Marriott Bonvoy
July 2022 Email Performance Review

August 18, 2022
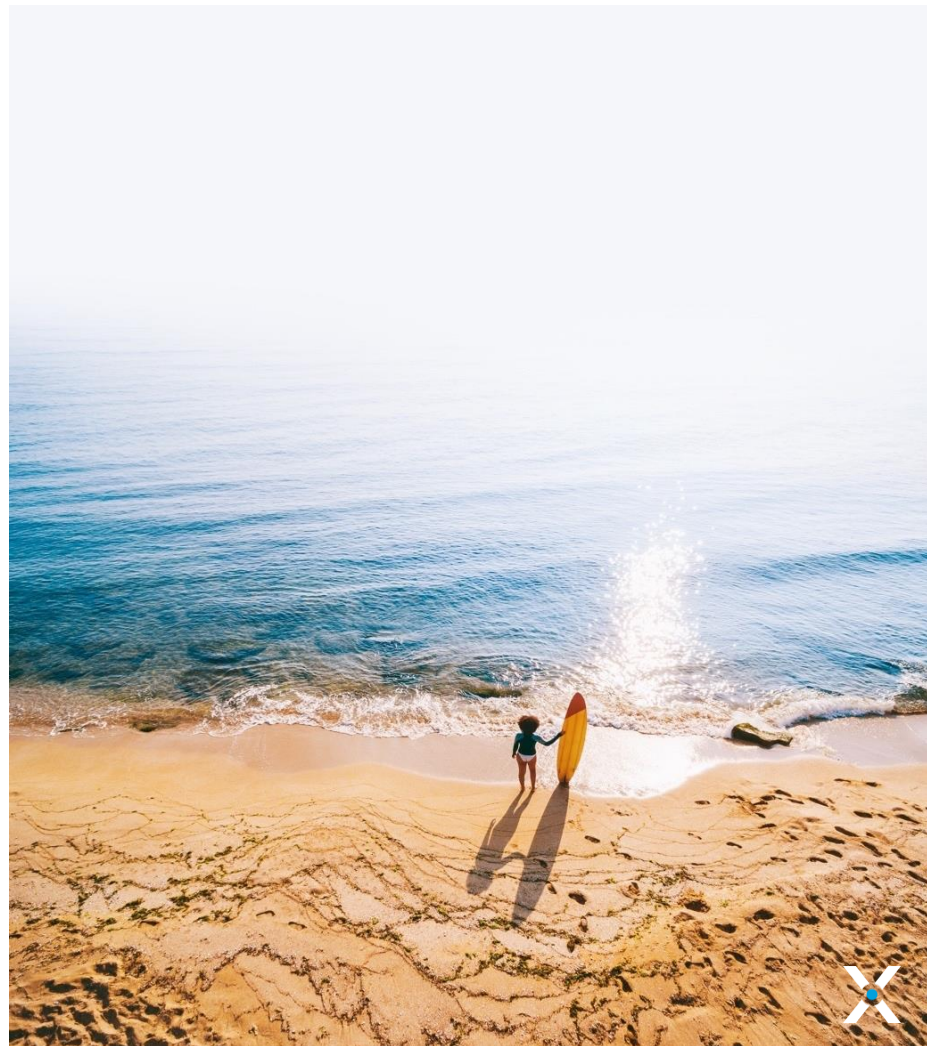
THE RITZ-CARLTON SHANGHAI, PUDONG, CHINA

Today's Agenda

- Performance Summary

- Campaign Highlights

- Testing & Optimizations

- Actionable Insights

July 2022

Performance Summary

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July 2022 Performance vs. Average

Emailable Audience Size	**42.0 M** Email Subscribers* +0.6% MoM	
Engagement	**144.9 M** Delivered Emails -28.7% vs. Avg.	**1.4 M** Clicks -35.5% vs. Avg.
	1.0% CTR -0.09 pts. vs. Avg.	**0.16%** Unsub. Rate -0.07 pts vs. Avg.**
Financials	**11.3 K** Bookings -44.4% vs. Avg.	**25.3 K** Room Nights -44.8% vs. Avg.
	$4.9 M Revenue -42.1% vs. Avg.	**0.79%** Conversion Rate -13.0 pts. vs. Avg.

- Now trending all emailable customers for broader contactable reach trends (includes suppression list counts like Welcome)
  - July counts at 42M was +0.6% MoM
  - Overall growth patterns continue to remain steady each month

- Fewer mailings from Brand, Promo, Partner and Engagement email types in July impacted deliveries and clicks

- Unsub rate remains below avg; a positive sign of maintaining engagement

- Financials continue to be impacted by Adobe Analytics opt-out tracking, as well as not having a booking promotion in market
  - Performing a deep-dive to determine if declines are being impacted by content changes and/or other tracking issues; noticeable YoY declines
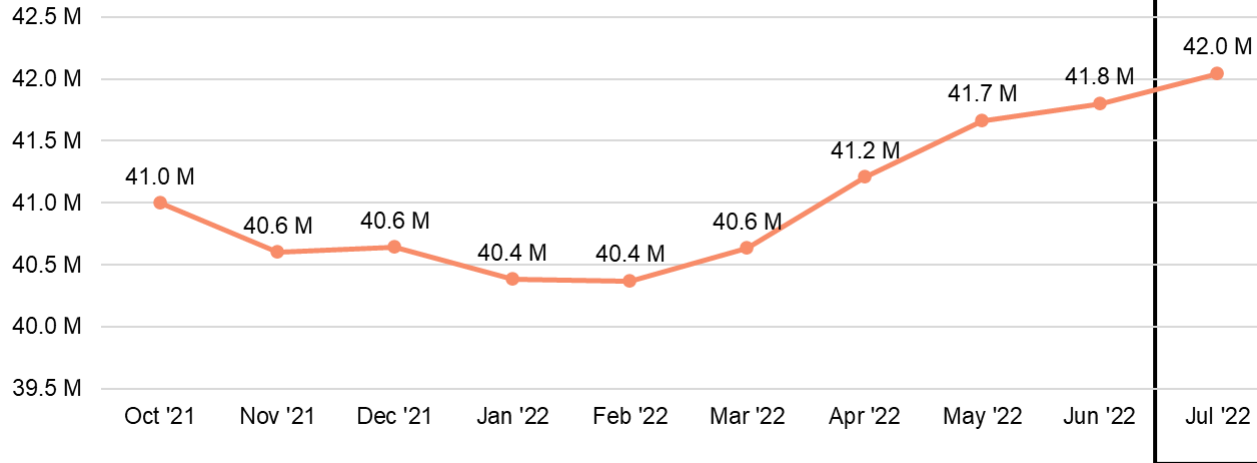
*Total emailable member & non-member counts globally; includes suppression list audiences
**Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates
Comparison time periods: Rolling 12-Month Average

42.0M Emailable Customers (+242K MoM)

- Growth trends remain steady MoM
- July increase mostly from non-members (+185K MoM)
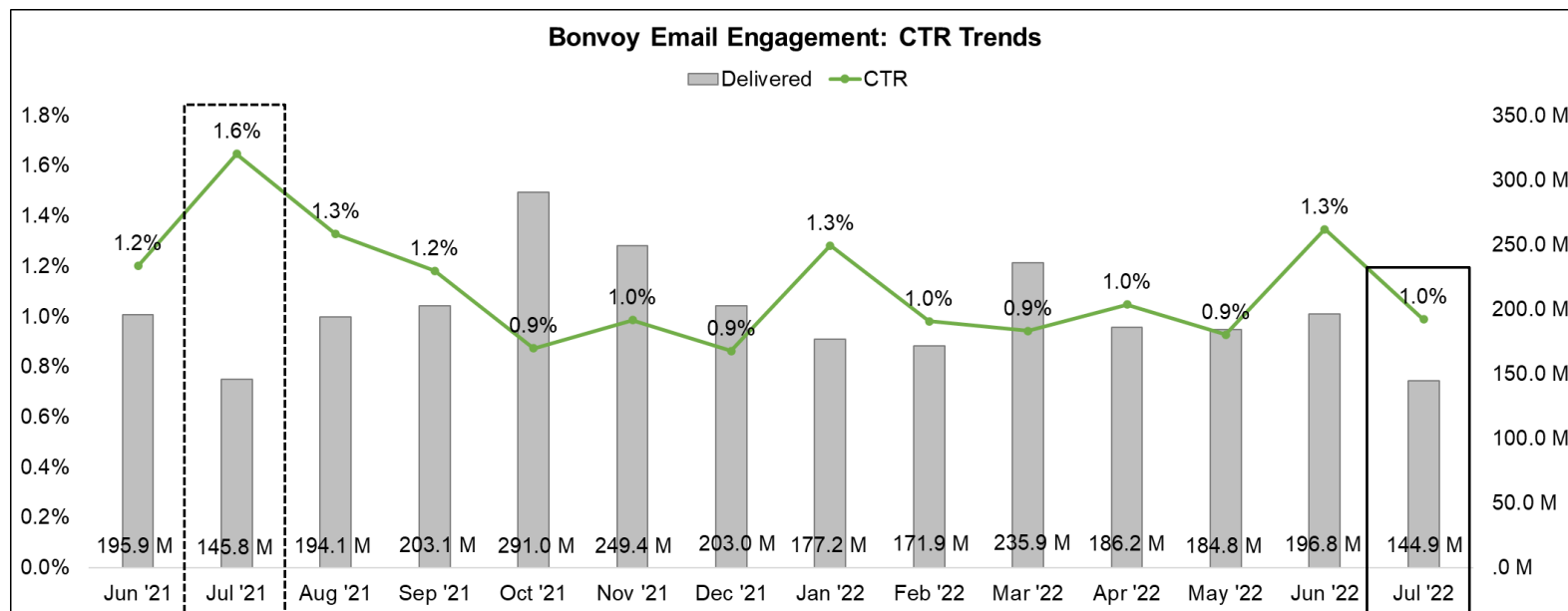
Email Eligible Audience Trends

Email eligible (total)	42,044,233
MoM	+0.6% +242,185
Members	29,934,436
MoM	+0.2% +56,502
Non-Members	12,109,797
MoM	+1.6% +185,683

Report date: Aug 1, 2022
Emailable customers = Total emailable member & non-member counts globally; includes suppression list audiences
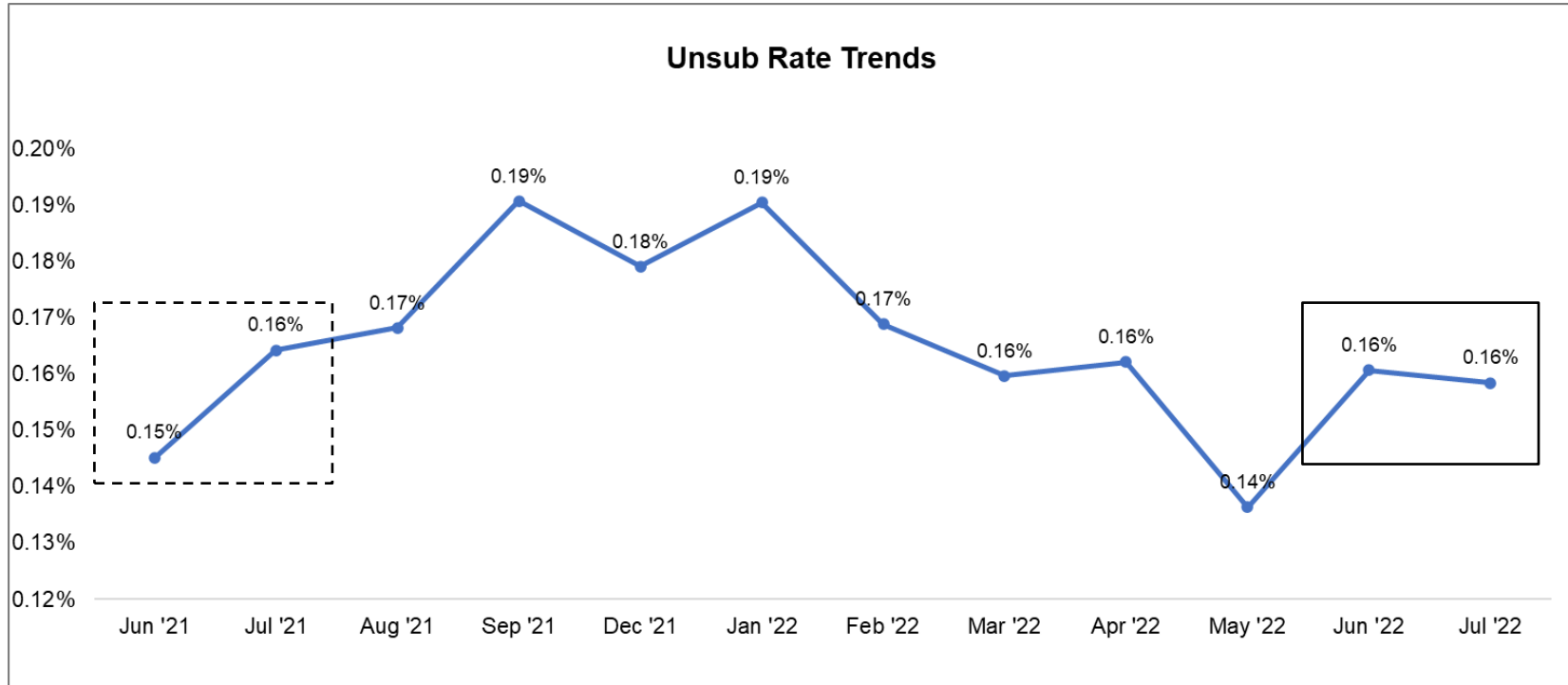
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Decrease in CTR Engagement With Fewer Deliveries MoM and YoY

- MoM delivery declines align with seasonal trends; fewer Brand, Promo, Partner and Engagement email types impacted counts
- Stronger CTR last year was from above average engagement in Core MAU new Bonvoy template and select solos (HVMI, Incent Redemption, Ritz eNews and RCYC); some campaigns and tactics were not repeated this year
- Recommend leveraging STO technology to help lift engagement across as many campaigns as possible

Bonvoy Email Engagement: CTR Trends

Delivered ■ CTR ━━

	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22
CTR	1.2%	1.6%	1.3%	1.2%	0.9%	1.0%	0.9%	1.3%	1.0%	0.9%	1.0%	0.9%	1.3%	1.0%
Delivered	195.9 M	145.8 M	194.1 M	203.1 M	291.0 M	249.4 M	203.0 M	177.2 M	171.9 M	235.9 M	186.2 M	184.8 M	196.8 M	144.9 M

July '22 CTR
-0.3 pts. MoM
-0.6 pts. YoY

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Consistent Unsubscribe Rate Trends MoM and YoY

Unsub Rate Trends

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

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Several Impacts to Monthly Financials

- Financials continue to be impacted by Adobe Analytics opt-out tracking, not having a booking promotion in market and fewer bookings from high revenue drivers from the previous month, such as:
  - Fewer bookings from Core MAU vs. avg
  - Fewer Re-Engage Series mailings and bookings
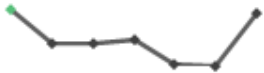- 35% of July revenue came from Core MAU, Americas Solo, Lux MAU
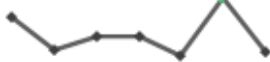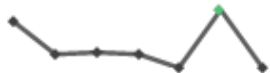
July '22 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv %
Core MAU	26.9 M	2,092	$992.6 K	0.87%
Americas Solo July	11.7 M	1,121	$508.3 K	1.00%
Lux MAU	1.8 M	357	$228.1 K	0.86%

Financial Trends 2021-2022
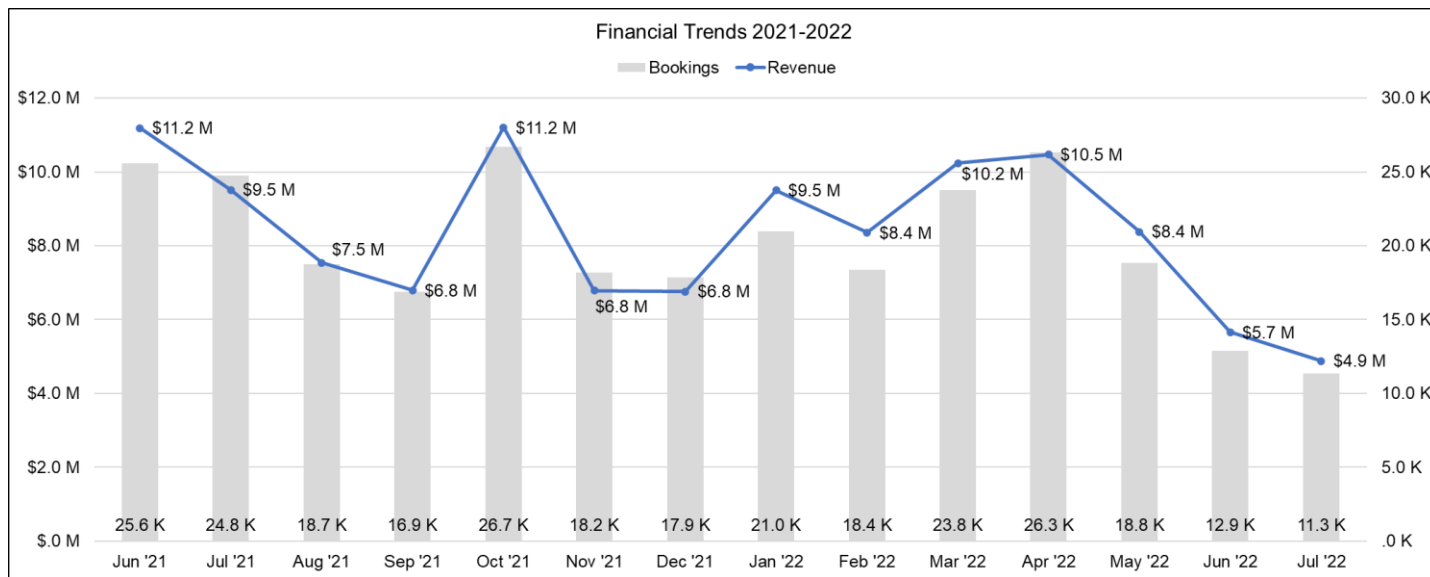
July '22 Revenue
-14% MoM
-49% YoY

Consistent Member Level Trends

- Deliveries were down over prior month for all member segments, due to fewer Promo, Brand and Re-Engage emails

- Maintained audience health within Basic, Silver and Gold member segments with nearly flat unsubscribe rates; slight increase for Non-Members

- Lift in CTR for the Non-Member segment was primarily driven by a first-time Welcome Consent campaign that drove relatively higher CTR and skewed overall rate, in comparison to other emails typically delivered to this segment

Segment	Deliveries	CTR	Unsub Rate
Non-Member	14.5 M ▼ -42.1% MoM	0.47%	0.48% ▼ +0.03 pts MoM
Basic	86.1 M ▼ -27.7% MoM	0.74%	0.15% ▼ +0.01 pts MoM
Silver	14.3 M ▼ -19.1% MoM	1.22%	0.07% 0.00 pts MoM
Gold	17.9 M ▼ -15.7% MoM	1.53%	0.06% ▲ -0.01 pts MoM

Trend Lines = Jan '22 – Jul '22

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Consistent Member Level Trends: Upper Elites

- High level of engagement with Promotions campaigns in June impacted CTR trend with fewer Promo deliveries to Upper Elites this month

- Slight decline in click activity among larger campaigns, like MAU and Partner, but click activity from Destinations campaigns was steady among Upper Elites

Segment	Deliveries	CTR	Unsub Rate
Platinum	5.4 M ▼ -12.4% MoM	2.22%	0.04% ▲ -0.01 pts MoM
Titanium	5.6 M ▼ -11.3% MoM	2.37%	0.04% ▲ -0.01 pts MoM
Ambassador	1.0 M ▼ -16.8% MoM	2.45%	0.04% 0.00 pts MoM

Trend Lines = Jan '22 – Jul '22

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Performance Recommendations

- Recommend leveraging STO technology to help lift engagement across as many campaigns as possible; partner with Epsilon for setting up

- Additional STO A/B testing is planned for upcoming Traveler and CALA emails to measure engagement lifts and patterns across 3 deployments

- Conduct email performance deep dive to better understand why tracked bookings and revenues are showing significant YoY declines

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Campaign Highlights

Core MAU Performance

Lux MAU Performance

Earn Everyday Checklist Solo

Core MAU Creative: July 2022

English Version

Subject Line:

Indulge in a Luxurious Stay You'll Love

Pre-Header:

Enjoy exclusive offers, benefits, and more.
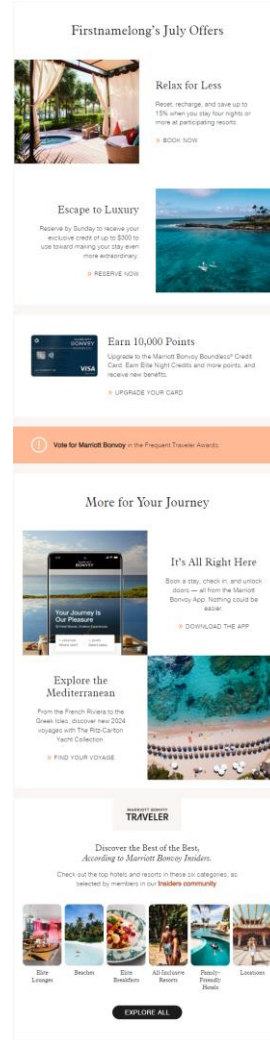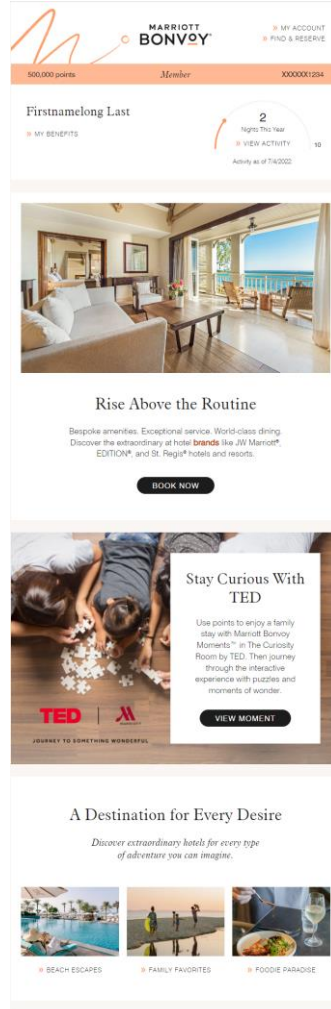
Core MAU Performance Summary: July 2022

All Versions: Global English (July 14) + In-Lang. (July 21)

Metrics	July 2022	MoM	vs. MAU Avg.
Delivered	26.9 M	0.0%	+3.4%
Clicks	241.1 K	-68.3%	-34.9%
CTR	0.90%	-1.9 pts.	-0.5 pts.
Unsub. Rate	0.13%	+0.02 pts	0.0 pts.
Bookings	2.1 K	-39.1%	-51.7%
Room Nights	5.0 K	-34.1%	-47.9%
Revenue	$1.0 M	-31.1%	-43.8%

- July performance was good overall with click activity that aligned with previous deployments and a steady unsubscribe rate

- Click declines attributed to above average engagement in June Points.com promo hero
  - July CTR aligned with previous non-promo months
  - Openers engaged with hero featuring the luxury brands, member module, and offer content
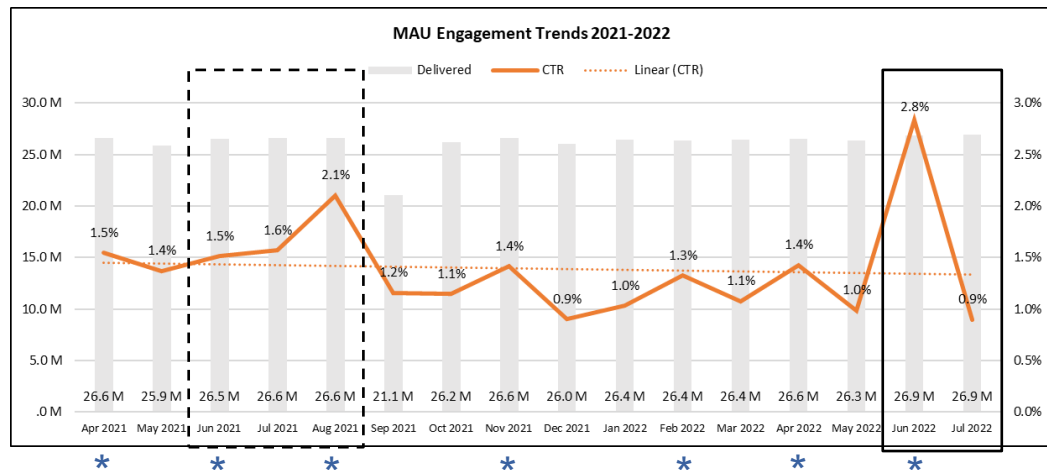
- 6% of bookings went to luxury brands; activity was not strong enough to lift monthly financials
  - Consider featuring luxury offers to entice bookings
  - Offers that performed well for other luxury campaigns include Ritz Reconnect Package, Escape to Luxury, and property-specific offers

MAU Engagement Trends 2021-2022

Asterisk (*) indicates months with Promotional hero features

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Core MAU Heat Map: July 2022 (English Version)

- Leisure-branded hero received most of the clicks and generated 29% of bookings
- Ambassadors engaged more with targeted Travel Preference message (43% of clicks)
- Offers and Leisure Destinations modules also engaged readers; click activity for these modules up over prior months
- Click activity for the new Traveler/Insiders module (6-Nav Bar) was +3.98 pts. MoM; consistent engagement for all levels
- Recommend incorporating engaging content from Insiders, especially for Basic & newer members, as well as new creative treatments to help keep content fresh

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	**% of Clicks**	**% of Bookings**	**BASIC**	**SILVER**	**GOLD**	**PLAT.**	**TITAN.**	**AMBASS.**
Header	**14.17%**	**39.35%**	**15.37%**	**12.00%**	**12.28%**	**10.33%**	**9.10%**	**6.09%**
Member Module	**19.83%**	**23.81%**	**16.71%**	**31.23%**	**24.50%**	**21.72%**	**24.70%**	**11.03%**
Ambassador Travel Pref.	0.27%	0.45%	---	---	---	---	---	43.37%
Hero: Luxury Properties	**20.64%**	**29.48%**	**22.27%**	**16.88%**	**18.15%**	**16.46%**	**16.04%**	**7.98%**
Moments: TED	1.26%	0.13%	0.40%	2.41%	2.84%	4.88%	5.25%	2.96%
Leisure Destinations	**11.93%**	1.48%	**12.07%**	**10.73%**	**12.26%**	**12.86%**	**11.80%**	**7.65%**
Offers	**13.44%**	**3.35%**	**12.40%**	**14.73%**	**15.89%**	**17.64%**	**17.64%**	**10.78%**
Cobrand	3.26%	1.16%	2.56%	3.52%	5.13%	6.41%	6.49%	3.62%
Frequent Traveler Awards	0.40%	0.00%	0.30%	0.48%	0.52%	0.99%	0.98%	0.99%
Mobile App	0.82%	0.00%	0.93%	0.65%	0.53%	0.48%	0.55%	0.91%
RCYC	1.60%	0.00%	1.66%	1.32%	1.56%	1.73%	1.52%	0.74%
Traveler/Marriott Insiders	**4.98%**	0.32%	**5.42%**	**3.59%**	**3.97%**	**5.29%**	**4.72%**	**3.05%**
Footer	7.40%	0.45%	9.86%	2.38%	2.34%	1.12%	1.19%	0.82%
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Looking back on the first 12 months since Lux MAU launched in August of 2021 strong performance and audience health shown by high engagement levels and low unsub rates. This includes earning a 2021 Horizon Interactive Gold Award in the Travel Inspiration category.

REACH
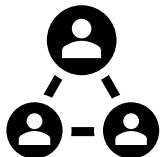
Connected on average with 1.8 M luxury segment members each month

21 MILLION
Emails Delivered

MARRIOTT INTERNATIONAL LUXURY BRANDS

An Extraordinary Journey, *Should Be Met With Extraordinary Standards.*

Introducing the new Marriott Bonvoy® Account Update, designed especially for guests like you who appreciate the transformative power of travel. Each month we'll bring you curated offers, inspiration, and tips to make the most out of each and every journey. Here's to a life well-lived—and well-traveled.

WHERE CAN WE TAKE YOU?

HORIZON INTERACTIVE AWARDS

INSPIRED READERS
Top performing luxury content:
1. Resorts
2. New Openings
3. Travel Inspiration
4. Luxury Offers
5. Culinary

Top 5 Hero Images Include:
- 6-Across Brand Feature (Feb/Jun)
- Resorts in Santorini Lux Collection
  - St. Regis Resorts
  - Reserve Announcement

PERFORMANCE & INSIGHTS

394.1K
Unique Clicks

1.9% | 0.08%
CTR | Unsub Rate

$2.6M
Revenue

17% | 40%
Lux Contribution
Bookings | Revenue

ONGOING TESTING
Including Subject Line, CTA, Offer & Luxury Segment Level

Luxury MAU:

Summer Travel/Breathtaking Beaches
July 14, 2022

- Subject Line:
  - SL 1: Melissa's Account Update
  - SL 2: Melissa's Account Update: Luxury Beach Resorts
  - SL 3: Melissa's Account Update: Breathtaking Beach Resorts, Travel Offers, and More

- Pre-Header:
  - Plus, discover our newest hotel opening and dining experience

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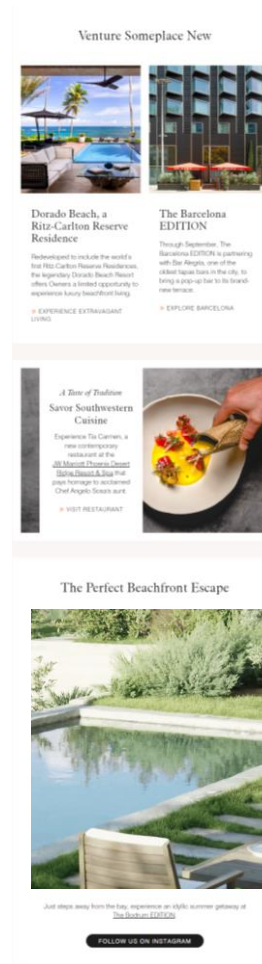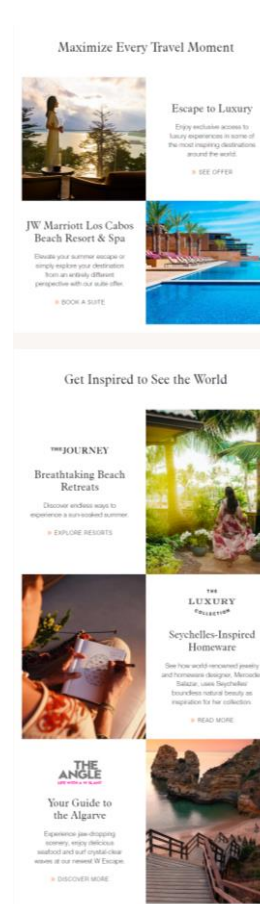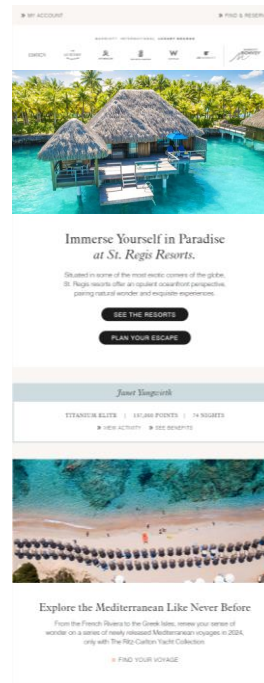
Positive Engagement Lifts

- Slight increase in deliveries compared to Lux MAU average and MoM, but stronger lift in click activity drove CTR lifts
    - St. Regis resorts hero, offer content, and brand inspiration messages drove engagement – account box was also a strong click-catcher
- Fewer bookings MoM, but stronger luxury financial contributions
- Will leverage 12-month averages as engagement benchmarks moving forward

Metrics	July '22	vs. Avg.	MoM
Delivered	1.8 M	+4.9%	+0.7%
Clicks	36.7 K	+14.4%	+25.5%
CTR	2.02%	+0.17 pts.	+0.4 pts.
Unsub Rate	0.06%	-0.01 pts.	-0.01 pts.
Bookings	302	-19.8%	-10.1%
Revenue	$194.1 K	-18.6%	+10.3%

*Lux MAU Rolling 6-month Avg. includes Jan '22 – Jun '22

Financial Contribution Trends

■ May '22 ■ June '22 ■ July '22

% Bookings to Lux Brands: 12%, 11%, 19%
% Revenue to Lux Brands: 18%, 26%, 51%
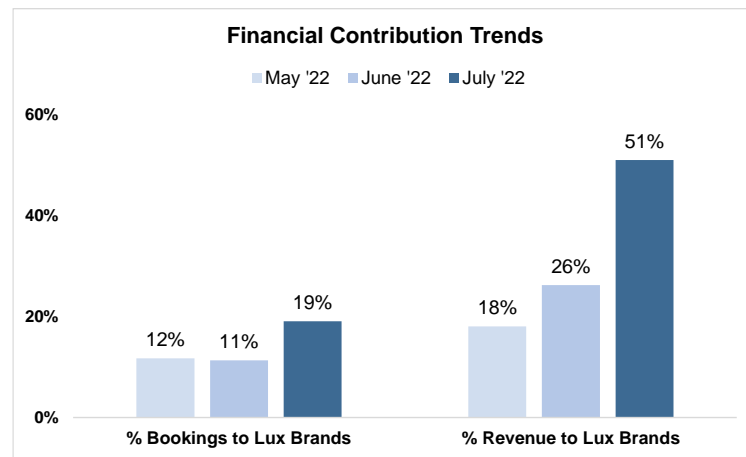
*Financial data source: Omniture 7-day cookie

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Last Month of Control Group Testing
Lux MAU July 2022

Hypothesis:
Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Approach:
Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

- Positive lifts across most KPIs this month
- July mailing was the conclusion of A/B testing with Core MAU control group
  - Campaign will include all luxury segments going forward

- Lux MAU featuring St. Regis resorts hero captured more engagement compared to the luxury branded hero in Core MAU

- Plans are in place to focus more on Rev/Delivered trends for each segment; testing offer content will help lift financials

Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Performance Metrics	Jul '22 Lift
CTR	+0.6pts.
Unsub. Rate	+0.04pts.
Rev/Delivered	+41.1%
Rev Share to Lux Brands	+39.1 pts.
Bookings Share to Lux Brands	+8.3 pts.

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Earn Every Day Checklist Solo: Creative and Targeting

July 7, 2022

Targeting criteria: U.S. members with an English language preference who:

- **INACTIVE**: Received Onboarding Pathways Inactive message + had 0-point activity since receiving

- **ACTIVE SUPER A**: Received the Onboarding Pathways Active Super Engaged message + clicked the poll answer, 'Ability to earn points to redeem for future travel' and have had a non-stay related point activity

- **ACTIVE SUPER B**: Received the Onboarding Pathways Active Super Engaged message + clicked the poll answer, 'Ability to earn points to redeem for future travel' and have had 0 non-stay related point activity

- **NEW INACTIVE – *did not receive email #1:*** Remaining members who have enrolled in the last 12 months + had 0-point activity (stay or non-stay related)

PCIQ Subject Lines

SL1: Elizabeth, Earn Your Way to More Vacay

SL2: 8 Ways to Earn Free Vacation

SL3: How to Earn a Free Vacation

PH: Stay in or venture out – either way you'll earn points toward free nights.

Banner, hero headline and hero copy were versioned for each segment based on stay/no-stay activity.
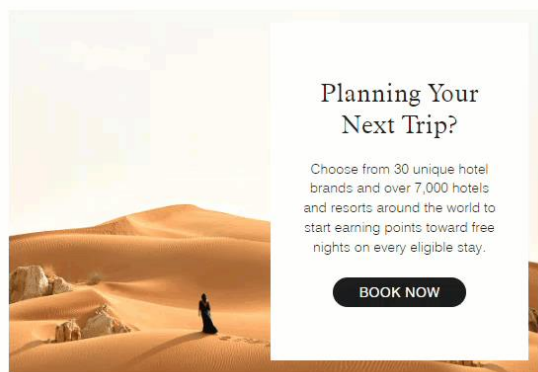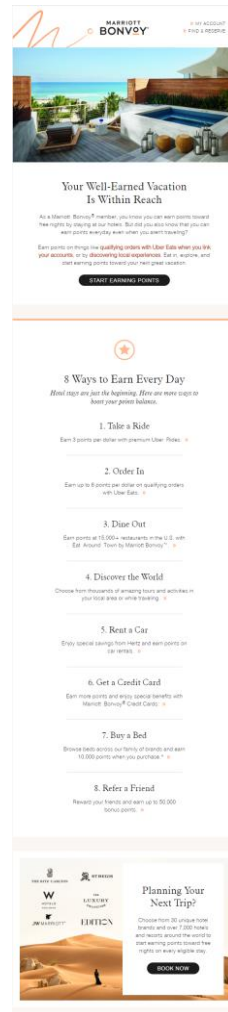
Earn Every Day Checklist Solo: Heat Map
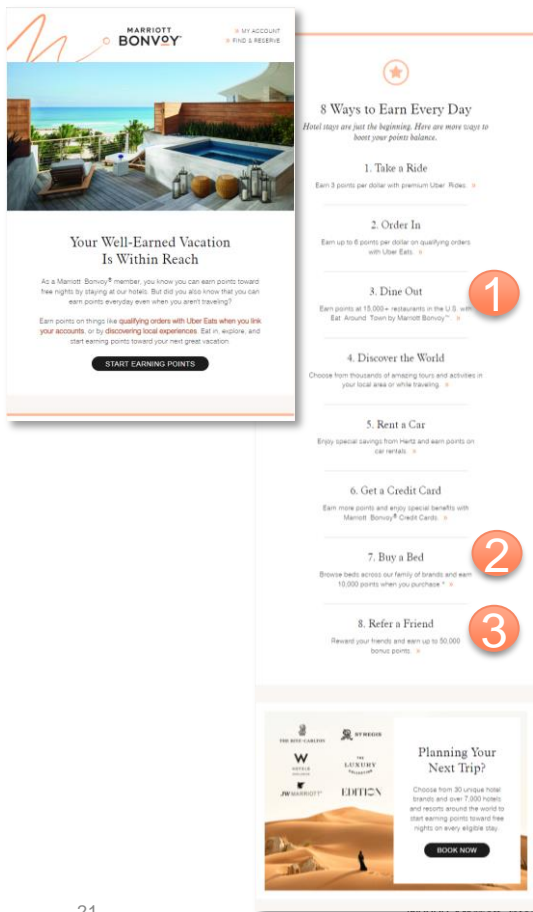
- Hero captured the most clicks for both Inactive segments, but both Active Super audiences responded more to the checklist
- Top 3 checklist responses: Dine Out option for EAT was #1 for all segments, followed by Buy a Bed for Boutiques, and Refer a Friend; consistent trend across most segments

Module	INACTIVE	ACTIVE_SUPER A (clicked + has non-stay activity)	ACTIVE_SUPER B (0 non-stay activity)	NEW INACTIVE (did not get email #1)	Grand Total
Header	15.16%	0.00%	0.00%	13.65%	14.11%
Hero	**41.68%**	44.44%	27.27%	**43.88%**	**43.16%**
Checklist	19.36%	**50.00%**	**63.64%**	19.79%	19.72%
Brand Module	5.01%	0.00%	0.00%	4.40%	4.59%
Footer	18.78%	5.56%	9.09%	18.27%	18.42%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

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Earn Every Day Checklist Solo Engaged Inactive Members

- Follow-up activation campaign generated additional engagement from the recipients of Onboarding Pathways (email #1); also activated nearly 1M additional inactive members that were selected to receive this solo
- Email generated total of 97 bookings and $47K in tracked email revenue
- 65% of bookings and revenue came from the net-new 967K inactive member segment
- Phase 2 efforts of this campaign series are underway: moving to triggered campaign, regional versioning, test & learn planning
- Will use solo engagement as benchmark to measure against trigger performance

Segments	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
1. ACTIVE_SUPER A (clicked + has non-stay activity)	100	14	14.0%	0.00%	0	$ -
2. ACTIVE_SUPER B (0 non-stay activity)	77	7	9.1%	1.30%	0	$ -
3. INACTIVE	513,990	3,551	0.7%	0.25%	35	$15,680
4. NEW INACTIVE (did not get email #1)	966,679	7,562	0.8%	0.26%	62	$31,103
Grand Total	**1,480,846**	**11,134**	**0.8%**	**0.26%**	**97**	**$46,783**

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Testing & Optimization

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Earn Every Day Checklist Solo: PCIQ Subject Line Insights

Deployment Date	Subject line	UniqueOpenCount	DeliveredCount	Tag	Unique_Open_Rate
	[Fname,]Earn Your Way to More Vacay	88,396	500,954	Personal	**17.65%**
	How to Earn a Free Vacation	85,809	486,510	How to	**17.64%**
7/7/2022	8 Ways to Earn Free Vacation	85,013	494,696	Listicle	**17.18%**

- Personalization and How To performed about the same among the 3 tags; additional testing needed to trend results.

- Continuing to test PCIQ subject lines as we launch Phase 2. Will look for opportunities to:
  - test other tags that have performed well in other campaigns, such as Intrigue and Authority
  - test combos where it makes sense
  - test within each target segment

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Lux MAU: July '22 Offer Test

- Performed an A/B offer test for L1 segment to assess engagement with different offer types including differentiating amount of offers shown for each segment:

  - **Segment A: 50% of L1 received both offers; Escape to Luxury & Cabo**

  - **Segment B: 50% of L1 received one offer; Escape to Luxury**

- Although offer module drove more clicks overall for L1 segment that received both offers; overall click activity was within 7 clicks for both Segment A and B

  - For the bookings generated in July they were attributed to the member module/account box

- Continue to test offer strategy including rolling out offer testing to other luxury segments

Results by Segment	L1- Cabo No	L1- Cabo Yes	Everyone Else	Total
Total Delivered	183.4 K	183.4 K	1.5 M	**1.8 M**
Total Clicks	2.4 K	2.4 K	38.6 K	**43.5 M**
Total CTR	1.33%	1.33%	2.67%	**2.40%**
Offer Module Clicks	72	189	4.2 K	**4.4 K**
Offer Module CTR	0.04%	0.10%	0.29%	**0.25%**
Escapes Offer Clicks	72	51	803	**926**
Escape Offer CTR	0.04%	0.03%	0.06%	**0.05%**
Cabo Offer Clicks		138	3.4 K	**3.5 K**
Cabo Offer CTR		0.08%	0.23%	**0.19%**

Performance Metrics
Lift comparison for those that received both offers

Total Clicks: **-0.29%** (7 less clicks)

Offer Module CTR: **+0.06pts.**

Maximize Every Travel Moment
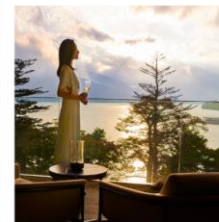
Escape to Luxury

Enjoy exclusive access to luxury experiences in some of the most inspiring destinations around the world.

» SEE OFFER

JW Marriott Los Cabos Beach Resort & Spa

Elevate your summer escape or simply explore your destination from an entirely different perspective with our suite offer.

» BOOK A SUITE

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Lux MAU: July '22 Hero CTA Copy Test Results

- **CTA 1: SEE THE RESORTS (Challenger)**
- **CTA 2: PLAN YOUR ESCAPE (Control)**

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	183,385	94,173	491,646	138,104	**907,307**
Module Clicks	872	614	5,413	2,036	**8,935**
Module Clicks Lift	+37%	+18%	+36%	+47%	**+37%**
Module CTR	0.48%	0.65%	1.10%	1.47%	**0.98%**
Module CTR Lift	+0.13pts.	+0.10pts.	+0.29pts.	+0.47pts.	**+0.27pts.**
Bookings	0	0	7	1	**8**
Control					
Total Delivered	183,385	94,173	491,646	138,104	**907,307**
Module Clicks	637	519	3,973	1,381	**6,510**
Module CTR	0.35%	0.55%	0.81%	1.00%	**0.72%**
Bookings	0	2	13	2	**17**

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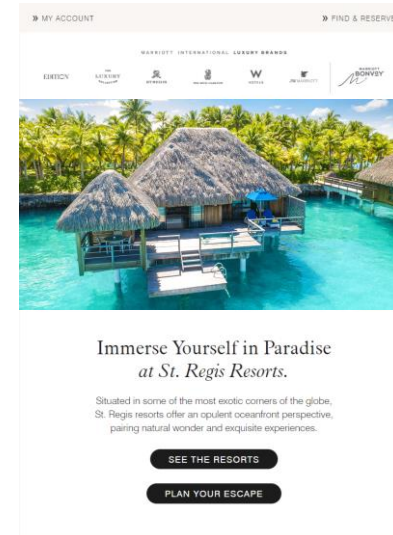
- Comparable to March Challenger drove more hero CTA clicks and a higher CTR than Control version
  - In March additional bookings were captured for Challenger whereas July had more for Control
- Evaluate August CTA copy test to determine test winner

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EMEA Polls Engaged Solo Openers; Insights From Last 8 Months

Polling content was included in EMEA regional drive market solos; engagement insights will help direct future content
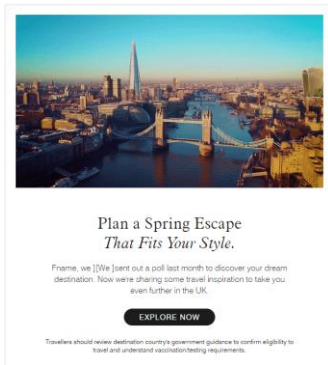
- Either including a poll question or showing poll results in emails continued to be among the top clicked modules when featured (5% to 17% of clicks)

- Stronger engagement when placed higher up in the email (17% of clicks in March '22 hero placement)

  - Incorporating other interactive elements like video helped lift engagement

  - Including an offer will also help lift engagement; March was top poll performing month but not the strongest hero compared to other months that had an offer

- Showing poll results in next month's deployment engaged readers and generated revenue (over 8% of revenue in Jan and Mar 2022)

  - Continuing to test personalization approach and creative for showing poll results to poll clickers (March '22 hero is example of targeting poll clickers)

- Including both poll question and poll results in one email resulted in one of them pulling engagement from the other – not the desired experience (4.8% of clicks on poll question and only 0.2% of clicks on poll results)

Top Performing Polls

March 2022 (Feb Poll Results)	December 2021 (Resorts Offer + Poll)	June 2021 (Summer Travel Poll)	May 2022 (Brand Travel Style Poll)
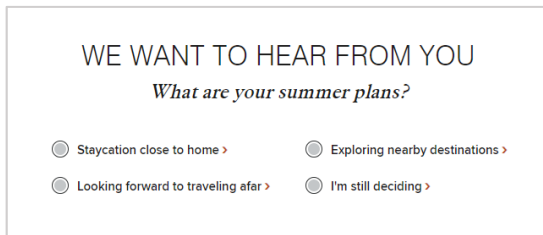
EMEA Polls Engage Openers: Last 8 Months
Performance Results

Month	Placement	Click %	Bookings	% of Email Revenue
2021				
June: Summer Travel Poll	**Under hero**	**9.3%**	**2**	**0.6%**
December: Resorts Poll + Resorts Offer	**Middle**	**14%**	6	2.5%
2022				
January: December '21 Poll Results	Under hero	6.3%	**84**	**8.6%**
February: Dream Getaway Poll	Lower middle	6.6%	1	1.4%
March: Video + Feb Poll Results	**Hero**	**16.6%**	**21**	**8%**
May: Brand Travel Style Poll	Under hero	8.9%	2	0.8%
June: May Poll Results	Bottom	0.2%	0	0.0%
June Poll: Resort Poll	Bottom	4.8%	6	5.0%

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A/B Traveler Test Results: More Engagement From Modules With Heavier Code Weight

July 2022

- A/B tested the Curated A and Reading List modules among U.S. audience to understand engagement impacts of lighter vs. heavier code weights

- The heavier modules drove higher click volume and CTR lifts compared to the lighter versions.
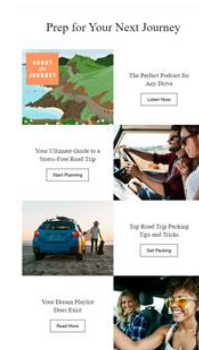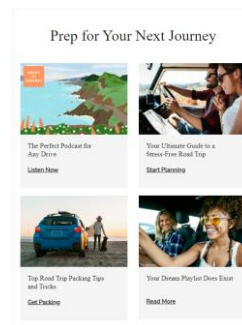
- Results are consistent with June A/B test of heavier vs. lighter module

- Leverage insights from U.S. heavier vs. lighter module test for future mailings (all regions)

  - Use heavier modules to capture more click activity overall
  - Consider using the lighter Curated A module as another option; engagement was somewhat flat between versions for Curated A

A = Light **B = Heavy**

A/B Test by reader segment	Delivered	Clicks	CTR	Modules CLICKS	Modules CLICKS LIFT	Modules CTR	Modules CTR Lift	% of Clicks on Modules
Existing								
Light	2.2 M	27.8 K	1.25%	4,414		0.20%		11.2%
Heavy	**2.2 M**	**27.9 K**	**1.25%**	**5,142**	**16.5%**	**0.23%**	**+0.03 pts.**	**13.0%**
First Time								
Light	2.5 M	12.6 K	0.51%	1,652		0.07%		9.4%
Heavy	**2.5 M**	**13.1 K**	**0.52%**	**2,293**	**38.8%**	**0.09%**	**+0.02 pts.**	**12.6%**

A/B Test by module	Delivered	Clicks	CTR	Modules CLICKS	Modules CLICKS LIFT	Modules CTR	Modules CTR LIFT	% of Clicks on Modules
Light - Curated A	4.7 M	40.5 K	0.86%	2,846		0.06%		5.0%
Heavy - Curated A	**4.7 M**	**41.0 K**	**0.87%**	**3,344**	**17.5%**	**0.07%**	**+.01 pts.**	**5.8%**
Light - Reading List	4.7 M	40.5 K	0.86%	3,220		0.07%		5.6%
Heavy - Reading List	**4.7 M**	**41.0 K**	**0.87%**	**4,091**	**27.0%**	**0.09%**	**+.02 pts.**	**7.1%**

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ACTIONABLE INSIGHTS

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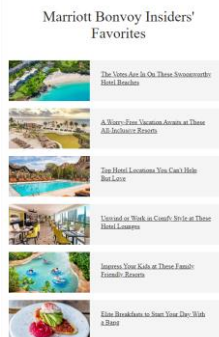
Actionable Insights

- For Core MAU, consider:

  - Featuring luxury offers along with lux brand education content to entice bookings; offers that performed well for other luxury campaigns include Ritz Reconnect Package, Escape to Luxury, and property-specific offers

  - Continuing to incorporate engaging content from Marriott Insiders, especially for Basics and newer members, as well as new creative treatments to help keep content fresh

- For Lux MAU, we will:
  - Leverage 12-month averages as engagement benchmarks moving forward
  - Focus more on Rev/Delivered trends for each segment
  - Test offer content with L1 and other segments to help lift engagement & financials
  - Evaluate CTA copy test result trends with final test in August to determine winner

- As we launch Phase 2 efforts of the Every Day Earn campaign (moving to triggered campaign, regional versioning, test & learn planning), we will:
  - Use solo engagement as benchmark to measure against trigger performance
  - Continue to track engagement differences between Inactive and Active segments
  - Continue to test PCIQ subject lines & content to optimize engagement rates

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Actionable Insights

- For EMEA Regional Solo polls, we will:
  - Continue testing personalization approach and creative treatments for showing poll results to poll clickers to help measure engagement insights and application
  - Incorporate other interactive elements like video to help lift engagement
  - Avoid including both a poll question and poll results in the same deployment
  - Develop 2023 polling calendar leveraging top performing content from 2022 and creative; will also determine frequency, like 1 question per quarter

- Leverage insights from July 2022 heavier vs. lighter Traveler module test (U.S. version) for future creative decisions; the heavier modules allowed for stronger creative design and captured more module clicks and higher CTR
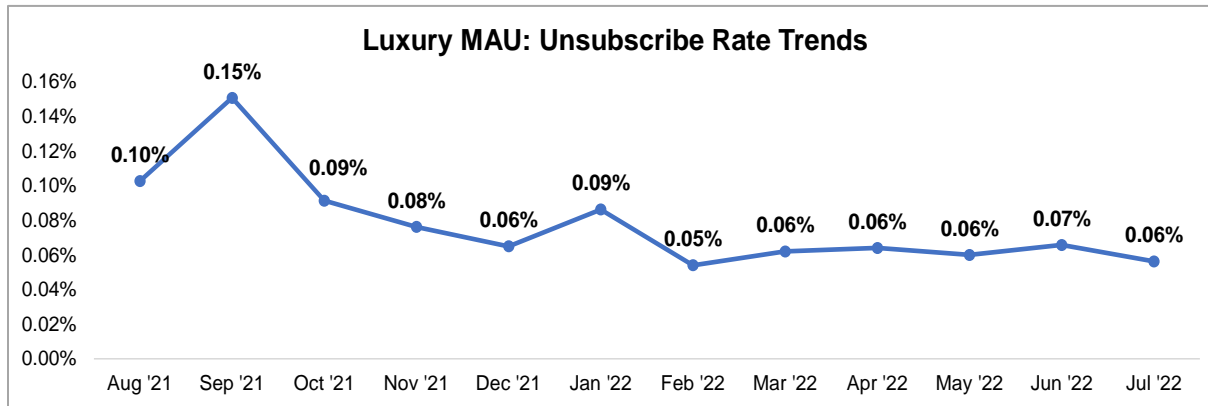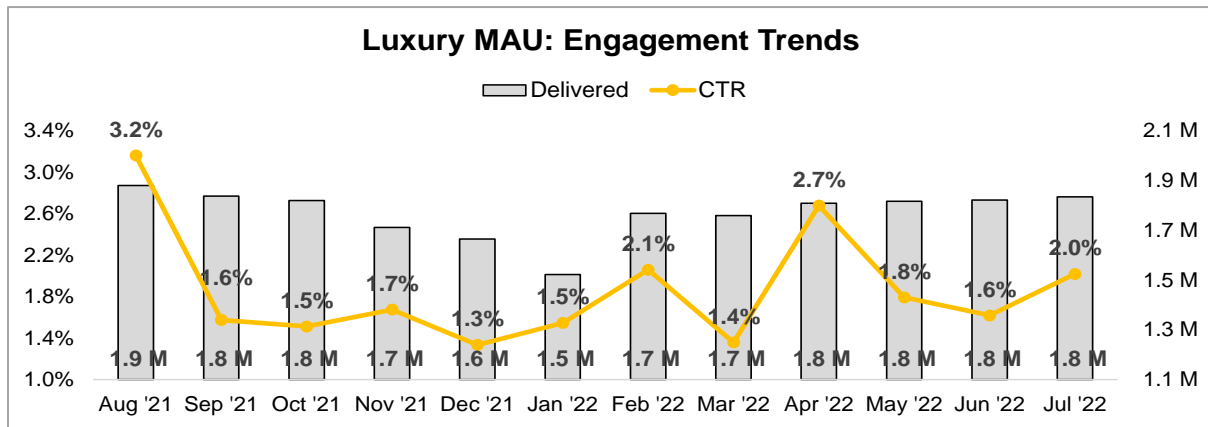

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Thank You!

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APPENDIX

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Campaign Dashboard Categories

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

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Lux MAU Engagement Trends: Last 12 Months

Luxury MAU: Engagement Trends

Legend: Delivered — CTR

	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22
CTR	3.2%	1.6%	1.5%	1.7%	1.3%	1.5%	2.1%	1.4%	2.7%	1.8%	1.6%	2.0%
Delivered	1.9 M	1.8 M	1.8 M	1.7 M	1.6 M	1.5 M	1.7 M	1.7 M	1.8 M	1.8 M	1.8 M	1.8 M

Luxury MAU: Unsubscribe Rate Trends

	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22
Unsub Rate	0.10%	0.15%	0.09%	0.08%	0.06%	0.09%	0.05%	0.06%	0.06%	0.06%	0.07%	0.06%

YTD Engagement Metrics
Aug '21 – Jul '22

Total Deliveries: **21.0 M**

Avg. Monthly Deliveries: **1.8 M**

Total Unique Clicks: **394.1 K**

Avg. Monthly Unique Clicks: **32.8 K**

CTR: **1.9%**

Unsub Rate: **0.08%**

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