



# FEBRUARY 2020 MONTHLY EMAIL REVIEW

March 31, 2020



# TODAY'S AGENDA

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

# KEY STORYLINES

- Feb '20 engagement rates were steady compared to the Bonvoy program avg., even with delivered counts being down by 20%
- Increase to Cobrand acquisition solo support to promote Chase limited time offers for both card products generated new accounts above monthly forecast; for the email channel, there was a MoM impact on engagement from the low open and click rates for these emails
- Noticeable data integrity issues with MAU financials; data was excluded from Feb. performance summaries and will be shared again once reporting issues have been corrected



# **MONTHLY PERFORMANCE SUMMARY**

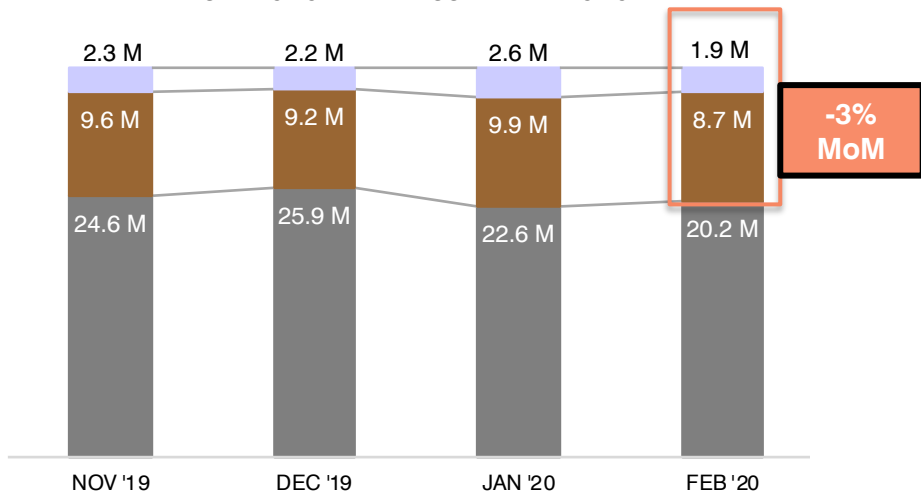


# MEMBER ENGAGEMENT TRENDS

- 35% or 10.6M members that received at least 1 email in Feb '20 opened and/or clicked
- Number of engaged & passive members are down 3% MoM from delivering fewer emails, but the percent of openers/clickers remained steady; 35% engagement rate was down just 1pt. MoM
- MoM member level engagement was mixed; # of openers/clickers increased for Elite Gold & up, but dropped for Basics

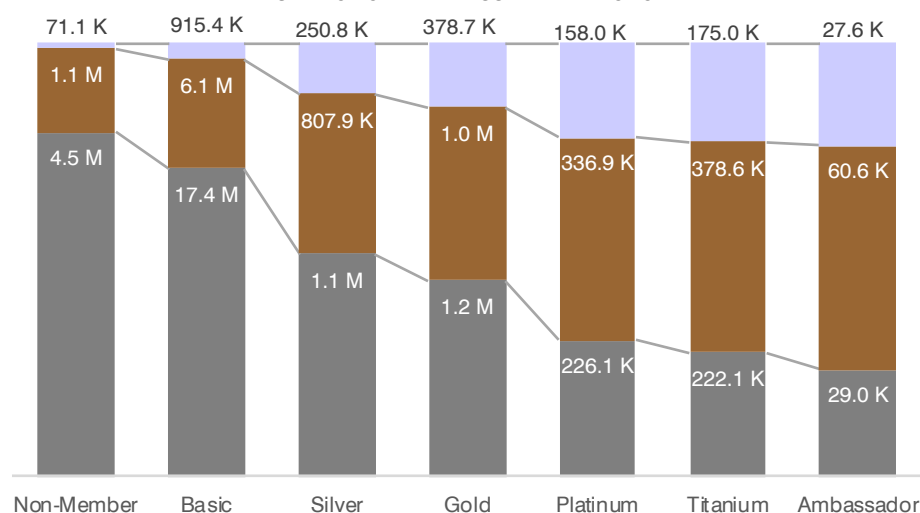
Marriott Bonvoy Engagement: Feb '20 **All Members**

■ UNENGAGED ■ PASSIVE ■ ENGAGED



Marriott Bonvoy Engagement By Level: **Feb '20**

■ UNENGAGED ■ PASSIVE ■ ENGAGED



**# Of Members That Received 1+ Emails In February 2020**

5.7 M	24.4 M	2.2 M	2.6 M	720.9 K	775.6 K	117.2 K
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**Engaged:** Opened and clicked 1+ emails

**Passive:** Opened, but did not click

**Unengaged:** Did not open and did not click

# PERFORMANCE SUMMARY: FEBRUARY 2020

- Delivered 20% fewer emails vs. Bonvoy avg. resulting in decreased open and click counts
- Solo delivered counts were down 38%, which impacted the overall engagement for the month
- Open rate & click rate changes were impacted by MAU and Cobrand category highs & lows
  - Cobrand acquisition solos made up 35% of delivered emails this month (+82% MoM) and known to have low KPIs
  - Open rates were also impacted from a month with no subject line testing; industry recommends regular testing to maintain engagement
- Financial performance was removed due to data integrity issues with MAU bookings
  - Bookings from MAU and Solo emails typically drive overall performance each month

## February 2020 vs. Bonvoy Average

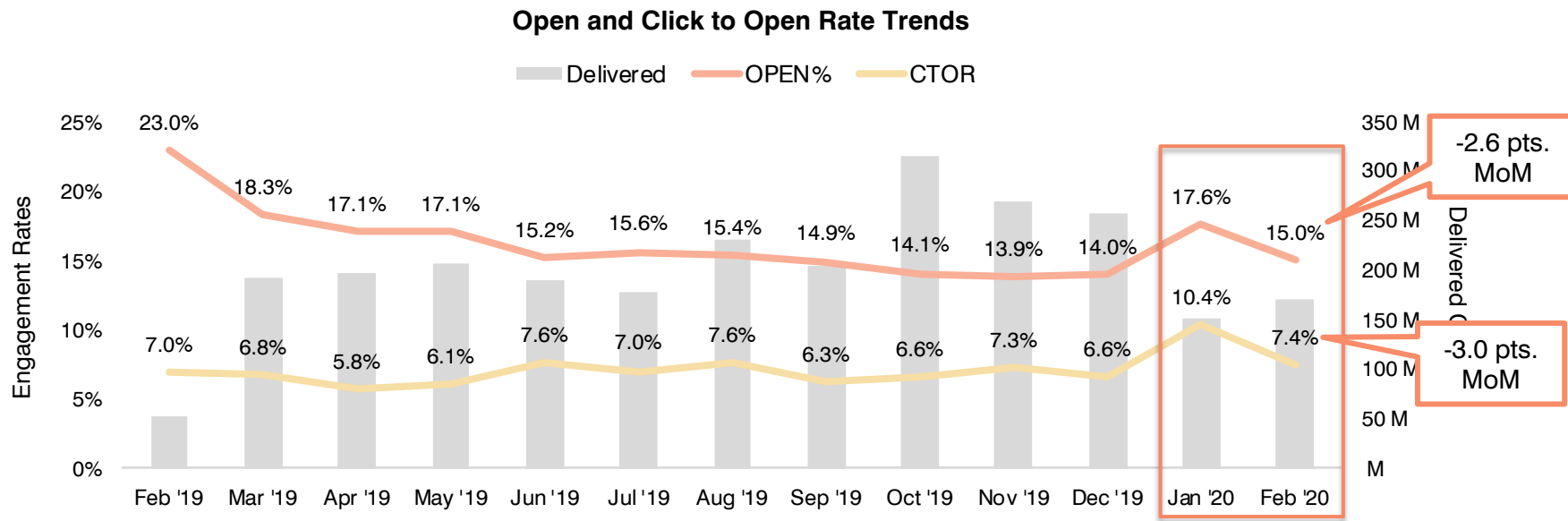
Feb 13, 2019 – Jan 31, 2020

### Engagement

170.3 M	25.5 M	15.0%	1.9 M	1.1%	7.4%	0.16%
Delivered Emails -20% (-43 M)	Opens -24% (-8 M)	Open Rate -0.7 pts.	Clicks -19% (+452 K)	CTR 0.00 pts.	CTOR +0.4 pts.	Unsub. Rate -0.05 pts.

## Feb '20 open rate and CTOR were down MoM; possible impact from an increase in cobrand acquisition email support

- Additional Solos were sent to support several Cobrand offers: Chase Bold and Boundless LTOs and Amex RTO
- 35% of emails delivered in Feb '20 were from Cobrand acquisition emails and engagement rates are typically lower



# MEMBER LEVEL TRENDS: FEBRUARY 2020

Open rate declines are visible across all levels; impact of sending fewer booking related emails and an increase in Cobrand acquisition emails

## NON-MEMBER

### Feb. vs. Bonvoy Average

Delivered: 16.8 M

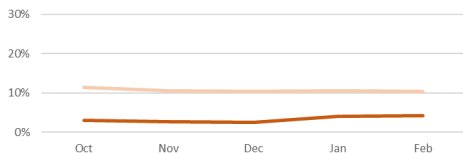
Open%: 10.4% (-2.2 pts.)

CTR: 0.4% (+0.03 pts.)

CTOR: 4.3% (+1.0 pts.)

Unsub.%: 0.54% (-0.06 pts.)

### Monthly Trends



## BASIC

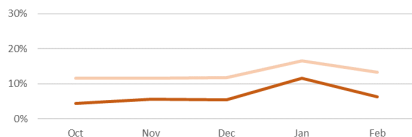
Delivered: 101.2 M

Open%: 13.2% (-0.1 pts.)

CTR: 0.8% (+0.1 pts.)

CTOR: 6.2% (+0.5 pts.)

Unsub.%: 0.16% (+0.06 pts.)



## SILVER

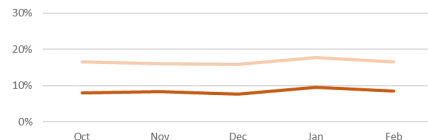
Delivered: 16.4 M

Open%: 16.5% (-1.6 pts.)

CTR: 1.4% (0.00 pts.)

CTOR: 8.6% (+0.7 pts.)

Unsub.%: 0.06% (-0.05 pts.)



## GOLD

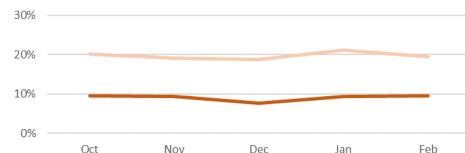
Delivered: 20.6 M

Open%: 19.4% (-2.1 pts.)

CTR: 1.9% (-0.1 pts.)

CTOR: 9.6% (+0.6 pts.)

Unsub.%: 0.05% (-0.04 pts.)



# MEMBER LEVEL TRENDS: FEBRUARY 2020

Open rate and click rate declines are visible across all Elite levels; impact of sending fewer booking related emails and an increase in Cobrand acquisition emails

## PLATINUM

## TITANIUM

## AMBASSADOR

### Feb. vs. Bonvoy Average.

Delivered: 8.2 M

Open Rate: 23.2% (-2.3 pts.)

CTR: 2.1% (-0.5 pts.)

CTOR: 9.2% (-1.0 pts.)

Unsub. Rate: 0.03% (-0.01 pts.)

Delivered: 6.1 M

Open Rate: 25.1% (-2.2 pts.)

CTR: 2.8% (-0.5 pts.)

CTOR: 11.1% (-0.9 pts.)

Unsub. Rate: 0.02% (-0.01 pts.)

Delivered: 938.8 K

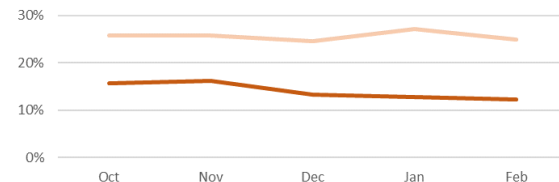
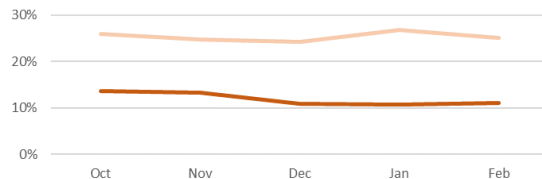
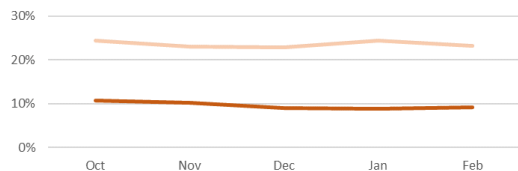
Open Rate: 24.9% (-2.9 pts.)

CTR: 3.1% (-0.7 pts.)

CTOR: 12.3% (-1.3 pts.)

Unsub. Rate: 0.03% (-0.01 pts.)

### Monthly Trends



— Open% — CTR

# EXECUTIVE DASHBOARD: FEBRUARY 2020

Feb. '20 engagement vs.  
Category Avg. (Feb '19 – Jan '20)

**MAU** CTOR of 16.1% was  
driven by the alert message  
about category changes

There were no **Promo**  
support emails in Feb., so  
the category was removed

**Solo** revenue declines from  
fewer non-booking related  
emails; Q1 Points.com  
made up 39% of Solo  
delivered emails

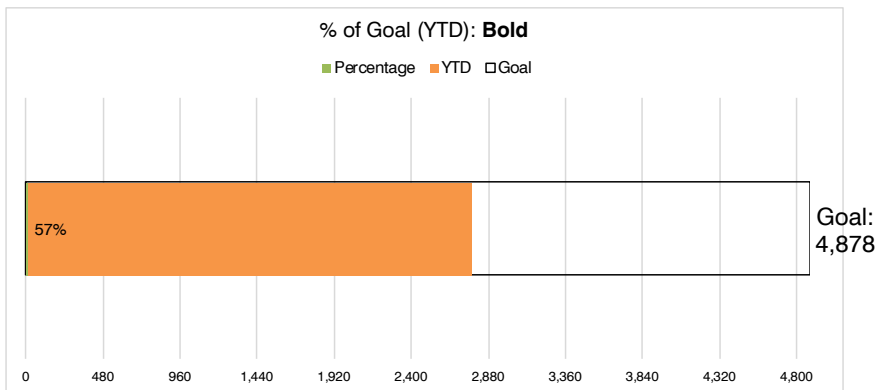
	TOTAL	MAU	OFFERS & PACKAGES	LPM	SOLO	ATM Invites	ATM Other	COBRAND	MOMENTS	METT	BRAND BPP	BONVOY ESCAPES
Sent	171.9 M -20.8%	28.2 M -9.6%	13.4 M 0.3%	2.4 M 1.1%	32.7 M -38.7%	797.4 K -76.3%	566 -99.9%	61.1 M 3.6%	12.4 M 9.0%	10.4 M -30.5%	8.4 M -12.1%	2.1 M -44.2%
Delivered	170.3 M -20.2%	28.0 M -8.2%	13.2 M -0.5%	2.2 M -0.1%	32.4 M -37.9%	767.4 K -76.9%	565 -99.9%	60.7 M 3.7%	12.3 M 9.1%	10.3 M -28.9%	8.3 M -12.4%	2.1 M -44.4%
Delivery %	99.1% 0.8 pts	99.2% 1.5 pts	98.4% -0.8 pts	92.5% -1.1 pts	99.0% 1.3 pts	96.2% -2.2 pts	99.8% 1.1 pts	99.4% 0.1 pts	99.8% 0.1 pts	99.4% 2.3 pts	98.6% -0.4 pts	99.2% -0.5 pts
Open	25.5 M -23.8%	4.5 M -14.5%	2.1 M 3.9%	490.0 K -1.5%	5.7 M -32.2%	112.1 K -78.3%	223 -99.7%	6.7 M -9.3%	2.2 M -5.4%	1.8 M -27.9%	1.6 M -8.8%	257.3 K -47.0%
Open%	15.0% -0.7 pts	16.2% -1.2 pts	15.7% 0.7 pts	21.8% -0.3 pts	17.5% 1.5 pts	14.6% -1.0 pts	39.5% 18.9 pts	11.0% -1.6 pts	18.2% -2.8 pts	17.3% 0.2 pts	19.6% 0.8 pts	12.4% -0.6 pts
Click	1.9 M -19.3%	730.6 K 18.0%	158.2 K -13.7%	108.8 K 22.7%	443.2 K -31.8%	16.9 K -78.2%	47 -99.6%	139.9 K -22.5%	139.3 K 0.6%	50.0 K -23.4%	85.7 K -8.3%	19.1 K -39.1%
CTR	1.1% 0.01 pts	2.6% 0.6 pts	1.2% -0.2 pts	4.8% 0.9 pts	1.4% 0.1 pts	2.2% -0.1 pts	8.3% 5.4 pts	0.2% -0.1 pts	1.1% -0.1 pts	0.5% 0.03 pts	1.0% 0.05 pts	0.9% 0.1 pts
CTOR	7.4% 0.4 pts	16.1% 4.4 pts	7.6% -1.6 pts	22.2% 4.4 pts	7.8% 0.05 pts	15.1% 0.1 pts	21.1% 7.1 pts	2.1% -0.4 pts	6.2% 0.4 pts	2.8% 0.2 pts	5.3% 0.03 pts	7.4% 1.0 pts
Unsub.	272.7 K -39.7%	44.2 K -29.4%	28.1 K -25.2%	16.4 K 47.8%	52.8 K -49.1%	3.1 K -55.1%	0 -100.0%	100.5 K -20.1%	6.1 K -44.6%	3.1 K -87.8%	12.7 K -32.2%	5.7 K -36.2%
Unsub%	0.16% -0.05 pts	0.16% -0.05 pts	0.21% -0.07 pts	0.73% 0.24 pts	0.16% -0.04 pts	0.41% 0.20 pts	0.00% -0.20 pts	0.17% -0.05 pts	0.05% -0.05 pts	0.03% -0.15 pts	0.15% -0.04 pts	0.27% 0.04 pts
Bookings	Removed due to data integrity issues with MAU		2.0 K -45.6%	1.2 K -30.5%	5.0 K -49.9%	45 -96.5%	3 -99.6%	2.1 K -47.4%	1.6 K -46.2%	1.3 K -14.1%	454 -82.2%	419 -65.0%
Rmnts			4.5 K -44.9%	2.4 K -35.7%	11.4 K -49.2%	88 -96.9%	6 -99.6%	4.3 K -45.3%	3.7 K -46.3%	2.8 K -16.7%	1.0 K -83.2%	1.0 K -60.0%
Revenue			\$738.5 K -45.7%	\$391.0 K -34.1%	\$2.0 M -45.1%	\$15.4 K -96.8%	\$692 -99.7%	\$678.1 K -43.3%	\$633.5 K -45.7%	\$508.1 K -13.8%	\$173.7 K -83.5%	\$171.5 K -58.4%
Conv%			1.26% -0.7 pts	1.07% -0.8 pts	1.14% -0.4 pts	0.27% -1.4 pts	6.38% 0.4 pts	1.47% -0.7 pts	1.16% -1.0 pts	2.51% 0.3 pts	0.53% -2.2 pts	2.19% -1.6 pts
BPK			0.15 -45.4%	0.52 -30.4%	0.16 -19.4%	0.06 -85.0%	5.31 208.4%	0.03 -49.3%	0.13 -50.6%	0.12 20.7%	0.05 -79.7%	0.20 -37.0%

# BOTH CHASE BOLD AND BOUNDLESS CARDS ARE AHEAD OF FEB 2020 FORECASTS



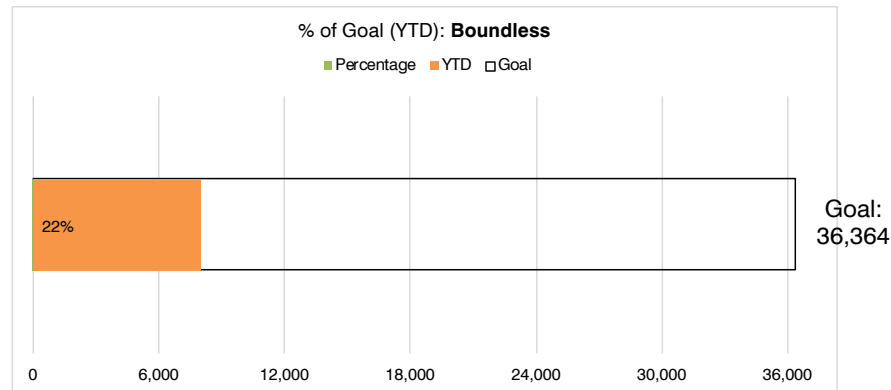
## Chase Bold

- Feb '20 was up 239% vs. forecast
- Acquired 1,864 new accounts
  - 86% from Solos
  - 8% from MAU
  - 5% from Confirmation email
- 2,778 accounts YTD (57% of goal)



## Chase Boundless

- Feb '20 was up 26% vs. forecast
- Acquired 3,903 new accounts
  - 80% from Solos
  - 12% from MAU
  - 5% from Refer-A-Friend
- 8,025 accounts YTD (22% of goal)





# KEY INITIATIVES & CAMPAIGNS

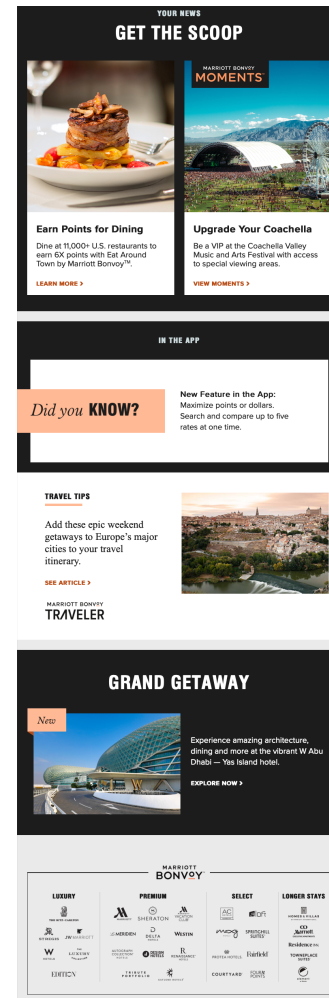
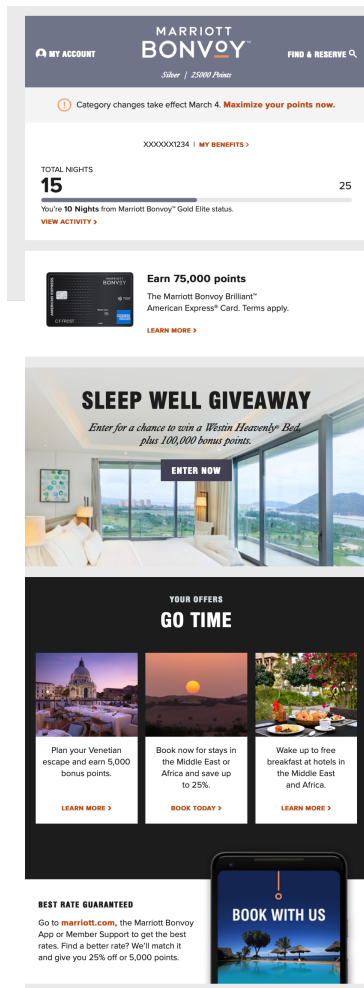


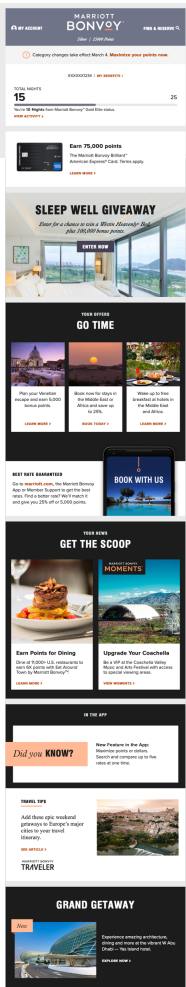
# MAU CREATIVE: FEBRUARY 2020

## 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 2020

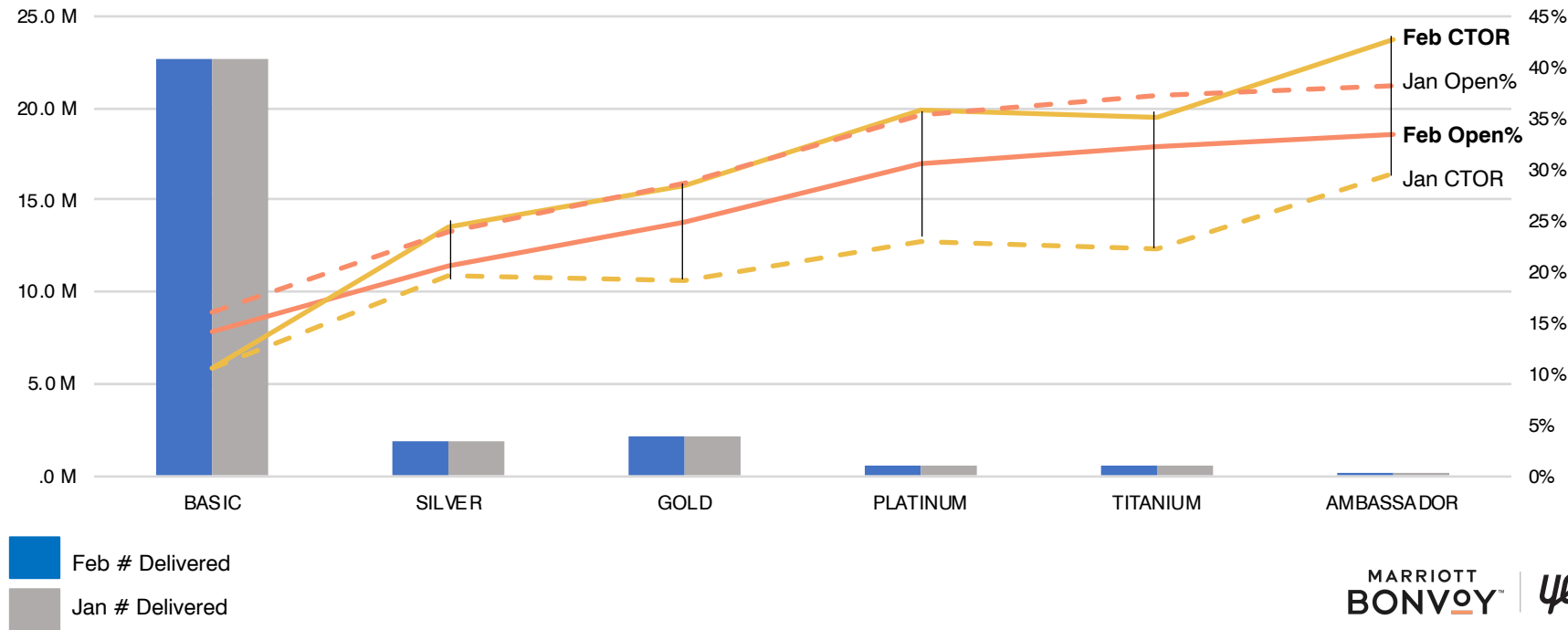
## ALL VERSIONS: GLOBAL ENGLISH (2/13) + IN. LANG. (2/20)

Time Period	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
<b>Feb. '20</b>	<b>28.0 M</b>	<b>4.5 M</b>	<b>16.2%</b>	<b>730.6 K</b>	<b>2.6%</b>	<b>16.1%</b>	<b>0.16%</b>
vs. Jan '20 MAU	+0.1% (+25 K)	-11.9% (-613 K)	-2.2 pts.	+5.5% (+38 K)	+0.1 pts.	+2.7 pts.	-0.02 pts.
vs. MAU avg. (Mar '19 – Jan '20)	-8.2% (-3 M)	-14.5% (-765 K)	-1.2 pts.	+18.0% (+111 K)	+0.6 pts.	+4.4 pts.	-0.05 pts.

- Strategy and approach have been identified for using AIQ subject line optimization technology; continuous testing will help increase open counts and rates; engagement is down MoM and versus MAU rolling avg.
- Increase in click engagement was due to the timely alert message under the header about impending category changes; message garnered 21% of emails clicks
- Financials were removed due to data integrity issues; booking results will be shared again once reporting issues have been corrected

# Open rates in Feb '20 were low across all levels MoM; significant CTOR spike for Elites from engagement in category changes alert message

MAU Feb '20 vs. Jan '20 Engagement



# MAU FEBRUARY 2020

## All Versions

- **Alert message** and **account box** pulled clicks from other modules; 65% of clicks combined
- Increase the relevancy of the alert message with dynamic CTAs
  - Target based on those with enough points for a property redemption vs. those without
  - For those without enough points, consider a “Learn More” CTA



! Category changes take effect March 4. **Maximize your points now.**




## EXAMPLE OF U.S. VERSION

**Subject Line:** Nick, Here Are Your Exclusive Offers

**Pre-Header:** Elevate your stays with savings, bonus points and more.

Save, earn, and explore around the world.




UNITED STATES & CANADA

## PLAN YOUR WEEKEND ESCAPE

Get the best rates guaranteed across extraordinary brands — whenever you want to go.


[BOOK NOW](#)



**DESTINATION: WEST PALM BEACH**

Here are five ways to forget the stress, and live it in this Florida favorite.


[CHECK IT OUT >](#)



**SAVE UP TO 20% IN DC**

Save up to 20% on your weekend getaway when you book in advance.


[START PLANNING >](#)



**GET 20% OFF IN TORONTO**

Book early to take on your stay in this world-class Canadian city.


[GO NOW >](#)




**RELAXATION, NOW 20% OFF**

Save on your stay of 10 or more nights at Marriott's world-class.

[EXPLORE RELAXATION >](#)




**MIDDLE EAST & AFRICA**



**ESCAPE THE COLD AND SAVE**

Get up to 23% off your stay and receive the Thermal de la Mer® Hot and Aromatic Bath.


**EXPLORE NOW >**



**5 FIVE ECO-EXPERIENCES IN RWANDA**

Discover some of the world's most precious wildlife and ecosystems.


**EXPLORE NOW >**




**EXPLORE YOUR STAY IN JORDAN**

Elevate your stay savings for longer stays at the country's luxury hotels.

**EXPLORE NOW >**




**ASIA PACIFIC**



**EPIC TRIP AHEAD**

Get a daily hotel credit and 1,000 bonus points per city throughout Asia Pacific.


**EXPLORE NOW >**



**FIND PHUKET'S LESSER-KNOWN BEACHES**

From Beaches Resorts to The Yang Beach, save the crowds behind of these epic spots.


**EXPLORE NOW >**



**20,000 REASONS TO EXPLORE KOH SAMUI**

Book an Vacation de la Mer® and receive 25% off room upgrades and job stays.

**EXPLORE NOW >**




# LATIN AMERICA & CARIBBEAN

## MAKE A PERFECT GETAWAY

Spend time in the Caribbean and Latin America and unlock savings up to 10% off.


[BOOK NOW >](#)



### FIND THE BEST DRINKS IN LIMA

From Sips are just the beginning. Check out the top spots to go for perfect cocktails.


[START DISCOVERING >](#)



### EXPLORE PERU


Plan unforgettable Peruvian adventures at our incredible resorts and resorts.

[BOOK NOW >](#)



## Save up to 20% on your last-minute getaway.


[LEARN MORE >](#)



## EXPLORE MORE



Use points to unlock a different Marriott Rewards Membership.

[EXPLORE MORE >](#)



Book direct through marriott.com or our app to unlock the lowest rates.

[BOOK NOW >](#)






# EUROPE

## ENHANCE YOUR STAY



Get a €20 only credit and a guaranteed complimentary room upgrade at exclusive resorts.

[DISCOVER OUR BENEFITS >](#)

### ROAD-TRIP THROUGH SPAIN

Explore sun-drenched destinations, culture and heritage, and ingenious innovation.

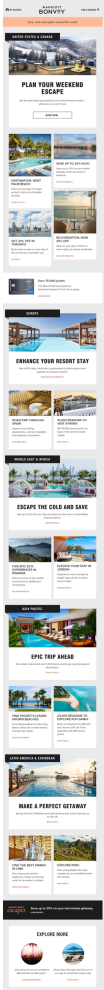



### 10,000 REASONS TO VISIT ATHENS

Get 10,000 bonus points for stays in the ancient Greek capital.

[MEMBER BENEFITS >](#)

[MEMBER JOIN >](#)



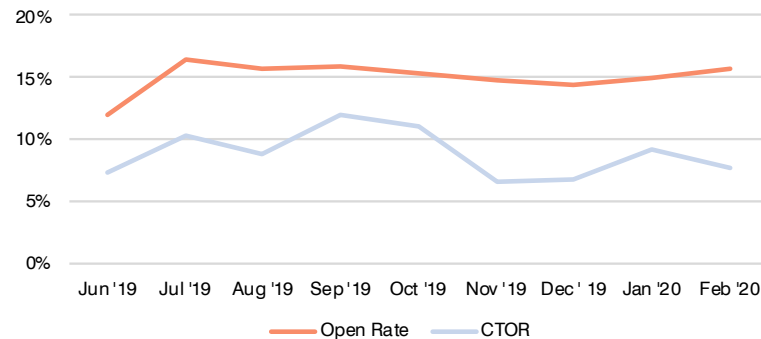
# OFFERS & PACKAGES PERFORMANCE: FEBRUARY 2020

## ALL VERSIONS (2/29)

Time Period	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate	Room Nights	Revenue
<b>Feb. '20</b>	<b>13.2 M</b>	<b>2.1 M</b>	<b>15.7%</b>	<b>158.2 K</b>	<b>1.2%</b>	<b>7.6%</b>	<b>0.21%</b>	<b>4.5 K</b>	<b>\$738.5 K</b>
vs. Jan '20 O&P	+1.9% (+244.9 K)	+6.3% (+123.4 K)	+0.7%	-11.0% (-19.6 K)	-0.2 pts.	-1.5 pts.	+0.04 pts.	-45.2% (-3.7 K)	-47.7% (-\$673.9 K)
vs. O&P Avg. (Jun '19 – Jan '20)	-0.5% (-67.5 K)	+3.9% (+77 K)	+0.7 pts.	-13.7% (-25.2 K)	-0.2 pts.	-1.6 pts.	-0.07 pts.	-44.9% (-3.6 K)	-45.7% (-\$620.9 K)

- Subject line highlighting 'your exclusive offers' resulted in more opens and a higher rate MoM and vs. O&P average
- Even though 62% of email clicks went to the Primary Feature module, which generated 45% of email bookings, the engagement was not enough to lift financials MoM and vs. O&P avg.
- Enhance segmentation to lift engagement & booking KPIs
  - Rest consecutive non-openers for 60 days
  - Enhance targeting with propensity, feeder market, and past stay data based
  - Look into whether AIQ technology can help with email delivery to increase relevancy and timeliness of the message

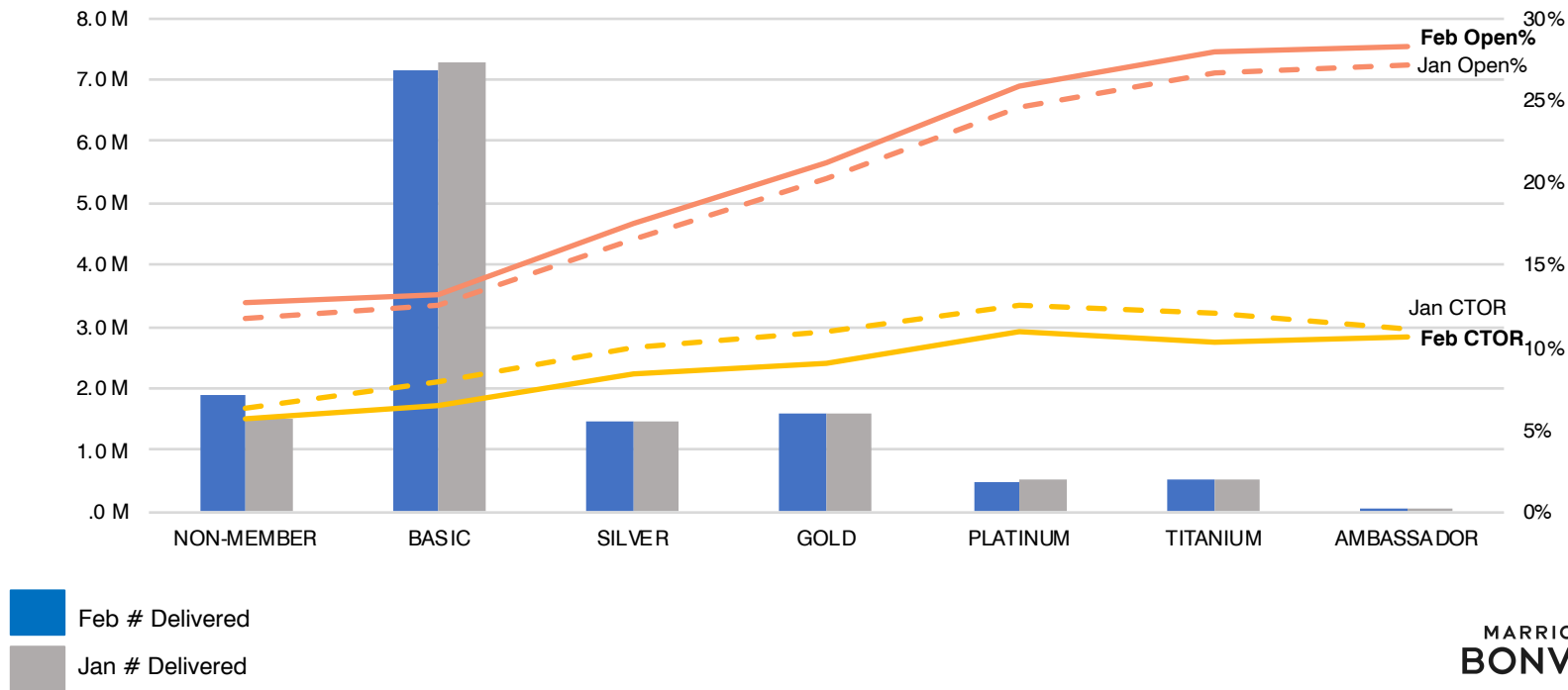
Offers and Packages Email Engagement Trends



# Open rates were up MoM for all levels, but the CTOR was down

Simplicity, relevance and offer quality are optimization focus areas in 2020 that are expected to lift KPIs

O&P Feb '20 vs. Jan '20 Engagement



# CHASE BOLD LTO

Email	Segment	Delivered	Open Rate	CTR	CTOR	New Accounts
Wave 2 (2/4)	Basic Mbrs.	9.6 M	10.3%	0.2%	1.8%	1,598
	Non-Members	3.6 M	8.0%	0.1%	1.6%	
Wave 3 (2/25)	Basic Mbrs.	8.3 M	10.8%	0.2%	1.7%	
	Non-Members	4.1 M	8.8%	0.2%	1.7%	

- Reminder and last chance support emails were sent to Basic members and non-members in Feb '20; promo ending on Mar 5<sup>th</sup>
- Engagement for both segments and waves remained consistent; slight lift in open and click rates from urgency messaging
  - Subject line included “Last chance”
  - Countdown timer above hero module
- Consider personalizing the email message for new members
  - Recognize reader as a new member and position content as program education with getting the card as one way to elevate their membership
  - Highlight bonus points as a quick balance booster, no annual fee as cost savings, and showcase the ways they could use their bonus points

2/4

**Subject Line:** Offer Ends Soon: 50,000 Points + No Annual Fee

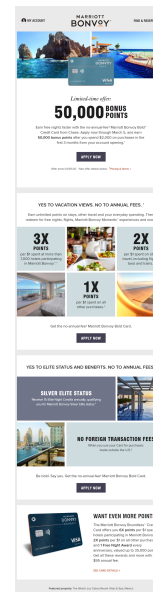
**Pre-Header:** Earn free nights faster with the Marriott Bonvoy Bold Card.

2/25

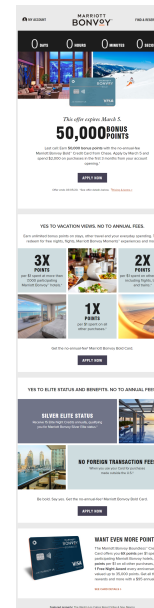
**Subject Line:** Last Chance: Earn 50,000 Bonus Points

**Pre-Header:** Earn free nights faster with the Marriott Bonvoy Bold Card.

## 2/4 Member & Non-Member Wave 2 Reminder



## 2/25 Member & Non-Member Wave 3 Last Chance





# CHASE BOUNDLESS LTO (2/12)

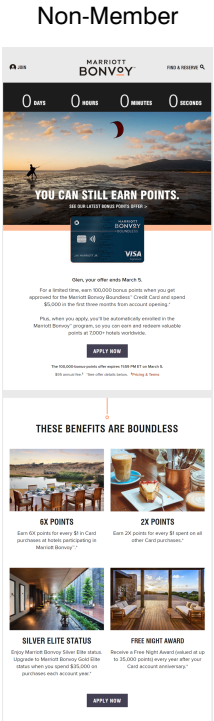
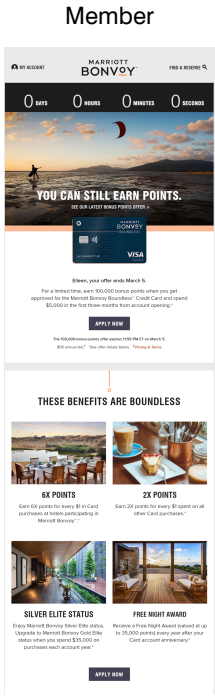
Subject Line: Time's Running Out: Earn 100K Bonus Points  
Pre-Header: Get the Marriott Bonvoy Boundless Credit Card.

Emails	Delivered	Open Rate	CTR	CTOR	New Accounts
Members	10.9 M	11.5%	0.3%	2.4%	3,120
Non-Members	4.1 M	9.1%	0.2%	1.9%	

- Both Basic & Non-member segments had a similar response between Boundless & Bold limited time offers (LTO) solos sent a week apart
  - Open and click rates were slightly higher than the 2/4 Bold solo which may have more to do with the bigger bonus point offer than Bold's 50K offer + no annual fee

Member Level	Delivered	Open Rate	CTOR
Ambassador	37.8 K	18.2%	3.8%
Titanium	209.6 K	17.5%	3.3%
Platinum	200.3 K	16.2%	3.4%
Gold	980.0 K	15.2%	2.8%
Silver	1.1 M	13.4%	2.6%
Basic	8.4 M	10.6%	2.2%
Non-member	4.1 M	9.1%	1.9%

- Consider personalizing Chase Boundless & Bold solo emails for new members
  - Same messaging approach recommended for Bold emails
  - Conduct A/B test in both Bold and Boundless solos
  - Run during BAU period in both initial and reminder email deployments
  - Results will determine if the personalized message lifted CTOR and new accounts



# AMEX BUSINESS RTO & BAU

Offer	Emails	Delivered	Opens	Open Rate	Clicks	CTR	CTOR
RTO	Wave 1 (2/7)	2.8 M	329.1 K	11.6%	5.5 K	0.2%	1.7%
	Wave 2 (2/18)	2.8 M	351.0 K	12.5%	4.6 K	0.2%	1.3%
	Wave 3 (2/25)	2.8 M	369.7 K	13.2%	5.5K	0.2%	1.5%
BAU	2/18	7.2 M	733.8 K	10.2%	9.3 K	0.1%	1.3%

- Select group of Bonvoy members received one of three Amex Business card rich targeted offers (RTO) that expired on Mar 4<sup>th</sup>; others received a BAU offer of 75K
- Open rates for the rich targeted offers were up to 3 pts. higher than BAU 75K offer and clicks rates were slightly higher as well
  - Additional data is need to understand the impact each offer has on driving member engagement and new accounts
- Reminder emails for RTO drove incremental engagement as open counts and open rates continued to increase with each mailing

## RTO 1

Subject Line: Earn 80,000 Bonus Points

Pre-Header: Get the Marriott Bonvoy Business American Express

## RTO 2

Subject Line: Earn 80,000 Bonus Points + \$0 Intro Annual Fee

Pre-Header: Get the Marriott Bonvoy Business American Express

## RTO 3

Subject Line: Earn up to 110,000 Bonus Points + Get a \$150 Statement Credit

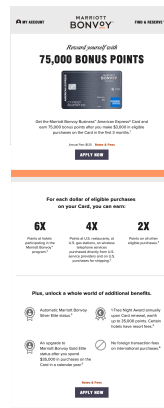
Pre-Header: Get the Marriott Bonvoy Business American Express

## BAU

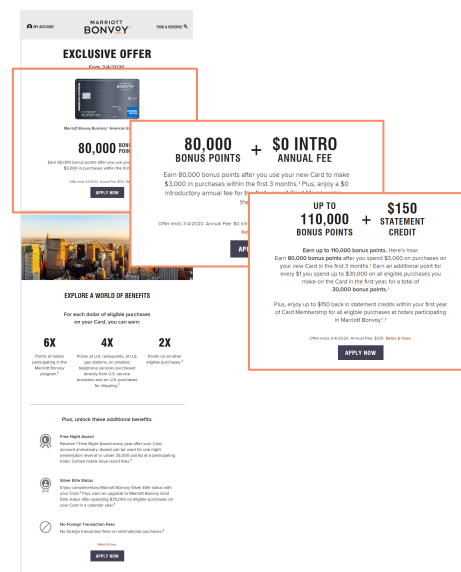
Subject Line: Don't Miss Out on 75,000 Bonus Points

Pre-Header: Apply for the Marriott Bonvoy Business American Express Card.

## Example BAU



## Example RTO email & offers





# TESTING & OPTIMIZATION

# AMEX BRILLIANT BAU EMAIL

## A/B CREATIVE TEST: IMAGE VS. ICON

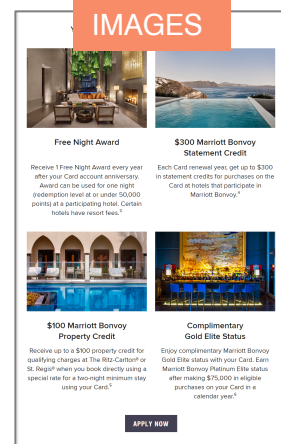
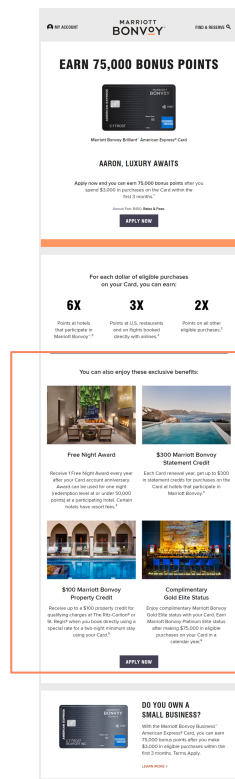
Emails	Delivered	Open Rate	Clicks	CTR	CTOR	Significant
Image Creative	766.1 K	10.7%	1.0 K	0.13%	1.23%	No
Icon Creative	765.2 K	10.8%	1.0 K	0.13%	1.23%	
Total	1.5 M	10.7%	2.0 K	0.1%	1.2%	

Audience was split 50/50 to conduct an A/B test to see which creative treatment (images or icons) would drive more engagement in the additional card benefits module

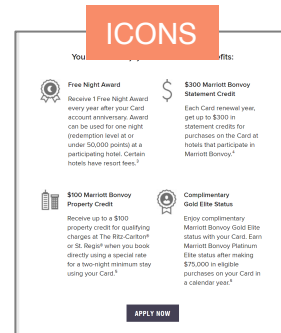
Email results were not statistically significant; recommend testing again across several deployments and aggregating results

Deeper dive needed to fully understand the test impact on credit card conversion

Subject Line: Aaron, How Will You Redeem 75,000 Bonus Points?  
Pre-Header: Get the Marriott Bonvoy Brilliant Amex Card.



VS.





# **ACTIONABLE INSIGHTS**

# ACTIONABLE INSIGHTS

- Lift MAU open rates by leveraging AIQ optimization and personalization tactics (i.e. level, program tenure); recommend testing different subject line and pre-header combinations each month
- Increase the relevancy of alert messages in MAU by personalizing CTAs
  - For a category change message, target members based on those with points vs. those without
  - For those without enough points, consider a “Learn More” CTA
- Enhance Offers & Packages email segmentation & targeting to lift engagement & booking metrics
  - Rest consecutive non-openers for 60 days (no open/click on 3 consecutive O&P emails); bring back if they meet criteria
  - Enhance targeting with propensity, feeder market, and past stay data
  - Look into whether AIQ technology can help with email delivery to increase relevancy and timeliness of the message
- Consider personalizing Chase Boundless & Bold solo emails for new members
  - Recognize reader as a new member (joined in last 3 months)
  - Position content as ‘program education’ and how getting the card will elevate their membership
  - Highlight how the bonus points can jump start their account balance
  - Educate member on how to use their bonus points for stays, gift cards, and cash + points stays
  - Test approach in both Bold and Boundless solos during BAU periods; measure lift in CTOR and new accounts

# Thank You!

# MARRIOTT BONVOY

## EMAIL PROGRAM TOTALS: YTD 2020

% of Total Emails Sent	100%	17%	8%	2%	23%	0%	0%	0%	29%	7%	6%	4%	2%
	YTD Total	MAU	Offers and Packages	LPM	Solo	Promo	ATM Invites	ATM Other	Cobrand	Moments	METT	Brand BPP	Bonvoy Escapes
SENT	324.7 M	56.3 M	26.4 M	5.4 M	73.9 M	450.4 K	797.4 K	1.4 M	94.7 M	23.0 M	20.0 M	14.2 M	8.1 M
DELIVERED	321.3 M	55.9 M	26.2 M	5.0 M	72.6 M	449.6 K	767.4 K	1.4 M	94.1 M	23.0 M	19.9 M	14.0 M	8.1 M
DELIVERY%	99.0%	99.3%	98.9%	92.1%	98.3%	99.8%	96.2%	98.4%	99.4%	99.8%	99.4%	98.8%	99.6%
OPEN	52.0 M	9.7 M	4.0 M	1.1 M	14.4 M	173.4 K	112.1 K	169.3 K	10.9 M	4.3 M	3.5 M	2.7 M	1.0 M
OPEN%	16.2%	17.3%	15.4%	22.8%	19.8%	38.6%	14.6%	12.0%	11.5%	18.6%	17.7%	19.3%	12.8%
CLICK	4.7 M	1.4 M	336.0 K	235.3 K	1.8 M	26.4 K	16.9 K	23.9 K	243.3 K	258.7 K	98.0 K	164.9 K	68.6 K
CTR	1.4%	2.5%	1.3%	4.7%	2.4%	5.9%	2.2%	1.7%	0.3%	1.1%	0.5%	1.2%	0.8%
CTOR	8.9%	14.7%	8.4%	20.7%	12.2%	15.2%	15.1%	14.1%	2.2%	6.1%	2.8%	6.1%	6.6%
UNSUB	568.7 K	93.1 K	50.1 K	30.6 K	173.2 K	.1 K	3.1 K	3.4 K	160.7 K	13.2 K	5.3 K	19.2 K	16.7 K
UNSUB%	0.18%	0.17%	0.19%	0.61%	0.24%	0.01%	0.41%	0.24%	0.17%	0.06%	0.03%	0.14%	0.21%
BOOKINGS	Removed due to data integrity issues with Feb '20 MAU  Will update once issues are resolved		5.6 K	3.3 K	21.9 K	2.5 K	45	138	3.6 K	4.5 K	3.0 K	7.3 K	2.3 K
RMNTS			12.6 K	6.7 K	44.4 K	4.9 K	88	314	7.6 K	10.4 K	6.9 K	15.9 K	5.1 K
REVENUE			\$2.2 M	\$1.0 M	\$7.1 M	\$772.5 K	\$15.4 K	\$46.4 K	\$1.2 M	\$1.8 M	\$1.3 M	\$2.5 M	\$853.4 K
CONV%			1.66%	1.41%	1.24%	9.37%	0.27%	0.58%	1.49%	1.75%	3.03%	4.43%	3.30%
BPK			0.21	0.67	0.30	5.50	0.06	0.10	0.04	0.20	0.15	0.52	0.28

BPK = Bookings per Thousand Delivered Emails

Financial data source: Omniture 7-day