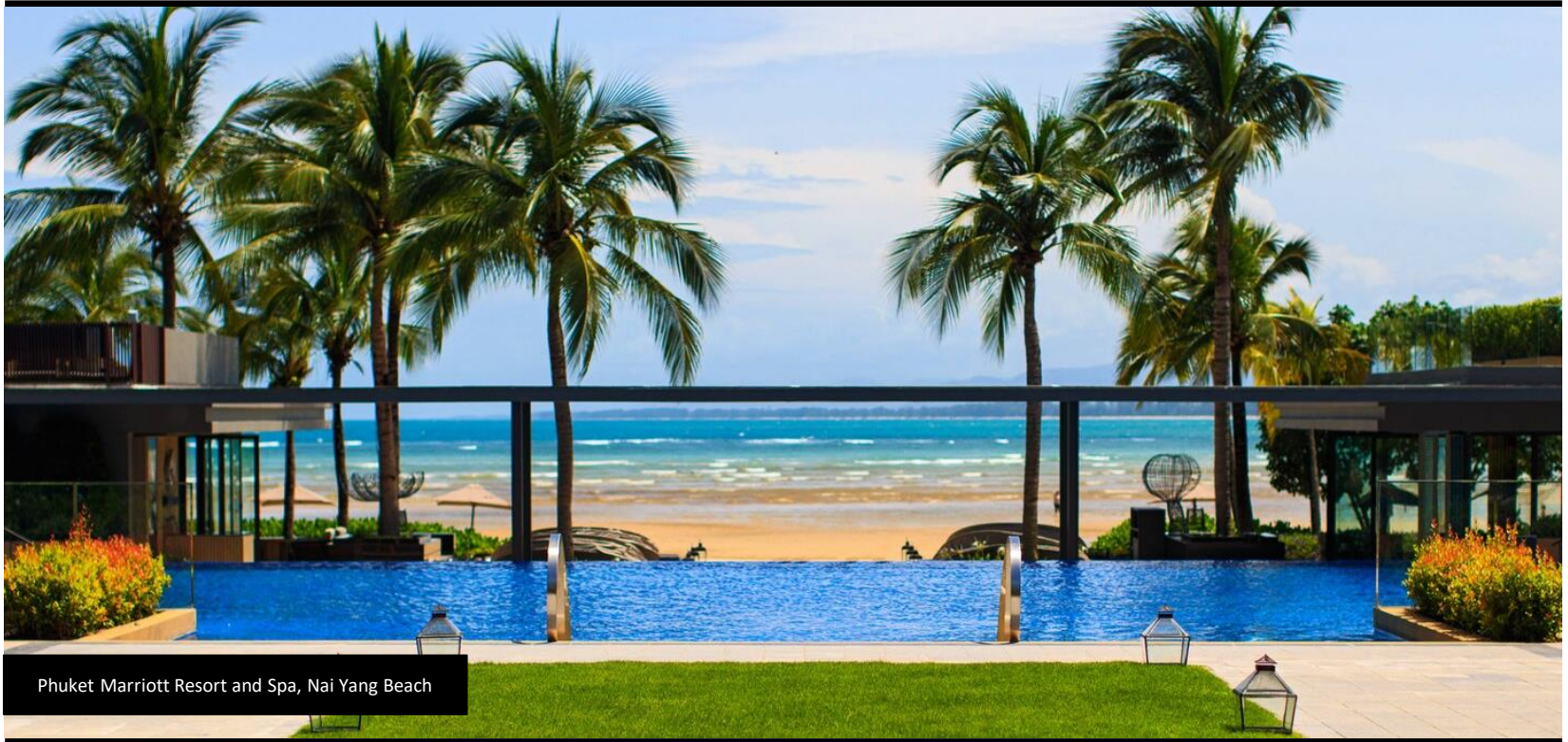


# Email Channel Performance: FEBRUARY 2021

March 16, 2021

MARRIOTT  
BONVOY | data axle



Phuket Marriott Resort and Spa, Nai Yang Beach

# TODAY'S AGENDA

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

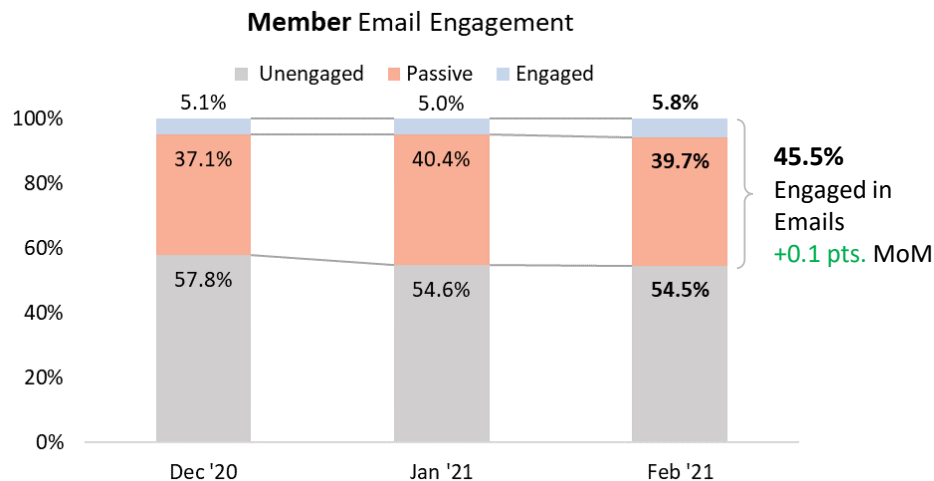
## KEY STORYLINES

- Feb 2021 KPIs show engagement rebounds compared to 12-month averages
- Successfully maintained open and click rates MoM with an increase in delivered counts
- Unsubscribe rate was the lowest seen in the last 6 months
- Higher engagement from inactive and lower Elite levels compared to upper tiers
- Promotion messages helped lift MAU engagement, as well as room night contribution MoM for several segments
- Readers responded favorably to Eat Around Town and Work Anywhere messages; performance insights will help inform future personalization opportunities to lift click activity

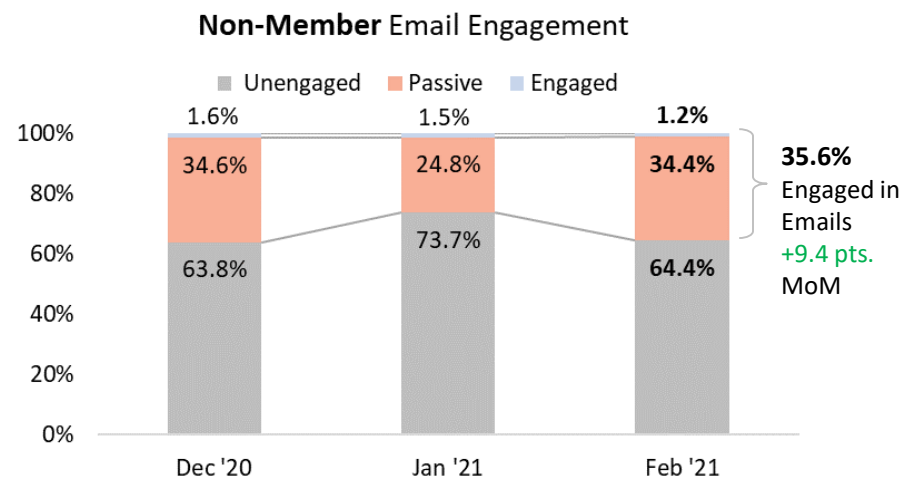
# **MONTHLY PERFORMANCE SUMMARY**

# Member Email Engagement Was Consistent MoM

- 45% of members that received at least 1 email in Feb 2021 opened and clicked; maintained engagement MoM
- Open activity was understated in Jan '21 for non-members as a result of a coding error; Feb reflects improved tracking ability



Received at least 1 marketing email = 30.7M (Feb '21)

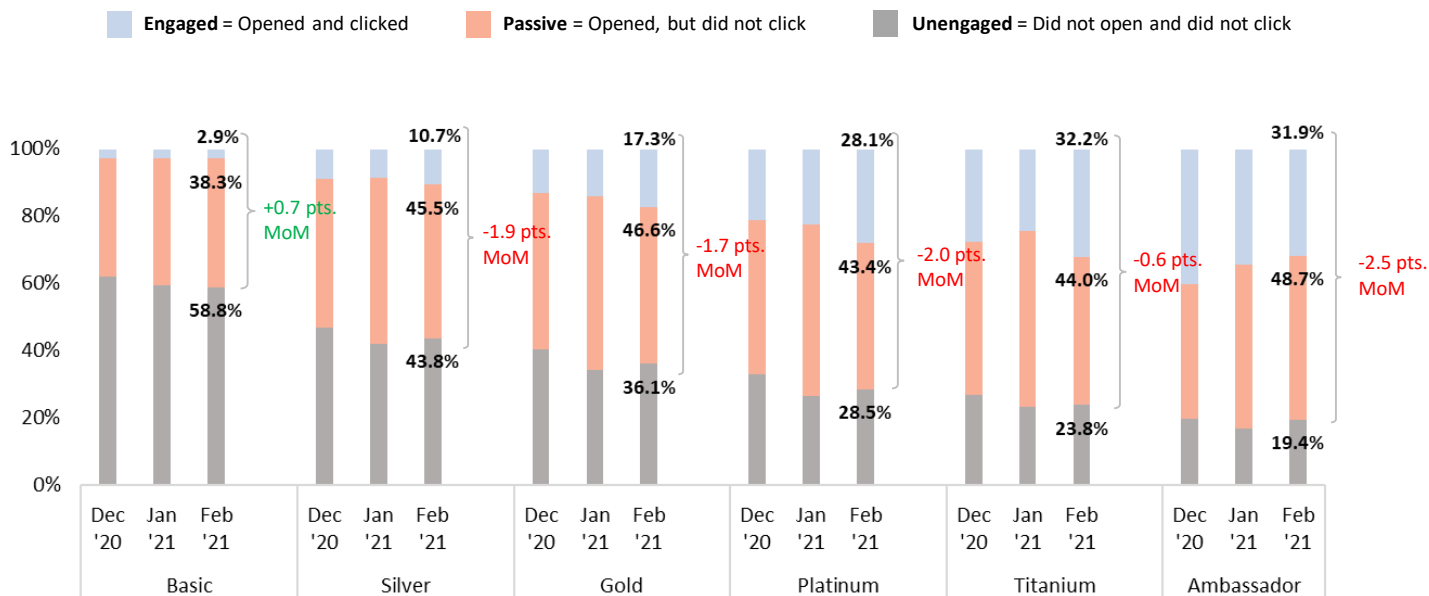


Received at least 1 marketing email = 8.6M (Feb '21)

# Basic Engagement Improved; Elites Had Fewer Opens MoM

- Fewer Elite Silver thru Titanium members opened emails compared to Jan 2021; possible impact from changes to pixel placement
- Same percentage of Ambassadors opened emails MoM, but fewer clicked resulting in -2.5 pts. engagement decline

Email Engagement Trends by Member Level



Received at least 1 email in Feb '21	24.7 M	2.2 M	2.5 M	620.1 K	576.0 K	80.6 K
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# Performance Summary: February 2021

- Delivered more emails MoM and compared to 12-month average to support initiatives like the Q1 Global Promo launch
- 12-month average now includes more pandemic months, so monthly comparisons will reflect engagement rebounds
- Continuing to capture more open activity since October 2020 code changes; open rate +6.5pts vs. avg and +9.4 pts. YoY
- Lift in click activity was not enough to increase CTR, but counts have been steady since June 2020 ranging from 1.5M to 2.3M
- Unsub counts were the lowest since August 2020
- Promotion email category generated \$1.3M in revenue which was 21% of monthly total (GloPro, ATM, and Points.com combined)

## February 2021 vs. Rolling 12-Month Average (Feb 2020 – Jan 2021)

### Engagement

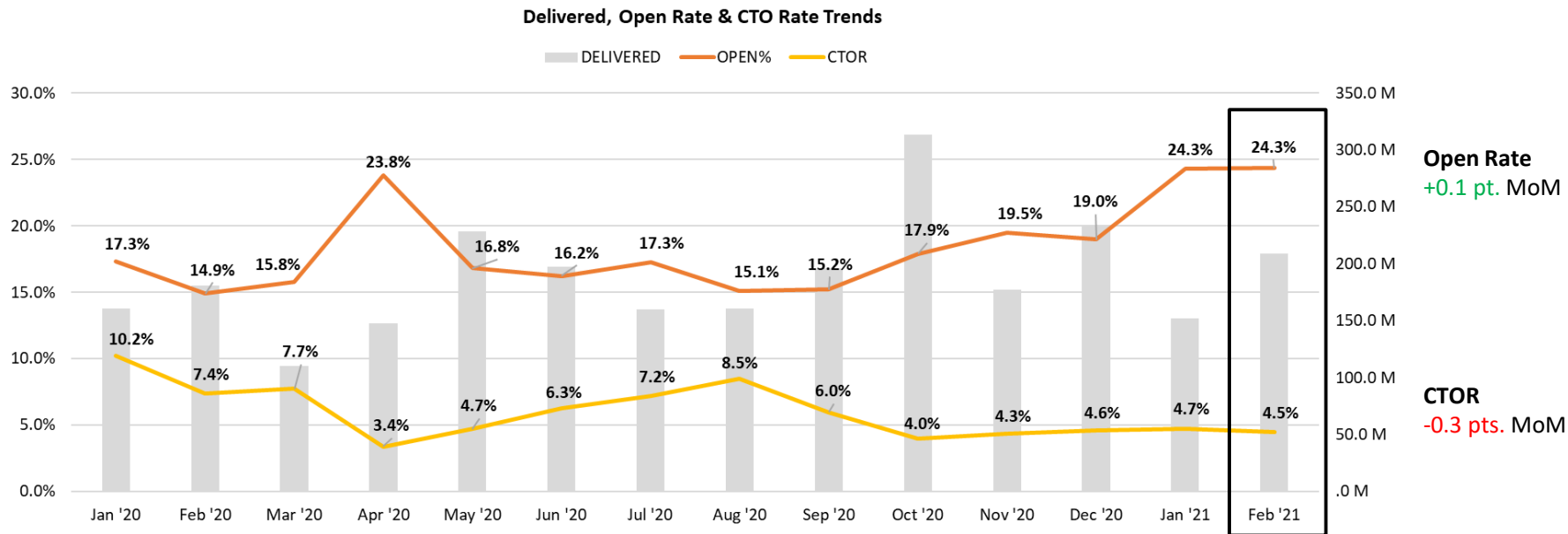
208.9 M	50.8	24.3%	2.3 M	1.1%	4.5%	0.17%
Delivered Emails +11.1% (+20.8 M)	Opens +51.3% (+17.2 M)	Open Rate +6.5 pts.	Clicks +26.0% (+469.7 K)	CTR +0.1 pts.	CTOR -0.9 pts.	Unsub. Rate -0.03 pts.

### Financials

15.0 K	38.8 K	\$6.1 M	0.07	0.66%
Bookings +2.0% (+295)	Room Nights +15.6% (+5.3 K)	Revenue +23.2% (+\$1.1 M)	Bookings Per Delivered (K) -8.2%	Conversion -0.16pts.

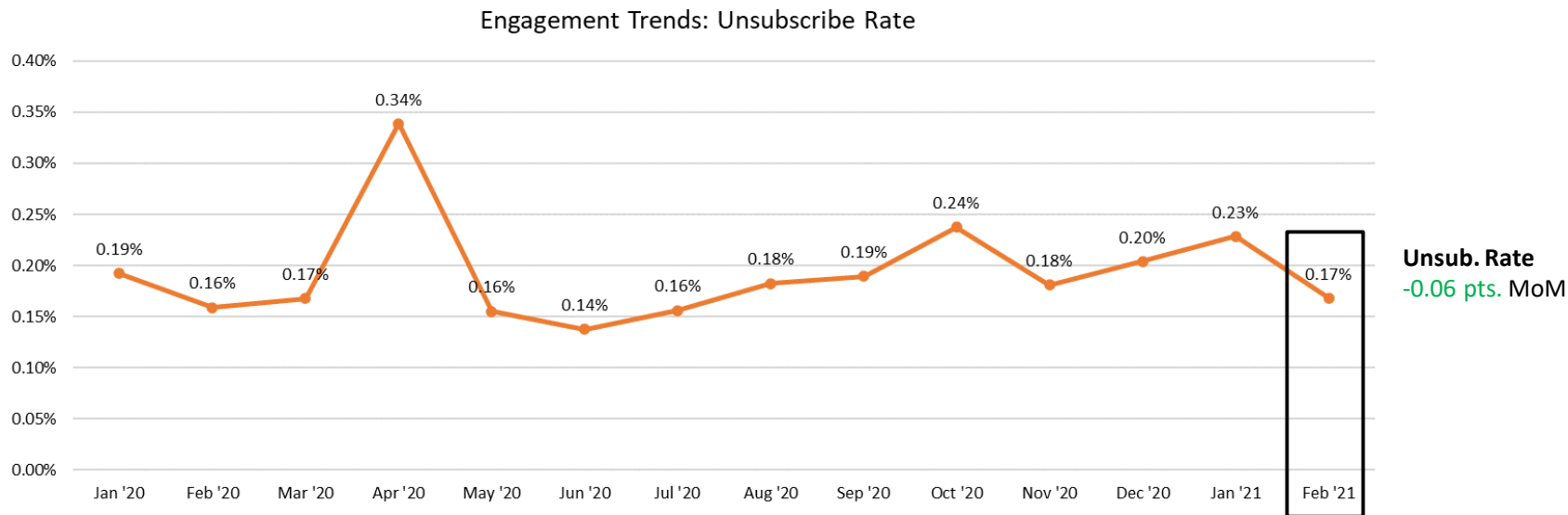
# Maintained Engagement With Increased Delivery

Delivered emails increased 38% MoM to support the launch of two Q1 promotions (Global Promo & Points.com)  
Open & click counts increased just as much MoM, resulting in similar open and CTO rates as Jan '21



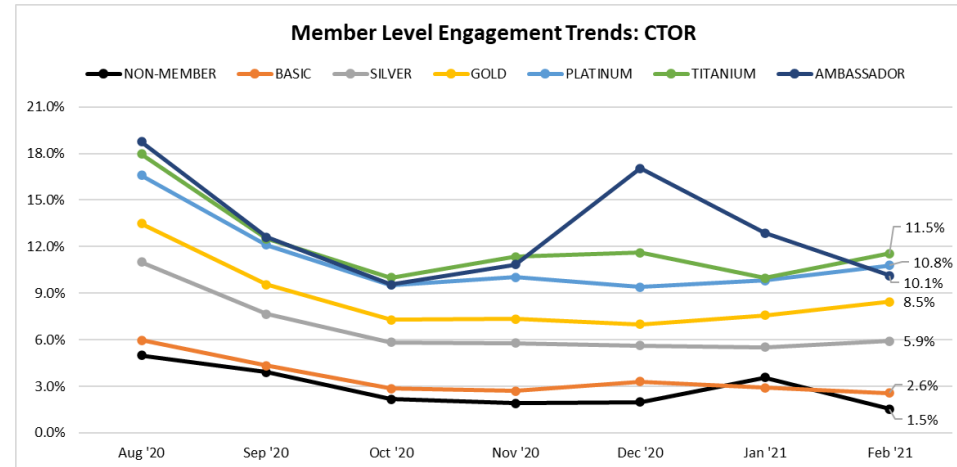
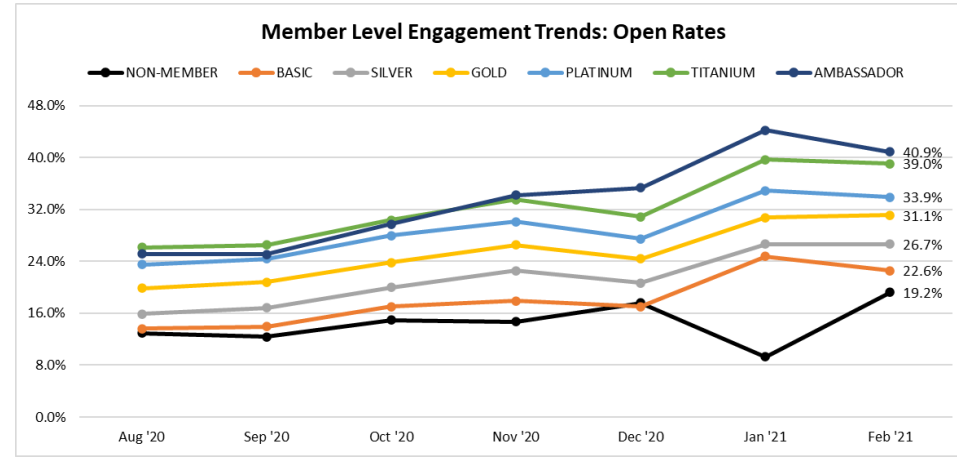
# Lowest Unsubscribe Rate Since August '20

Sending 38% more emails MoM had a small impact on unsubscribe counts (+1% MoM)  
Such a small increase resulted in an unsubscribe rate decline of 0.06 pts.



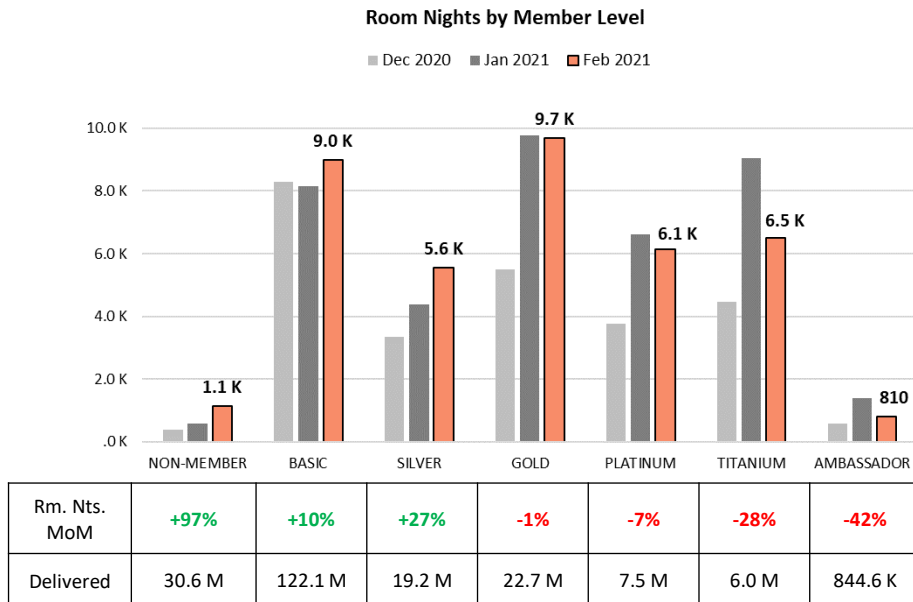
# Open and CTO Rates Were Steady MoM For Most Levels

- Open rate spike for non-members may have been a result of the tracking issue in Jan '21; open activity was not captured for a few emails, so rates were understated
- Ambassador click counts were -19% (-8.5K) MoM resulting in a CTO decline
  - Click activity was low for several campaign categories that made up 52% of delivered emails



# MoM Room Night Lifts For Inactive & Silver Members

- Overall Feb '21 room nights were -3% MoM, but gains were made for Non-members, Basics, and Silver members
- Q1 Global Promo, MAU, and Re-Engage Series drove engagement
- Planning underway to increase room night contribution from Non-members and Basics; relaunch activation series and use 3<sup>rd</sup> party data to expand targeting



# February 2021 Campaign Dashboard

Compared to Rolling 12-Month Average

- Launching Q1 GloPro and Points.com promotions in Feb strengthened category engagement vs. 12-month avg
- Strong open rates for most categories
- METT deliveries returned to previous year levels; impact on opens and clicks
  - Delivered amount of 10.2M this year was the same in Feb 2020
  - New template launched Jan '21; will measure pre/post performance in April '21

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		7.3%	17.8%		4.1%	21.6%	4.9%	0.2%	8.2%	19.8%	16.0%
DELIVERED	208.9 M	15.3 M	37.1 M		8.6 M	45.2 M	10.2 M	414.6 K	17.2 M	41.3 M	33.5 M
	11.1%	9.7%	28.3%		-31.8%	-34.5%	93.2%	-53.8%	19.5%	128.9%	30.8%
DELIVERY RATE	99.0%	99.7%	99.6%		99.6%	98.0%	98.7%	92.6%	99.6%	98.5%	99.7%
	+0.5 pts.	+2.6 pts.	+0.3 pts.		+0.1 pts.	-0.0 pts.	+0.4 pts.	-2.3 pts.	+0.2 pts.	+0.5 pts.	+0.5 pts.
OPEN	50.8 M	4.9 M	8.8 M		2.1 M	11.3 M	1.7 M	179.0 K	3.6 M	9.8 M	8.5 M
	51.3%	76.0%	97.8%		-3.8%	-13.3%	85.1%	-42.8%	50.6%	252.4%	74.3%
OPEN RATE	24.3%	31.7%	23.6%		25.0%	25.0%	16.4%	43.2%	20.9%	23.7%	25.4%
	+6.5 pts.	+11.9 pts.	+8.3 pts.		+7.3 pts.	+6.1 pts.	-0.7 pts.	+8.3 pts.	+4.3 pts.	+8.3 pts.	+6.4 pts.
CLICK	2.3 M	322.5 K	245.9 K		88.9 K	577.1 K	79.6 K	38.5 K	127.8 K	603.3 K	192.3 K
	26.0%	48.3%	92.2%		-35.6%	-19.0%	138.4%	-60.7%	7.7%	259.0%	-5.2%
CTR	1.09%	2.11%	0.66%		1.04%	1.28%	0.78%	9.29%	0.74%	1.46%	0.57%
	+0.1 pts.	+0.5 pts.	+0.2 pts.		-0.1 pts.	+0.2 pts.	+0.1 pts.	-1.6 pts.	-0.1 pts.	+0.5 pts.	-0.2 pts.
CTOR	4.5%	6.6%	2.8%		4.2%	5.1%	4.7%	21.5%	3.5%	6.2%	2.3%
	-0.9 pts.	-1.2 pts.	-0.1 pts.		-2.1 pts.	-0.4 pts.	+1.1 pts.	-9.8 pts.	-1.4 pts.	+0.1 pts.	-1.9 pts.
UNSUB	351.2 K	35.5 K	56.3 K		13.8 K	63.8 K	10.2 K	1.9 K	30.1 K	79.5 K	60.1 K
	-4.2%	7.8%	17.3%		-32.1%	-58.1%	306.5%	-45.5%	35.6%	118.6%	12.2%
UNSUB RATE	0.17%	0.23%	0.15%		0.16%	0.14%	0.10%	0.46%	0.17%	0.19%	0.18%
	-0.03 pts.	-0.0 pts.	-0.0 pts.		-0.0 pts.	-0.1 pts.	+0.1 pts.	+0.1 pts.	+0.0 pts.	-0.0 pts.	-0.0 pts.
BOOKINGS	15.0 K	599	1.2 K		1.1 K	6.6 K	917	251	326	3.2 K	811
	2.0%	-14.9%	3.7%		-52.1%	12.6%	128.4%	-78.7%	-18.6%	167.8%	18.4%
ROOM NIGHTS	38.8 K	1.7 K	2.5 K		3.2 K	16.9 K	2.2 K	619	743	8.8 K	2.2 K
	15.6%	-4.8%	8.0%		-43.6%	27.2%	142.4%	-77.9%	-20.2%	245.7%	44.5%
REVENUE	\$6.1 M	\$316.0 K	\$350.7 K		\$549.8 K	\$2661.3 K	\$379.0 K	\$78.3 K	\$95.3 K	\$1292.7 K	\$360.4 K
	23.2%	6.9%	7.0%		-36.7%	38.9%	122.9%	-79.8%	-31.7%	274.9%	56.9%
CONVERSION RATE	0.66%	0.19%	0.50%		1.28%	1.14%	1.15%	0.65%	0.26%	0.53%	0.42%
	-0.16 pts.	-0.1 pts.	-0.4 pts.		-0.4 pts.	+0.3 pts.	-0.1 pts.	-0.6 pts.	-0.1 pts.	-0.2 pts.	+0.1 pts.
BPK	0.07	0.04	0.03		0.13	0.14	0.09	0.61	0.02	0.08	0.02
	-8.2%	-22.5%	-19.2%		-29.9%	72.0%	18.2%	-53.9%	-31.9%	17.0%	-9.4%

# KEY INITIATIVES & CAMPAIGNS

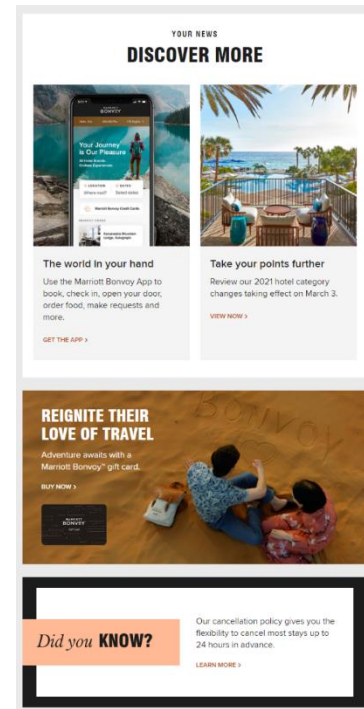
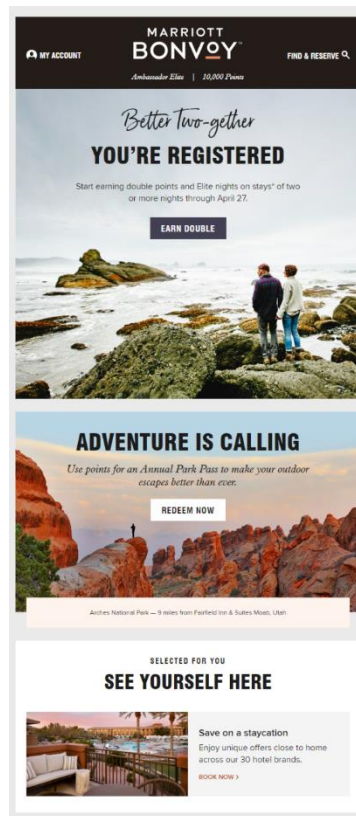
- Monthly Account Update (MAU)
- Global Promotion
- EAT Bonus Pts. Solo
- Work Anywhere Atlanta Solo
- ENC Deposit Solo

# MAU CREATIVE: FEBRUARY 2021

## EXAMPLE OF ENGLISH VERSION

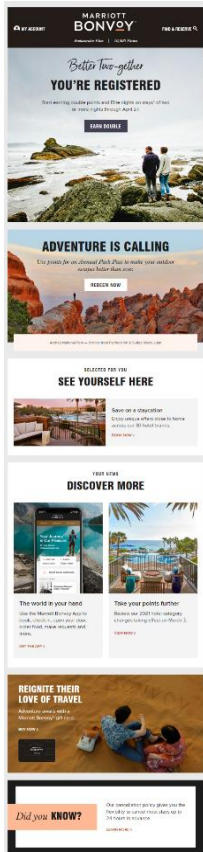
**Subject Line:** Your Marriott Bonvoy Account Update:  
Special Offers, Benefits & More

**Pre-Header:** See What's New in February



# MAU Performance Summary: February 2021

All Versions: Global English (2/11) + In. Lang. (2/20)



Time Period	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub. Rate	Bookings	Revenue
<b>February 2021</b>	<b>26.7 M</b>	<b>6.7 M</b>	<b>25.0%</b>	<b>310.1 K</b>	<b>4.6%</b>	<b>0.13%</b>	<b>2.3 K</b>	<b>\$945.9 K</b>
<i>For Comparison:</i>								
vs. Jan 2021	-1.3%	-0.5%	+0.2 pts.	+19.8%	+0.8 pts.	-0.06 pts.	-41.4%	-37.7%
vs. MAU avg. (Feb '20-Jan '21)	-4.0%	+32.1%	+6.8 pts.	-24.7%	-3.5 pts.	-0.01 pts.	-25.9%*	-6.1%*

- Maintained delivered and open activity MoM
- Q1 Global Promo messaging in the Hero drove click activity and CTOR increase compared to Jan 2021
- Promo content may have made up for suppressing the account box another month due to Elite night credit deposit happening around the same time
- Both booking and revenue engagement show signs of financial rebound; decline gap less than previous months

\*Note: Feb 2021 booking & revenue 12-month average does not include Feb 2020 because of Omniture tracking issues

# Maintained Engagement Across All Levels

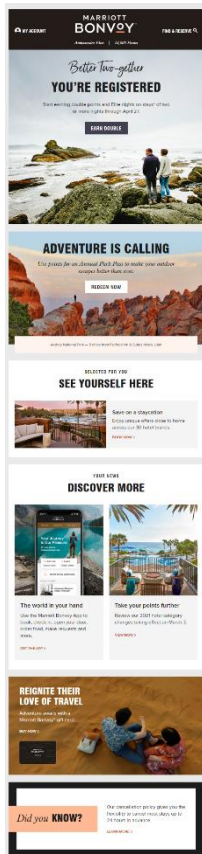
Open rates were the same MoM for all levels  
CTORs increased for Elites

Monthly Trends: Feb. '20 – Feb. '21

		Feb '21	Engagement Trends
BASIC	Deliv.	21.8 M	MoM -1.5% (-338.3 K)
	Open%	22.5%	
	CTOR	2.7%	
SILVER	Deliv.	1.8 M	MoM -0.8% (-14.5 K)
	Open%	30.7%	
	CTOR	6.6%	
GOLD	Deliv.	2.1 M	MoM +0.1% (+2.1 K)
	Open%	36.3%	
	CTOR	9.6%	
PLATINUM	Deliv.	502.0 K	MoM +1.6% (+8.0 K)
	Open%	44.1%	
	CTOR	14.0%	
TITANIUM	Deliv.	466.3 K	MoM -0.2% (-992)
	Open%	47.3%	
	CTOR	15.5%	
AMBASSADOR	Deliv.	65.8 K	MoM +5.3% (+3.3K)
	Open%	50.4%	
	CTOR	14.8%	

# MAU February 2021: Heat Map (English Version)

Most of the engagement was driven by the Q1 Global Promo message in the Hero and the category changes message in Your News; consistent for all levels



Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	Basic	Silver	Gold	Platinum	Titanium	Ambassador
Header	13.7%	49.6%	21.0%	11.7%	9.4%	5.6%	4.7%	3.9%
Hero (GloPro/Generic)	49.8%	38.1%	35.1%	54.9%	58.1%	63.8%	67.9%	75.6%
- Generic Booking	5.2%	26.4%	12.5%	3.5%	2.4%	1.4%	0.9%	0.5%
- GloPro Book	12.4%	41.6%	3.5%	9.6%	13.6%	21.4%	21.3%	23.0%
- GloPro Register	82.4%	32.1%	84.0%	86.9%	83.9%	77.2%	77.9%	76.6%
Promo: National Parks	3.6%	0.0%	3.4%	4.2%	3.7%	3.9%	3.7%	2.3%
Offer: Winter Staycation	5.7%	4.5%	7.5%	5.7%	4.9%	3.7%	2.9%	1.9%
Your News	12.5%	5.5%	9.2%	13.4%	15.4%	16.2%	15.1%	11.9%
- Mobile App	8.3%	0.0%	18.3%	4.6%	4.1%	3.3%	2.8%	2.6%
- Category Changes	91.7%	100.0%	81.7%	95.4%	95.9%	96.7%	97.2%	97.4%
Cobrand (Acquisition & ECM)	3.6%	0.0%	2.2%	5.1%	5.2%	4.6%	3.7%	2.1%
Gift Card	0.3%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%	0.1%
Benefits: Easy Cancellation	1.2%	0.9%	1.3%	1.4%	1.0%	1.0%	1.0%	0.9%
Footer	9.7%	1.2%	20.1%	3.3%	2.1%	1.0%	0.7%	1.1%

# Global Promotion

# Q1 2021 Global Promo Launched in February 2021

Performance Results as of 3/5/21

Increased performance compared to Q3 2020 promotion and similar activity to Q1 2019 promo show positive signs of recovery and promotion engagement

Promo	Registrations (M)	Reg. Rate
Q1 2021	1.13	4.4%
Q3 2020	0.69	2.4%
Q1 2019	1.27	5.8%

5 weeks into registration period & 3 weeks into earning period

38,215 new members enrolled between 2/2 – 3/5/21\*

## Launch Announcements

### Member

SL: It's Here, Danielle: Reach Platinum Elite Status Faster

PH: Earn double Elite nights and double points.



Earn double points and double Elite nights on each stay. Danielle.

Register now



Receive up to 10x more double points and double Elite Night Credits on stays of two or more nights from February 16 through April 15, 2021 — with no earning limits. This means Marriott Bonvoy® Platinum Elite status and even more benefits are closer than you think.

Register now

Based on your status as of 3/1/2021.

### Non-Member

SL: Earn Free Nights Twice as Fast, Danielle

PH: Join Marriott Bonvoy and register to earn double points and more.



There has never been a better time to join. Earn free nights twice as fast.

Join and register



Join Marriott Bonvoy® and register now. Earn extra double points and double Elite Night Credits on stays of two or more nights from February 16 through April 15, 2021 — with no earning limits. Whether you're planning a scenic vacation or elite adventure, you'll enjoy all the best perks and come benefit from nights as a Marriott Bonvoy member.

### STAY, EARN, REDEEM

Elevate your perspective with Marriott Bonvoy.



- Get the best rates at thousands of extraordinary hotels worldwide.
- Earn double points and Elite nights on stays from February 16 through April 15.
- Redeem for free nights, gift cards, sustainable experiences and more.

JOIN AND REGISTER >

## Registration Confirmation

SL: You're Registered: Start Earning Double, Danielle

PH: Where will you double up on points and Elite nights?



You're registered to earn double points and double Elite nights.

You're all set: Earn double points and double Elite Night Credits on stays of two or more nights from February 16 through April 15, 2021 — with no earning limits. Whether you're looking for a beach getaway, mountain retreat or local escape, double up your rewards at thousands of extraordinary hotels participating in Marriott Bonvoy® worldwide.

Earn double

### TAKE YOUR WORK ON THE ROAD



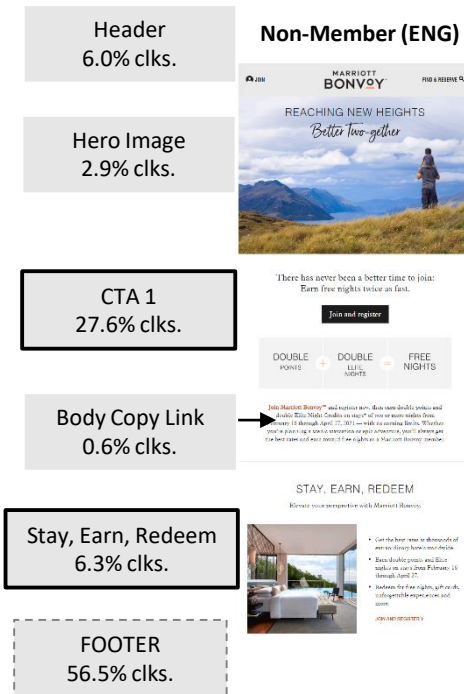
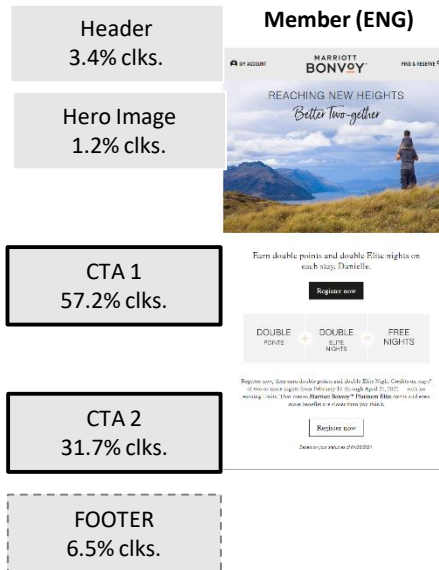
ESCAPE YOUR EVERYDAY ROUTINE  
Discover iconic Stay Pass packages, designed to maximize productivity and recharge your mind.  
EXPLORE MORE >

# Q1 2021 Global Promo Email Performance: February 2021

## Launch Announcement

- Higher overall engagement compared to Q3 2020 solo
- Stronger open activity vs. Q1 2019; financials were still lower than pre-pandemic periods
- Second CTA in Member version captured clicks
- Non-member secondary module captured more clicks than body copy link with similar language; may not need

Metrics	Q1 2021	vs. Q3 2020	vs. Q1 2019
Delivered	27.6 M	-17.9%	+24.8%
Open	6.7 M	+43.3%	+58.7%
Open Rate	24.3%	+10.4 pts.	+5.2 pts.
Click	458.0 K	+27.7%	-25.2%
CTOR	6.8%	-0.8 pts.	-7.7 pts.
Unsub. Rate	0.25%	-0.03 pts.	-0.05 pts.
Bookings	1.5 K	-22.3%	-91.4%
Room Nights	4.0 K	+0.9%	-89.9%
Revenue	\$598.0 K	+15.8%	-91.2%



# Q1 2021 Global Promo Email Performance: February 2021

## Registration Confirmation

- Delivered more confirmation emails in first 24 days compared to previous promos
- Increased delivery led to higher open and click counts
- Stronger bookings than Q3 2020 confirmation emails and lower decline vs. Q1 2019 shows recovery rebound
- Relevant Stay Pass content engaged readers with over 18% of clicks; personalize by including 1 to 3 of the nearest Stay Pass properties
- Consider testing geo-targeted road trip content for spring or summer trip ideas

Metrics	Q1 2021 Confirmation	vs. Q3 2020	vs. Q1 2019
Delivered	691.3 K	+88.4%	+9.1%
Open	365.1 K	+185.3%	+39.6%
Open Rate	52.8%	+17.9 pts.	+11.5 pts.
Click	30.4 K	+93.9%	+16.7%
CTOR	8.3%	-3.9 pts.	-1.6 pts.
Unsub. Rate	0.01%	-0.00 pts.	-0.00 pts.
Bookings	1.0 K	+78.9%	-59.9%
Revenue	399.4 K	+169.5%	-61.5%

**ENG Version**

Header  
7.2% clks.

Hero Image  
2.1% clks.

CTA  
65.8% clks.

Stay Pass  
18.5% clks.

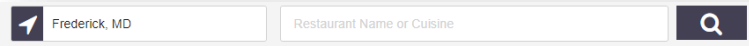
FOOTER  
6.3% clks.

# Eat Around Town

# Eat Around Town Solo Featured 6K Bonus Point Offer

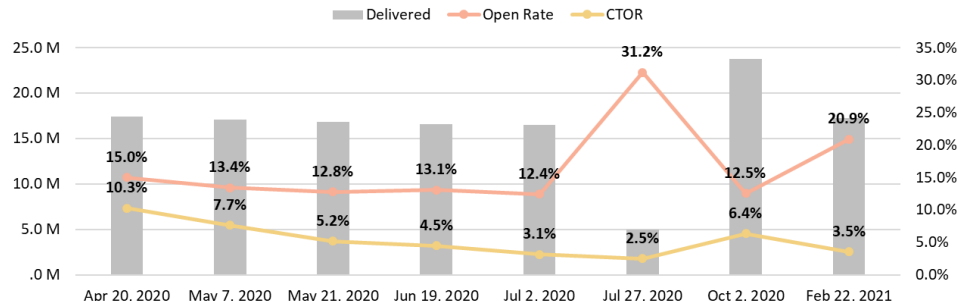
Launched: February 22, 2021

- Higher open rates compared to Oct '20 promo of 8x bonus points
- Expand personalization efforts to increase click activity
  - Show dynamic search bar with city/state to attract clicks; use tech to target location at time of open



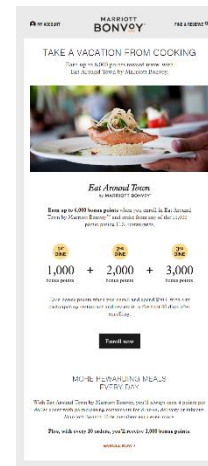
- Use Epsilon's Agile carousel or web scrape to feature up to 3 nearby restaurants; include catch-all CTA
- Share more low point balance redemption options, like gift cards, to Basics & Non-members

Eat Around Town Engagement Trends



SL: Earn up to 6,000 Points with Restaurants  
PH: Enroll in Eat Around Town by Marriott Bonvoy.

Member



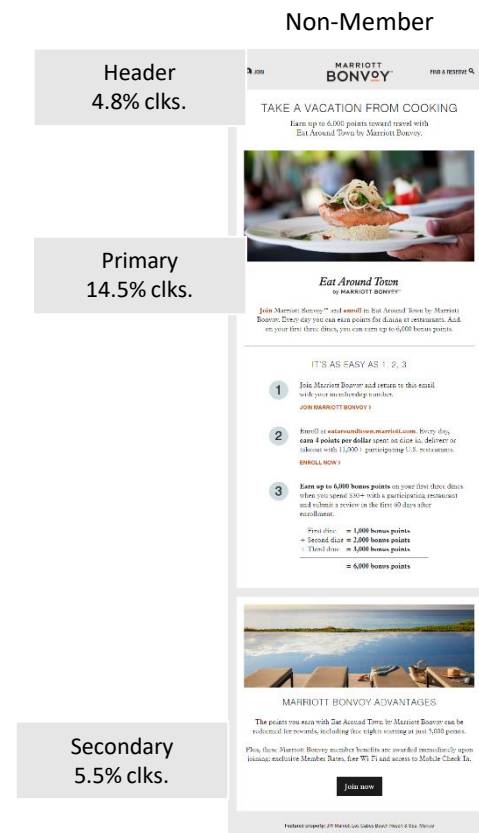
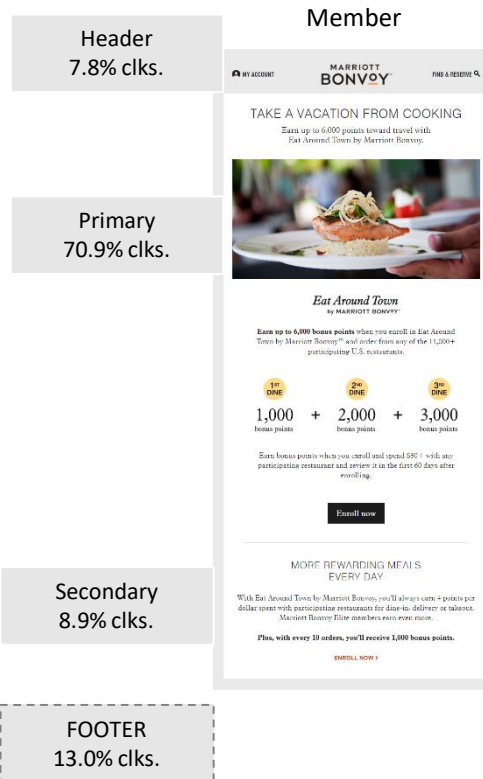
Non-Member



Metrics	Feb 22, 2021	vs. Apr-Oct '20 Avg.
Delivered	17.2 M	+6.6%
Opens	3.6 M	+59.7%
Open Rate	20.9%	+7.0 pts.
Clicks	127.6 K	-5.3%
CTOR	3.5%	-2.4 pts.
Unsub Rate	0.17%	+0.03 pts.

# Eat Around Town Solo Heat Map

- Most of the member level engagement went to the Primary offer module
- Elites had higher engagement in the Secondary content promoting the frequent diner bonus; % of clicks ranged from 8.4% to 10.1%
- Increase member click activity by testing higher CTA placement and copy
  - Test placement above and under hero image
  - Earn CTAs: Enroll & Earn, Earn More Points
  - Softer CTAs: Learn More, Search Restaurants
- Consider similar tactics for raising non-member click activity



# **Work Anywhere Solo (Atlanta Only)**

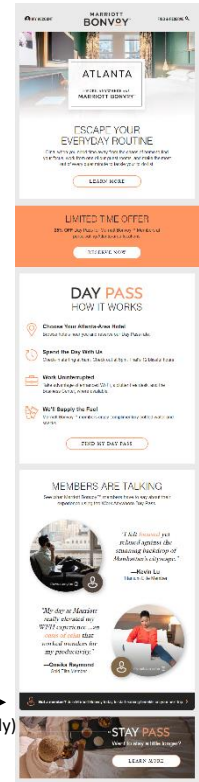
# Work Anywhere Day Pass LTO Solo: Atlanta

Launched: February 25, 2021

SL: Limited Time: Save 25% On Atlanta Hotel Day Passes  
PH: Enjoy 12 uninterrupted hours of work from your own private hotel room.

- Email featured a Day Pass limited time offer of 25% off for members living in select Atlanta-area markets
- Open & click rates were below Jan '21 Day Pass solo average; “New To You” in Jan '21 subject line may have attracted a broader audience where as LTO attracted deal-seekers – continue regular subject line testing to lift campaign performance
- Those that opened were engaged with the content; both CTOR and unsub. rates were better than Feb Bonvoy avg. for all levels, except with Gold and Titanium whose engagement was slightly below the Feb avg.

Metrics	Feb '21	MoM	Non-member	Basic	Silver	Gold	Platinum	Titanium	Ambassador
Delivered	430.7 K		81.4 K	245.5 K	36.9 K	39.5 K	11.2 K	14.1 K	2.1 K
Open Rate	14.5%	-2.1 pts.	10.7%	13.5%	17.1%	19.4%	21.9%	24.3%	22.1%
CTOR	4.9%	-6.0 pts.	4.0%	3.5%	5.9%	7.4%	10.4%	8.9%	11.4%
Unsub Rate	0.14%	-0.03 pts.	0.35%	0.11%	0.06%	0.07%	0.02%	0.01%	0.00%



Join banner  
(Non-Member Only)

# Work Anywhere Day Pass LTO Solo: Atlanta

## Heat Map

Member & Non-member click activity was nearly the same for the first set of modules

Same response in Jan '21 between the Hero and How it Works modules

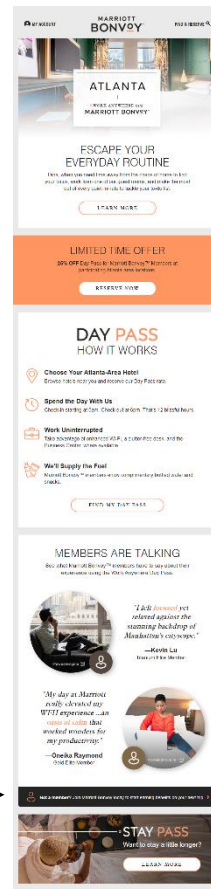
How it Works module continues to be a strong performer as readers learn more about this new benefit

Consider versioning How it Works for Non-members to provide reasons to enroll as another step in the process

- This module received 17% of clicks in Feb and between 28-37% of the clicks in Jan based on the city

% Of Clicks/Section	Member	Non-member
Header	4.5%	6.9%
Hero	24.3%	17.2%
LTO (25% off)	23.4%	14.0%
How It Works	29.3%	16.6%
Members Are Talking	1.3%	3.0%
Join Banner	---	1.5%
Stay Pass Banner	6.9%	4.5%
Footer	10.2%	36.2%

Join banner  
(Non-Member Only)



# ENC Deposit Solo

# Elite Night Credit (ENC) Deposit Solo

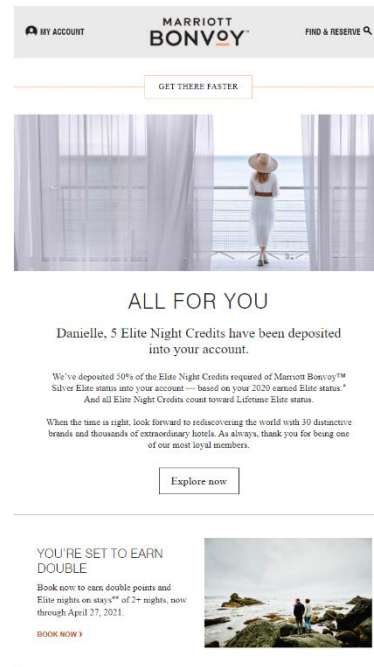
Launched: February 12, 2021

- Email was sent to 13.6% more members and captured 39.8% more opens; increases led to higher open rates compared to the July '20 solo
- English version had lower click activity than in-language versions, but combined revenues were slightly higher (+1.5% vs. July '20 solo)
- High click activity on Global Promo module shows interest in booking content; consider testing different messages to see which one(s) lift engagement (GloPro vs. geo-targeted offers or travel destinations vs. targeted cobrand messages)

Metrics	Feb '21 Total	Feb '21 ENG Version	Feb '21 INL Version	Feb '21 vs. Jul '20
Delivered	<b>4.9 M</b>	4.2 M	649.6 K	<b>+13.6%</b>
Open Rate	<b>36.9%</b>	37.2%	35.3%	<b>+6.9 pts.</b>
CTOR	<b>9.4%</b>	8.1%	18.4%	<b>-7.9 pts.</b>
Unsub. Rate	<b>0.05%</b>	0.05%	0.07%	<b>+0.02 pts.</b>
Bookings	<b>1.8 K</b>	1.7 K	182	<b>-17.1%</b>
Room Nts.	<b>4.8 K</b>	4.4 K	476	<b>-4.3%</b>
Revenue	<b>\$735.5 K</b>	\$657.6 K	\$78.0 K	<b>+1.5%</b>

Heat Map (% of Clicks)	No Promo	With Promo
Header	20.5%	16.6%
Primary Module	73.1%	49.2%
Secondary (GloPro)	---	<b>30.2%</b>
Footer	6.4%	3.9%

SL: You're Set, Danielle: 5 Elite Night Credits Are Yours  
PH: Get a jump-start on achieving your next Elite status.



# TESTING & OPTIMIZATION

## Subject Line Test Results

BOUTIQUES (2/02)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
More To Love: One-Of-A-Kind Gifts They'll Treasure Forever	Winner	<b>Themed, long</b> Both subject lines had similar open rates, but #2 became slightly higher several hours later *Results were not statistically significant
Shop Our One-Of-A-Kind Gifts	-0.04 pts.*	

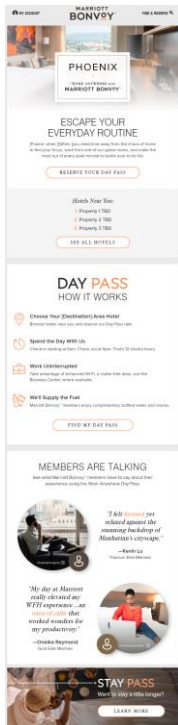
**PRE-HEADER:** *Discover Valentine's Day gifts from your favorite hotel brands including The Ritz-Carlton, St. Regis, EDITION, and more.*

PROJECT WANDERLUST (2/21)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
Trending in Travel: How to Cure the Winter Blues	Winner	<b>How-to, branded</b> The other subject lines had a slightly higher open rate several hours later; leverage PCIQ optimization to continue optimization efforts *Results were not statistically significant
Trending in Travel: Active Days and Cozy Nights	-0.20 pts.*	
Trending in Travel: 13 Mountain Resorts to Cure the Winter Blues	-0.46 pts.	

**PRE-HEADER:** *PLUS: Why travelers are taking extended vacations... and you should too*

# Work Anywhere Day Pass Solo: Nearby Property Optimization

January 2021



## Overview:

- Solo promoted the Day Pass option in select markets: Dallas, Phoenix, New York, Toronto
- Used Wylei geo-location and dynamic optimization technology (SmartMatrix) to present nearby properties in each market at the time of email open

1. Sheraton Dallas
2. Element DFW Airport North
3. SpringHill Suites-DFW East/Las Colinas

## Results:

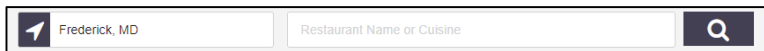
- Higher CTOR from randomized control group for each market compared to the optimized group; results did not reach statistical significance
- Most engaging brands based on the highest CTORs: TownePlace, Courtyard, Aloft, Marriott Hotels, Renaissance, Westin, and The Ritz-Carlton

**Consider performing optimization again in a future campaign to see if results are the same; if so, additional optimization efforts may not be necessary**

# ACTIONABLE INSIGHTS

# ACTIONABLE INSIGHTS

- Planning underway to increase room night contribution from Non-members and Basics; relaunch activation series and use 3<sup>rd</sup> party data to expand targeting
- Q1 2021 Global Promo considerations:
  - Non-member secondary module in launch announcement captured more clicks than body copy link with similar language; test into whether additional body copy linking is needed to lift engagement
  - Relevant Stay Pass content in Reg Confirmation email engaged readers; personalize by including 1 to 3 of the nearest Stay Pass properties and/or consider testing geo-targeted road trip content for spring or summer trip ideas
- Expand Eat Around Town email personalization to increase click activity:
  - Show dynamic search bar with city/state to attract clicks; use tech to target location at time of open



  - Use Epsilon's Agile carousel or web scrape to feature up to 3 nearby restaurants; include catch-all CTA
  - Share more low point balance redemption options, like gift cards, to Basics & Non-members
  - Increase member click activity by testing higher CTA placement and copy; consider similar tactics for raising non-member click activity
    - Test placement above and under hero image
    - Earn CTAs: Enroll & Earn, Earn More Points
    - Softer CTAs: Learn More, Search Restaurants

# ACTIONABLE INSIGHTS

- New METT templates launched Jan '21; measure pre/post performance in April 2021
- Consider versioning the Work Anywhere How it Works module for Non-members to provide reasons to enroll as another step in the process
- Perform Work Anywhere property optimization again in a future campaign to see if engagement results are the same; if so, additional optimization efforts may not be necessary
- Test different engagement messages in the Elite Night Credit Deposit Solo to see which one(s) lift engagement (GloPro vs. geo-targeted offers or travel destinations vs. targeted cobrand messages)

**Thank You!**

# APPENDIX

## New Campaign Dashboard Categories

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

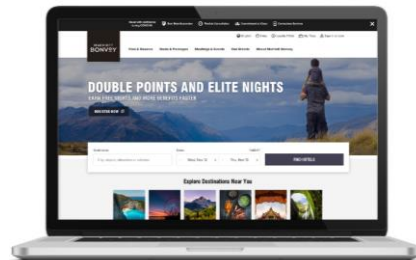
## 2021 YTD Campaign Category Dashboard

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		8.3%	20.9%	8.0%	28.5%	4.6%	0.0%	0.6%	4.8%	11.8%	12.5%
DELIVERED	360.6 M	30.0 M	75.2 M	28.8 M	102.7 M	16.6 M	13.4 K	2.3 M	17.3 M	42.4 M	45.2 M
DELIVERY RATE	99.1%	99.8%	99.6%	99.6%	98.2%	98.8%	99.8%	97.2%	99.6%	98.6%	99.7%
OPEN	87.6 M	9.6 M	16.0 M	6.8 M	27.1 M	2.8 M	7.5 K	825.9 K	3.6 M	10.2 M	10.7 M
OPEN RATE	24.3%	31.9%	21.3%	23.5%	26.4%	16.9%	55.9%	36.4%	21.0%	24.1%	23.6%
CLICK	4.0 M	643.0 K	497.2 K	239.6 K	1.2 M	129.9 K	1.7 K	135.1 K	132.4 K	729.9 K	308.4 K
CTR	1.11%	2.14%	0.66%	0.83%	1.17%	0.78%	12.30%	5.95%	0.77%	1.72%	0.68%
CTOR	4.6%	6.7%	3.1%	3.5%	4.4%	4.7%	22.0%	16.4%	3.6%	7.1%	2.9%
UNSUB	697.7 K	85.2 K	133.6 K	53.0 K	212.1 K	16.9 K	3	4.1 K	30.2 K	79.8 K	82.8 K
UNSUB RATE	0.19%	0.28%	0.18%	0.18%	0.21%	0.10%	0.02%	0.18%	0.17%	0.19%	0.18%
BOOKINGS	30.7 K	939	3.3 K	3.5 K	15.2 K	1.3 K	1	1.1 K	334	3.9 K	1.1 K
ROOM NIGHTS	78.7 K	2.7 K	7.3 K	9.4 K	39.2 K	3.2 K	14	2.8 K	753	10.2 K	3.0 K
REVENUE	\$12.5 M	\$512.2 K	\$1.0 M	\$1.7 M	\$6.2 M	\$553.5 K	\$1.2 K	\$383.8 K	\$96.9 K	\$1.5 M	\$507.0 K
CONVERSION RATE	0.76%	0.15%	0.67%	1.48%	1.26%	1.00%	0.06%	0.80%	0.25%	0.53%	0.37%
BPK	0.09	0.03	0.04	0.12	0.15	0.08	0.07	0.47	0.02	0.09	0.03

# Q1 2021 GLOBAL PROMOTION UPDATE AS OF 3/5/21

Registration: 2/2 – 4/13/21, Earning: 2/16 – 4/27/21 (71days)

- Higher key metrics vs. Q3 2020 promotion and smaller gap in some of key metrics vs. Q1 2019 promotion indicate increased promotion engagement and progress toward COVID-19 recovery
  - 1.13M Registrations for current campaign nearly on-par with 1.27M Registrations for pre-COVID Q1 2019 campaign
  - \$119.5M Influenced Revenue for current campaign more than double \$51M Influenced Revenue for Q3 2020 campaign
- 38,215 new members enrolled between 2/2 – 3/5/21\*\*



Based on data 5 weeks into Q1 2021 Registration Period and 3 weeks into Earning Period vs. same timeframe for reference campaigns:

Q1 2021 VS. REFERENCE CAMPAIGN OFFER DETAILS					
Q1 2021 (Current): 2X points + Elite Night Credits on each stay of 2+ nights		Q3 2020 (COVID Climate)*: 2,500 bonus points per stay, plus 5,000 bonus points after 3 stays		Q1 2019 (Pre-COVID Climate)*: 2X points on each stay starting with 2 <sup>nd</sup> stay + 500 bonus points for U.S. Cardholders on weekend stays	
PROMO	REGISTRATIONS (M)	REG. RATE	ACTIVATIONS (K)	ACTIVATION RATE	INFLUENCED REVENUE (M)***
Q1 2021	1.13	4.4%	267	24%	\$119.5
Q3 2020	0.69	2.4%	130	25%	\$51
Q1 2019	1.27	5.8%	808	63%	\$564



\*For each global promotion, we select a reference campaign to compare promotion performance. For Q1 2021, we selected the Q3 2020 global promotion due to COVID environment and Q1 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 Q1 2021 global promotion AND registered for global promo on same day between 2/2 launch and 3/5/21.

For reference, 31,470 new members enrolled AND registered for the Q3 2020 global on or before their enrollment date between 8/13 launch and 9/18/20

\*\*\*Q1 2021 and Q3 2020 Influenced Revenue expected to be lower than previous campaigns given elimination of retroactive earn and change in metric definition.

Current Definition: Revenue generated during promo earning period by members who registered prior to their stays.

Previous Definition: Revenue generated during promo earning period by all registered members regardless of stay activity as long as they registered before registration end date.