

MARRIOTT
BONVOY™

yes

MARRIOTT BONVOY EMAIL PROGRAM

July 2019 Monthly Email Review

September 5, 2019

TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Tests and Optimizations
4. Actionable Insights

KEY STORYLINES

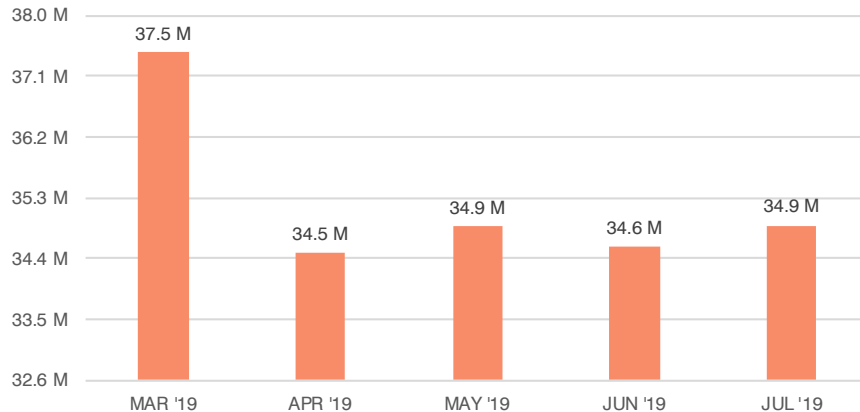
- Email financials are up compared to Bonvoy program averages; MAU and Offers & Packages contributed to monthly gains (45% of total revenue)
- Open rate trends continue to decline and are heavily influenced by Cobrand acquisition emails (36% of July deployments); rates jump 3 pts without them
- CTRs have been steady since March which means openers are engaged with content
- Increased personalization and campaign optimization or 2.0 are the focus for several BAU and automated emails to lift open and click rates

MONTHLY PERFORMANCE SUMMARY

33% OF MEMBERS ENGAGED IN JULY '19 EMAILS

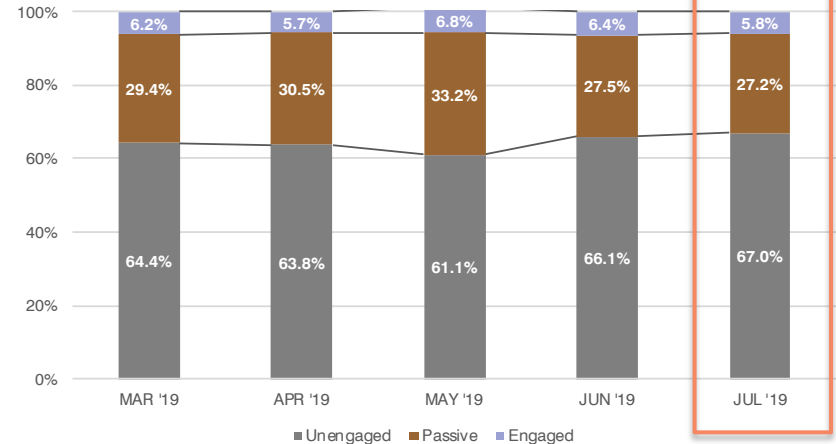
- 34.9M members received at least 1 email in July; consistent trend since April '19
- Fewer members are opening and clicking on emails; down 0.9 pts. MoM
- Requesting to have engagement reports broken down by member level for greater insights

Marriott Bonvoy: Members that Received 1+ Emails:



Received: Member received 1 or more emails during time period (month)

Marriott Bonvoy: Member Email Engagement



Engaged: Opened and clicked 1+ emails

Passive: Opened, but did not click

Unengaged: Did not open and did not click

PERFORMANCE SUMMARY: JULY 2019

- Delivered declines are from sending fewer Solo emails compared to other months
- Cobrand & MAU made up 54% of July delivered emails; both have open rates down 2 points which impact the overall performance KPIs
- Financial increases were mostly driven by MAU; it made up 31% of bookings, nights, and revenues

JULY 2019 vs. Bonvoy YTD Average

Feb 13-Jun 30, 2019

Engagement

| | | | | |
|------------------------------------|------------------------|-----------------|-------------------|--------------------------------|
| 177.7 M | 15.6% | 1.1% | 7.0% | 0.23% |
| Emails Delivered -4.8% (-8.9 M) | Open Rate -1.7 pts. | CTR 0.0 pts. | CTOR +0.5 pts. | Unsubscribe Rate -0.01 pts. |

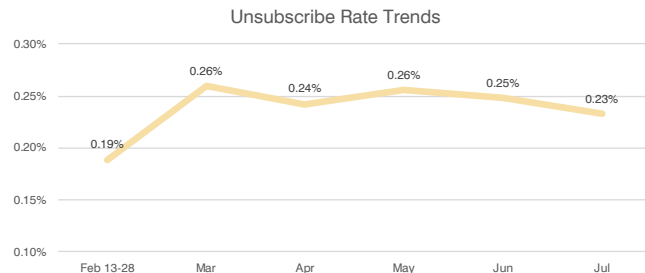
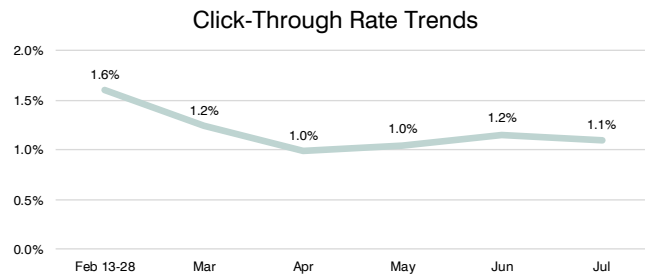
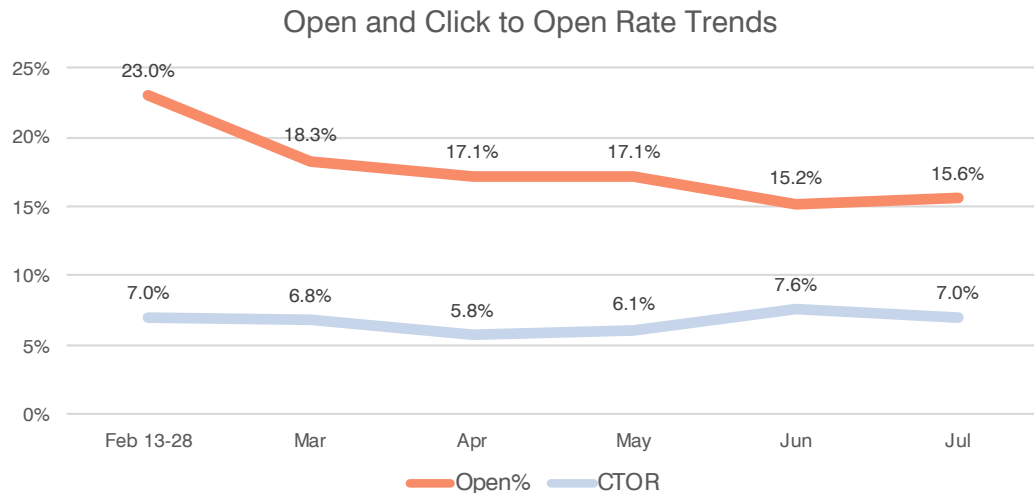
Financials

| | | | | |
|-----------------------------|---------------------------------|------------------------------|----------------------------------|---------------------------|
| 48.0 K | 108.5 K | \$18.2 M | 0.27 | 2.5% |
| Bookings +22.8% (+8.9 K) | Room Nights +22.4% (+19.9 K) | Revenue +19.4% (+\$3.0 M) | Bookings/Delivered (K) +28.9% | Booking Conv. +0.6 pts |

Financial data source: Omniture 7-day

MARRIOTT BONVOY EMAIL ENGAGEMENT TRENDS

- There are fewer email recipients opening emails (passively unsubscribing); open rate trends are down
- CTRs have been steady since March which means openers are engaged with content
- Send reengagement emails to high-value non-openers as a way to win them back; minimize exposure to low engagement select emails (i.e. Cobrand acquisition solos)



THE INFLUENCE OF ACQUISITION EMAILS ON JULY METRICS

| Metrics | July 2019 (All Emails) | KPIs Minus Cobrand ACQ. | Difference |
|------------------|---------------------------|----------------------------|------------|
| Open Rate | 15.6% | 18.2% | +2.6 pts. |
| CTR | 1.1% | 1.6% | +0.5 pts. |
| CTOR | 7.0% | 8.6% | +1.6 pts. |
| Unsubscribe Rate | 0.23% | 0.23% | 0.00 pts. |
| Conversion Rate | 2.5% | 2.5% | 0.00 pts. |

Setting Cobrand acquisition emails aside for just a minute...

Open and click rates are nearly 3 pts higher

- This includes existing cardholder emails

Continue partnership with Cobrand teams to improve targeting and measure impact on overall program KPIs

EXECUTIVE DASHBOARD

July 2019 vs. Bonvoy YTD avg. by email or category (Feb 13 - Jun 30, 2019)

Observations:

O&P now with full audience; strong KPIs
- 2nd highest Conv%
- Strong BPK

Targeted emails ATM & LPM generate highest KPIs

METT email updates are underway

Notes:

- Financial data: Omniture 7-day
- LPM = Loyalty Prog. Marketing (i.e. Welcome+, Achievers)
- ATM = Algorithmic Targeted Marketing

| | TOTAL | MAU | OFFRS & PCKGS | LPM | SOLO | PROMO | ATM | COBRAND | MOMENTS | METT | BRAND BPP |
|------------|--------------------|--------------------|--------------------|---------------------|--------------------|--------------------|---------------------|--------------------|--------------------|---------------------|---------------------|
| Sent | 181.1 M -5.1% | 32.1 M 13.3% | 14.3 M 34.5% | 2.2 M 37.6% | 15.4 M -62.6% | 13.7 M -40.6% | 1.5 M -46.4% | 65.4 M 13.7% | 12.0 M 33.2% | 16.4 M -1.6% | 8.1 M -2.7% |
| Delivered | 177.7 M -4.8% | 31.1 M 13.9% | 14.1 M 34.8% | 2.0 M 37.7% | 15.1 M -62.3% | 13.2 M -40.9% | 1.5 M -45.9% | 64.8 M 13.6% | 12.0 M 33.4% | 15.8 M -1.6% | 8.0 M -2.5% |
| Delivery % | 98.1% +0.4 pts | 96.9% +0.5 pts | 98.8% +0.2 pts | 93.4% +0.1 pts | 98.0% +0.8 pts | 96.2% -0.5 pts | 99.8% +0.9 pts | 99.1% 0.0 pts | 99.7% +0.2 pts | 96.5% 0.0 pts | 98.6% +0.2 pts |
| Open | 27.7 M -14.2% | 5.3 M 2.4% | 2.3 M 84.3% | 487.9 K 64.1% | 3.0 M -58.7% | 2.2 M -46.5% | 304.4 K -42.6% | 7.4 M -7.4% | 2.6 M 15.7% | 2.6 M -9.3% | 1.6 M -6.9% |
| Open% | 15.6% -1.7 pts | 17.1% -1.9 pts | 16.4% +4.4 pts | 24.0% +3.9 pts | 19.6% +1.7 pts | 16.4% -1.7 pts | 20.3% +1.2 pts | 11.5% -2.6 pts | 21.6% -3.3 pts | 16.3% -1.4 pts | 19.6% -0.9 pts |
| Click | 1.9 M -8.3% | 599.5 K 12.4% | 238.9 K 156.9% | 107.9 K 108.1% | 270.2 K -46.6% | 221.7 K -45.8% | 79.4 K -4.2% | 167.2 K -18.1% | 123.0 K -16.4% | 66.0 K -16.3% | 73.7 K -16.9% |
| CTR | 1.1% 0.0 pts | 1.9% 0.0 pts | 1.7% +0.8 pts | 5.3% +1.8 pts | 1.8% +0.5 pts | 1.7% -0.2 pts | 5.3% +2.31 pts | 0.26% -0.10 pts | 1.0% -0.6 pts | 0.42% -0.1 pts | 0.92% -0.2 pts |
| CTOR | 7.0% +0.5 pts | 11.3% +1.0 pts | 10.3% +2.9 pts | 22.1% +4.7 pts | 9.1% +2.1 pts | 10.2% +0.1 pts | 26.1% +10.5 pts | 2.3% -0.3 pts | 4.8% -1.8 pts | 2.6% -0.2 pts | 4.7% -0.6 pts |
| Unsub. | 414.2 K -10.3% | 58.1 K -15.2% | 61.3 K 63.7% | 12.4 K 40.1% | 28.4 K -71.1% | 32.3 K -50.9% | 681 -89.0% | 148.5 K 10.7% | 10.6 K -9.7% | 43.0 K 9.2% | 18.8 K -8.3% |
| Unsub% | 0.23% -0.01 pts | 0.19% -0.06 pts | 0.43% +0.08 pts | 0.61% +0.01 pts | 0.19% -0.06 pts | 0.24% -0.05 pts | 0.05% -0.18 pts | 0.23% -0.01 pts | 0.09% -0.04 pts | 0.27% +0.03 pts | 0.23% -0.01 pts |
| Bookings | 48.0 K 22.8% | 14.9 K 74.2% | 7.1 K 337.8% | 2.0 K 150.3% | 8.2 K 4.2% | 4.6 K -41.2% | 775 -47.1% | 4.9 K 6.5% | 2.7 K -27.2% | 948 -47.4% | 1.8 K -12.4% |
| Rmnts | 108.5 K 22.4% | 33.7 K 75.6% | 15.6 K 323.7% | 4.5 K 117.5% | 20.1 K 11.6% | 11.1 K -38.9% | 1.7 K -51.0% | 9.1 K -3.6% | 6.1 K -28.8% | 2.2 K -48.2% | 4.6 K -6.7% |
| Revenue | \$18.2 M 19.4% | \$5.7 M 66.1% | \$2.6 M 292.6% | \$730.8 K 110.5% | \$3.6 M 19.1% | \$1.8 M -40.4% | \$258.9 K -54.7% | \$1.3 M -11.7% | \$1.0 M -30.2% | \$374.4 K -50.3% | \$729.9 K -20.4% |
| Conv% | 2.5% +0.6 pts | 2.5% +0.9 pts | 3.0% +1.2 pts | 1.9% +0.3 pts | 3.0% +1.5 pts | 2.1% +0.2 pts | 1.0% -0.8 pts | 2.9% +0.7 pts | 2.2% -0.3 pts | 1.4% -0.9 pts | 2.4% +0.1 pts |
| BPK | 0.27 28.9% | 0.48 53.0% | 0.50 224.7% | 0.99 81.8% | 0.55 176.5% | 0.35 -0.4% | 0.52 -2.2% | 0.07 -6.3% | 0.23 -45.4% | 0.06 -46.6% | 0.22 -10.1% |

MEMBER LEVEL ENGAGEMENT TRENDS: JULY 2019

- Open rate declines are visible across all members, as well as non-members
- Unsubscribe rates are improving for members, which shows that openers are engaged with content
- Continue to monitor Gold click engagement; deep dive needed if decline trends persist

NON-MEMBER

BASIC

SILVER

GOLD

July vs. Bonvoy YTD Avg.

Open%: 12.5% (-3.5 pts.)

CTR: 0.4% (-0.2 pts.)

CTOR: 3.0% (-0.6 pts.)

Unsub.%: 0.76% (+0.13 pts.)

Open%: 13.2% (-1.6 pts.)

CTR: 0.8% (+0.1 pts.)

CTOR: 6.0% (+1.0 pts.)

Unsub.%: 0.20% (-0.05 pts.)

Open%: 18.6% (-1.5 pts.)

CTR: 1.5% (0.0 pts.)

CTOR: 8.0% (+0.5 pts.)

Unsub.%: 0.09% (-0.04 pts.)

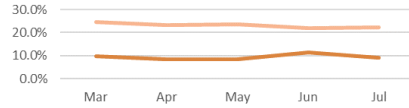
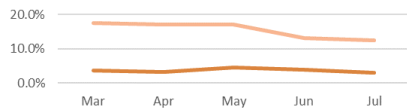
Open%: 22.1% (-1.7 pts.)

CTR: 2.0% (-0.2 pts.)

CTOR: 9.1% (-0.2 pts.)

Unsub.%: 0.09% (-0.04 pts.)

Monthly Trends



Open%

CTOR

MEMBER LEVEL ENGAGEMENT TRENDS: JULY 2019

- Higher open rate declines with upper elites (Platinum and Titanium)
- Ambassador open rates are steady, but showing the highest click declines
- Recommend deep dive to determine where declines are originating

PLATINUM

TITANIUM

AMBASSADOR

July vs. Bonvoy YTD Avg.

Open Rate: 25.9% (-2.2 pts.)

CTR: 2.9% (-0.2 pts.)

CTOR: 11.0% (+0.3 pts.)

Unsub. Rate: 0.04% (-0.01 pts.)

Open Rate: 27.5% (-2.2 pts.)

CTR: 2.9% (-0.2 pts.)

CTOR: 10.4% (+0.3 pts.)

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

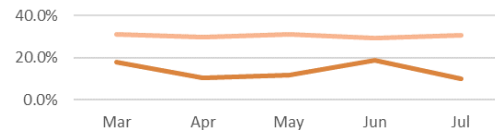
Open Rate: 30.7% (-0.4 pts.)

CTR: 2.9% (-1.6 pts.)

CTOR: 11.0% (-5.1 pts.)

Unsub. Rate: 0.04% (-0.01 pts.)

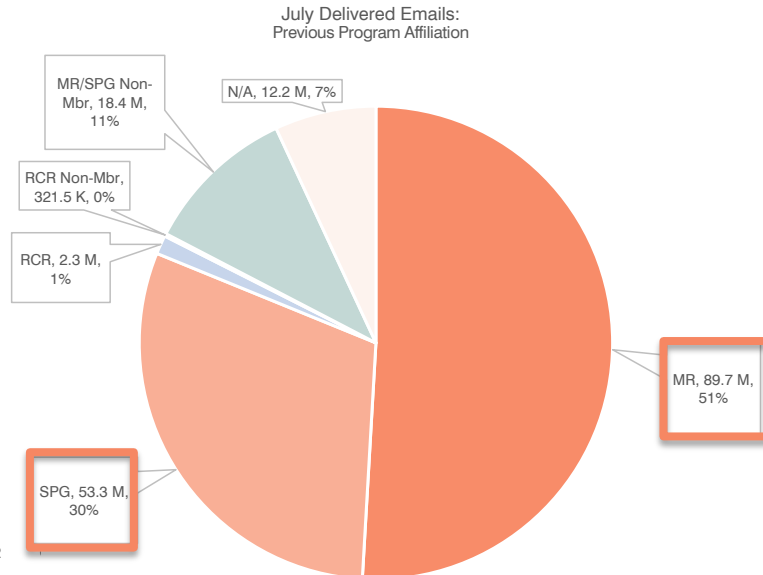
Monthly Trends



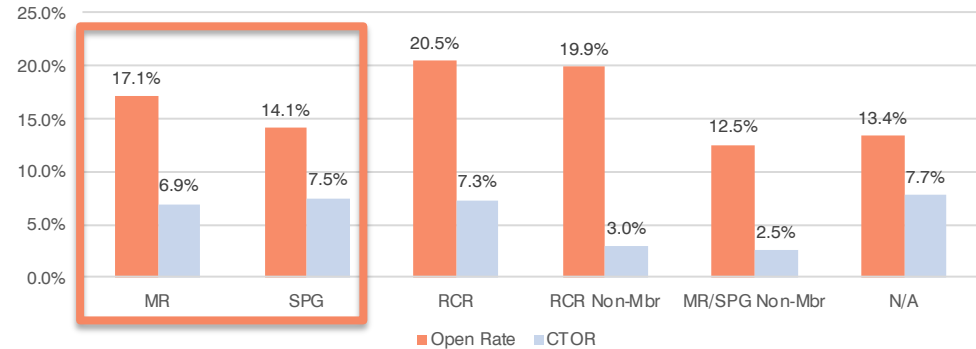
— Open% — CTR

JULY 2019 EMAIL ENGAGEMENT BY PREVIOUS PROGRAM AFFILIATION

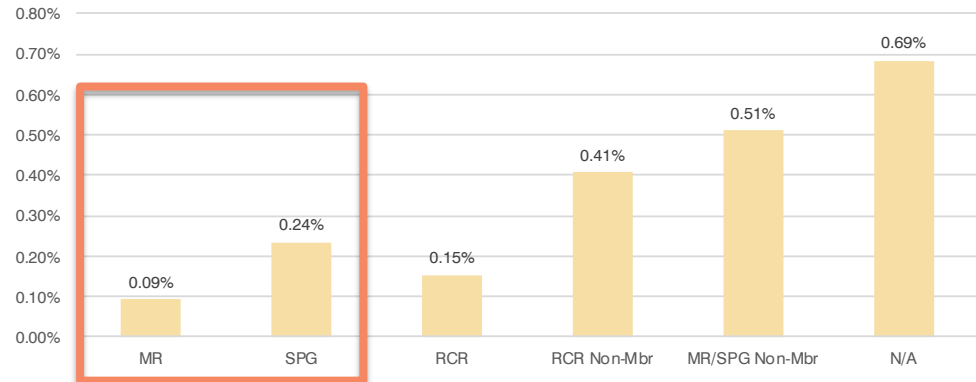
- MR drove KPIs by making up 51% of July delivered
- MR open rates were lower than pre-OBOP, but CTOR was on-par
- SPG rates influenced by ~6M unengaged group
- Good unsub rates for MR (0.09%) & RCR (0.15%); month avg. driven by other segment highs



Open & CTO Rate Engagement:
Previous Program Affiliation



Unsubscribe Rate
Previous Program Affiliation



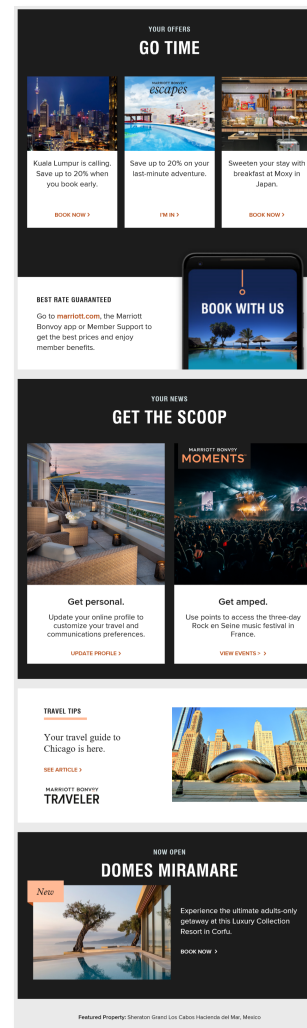
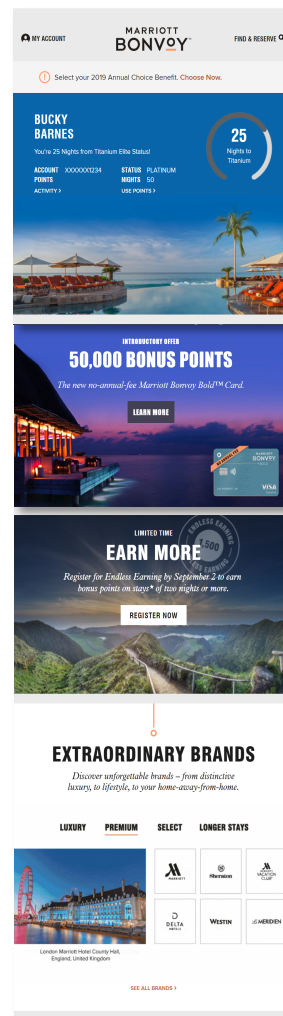
KEY INITIATIVES & CAMPAIGN HIGHLIGHTS

MAU CREATIVE: JULY 2019

EXAMPLE OF GLOBAL ENGLISH VERSION

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

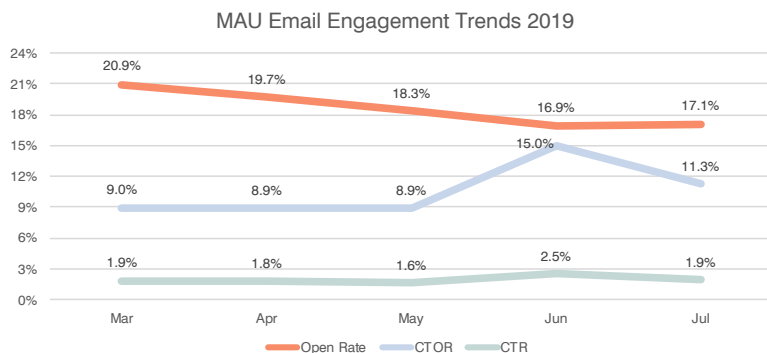
Pre-Header: See What's New in July



MAU PERFORMANCE SUMMARY: JULY 2019

ALL VERSIONS: GLOBAL ENGLISH + IN. LANG.

| | Delivered | Open Rate | CTR | CTOR | Unsub. Rate | Room Nights | Revenue |
|---------------------|--------------------|--------------|-------------|--------------|--------------|--------------------|---------------------|
| July '19 | 32.1 M | 17.1% | 1.9% | 11.3% | 0.19% | 33.7 K | \$5.7 M |
| vs. June'19 | +0.7% (+225.2K) | +0.1 pts. | -0.6 pts. | -3.7 pts. | -0.02 pts. | +58.7% (+12.5K) | +37.5% (+\$1.5M) |
| vs. Bonvoy YTD Avg. | | +1.5 pts | +0.8 pts | +4.3 pts. | -0.05 pts. | | |



July '19 Observations:

- Open rates nearly 2 pts higher than Bonvoy YTD avg; shows members have an interest in campaign
 - Regular subject line AND pre-header testing will help lift rates
 - Consider versioning for Basics vs. Elites to drive relevancy
- Click KPIs down MoM, but June highs from Annual Choice Benefit targeting issue causing click spikes
- Trends show July CTOR was 2 pts. higher than previous months & CTRs are steady
- Optimization plans to lift open and click rate engagement are currently in development

MAU JULY 2019 vs. 3-MONTH BASELINE

ALL VERSIONS: GLOBAL ENGLISH + IN. LANG.

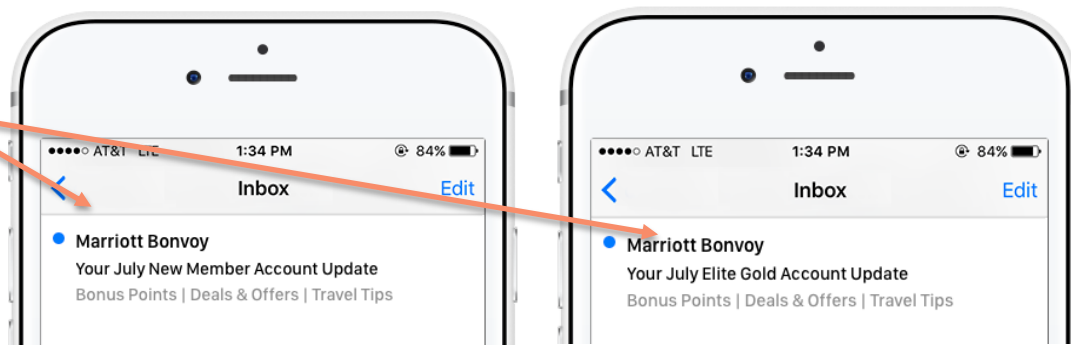
- Now that MAU has been in market for several months, a 3-month baseline has been established
- Baselines used for campaign goals and monthly comparisons
- Open rates are the main concern; reinstate regular subject line and pre-header testing to lift rates

| MAU | MAU Baseline* | | |
|--------------|---------------|-------------|------------|
| | July 2019 | 3-Month Avg | Difference |
| Delivered | 31.1 M | 30.7 M | +432.3K |
| Opens | 5.3 M | 6.0 M | -725.8 K |
| Open Rates | 17.1% | 19.7% | -2.6 pts |
| Clicks | 599.5 K | 539.1 K | +60.4K |
| CTR | 1.9% | 1.8% | +0.2 pts |
| CTOR | 11.3% | 8.9% | +2.4 pts |
| Unsubscribes | 58.1 K | 81.2 K | -23.0 K |
| Unsub Rates | 0.19% | 0.26% | -0.08 pts |
| Bookings | 14.9 K | 9.8 K | +5.1K |
| Room Nights | 33.7 K | 21.7 K | +12.0M |
| Revenue | \$5.7 M | \$3.8 M | +\$1.9M |

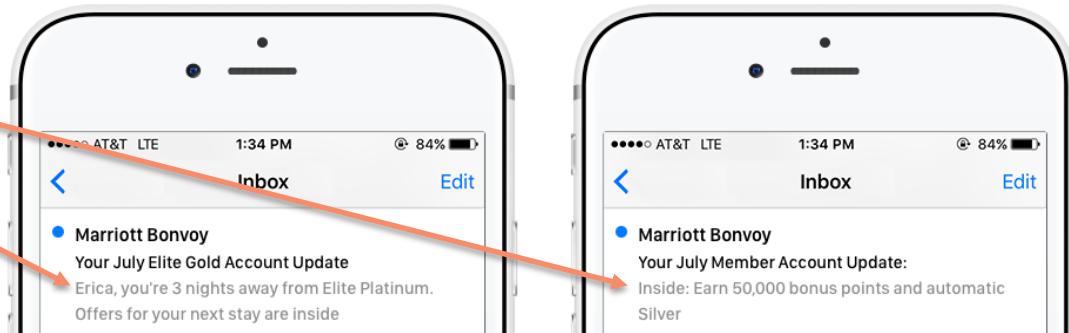
* 3-Month Baseline: March – May 2019 MAU email average

EXAMPLE SUBJECT LINE & PRE-HEADER APPROACHES FOR QUICK LIFTS!

- Version by member level
 - **Mention key program levels**
 - New member with/without stays
 - Elite earned with stays
 - Elite earned with Cobrand



- Version using other data
 - **Cobrand acquisition offer**
 - **Near/Achieved level**
 - Global Promo launch
 - Global Promo expiring
 - Book Direct

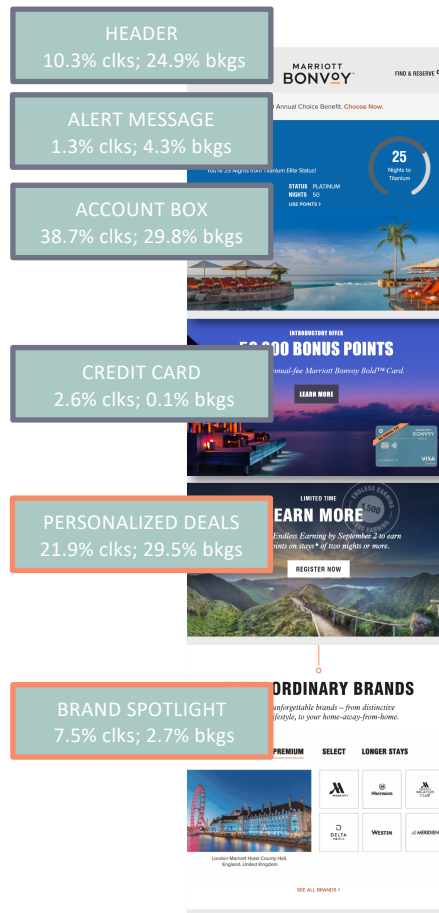


MAU CREATIVE: JULY 2019

VERSION: GLOBAL ENGLISH

Highlights:

- **Personalized Deals** pulled in clicks (21%)
 - Global Promo drove section engagement (96% of section clicks)
- **MVP Offers** are being evaluated to focus on key, rich offers that drive more clicks
- **Traveler** module % of clicks +0.8 pts since launch; continue expanding on approach...
 - Updated creative (added image)
 - Broader appeal content (higher interest in travel guide & travel tips/tricks)
 - Focused on key destinations & targeted articles based on home region or level
- Consider evolving **Brand & New Opening** content to a personalized first or next stay recommendation to lift engagement
 - “You Should Stay Here”
 - “Top Destinations For Members Like You”



NEXT STAY RECOMMENDATION

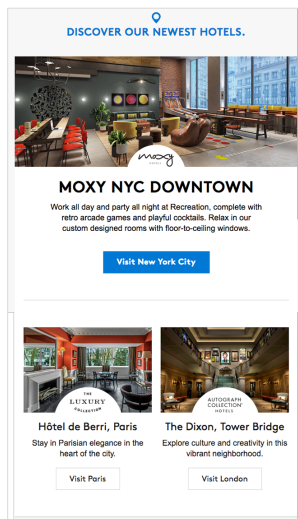
Historically, members have been interested in new hotel openings content – it's a good click catcher

Use halo openings and focus brands to drive first/next stay recommendations

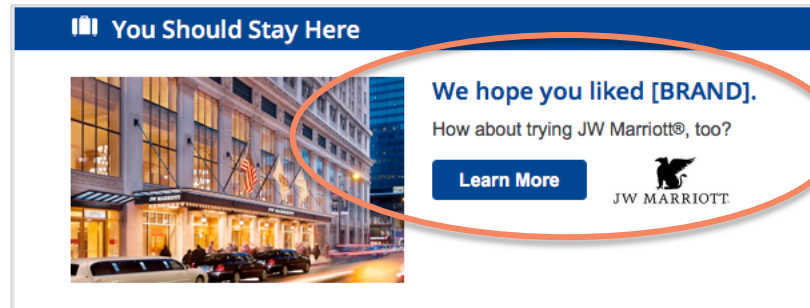
MR eNews:
New Openings Module

Average monthly
engagement:

1.2% of clicks



Example module from MR Onboarding:



*Switch to propensity model when possible
for a more data-driven reco.*



Next steps

“Now that you’ve booked the JW Marriott, check out how you can use your points on the spot during your stay”



Similar product

“You recently stayed at the JW Marriott in DC, so we know you’ll like the JW Marriott in Miami.”



Best sellers

“Top destinations for members like you.”



Something new

“Next time you stay in New York, try our new Renaissance hotel in downtown Manhattan.”



People like you also stayed

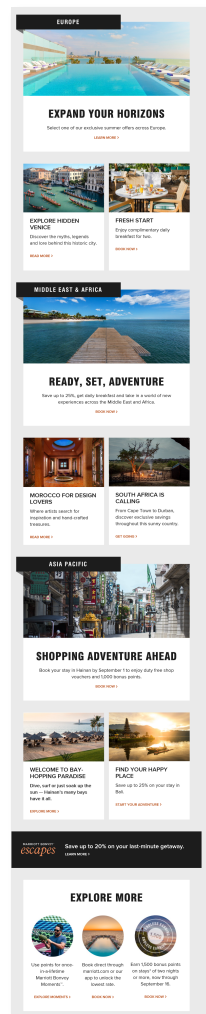
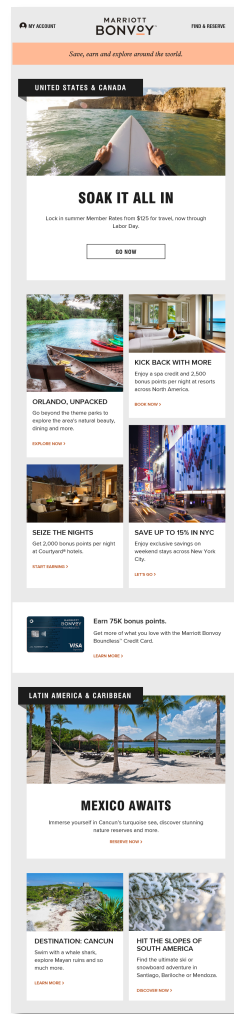
“Since you stayed in a JW Marriott, you may also like our Renaissance Hotels.”

OFFERS & PACKAGES: JULY 2019

EXAMPLE OF U.S. VERSION

Subject Line: August Deals You Will Love, Erica

Pre-Header: Discover your next getaway now.



OFFERS & PACKAGES PERFORMANCE SUMMARY: JULY 2019

ALL VERSIONS

| | | | | | | | |
|---------------------------|---------------------------|------------------------|------------------|-------------------|---------------------------|-------------------------------|----------------------------|
| July 2019 Performance | 14.1 M | 16.4% | 1.7% | 10.3% | 0.43% | 15.6 K | \$2.6 M |
| MoM Comparison | Delivered +35% (+3.6M) | Open Rate +4.4 pts. | CTR +0.8 pts. | CTOR +2.9 pts. | Unsub. Rate +0.01 pts. | Room Nights +324% (+11.9K) | Revenue +293% (+\$1.9M) |
| July '19 vs. Program Avg. | | +0.8 pts | +0.6 pts | +3.3 pts. | +0.02 pts. | | |

July '19 Observations:

- Most KPIs are up MoM from the inclusion of active Members
 - Suppressed active Members from June O&P to accommodate Moments Solo deployed on the same day
- Establish baselines after 3rd deployment; use data as campaign goal and for comparison MoM
- Subject line testing helped lift open rates; regular testing should be planned for each deployment to learn tactics that increase impressions/opens
 - Consider mentioning Hero content in subject line or pre-header to increase personalization & relevancy

EXAMPLE USING HERO CONTENT TO INCREASE OPENS

Subject Line:

August Deals You Will Love, Erica


Example Pre-Header:

Member Rates now from \$125 through Labor Day

MY ACCOUNT **MARRIOTT BONVOY** FIND & RESERVE

Save, earn and explore around the world.

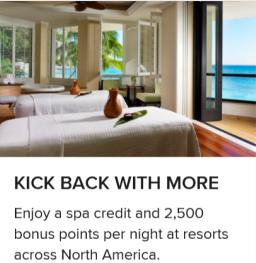

UNITED STATES & CANADA



SOAK IT ALL IN

Lock in summer Member Rates from \$125 for travel, now through Labor Day.

GO NOW



KICK BACK WITH MORE

Enjoy a spa credit and 2,500 bonus points per night at resorts across North America.

OFFERS & PACKAGES REGIONAL PERFORMANCE: JULY 2019

ALL VERSIONS

- USCA Members drove July engagement; 69% of total delivered & 90% of total bookings
- EUR came in strong with high open rates and CTRs for both Members & Non-Members
- 13.8% open rate and 0.8% CTR for USCA Non-Members
- To lift click rates, test modifying headlines for a more scannable experience
 - Offer or location focused
 - Example:
“Spa + Bonus Points”

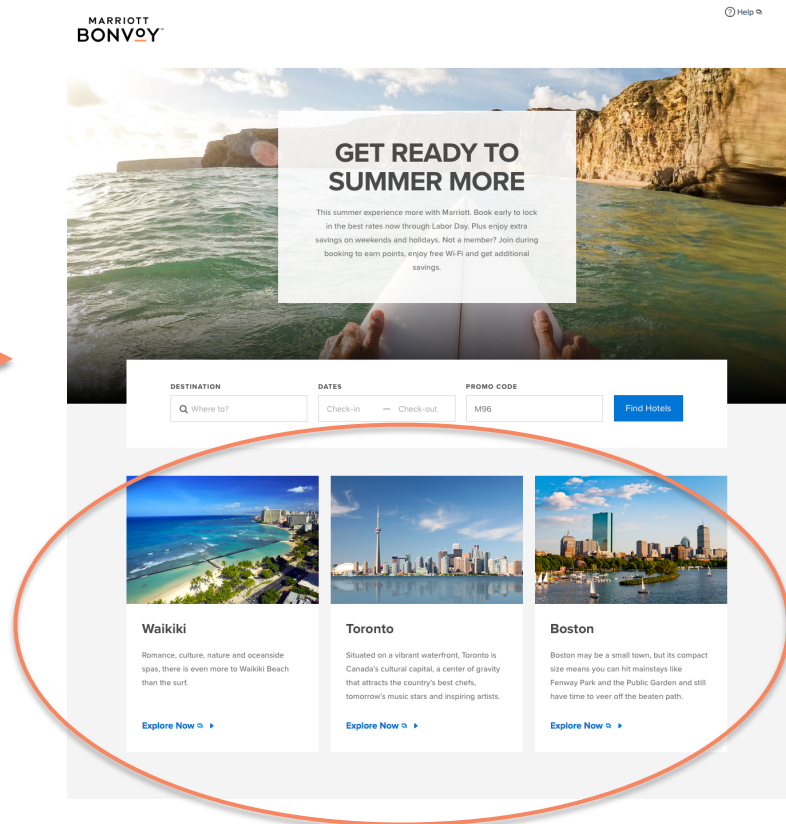
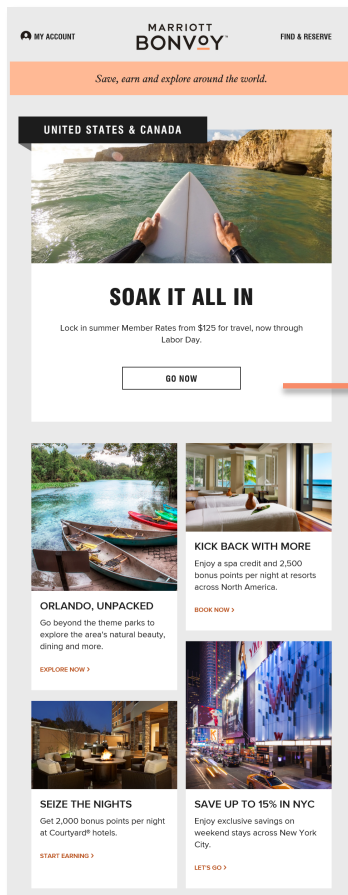
| | Delivered | Open Rate | CTR | CTOR | Unsub. Rate | Bookings | Room Nts | Revenue |
|--------------------|---------------|--------------|-------------|--------------|--------------|--------------|---------------|-----------------|
| MEMBERS | 11.7 M | 16.8% | 1.9% | 11.1% | 0.15% | 7.0 K | 15.4 K | \$2.6 M |
| APAC | 960.9 K | 14.3% | 1.1% | 8.0% | 0.26% | 159 | 443 | \$88.9 K |
| CALA | 125.2 K | 16.5% | 1.4% | 8.5% | 0.20% | 44 | 131 | \$22.3 K |
| EUR | 521.4 K | 20.3% | 2.2% | 10.7% | 0.28% | 241 | 650 | \$114.3 K |
| MEA | 393.6 K | 14.9% | 1.5% | 10.4% | 0.25% | 98 | 379 | \$69.9 K |
| USCA | 9.7 M | 16.9% | 1.9% | 11.5% | 0.12% | 6.4 K | 13.8 K | \$2.3 M |
| NON-MEMBERS | 2.4 M | 14.5% | 0.8% | 5.8% | 1.82% | 134 | 234 | \$36.7 K |
| APAC | 56.4 K | 18.3% | 0.9% | 5.2% | 1.21% | 2 | 2 | \$2 K |
| CALA | 32.4 K | 17.3% | 1.2% | 6.9% | 0.72% | | 0 | \$0 K |
| EUR | 108.0 K | 24.2% | 1.7% | 7.2% | 2.45% | 3 | 7 | \$7 K |
| MEA | 38.9 K | 16.5% | 1.8% | 10.7% | 1.09% | | 0 | \$0 K |
| USCA | 2.2 M | 13.8% | 0.8% | 5.6% | 1.84% | 129 | 225 | \$35.8 K |
| Grand Total | 14.1 M | 16.4% | 1.7% | 10.3% | 0.43% | 7.1 K | 15.6 K | \$2.6 M |

*Segmentation: Members with a stay in the past 15 months and Non-Members with a non-cancelled reservation in the past 12 months

SCANNABLE CONTENT EXAMPLE

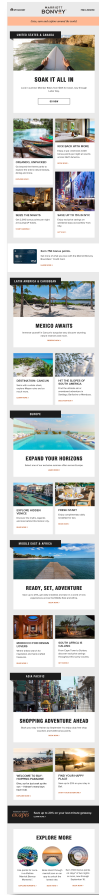
Landing page articles
use scannable
headlines and focus
on destination

Consider approach
for creating a more
scannable email



OFFERS & PACKAGES CREATIVE: JULY 2019

U.S. VERSION



HEADER
10% clks; 24% bkg

USCA
56% clks; 66% bkg

+5 pts. MoM

UNITED STATES & CANADA

SOAK IT ALL IN
Lock in summer Member Rates from \$125 for 3+ nights, now through Labor Day.

DO NOW

RICK BACK WITH MORE
Enjoy a rate credit and 2,500 bonus points per night at resorts across North America.

ORLANDO, UNPACKED
Go beyond the theme parks to explore the area's natural beauty, dining and more.

EXPLORE MORE

SEIZE THE NIGHTS
Get 2,000 bonus points per night at Courtyard® hotels.

START LEARNING

SAVE UP TO 15% IN NYC
Enjoy exclusive savings on weekend stays across New York City.

LETS GO!

CREDIT CARD
2% clks; 1% bkg

BRANDBOX™ Credit Card
Earn 2% cash back on all travel and dining purchases.

LATIN AMERICA & CARIBBEAN

MEXICO AWAITS
Immense enjoyment! Cancun's turquoise sea, discover swimming.

CALA
4% clks; 2% bkg

DESTINATION: CANCUN
Sunny with a warm climate, explore Mexican culture and so much more.

HIT THE SLOPES OF SOUTH AMERICA
First the ultimate ski or snowboard adventure in Santiago, Bariloche or Mendoza.

DO CHECK NOW

EUR
6% clks; 3% bkg

+2 pts. MoM

EXPAND YOUR HORIZONS
Select one of our exclusive summer offers across Europe.

EXPLORE HIDDEN VENICE
Discover the myths, legends and lost secrets this historic city.

FRESH START
Enjoy complimentary daily breakfast for two.

MIDDLE EAST & AFRICA

READY, SET, ADVENTURE
Book any 20% off hotel and travel package in a world of new adventures in the Middle East and Africa.

ME A
2% clks; 1% bkg

MOROCCO FOR DESIGN LOVERS
Where artistic spaces for inspiration and trendsetting interiors.

SOUTH AFRICA IS CALLING
From Cape Town to Durban, discover exclusive savings throughout this sunny country.

APAC
1% clks; 0% bkg

SHOPPING ADVENTURE AHEAD
Book your stay in Japan by September 1 to enjoy daily shop vouchers and 1,000 bonus points.

WELCOME TO BAY-HOPPING PARADISE
Book, eat or just soak up the sun - it's all yours every day.

FIND YOUR HAPPY PLACE
Book up to 25% on your stay in Bali.

ESCAPES
1% clks; 1% bkg

EXPLORE MORE
2% clks; 1% bkg

BRAND BOX & FOOTER
17% clks; 1% bkg

Observations:

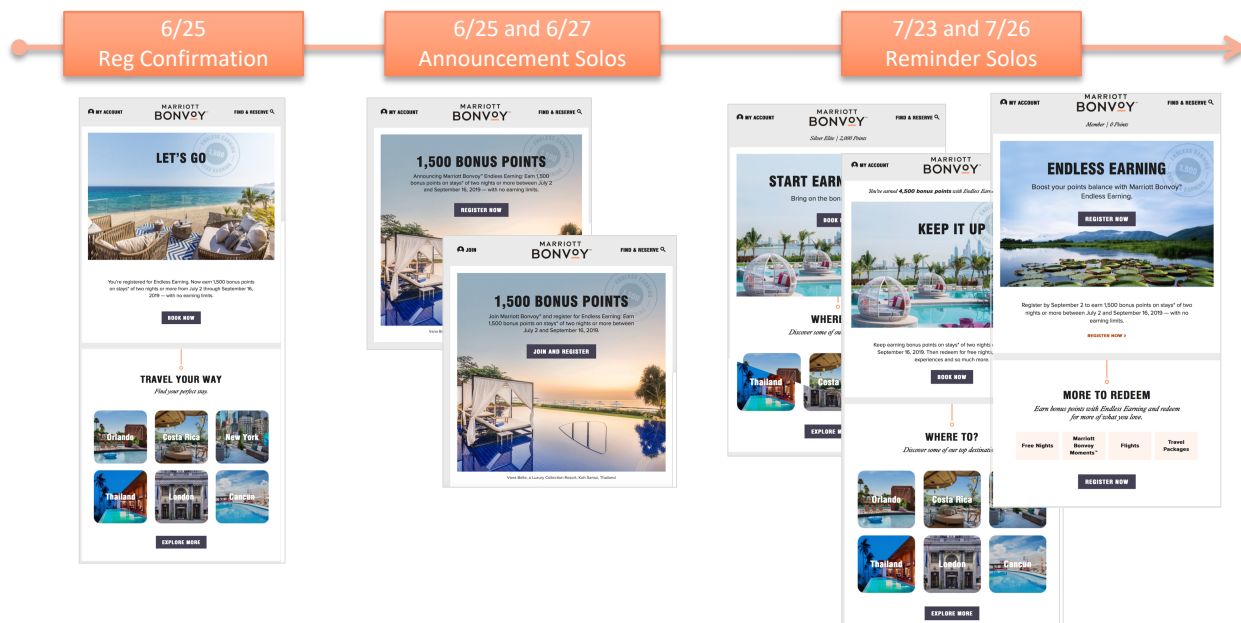
- % of clicks are up for both USCA and Europe modules; pulled clicks from other regions
 - One of the cheapest times to travel to Europe is Sep-Nov (from Travel + Leisure)
- Continue to monitor engagement in other modules for future streamlining

\$3.7M FROM ENDLESS EARNINGS PROMOTION SOLO EMAILS

Performance Summary:

- Q3 2019 Endless Earnings Promo emails started launching on June 25th
- June through July solo emails combined drove over 7M impressions & traffic (814K clicks) to dedicated landing pages
- Additional support provided in other campaigns like MAU and Offers & Packages

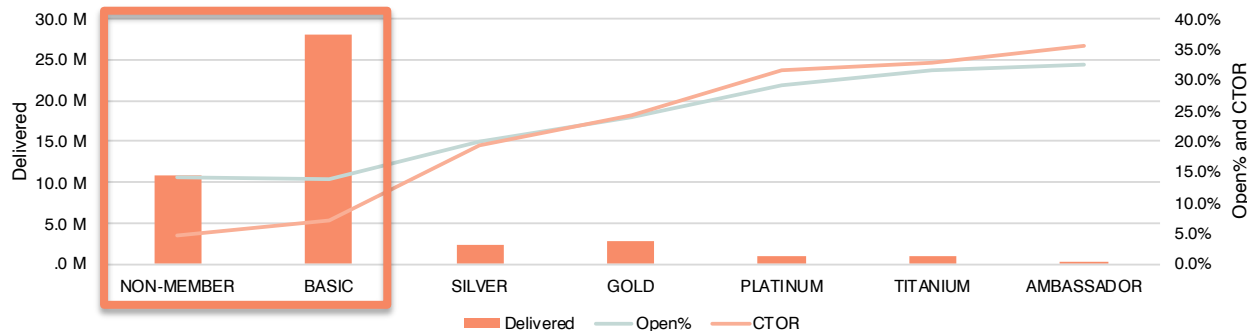
| June - July 2019 Solo Email Engagement | |
|---|---------|
| Emails Delivered | 46.3 M |
| Opens/ Impressions | 7.3 M |
| Clicks/Traffic | 814.9 K |
| Registrations* | 818.7 K |
| Bookings | 8.9 K |
| Room Nights | 21.8 K |
| Revenue | \$3.7 M |



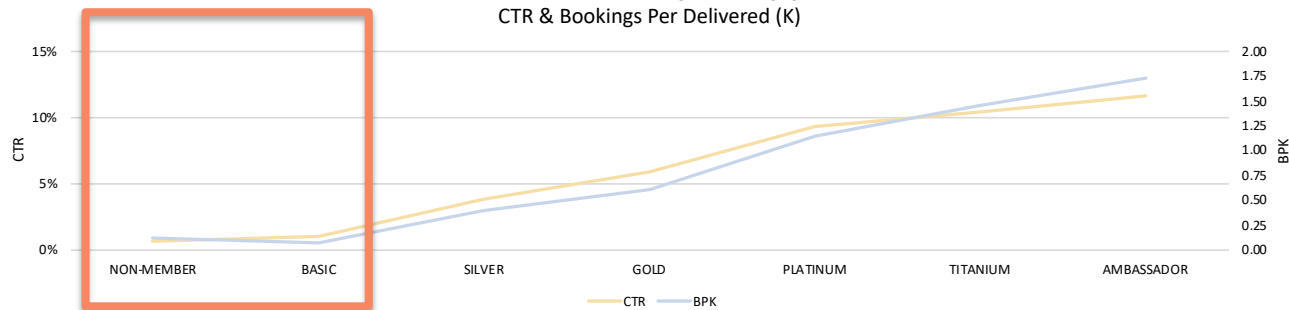
*Registrations are projected based on the # of registration confirmation emails

ENDLESS EARNINGS SOLO ENGAGEMENT

Jun - Jul '19 Endless Earnings Solo Engagement:
Open and CTO Rates



Jun - Jul '19 Endless Earnings Solo Engagement:
CTR & Bookings Per Delivered (K)



84% of Solos sent to Basic and Non-Members

- KPIs are aligned for both
- Consider additional targeting to drive interest and relevancy

Targeting considerations:

Non-Members:

- Previous Promo email opener
- Previous Offers & Packages email opener
- Has reservation (not cancelled)
- Opened 1+ emails in the last 90 days

Basic Member:

- Earned points in last 12 months
- Registered for previous promo
- Include the above

WELCOME SERIES PERFORMANCE: JULY 2019

ALL VERSIONS

- July open rates are up 0.9 pts, but still below previous year metrics
 - MR Welcome avg: 45% open rate
 - Industry Welcome: 35% open rate
- Launching subject line test for Email 1 in August and investigating influence of Netlink enrollments at the property level
- CTOR up almost 2 pts.; plans for additional content and MVP algorithm test are next

| PERFORMANCE METRICS | JULY 2019 | FEB-JUN 2019 | vs. Avg. |
|--------------------------|-----------|--------------|------------|
| Sent | 1.9 M | 6.9 M | |
| Delivered | 1.7 M | 6.4 M | |
| Delivery Rate | 92.3% | 93.0% | |
| Opens | 347.0 K | 1.2 M | |
| Open Rate | 20.2% | 19.3% | +0.9 pts. |
| Clicks | 66.2 K | 213.0 K | |
| CTR | 3.9% | 3.3% | +0.5 pts. |
| CTOR | 19.1% | 17.2% | +1.9 pts. |
| Unsubs | 12339 | 39869 | |
| Unsub Rate | 0.72% | 0.62% | +0.10 pts. |
| Bookings | 865 | 3078 | |
| Room Nights | 1881 | 7902 | |
| Revenue | \$3 M | \$1.3 M | |
| Conversion Rate | 1.3% | 1.4% | -0.1 pts. |
| Bookings / (K) Delivered | 0.50 | 0.48 | +0.02 pts. |

WELCOME SERIES PERFORMANCE: YTD 2019

ALL SEGMENTS

Reporting period: Feb 20-Jul 30, 2019
 *Data only for May 15-Jul 30, 2019

Significant drops in open rates after Email 1

Consider testing subject lines for Emails 2 – 4

Approach should be direct and informative, helpful

- “Members Pay the Lowest Price”
- “How to Earn Points Fast”
- “Your Guide to Redeeming Points”

| METRICS | 1-WELCOME | 2-BOOK* | 3-EARN* | 4-REDEEM* | Grand Total |
|--------------------------|-----------|-----------|-----------|-----------|-------------|
| Sent | 2.9 M | 2.1 M | 1.9 M | 1.9 M | 8.7 M |
| Delivered | 2.5 M | 1.9 M | 1.9 M | 1.8 M | 8.1 M |
| Delivery Rate | 87.4% | 93.8% | 96.6% | 96.6% | 92.9% |
| Opens | 665.5 K | 351.9 K | 291.0 K | 274.6 K | 1.6 M |
| Open Rate | 26.3% | 18.2% | 15.7% | 15.3% | 19.5% |
| Clicks | 172.1 K | 43.4 K | 33.9 K | 29.9 K | 279.2 K |
| CTR | 6.8% | 2.2% | 1.8% | 1.7% | 3.4% |
| CTOR | 25.9% | 12.3% | 11.6% | 10.9% | 17.6% |
| Unsubs | 13.9 K | 14.2 K | 13.8 K | 10.4 K | 52.2 K |
| Unsub Rate | 0.55% | 0.74% | 0.74% | 0.58% | 0.64% |
| Bookings | 2.5 K | 730 | 324 | 373 | 3.9 K |
| Room Nights | 6.7 K | 1.6 K | 648 | 819 | 9.8 K |
| Revenue | \$1.1 M | \$266.3 K | \$117.2 K | \$133.6 K | \$1.7 M |
| Conversion Rate | 1.5% | 1.7% | 1.0% | 1.2% | 1.4% |
| Bookings / (K) Delivered | 1.00 | 0.38 | 0.17 | 0.21 | 0.49 |

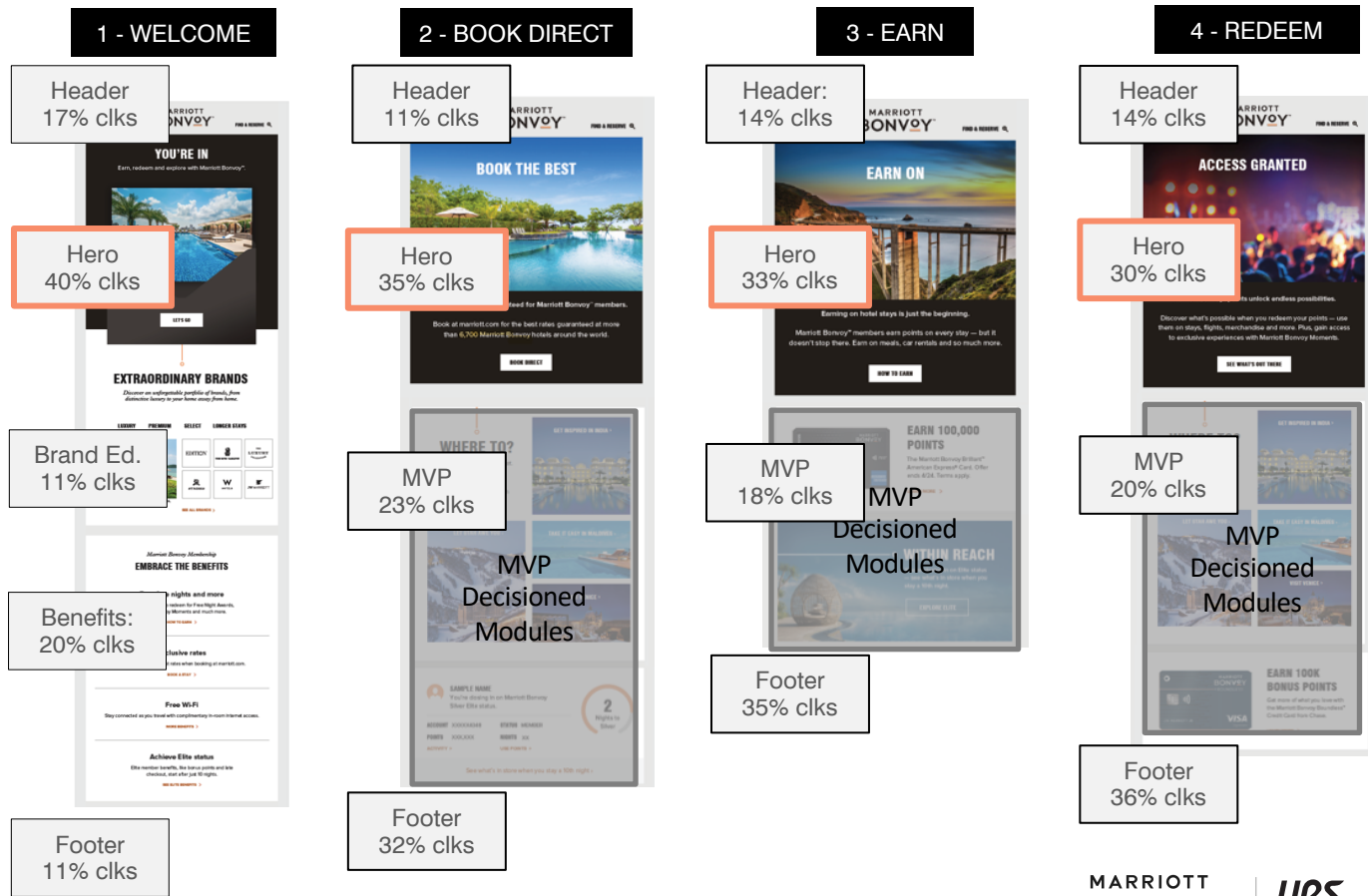
WELCOME SERIES HEAT MAPS: YTD 2019

ALL SEGMENTS

Continue direct approach with hero headlines & content

Consider personalizing by enrollment source and/or program data

- For on-prop and digital sources, encourage to continue booking direct
- Recommend booking a first stay or next stay based on reservation data



LIFETIME ACHIEVERS SOLO: LAUNCHED JULY 9TH

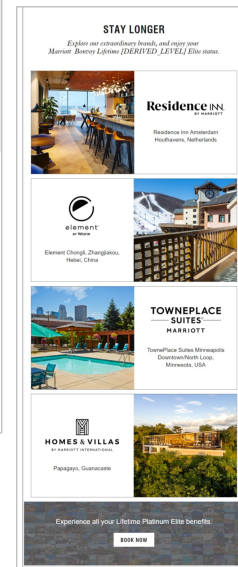
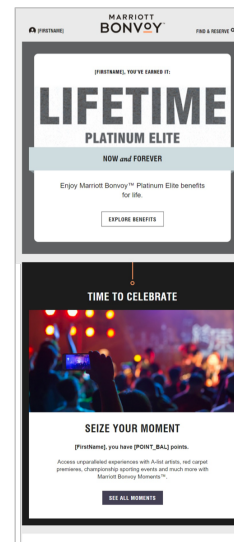
| | Delivered | Open Rate | CTR | CTOR | Unsub. Rate | Room Nts. | Revenue |
|---------------------------|----------------|--------------|--------------|--------------|--------------|--------------|------------------|
| July 2019 Performance | 607.6 K | 47.4% | 18.2% | 38.3% | 0.04% | 6.0 K | \$991.7 K |
| July '19 vs. Program Avg. | | +31.8 pts. | +17.1 pts. | +31.1 pts. | -0.19 pts. | | |

Observations:

- Solo recognizing achievement of lifetime status drove nearly \$1M in revenue and 6K room nights from highly engaged members
 - Targeted those that achieved since Jan 2019
- All KPIs were above July program averages
- Lifetime Achievers English trigger planned for launch in Orchestration Aug 7, 2019

Subject Line: **Congratulations! You're Marriott Bonvoy Lifetime Platinum Elite**

Pre-Header: **Enjoy your elevated benefits. For life.**



ACHIEVEMENT EMAIL PERFORMANCE

YTD ENGAGEMENT

- Launched in-language Achievers and Lifetime Achievers in July '19
- As expected, email KPIs are above Bonvoy program averages
- Consider expanding personalization approach for Renewers to lift engagement
 - Test acknowledgment of renewal in subject line and hero
 - Call attention to new benefits, good opportunity for brand trial and travel inspiration based on stay data

| | ACHIEVERS | LIFETIME ACHIEVERS | RENEWERS |
|-----------------------------|-----------|--------------------|----------|
| Delivered | 389.3 K | 607.7 K | 365.3 K |
| Opens | 171.0 K | 287.9 K | 138.0 K |
| Open Rate | 43.9% | 47.4% | 37.8% |
| Clicks | 46.6 K | 110.3 K | 15.9 K |
| CTR | 12.0% | 18.2% | 4.3% |
| CTOR | 27.3% | 38.3% | 11.5% |
| Unsub Rate | 0.03% | 0.04% | 0.02% |
| Bookings | 1.1 K | 2.8 K | 684 |
| Room Nights | 3.1 K | 6.0 K | 1.5 K |
| Revenue | 490.8 K | 991.7 K | 215.1 K |
| Conversion Rate | 2.4% | 2.6% | 4.3% |
| Bookings / Delivered (K) | 2.9 | 4.7 | 1.9 |

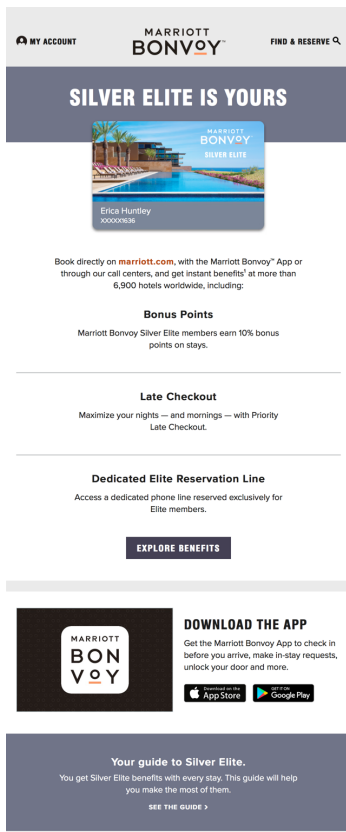
ACHIEVEMENT EMAILS

SAMPLE CREATIVE

Achievers

SL: [Silver] Elite Is Yours

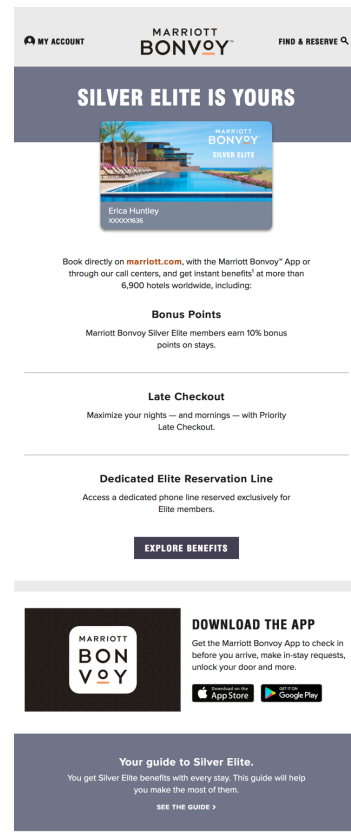
PH: Bring on the elevated benefits.



Renewers

SL: Make the Most of [Silver] Elite

PH: Your [Silver] Elite benefits have arrived.



TESTING AND OPTIMIZATION

SUBJECT LINE TEST RESULTS

| Offers and Packages (7/25) | WINNERS | DESCRIPTION OF WINNER |
|--|---|--|
| <p>Members</p> <ul style="list-style-type: none">• Here Are Your Exclusive Offers• August Deals You Will Love• Save With The Latest Special Rates And Earn Bonus Points | <p>Winner*</p> <p>-2.5 pts</p> <p>-1.7 pts</p> | <p>Personalization, exclusivity</p> <p>Did not reach statistical significance; recommend re-testing approach</p> |

*Not statistically significant

SUBJECT LINE TEST RESULTS

| MVC Orlando Rental (7/8) | WINNERS | DESCRIPTION OF WINNER |
|--|--|---|
| <p>Members</p> <ul style="list-style-type: none"> • Save 40% in Orlando • Book Early, Save 40% in Orlando | <p>Winner*</p> <p>-0.19 pts</p> | <p>Short, direct</p> <p>Did not reach statistical significance; recommend re-testing approach</p> |
| <p>Non-Members</p> <ul style="list-style-type: none"> • Save 40% in Orlando • Book Early, Save 40% in Orlando | <p>Winner*</p> <p>-0.09 pts</p> | |

*Not statistically significant

SUBJECT LINE TEST RESULTS

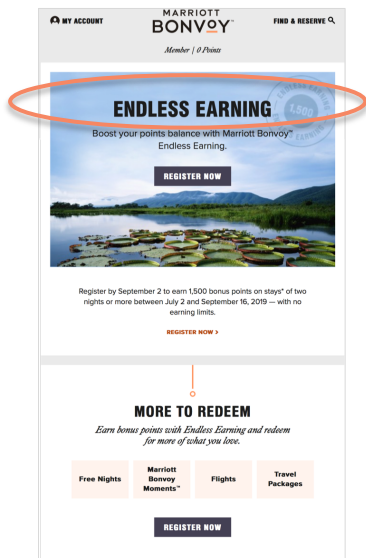
| St. Regis Brand Newsletter (7/9) | WINNERS | DESCRIPTION OF WINNER |
|--|------------------------------------|--|
| <p>Members</p> <ul style="list-style-type: none"> • The St. Regis Midnight Supper Collection by Saint-Louis Crystal • Celebrate the Summer Season with St. Regis Hotels & Resorts | <p>Winner -2.04 pts</p> | <p>Familiar, branded</p> |
| <p>Non-Members</p> <ul style="list-style-type: none"> • The St. Regis Midnight Supper Collection by Saint-Louis Crystal • Celebrate the Summer Season with St. Regis Hotels & Resorts | <p>Winner -1.40 pts</p> | <p>Same winner for both Members and Non-Members; results are statistically significant</p> |

SUBJECT LINE TEST RESULTS

| Marriott Bonvoy Escapes (7/31) | WINNERS | DESCRIPTION OF WINNER |
|---|------------------------------------|---|
| <p>Members</p> <ul style="list-style-type: none"> • Marriott Bonvoy Escapes Await • Save 20% on Last-Minute Travel | <p>Winner -2.02 pts</p> | <p>Branded, intriguing</p> |
| <p>Non-Members</p> <ul style="list-style-type: none"> • Marriott Bonvoy Escapes Await • Save 20% on Last-Minute Travel | <p>Winner -1.10 pts</p> | <p>Same winner for both Members and Non-Members; results are statistically significant</p> <p>Continue testing for patterns</p> |

ENDLESS EARNINGS HEADLINE OPTIMIZATION: WYLEI SMART MATRIX

Member Version

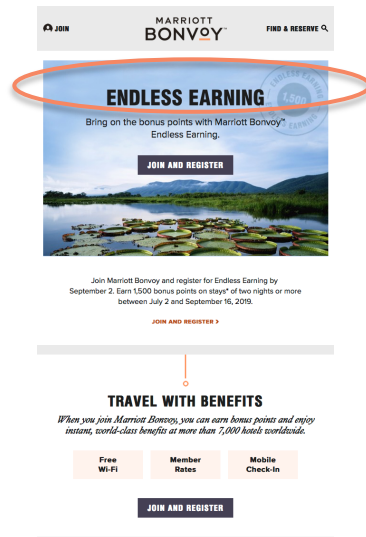


Headline Options:

Endless Earning vs. 1,500 Bonus Points

- Optimized headlines in reg. reminders to see if promo name or offer drove more clicks
- “1,500 Bonus Points” version was favored the most
 - Members had a 3.8% CTOR lift (module section)
 - Non-Members had a 9.7% CTOR lift (module section)
- Lift was consistent across all Member levels
- Future optimization: test offer against a headline that also mentions points like, “Endless Point Earnings”

Non-Member Version



Campaign Overall Results

| | Total Opens | Total Clicks | Unique Opens | Unique Clicks | CTOR% | Lift | SS |
|-----------|-------------|--------------|--------------|---------------|--------|--------|------|
| Control | 242,011 | 19,447 | 241,899 | 19,106 | 7.898% | - | - |
| Optimized | 2,174,023 | 180,228 | 2,158,852 | 177,059 | 8.202% | 3.839% | 100% |

Campaign Overall Results

| | Total Opens | Total Clicks | Unique Opens | Unique Clicks | CTOR% | Lift | SS |
|-----------|-------------|--------------|--------------|---------------|--------|--------|------|
| Control | 92,672 | 1,440 | 92,613 | 1,420 | 1.533% | - | - |
| Optimized | 831,403 | 14,145 | 824,073 | 13,864 | 1.682% | 9.725% | 100% |

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Combat passive unsubscribes or low open rates with reengagement tactics target those who have not opened email in 90 days
 - Send reengagement emails to high-value non-openers as a way to win them back; minimize exposure to low engagement select emails (i.e. Cobrand acquisition solos)
- MAU recommendations for lifting engagement rates
 - Regular subject line AND pre-header testing will help lift open rates; consider versioning for Basics vs. Elites
 - Include broader appeal, richer offers in MVP modules
 - Continue Traveler content focused on key destinations & targeted based on region or level
 - Evolve Brand & New Opening content to a personalized first or next stay recommendation to lift engagement

ACTIONABLE INSIGHTS

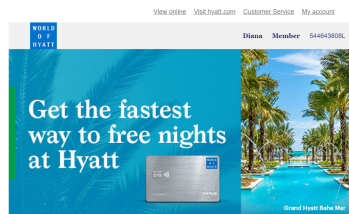
- Offers & Packages recommendations for lifting engagement rates
 - Optimize open rates by mentioning Hero content in subject line or pre-header to increase personalization & relevancy
 - To lift click rates, test modifying headlines for a more scannable experience
- Streamline Global Promo targeting criteria for inactive audience (Basics & Non-Members) to find the most engaged segments
- Lift Welcome engagement by testing into a more direct, informative approach to subject lines, preheaders, and email headlines; personalize by enrollment source and program data

ACTIONABLE INSIGHTS

- Expand personalization in Renewers email that acknowledges renewal and highlights new benefits or un-tried benefits, brand trial, and targeted travel inspiration content

INDUSTRY INSIGHTS

CREDIT CARD



Diana,

Earn up to 50,000 Bonus Points with the World of Hyatt Credit Card.

Earn 25,000 Bonus Points after you spend \$3,000 on purchases within the first 3 months of account opening.¹ Plus, earn an additional 25,000 Bonus Points after you spend \$6,000 total on purchases within the first six months of account opening.²

See how many free nights you could earn:

| | |
|--|----------|
| Current World of Hyatt point balance as of August 12, 2019 | 0 |
| Cardmember Bonus Points: | + 50,000 |
| New World of Hyatt point balance | 50,000 |

[APPLY NOW](#) [View Details](#) [Privacy and Terms](#)

That's enough for 2 free nights at a Category 5 hotel like Grand Hyatt Baha Mar.

Plus, you can enjoy so much more:

Bonus Points

Bonus Points for how you live, work and travel, including 4 Bonus Points per \$1 spent at Hyatt hotels.³

Free nights

Receive 1 free night at any Category 1-4 hotel or resort every year after your cardmember anniversary.⁴ Plus, earn an extra free night at any Category 1-4 hotel or resort after you spend \$15,000 during your cardmember anniversary year.⁵

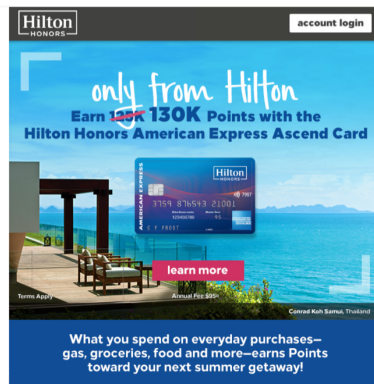
Elevated status

Enjoy automatic elite status and more ways to achieve higher status.

[APPLY NOW](#)

[View Details](#) [Privacy and Terms](#)
\$95 annual fee⁶

This product is not available to either (i) current cardmembers of any Hyatt credit card, or (ii) previous cardmembers of any Hyatt credit card who received a new cardmember bonus within the last 24 months.



EARN 130K POINTS

Earn 130K Bonus Points after you spend \$2,000 in purchases on the Card within your first 3 months of Card Membership.¹

GOLD STATUS

Complement your travel with complimentary Gold status perks like 5th night free, late checkout upon availability and 80% bonus on Base Points toward free nights.²

12X POINTS

Earn 12 Hilton Honors Points with your Card for each dollar spent on eligible purchases directly from a hotel or resort within the Hilton portfolio.³

The Hilton Honors American Express Ascend Card

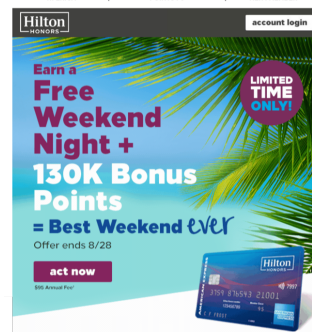
Apply online or call 1-800-297-2732

HILTON HONORS #: [REDACTED]

[learn more](#)

Provided member # for easy reference

Initial Email and Reminder



We've increased our offer with a free weekend night!

Now with the Hilton Honors American Express Surpass[®] Card you can earn a free weekend night plus 130K Points after you spend \$4,000 in purchases on the Card within your first 4 months of Card Membership.¹

Plus, enjoy these great perks...



Automatic Hilton Honors Gold status²



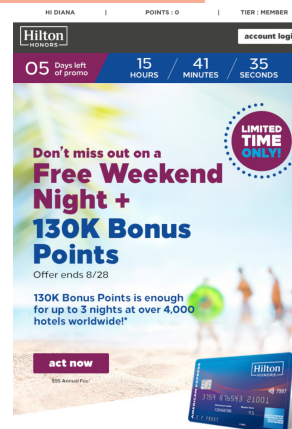
12X Bonus Points on eligible Hilton purchases³



6X Bonus Points on eligible purchases at U.S. restaurants, U.S. supermarkets and U.S. gas stations⁴

[act now](#)

Apply online or call 1-800-297-2477



We've increased our offer with a free weekend night!

Apply for the Hilton Honors American Express Surpass Card, and you can earn a free weekend night reward + 130K Bonus Points after you spend \$4,000 in purchases on the Card within your first 4 months of Card Membership.¹

Plus, enjoy these great perks...



Automatic Hilton Honors Gold status²



12X Bonus Points on eligible Hilton purchases³



6X Bonus Points on eligible purchases at U.S. restaurants, U.S. supermarkets and U.S. gas stations⁴

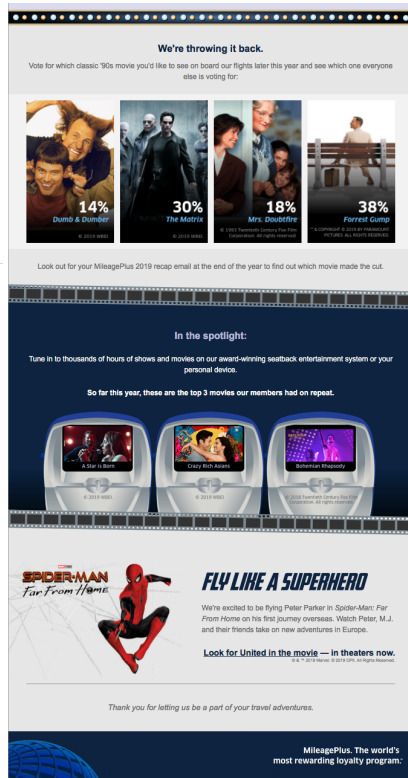
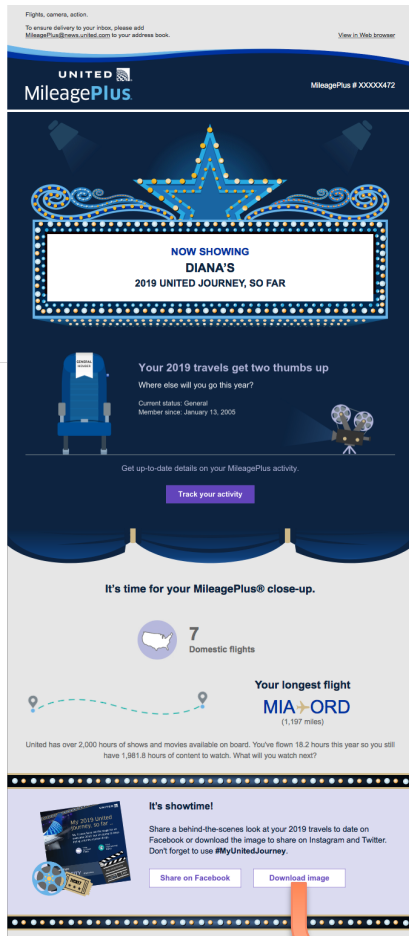
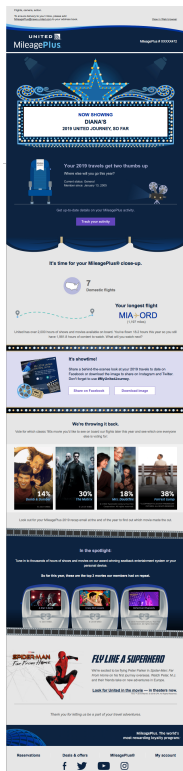
[act now](#)

Apply online or call 1-800-297-2477



PERSONALIZATION

United Airlines Mid-Year Flights Recap



This is what you see after clicking
on the Download Image CTA.

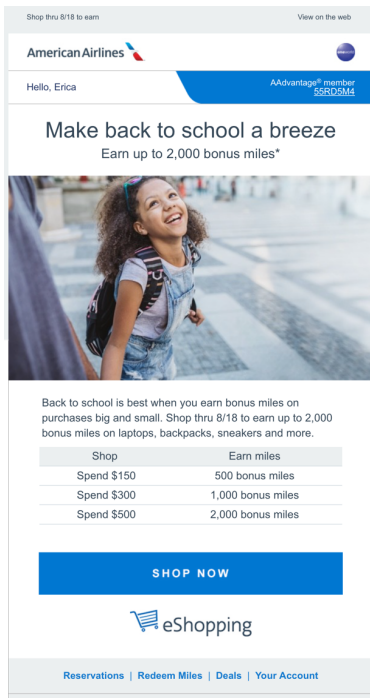
They used Movable Ink for the
Share on Facebook & Download
Page CTAs

ENERGY MOMENTS

Book Direct Solo

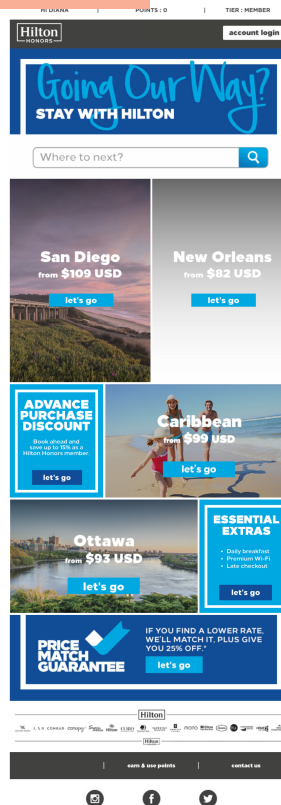


End of July:
Shop and Earn Miles

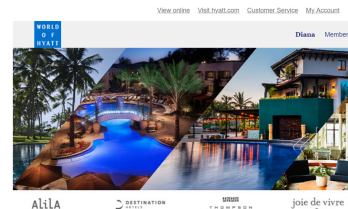


TRAVEL INSPIRATION

A Scannable
Offers Email



New Locations



Tap into the heart and soul of your destination.

Meet the first Destination locations joining World of Hyatt

The gateway to an authentic experience awaits with Destination Hotels. Connect to local culture while experiencing thoughtful care. Tour the onsite gallery at the Quirk Hotel in Richmond, Virginia, enjoy desert adventures like hot-air ballooning at the Scottsdale Resort at McCormick Ranch in Arizona and more. And now, enjoy these experiences with the same rewards you've come to expect from World of Hyatt.

Starting August 20, Destination locations will begin participating in World of Hyatt – some now (see the list below) with more set to follow in the coming months. Destination locations join newcomers – the Thompson Hotels, Joie de Vivre and Alia brands.

You can earn 2,000 Bonus Points for your first eligible stay exploring each of our new brands (earn up to 8,000 Bonus Points). Plus get a free night when you stay all four. Eligible stays begin when each location joins World of Hyatt and are valid through December 31, 2019 – no registration is required. See terms below.

LEARN MORE

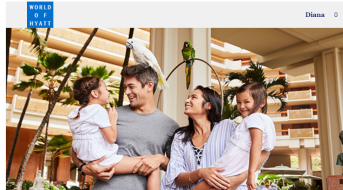
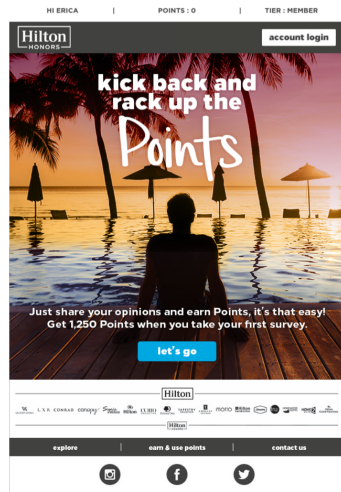


PROMOTIONS

Survey

New Locations
(Offer Email)

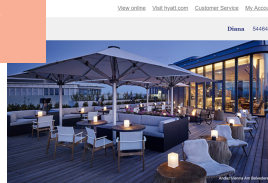
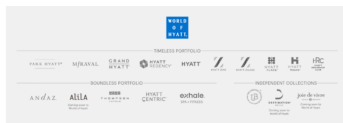
Buy Points



Diana,
Discover more rewarding experiences sooner.

Don't let this offer slip away. Enjoy up to 40% more Bonus Points—that's more points toward free nights, spa treatments, dining experiences, and more. Why wait for later when you deserve to be rewarded now?

[PURCHASE POINTS](#)



Diana, you have 500 more reasons to stay somewhere new.

Earn 500 Bonus Points for qualifying nights at new hotels.

Reveal your spirit of adventure in exciting new locations around the world. Experience an iconic monument in the heart of Budapest, join the bustle in a Dubai market or explore the Chicago skyline scene. There are so many possibilities and every one is rewarding.

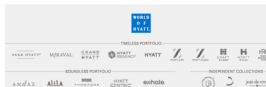
Here's how it works:

- Earn 500 Bonus Points for qualifying nights at new hotels when they open. View the latest participating hotels and their offer periods [here](#).
- There's no need to register, and you can earn on top of other offers.
- Keep checking back for new additions.

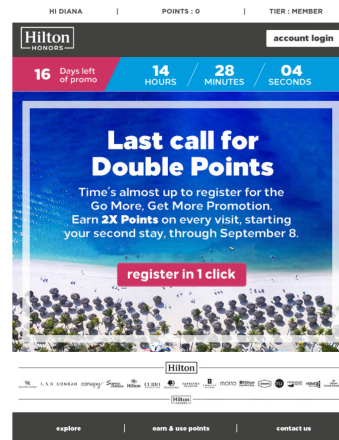
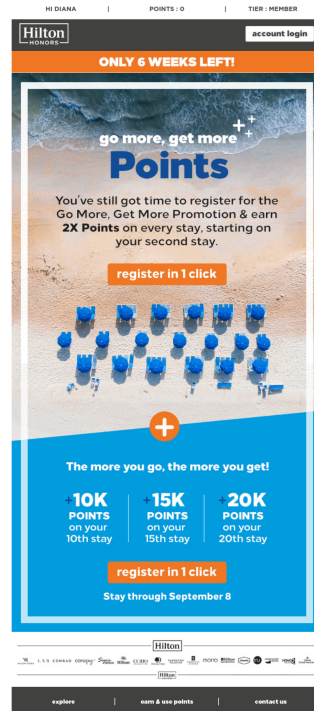
Start planning your next getaway—because there's never been a better time to try new places and get rewarded.

[LEARN MORE](#)

Don't wait, they won't be new for long. Here are just a few—start exploring now.



Broad Promotion



MARRIOTT
BONVOY™

yes

THANK YOU!

Renaissance Downtown Hotel, Dubai, UAE

JULY 2019 VS. 3 MONTH AVERAGE

Bonvoy Email Program Avg: Feb 13 – May 31 '19

| | |
|------------------|----------------------|
| Open Rate | 17.9% (-2.3 pts) |
| CTR | 1.1% (-0.04 pts) |
| CTOR | 6.3% (+0.7 pts) |
| Unsubscribe Rate | 0.25% (-0.01 pts) |
| Conversion Rate | 1.9% (+0.05 pts) |

JULY 2019 EXECUTIVE DASHBOARD (MoM Comparison)

| | TOTAL | MAU | OFFRS & PCKGS | LPM | SOLO | PROMO | ATM | COBRAND | MOMENTS | METT | BRAND BPP |
|------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|---------------------|
| Sent | 181.1 M -6.5% | 32.1 M 0.5% | 14.3 M 34.5% | 2.2 M 27.4% | 15.4 M 29.5% | 13.7 M -60.1% | 1.5 M 13.2% | 65.4 M -8.4% | 12.0 M 68.8% | 16.4 M 19.8% | 8.1 M -16.2% |
| Delivered | 177.7 M -6.2% | 31.1 M 0.7% | 14.1 M 34.8% | 2.0 M 28.1% | 15.1 M 31.8% | 13.2 M -60.1% | 1.5 M 14.9% | 64.8 M -8.4% | 12.0 M 68.8% | 15.8 M 20.1% | 8.0 M -16.5% |
| Delivery % | 98.1% +0.4 pts | 96.9% +0.2 pts | 98.8% +0.2 pts | 93.4% +0.5 pts | 98.0% +1.7 pts | 96.2% 0.0 pts | 99.8% +1.5 pts | 99.1% 0.0 pts | 99.7% 0.0 pts | 96.5% +0.3 pts | 98.6% -0.3 pts |
| Open | 27.7 M -3.7% | 5.3 M 1.5% | 2.3 M 84.3% | 487.9 K 34.3% | 3.0 M 40.6% | 2.2 M -57.3% | 304.4 K 41.4% | 7.4 M -15.5% | 2.6 M 65.1% | 2.6 M 22.3% | 1.6 M -23.5% |
| Open% | 15.6% +0.4 pts | 17.1% +0.1 pts | 16.4% +4.4 pts | 24.0% +1.1 pts | 19.6% +1.2 pts | 16.4% +1.1 pts | 20.3% +3.8 pts | 11.5% -1.0 pts | 21.6% -0.5 pts | 16.3% +0.3 pts | 19.6% -1.8 pts |
| Click | 1.9 M -11.0% | 599.5 K -23.5% | 238.9 K 156.9% | 107.9 K 55.6% | 270.2 K 50.3% | 221.7 K -62.6% | 79.4 K 273.3% | 167.2 K -11.5% | 123.0 K 46.7% | 66.0 K 5.0% | 73.7 K -34.5% |
| CTR | 1.10% -0.1 pts | 1.93% -0.6 pts | 1.69% +0.8 pts | 5.30% +0.9 pts | 1.79% +0.2 pts | 1.68% -0.1 pts | 5.29% +3.66 pts | 0.26% -0.01 pts | 1.03% -0.2 pts | 0.42% -0.1 pts | 0.92% -0.3 pts |
| CTOR | 7.02% -0.6 pts | 11.29% -3.7 pts | 10.31% +2.9 pts | 22.11% +3.0 pts | 9.13% +0.6 pts | 10.21% -1.4 pts | 26.08% +16.2 pts | 2.25% +0.1 pts | 4.76% -0.6 pts | 2.56% -0.4 pts | 4.68% -0.8 pts |
| Unsub. | 414.2 K -11.8% | 58.1 K -10.5% | 61.3 K 63.7% | 12.4 K 24.5% | 28.4 K 36.5% | 32.3 K -68.4% | 681 -78.9% | 148.5 K -13.6% | 10.6 K 92.3% | 43.0 K 18.6% | 18.8 K 10.1% |
| Unsub% | 0.23% -0.01 pts | 0.19% -0.02 pts | 0.43% +0.08 pts | 0.61% -0.02 pts | 0.19% +0.01 pts | 0.24% -0.06 pts | 0.05% -0.20 pts | 0.23% -0.01 pts | 0.09% +0.01 pts | 0.27% +0.00 pts | 0.23% +0.06 pts |
| Bookings | 48.0 K 48.0% | 14.9 K 63.0% | 7.1 K 337.8% | 2.0 K 75.7% | 8.2 K 113.9% | 4.6 K 7.5% | 775 -4.9% | 4.9 K -9.4% | 2.7 K 25.5% | 948 14.6% | 1.8 K -43.9% |
| Rmnts | 108.5 K 46.9% | 33.7 K 58.7% | 15.6 K 323.7% | 4.5 K 66.4% | 20.1 K 133.2% | 11.1 K 3.4% | 1.7 K -15.6% | 9.1 K -10.1% | 6.1 K 17.4% | 2.2 K 11.5% | 4.6 K -40.8% |
| Revenue | \$18.2 M 41.6% | \$5.7 M 37.5% | \$2.6 M 292.6% | \$730.8 K 60.6% | \$3.6 M 156.5% | \$1.8 M -1.1% | \$258.9 K -14.9% | \$1.3 M -8.0% | \$1.0 M 20.0% | \$374.4 K 7.8% | \$729.9 K -47.2% |
| Conv% | 2.46% +1.0 pts | 2.49% +1.3 pts | 2.98% +1.2 pts | 1.86% +0.2 pts | 3.05% +0.09 pts | 2.09% +1.4 pts | 0.98% -2.9 pts | 2.90% +0.1 pts | 2.19% -0.4 pts | 1.44% +0.1 pts | 2.43% -0.4 pts |
| BPK | 0.27 57.8% | 0.48 61.8% | 0.50 224.7% | 0.99 37.1% | 0.55 62.3% | 0.35 169.4% | 0.52 -17.2% | 0.07 -1.1% | 0.23 -25.6% | 0.06 -4.6% | 0.22 -32.8% |