



# Marriott Bonvoy


## *February 2022 Email Performance Review*

March 23, 2022

MARRIOTT  
**BONVOY**



THE ST. REGIS MALDIVES VOMMULI RESORT, MALDIVES



# Today's Agenda

- Performance Summary
- Campaign Highlights
- Testing & Optimization Results
- Actionable Insights

# February 2022 Performance Summary

# February 2022 Performance Above Average

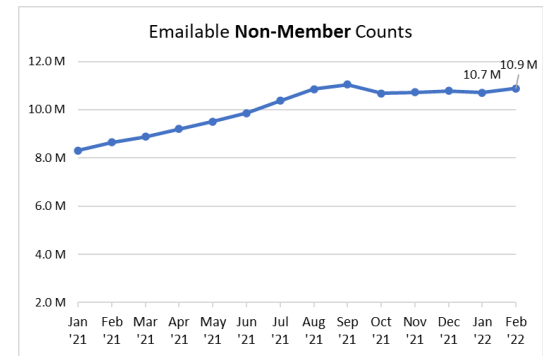
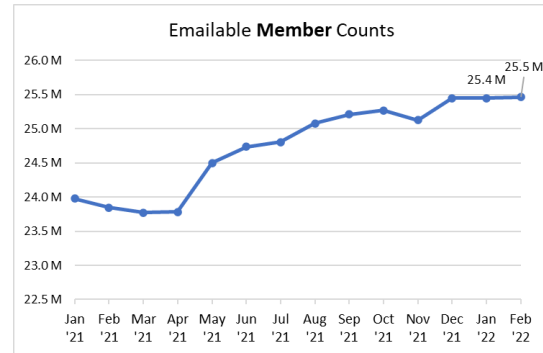
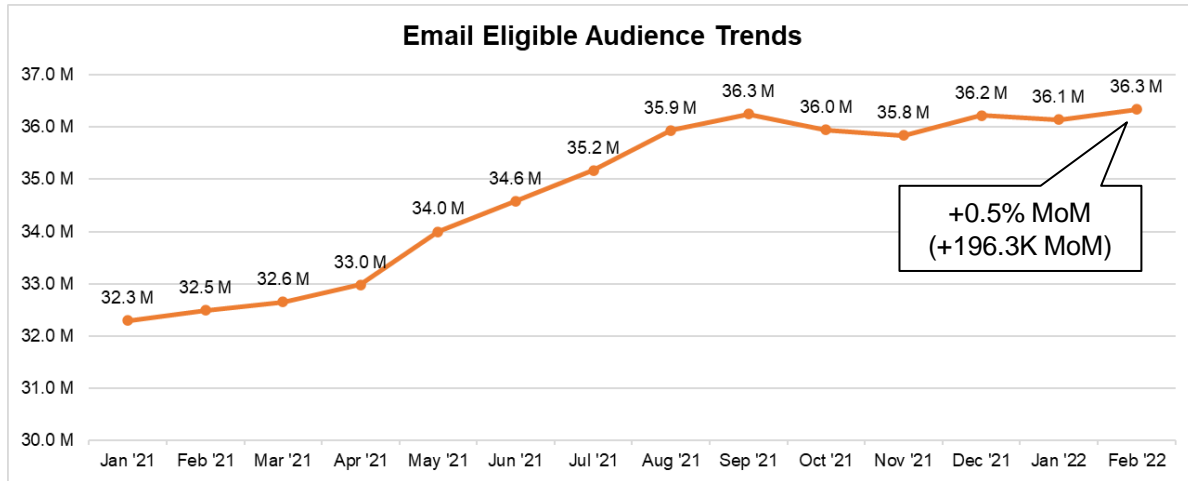
Available Audience Size	<b>36.3 M</b> Email Subscribers* +0.5% MoM	
Engagement	<b>171.9 M</b> Delivered Emails +12.9% vs. Avg.	<b>1.7 M</b> Clicks +0.2% vs. Avg.
	<b>1.0%</b> CTR -0.1 pts. vs. Avg.	<b>0.17%</b> Unsub. Rate --- vs. Avg.
	<b>18.4 K</b> Bookings +7.9% vs. Avg.	<b>42.6 K</b> Room Nights +4.0% vs. Avg.
	<b>\$8.4 M</b> Revenue +2.6% vs. Avg.	<b>0.11</b> Bookings/Dlvd. (K) +3.1% vs. Avg.
Financials		

- Overall, Feb performance was strong compared to Bonvoy 12-month average
- Slight MoM increase in emailable audience; mostly from non-member growth (91% of MoM increase)
- Click activity remained steady with increased deliveries
- Additional mailings supported program initiatives and drove additional revenue:
  - Uber LTO (19.1M delivered, \$300K)
  - Q1 Points Promo (13.9M, \$330K)
  - Freddie Awards (7.5M, \$142K)
  - Q1 Global Promo INL announcement (4.9M, \$153K)

\*Emailable members & non-members globally; does not include anyone on a suppression list  
Comparison time periods: Rolling 12-Month Average

# 36.3M Emailable Customers (+196.3K MoM)

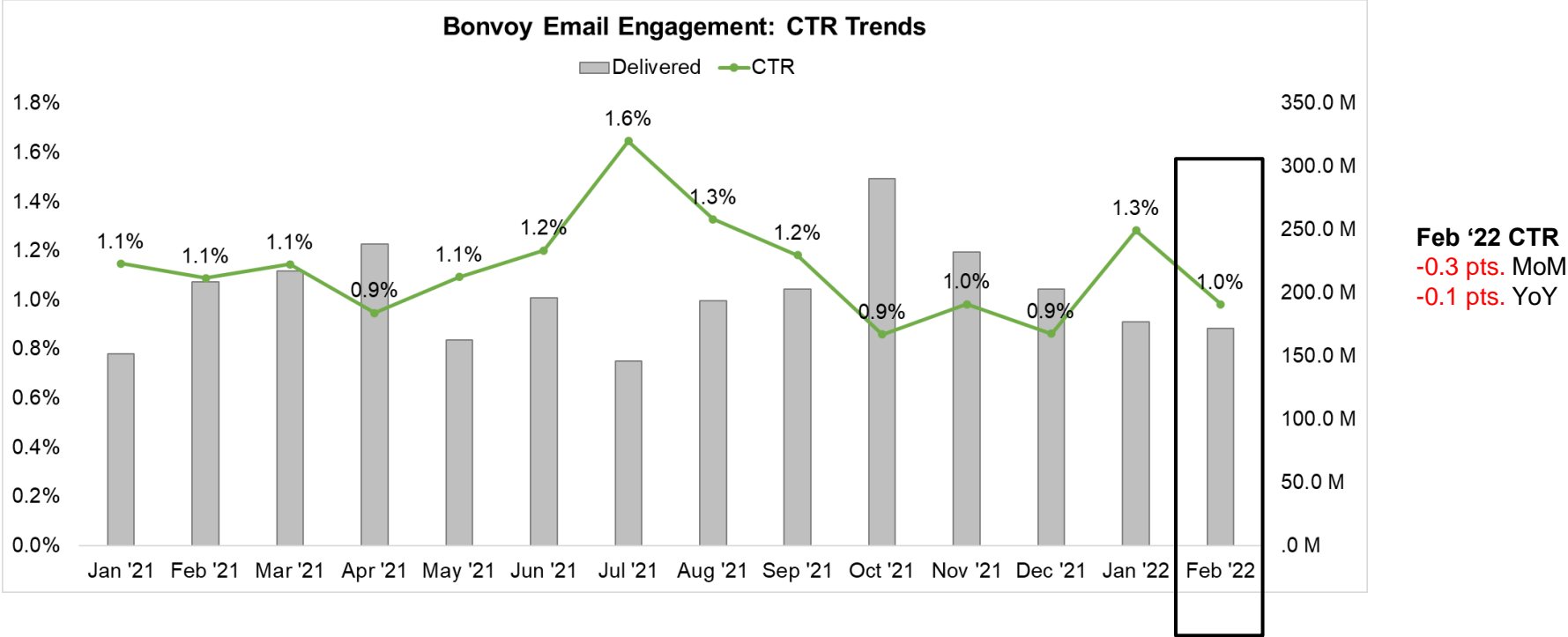
- Non-members drove 91% of MoM growth (+178.7K MoM vs. +17.5K for members MoM)



Report date: March 1, 2022

Emailable customers = members & non-members globally; does not include anyone on a suppression list

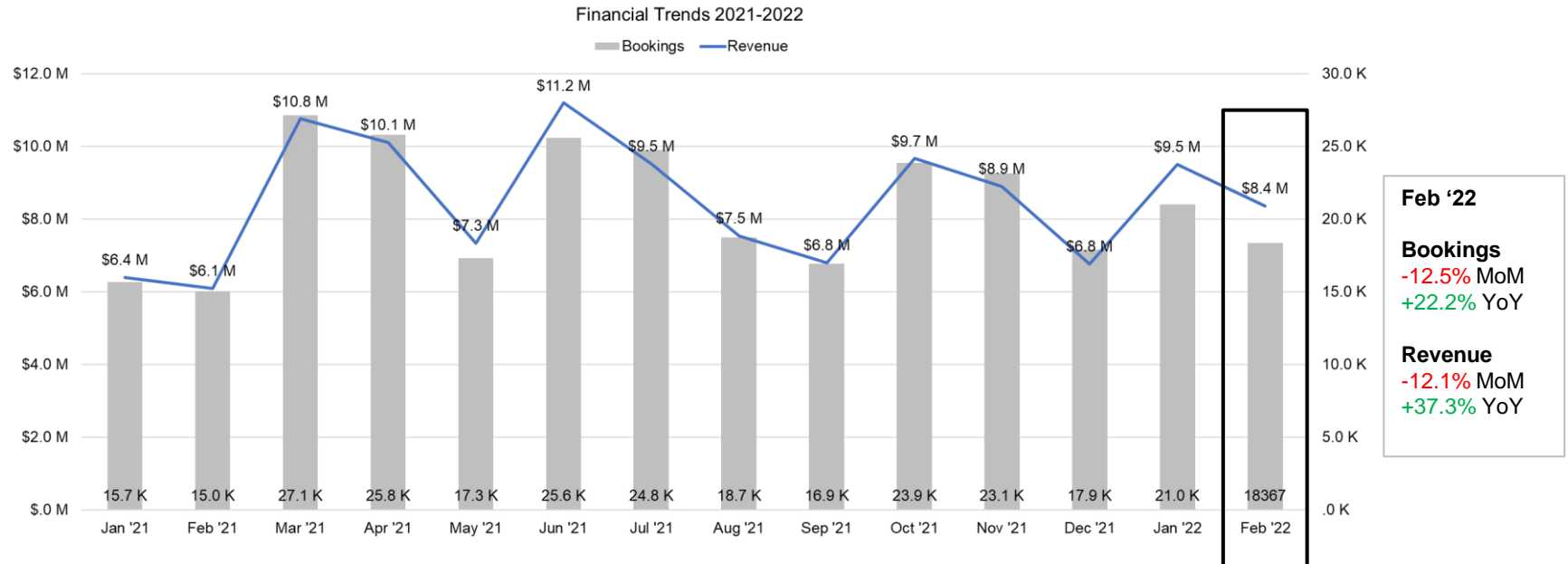
# Maintained CTR Engagement YoY; Slight MoM Decline





# YoY Financial Gains

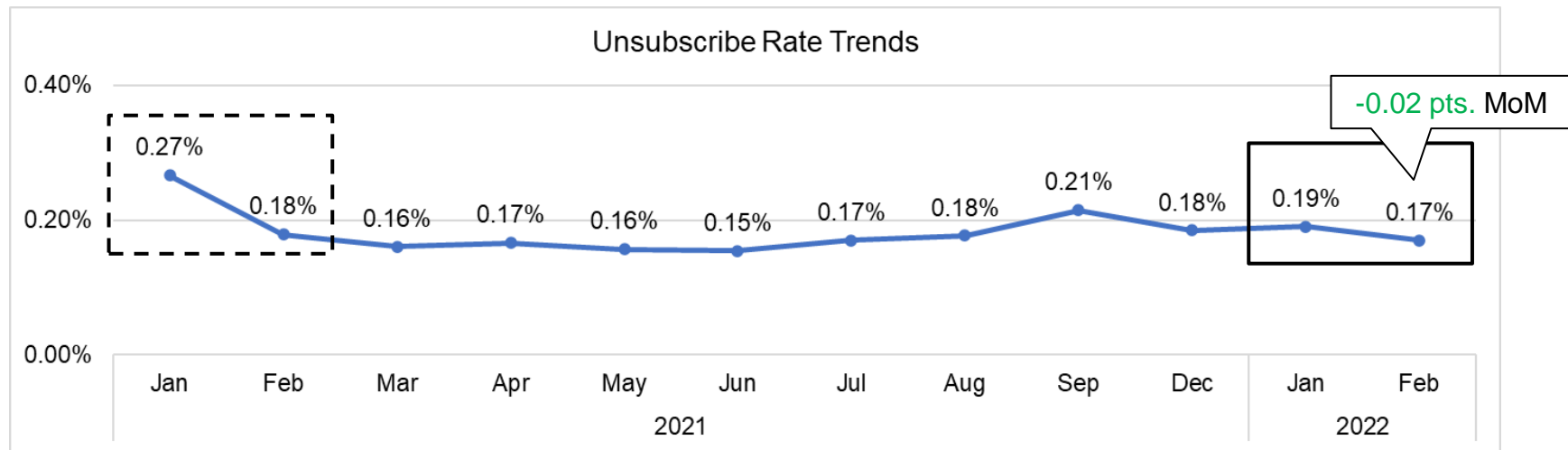
- Generated 18.4K Bookings (+22% YoY) and \$8.4M (+37% YoY)
- MoM financial declines were from sending Jan solos that drove monthly financials
  - Q1 Global Promo announcement in January drove over 1.8K bookings and \$928K
  - America's solo in January drove 1.3K bookings and \$682K



Financial data: Omniture 7-day cookie

# Audience Health Remains Stable

- Positive unsubscribe rate trends going into Feb '22
- Same YoY trend






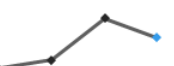




\*Data issues impacted Oct & Nov unsubscribe data; excluded from trend chart




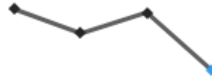




# Consistent Member Level KPIs

- Fewer mailings sent for most segments mirrored monthly avg, except for Basics; impacted unique clicks and tracked revenue
- Unsub rate improved for some and near flat for others – retained most audiences even with increased mailings to Basics
- MoM engagement declines mostly from high engagement in January Q1 Global Promo announcement
- Basic member MoM revenue increase was from Core MAU (+37% MoM and made up over 35% of Feb monthly revenue)

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Non-Member	<b>21.1 M</b> -19% MoM ▼	<b>0.39%</b> 	<b>0.40%</b> -0.12% MoM ▼	<b>\$111.6 K</b> 
Basic	<b>103.6 M</b> +5% MoM ▲	<b>0.74%</b> 	<b>0.16%</b> -0.01% MoM ▼	<b>\$3.4 M</b> 
Silver	<b>18.9 M</b> -7% MoM ▼	<b>1.80%</b> 	<b>0.08%</b> +0.01% MoM ▬	<b>\$1.7 M</b> 
Gold	<b>15.5 M</b> -4% MoM ▼	<b>1.26%</b> 	<b>0.08%</b> +0.01% MoM ▬	<b>\$1.1 M</b> 

## Consistent Member Level KPIs (cont.)

- Sending fewer mailings MoM resulted in fewer unique clicks and tracked revenue
- Unsub rate was near flat for Titanium and Ambassadors – retained audiences
- MoM engagement declines mostly from high engagement in January Q1 Global Promo announcement and select upper Elite communications: Ambassador Gift Platinum, Cobrand Elite Night Credit, and Annual Choice Benefit

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Platinum	<b>5.5 M</b> -15% MoM ▼	<b>2.32%</b> 	<b>0.06%</b> +0.06% MoM ▲	<b>\$694.2 K</b> 
Titanium	<b>6.0 M</b> -19% MoM ▼	<b>2.33%</b> 	<b>0.06%</b> +0.02% MoM ▲	<b>\$827.2 K</b> 
Ambassador	<b>1.2 M</b> -14% MoM ▼	<b>3.24%</b> 	<b>0.05%</b> +0.01% MoM ■	<b>\$499.7 K</b> 

Trend Lines = Nov '21 – Feb '22

# Campaign Highlights

Core MAU Performance

Lux MAU Performance

Uber Solo Limited-Time Offer (LTO)

Annual Freddie Awards Solo

# CORE MAU: February 2022

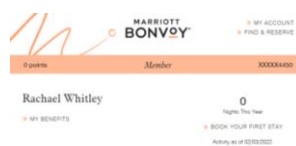
Creative (ENG Version)

## Subject Line:

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

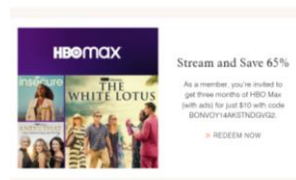
## Pre-Header:

See what's new in February.



Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night through May 4.

[REGISTER NOW](#)



### Rachael's February Offers



#### Earn Double on Stays and Flights

Register for complimentary access to Your World Rewards™ to earn twice on stays with Marriott Bonvoy® and twice on flights with Emirates Skywards® — and additional benefits on both.

[REGISTER NOW](#)

### Give the Gift of Westin

Get 30% off Valentine's gifts, like a Westin Heavenly Robe, White Tea Fragrance, and more.

[SHOP NOW](#)



### Linger Longer for Less

Save on stays of seven nights or more, plus enjoy a \$25 grocery gift card in the U.S. and Canada.

[BOOK NOW](#)



### Limited Time: Earn 100,000 Points

With the Marriott Bonvoy Boundless® Credit Card from Chase.

[LEARN MORE](#)



### Did You Know?

Marriott guests can now purchase Allianz Travel Insurance to protect their non-refundable trip expenses, missed activities and more.

### Your News



### Get What You Love

Use points to shop your favorite brands and more — all in one place.

[SHOP NOW](#)



### Travel Tips

See the Top 10 Places to Travel This March

[READ ARTICLE](#)



# Core MAU Performance Summary: February 2022

All Versions: Global English (February 10<sup>th</sup>) + In-Lang. (February 17<sup>th</sup>)

Metrics	February 2022	MoM	vs. MAU Avg.
Delivered	26.4 M	-0.1%	-6.4%
Opens	5.2 M	-1.7%	-8.2%
Open Rate	19.6%	-0.3 pts.	-0.4 pts.
Clicks	349.9 K	+28.5%	-5.9%
CTR	1.3%	+0.3 pts.	+0.0 pts.
CTOR	6.8%	+1.6 pts.	+0.2 pts.
Unsub Rates	0.14%	-0.0 pts.	---
Bookings	5.0 K	+35.7%	+12.7%
Room Nights	11.2 K	+31.6%	+7.2%
Revenue	\$2.2 M	+31.2%	+21.4%

- Performance increased MoM with stronger click activity, audience health (unsub rates), and financials
- Expected engagement increase with Q1 Global Promo in the hero – captured over 30% of clicks and 17% of bookings
- CTR was stable compared to 12-month avg.





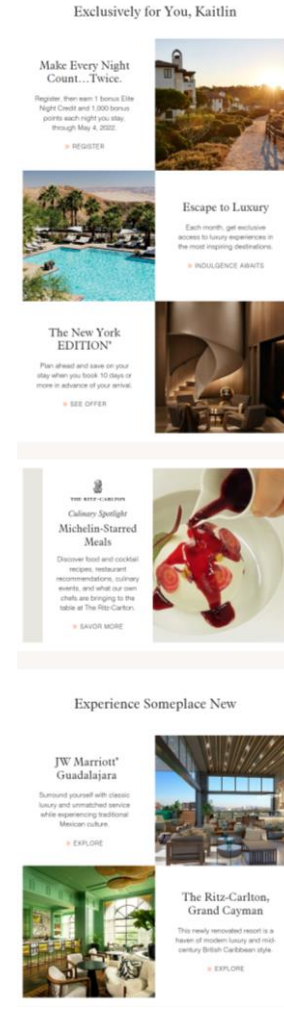
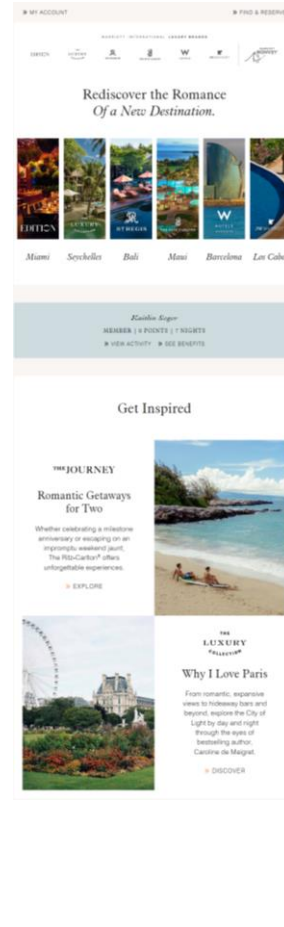
# Lux MAU: February 10, 2022

## Subject Line:

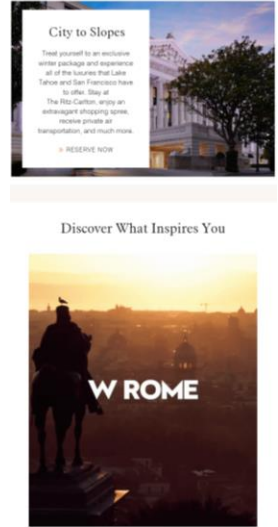
Elizabeth, Your Account Update

## Pre-Header:

Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman



Creative:  
Member Version



Now if you want to find how could you not? @marriott, now open in the Dining City.

FOLLOW US ON INSTAGRAM





# Lux MAU Performance Summary: February 2022

Metrics	February 2022	MoM	vs. Lux MAU Average
Delivered	<b>1.7 M</b>	+16.4%	+1.7%
<i>Opens</i>	<b>385.1 K</b>	+4.0%	-20.8%
<i>Open Rate</i>	<b>22.0%</b>	-2.6 pts.	-6.26 pts.
Clicks	<b>36.6 K</b>	+56.7%	+14.8%
CTR	<b>2.1%</b>	+0.5 pts.	+0.2 pts.
<i>CTOR</i>	<b>9.5%</b>	+3.2 pts.	+3.0 pts.
Unsub Rates	<b>0.06%</b>	-0.03 pts.	-0.04 pts.
Bookings	<b>653</b>	+71.8%	+43.8%
Room Nights	<b>1.6 K</b>	+64.1%	+47.8%
Revenue	<b>\$378.4 K</b>	+26.7%	+45.3%

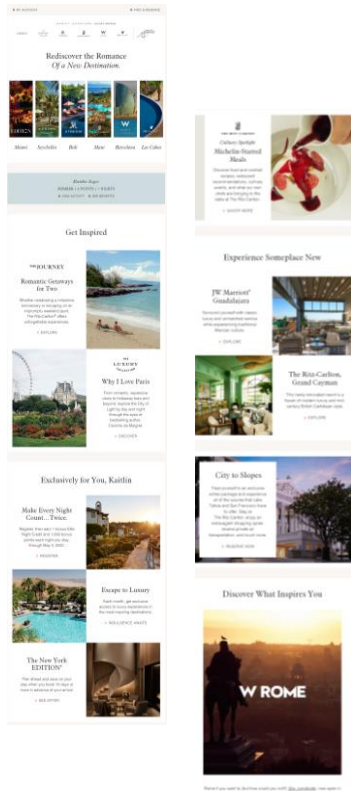
- Feb engagement was positive across most metrics in comparison to January and Lux MAU 6-month average
- Most of the clicks went to branded hero and offers content
- Positive unsub rate engagement; lower than January and monthly avg.
- Increased financials in comparison; 17% of bookings and 41% of revenue went to luxury brands



# Lux MAU Segment Heat Maps:

## February 2022

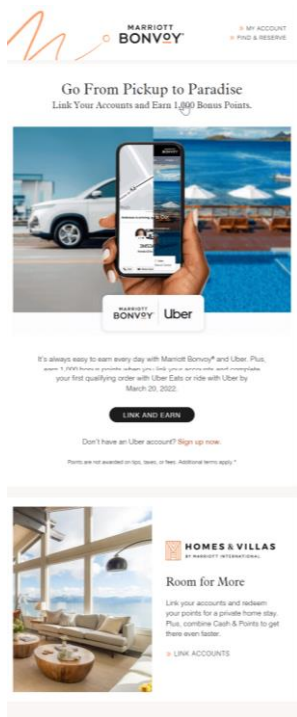
(Member Version)



- Timely romance hero featuring all 6 luxury brands generated the most engagement; combined average of 37% of clicks – first-time using this module in the hero
- Offer content had strong click activity for all segments, but Global Promo was stronger with L2A, L2B and L3 segments
- Openers also engaged with brand inspiration and Hotel spotlight

% of Clicks by Segment				
Module	L1	L2A	L2B	L3
<b>Header</b>	<b>11.17%</b>	<b>10.49%</b>	<b>7.64%</b>	<b>7.77%</b>
<b>Hero</b> (Romance Content, All Lux Brands)	<b>35.59%</b>	<b>33.71%</b>	<b>36.55%</b>	<b>37.95%</b>
<b>Account Box</b>	<b>28.01%</b>	<b>34.94%</b>	<b>25.03%</b>	<b>21.72%</b>
<b>Inspiration</b>	<b>4.98%</b>	<b>4.86%</b>	<b>6.99%</b>	<b>7.44%</b>
Romantic Getaways for Two	2.73%	2.21%	3.57%	3.60%
Why I Love Paris	2.25%	2.65%	3.42%	3.84%
<b>Offers</b>	<b>6.45%</b>	<b>8.55%</b>	<b>16.90%</b>	<b>18.29%</b>
Escape to Luxury	2.38%	2.90%	2.72%	2.77%
Global Promo	1.80%	3.91%	11.56%	12.73%
EDITION Offer (geo-targeted)	2.27%	1.77%	2.65%	2.79%
<b>Moments – Culinary</b>	<b>0.92%</b>	<b>0.79%</b>	<b>1.11%</b>	<b>1.05%</b>
<b>Hotel Spotlight</b>	<b>2.72%</b>	<b>3.36%</b>	<b>3.96%</b>	<b>4.15%</b>
JW Marriott® Guadalajara	1.17%	1.23%	1.37%	1.36%
The Ritz-Carlton, Grand Cayman	1.54%	2.13%	2.59%	2.79%
<b>Weekend Getaway</b>	<b>0.59%</b>	<b>0.49%</b>	<b>0.58%</b>	<b>0.64%</b>
<b>Instagram</b>	<b>1.00%</b>	<b>0.55%</b>	<b>0.58%</b>	<b>0.48%</b>
<b>Footer</b>	<b>8.58%</b>	<b>2.27%</b>	<b>0.65%</b>	<b>0.51%</b>
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

# Uber LTO Solo: February 23<sup>rd</sup>



- Limited time offer solo targeted to members and non-members that have not linked their Bonvoy and Uber accounts – offering 1,000 bonus points for first qualifying order or ride
- Stronger engagement with active members; fewer deliveries but drove almost 2x the clicks and lowest unsub rate
- Campaign also generated additional bookings and revenue helping to lift channel performance
- Continue messaging via Core MAU with prominent reminders to those who clicked but didn't link, even after LTO

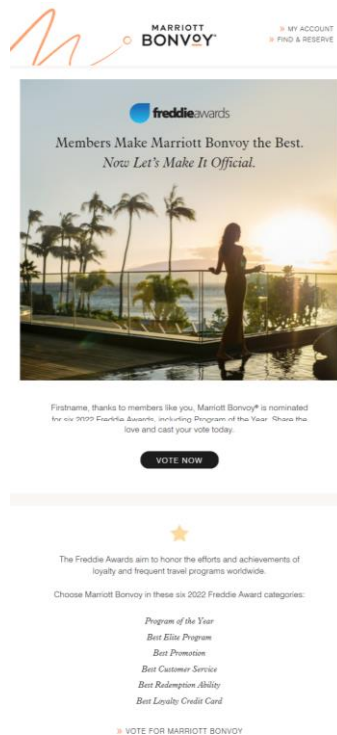
## Segment Engagement

Metrics	Uber LTO	Feb Bonvoy Avg.	Active Mbrs.	Non-Active Mbrs.	Non-Mbrs.
<b>Delivered</b>	<b>19.1 M</b>		5.8 M	9.7 M	3.6 M
<b>Clicks</b>	<b>85.8 K</b>		51.7 K	29.6 K	4.6 K
<b>CTR</b>	<b>0.45%</b>	1.0%	0.9%	0.3%	0.1%
<b>Unsub. Rate</b>	<b>0.14%</b>	0.17%	0.05%	0.11%	0.34%
<b>Bookings</b>	<b>679</b>		448	207	24
<b>Revenue</b>	<b>\$300.6 K</b>		\$173.4 K	\$114.8 K	\$12.4 K
<i>Open Rate</i>	<i>17.4%</i>	<i>17.3%</i>	<i>18.5%</i>	<i>17.0%</i>	<i>16.6%</i>
<i>CTOR</i>	<i>2.6%</i>	<i>5.7%</i>	<i>4.8%</i>	<i>1.8%</i>	<i>0.8%</i>

**Subject Line:** Earn 1,000 Bonus Points with Uber through March 20

**Preheader:** Link your accounts to eat, ride, and stay your way to vacay.

# Freddie Awards Solo: February 23<sup>rd</sup>



- Email encouraged members to vote for Marriott Bonvoy in the annual Freddie Awards; program was nominated for six categories
- Highest engagement from Elites, with Basic members generating their fair share of email traffic
- Below average unsub rate shows content engaged all member levels
- Additional messaging included in March '22 Core MAU

## Segment Engagement

Metrics	Solo	Feb '22 Bonvoy Avg.	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Delivered	7.5 M		4.2 M	1.5 M	1.3 M	244.4 K	221.7 K	36.7 K
Clicks	64.9 K		19.7 K	12.7 K	16.3 K	6.6 K	8.0 K	1.7 K
CTR	0.87%	1.0%	0.5%	0.9%	1.2%	2.7%	3.6%	4.6%
Unsub	0.12%	0.17%	0.15%	0.08%	0.09%	0.04%	0.03%	0.03%
Bookings	398		195	77	75	21	27	3
Revenue	\$142.1 K		\$77.0 K	\$22.5 K	\$24.6 K	\$9.9 K	\$7.5 K	\$5 K
Open Rate	19.2%	17.3%	18.1%	19.3%	20.9%	23.0%	23.7%	26.3%
CTOR	4.5%	5.7%	2.6%	4.5%	5.9%	11.7%	15.2%	17.6%

**Subject Line:** Vote Marriott Bonvoy in the 2022 Freddie Awards

**Preheader:** Adam, cast your ballot and show your support.

## 22

[illegible]

# TESTING & OPTIMIZATION RESULTS

## Subject Line Test Results: **Project Wanderlust**

- Personalized, shorter subject line was selected winner, but SL #2 generated slightly more clicks and higher open rate after more time
- Performance was close between all versions; recommend testing “Your Guide” vs. listicle approach in a future mailing

Subject Line	Delivered	Unique Opens	Opens Lift	Unique Opens %	Open% Lift	Unique Clicked	Unique CTR %	Unique CTOR %
<b>Winner: Trending in Travel: Your Guide to R&amp;R</b>	<b>1,692,978</b>	<b>350,213</b>		<b>20.69%</b>		<b>9,825</b>	<b>0.58%</b>	<b>2.81%</b>
SL 1: Trending in Travel: The Ultimate Spa Getaways	1,692,814	348,950	+0.36%	20.61%	+0.07%	11,178	0.66%	3.20%
SL 2:Trending in Travel: 11 Rejuvenating Retreats	1,692,602	350,687	-0.14%	20.72%	-0.03%	12,778	0.75%	3.64%

**Pre-Header:** From overwater bungalows to urban oases, we've got relaxation covered.

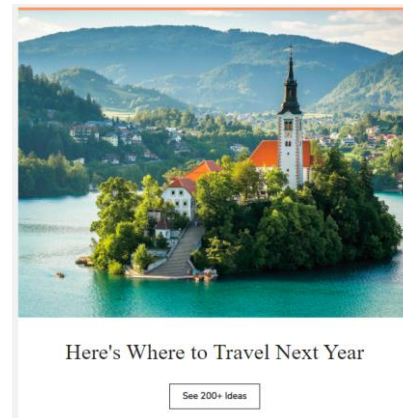


## Traveler: Both Hero Options Engaged Openers

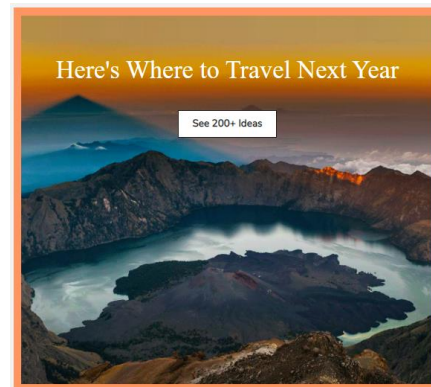
- December '21 hero test resulted in near flat engagement – slight lift with Challenger
- Audience was randomly split 50/50
- Click counts and CTR were slightly higher with Challenger version
  - Both generated the same # of bookings: Control 14 and Challenger 13
- Additional tests planned for February & March 2022; waiting on availability of Feb data

Hero Versions	Delivered	Open Rate	Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift
Control	5,820,373	22.5%	14,202		0.80%	
Challenger	5,816,177	22.7%	15,941	+1.5%	0.81%	+0.01 pts.

Control



Challenger



Thank You!

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# APPENDIX

# Campaign Dashboard Categories

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