Email Channel Performance: October 2020

November 17, 2020

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Mystique, a Luxury Collection Hotel, Santorini Greece

TODAY'S AGENDA

1. Performance Summary

2. Key Initiatives & Campaigns

3. Testing and Optimization

4. Actionable Insights

5. Industry Insights

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KEY STORYLINES

- Several high-volume email campaigns were deployed in October to support key initiatives like, Week of Wonders, Work Anywhere, Global Promo, and Project Wanderlust

- MAU and several of the larger deployments had above average open rates, which resulted in a positive impact on overall engagement

- The combination of low click rates and high unsubscribe rates for some of the larger deployments may be a sign that targeting criteria could be refined to support relevancy goals

- Members responded favorably to the new Work Anywhere program benefit; Day and Stay Passes were the most engaging

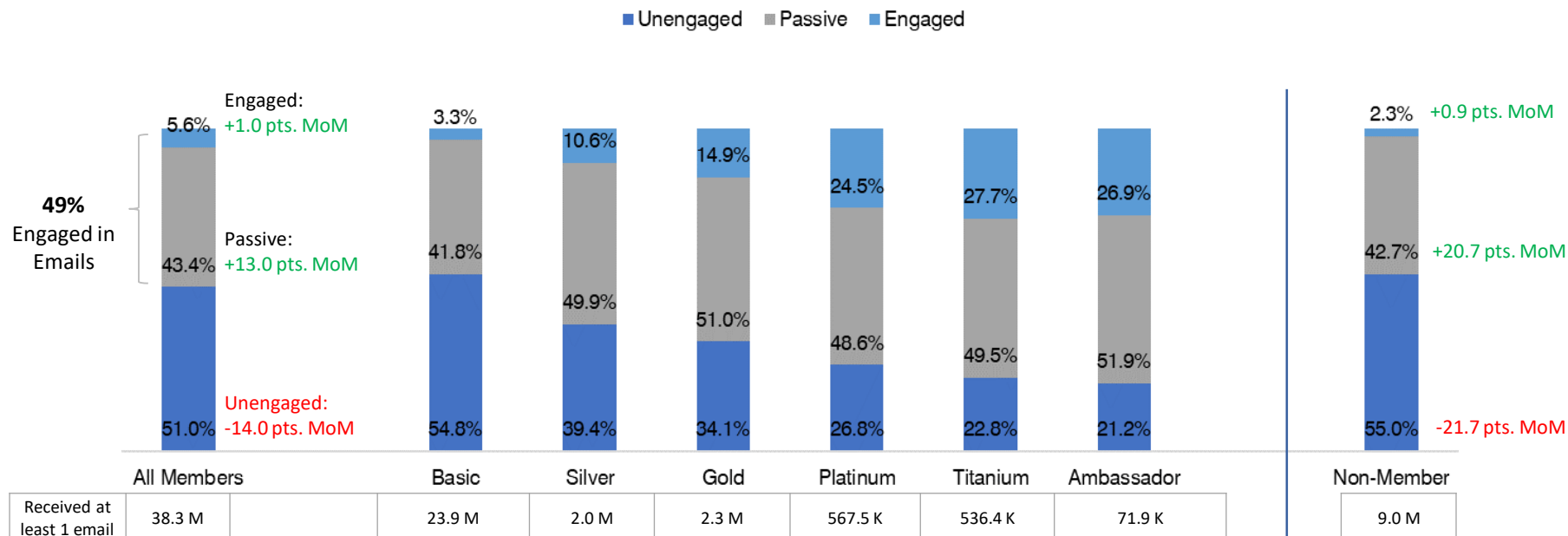- New tracking shows higher engagement for recent stayer segments

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MONTHLY PERFORMANCE SUMMARY

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49% Of Members Engaged In October 2020 Emails (+14.0 Pts. MoM)

- Email engagement was up across all levels MoM
- Opener counts increased the most dropping the Unengaged counts to record lows
- Several of the broader targeted Solos had open rates in the low to mid 20s, as well as MAU

Email Engagement by Member Level: October 2020

■ Unengaged ■ Passive ■ Engaged

49% Engaged in Emails

Engaged: +1.0 pts. MoM

Passive: +13.0 pts. MoM

Unengaged: -14.0 pts. MoM

	All Members	Basic	Silver	Gold	Platinum	Titanium	Ambassador	Non-Member
Engaged	5.6%	3.3%	10.6%	14.9%	24.5%	27.7%	26.9%	2.3% (+0.9 pts. MoM)
Passive	43.4%	41.8%	49.9%	51.0%	48.6%	49.5%	51.9%	42.7% (+20.7 pts. MoM)
Unengaged	51.0%	54.8%	39.4%	34.1%	26.8%	22.8%	21.2%	55.0% (-21.7 pts. MoM)
Received at least 1 email	38.3 M	23.9 M	2.0 M	2.3 M	567.5 K	536.4 K	71.9 K	9.0 M

Engaged = Opened and clicked   **Passive** = Opened, but did not click   **Unengaged** = Did not open and did not click

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Performance Summary: October 2020

- Delivered counts increased by 55% vs. 12-month average from sending more broader targeted solos
- Open rates were not impacted by the increase in delivered emails; engagement was up for most categories
- Solos made up 48% of delivered emails driving overall engagement and revenue
- Low engagement in some of the broader targeted solos drove down click rates and increased unsub. rates (Week of Wonders #1, Project Wanderlust, and EAT)
- Consider refining solo targeting criteria to capture a more ideal audience to lift engagement; use ride-a-long banners to promote content to the broader database in other emails

### October 2020 vs. Rolling 12-Month Average (Oct 2019-Sep 2020)

Engagement

313.2 M	56.1 M	17.9%	2.2 M	0.7%	4.0%	0.24%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
+55.0% (+111.2M)	+76.5% (+24.3M)	+2.1 pts.	+6.4% (+134.4 K)	-0.3 pts.	-2.6 pts.	+0.06 pts.

Financials

| 19.5 K	40.8 K	$6.0 M	0.06	0.87%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-29.2% (-8.0 K)	-32.6 (-19.8 K)	-35.9% (-$3.3 M)	-54.4%	-0.4 pts

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Rates Impacted By High-Volume Solos

Subject lines from emails like, Week of Wonders, Work Anywhere, and Project Wanderlust captured readers generating high open rates. Unfortunately, the content did not drive clicks and led to low click conversion.

Delivered, Open Rate & CTO Rate Trends

DELIVERED | OPEN% | CTOR

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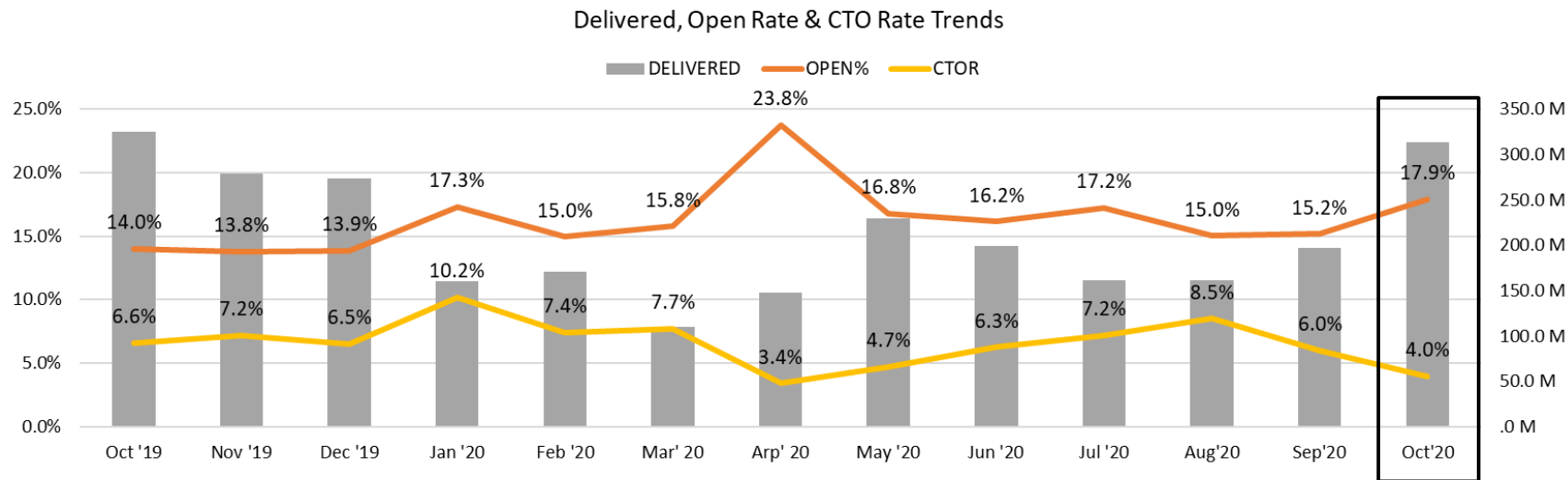
Unsubscribe Rates Also Impacted By High-Volume Solos

Rising unsub. rates show need to increase relevancy and improve targeting criteria for key campaigns

Engagement Trends: Unsubscribe Rate

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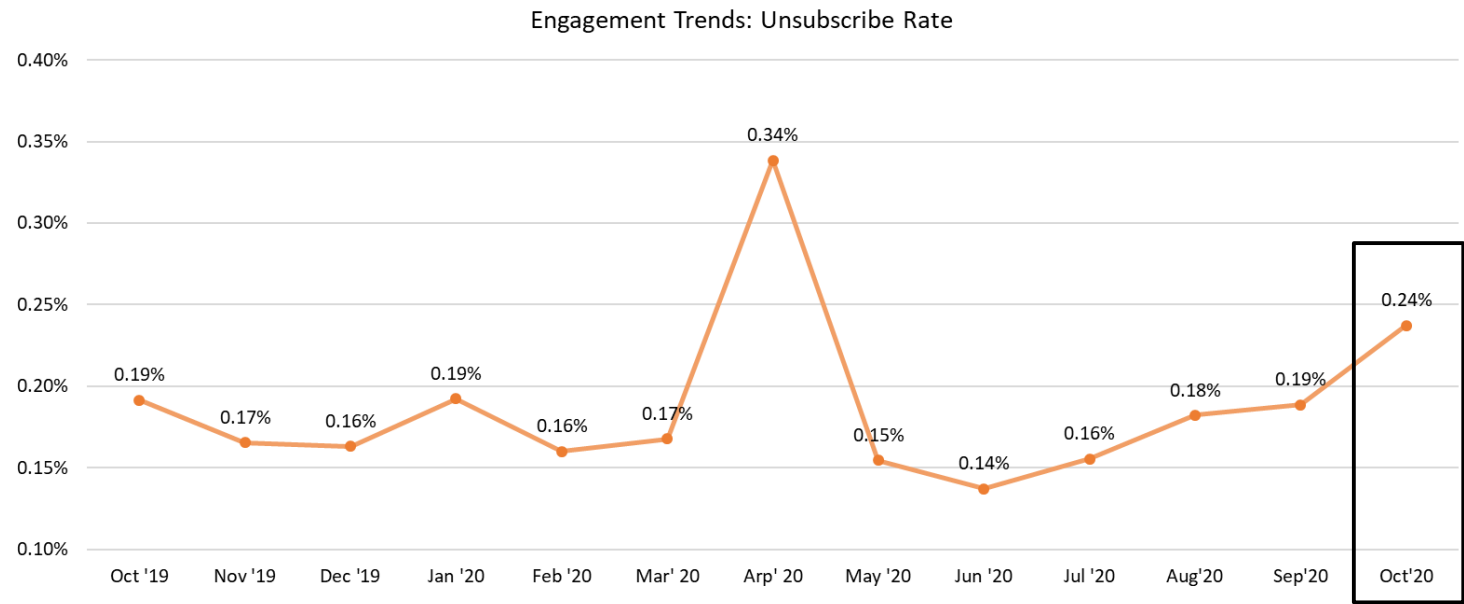
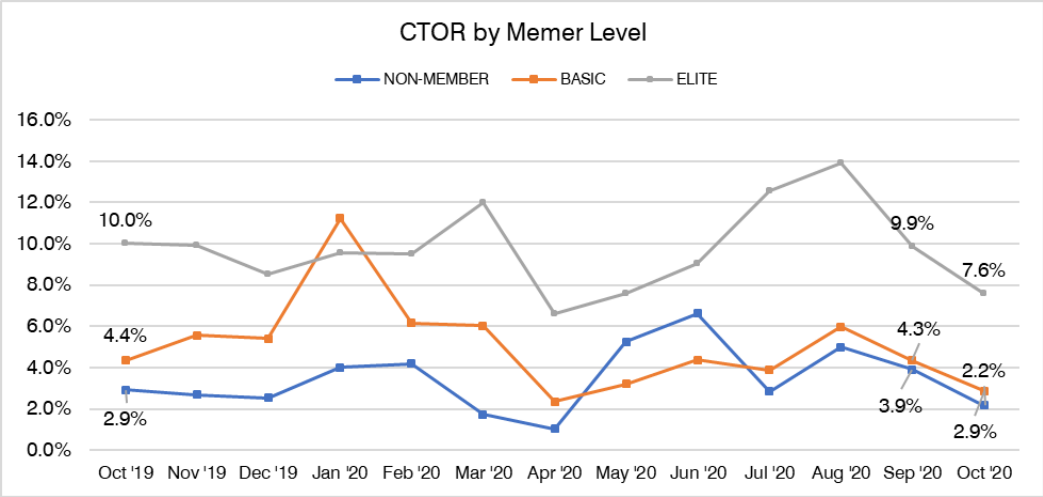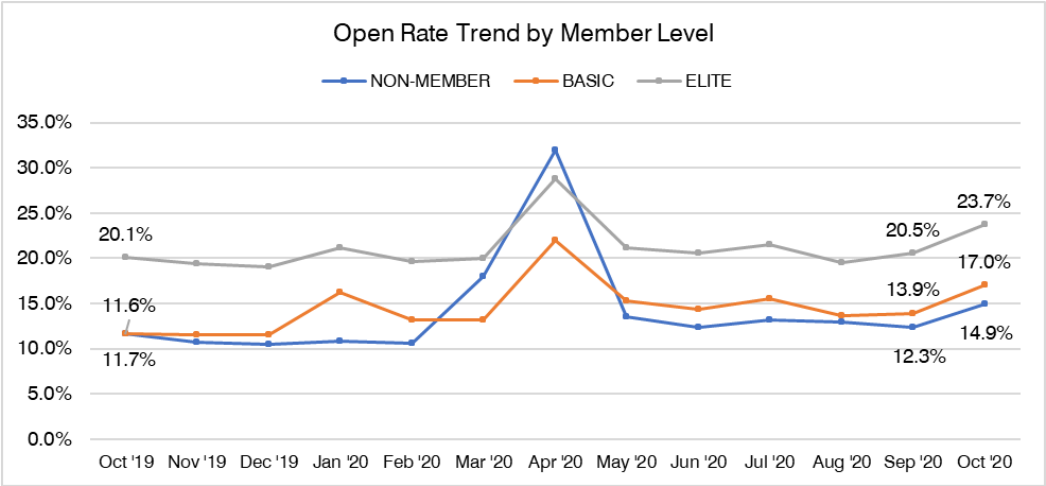# Engagement Trends Consistent Across All Levels

- Open rate increase was consistent across all levels with lifts between 3 and 4 percentage points
- Upper Elites had higher click declines, up to 5 percentage points for Ambassadors
- Plans are underway to address declining engagement with upper Elite tiers; a frequency management strategy

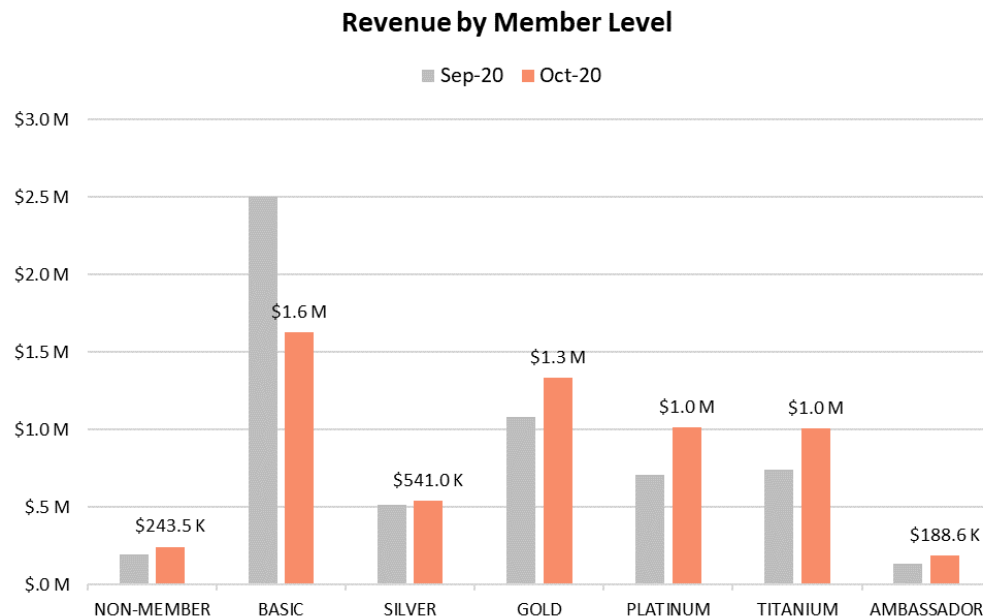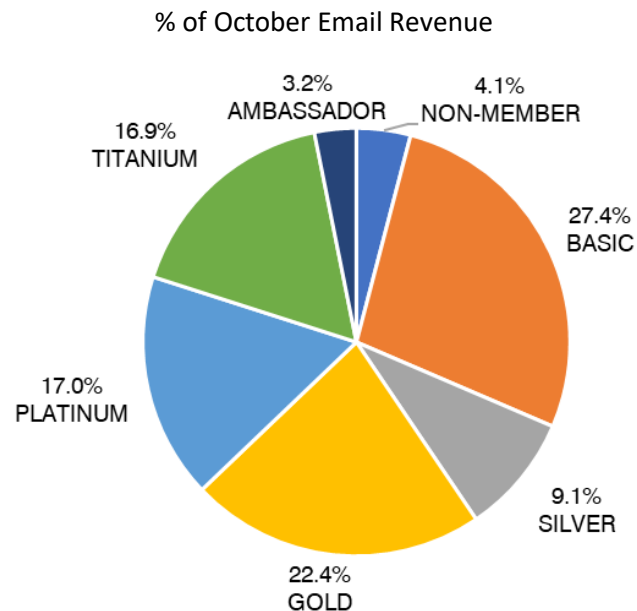**Emailable Counts***
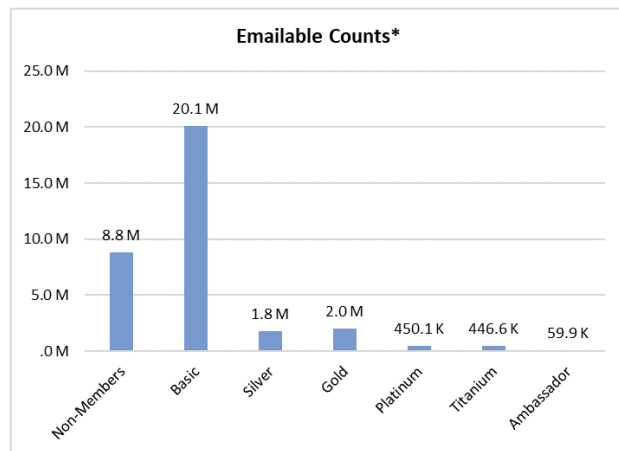
*Counts are as of 11/5/20 with standard suppressions applied

Segment	Delivered	Open Rate	Open Rate vs. 12-Mos. Avg.	CTOR	CTOR vs. 12-Mos. Avg.
NON-MEMBER	71.4 M	14.9%	+2.5 pts.	2.2%	-1.2 pts.
BASIC	179.0 M	17.0%	+3.0 pts.	2.9%	-2.1 pts.
SILVER	22.5 M	20.0%	+2.9 pts.	5.8%	-2.1 pts.
GOLD	25.3 M	23.8%	+3.4 pts.	7.3%	-1.9 pts.
PLATINUM	7.5 M	28.0%	+3.9 pts.	9.5%	-1.2 pts.
TITANIUM	6.7 M	30.3%	+4.0 pts.	10.0%	-3.0 pts.
AMBASSADOR	905.8 K	29.7%	+3.4 pts.	9.6%	-5.3 pts.
TOTAL	**313.2 M**	**17.9%**	**+2.1 pts.**	**4.0%**	**-2.6 pts.**

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Consistent Email Engagement Trends Across All Levels

Open Rate Trend by Member Level

NON-MEMBER — BASIC — ELITE

CTOR by Memer Level

NON-MEMBER — BASIC — ELITE

Revenue Contribution Up MoM For All, Except Basics

- Overall monthly revenue was up MoM for most members; gains may have resulted from double digit delivery increases
- September was a stronger month for Basics where they generated over $2.5M; the Activation email with a Fall Travel offer (15% off) made up 36% of their Sept revenue

% of October Email Revenue

- 3.2% AMBASSADOR
- 4.1% NON-MEMBER
- 27.4% BASIC
- 9.1% SILVER
- 22.4% GOLD
- 17.0% PLATINUM
- 16.9% TITANIUM

Revenue by Member Level

Sep-20 Oct-20

- NON-MEMBER: $243.5 K
- BASIC: $1.6 M
- SILVER: $541.0 K
- GOLD: $1.3 M
- PLATINUM: $1.0 M
- TITANIUM: $1.0 M
- AMBASSADOR: $188.6 K

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Upper Elite Booking Activity Trending At Silver Levels

Bookings Trend by Elite Member Level

SILVER · GOLD · PLATINUM · TITANIUM · AMBASSADOR

Executive Dashboard: October 2020 vs. 12-Month Average

Open rates up across all categories, except Brand BPP

Solos and Promo categories drove engagement; high unsub. rates show opportunity to increase relevancy thru refined targeting

	Monthly Average	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
% of Delivered Emails	100%	9%	0%	48%	18%	0%	0%	14%	1%	2%	2%	4%	3%
Delivered	313.2 M / 55.0%	27.7 M / -3.4%	324.3 K / -87.7%	151.1 M / 92.7%	55.9 M / 270.3%	1.3 M / -51.2%	7.8 K / -96.9%	42.7 M / 30%	3.4 M / -86.5%	5.2 M / -46.4%	5.8 M / -9.4%	11.5 M / -22.7%	8.2 M / 16.1%
Delivery Rate	98.7% / +0.2 pts.	96.7% / -1.9 pts.	92.6% / -1.9 pts.	99.0% / +1.0 pts.	98.4% / +0.3 pts.	99.3% / +1.4 pts.	99.8% / +1.2 pts.	99.1% / -0.4 pts.	99.7% / +0.0 pts.	97.7% / -0.5 pts.	99.6% / +0.5 pts.	99.7% / +0.3 pts.	99.6% / -0.1 pts.
Open	56.1 M / 76.2%	6.6 M / 45.0%	144.6 K / -80.2%	26.4 M / 107.7%	9.9 M / 379.1%	279.0 K / -21.5%	4.5 K / -89.4%	6.2 M / 64.3%	1.2 M / -76.5%	938.7 K / -42.7%	633.0 K / -49.3%	2.3 M / -19.4%	1.6 M / 64.3%
Open Rate	17.9% / +2.2 pts.	23.9% / +8.0 pts.	44.6% / +16.9 pts.	17.5% / +1.3 pts.	17.6% / +4.0 pts.	20.9% / +7.9 pts.	57.2% / +40.2 pts.	14.4% / +3.0 pts.	34.3% / +14.6 pts.	18.2% / +1.2 pts.	10.9% / -8.6 pts.	19.6% / +0.8 pts.	18.9% / +5.5 pts.
Click	2.2 M / 5.9%	327.8 K / -37.2%	36.0 K / -77.1%	1.2 M / 57.5%	283.2 K / 75.1%	11.2 K / -70.8%	270 / -96.6%	88.4 K / 62%	66.2 K / -79.8%	38.2 K / -20.4%	39.3 K / -45.5%	98.4 K / -27.3%	84.4 K / 21.6%
CTR	0.7% / -0.3 pts.	1.2% / -0.6 pts.	11.1% / +5.2 pts.	0.8% / -0.2 pts.	0.5% / -0.6 pts.	0.8% / -0.6 pts.	3.5% / +0.3 pts.	0.2% / +0.0 pts.	1.9% / +0.6 pts.	0.7% / +0.2 pts.	0.7% / -0.4 pts.	0.9% / -0.1 pts.	1.0% / +0.0 pts.
CTOR	4.0% / -2.6 pts.	4.9% / -6.5 pts.	24.9% / +3.5 pts.	4.4% / -1.4 pts.	2.9% / -5.0 pts.	4.0% / -6.8 pts.	6.1% / -12.8 pts.	1.4% / -0.0 pts.	5.6% / -0.9 pts.	4.1% / +1.1 pts.	6.2% / +0.4 pts.	4.4% / -0.5 pts.	5.4% / -1.9 pts.
Unsub.	743.3 K / 104.8%	37.4 K / -14.4%	1.1 K / -91.4%	429.2 K / 175.9%	153.0 K / 301.2%	1.0 K / -79.5%	1 / -99.8%	82.8 K / 51%	963 / -95.1%	1.7 K / -44.3%	9.3 K / -26.0%	16.1 K / -31.0%	10.8 K / 2.1%
Unsub. Rate	0.24% / +0.06 pts.	0.13% / -0.02 pts.	0.34% / -0.14 pts.	0.28% / +0.09 pts.	0.27% / +0.02 pts.	0.08% / -0.11 pts.	0.01% / -0.21 pts.	0.19% / +0.03 pts.	0.03% / -0.05 pts.	0.03% / +0.00 pts.	0.16% / -0.04 pts.	0.14% / -0.02 pts.	0.13% / -0.02 pts.
Bookings	19.5 K / -29.2%	2.4 K / -56.0%	549 / -75.0%	7.5 K / 2.9%	4.0 K / 2.4%	58 / -93.5%	11 / -96.4%	727 / -5%	630 / -89.0%	439 / -55.0%	620 / -51.1%	318 / -38.0%	2.2 K / 41.4%
Room Nts.	40.8 K / -32.6%	4.7 K / -61.0%	1.3 K / -70.4%	16.2 K / -3.1%	8.0 K / -4.5%	95 / -95.0%	25 / -96.3%	1.3 K / -18%	899 / -91.7%	985 / -55.6%	1.7 K / -38.2%	683 / -40.4%	5.0 K / 41.4%
Revenue	$6.0 M / -35.9%	$718.8 K / -62.0%	$169.2 K / -72.5%	$2.3 M / -9.4%	$1.1 M / -16.5%	$10.0 K / -96.8%	$3.2 K / -97.0%	$169.5 K / -28%	$97.2 K / -93.6%	$261.1 K / -31.4%	$318.3 K / -34.0%	$98.1 K / -45.6%	$775.8 K / 49.5%
Conversion Rate	0.87% / -0.4 pts.	0.73% / -0.3 pts.	1.53% / +0.1 pts.	0.65% / -0.3 pts.	1.42% / -1.0 pts.	0.52% / -1.8 pts.	4.07% / +0.2 pts.	0.82% / -0.6 pts.	0.95% / -0.8 pts.	1.15% / -0.9 pts.	1.58% / -0.2 pts.	0.32% / -0.1 pts.	2.63% / +0.4 pts.
BPK	0.06 / -54.3%	0.09 / -54.4%	1.69 / 104.1%	0.05 / -46.6%	0.07 / -72.3%	0.04 / -86.6%	1.41 / 14.3%	0.02 / -27%	0.18 / -18.5%	0.09 / -16.0%	0.11 / -46.0%	0.03 / -19.8%	0.27 / 21.8%

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Executive Dashboard by Member Level: October 2020

Non-Members responded well to Traveler & METT emails. Bookings were driven from Solos & Promo

Basics & Silver responded well to LPM, MAU, and ATM emails. Solos, Promo, and MAU drove October bookings

Non-members & Basics are driving the high Solo unsub rate for the month; look for ways to increase personalization through targeting and messaging

NON-MEMBER	Total	SOLO	PROMO	COBRAND Acquisition	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	71.4 M	40.8 M	17.4 M	10.3 M	169.6 K	1.4 M	38.4 K	1.3 M
OPEN RATE	14.9%	15.5%	16.0%	12.0%	17.4%	7.0%	73.2%	12.7%
CTOR	2.2%	2.5%	1.4%	1.9%	2.8%	3.5%	0.9%	2.6%
UNSUB. RATE	0.60%	0.66%	0.56%	0.47%	0.07%	0.46%	0.36%	0.51%
BOOKINGS	881	411	407	19	2	19	1	22
REVENUE	$243.5 K	$132.7 K	$92.1 K	$3.7 K	$212.88	$8.7 K	$303.05	$5.7 K
BPK	0.01	0.01	0.02	0.00	0.01	0.01	0.03	0.02

BASIC	Total	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	179.0 M	22.8 M	254.4 K	82.6 M	30.7 M	990.3 K	2.5 K	25.5 M	2.8 M	2.2 M	8.3 M	2.9 M
OPEN RATE	17.0%	21.5%	41.5%	16.6%	16.9%	19.4%	55.5%	14.5%	15.1%	10.2%	18.9%	15.4%
CTOR	2.9%	3.2%	21.3%	3.3%	1.7%	2.5%	5.9%	1.1%	3.4%	4.9%	3.4%	4.4%
UNSUB. RATE	0.16%	0.15%	0.42%	0.17%	0.17%	0.09%	0.04%	0.12%	0.04%	0.09%	0.17%	0.10%
BOOKINGS	5.9 K	938	354	2.5 K	933	34	3	454	87	143	120	398
REVENUE	$1.6 M	$273.9 K	$100.3 K	$684.0 K	$253.1 K	$6.4 K	$368.46	$107.0 K	$29.2 K	$51.5 K	$38.3 K	$84.7 K
BPK	0.03	0.04	1.39	0.03	0.03	0.03	1.20	0.02	0.03	0.07	0.01	0.14

SILVER	Total	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	22.5 M	1.8 M	25.3 K	10.3 M	3.0 M	177.5 K	1.8 K	3.1 M	928.6 K	415.1 K	771.0 K	1.2 M	716.9 K
OPEN RATE	20.0%	30.0%	51.9%	19.5%	19.9%	24.1%	61.7%	15.9%	29.6%	17.8%	12.1%	17.5%	19.2%
CTOR	5.8%	8.3%	29.4%	6.3%	5.2%	6.0%	5.5%	1.8%	5.4%	3.8%	6.8%	5.9%	5.6%
UNSUB. RATE	0.07%	0.05%	0.06%	0.08%	0.06%	0.05%	0.00%	0.06%	0.05%	0.03%	0.05%	0.07%	0.04%
BOOKINGS	2.4 K	385	46	914	466	8	0	112	126	18	108	51	166
REVENUE	$541.0 K	$71.4 K	$11.0 K	$203.1 K	$101.8 K	$1.3 K	$0.00	$27.8 K	$15.0 K	$3.9 K	$46.6 K	$13.9 K	$45.2 K
BPK	0.11	0.21	1.82	0.09	0.16	0.05	0.00	0.04	0.14	0.04	0.14	0.04	0.23

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Executive Dashboard: October 2020

Upper Elites responded well to MAU, LPM, and ATM emails

Overall unsub. rates are low compared to the lower member levels, but Solos are still the highest

Continue to focus on growing Elite engagement and activity, but lean in on increasing relevancy

GOLD	Total	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	25.3 M	2.1 M	21.4 K	11.2 M	3.2 M	144.9 K	2.5 K	2.7 M	1.4 M	849.7 K	859.4 K	1.2 M	1.6 M
OPEN RATE	23.8%	35.5%	55.8%	23.1%	24.0%	26.2%	57.7%	18.4%	33.7%	21.4%	14.7%	21.4%	21.2%
CTOR	7.3%	10.0%	28.8%	7.9%	7.4%	7.6%	6.2%	1.7%	6.2%	4.8%	8.1%	6.8%	6.8%
UNSUB. RATE	0.06%	0.05%	0.01%	0.08%	0.06%	0.04%	0.00%	0.08%	0.03%	0.03%	0.04%	0.06%	0.04%
BOOKINGS	4.3 K	517	37	1.5 K	862	12	7	81	316	133	154	71	668
REVENUE	$1.3 M	$198.1 K	$16.0 K	$437.6 K	$230.3 K	$1.9 K	$2.8 K	$15.3 K	$49.2 K	$57.9 K	$86.6 K	$23.4 K	$212.1 K
BPK	0.17	0.25	1.73	0.13	0.27	0.08	2.86	0.03	0.23	0.16	0.18	0.06	0.41

PLATINUM	Total	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	METT	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	7.5 M	485.5 K	12.2 K	2.9 M	805.2 K	13.5 K	848	494.3 K	507.1 K	966.2 K	251.6 K	314.1 K	765.2 K
OPEN RATE	28.0%	42.8%	58.2%	27.4%	29.4%	29.4%	49.9%	20.7%	38.0%	24.6%	15.6%	24.9%	26.3%
CTOR	9.5%	11.5%	42.8%	12.3%	11.9%	18.4%	7.6%	2.3%	5.3%	4.9%	9.2%	8.3%	6.6%
UNSUB. RATE	0.03%	0.02%	0.00%	0.04%	0.02%	0.03%	0.00%	0.03%	0.02%	0.02%	0.03%	0.03%	0.02%
BOOKINGS	2.7 K	249	44	960	557	3	1	30	89	199	74	37	410
REVENUE	$1.0 M	$80.6 K	$12.0 K	$329.7 K	$149.9 K	$434.00	$77.13	$5.7 K	$14.3 K	$169.9 K	$57.3 K	$15.1 K	$180.1 K
BPK	0.36	0.51	3.61	0.34	0.69	0.22	1.18	0.06	0.18	0.21	0.29	0.12	0.54

TITANIUM	Total	MAU	LPM	SOLO	PROMO	ATM Invites	ATM Other	COBRAND Acquisition	COBRAND Other	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	6.7 M	447.1 K	7.8 K	3.0 M	785.0 K	7.6 K	187	500.8 K	552.2 K	272.1 K	322.1 K	821.6 K
OPEN RATE	30.3%	46.3%	57.8%	29.2%	31.5%	29.1%	65.8%	23.3%	40.3%	17.1%	26.8%	27.8%
CTOR	10.0%	10.8%	53.3%	12.2%	13.6%	9.5%	6.5%	2.4%	4.7%	8.8%	8.2%	6.3%
UNSUB. RATE	0.02%	0.01%	0.03%	0.03%	0.02%	0.00%	0.00%	0.03%	0.01%	0.02%	0.02%	0.02%
BOOKINGS	2971	264	59	1211	695	1	0	27	96	106	27	485
REVENUE	$1.0 M	$76.1 K	$23.6 K	$435.9 K	$175.6 K	$22.00	$0.00	$9.3 K	$18.5 K	$57.3 K	$5.7 K	$204.4 K
BPK	0.45	0.59	7.57	0.41	0.89	0.13	0.00	0.05	0.17	0.39	0.08	0.59

AMBASSADOR	Total	MAU	LPM	SOLO	PROMO	ATM Invites	COBRAND Acquisition	COBRAND Other	BRAND BPP	TRAVELER	BONVOY ESCAPES
DELIVERED	905.8 K	60.2 K	3.3 K	391.8 K	105.9 K	484	90.6 K	47.6 K	40.7 K	41.1 K	124.1 K
OPEN RATE	29.7%	49.5%	70.0%	28.4%	31.2%	24.4%	23.8%	40.9%	15.6%	26.1%	27.7%
CTOR	9.6%	9.2%	34.9%	10.9%	14.4%	11.0%	2.5%	5.7%	10.1%	8.4%	6.0%
UNSUB. RATE	0.02%	0.02%	0.12%	0.03%	0.01%	0.21%	0.02%	0.01%	0.01%	0.02%	0.02%
BOOKINGS	367	43	9	106	103	0	4	1	16	11	74
REVENUE	$188.6 K	$18.7 K	$6.3 K	$55.0 K	$52.5 K	$0.00	$644.44	$94.00	$10.3 K	$1.3 K	$43.6 K
BPK	0.41	0.71	2.73	0.27	0.97	0.00	0.04	0.02	0.39	0.27	0.60

KEY INITIATIVES & CAMPAIGNS

- Monthly Account Update (MAU)
- Traveler Newsletter
- Key Solos
  - Work Anywhere Launch
  - MBV Escapes
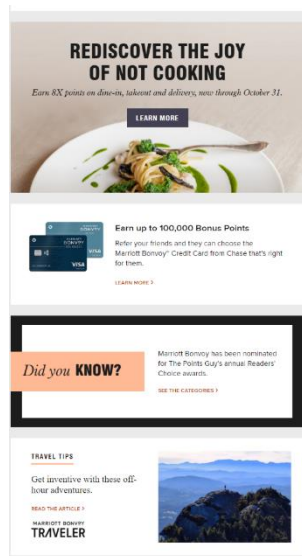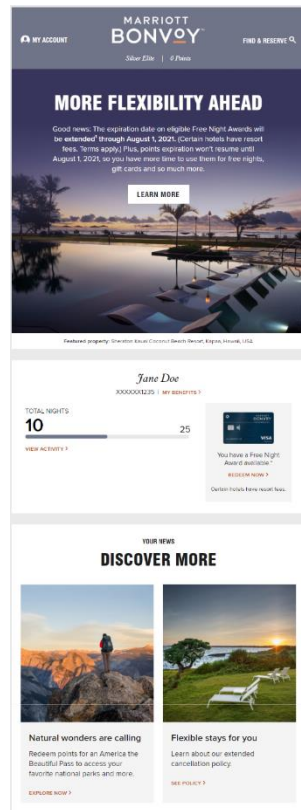
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MAU CREATIVE: OCTOBER 2020
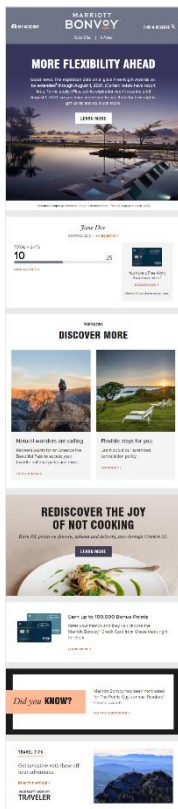
EXAMPLE OF ENGLISH VERSION

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

Pre-Header: See What's New in October

MAU Performance Summary: October 2020

All Versions: Global English (10/26) + In. Lang. (10/29)

Time Period	Delivered	Open Rate	CTR	CTOR	Unsub. Rate	Bookings	Revenue
October 2020	**27.7 M**	**23.9%**	**1.2%**	**4.9%**	**0.13%**	**2.4 K**	**$718.8 K**
For Comparison:							
vs. MAU Sep '20	-2.6%	+8.6 pts.	+0.03 pts.	-2.6 pts.	+0.01 pts.	-19.4%	-14.8%
vs. MAU 12-Mos avg. (Oct'19 – Sep '20)	-3.4%	+8.0 pts.	-0.64 pts.	-6.5 pts.	-0.02 pts.	-56.0%	-62.0%

- Open rates spiked in October; rates were up MoM and vs. 12-month MAU average
- Possible impact from shift in deployment day of week; Oct went on a Monday instead of the typical Thursday send
- Over 50% of the clicks went to the account box; less engagement in the lower modules led to CTOR declines
- Continue looking for ways to increase relevancy and personalization to lift engagement
- Use the most engaging content from 2019 and 2020 to inform the 2021 MAU content calendar
  - Identify sub-segments for additional personalization, like new members, active stayers, cardholders, upper Elites
  - Develop a test & learn roadmap for key segments

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Engagement Shifted For All Levels

Open rates increased for all levels (highest YTD), but capturing fewer clickers led to YTD CTOR lows

Jan – Oct '20

Jan – Oct '20

		Oct '20	Engagement Trends
BASIC	**Deliv.**	22.8 M	MoM -3.0% (-717.5 K)
	Open%	21.5%	
	CTOR	3.2%	
SILVER	**Deliv.**	1.8 M	MoM -1.2% (-23.2 K)
	Open%	30.0%	
	CTOR	8.3%	
GOLD	**Deliv.**	2.1 M	MoM -0.5% (-9.3 K)
	Open%	35.5%	
	CTOR	10.0%	

		Oct '20	Engagement Trends
PLATINUM	**Deliv.**	485.5 K	MoM + 1.8% (+ 8.5 K)
	Open%	42.8%	
	CTOR	11.5%	
TITANIUM	**Deliv.**	447.1 K	MoM + 1.5% (+ 6.7 K)
	Open%	46.3%	
	CTOR	10.8%	
AMBASSADOR	**Deliv.**	60.2 K	MoM + 1.4% (+ 808)
	Open%	49.5%	
	CTOR	9.2%	

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MAU October 2020: Heat Map (English Version)
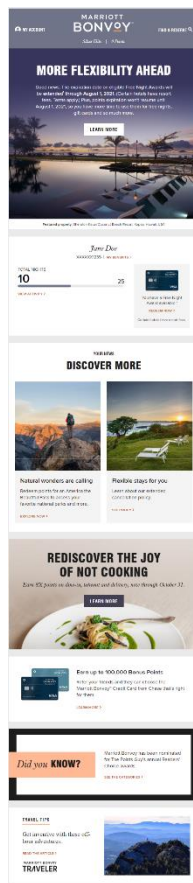
Module	Clicks	Bookings	% of Clicks	% of Bookings
Header	34.1 K	896	10.3%	40.2%
Hero (Points Expiration)	55.5 K	310	16.7%	13.9%
Account Box Personalization	177.1 K	925	**53.4%**	41.5%
Your News: Discover More	17.6 K	82	5.3%	3.7%
Eat Around Town (dynamic)	1.1 K	0	0.3%	0.0%
Cobrand (ACQ. & ECM)	6.9 K	0	2.1%	0.0%
Did You Know? Points Guy	2.4 K	0	0.7%	0.0%
Traveler (Off-hour adventures)	4.2 K	0	1.3%	0.0%
Footer (includes brand bar)	33.1 K	14	10.0%	0.6%

The most personalized and relevant content received the most engagement

- 53% of clicks went to the Account Box

- Account Box engagement was led by the Basic members at 50% of clicks

- Hero was most engaging for Elites at 22% of clicks vs. 11% for Basics

Lift clicks in lower modules using key lifecycle milestones. Reminders about redemption opportunities (free gift cards or nights), new member benefits, or reaching Elite

TRAVELER CREATIVE: OCTOBER 2020
EXAMPLE OF U.S. VERSION

THEME: *Self-Care, Rejuvenation*

Subject lines: Are You Ready for a "Rejuvacation", Diane?
Pre-Header: Plus, where to find peace and quiet in the **U.S.**

Geo-targeted
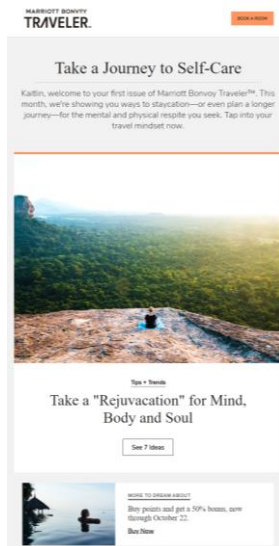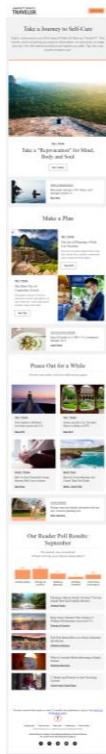
Geo-targeted Global Promo
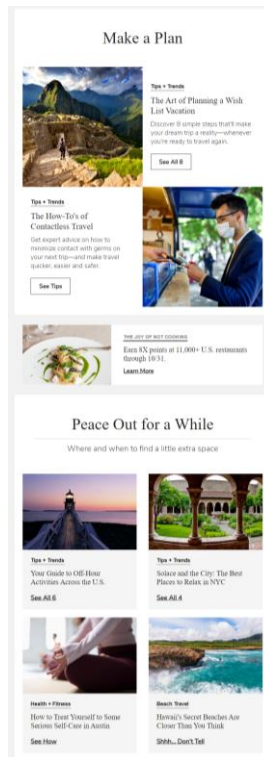
Geo-targeted Banner

Geo-targeted 4-Pack
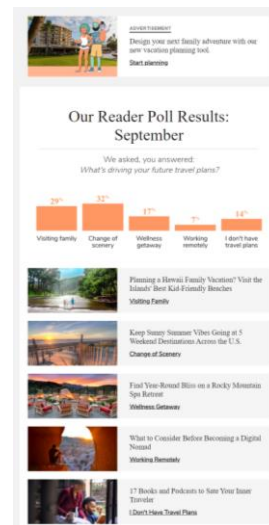
Geo-targeted Banner

September Poll Results & Articles

October 2020: Performance Results

- Email generated 93K visits (+56% vs. goal and +71% MoM)
- Visitors spent more than 4 mins onsite, which may have impacted pages/session goals, a monthly trend since June '20
- Open rates continue to be strong vs. goal and YoY (+6.6 pts. YoY)
- Similar response to content as last month; low CTOR & steady CTR MoM
- Engagement impacted by an increase in First Time readers counts

2020 Campaign Goals			
Metrics	**Oct 17th**	**Monthly Goal**	**vs. Goal**
Open Rate	**18.7%**	15%	+3.7 pts.
CTOR	**4.3%**	6%	-1.7 pts.
Visits	**93,489**	60,000	+56%
Duration	**4:44**	1:20	+255%
Pages/Session	**1.23**	1.5	-18%

Traveler 2020 Engagement Trends
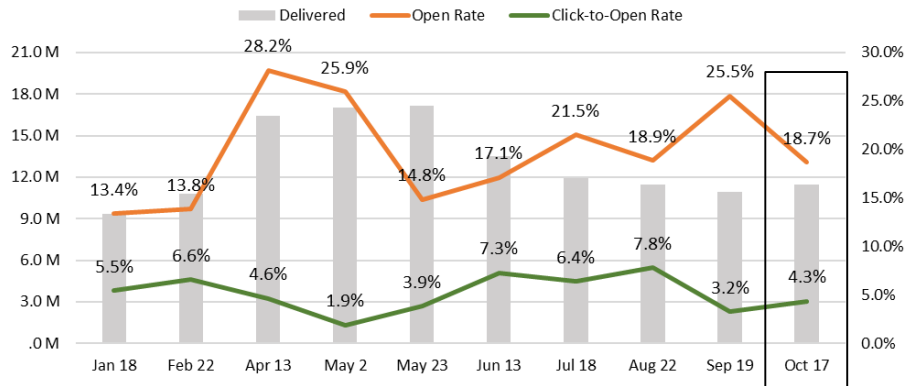
Traveler 2020 Engagement: CTR
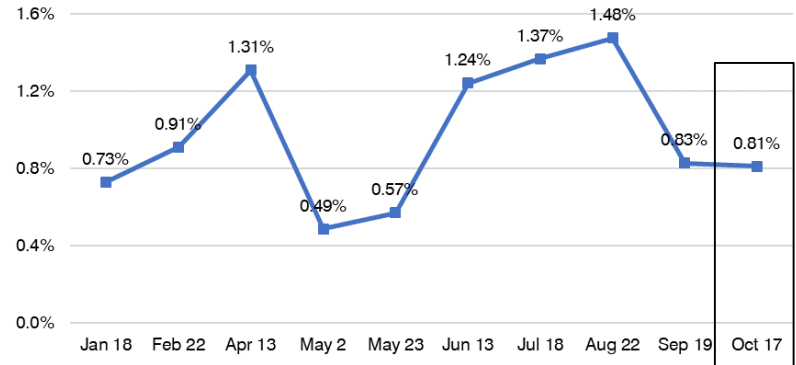
OCT 17TH HEAT MAP

(U.S. VERSION)

Top 3 articles (in order):

1. **Hero**: Take a "Rejuvacation" for Mind, Body and Soul
2. **Curated A:** The Art of Planning a Wish List Vacation
3. **Curated A:** The How To's of Contactless Travel

Openers engaged in content throughout the email, which is evident from high Hero and poll clicks located at opposite ends of the email

Including the poll results & articles attracted readers with 11% of email clicks; highest engagement for this placement to-date
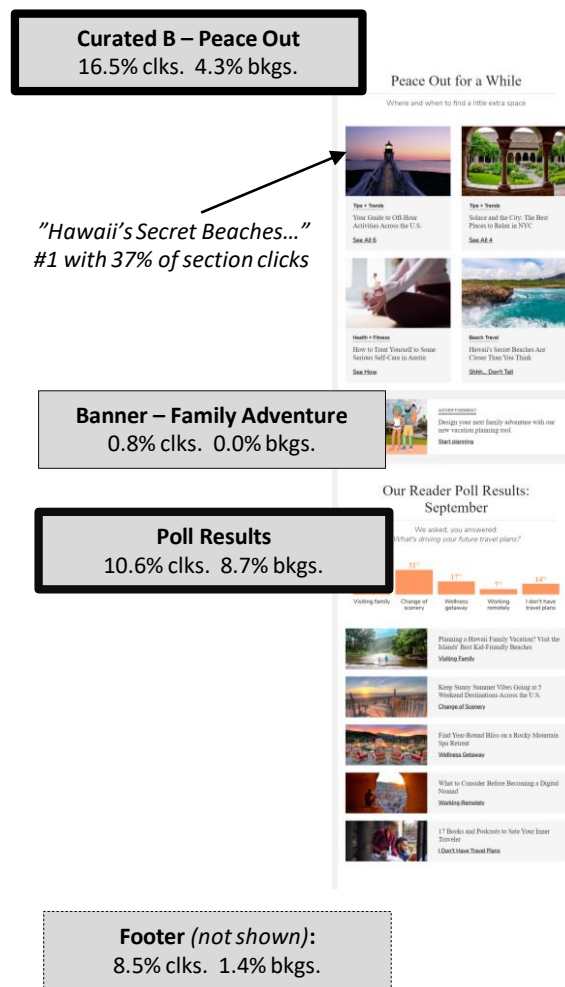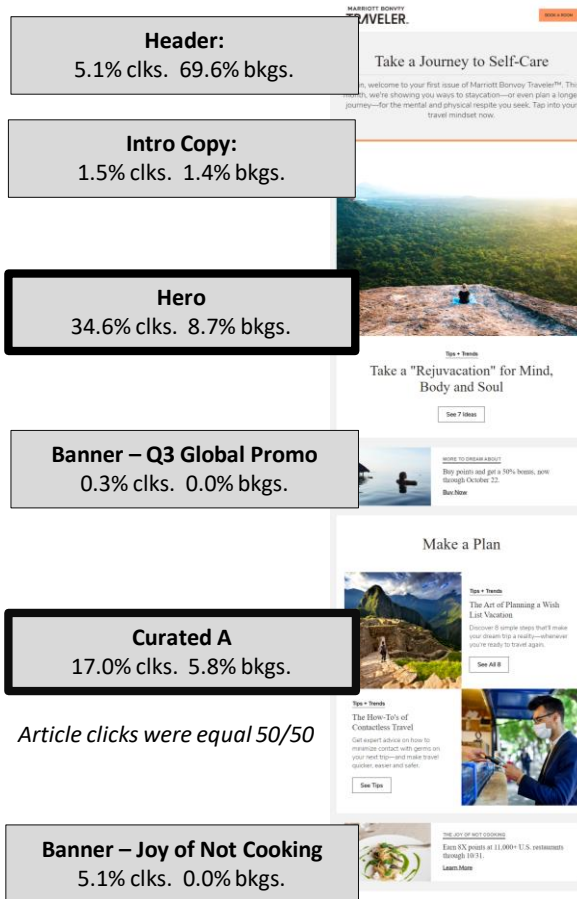
Header:
5.1% clks. 69.6% bkgs.

Intro Copy:
1.5% clks. 1.4% bkgs.

Hero
34.6% clks. 8.7% bkgs.

Banner – Q3 Global Promo
0.3% clks. 0.0% bkgs.

Curated A
17.0% clks. 5.8% bkgs.

Article clicks were equal 50/50

Banner – Joy of Not Cooking
5.1% clks. 0.0% bkgs.

Curated B – Peace Out
16.5% clks. 4.3% bkgs.

"Hawaii's Secret Beaches…"
#1 with 37% of section clicks

Banner – Family Adventure
0.8% clks. 0.0% bkgs.

Poll Results
10.6% clks. 8.7% bkgs.

Footer *(not shown)***:**
8.5% clks. 1.4% bkgs.

TRAVELER RECOMMENDATIONS

- Refine email targeting criteria to capture more of the Existing segment and keep only the active/qualified First Time reader segment

- Expand non-opener criteria to 5 months and consider using resends to capture more audience engagement; resend volume should be within monthly send cap of 12M

- Continue to test the empathy approach in the subject line; sentiment may resonate with readers at this moment in time

- Test leading with geo-targeted locations in the subject line; try calling out the actual article locations to drive interest and relevancy

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New! Work Anywhere (10/31)
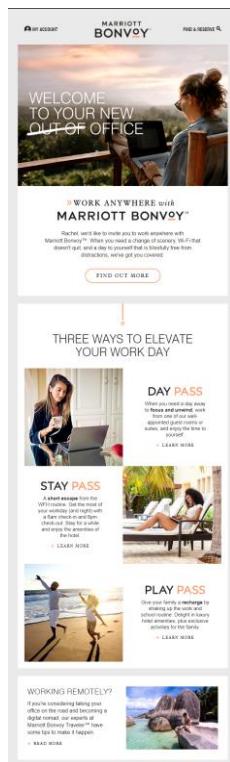
US version   UK version
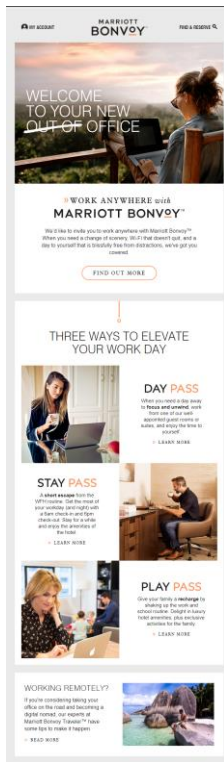
- Awareness campaign highlighting new packages where individuals can work from participating hotels for the day, overnight or for a getaway as an alternative to working from home
- Initial engagement was strong and above Bonvoy average with a high open rate of 23.9% and low unsub rate of 0.18%
- US audience drove overall engagement
- Plans for ongoing communications are currently being developed

Overall	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Rm. Nts.	Revenue
Work Anywhere	15.9M	23.9%	3.0%	0.18%	661	1,361	$194,367
For Comparison:							
Bonvoy Oct. Avg.		*17.9%*	*4.0%*	*0.24%*			

Versions	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Rm. Nts.	Revenue
US	15.5M	23.7%	3.0%	0.18%	656	1,350	$191,980
UK	434.2K	30.5%	4.0%	0.27%	5	11	$2,388

Subject line: Welcome to Your New (Out Of) Office, Cindy
Pre-header: Introducing new packages tailored to help you find focus and increase productivity during your workday.

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Higher Response From Those With Recent Stays

US and UK Email Segment Engagement

■ Open Rate ■ CTOR

# Delivered	Non-Member (Has stays before Apr '20)	Non-Member (Has stays after Apr '20)	Existing Member (Has '20 Stay)	Existing Member (No '20 Stay)	New Member (Has '20 Stay)	New Member (No '20 Stay)	Non-Member (Has stays before Apr '20)	Non-Member (Has stays after Apr '20)	Existing Member (Has '20 Stay)	Existing Member (No '20 Stay)	New Member (Has '20 Stay)	New Member (No '20 Stay)
	615,531	1,427,120	1,478,499	10,464,665	355,973	1,162,098	79	37	13,132	400,776	2,462	17,738

U.S. Version — Open Rates: 17.8%, 21.3%, 33.5%, 23.3%, 24.9%, 20.7%; CTOR: 1.3%, 1.8%, 6.4%, 2.5%, 4.0%, 2.7%

UK Version — Open Rates: 35.4%, 43.2%, 50.0%, 30.0%, 34.3%, 26.0%; CTOR: 3.6%, 6.3%, 12.9%, 3.5%, 4.7%, 4.8%

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Generated 314 Bookings From Non-Stayers

OF BOOKINGS PER SEGMENT

Non-Member (Stays before Apr '20), 6

Non-Member (Stays after Apr '20), 23

New Member (No '20 Stay), 33

New Member (Has '20 Stay), 57

Existing Member (Has '20 Stay), 261

Existing Member (No '20 Stay), 281
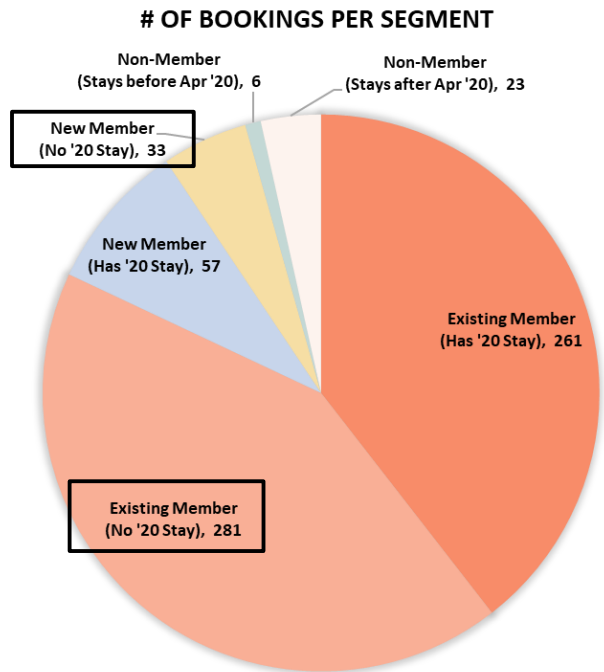
Strong Performance Across All Levels

High open rates, especially with Elites, and low unsub. rates overall

Segments	Delivered	Open Rate	CTOR	Unsub Rate	Bookings
NON-MEMBER	2,042,767	20.2%	1.7%	0.59%	29
BASIC	10,685,760	21.8%	2.1%	0.15%	291
SILVER	1,236,091	28.6%	4.0%	0.06%	97
GOLD	1,330,536	33.3%	5.1%	0.06%	117
PLATINUM	299,293	39.7%	7.5%	0.03%	44
TITANIUM	304,425	42.7%	8.4%	0.02%	66
AMBASSADOR	39,238	46.0%	10.0%	0.02%	17
Total	15,938,110	23.9%	3.0%	0.18%	661

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Day Pass and Stay Pass Peaked Curiosity

More readers responded to Day and Stay Pass than Play Pass

Look for ways to expand on offering in future messages

Traveler article was good value-add content that successfully engaged; it generated almost the same # of clicks as Play Pass

Modules (US and UK combined)	Clicks	% of Clicks
Header	12.9 K	7.9%
Hero	34.0 K	20.7%
Three Ways to Elevate (Headline)	739	0.4%
Day Pass	31.6 K	19.2%
Stay Pass	28.5 K	17.3%
Play Pass	13.7 K	8.3%
Traveler Article	13.3 K	8.1%
Footer (includes brand bar)	29.6 K	18.0%
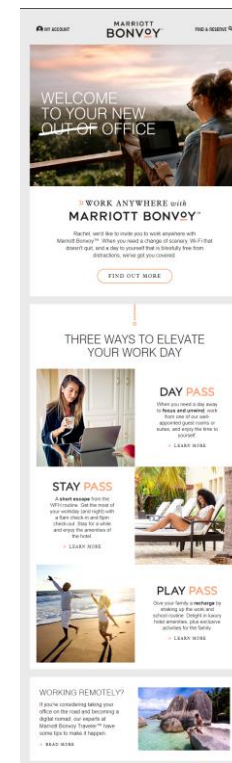
Bonvoy Escapes: October '20

- New stay behavior tracking reveals that recent stayers were the most valuable audience in October across all mailings
- Consider testing into a refined audience by looking for recent stayer attributes in the non-recent stayer segment (tenure, activity, location, etc.)
- Flash sale successfully drove bookings from less frequent stayers; consider testing "flash sale" in the subject line to drive urgency and lift opens

Deployment	Delivered	(% of)	Open Rate	CTOR	Unsub Rate	Bookings	Revenue	BPK
10/7/2020 Flash Sale								
Non-Recent Stayer	2,665,659	62%	12.8%	5.8%	0.10%	435	$169,520	0.16
Recent Stayer	**1,605,896**	**38%**	**14.6%**	**10.2%**	**0.11%**	**1033**	**$314,673**	**0.64**
Total	4,271,555		13.5%	7.6%	0.10%	1468	$484,193	0.34
10/14/2020								
Non-Recent Stayer	887,811	61%	22.4%	3.2%	0.21%	85	$21,980	0.10
Recent Stayer	**559,801**	**39%**	**22.8%**	**4.8%**	**0.29%**	**145**	**$36,101**	**0.26**
Total	1,447,612		22.5%	3.8%	0.24%	230	$58,081	0.16
10/15/2020 Luxury Offer								
Non-Recent Stayer	455,121	59%	27.1%	3.5%	0.11%	47	$49,895	0.10
Recent Stayer	**310,357**	**41%**	**32.4%**	**6.7%**	**0.14%**	**152**	**$125,756**	**0.49**
Total	765,478		29.3%	4.9%	0.12%	199	$175,651	0.26
10/28/2020								
Non-Recent Stayer	812,911	46%	21.8%	2.8%	0.17%	45	$6,872	0.06
Recent Stayer	**937,849**	**54%**	**27.0%**	**4.9%**	**0.06%**	**281**	**$50,970**	**0.30**
Total	1,750,760		24.6%	4.0%	0.11%	326	$57,842	0.19

Sample Creative:
10/7 Member Version

Data includes all versions, both members & non-members

TESTING & OPTIMIZATION

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Subject Line Test Results

PROJECT WANDERLUST #2 (US Version)	RESULTS (Winner vs. Other SLs)	DESCRIPTION OF WINNER
Trending in Travel: Home Sweet Vacation Home	**Winner**	**Direct approach**
What's Trending in Travel: Home Sweet Vacation Home	-0.36 pts.	Results were statistically significant; retest approach

PRE-HEADER: Jennifer, Discover 10 Private Homes You'll Love

WORK ANYWHERE		
Welcome to Your New (Out Of) Office	**Winner**	**Inviting, "Welcome" grabs attention**
Why work from home when you can work anywhere?	-2.97 pts.	Results were statistically significant; continue testing approach in future mailings
Tired of working from home? We've got the answer.	-4.19 pts.	

PRE-HEADER: Introducing new packages tailored to help you find focus and increase productivity during your workday.

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Subject Line Test Results: Traveler October 2020

- Favorable response to "Rejuvacation" compared to showing empathy "Give Yourself…" or the proven winner, listicle style
- Winner had the strongest open rate, and all lifts were statistically significant
- Differences between the winner and the empathy style were close; test empathy approach again in a future email

ENGAGED AUDIENCE	RESULTS	DESCRIPTION OF WINNER
Are You Ready for a "Rejuvacation", Diane?	**Winner**	Intriguing, short, question
Give Yourself a Timeout: 7 Soul-Soothing Vacation Ideas	-0.60 pts	
7 Vacation Ideas for Mind, Body and Soul	-1.32 pts	

REST OF AUDIENCE		
Are You Ready for a "Rejuvacation", Diane?	**Winner**	Intriguing, short, question
7 Vacation Ideas for Mind, Body and Soul	-0.84 pts	
Give Yourself a Timeout: 7 Soul-Soothing Vacation Ideas	-0.42 pts	

PRE-HEADER (Geo-Targeted): Plus, where to find peace and quiet in the U.S.

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ACTIONABLE INSIGHTS

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ACTIONABLE INSIGHTS

- Consider refining solo targeting criteria to capture a more ideal audience to lift engagement; use ride-a-long banners to promote content to the broader database in other emails

- Continue looking for ways to increase relevancy and personalization in MAU to lift engagement; use the most engaging content from 2019 and 2020 to inform the 2021 MAU content calendar
  - Identify sub-segments for additional personalization, like new members, active stayers, cardholders, upper Elites
  - Develop a test & learn roadmap for key segments

- Lift clicks in lower MAU modules using key lifecycle milestones. Reminders about redemption opportunities (free gift cards or nights), new member benefits, or reaching Elite

- Consider testing into a refined audience for Bonvoy Escapes by looking for recent stayer attributes in the non-recent stayer segment (tenure, activity, location, etc.) to lift engagement

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Example Milestone Messages

New Members (Basic)

- First earning via stays
- First earning via other (partner)
- First Global Promo registration
- First Global Promo bonus pt. earning
- Has Cobrand card
- First redemption at hotel
- First redemption other (Donate, Transfer, Gift, Moments, Gift Card, etc.)

- Created online profile
- Has birthday on file
- First stay at Lux brand/Premier brand
- Downloaded app
- Booked thru central channels (consistently)
- Used mobile check-in
- Used mobile key

New Elite Level

- Congratulations for reaching new Elite level
- Start earning X% bonus points
- Highlight new Elite benefits

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TRAVELER RECOMMENDATIONS

- Refine email targeting criteria to capture more of the Existing segment and keep only the active/qualified First Time reader segment

- Expand non-opener criteria to 5 months and consider using resends to capture more audience engagement; resend volume should be within monthly send cap of 12M

- Continue to test the empathy approach in the subject line; sentiment may resonate with readers at this moment in time

- Test leading with geo-targeted locations in the subject line; try calling out the actual article locations to drive interest and relevancy

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INDUSTRY EXAMPLES

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Energy Moments: Halloween Themes

Subject Line: Eerie Abandoned Places Around the World
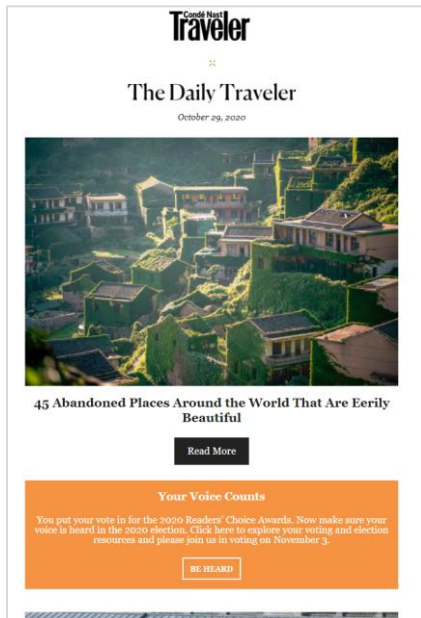
Subject Line: You Can Stay at These Haunted Hotels Around the World
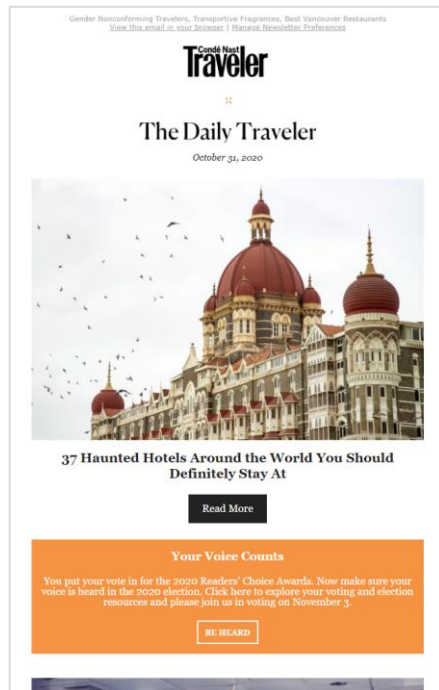
Subject Line: The Scariest Ghost Stories from U.S. National Parks
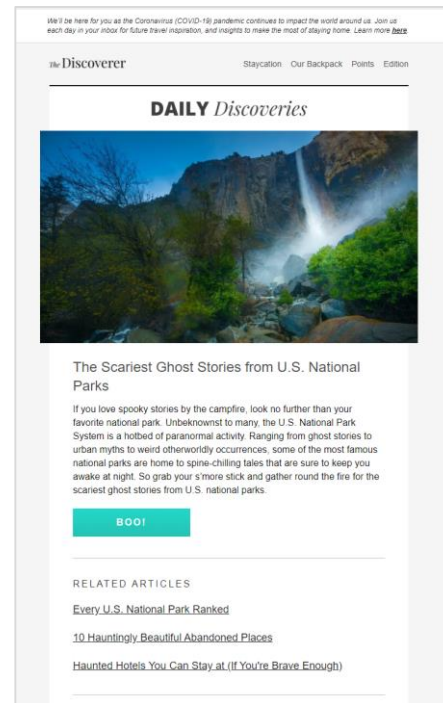
Most Saved Hotels: Tripadvisor

Subject Line: And the most-saved hotels in the U.S. are...
Pre-Header: See the Travelers' Choice most-saved hotels.

Tripadvisor

Travelers' Choice 2020 winners: Most-saved hotels

Travelers' Choice™

Best of the Best
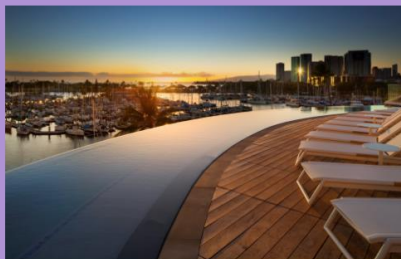
It's not too early to plan your next dream trip. We rounded up the most-saved hotels on our site — now all you have to do is tap the heart to save your faves.

See the winners

Traveler tip: Travelers' Choice winners were determined prior to the COVID-19 pandemic. Many of these places may have altered opening policies and procedures. Visit our Travel Safe page to learn more.

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Corporate Update: Hilton

Subject Line: We're extending your benefits – again!

Relevant Messaging: Hilton Cobrand Acquisition

Subject Line: Diana, why wait to earn 100K Points for future travel?

Thank You!

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APPENDIX

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Glossary of Terms

Commonly Used Acronyms:

- ATM = Algorithmic Targeted Marketing

- BPK = Bookings Per Thousand (K) delivered emails

- CTOR = Click-to-Open Rate

- CTR = Click-Through Rate

- LPM = Loyalty Program Marketing (emails like Welcome and Achievers)

- MAU = Monthly Account Update

- MoM = Month Over Month

- YoY = Year Over Year

Data Sources:

- Financials = Omniture 7-Day Cookie
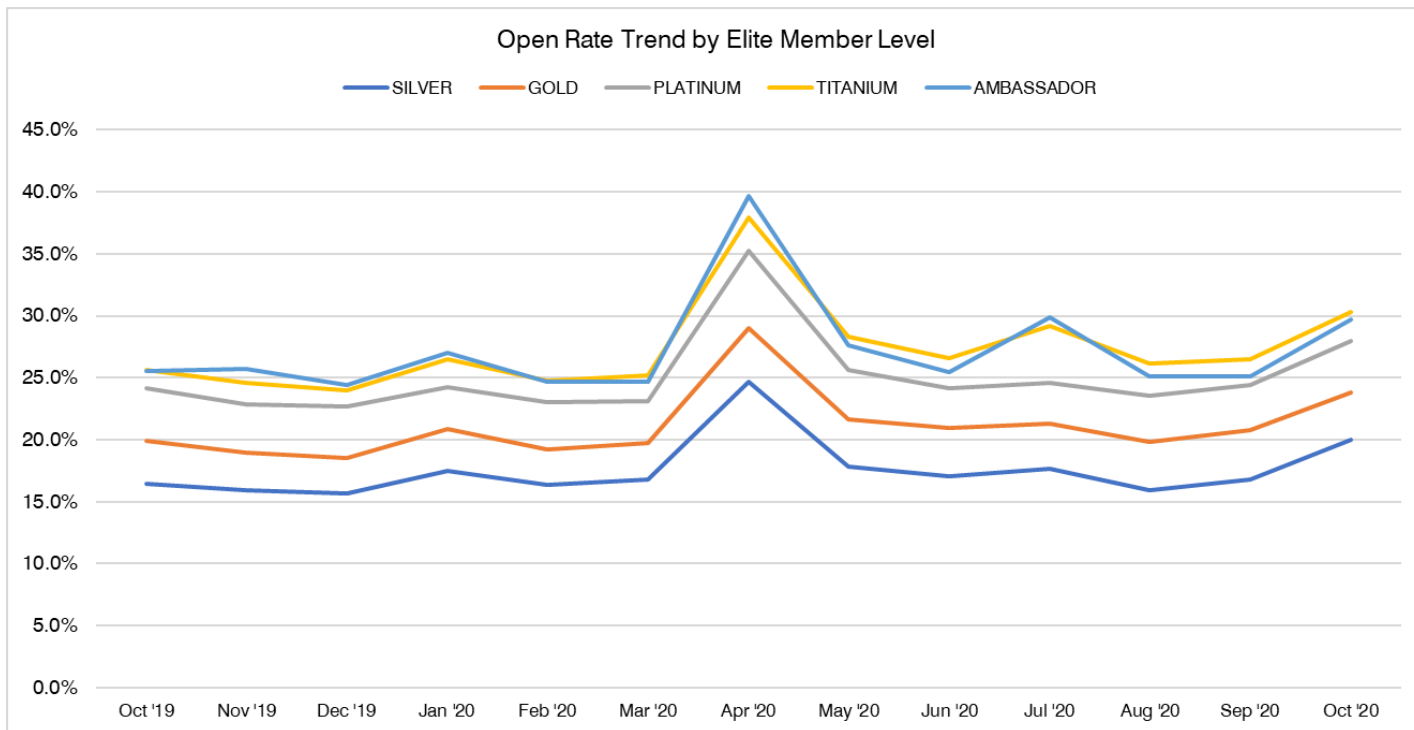
- Comparison averages = rolling 12-months

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EMAIL PROGRAM TOTALS: YTD 2020 (Jan-October)

% of Total Emails	100%	15%	1%	1%	44%	6%	0%	0%	9%	3%	0%	0%	2%	4%	7%
	Total	**MAU**	**OFFERS & PACKAGES**	**LPM**	**SOLO**	**PROMO**	**ATM Invites**	**ATM Other**	**COBRAND Acquisition**	**COBRAND Other**	**MOMENTS**	**METT**	**BRAND BPP**	**BONVOY ESCAPES**	**TRAVELER**
SENT	1.9 B	285.6 M	26.4 M	22.4 M	826.7 M	119.7 M	5.5 M	1.5 M	167.5 M	54.7 M	1.0 M	5.2 M	42.5 M	75.7 M	130.9 M
DELIVERED	1.9 B	280.3 M	26.2 M	21.2 M	810.4 M	117.7 M	5.4 M	1.5 M	166.2 M	54.5 M	1.0 M	5.2 M	42.1 M	75.5 M	130.1 M
DELIVERY%	98.5%	98.2%	98.9%	94.6%	98.0%	98.3%	98.2%	98.5%	99.2%	99.6%	98.4%	99.8%	98.9%	99.7%	99.4%
OPEN	315.8 M	47.6 M	4.0 M	6.5 M	140.0 M	18.8 M	844.9 K	190.9 K	19.8 M	7.7 M	135.6 K	737.0 K	8.4 M	10.7 M	26.7 M
OPEN%	17.0%	17.0%	15.4%	30.8%	17.3%	16.0%	15.6%	13.0%	11.9%	14.1%	13.2%	14.1%	19.9%	14.1%	20.5%
CLICK	19.3 M	4.7 M	336.0 K	1.5 M	7.4 M	888.5 K	78.9 K	25.7 K	348.9 K	75.9 K	4.4 K	9.7 K	499.2 K	769.4 K	1.3 M
CTR	1.0%	1.7%	1.3%	7.3%	0.9%	0.8%	1.5%	1.8%	0.2%	0.1%	0.4%	0.2%	1.2%	1.0%	1.0%
CTOR	6.1%	10.0%	8.4%	23.7%	5.3%	4.7%	9.3%	13.5%	1.8%	1.0%	3.3%	1.3%	6.0%	7.2%	4.7%
UNSUB	3.6 M	404.8 K	50.1 K	114.5 K	1.8 M	323.4 K	6.5 K	3.4 K	296.1 K	59.6 K	1.8 K	3.1 K	90.0 K	105.1 K	206.9 K
UNSUB%	0.19%	0.14%	0.19%	0.54%	0.23%	0.27%	0.12%	0.23%	0.18%	0.11%	0.18%	0.06%	0.21%	0.14%	0.16%
BOOKINGS	191.2 K	37.4 K	5.6 K	18.5 K	56.8 K	11.3 K	351	220	3.7 K	1.5 K	4	110	8.5 K	17.6 K	4.2 K
RMNTS	422.4 K	84.4 K	12.6 K	34.4 K	130.7 K	23.2 K	733	601	7.4 K	3.1 K	4	248	19.1 K	39.6 K	9.4 K
REVENUE	$63.2 M	$12.7 M	$2.2 M	$4.8 M	$19.4 M	$3.2 M	$96.2 K	$83.3 K	$1.1 M	$454.9 K	$541.56	$27.9 K	$3.1 M	$5.9 M	$1.5 M
CONV%	0.99%	0.79%	1.66%	1.20%	0.77%	1.27%	0.44%	0.86%	1.05%	1.93%	0.09%	1.13%	1.71%	2.28%	0.33%
BPK	0.10	0.13	0.21	0.88	0.07	0.10	0.06	0.15	0.02	0.03	0.00	0.02	0.20	0.23	0.03

BPK = Bookings per Thousand Delivered Emails

Financial data source: Omniture 7-day

MARRIOTT BONVOY | data axle

Elite Open Rates By Level

Open Rate Trend by Elite Member Level

SILVER — GOLD — PLATINUM — TITANIUM — AMBASSADOR

MARRIOTT
BONVOY | data axle

Elite CTOR By Level

CTOR By Elite Member Level

SILVER — GOLD — PLATINUM — TITANIUM — AMBASSADOR

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Bookings By Level

Bookings Trend by Member Level

NON-MEMBER ● BASIC ● ELITE

Bookings Trend Ambassador Only

Bookings Trend Non-Member Only

MARRIOTT BONV⊙Y | data axle
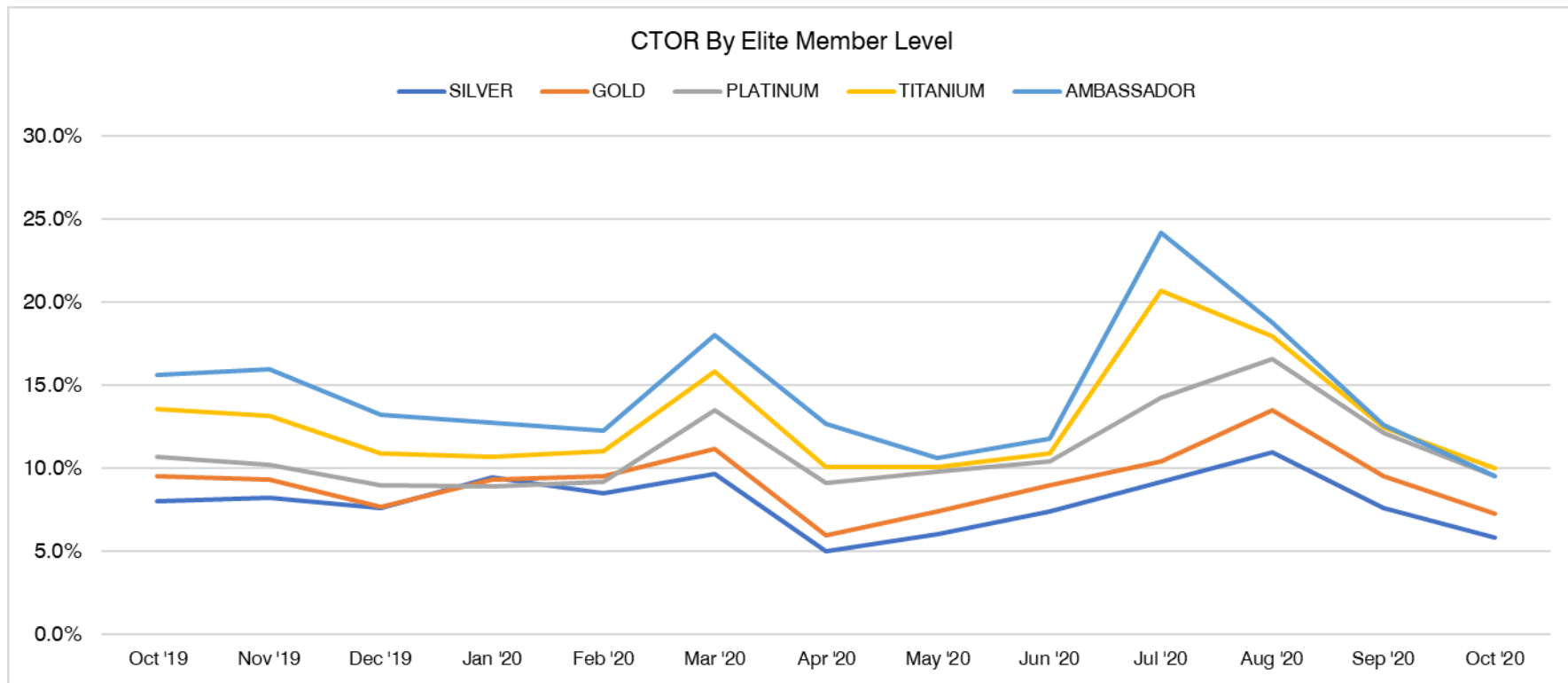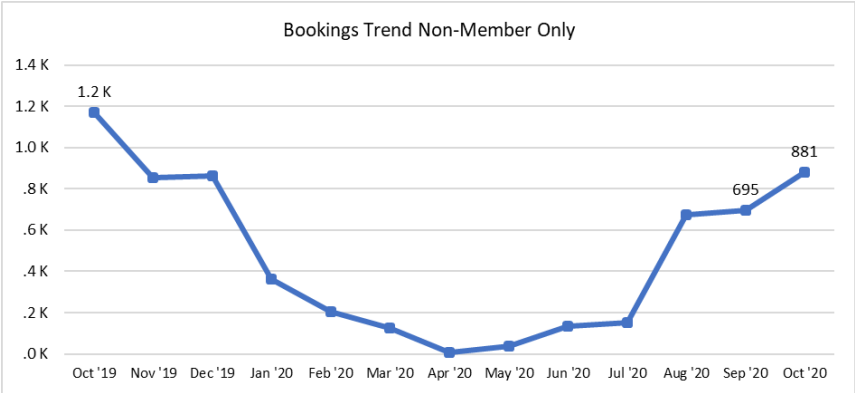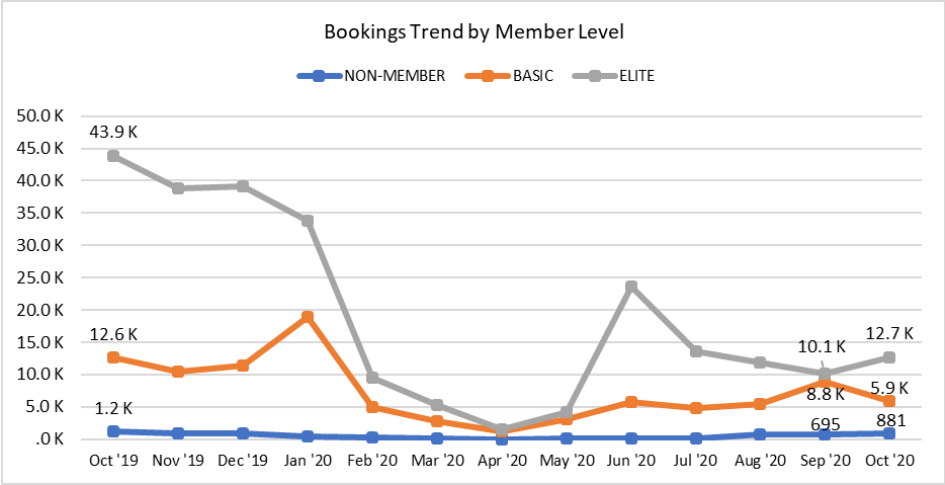
October 2020 Engagement by Region

Metrics	October 2020 Total	U.S. & Canada North America	CALA Caribbean Islands	CALA Central America	CALA South America	APAC Asia	APAC Pacific Islands	APAC Australia	APAC Antarctica	EMEA Europe	EMEA Middle East	EMEA Africa	N/A
% of Emails Sent	100%	87%	0%	1%	1%	5%	0%	1%	0%	4%	2%	1%	0%
Sent	317.2 M	275.1 M	486.7 K	2.7 M	2.6 M	14.4 M	368.1 K	1.7 M	589	12.4 M	5.0 M	1.9 M	580.6 K
Delivered	313.2 M	272.7 M	479.1 K	2.7 M	2.5 M	13.2 M	359.2 K	1.7 M	560	12.2 M	4.9 M	1.9 M	556.0 K
Delivery Rate	98.7%	99.1%	98.4%	98.4%	98.5%	91.7%	97.6%	98.6%	95.1%	98.9%	98.9%	97.4%	95.8%
Opens	56.1 M	47.4 M	96.3 K	595.7 K	492.7 K	2.4 M	89.6 K	464.1 K	92	3.0 M	1.0 M	364.5 K	141.3 K
Open Rate	17.9%	17.4%	20.1%	22.1%	19.5%	18.4%	25.0%	28.1%	16.4%	24.7%	20.4%	19.2%	25.4%
Click	2.2 M	1.9 M	3.6 K	20.8 K	17.2 K	142.0 K	2.8 K	14.3 K	4	129.6 K	27.9 K	15.2 K	2.8 K
CTR	0.71%	0.68%	0.75%	0.77%	0.68%	1.07%	0.79%	0.87%	0.71%	1.06%	0.57%	0.80%	0.50%
CTOR	4.0%	3.9%	3.7%	3.5%	3.5%	5.9%	3.1%	3.1%	4.3%	4.3%	2.8%	4.2%	2.0%
Unsubs.	743.3 K	650.2 K	842	5.0 K	5.1 K	17.7 K	864	9.0 K	2	37.8 K	8.5 K	3.0 K	5.2 K
Unsub. Rate	0.24%	0.24%	0.18%	0.19%	0.20%	0.13%	0.24%	0.55%	0.36%	0.31%	0.17%	0.16%	0.94%
Bookings	19.5 K	17.4 K	7	108	45	1.0 K	3	44	0	645	123	90	13
Rm. Nights	40.8 K	36.5 K	14	347	187	1.7 K	2	95	0	1.5 K	268	256	16
Revenue	$6.0 M	$5.2 M	$1.7 K	$45.5 K	$21.3 K	$293.7 K	$553.79	$24.4 K	$0.00	$269.2 K	$48.0 K	$21.4 K	$4.2 K

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

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