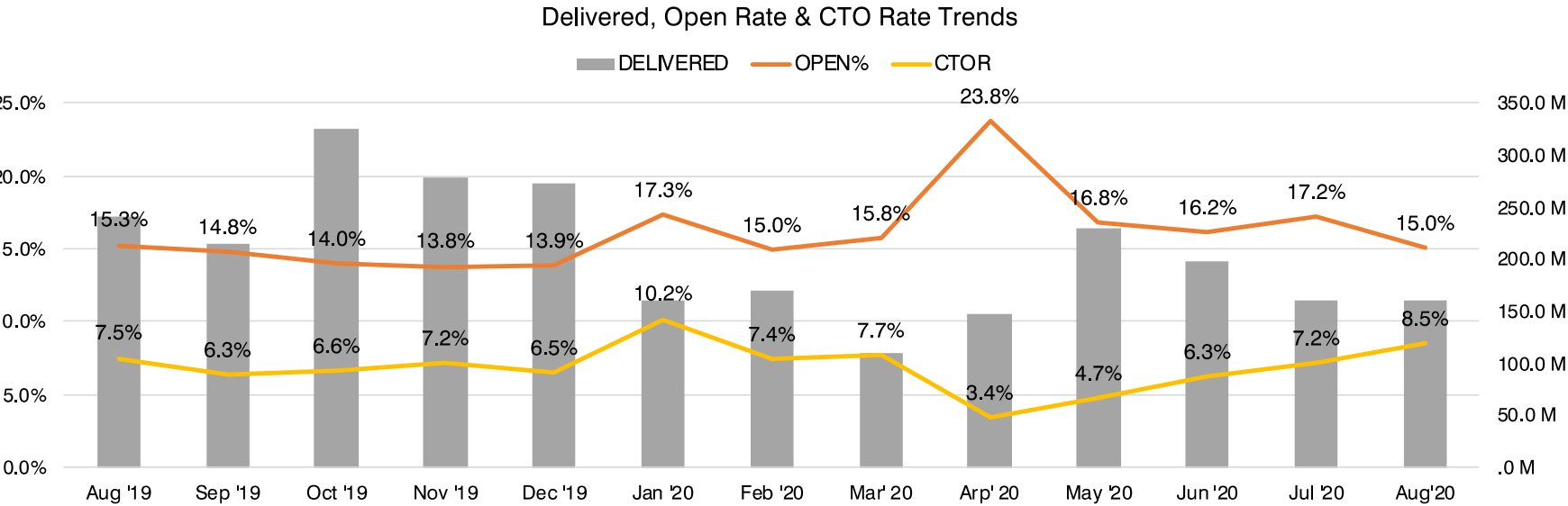
161.1 M	24.2 M	15.0%	2.1 M	1.3%	8.5%	0.18%
Delivered Emails -28.6% (-64.7 M)	Opens -31.6% (-11.2M)	Open Rate -0.7 pts.	Clicks -12.6% (-295.8 K)	CTR +0.2 pts.	CTOR +1.9 pts.	Unsub. Rate 0.00 pts.

Financials

18.0 K	39.5 K	\$5.5 M	0.11	0.87%
Bookings -49.3% (-17.5 K)	Room Nights -49.8% (-39.2 K)	Revenue -56.1% (-\$7.0 M)	Bookings Per Delivered (K) -29.0%	Conversion -0.6 pts

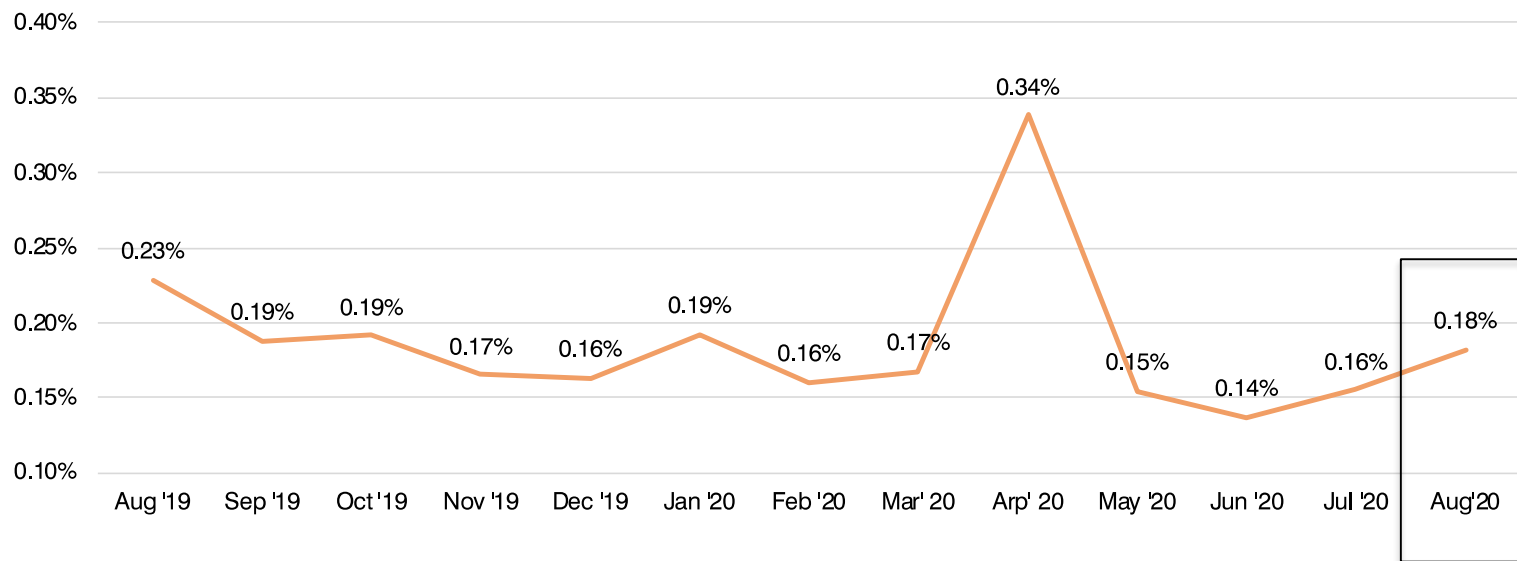
Broadly Targeted Messages Shifted Rates, Plus Early Signs of Seasonality

Starting to see early signs of seasonality on engagement, which starts to trend down around Aug and Sep; open rates were nearly flat YoY (15.3% O/R in August 2019)



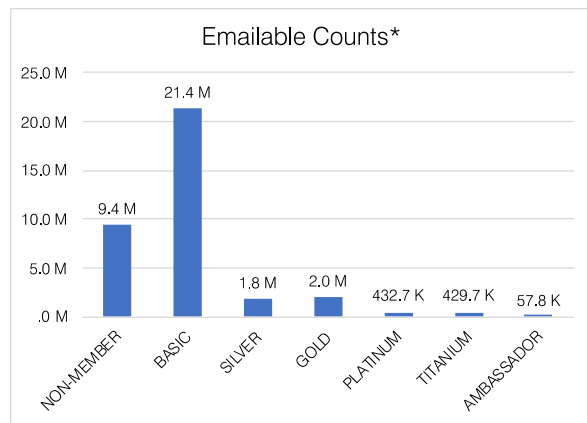
Unsubscribe Rates Were Slightly Impacted From Engagement Lows, But Lower YoY (-0.05 pts.)

Engagement Trends: Unsubscribe Rate



Email Channel Engagement Remained Steady Across Most Levels

- 65% of delivered emails were sent to Basic members, which drove overall performance for the month
- Open and click rates were flat for most levels compared to their 12-month averages
- Silver and Ambassador open rates had the biggest decline; look for ways to encourage stays (e.g. elevate reasons for leisure stays, work anywhere messages)



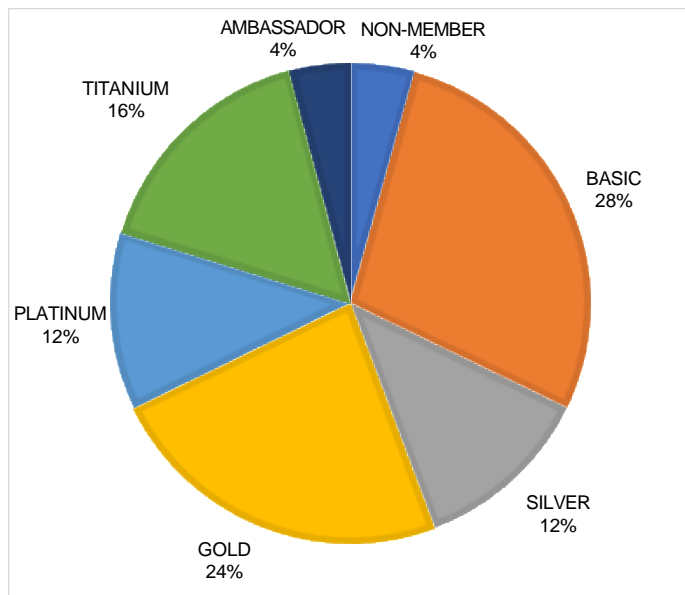
*Counts are as of 8/6/20 with standard suppressions applied

Segment	Delivered	Open Rate	Open Rate vs. 12-Mos. Avg.	CTOR	CTOR vs. 12-Mos. Avg.
NON-MEMBER	21.1 M	12.9%	+0.7 pts.	5.0%	+1.9 pts.
BASIC	98.6 M	13.6%	-0.2 pts.	6.0%	+0.9 pts.
SILVER	15.3 M	15.9%	-1.4 pts.	11.0%	+3.3 pts.
GOLD	16.4 M	19.8%	-0.9 pts.	13.5%	+4.7 pts.
PLATINUM	4.9 M	23.4%	-0.9 pts.	16.5%	+6.3 pts.
TITANIUM	4.3 M	26.1%	-0.4 pts.	17.9%	+5.7 pts.
AMBASSADOR	575.2 K	25.1%	-1.7 pts.	18.7%	+4.6 pts.
TOTAL	161.1 M	15.0%	-0.7 pts.	8.5%	+1.9 pts.

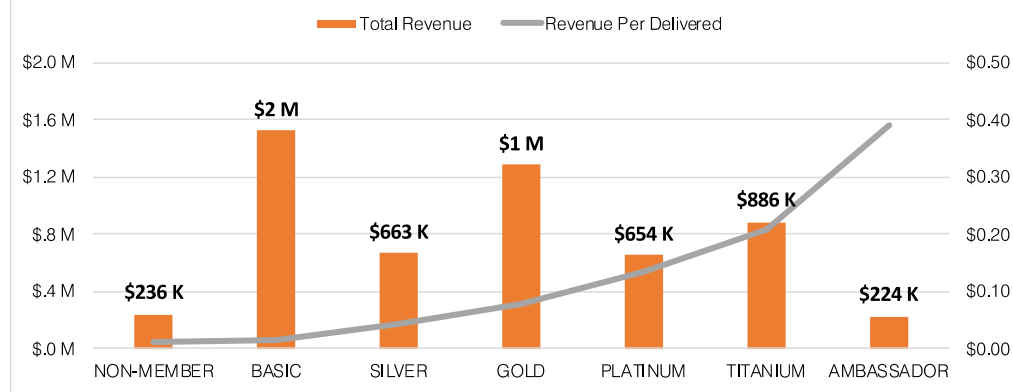
Revenue Contribution Shifted Slightly From Elites To Basics

- Noticeable shift in revenue contribution from historical 80% Elite and 20% Basics (as of May 2019); in August, Elites generated 68% of revenue and Basics 28%
- Ambassadors generated less total revenue than Non-Members, but overall value was still significantly higher at \$0.39
- Elites were still the most valuable members in August with a combined average rev. per delivered value of \$0.09 vs. Basics \$0.02

% of August Email Revenue



August 2020 Revenue By Member Level

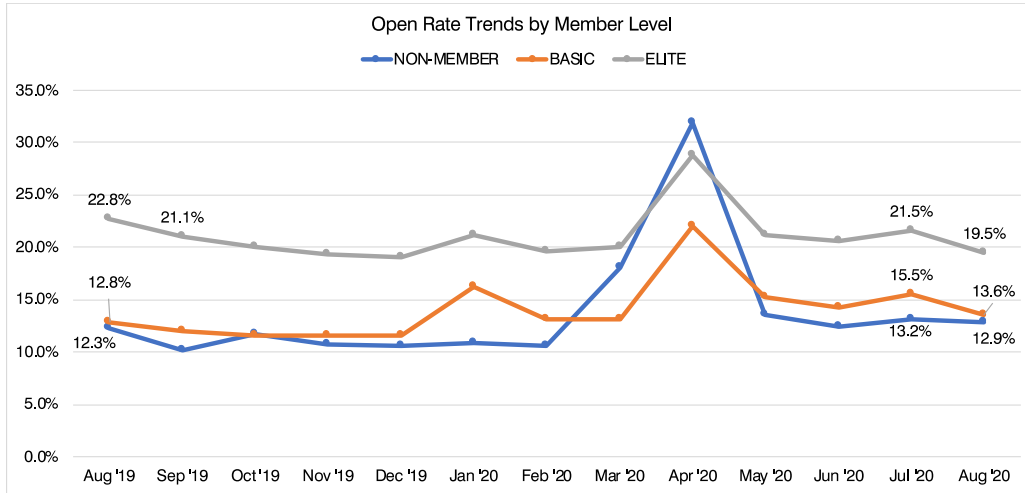


Member Engagement Trends

Basics & Non-members saw a slight YoY open rate lift of +0.8 pts. and +0.6 pts. respectively

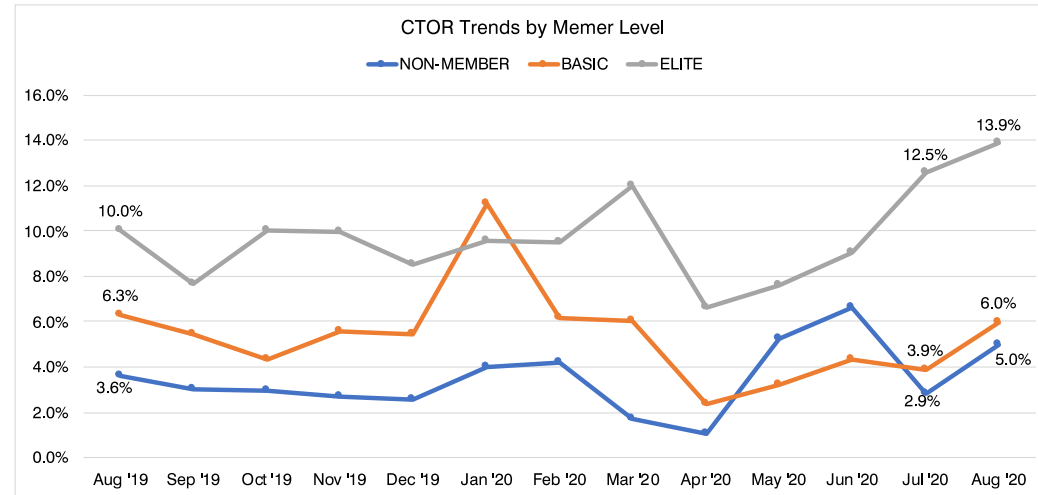
The Basic lift may have been impacted by removing over 3M unengaged subscribers last year.

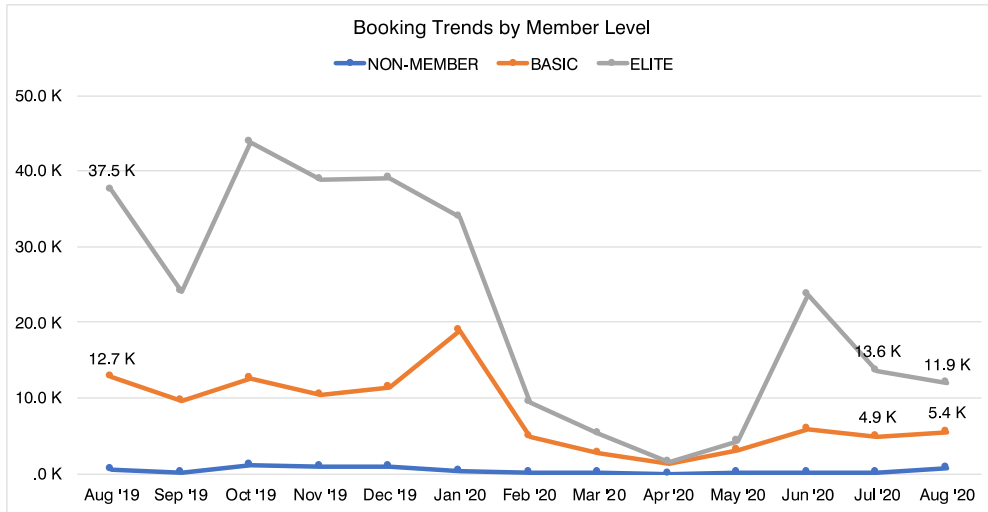
-3.2 pts. YoY open rate decline for Elites was most likely tied to traveling less frequently since the pandemic



CTORs for all members were up MoM; openers were most likely the more engaged subscribers

Elites and Non-Members had significant lifts YoY and Basics were almost flat





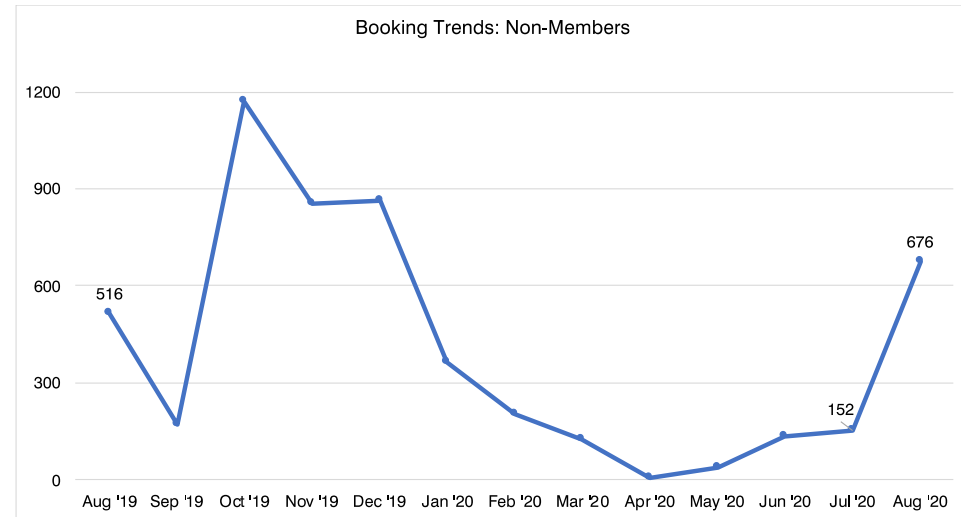
Member Booking Trends

Basics saw an 11% MoM increase in bookings, but still down YoY by 57%

Impacts of business travel coming to a standstill are continuing to be seen in Elite booking activity; bookings were down -12% MoM and -68%YoY

Non-members had the biggest bookings increase; volume was up +345% MoM and +31% YoY

Sending more emails in August vs. July led to additional bookings (1M more solo emails and 8.8M global promo announcement emails)



Executive Dashboard: August 2020 vs. 12-Month Average

Solos drove engagement

- 39% of solo bookings from America's Summer Misses You email (0.20 BPK)
- 1 in 5 bookings from new Abandoned Search emails

Escapes captures the attention of bookers; 3.9K bookings & \$1.1M revenue

- Deep dive needed to understand targeting; lowest open rate (13%)

Traveler performance was strong; high CTR of 1.6% means weekend getaway message engaged readers & drove traffic to website

	Monthly Average	MAU	LPM	SOLO	PROMO	ATM Other	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
% of Delivered Emails	100%	18%	0%	27%	21%	0%	10%	1%	3%	1%	7%	12%
Delivered	161.1 M -28.6%	28.9 M -8.5%	364.0 K -88.1%	44.0 M -41.5%	34.0 M 147.5%	11.4 K -95.8%	15.4 M -67%	1.7 M -95.2%	4.9 M -55.0%	1.1 M -88.0%	11.4 M -26.5%	19.0 M 244.7%
Delivery %	98.7% +0.2 pts.	97.3% -1.2 pts.	94.6% +0.2 pts.	99.3% +1.2 pts.	98.2% +0.4 pts.	99.9% +1.4 pts.	99.6% +0.3 pts.	99.7% +0.0 pts.	97.3% -0.5 pts.	99.0% -0.2 pts.	99.7% +1.4 pts.	99.6% -0.0 pts.
Open	24.2 M -31.6%	4.2 M -18.0%	120.1 K -85.5%	6.8 M -45.0%	4.8 M 153.6%	5.0 K -89.2%	2.0 M -62%	426.9 K -93.6%	781.6 K -56.9%	290.1 K -82.8%	2.3 M -14.4%	2.4 M 227.6%
Open%	15.0% -0.7 pts.	14.7% -1.7 pts.	33.0% +6.0 pts.	15.5% -1.0 pts.	14.1% +0.3 pts.	43.8% +26.7 pts.	13.2% +1.9 pts.	24.9% +5.9 pts.	15.9% -0.7 pts.	27.4% +8.2 pts.	19.9% +2.8 pts.	12.8% -0.7 pts.
Click	2.1 M -12.6%	433.7 K -29.4%	45.0 K -74.3%	700.9 K -2.4%	371.7 K 112.2%	474 -94.6%	31.3 K -64%	52.3 K -85.7%	31.2 K -38.1%	31.4 K -65.1%	177.4 K 32.6%	162.3 K 206.3%
CTR	1.3% +0.2 pts.	1.5% -0.4 pts.	12.4% +6.6 pts.	1.6% +0.6 pts.	1.1% -0.2 pts.	4.1% +0.9 pts.	0.2% +0.0 pts.	3.1% +2.0 pts.	0.6% +0.2 pts.	3.0% +1.9 pts.	1.6% +0.7 pts.	0.9% -0.1 pts.
CTOR	8.5% +1.9 pts.	10.2% -1.7 pts.	37.5% +16.3 pts.	10.2% +4.5 pts.	7.8% -1.5 pts.	9.5% -9.3 pts.	1.5% -0.1 pts.	12.2% +6.8 pts.	4.0% +1.2 pts.	10.8% +5.5 pts.	7.8% +2.8 pts.	6.7% -0.5 pts.
Unsub.	293.7 K -30.5%	39.4 K -24.1%	873 -94.3%	95.8 K -34.2%	95.9 K 175.3%	0 -100.0%	14.3 K -84%	529 -98.3%	488 -95.8%	3.6 K -78.9%	15.8 K -35.9%	26.5 K 164.9%
Unsub%	0.18% -0.00 pts.	0.14% -0.03 pts.	0.24% -0.26 pts.	0.22% +0.02 pts.	0.28% +0.03 pts.	0.00% -0.23 pts.	0.09% -0.10 pts.	0.03% -0.06 pts.	0.01% -0.10 pts.	0.34% +0.15 pts.	0.14% -0.02 pts.	0.14% -0.04 pts.
Bookings	18.0 K -49.3%	3.2 K -61.8%	658 -74.0%	6.3 K -21.8%	2.4 K -43.4%	37 -89.2%	289 -78%	453 -95.0%	220 -78.3%	3 -99.8%	594 -9.0%	3.9 K 174.8%
Rmnts	39.5 K -49.8%	7.0 K -62.2%	1.7 K -67.0%	14.4 K -22.5%	4.9 K -46.3%	87 -88.5%	591 -78%	693 -95.9%	449 -80.6%	12 -99.7%	1.3 K -7.7%	8.3 K 166.9%
Revenue	\$5.5 M -56.1%	\$1.0 M -67.8%	\$207.1 K -72.0%	\$2.1 M -28.0%	\$627.9 K -55.8%	\$10.7 K -91.0%	\$72.0 K -83%	\$75.8 K -96.9%	\$56.5 K -85.8%	\$2.6 K -99.7%	\$199.7 K -12.0%	\$1.1 M 136.0%
Conv%	0.87% -0.6 pts.	0.73% -0.6 pts.	1.46% +0.0 pts.	0.90% -0.2 pts.	0.64% -1.8 pts.	7.81% +3.9 pts.	0.92% -0.6 pts.	0.87% -1.6 pts.	0.70% -1.3 pts.	0.01% -2.1 pts.	0.33% -0.2 pts.	2.37% -0.3 pts.
BPK	0.11 -29.0%	0.11 -58.2%	1.81 118.1%	0.14 33.7%	0.07 -77.1%	3.24 156.8%	0.02 -33%	0.26 2.9%	0.04 -51.7%	0.00 -98.7%	0.05 23.8%	0.20 -20.3%

Note: Rolling 12-Month Average = Aug 2019-July 2020

Subscriber Favorites (High Open Rates)

- **What worked:** travel inspiration, targeted booking messages, brands, and special invitations; most of these emails included content that was targeted based on activity and geography
- **Considerations:** Continue refining segmentation and personalization efforts that improve content relevancy; leverage additional data and past email activity to help identify audiences that have a higher likelihood of engaging

Non-Member ➡	Traveler (71% O/R)	CALA/Costa Rica Solo (44% O/R)	EMEA Solo (33% O/R)
Member ➡	Abandoned Search (27% O/R)	Brand BPP (27% O/R)	CALA/Costa Rica Solo (23% O/R)
Silver Elite ➡	Abandoned Search (32% O/R)	Brand BPP (29% O/R)	CALA/Costa Rica Solo (28% O/R)
Gold Elite ➡	Abandoned Search (35% O/R)	Brand BPP (34% O/R)	CALA/Costa Rica Solo (34% O/R)
Platinum Elite ➡	EMEA Solo (38% O/R)	YWR Q2 (38% O/R)	Abandoned Search (37% O/R)
Titanium Elite ➡	EMEA Solo (40% O/R)	YWR Q2 (both 40% O/R)	Abandoned Search (39% O/R)
Ambassador Elite ➡	Brand BPP (44% O/R)	MBV Insight Invite (39% O/R)	EMEA Solo (38% O/R)

*Does not include targeted emails like Achievers, ATM, Promo Confirmations, and Choice Of Announcements; they typically have open rates upper 30's & above and double digit CTORs

Subscriber Favorites (High CTRs)

- When measuring content engagement, a few new messages rose to the top (see **bold**)
- **What worked:** Global Promo Announcement had lower open rates, but the content resonated more with upper Elites than some of the other messages they opened
- **Considerations:** Elites are showing interest in earning points, so continue educating members on ways to use and earn; consider positioning as “earn now for later” with peace of mind reminders about extended point expiration dates & flexible cancellations

Non-Member ➡	CALA/Costa Rica Solo (7% CTR)	EMEA Solo (7% CTR)	Boutiques In-Lang. (2% CTR)
Member ➡	CALA/Costa Rica Solo (6% CTR)	Abandoned Search (5% CTR)	Brand BPP (3% CTR)
Silver Elite ➡	CALA/Costa Rica Solo (12% CTR)	Abandoned Search (5% CTR)	EMEA Solo (4% CTR)
Gold Elite ➡	CALA/Costa Rica Solo (16% CTR)	MBV Insight Invite (6% CTR)	Brand BPP (5% CTR)
Platinum Elite ➡	CALA/Costa Rica Solo (18% CTR)	GloPro Announcement (9% CTR)	EMEA Solo (8% CTR)
Titanium Elite ➡	CALA/Costa Rica Solo (17% CTR)	GloPro Announcement (12% CTR)	EMEA Solo (9% CTR)
Ambassador Elite ➡	MBV Insight Invite (25% CTR)	CALA/Costa Rica Solo (22% CTR)	GloPro Announcement (13% CTR)



KEY INITIATIVES & CAMPAIGNS

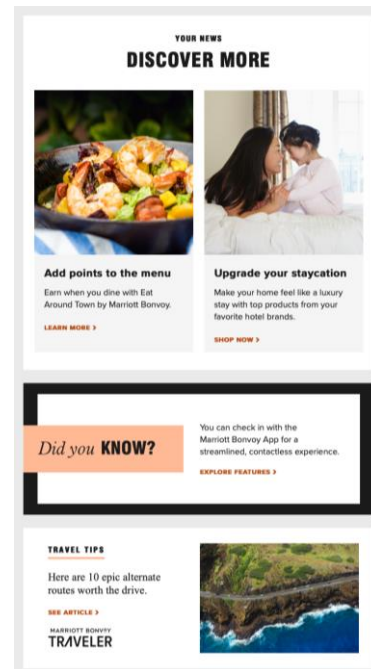
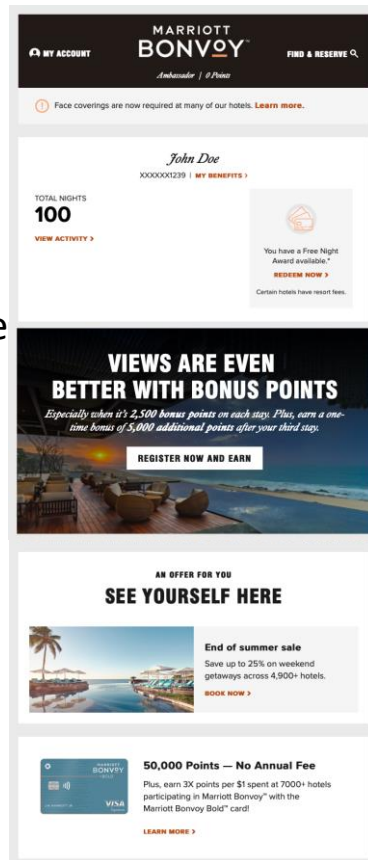
- Monthly Account Update (MAU)
- Traveler Newsletter
- Key Solos
 - Abandoned Search Re-Launch
 - Bonvoy Escapes
 - Q3 2020 Global Promo

MAU CREATIVE: AUGUST 2020

EXAMPLE OF ENGLISH VERSION

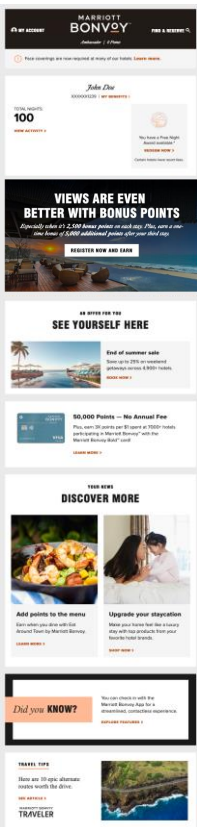
Subject Line: Your Marriott Bonvoy Account Update
Special Offers, Benefits & More

Pre-Header: See What's New in August



MAU Performance Summary: August 2020

All Versions: Global English + In. Lang. (8/27)



Time Period	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate	Bookings	Revenue
August 2020	28.9 M	4.2 M	14.7%	433.7 K	1.5%	10.2%	0.14%	3.2 K	\$1.0 M
<i>For Comparison:</i>									
vs. MAU July '20	-1.8%	-3.6%	-0.3 pts	-16.9%	-0.3 pts	-1.6 pts.	-0.0 pts	-20.0%	-23.0%
vs. MAU 12-Mos avg. (Aug '19 – Jul '20)	-8.5%	-18.0%	-1.7 pts.	-29.4%	-0.4 pts.	-1.7 pts.	-0.0 pts.	-61.8%	-67.8%

- MAU continues to capture the attention of your most engaged readers; open rate & CTR only -0.3 pts. MoM
- CTOR declines may have been an impact from the July Elite night credit banner that generated above clicks (22% of email clicks)
- Look for opportunities for greater authenticity & personalization to excite, attract, and reassure members
 - Point expiration: static reminder about the pause until Feb 2021 for those with a balance
 - Cobrand Acquisition: remind me to earn now to redeem later, or to keep account active since I'm not traveling
 - Abandoned Search: booking reminder (high up in the email)
 - Flexible cancellation: reminder about benefit that shows understanding of last-minute changes & provides booking peace of mind

Lift Engagement With Strong Reason to Open

Target messages based on member level, combined with past and current channel and stay activity

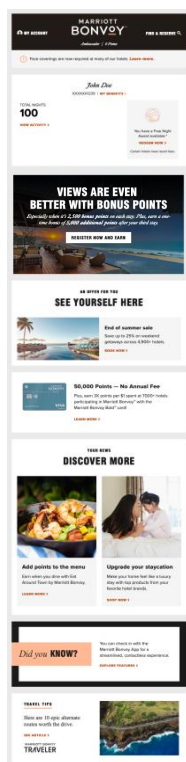
January – August 2020

Aug 2020		Engagement Trends	
BASIC	Deliv.	24.0 M	MoM -2.1% (-518.1 K)
	Open%	12.9%	
	CTOR	6.8%	
SILVER	Deliv.	1.9 M	MoM -0.5% (-10.1 K)
	Open%	18.8%	
	CTOR	17.2%	
GOLD	Deliv.	2.1 M	MoM + 0.1% (+ 2.9 K)
	Open%	23.9%	
	CTOR	18.7%	

January – August 2020

Aug 2020		Engagement Trends	
PLATINUM	Deliv.	466.9 K	MoM + 0.9% (+ 4.2 K)
	Open%	30.1%	
	CTOR	22.2%	
TITANIUM	Deliv.	436.7 K	MoM + 0.9% (+ 4.0 K)
	Open%	33.1%	
	CTOR	23.2%	
AMBASSADOR	Deliv.	59.1 K	MoM + 1.1% (+ 638)
	Open%	33.2%	
	CTOR	21.9%	

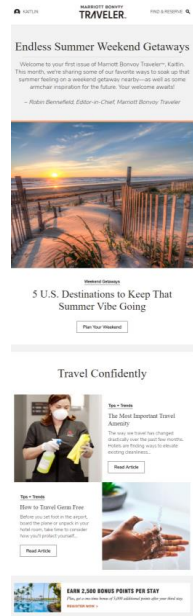
MAU August 2020: Heat Map (English Version)



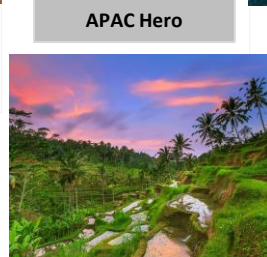
Module	Clicks	Bookings	% of Clicks	% of Bookings
Header	31.2 K	852	7.3%	31.4%
Alert Banner (Face Covering)	6.8 K	21	1.6%	0.8%
Account Box Personalization	187.1 K	1.3 K	43.7%	48.0%
Promotion (Q3 Promo or Booking)	78.8 K	216	18.4%	8.0%
Bonvoy Escapes	22.8 K	254	5.3%	9.4%
Cobrand (ACQ. & ECM)	27.4 K	0	6.4%	0.0%
News	22.7 K	0	5.3%	0.0%
Did You Know? Mobile App	1.5 K	7	0.4%	0.3%
Traveler (10 Epic Routes)	16.7 K	39	3.9%	1.4%
Footer (includes brand bar)	32.9 K	22	7.7%	0.8%

- Account Box engagement increased 4.1 pts. MoM; received 43.7% of clicks and 48% of bookings
- Promotion module featuring Q3 Global Promo received more clicks, but Escapes offer generated 18% more bookings
- Traveler road trip type of content received 3.9% of clicks; highest YTD

Traveler August 2020: Creative



Hero: Geo-Targeted Articles & Images



EMAIL THEME: Summer Weekend Escapes

Geo-Targeted Subject lines:

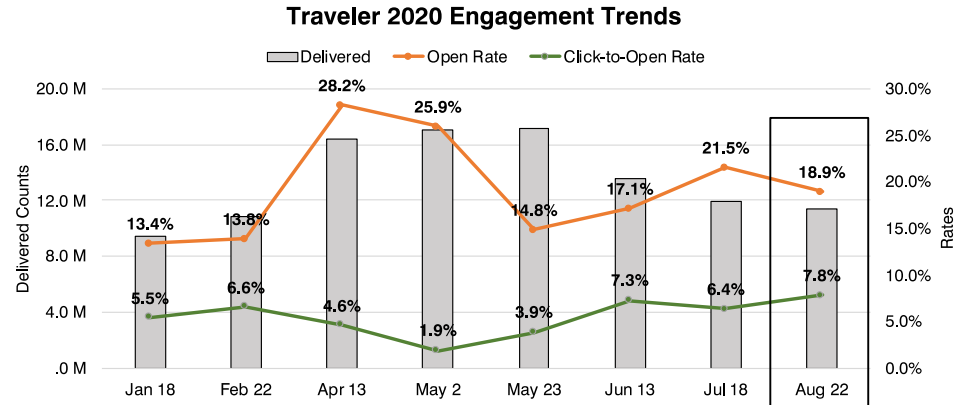
- 5 U.S. Summer Weekend Destinations
- 5 Caribbean Summer Weekend Destinations
- 5 Canadian Summer Weekend Destinations
- 5 Weekend Destinations in Asia and Australia
- 5 Weekend Destinations in the Middle East and Africa

Pre-Header: Plus, tips to help you travel with peace of mind.

Traveler August 2020: Results

- Summer Weekend Escapes theme successfully drove traffic to the Traveler website: 164K site visits (+174% above goal).
- Email engagement continues to be strong with another month of reaching campaign goals. Pages per session are still down, which may be a result of site visitors having above average duration times (over 4 minutes).
- Open rate of 18.9% and CTOR of 7.8% were above goal. Used geo-targeted subject lines for the first time and open rates were up MoM for all regions, except the N. American rates were down 2.8 pts. MoM.

2020 Campaign Goals			
Metrics	Aug. 22 nd	Monthly Goal	vs. Goal
Open Rate	18.9%	15%	+3.9 pts.
CTOR	7.8%	6%	+1.8 pts.
Visits	164,467	60,000	+174%
Duration	4:30	1:20	+238%
Pages/Session	1.26	1.5	-16%



August 22ND Heat Map

(U.S. Version)

Readers responded favorably to weekend getaway content; most clicks went to the Hero and Curated B modules

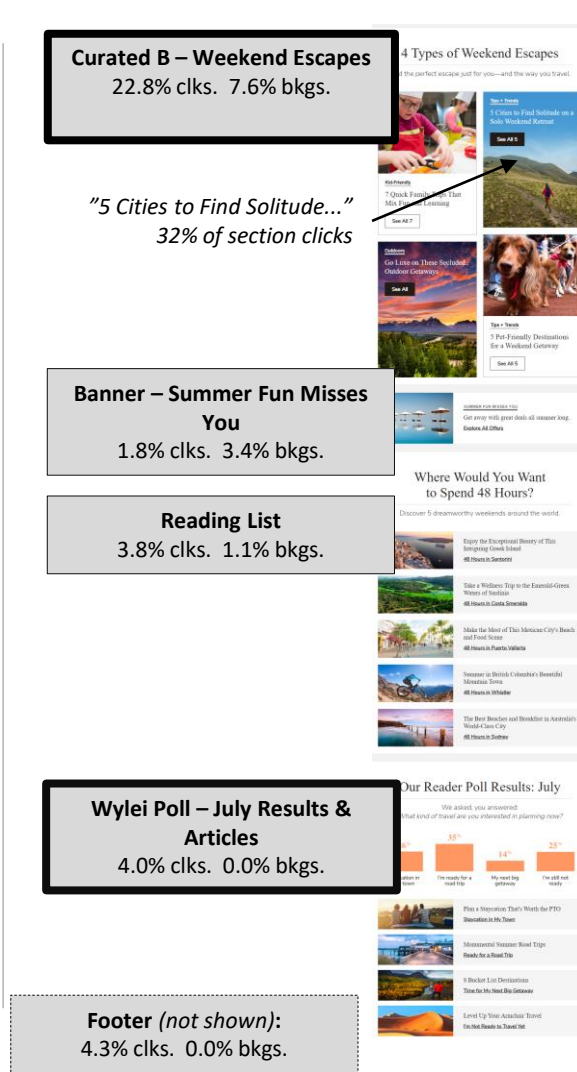
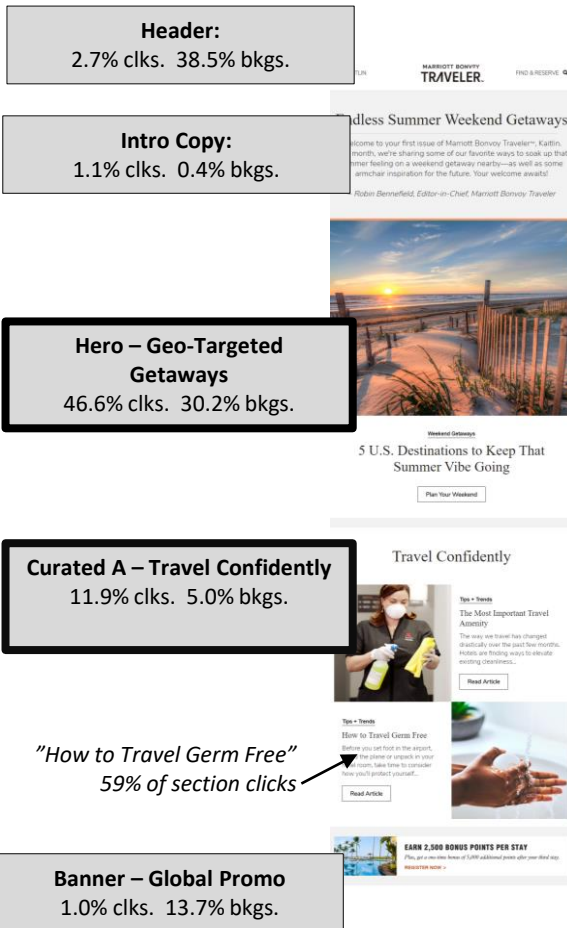
Top 3 articles (in order):

1. **Hero:** 5 U.S. Destinations to Keep That Summer Vibe Going
2. **Curated B:** 5 Cities to Find Solitude on a Solo Weekend Retreat
3. **Curated A:** How to Travel Germ Free

First time including travel confidently articles and engagement was strong generating 12% of email clicks (only 4 pts. below 2019 section average of 16%)

First time sharing poll results & related articles as content; successfully generated 4% of clicks (highest since Feb '19)

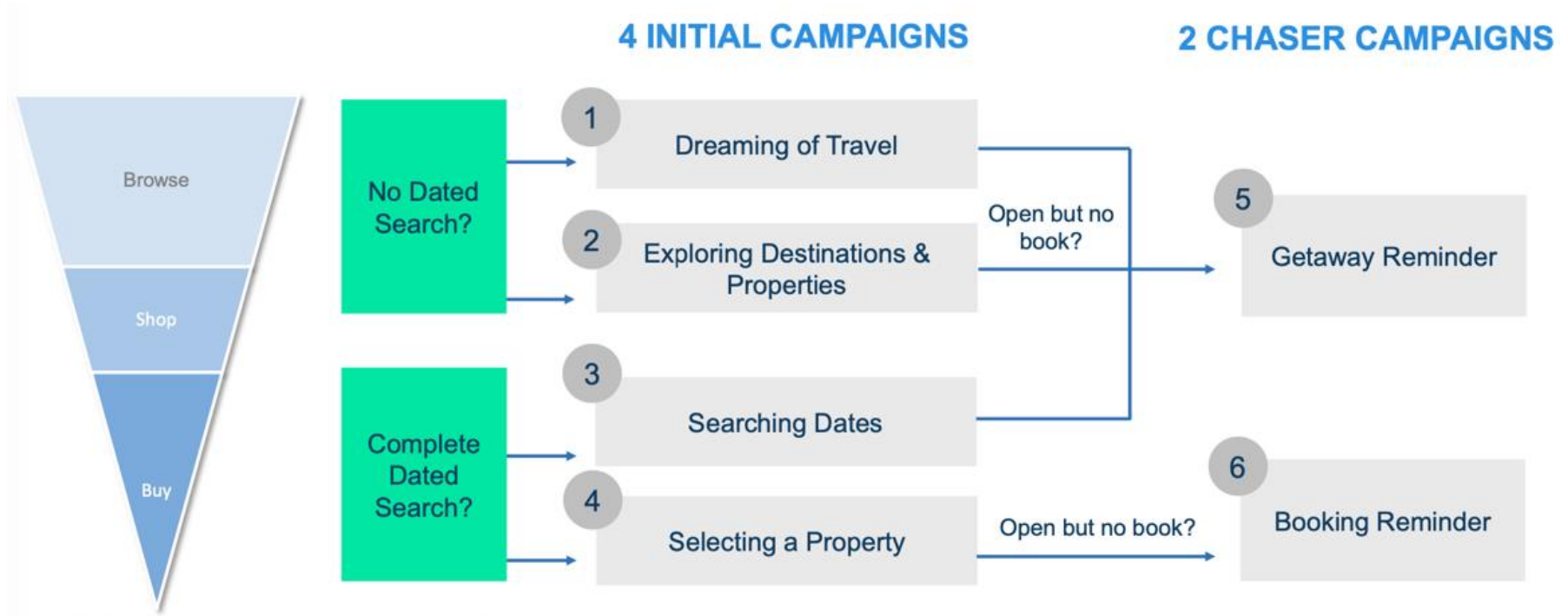
- Plans to include a Sept poll under the hero to draw more attention to content
- Results and articles will be shared in Oct newsletter to drive ongoing engagement



Traveler Recommendations

- Expand on the geo-targeted subject line approach by showing a more specific location and/or geo-targeting the pre-header to lift open rates
- Travel safe messaging appealed to the current mindset of readers; continue providing content that reassures those who are ready to travel again
 - Positioning as a travel tip may have also helped engagement; tip content has historically performed well on the website and in email
- Members engaged with the July poll results & articles at the bottom of the email; continue leveraging poll and quiz results as content and/or targeting for future deployments to personalize and engage readers

Abandoned Search Re-Launch: Six campaigns that reach M.com visitors in the browse, shop, and buy stages



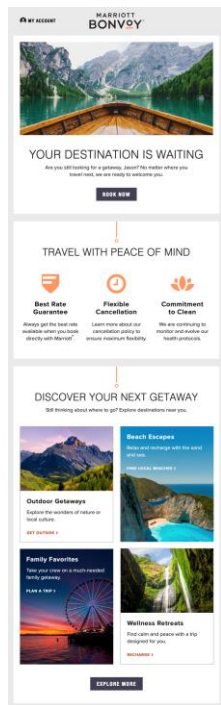
Re-Launched Initial Abandoned Search Emails; Rest Go Live in Sept!

- Open rates and CTORs were above August email average of 15.0% and 8.5% respectively
- Initial engagement of the Dated Search Email #3 showed a 1.4% lift in bookings Aug 4 - 29
- Plans for phase 2 optimization will commence once all emails have launched

2019 Abandoned Search (Aug 2019 - Feb 2020)

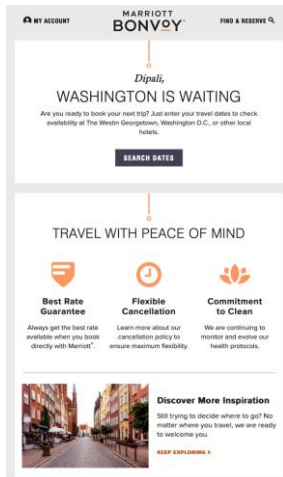
Open Rate	36.5%
CTOR	8.4%
Rev/Dlvd.	\$0.92

Email #3 Dated Search: Aug 4th



Email #3 – Dated Search	
Delivered	1.0 M
Open Rate	33.0%
CTR	3.3%
CTOR	10.0%
Unsub%	0.02%
Bookings	1.6 K
Revenue	\$491.5 K
Rev/Delivered	\$0.49

Email #2 Exploring Destinations & Prop: Aug 27th



Email #2 – Exploring	
Delivered	31.1 K
Open Rate	33.1%
CTR	4.7%
CTOR	14.2%
Unsub%	0.06%
Bookings	99
Revenue	\$27.1 K
Rev/Delivered	\$0.87

Email #4 Selecting a Property: Aug 27th



Email #4 – Selected Prop.	
Delivered	16.0 K
Open Rate	32.8%
CTR	5.7%
CTOR	17.4%
Unsub%	0.05%
Bookings	93
Revenue	\$30.3 K
Rev/Delivered	\$1.89

MBV Escapes August 2020 Creative

(US Version, Members)

Aug 5

GO BEYOND INFINITY.

Access even more to save summer weekends. Get 25% off your next sunny weekend getaway with Marriott Bonvoy™ Escapes at select hotels and resorts within our extraordinary portfolio of 30 brands.

[Book now](#)

Early save flexibility. See our current [cancellation policy](#).

GO THERE NOW
Get great deals wherever you are.

IT'S ALL HERE

Book, check in and make requests from anywhere. Plus, you can always access your digital membership card.

[DOWNLOAD THE APP](#)

BON VOY

Aug 12

SOAK UP SUMMER

Lock in a weekend retreat, you've earned it. Get 25% off your next sunny weekend getaway with Marriott Bonvoy™ Escapes at select hotels and resorts within our extraordinary portfolio of 30 brands.

[Book now](#)

Early save flexibility. See our current [cancellation policy](#).

GO THERE NOW
Get great deals wherever you are.

IT'S ALL HERE

Book, check in and make requests from anywhere. Plus, you can always access your digital membership card.

[DOWNLOAD THE APP](#)

BON VOY

Aug 19

LIGHT UP YOUR SUMMER

Brighten your weekend travel with our seasonal savings. Get 25% off your next sunny weekend getaway with Marriott Bonvoy™ Escapes at select hotels and resorts within our extraordinary portfolio of 30 brands.

[Book now](#)

Early save flexibility. See our current [cancellation policy](#).

GO THERE NOW
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IT'S ALL HERE

Book, check in and make requests from anywhere. Plus, you can always access your digital membership card.

[DOWNLOAD THE APP](#)

BON VOY

Aug 27

25% OFF

Our largest sale of the summer is here. Get 25% off your next weekend getaway with Marriott Bonvoy™ Escapes across 6,000+ hotels and resorts. Book by Sunday.

[Book now](#)

Early save flexibility. See our current [cancellation policy](#).

LET'S GO
Find a great deal in every direction.

IT'S ALL HERE

Book, check in and make requests from anywhere. Plus, you can always access your digital membership card.

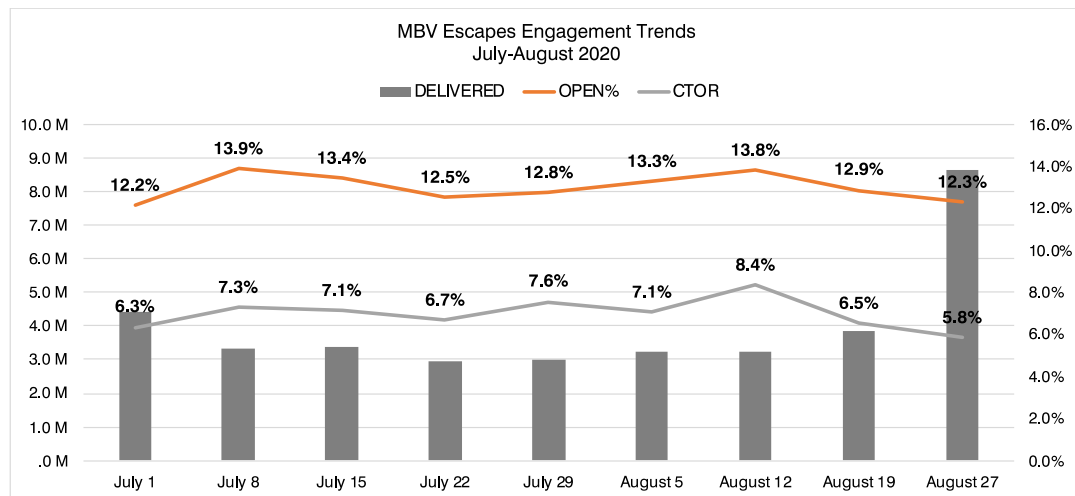
[DOWNLOAD THE APP](#)

BON VOY

Bonvoy Escapes Engagement Trends Were Steady WoW

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
August Member	16.3 M	13.3%	0.92%	6.9%	0.07%	3.7 K	\$1.1 M
August Non-Member	2.7 M	9.9%	0.44%	4.4%	0.54%	104	\$23.0 K
<i>For Comparison:</i>							
vs. July Member	+14.8%	-0.8 pts.	-0.09 pts.	-0.2 pts.	+0.00 pts.	+30.0%	+21.9%
vs. July Non-Member	-5.7%	+2.7 pts.	+0.07 pts.	-0.7 pts.	+0.09 pts.	+36.8%	+64.1%

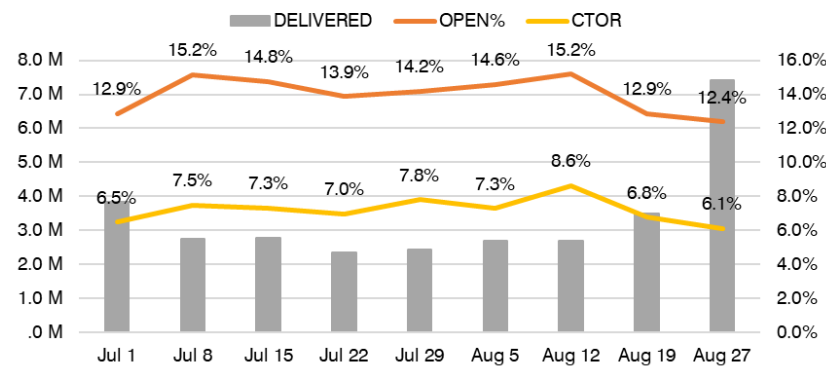
- Overall engagement in the weekly series was similar WoW July – Aug, with slight declines around email touch 3 and 4
- Additional data is needed to understand impacts of frequency & cadence
- Bookings and revenue increased MoM from 8/27 flash sale; both offer & doubling send counts had an impact; email generated 47% of Aug. bookings



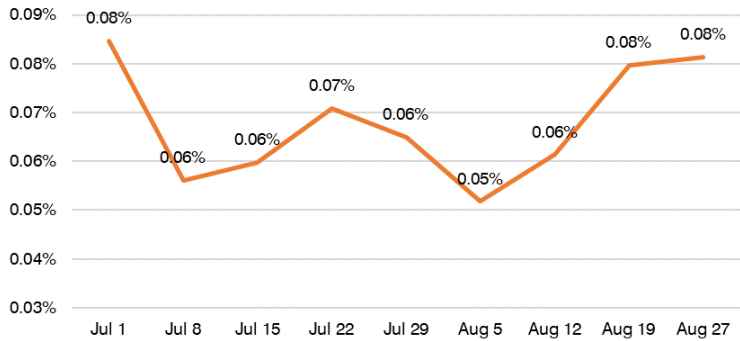
August Engagement Was Mixed; Update Targeting & Expand Personalization

Consider: expanding 12-month stay criteria to 18; personalize content & subject lines for more relevancy

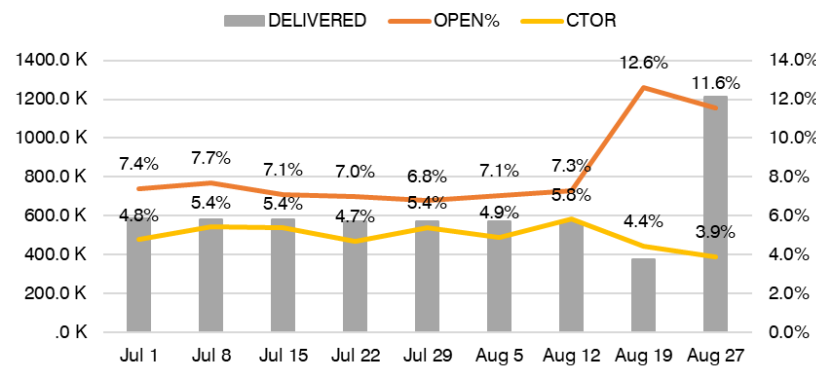
MBV Escapes Member Engagement



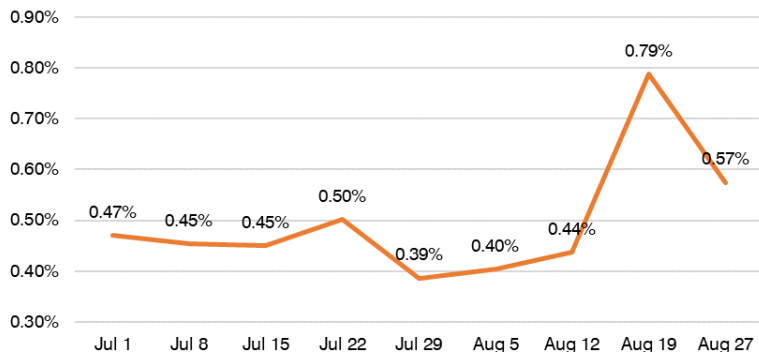
MBV Escapes Member Unsub%



MBV Escapes Non-Member Engagement



MBV Escapes Non-Member Unsub%



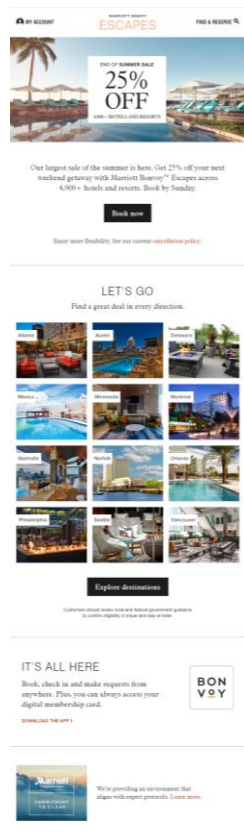
Bonvoy Escapes Heat Map

(US Version, Members)

Hero CTA captures most clicks;
consider testing CTAs with Wylei
tech since planning to use for
destinations module

Cancellation policy continues to
reassures members; clicks aligned
with mobile app & cleanliness
content





New catch-all CTA added under
destinations in 8/27; suggest
continuing – captured 6.7% of
clicks



Module	Aug 5	Aug 12	Aug 19	Aug 27
Header	8.3%	6.4%	8.5%	7.6%
Hero: Image	9.5%	11.0%	6.2%	9.1%
Hero: Book Now CTA	38.9%	35.3%	40.9%	46.8%
Hero: Cancellation Policy	0.8%	0.9%	1.1%	2.0%
Go There Now (Destinations)	35.9%	41.2%	34.3%	26.0%
Download the App	1.0%	0.8%	1.1%	0.5%
Commitment to Cleanliness	0.5%	0.3%	0.4%	0.0%
Footer	5.0%	4.1%	7.4%	7.7%

Launched Q3 2020 Global Promotion Late August

Performance results as of 9/18:

PROMO	REGISTRATIONS	REG. RATE
Q3 2020	0.8M	2.8%
Q1 2020	71.6% 	1.3 pp 
Q3 2019	-45.5% 	-1.66 pp 

41.8K new members enrolled between 8/13 – 9/18

Registration + Earning: 8/13 – 10/18/20

8/20 Announcement
Solos

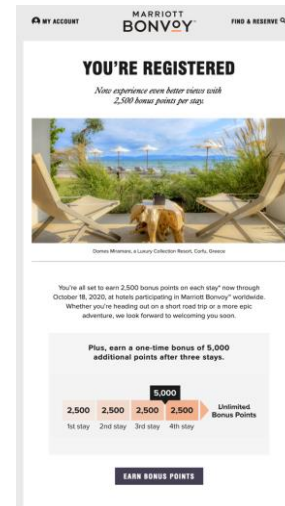
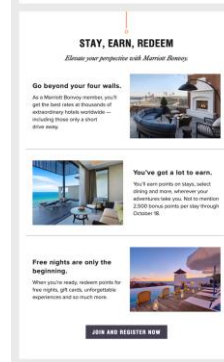
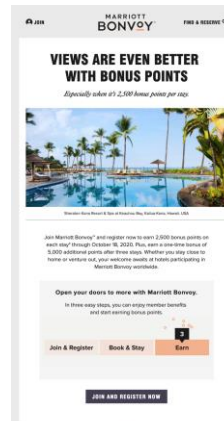
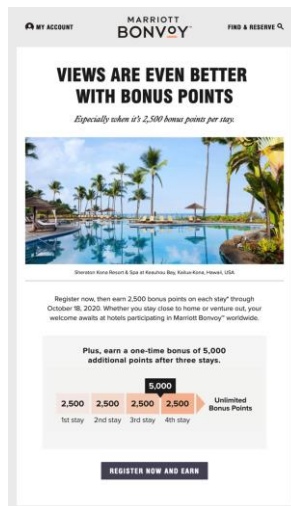
Member SL: Earn 2,500 Bonus Points per Stay
PH: Register now, then start earning.

Non-Member SL: Join. Register. Earn 2,500 Bonus Points per Stay
PH: Elevate your views with Marriott Bonvoy.

Registration
Confirmation

SL: 2,500 Bonus Points per Stay Await You

PH: You're registered to earn through October 18.



Q3 2020 Global Promo Email Performance

- Those that were ready to travel engaged in promo emails; positive increase in reg. confirmation bookings from first few weeks compared to Q1 2020
- Open rates were below previous promotion periods; possible impacts...
 - Reg. Confirmation: placing confirmation words “You’re Registered” in the pre-header; try placing in the subject line and testing against other acknowledgement words like: “You’re In”, “Confirmed”, “You Did It”
 - Announcement: Soft-sell on promo going live; consider using words that excite readers “It’s here!”, “Now Live”, “New”

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
Registration Confirm.	306.3 K	35.9%	4.2%	11.8%	0.01%	473	\$ 111,366
<i>For Comparison:</i>							
Q1 2020 (Elevated Earning)	+377.7%	-1.4 pts.	-1.4 pts.	-3.4 pts.	0.0 pts.	+419.8%	+127.9%
Q3 2019 (Endless Earning)	-39.3%	-3.9 pts.	+1.8 pts.	+5.6 pts.	0.0 pts.	-58.3%	-75.1%

Solo Announcement	33.7 M	13.9%	1.1%	7.7%	0.28%	1,917	\$516,509
Member version	24.9 M	13.8%	1.3%	9.4%	0.13%	1,579	\$427,152
Non-Member version	8.8 M	14.2%	0.4%	2.9%	0.71%	338	\$89,357
<i>For Comparison (no Q1 2020 solo):</i>							
Q3 2019 (Endless Earning)	+3.0%	-1.2 pts.	-0.7 pts.	-4.2 pts.	-0.03 pts.	-43.9%	-65.2%

Note: Comparison data includes the first 13 days post-deployment



TESTING & OPTIMIZATION

Consistent Winners From Personal and Authentic Subject Lines Styles

“Miss You” language was retested after seeing a high open rate from July Traveler test “The Open Road Misses You” (22% open rate)

AMERICAS SUMMER SOLO	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
We Miss You, Jane	Winner	Personal, seasonal, short <i>Open rate lifts were statistically significant</i>
Inside: Summer Offers	+2.8 pts.	
Summer Misses You, Jane	+2.7 pts.	

PRE-HEADER: Take a look at these great deals on summer travel - including staycations and more.

AMERICAS LABOR DAY		
Vacation Misses You, Erin	Winner	Personal, seasonal, short <i>*Open rate lifts were NOT statistically significant</i>
Summer Travel Deals: Ending Soon!	+1.3 pts.	
Erin, Need a little vacation in your life?	+0.6 pts.*	

PRE-HEADER: Save on staycations, road trips, resort vacations and more.

Winner Was Timely and Personal, With Supportive Tone

- Winner had a lift of +1.7 pts. over alternate SL #2 with peace of mind messaging; results were statistically significant
- Retest the “Reserve Your Staycation” approach in a future email since initial testing did not reach significance
- Continue testing subject line options and pre-headers that are authentic and align with the mindset of readers

THE RITZ-CARLTON NEWSLETTER	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
INSIDE THE RITZ-CARLTON: We are Ready to Welcome You	Winner	Supportive, personal, timely <i>*Open rate lifts were NOT statistically significant</i>
INSIDE THE RITZ-CARLTON: Travel With Peace of Mind	+1.7 pts.	
INSIDE THE RITZ-CARLTON: Reserve Your Staycation	+0.2 pts.*	

PRE-HEADER: Plus, 7 City Parks to Find Inner Peace and Some of Our Favorite Beach Resorts

Industry examples that reflect the current mindset of travelers:

- “Start Planning for Future Travel With These Epic Itineraries” [nice way to inspire travel]
- “How to Transport Yourself to Scenic Sweden From Home” [great for those armchair travelers]
- “Plan for Future Travel With These Amazing Itineraries” [could be used in a New Year’s message for booking 2021 trips]

Traveler August 2020:

Visible Open Rate Lifts From Geo-Targeted Subject Lines: CALA & APAC

Continue testing approach in the subject line and even the pre-header

Region	Subject Line	Open Rate	vs. July	CTOR
US	5 U.S. Summer Weekend Destinations	16.2%	--	8.8%
Canada	5 Canadian Summer Weekend Destinations	24.5%	--	10.8%
North America		16.8%	-2.8 pts.	9.0%
CALA	5 Caribbean Summer Weekend Destinations	34.0%	+6.5 pts.	4.3%
APAC	5 Weekend Destinations in Asia and Australia	35.1%	+4.4 pts	3.2%
MEA	5 Weekend Destinations in the Middle East and Africa	51.5%	+0.6 pts.	2.4%

PRE-HEADER: Plus, tips to help you travel with peace of mind.

INDUSTRY EXAMPLES



Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

And after the work day make time to get out and play. Enjoy the adult-only or family pool, dine under the stars with a \$50 dining credit, or take advantage of the numerous resort activities curated to satisfy every whim.

Your package includes:

A \$50 Dining Credit per Stay
Complimentary Executive Assistant Services
for print, copy, or zoom call setups
Wi-Fi, High-Speed Internet Access
Unlimited Driving Range Use

[BOOK NOW](#)

Drive In and Park for Free. No Resort Fees.
Cancellation fees are waived with a minimum of 24 hours notice.

*Offer Terms and Conditions apply. [Click for complete offer information.](#)



Get Out to Play

After the School & Work Day

This is the return to a life well lived. Where personal luxury meets playful freedom. A haven for the adventurer, the wanderer and the endlessly curious.

Get out to play after the school and work day - It's a golden time to rediscover Southern California's greater outdoors. Golf in the crisp mornings. Movie night at the pool. Lawn games on repeat. And if slow is your travel setting, there are new opportunities to downshift mindfully. Reserve private yoga on the terrace; Bond with an owl; Gaze at a canopy of stars from your balcony; Take the walkway less traveled.

[Resort Activities](#)

Getaway or Get-Out and Play Packages



4th Night FREE...
Save 4 nights - From one time at the resort, bring your family and friends to enjoy the resort's amenities and more. Book 4 nights and the 4th night is FREE.

Stay & Safari Adventure
Take a walk on the wild side. Book a stay at the resort, including complimentary breakfast, and enjoy the San Diego Zoo Safari Park.

Up to Part All Play, No Pay
Enjoy a gift of relaxation. Book a stay at the resort, including complimentary breakfast, and enjoy the San Diego Zoo Safari Park.

[Book a Package](#)

Work Anywhere Marketing: Stay, Play, Work Package

Subject Line: A Haven for the Work Week

Pre-Header: Stay, Play, Work in San Diego

Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

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[BOOK NOW](#)

Drive In and Park for Free. No Resort Fees.
Cancellation fees are waived with a minimum of 24 hours notice.

*Offer Terms and Conditions apply. [Click for complete offer information.](#)

Practical application
and reason to stay

Appeals to families
juggling work &
school



Get Out to Play After the School & Work Day

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[RESORT ACTIVITIES](#)

Personalization, Authentic: Hilton Newsletter

Subject Line: Your Hilton Honors Monthly Statement

We see a trip in your future, Diana.

When you're ready to travel again, we'll be waiting for you. In the meantime, get the inside scoop on your Hilton Honors membership, travel tips & exclusive offers here.

Your Account Overview
Activity as of 31-Aug-2020

CURRENT TIER
Member

POINT BALANCE
0
View Points Activity

VIEW ACCOUNT
Hilton's Commitment to You During COVID-19 [Learn more >>](#)

Your Tier Progress

You need **10 more nights** to achieve **Silver Status**

Your 2020 Nights
Just a reminder that all nights you earn this year will automatically be rolled over to the 2021 calendar year and count towards your 2021-2023 Tier Status. [Learn more >>](#)

What's New?

PLAN YOUR FUTURE TRIP
We know it's a challenging time to plan travel, but we've got you covered with our flexible cancellation policy. Book an individual reservation by **September 30*** (for any stay date in the future) and you can change or cancel for free up to 24 hours before arrival. [Book now, decide later >](#)

Earn Double Points & Double Night Credits on every stay
[register now](#)

EARN NOW, TRAVEL LATER
Earn 150k Bonus Points with the Hilton Honors Surpass® Card.
[act now](#)

Enjoy on-property credits to use on dining, spa treatments & more.
[book now](#)

Stay with confidence.
We're delivering an even cleaner stay from check-in to check-out.

[Facebook](#) [Twitter](#) [Instagram](#)

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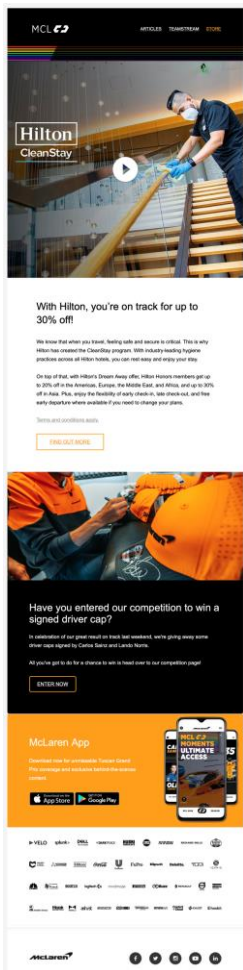
Earn Double Points & Double Night Credits on every stay
[register now](#)

EARN NOW, TRAVEL LATER
Earn 150k Bonus Points with the Hilton Honors Surpass® Card.
[act now](#)

Enjoy on-property credits to use on dining, spa treatments & more.
[book now](#)

Stay with confidence.
We're delivering an even cleaner stay from check-in to check-out.

[Facebook](#) [Twitter](#) [Instagram](#)



Authentic, Friendly Tone: Hilton Partner Solo

Subject Line: Exclusive offer with Hilton Honors

With Hilton, you're on track for up to 30% off!

We know that when you travel, feeling safe and secure is critical. This is why Hilton has created the CleanStay program. With industry-leading hygiene practices across all Hilton hotels, you can rest easy and enjoy your stay.

On top of that, with Hilton's Dream Away offer, Hilton Honors members get up to 20% off in the Americas, Europe, the Middle East, and Africa, and up to 30% off in Asia. Plus, enjoy the flexibility of early check-in, late check-out, and free early departure where available if you need to change your plans.

[Terms and conditions apply.](#)

[FIND OUT MORE](#)

Recognizes current needs

Provides reasons to book that reassure reader



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Recommend subject line testing with almost every mailing to help lift open rates; starting to use AIQ with some emails, but suggest using Harmony's test & roll and/or traditional A/B testing methods in the meantime
- Continue refining segmentation and personalization efforts that improve content relevancy; leverage additional data and past email activity to help identify audiences that have a higher likelihood of engaging
- Elites showed an interest in earning points; continue educating members on ways to use & earn, and try positioning as "earn now for later" with peace of mind reminders about extended point expiration dates & flexible cancellations
- For MAU, look for opportunities for greater authenticity & personalization to excite, attract, and reassure members
 - Point expiration: static reminder about the pause until Feb 2021 for those with a balance
 - Cobrand Acquisition: remind me to earn now to redeem later, or to keep account active since I'm not traveling
 - Abandoned Search: booking reminder (high placement in the email)
 - Flexible cancellation: benefit reminder that shows understanding of last-minute changes & provides booking peace of mind

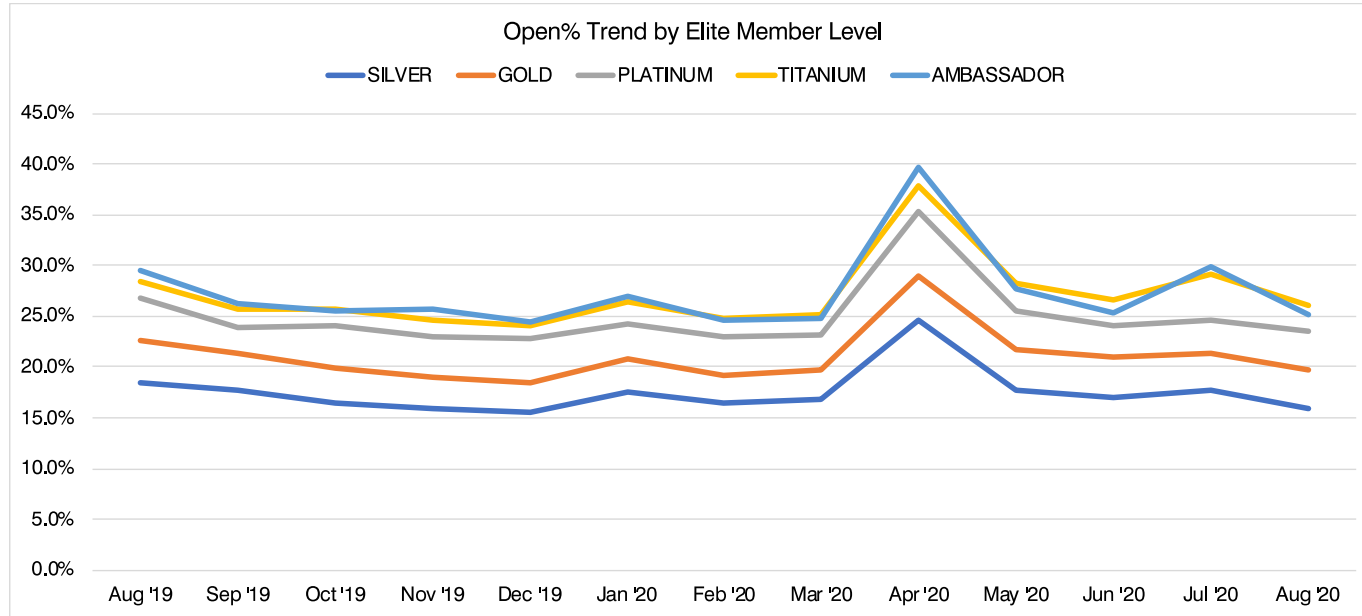
ACTIONABLE INSIGHTS

- Traveler recommendations:
 - Expand on the geo-targeted subject line approach by showing a more specific location and/or geo-targeting the pre-header to lift rates
 - Travel safe messaging appealed to the current mindset of readers; continue providing content that reassures those who are ready to travel again
 - Positioning as travel tip may have helped too; tip content historically performs well on the website and in email
 - Members engaged with the July poll results & articles at the bottom of the email; continue leveraging poll and quiz results as content and/or targeting for future deployments to personalize and engage readers
- To lift MBV Escapes engagement, consider expanding 12-month stay criteria to 18 months to accommodate lack of track during early pandemic periods, as well as elevating content & subject line personalization for more relevancy
- Considerations for lifting Global Promo open rates:
 - Reg. Confirmation: placing confirmation words “You’re Registered” in the pre-header; try placing in the subject line and testing against other acknowledgement words like: “You’re In”, “Confirmed”, “You Did It”
 - Announcement: Soft-sell on promo going live; consider using words that excite readers “It’s here!”, “Now Live”, “New”

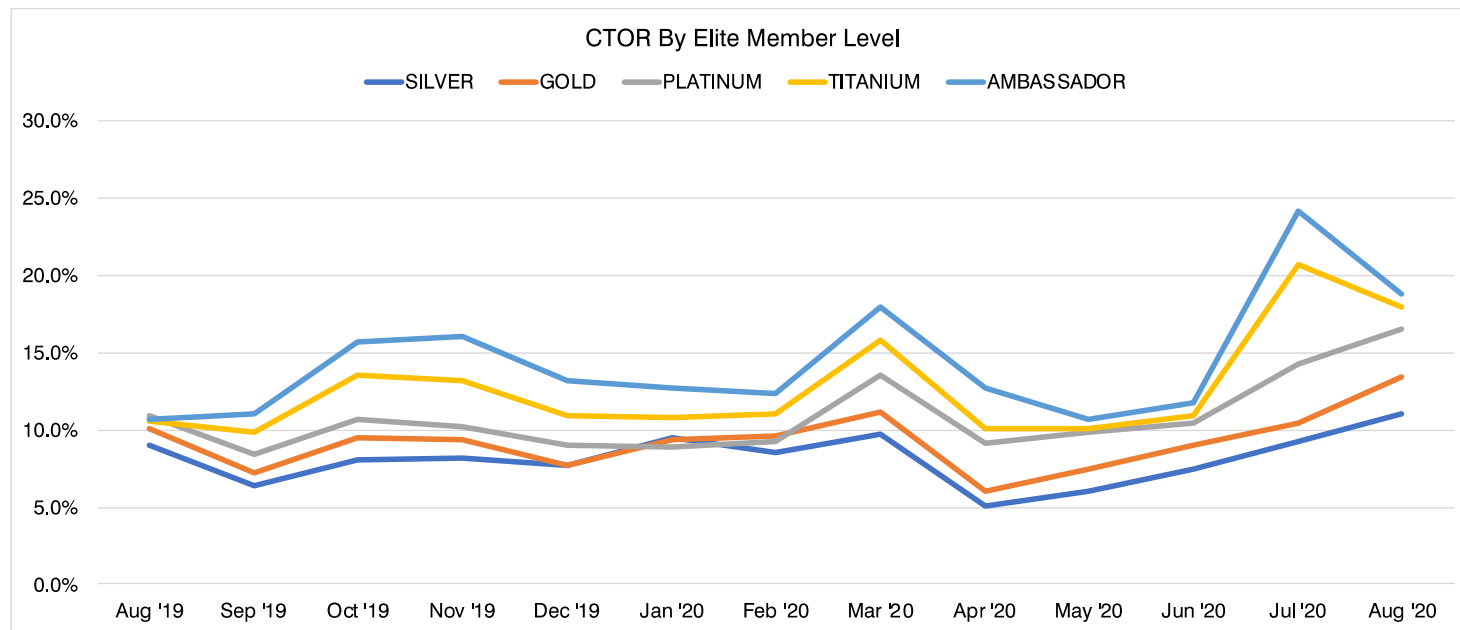
Thank You!

APPENDIX

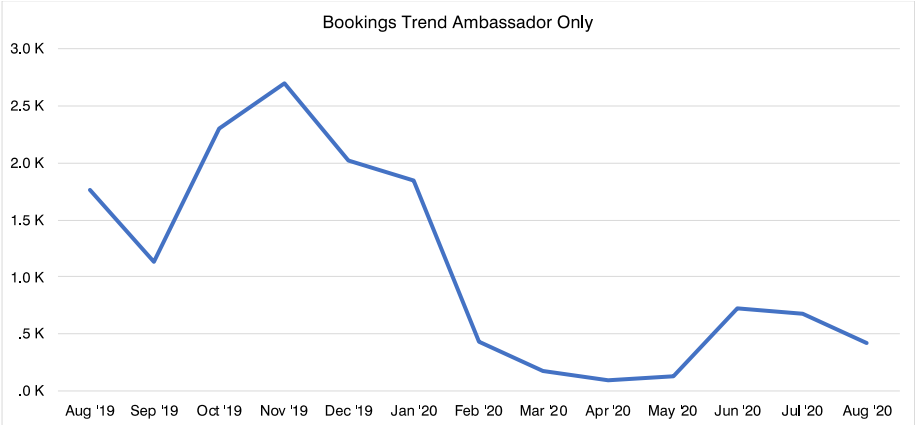
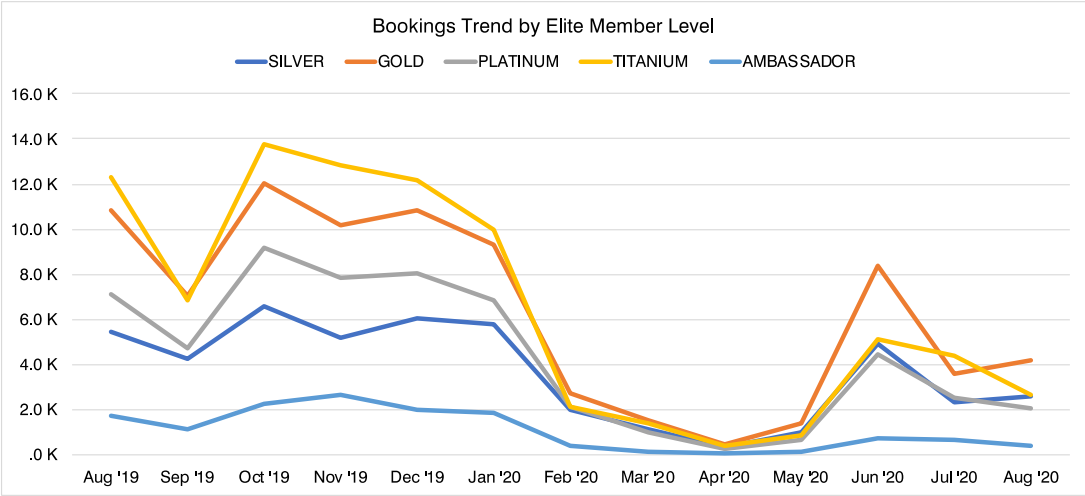
Elite Open Rates By Level



Elite CTOR By Level



Elite Bookings By Level



Elite Member Inbox: 8/1 – 8/31/2020

Eat Around Town by Marriott ... 8/4/2020
Planning on Ordering in Tonight?

<http://view.email.rewardsnetwork.com/?qs=2e91da220dcd31198e1afaae062d454aa>

Marriott Bonvoy 8/5/2020
Savor Summer Savings — 25% Off

Find your getaway with Marriott Bonvoy Escapes. my account Find & Reserve Save

Shop Marriott 8/7/2020
Dive Into Summer Fun with 30% Off Outdo...

Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/8/2020
We Miss You, Bryan

Take a look at these great deals on summer travel – including staycations and more. My

Marriott Bonvoy 8/10/2020
You Choose: 2 Great Credit Card Offers

Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Marriott Bonvoy 8/11/2020
Bryan, Book by September 6 to Save 10%

Get 10% off a spacious private home rental. My Account Find & Reserve Work. School.

Marriott Bonvoy 8/12/2020
Savor Summer Savings — 25% Off

Find your getaway with Marriott Bonvoy Escapes. my account Find & Reserve Save

Marriott Bonvoy 8/15/2020
Save on Marriott patio furniture, bedding, ...

Upgrade your home with products from your favorite hotel brands. my account Find &

Shop Marriott 8/20/2020
Build Your Most Comfortable Bed. Ever.

Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/21/2020
Earn 2,500 Bonus Points per Stay

Register now, then start earning. My Account Find & Reserve Views are even better with

Courtyard Newark Silicon Va... 8/21/2020
Relief Rate For Those Affected By Californ...

HEADING 1 (ALL CAPS) This is where your most exciting news goes. This is the part that

Marriott Bonvoy Traveler 8/22/2020
5 U.S. Summer Weekend Destinations

Plus, tips to help you travel with peace of mind. BRYAN Find & Reserve Make Summer

Marriott Bonvoy 8/25/2020
You Choose: 2 Great Credit Card Offers

Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Eat Around Town by Marriot... 8/25/2020
Get Rewarded With Marriott Bonvoy Points

<http://view.email.rewardsnetwork.com/?qs=787eb14719ad33a6b4ebc8d0e0d92b7ff>

Marriott Bonvoy 8/27/2020
Your Marriott Bonvoy Account Update: Sp...

See What's New in August My Account Find & Reserve Platinum | 187516 Points Face

Marriott Bonvoy 8/27/2020
Save 25% on 4,900+ Hotels and Resorts

Extend summer with our largest sale! my account Find & Reserve Our largest sale of

Shop Marriott 8/27/2020
30% Off Pillows for the Most Discriminatin...

Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/29/2020
Vacation Misses You, Bryan

Save on staycations, road trips, resort vacations and more. My Account Find &

MARRIOTT BONVOY

EMAIL PROGRAM TOTALS: YTD 2020 (Jan-August)

% of Total Emails Sent	100%	17%	2%	2%	42%	3%	0%	0%	12%	1%	3%	3%	2%	4%	8%
	Total	MAU	OFFERS & PACKAGES	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	MOMENTS	METT	BRAND BPP	BONVOY ESCAPES	TRAVELER
SENT	1.4 B	227.6 M	26.4 M	21.7 M	576.5 M	35.3 M	4.2 M	1.5 M	165.2 M	20.2 M	47.4 M	41.0 M	32.3 M	59.8 M	108.4 M
DELIVERED	1.3 B	224.1 M	26.2 M	20.6 M	566.9 M	34.6 M	4.1 M	1.4 M	164.2 M	20.1 M	47.3 M	40.4 M	32.1 M	59.6 M	107.7 M
DELIVERY%	98.7%	98.5%	98.9%	94.6%	98.3%	98.2%	97.8%	98.4%	99.4%	99.7%	99.8%	98.4%	99.2%	99.7%	99.3%
OPEN	229.8 M	36.6 M	4.0 M	6.3 M	100.8 M	5.0 M	566.0 K	183.4 K	19.4 M	4.7 M	8.7 M	6.9 M	7.0 M	8.0 M	21.5 M
OPEN%	17.0%	16.3%	15.4%	30.6%	17.8%	14.5%	13.8%	12.7%	11.8%	23.4%	18.5%	17.0%	21.9%	13.4%	20.0%
CLICK	15.2 M	4.1 M	336.0 K	1.5 M	5.5 M	408.0 K	67.8 K	24.8 K	312.4 K	322.2 K	432.4 K	238.4 K	423.6 K	575.1 K	1.1 M
CTR	1.13%	1.83%	1.28%	7.19%	0.96%	1.18%	1.66%	1.72%	0.19%	1.60%	0.91%	0.59%	1.32%	0.97%	1.00%
CTOR	6.6%	11.2%	8.4%	23.5%	5.4%	8.1%	12.0%	13.5%	1.6%	6.8%	4.9%	3.5%	6.0%	7.2%	5.0%
UNSUB	2.5 M	331.8 K	50.1 K	112.5 K	1.2 M	96.0 K	5.5 K	3.4 K	256.0 K	9.9 K	29.6 K	10.2 K	77.3 K	85.5 K	172.0 K
UNSUB%	0.18%	0.15%	0.19%	0.55%	0.21%	0.28%	0.13%	0.24%	0.16%	0.05%	0.06%	0.03%	0.24%	0.14%	0.16%
BOOKINGS	152.1 K	32.1 K	5.6 K	17.5 K	39.5 K	5.1 K	293	190	4.1 K	5.1 K	14.2 K	4.4 K	7.8 K	12.7 K	3.6 K
RMNTS	339.3 K	73.4 K	12.6 K	31.8 K	93.2 K	10.5 K	638	519	8.6 K	10.4 K	33.3 K	10.0 K	17.0 K	29.2 K	8.1 K
REVENUE	\$51.4 M	\$11.1 M	\$2.2 M	\$4.4 M	\$14.2 M	\$1.5 M	\$86.2 K	\$74.1 K	\$1.3 M	\$1.5 M	\$4.9 M	\$1.8 M	\$2.7 M	\$4.3 M	\$1.3 M
CONV%	1.00%	0.78%	1.66%	1.18%	0.72%	1.26%	0.43%	0.77%	1.32%	1.58%	3.28%	1.84%	1.83%	2.22%	0.34%
BPK	0.11	0.14	0.21	0.85	0.07	0.15	0.07	0.13	0.03	0.25	0.30	0.11	0.24	0.21	0.03

BPK = Bookings per Thousand Delivered Emails

Financial data source: Omniture 7-day

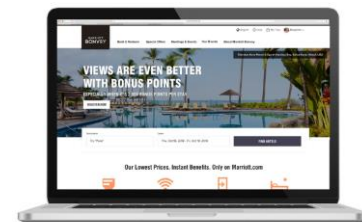
Q3 2020 GLOBAL PROMOTION UPDATE AS OF 9/18/20

Registration + Earning: 8/13 – 10/18/20

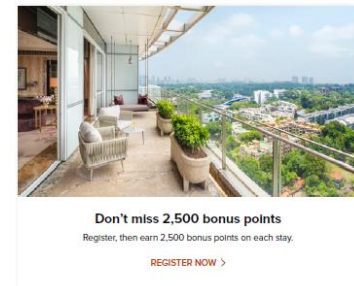
- **Despite COVID climate, higher key metrics vs. Q1 2020 promotion indicates power of marketing (Mktg blackout during Q1 promo)**
 - Vast marketing support secured (i.e. Digital, Email, Mobile App, Social, PR, etc.) plus paid media for first time in NA and EMEA
- **41,880 new members** enrolled between 8/13 – 9/18/20**
- Steady increase in # registrations in Americas; Greater CN and APEC continue to support recurring APAC recovery trend
 - **Americas: 600K, Greater China: 117K, APEC: 71K, Europe: 45K, MEA: 8K**

Reporting based on data 37 days into current promotion vs. 37 days into reference campaigns:

Q3 2020 VS. REFERENCE CAMPAIGN OFFER DETAILS		
Q3 2020 (Current): 2,500 bonus points per stay, plus 5,000 bonus points after 3 stays	Q1 2020 Elevated Earning*: 2,000 bonus points per stay, starting with 2 nd stay	Q3 2019 Endless Earning*: 1,500 bonus points per stay of 2+ nights



PROMO	REGISTRATIONS	REG. RATE	ACTIVATION RATE	NET INCR. REV ***	INCR. REV PER TARGETED
Q3 2020	0.8M	2.8%	33.6%	\$17.2M	\$0.59
Q1 2020	71.6% ↑	1.3 pp ↑	18.5 pp ↑	260.8% ↑	295.7% ↑
Q3 2019	-45.5% ↓	-1.66 pp ↓	-30.6 pp ↓	-64.5% ↓	-59.2% ↓



*For each global promotion, we select a reference campaign to compare promotion performance. For Q3 2020, we selected the Q1 2020 global promotion due to COVID environment and Q3 2019 global promotion due to similarity in offer structure and seasonality to allow for the most sound comparison.

**Assumes number of members who enrolled and registered for the Q3 2020 global promotion AND registered for global promo on or before their enrollment date between 8/13 launch and 9/18/20. Typically see ~30K total new enrollments per global promotion.

***Too early into promo to evaluate total incrementality; however, include metric to track incrementality trends vs. reference campaigns throughout campaign.

Regional Engagement:

Executive Dashboards August 2020

August 2020 Engagement by Region

Metrics	August 2020 Total	U.S. & Canada	CALA			APAC				EMEA			N/A
		North America	Caribbean Islands	Central America	South America	Asia	Pacific Islands	Australia	Antarctica	Europe	Middle East	Africa	
% of Emails sent	100%	82%	0%	1%	1%	9%	0%	1%	0%	4%	2%	1%	0%
Sent	163.4 M	133.4 M	306.6 K	1773.9 K	1553.3 K	14.0 M	376.6 K	1.8 M	326	6.0 M	2.9 M	1127.3 K	55.3 K
Delivered	161.4 M	132.5 M	303.0 K	1751.8 K	1534.3 K	13.1 M	372.2 K	1.8 M	307	6.0 M	2.9 M	1105.5 K	54.7 K
Delivery Rate	98.7%	99.3%	98.8%	98.8%	98.8%	93.3%	98.8%	99.0%	94.2%	99.1%	99.0%	98.1%	98.8%
Opens	24.3 M	19.5 M	49.0 K	351.5 K	267.4 K	1.7 M	58.0 K	369.6 K	41	1.4 M	506.0 K	161.3 K	20.0 K
Open Rate	15%	15%	16%	20%	17%	13%	16%	21%	13%	23%	17%	15%	37%
Clicks	2.1 M	1.7 M	3.5 K	22.6 K	16.7 K	165.3 K	3.2 K	19.6 K	1	123.0 K	28.9 K	12.2 K	881
CTR	1.28%	1.3%	1.1%	1.3%	1.1%	1.3%	0.9%	1.1%	0.3%	2.1%	1.0%	1.1%	1.6%
CTOR	9%	9%	7%	6%	6%	10%	6%	5%	2%	9%	6%	8%	4%
Unsubs	293.8 K	242.4 K	479	3.7 K	3.2 K	14.5 K	803	7.4 K	2	14.2 K	4.9 K	1.8 K	461
Unsub Rate	0.18%	0.18%	0.16%	0.21%	0.21%	0.11%	0.22%	0.42%	0.65%	0.24%	0.17%	0.16%	0.84%
Bookings	18.4 K	16.4 K	7	62	24	.8 K	6	44	0	946	78	56	1
Rm Nights	40.3 K	35.8 K	33	124	87	1.5 K	12	90	0	2.3 K	243	147	1
Revenue	\$5.6 M	\$4.9 M	\$4.7 K	\$16.8 K	\$13.4 K	\$238.9 K	\$2.3 K	\$19.2 K	\$0	\$385.0 K	\$33.2 K	\$14.7 K	\$101

Executive Dashboard: North America

August 2020

U.S. and Canada													
North America	Total	MAU	LPM	Solo	Promotions	ATM Invites	ATM Other	Cobrand Acquisition	Cobrand Other	METT	Brand BPP	Bonvoy Escapes	Traveler
SENT	133.4 M	17.7 M	279.2 K	39.7 M	25.8 M	3.0 M	11.4 K	12.8 M	1.7 M	3.4 M	30.7 K	18.7 M	10.3 M
DELIVERED	132.5 M	17.7 M	273.3 K	39.5 M	25.3 M	2.9 M	11.4 K	12.8 M	1.7 M	3.4 M	30.5 K	18.6 M	10.3 M
DELIVERY%	99.3%	99.7%	97.9%	99.4%	98.2%	99.8%	99.9%	99.6%	99.7%	98.9%	99.4%	99.7%	99.7%
OPEN	19.5 M	2.7 M	95.7 K	5.9 M	3.5 M	366.6 K	5.0 K	1.7 M	419.8 K	544.4 K	7.1 K	2.4 M	1.8 M
OPEN%	14.7%	15.6%	35.0%	15.0%	13.8%	12.4%	43.8%	13.0%	24.7%	16.0%	23.2%	12.8%	17.5%
CLICK	1.7 M	295.7 K	35.0 K	615.8 K	279.1 K	26.2 K	474	26.7 K	50.1 K	20.0 K	577	158.7 K	162.5 K
CTR	1.26%	1.68%	12.81%	1.56%	1.10%	0.89%	4.15%	0.21%	2.95%	0.59%	1.89%	0.85%	1.58%
CTOR	8.6%	10.8%	36.6%	10.4%	8.0%	7.2%	9.5%	1.6%	11.9%	3.7%	8.1%	6.7%	9.0%
UNSUB	242.4 K	22.3 K	394	87.0 K	78.7 K	2.2 K	0	12.6 K	524	107	110	26.1 K	12.4 K
UNSUB%	0.18%	0.13%	0.14%	0.22%	0.31%	0.08%	0.00%	0.10%	0.03%	0.00%	0.36%	0.14%	0.12%
BOOKINGS	16.4 K	2.5 K	535	6.1 K	1.9 K	136	37	221	387	147	0	3.8 K	578
RMNTS	35.8 K	5.5 K	1.4 K	13.8 K	3.9 K	265	87	428	598	292	0	8.3 K	1.3 K
REVENUE	\$4.9 M	\$714.9 K	\$169.2 K	\$2.0 M	\$473.2 K	\$33.9 K	\$10.7 K	\$53.9 K	\$62.1 K	\$36.4 K	\$0.00	\$1.1 M	\$196.2 K

Executive Dashboard: CALA

August 2020

CALA									
Caribbean Islands	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Brand BPP	Bonvoy Escapes	Traveler
SENT	306.6 K	77.2 K	927	59.8 K	94.1 K	43	12.1 K	37.5 K	24.9 K
DELIVERED	303.0 K	76.6 K	838	59.1 K	92.5 K	43	12.0 K	37.3 K	24.7 K
DELIVERY%	98.8%	99.2%	90.4%	98.8%	98.2%	100.0%	99.1%	99.4%	99.1%
OPEN	49.0 K	10.8 K	182	10.8 K	13.2 K	12	2.8 K	4.8 K	6.4 K
OPEN%	16.2%	14.0%	21.7%	18.3%	14.3%	27.9%	23.0%	12.9%	26.1%
CLICK	3.5 K	919	88	858	557	0	203	286	559
CTR	1.15%	1.20%	10.50%	1.45%	0.60%	0.00%	1.69%	0.77%	2.26%
CTOR	7.1%	8.5%	48.4%	8.0%	4.2%	0.0%	7.3%	6.0%	8.7%
UNSUB	479	105	5	124	150	0	30	37	28
UNSUB%	0.16%	0.14%	0.60%	0.21%	0.16%	0.00%	0.25%	0.10%	0.11%
BOOKINGS	7	1	0	2	1	0	0	0	3
RMNTS	33	14	0	6	9	0	0	0	4
REVENUE	\$4.7 K	\$1.2 K	\$0.00	\$1.0 K	\$1.6 K	\$0.00	\$0.00	\$0.00	\$916

CALA									
Central America	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Brand BPP	Bonvoy Escapes	Traveler
SENT	1.8 M	456.9 K	3.2 K	164.6 K	548.9 K	57	360.6 K	213.4 K	26.4 K
DELIVERED	1.8 M	453.6 K	3.0 K	163.2 K	536.6 K	57	357.6 K	211.5 K	26.3 K
DELIVERY%	98.8%	99.3%	92.4%	99.1%	97.8%	100.0%	99.2%	99.1%	99.7%
OPEN	351.5 K	77.7 K	1.0 K	43.7 K	94.8 K	18	90.3 K	32.4 K	11.6 K
OPEN%	20.1%	17.1%	32.2%	26.8%	17.7%	31.6%	25.3%	15.3%	44.0%
CLICK	22.6 K	4.6 K	313	4.5 K	3.0 K	1	7.5 K	2.3 K	363
CTR	1.29%	1.00%	10.54%	2.73%	0.57%	1.75%	2.10%	1.10%	1.38%
CTOR	6.4%	5.9%	32.7%	10.2%	3.2%	5.6%	8.3%	7.2%	3.1%
UNSUB	3.7 K	799	12	278	1.1 K	0	1.2 K	261	59
UNSUB%	0.21%	0.18%	0.40%	0.17%	0.20%	0.00%	0.34%	0.12%	0.22%
BOOKINGS	62	14	0	7	24	0	0	16	1
RMNTS	124	35	0	13	46	0	0	29	1
REVENUE	\$16.8 K	\$5.0 K	\$0.00	\$2.3 K	\$4.0 K	\$0.00	\$0.00	\$5.4 K	\$79

Executive Dashboard:

CALA

August 2020

CALA									
South America	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Brand BPP	Bonvoy Escapes	Traveler
SENT	1.6 M	477.4 K	1.5 K	168.7 K	531.8 K	56	232.1 K	108.6 K	33.1 K
DELIVERED	1.5 M	472.1 K	1.4 K	167.2 K	522.1 K	56	230.5 K	108.1 K	32.9 K
DELIVERY%	98.8%	98.9%	89.8%	99.1%	98.2%	100.0%	99.3%	99.5%	99.6%
OPEN	267.4 K	68.9 K	339	37.3 K	73.9 K	24	58.1 K	16.3 K	12.6 K
OPEN%	17.4%	14.6%	25.0%	22.3%	14.2%	42.9%	25.2%	15.1%	38.2%
CLICK	16.7 K	4.2 K	155	3.5 K	2.3 K	2	5.2 K	1.0 K	400
CTR	1.09%	0.89%	11.45%	2.12%	0.43%	3.57%	2.26%	0.88%	1.21%
CTOR	6.3%	6.1%	45.7%	9.5%	3.1%	8.3%	9.0%	5.9%	3.2%
UNSUB	3.2 K	1.0 K	7	350	1.0 K	0	697	101	94
UNSUB%	0.21%	0.20%	0.52%	0.21%	0.20%	0.00%	0.30%	0.09%	0.29%
BOOKINGS	24	12	1	2	8	0	0	1	0
RMNTS	87	30	6	10	40	0	0	1	0
REVENUE	\$13.4 K	\$3.6 K	\$1.7 K	\$573	\$7.4 K	\$0.00	\$0.00	\$41	\$0.00

Executive Dashboard: APAC

August 2020

APAC									
Asia	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Brand BPP	Traveler
SENT	14.0 M	7.2 M	58.6 K	1.5 M	3.6 M	10.4 K	906.0 K	1.2 K	675.6 K
DELIVERED	13.1 M	6.5 M	49.0 K	1.5 M	3.5 M	10.4 K	818.3 K	1.2 K	673.4 K
DELIVERY%	93.3%	90.4%	83.6%	96.5%	97.4%	99.8%	90.3%	99.1%	99.7%
OPEN	1.7 M	658.7 K	11.4 K	196.8 K	439.2 K	5.9 K	116.6 K	402	245.1 K
OPEN%	12.8%	10.1%	23.3%	13.3%	12.4%	57.2%	14.2%	34.6%	36.4%
CLICK	165.3 K	77.0 K	5.5 K	18.3 K	49.9 K	2.1 K	6.1 K	36	6.3 K
CTR	1.26%	1.18%	11.15%	1.24%	1.41%	19.86%	0.75%	3.10%	0.94%
CTOR	9.9%	11.7%	47.8%	9.3%	11.4%	34.7%	5.3%	9.0%	2.6%
UNSUB	14.5 K	5.9 K	275	1.7 K	4.8 K	3	379	4	1.5 K
UNSUB%	0.11%	0.09%	0.56%	0.12%	0.14%	0.03%	0.05%	0.34%	0.22%
BOOKINGS	811	333	55	97	230	64	25	0	7
RMNTS	1.5 K	621	105	207	395	92	51	0	11
REVENUE	\$238.9 K	\$114.7 K	\$13.0 K	\$25.8 K	\$66.3 K	\$13.3 K	\$5.1 K	\$0.00	\$702

APAC								
Pacific Islands	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Brand BPP	Traveler
SENT	376.6 K	137.4 K	1.7 K	51.5 K	152.1 K	46	68	33.6 K
DELIVERED	372.2 K	136.2 K	1.4 K	50.9 K	150.0 K	46	67	33.5 K
DELIVERY%	98.8%	99.1%	80.0%	98.9%	98.6%	100.0%	98.5%	99.7%
OPEN	58.0 K	17.1 K	321	10.2 K	17.4 K	17	15	13.0 K
OPEN%	15.6%	12.6%	23.0%	20.0%	11.6%	37.0%	22.4%	38.8%
CLICK	3.2 K	1.3 K	119	679	693	1	1	372
CTR	0.86%	0.99%	8.51%	1.33%	0.46%	2.17%	1.49%	1.11%
CTOR	5.5%	7.9%	37.1%	6.7%	4.0%	5.9%	6.7%	2.9%
UNSUB	803	270	5	145	294	0	0	89
UNSUB%	0.22%	0.20%	0.36%	0.28%	0.20%	0.00%	0.00%	0.27%
BOOKINGS	6	4	0	1	1	0	0	0
RMNTS	12	9	0	2	1	0	0	0
REVENUE	\$2.3 K	\$2.2 K	\$0.00	\$77	\$54	\$0.00	\$0.00	\$0.00

Executive Dashboard:

APAC

August 2020

APAC								
Australia	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Brand BPP	Traveler
SENT	1.8 M	666.7 K	5.1 K	179.7 K	719.2 K	149	388	230.2 K
DELIVERED	1.8 M	661.4 K	4.6 K	178.6 K	709.4 K	149	385	229.5 K
DELIVERY%	99.0%	99.2%	91.1%	99.4%	98.6%	100.0%	99.2%	99.7%
OPEN	369.6 K	119.4 K	1.6 K	42.9 K	112.7 K	43	114	92.8 K
OPEN%	20.7%	18.0%	33.7%	24.0%	15.9%	28.9%	29.6%	40.5%
CLICK	19.6 K	7.3 K	449	3.4 K	3.8 K	4	13	4.7 K
CTR	1.10%	1.10%	9.67%	1.89%	0.54%	2.68%	3.38%	2.03%
CTOR	5.3%	6.1%	28.7%	7.9%	3.4%	9.3%	11.4%	5.0%
UNSUB	7.4 K	2.6 K	73	663	2.9 K	0	7	1.2 K
UNSUB%	0.42%	0.39%	1.57%	0.37%	0.41%	0.00%	1.82%	0.51%
BOOKINGS	44	24	2	5	12	0	0	1
RMNTS	90	45	2	7	34	0	0	2
REVENUE	\$19.2 K	\$9.6 K	\$322	\$669	\$8.0 K	\$0.00	\$0.00	\$556

APAC							
Antarctica	Total	MAU	LPM	Solo	Promotions	Bonvoy Escapes	Traveler
SENT	326	97	13	58	131	10	17
DELIVERED	307	94	5	56	125	10	17
DELIVERY%	94.2%	96.9%	38.5%	96.6%	95.4%	100.0%	100.0%
OPEN	41	9	2	7	16	0	7
OPEN%	13.4%	9.6%	40.0%	12.5%	12.8%	0.0%	41.2%
CLICK	1	0	0	1	0	0	0
CTR	0.33%	0.00%	0.00%	1.79%	0.00%	0.00%	0.00%
CTOR	2.4%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%
UNSUB	2	1	0	0	1	0	0
UNSUB%	0.65%	1.06%	0.00%	0.00%	0.80%	0.00%	0.00%
BOOKINGS	0	0	0	0	0	0	0
RMNTS	0	0	0	0	0	0	0
REVENUE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Executive
Dashboard:
EMEA

August 2020

EMEA									
Europe	Total	MAU	LPM	Solo	Promotions	ATM Invites	Cobrand Other	METT	Brand BPP
SENT	6.0 M	1.7 M	13.0 K	1.8 M	1.8 M	10	1.4 K	315.3 K	428.0 K
DELIVERED	6.0 M	1.7 M	12.6 K	1.8 M	1.8 M	10	1.4 K	312.0 K	422.6 K
DELIVERY%	99.1%	99.1%	97.0%	99.4%	99.0%	100.0%	99.8%	98.9%	98.7%
OPEN	1.4 M	366.3 K	5.4 K	443.1 K	357.4 K	4	652	67.1 K	130.0 K
OPEN%	22.9%	21.5%	42.7%	25.2%	20.3%	40.0%	47.4%	21.5%	30.8%
CLICK	123.0 K	28.4 K	1.9 K	48.8 K	23.7 K	1	58	2.5 K	17.7 K
CTR	2.06%	1.66%	15.32%	2.78%	1.34%	10.00%	4.22%	0.80%	4.19%
CTOR	9.0%	7.7%	35.8%	11.0%	6.6%	25.0%	8.9%	3.7%	13.6%
UNSUB	14.2 K	4.5 K	44	3.6 K	4.5 K	0	1	2	1.6 K
UNSUB%	0.24%	0.26%	0.35%	0.20%	0.26%	0.00%	0.07%	0.00%	0.37%
BOOKINGS	946	238	55	412	200	0	0	38	3
RMNTS	2.3 K	657	119	1.0 K	407	0	0	76	12
REVENUE	\$385.0 K	\$94.5 K	\$20.3 K	\$197.0 K	\$61.2 K	\$0.00	\$0.00	\$9.4 K	\$2.6 K

EMEA									
Middle East	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Brand BPP	Traveler
SENT	2.9 M	873.5 K	15.2 K	678.6 K	946.9 K	898	292.2 K	840	122.0 K
DELIVERED	2.9 M	868.0 K	12.8 K	674.2 K	936.7 K	890	285.3 K	830	121.7 K
DELIVERY%	99.0%	99.4%	84.4%	99.3%	98.9%	99.1%	97.7%	98.8%	99.8%
OPEN	506.0 K	130.2 K	3.1 K	127.5 K	134.5 K	375	42.3 K	298	67.7 K
OPEN%	17.4%	15.0%	24.3%	18.9%	14.4%	42.1%	14.8%	35.9%	55.6%
CLICK	28.9 K	9.5 K	912	9.2 K	5.6 K	56	2.1 K	29	1.5 K
CTR	1.00%	1.10%	7.11%	1.36%	0.60%	6.29%	0.72%	3.49%	1.24%
CTOR	5.7%	7.3%	29.2%	7.2%	4.2%	14.9%	4.8%	9.7%	2.2%
UNSUB	4.9 K	1.5 K	44	1.2 K	1.7 K	1	0	7	385
UNSUB%	0.17%	0.17%	0.34%	0.18%	0.19%	0.11%	0.00%	0.84%	0.32%
BOOKINGS	78	27	7	20	12	2	7	0	3
RMNTS	243	91	20	59	44	3	21	0	5
REVENUE	\$33.2 K	\$15.8 K	\$1.9 K	\$6.6 K	\$3.3 K	\$356	\$4.2 K	\$0.00	\$1.1 K

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

Executive Dashboard:

EMEA

August 2020

EMEA									
Africa	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Brand BPP	Traveler
SENT	1.1 M	374.0 K	6.1 K	180.3 K	428.3 K	90	93.1 K	707	44.8 K
DELIVERED	1.1 M	369.1 K	4.9 K	176.7 K	418.5 K	90	90.9 K	699	44.6 K
DELIVERY%	98.1%	98.7%	81.1%	98.0%	97.7%	100.0%	97.7%	98.9%	99.4%
OPEN	161.3 K	45.4 K	1.0 K	30.4 K	49.7 K	23	11.0 K	229	23.6 K
OPEN%	14.6%	12.3%	19.7%	17.2%	11.9%	25.6%	12.1%	32.8%	53.0%
CLICK	12.2 K	4.9 K	520	2.6 K	3.0 K	0	523	28	693
CTR	1.11%	1.33%	10.55%	1.45%	0.72%	0.00%	0.58%	4.01%	1.55%
CTOR	7.6%	10.8%	53.4%	8.5%	6.0%	0.0%	4.8%	12.2%	2.9%
UNSUB	1.8 K	590	14	361	688	0	0	3	120
UNSUB%	0.16%	0.16%	0.28%	0.20%	0.16%	0.00%	0.00%	0.43%	0.27%
BOOKINGS	56	28	3	12	9	0	3	0	1
RMNTS	147	59	7	42	28	0	9	0	2
REVENUE	\$14.7 K	\$4.6 K	\$644	\$5.0 K	\$2.8 K	\$0.00	\$1.5 K	\$0.00	\$248

Executive Dashboard:

N/A (Country Unknown)

August 2020

N/A						
CONTINENT - N/A	Total	LPM	Solo	Cobrand Other	METT	Brand BPP
SENT	55.3 K	174	51.7 K	68	573	2.8 K
DELIVERED	54.7 K	155	51.1 K	66	558	2.8 K
DELIVERY%	98.8%	89.1%	98.8%	97.1%	97.4%	99.4%
OPEN	20.0 K	26	19.0 K	19	123	752
OPEN%	36.5%	16.8%	37.2%	28.8%	22.0%	27.2%
CLICK	881	6	801	3	6	65
CTR	1.61%	3.87%	1.57%	4.55%	1.08%	2.36%
CTOR	4.4%	23.1%	4.2%	15.8%	4.9%	8.6%
UNSUB	461	0	447	0	0	14
UNSUB%	0.84%	0.00%	0.87%	0.00%	0.00%	0.51%
BOOKINGS	1	0	1	0	0	0
RMNTS	1	0	1	0	0	0
REVENUE	\$101	\$0.00	\$101	\$0.00	\$0.00	\$0.00