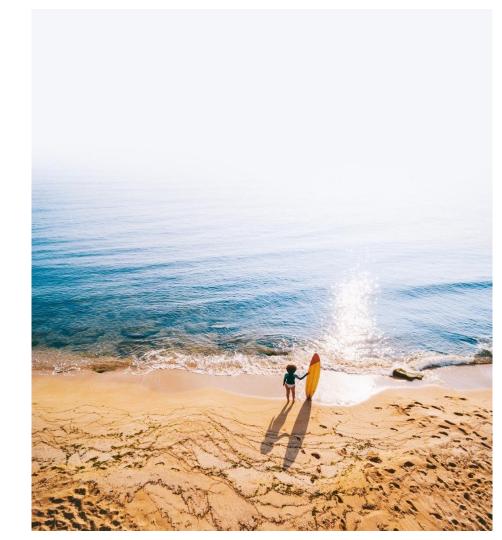


### **AGENDA**

- Performance Summary
- Campaign Highlights
- Actionable Insights

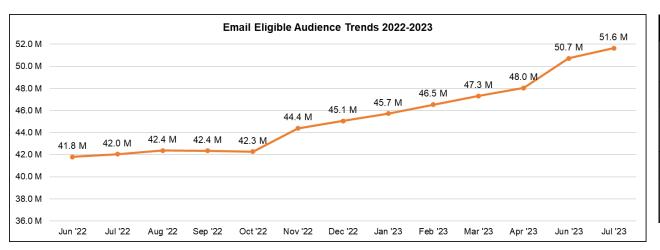


### Performance Summary



#### **51.6** M Emailable Customers (MoM +1.8%)

- Steady growth in number of emailable customers
- Total net increase MoM of +908.0 K
  - o Increase of +656.0 K (+1.8%) in Members
  - Increase of +252.0 K (+1.7%) in Non-Members



Email Eligible (tota	al)	51.6 M
N/	οМ	+1.8%
IVI	Olvi	+908.0 K
Members		36.2 M
N.4	MoM	+1.8%
IVI	Olvi	+656.0 K
Non-Members		15.4 M
N.4	οМ	+1.7%
IVI	OIVI	+252.0 K

Report Date = Aug 2, 2023

May reporting was not available due to MDP data issues, therefore May is not shown on the chart.

<sup>4</sup> Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

#### **July 2023 Performance Summary**

#### vs. 12-Month Rolling Average

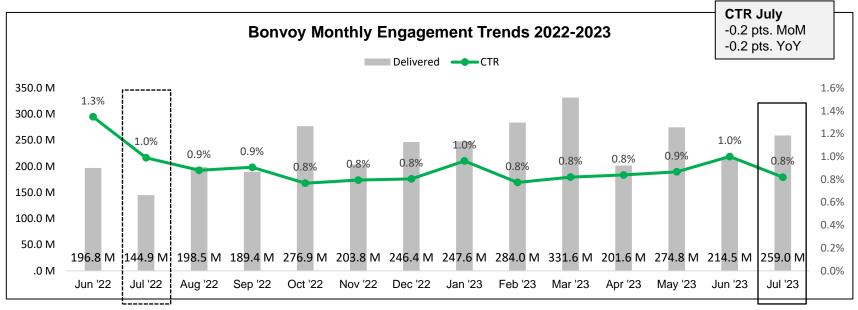
	Monthly	Jul '23	MoM	YoY	vs. Avg.
	Delivered	259.0 M	+20.8%	+78.8%	+10.5%
	Delivered	255.0 141	+44.6 M	+114.2 M	+24.5 M
	Clieke	2.1 M	-1.1%	+48.0%	+5.5%
Engagement	Clicks	Z. 1 IVI	-22.7 K	+688.1 K	+110.5 K
Engagement	CTR	0.8%	-0.2 pts.	-0.2 pts.	-0.0 pts.
	Unsub%	0.27%	+0.03 pts.	+0.12 pts.	+0.09 pts.
	Dookingo	16.3 K	+8.4%	+43.8%	+7.1%
	Bookings	16.3 K	+1.3 K	+5.0 K	+1.1 K
		00.016	+10.7%	+42.2%	+7.1%
Financials	Room Nights	36.0 K	+3.5 K	+10.7 K	+2.4 K
Financials		<b>4</b> - 4- 4-	+7.6%	+48.1%	+9.1%
	Revenue	\$7.2 M	+\$507.7 K	+\$2.3 M	+\$603.6 K
	Conv%	0.77%	+0.07 pts.	-0.02 pts.	+0.01 pts.

- Larger campaigns like Homes & Villas (HVMB), Project MAX and Cobrand ACQ impacted delivery increases.
- Clicks were up YoY due to more mail volume and engagement from Core MAU and some Lifecycle campaigns; Project MAX, which did not mail last year, also impacted increases to clicks this year.
- The overall CTR of 0.8% was a -0.2 pt. decrease compared to June and prior year; CTR was flat compared to average.
- Unsub rate of 0.27% was an increase MoM, YoY and compared to average; researching and addressing this recent trend.
- · Financials mostly saw increases
  - MoM impacted by bookings from the Project MAX announcement, as well as more bookings from Cobrand and Bonvoy Escapes compared to June.
  - YoY increases were from bookings from the Re-Engage Series, Core MAU, Escape to Luxury and Project MAX, which did not mail last year.



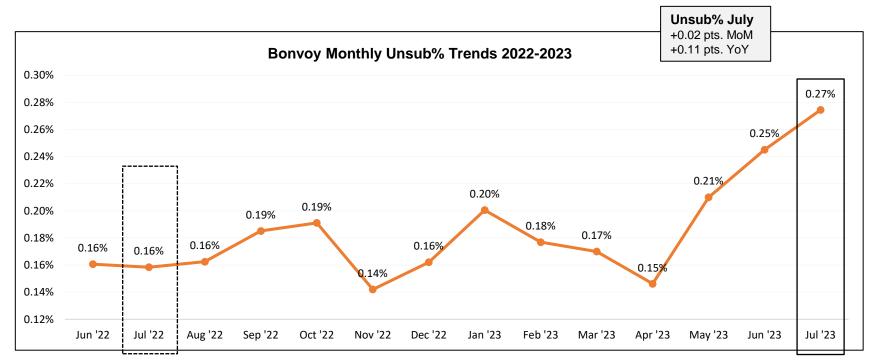
#### Similar Seasonal CTR Trends

- YoY delivery increase impacted by HVMB (37.2 M) and Project Max (34.0 M), which did not mail July 2022; also impacted by +25.3 M more YoY deliveries for Cobrand ACQ and +7.0 M more YoY deliveries for Moments.
- MoM delivery increase impacted by more mail volume compared to June from HVMB (+25.0 M) and Cobrand ACQ (+20.6 M).
- June's engagement-driving Points Purchase Reminder and EAT LTO were not in market this month and impacted the slight MoM CTR decline; click drivers this month were Core MAU, HVMB, Project MAX and some Lifecycle campaigns.



### Recent Increase in Unsubscribe Rate Trend is Being Researched

Unsub rate of 0.27% was +0.09 pts. higher than the 12-month average of 0.18% and above our benchmark of 0.20%; increase this month coming from non-members, as all member levels saw decreases compared to June



#### **Member Level Unsub Rates Saw Positive Declines This Month**

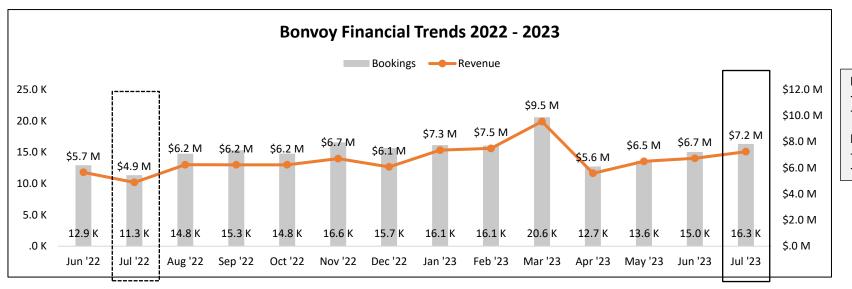
- Unsub rates saw positive MoM declines for all member levels; for non-members, 0.60% was a +0.09 pt. increase MoM
- All member levels, except Basic, saw MoM decreases in deliveries
  - Non-members had a notable MoM increase in deliveries of +71.6% (+18.6 M) impacted by 13.2 M non-member deliveries for Project Max and
     +7.2 M more non-member deliveries for Cobrand ACQ compared to June
- Member average deliveries and CTR in line with overall trends this month MoM increased deliveries with slight decline in CTR.

					Trend line = Feb '23 – Jul '23	,					Trend line = Feb '23 – Jul '23
		May '23	Jun '23	Jul '23	Engagement Trends			May '23	Jun '23	Jul '23	Engagement Trends
	Del.	28.6 M	26.0 M	44.6 M MoM +71.6% (+18.6 M)			Del.	7.6 M	7.7 M	7.3 M	MoM -5.4% (-421.2 K)
NON-MEMBER	CTR	0.28%	0.35%	0.43%	-	PLATINUM	CTR	2.83%	2.79%	2.43%	
	Unsub%	0.37%	0.51%	0.60%			Unsub%	0.15%	0.23%	0.19%	
	Del.	143.6 M	124.9 M	127.6 M	MoM +2.1% (+2.7 M)		Del.	5.3 M	5.2 M	5.1 M	MoM -1.2% (-64.6 K)
BASIC	CTR	0.64%	0.74%	0.68%		TITANIUM	CTR	3.14%	3.26%	2.79%	
	Unsub%	0.17%	0.21%	0.20%			Unsub%	0.16%	0.27%	0.22%	
	Del.	18.8 M	18.1 M	17.4 M	MoM -3.9% (-702.4 K)		Del.	588.1 K	565.1 K	565.1 K	MoM -0.0% (-42)
SILVER	CTR	1.39%	1.53%	1.24%		AMBASSADOR	CTR	4.01%	2.98%	2.74%	
	Unsub%	0.12%	0.17%	0.13%			Unsub%	0.18%	0.34%	0.29%	
	Del.	20.0 M	19.8 M	19.3 M	MoM -2.6% (-522.9 K)		Del.	195.9 M	176.3 M	177.2 M	MoM +0.5% (+1.0 M)
GOLD	CTR	1.77%	1.84%	1.54%		MEMBER	CTR	0.99%	1.12%	0.97%	
	Unsub%	0.13%	0.19%	0.16%			Unsub%	0.16%	0.20%	0.19%	

### July Revenue of \$7.2 M Was a +48.1% YoY Increase; Top Driver Was Core MAU

July 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev.
Core MAU	31.2 M	2.6 K	\$1.1 M	0.88%	15.5%
Cobrand (all)	58.4 M	2.7 K	\$883.3 K	1.20%	12.2%
Re-Engage Series	1.5 M	1.3 K	\$517.0 K	4.11%	7.1%
Project MAX	34.0 M	1.0 K	\$496.3 K	0.46%	6.9%
Choice of Selection	102.5 K	873	\$378.7 K	2.21%	5.2%
Total	125.3 M	8.5 K	\$3.4 M	1.0%	47.0%

- MoM revenue increase of +\$507.7 K impacted by bookings from the Project MAX announcement, as well as more bookings from Cobrand and Bonvoy Escapes compared to June.
- YoY revenue increase of +\$2.3 M impacted by increased bookings this year from the Re-Engage Series and Core MAU, as well as bookings from Project MAX, which did not mail last year.



Bookings +8.4% MoM +43.8% YoY Revenue +7.6% MoM +48.1% YoY

#### **July 2023 Performance Summary**

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Cobrand ACQ		53.4 M	20.6%	104.9 K	0.2%	0.28%	1.1 K	\$456.5 K	1.06%
МоМ	Amex BAU, FFOC	62.8%	+5.3 pts.	57.1%	-0.0 pts.	+0.02 pts.	46.7%	19.7%	-0.08 pts.
YoY		90.3%	+1.2 pts.	73.0%	-0.0 pts.	+0.11 pts.	18.4%	26.3%	-0.50 pts.
Core MAU		31.2 M	12.1%	(297.8 K)	1.0%	0.20%	2.6 K	(\$1.1 M)	0.88%
МоМ	Core MAU	2.8%	-2.1 pts.	15.4%	+0.1 pts.	+0.00 pts.	-23.3%	-23.0%	-0.44 pts.
YoY		16.2%	-6.5 pts.	23.5%	+0.1 pts	+0.07 pts.	25.0%	13.0%	+0.01 pts.
METT		18.4 M	7.1%	(154.8 K)	0.8%	0.41%	1.1 K	\$548.0 K	0.71%
МоМ	METTs	-16.4%	-3.2 pts.	-22.7%	-0.1 pts.	-0.02 pts.	-8.1%	-12.6%	+0.11 pts.
YoY		40.6%	-1.9 pts.	56.3%	+0.1 pts.	+0.24 pts.	33.9%	28.0%	-0.12 pts.
Global-Local	A	14.6 M	5.6%	91.9 K	0.6%	0.16%	943	\$494.7 K	1.03%
МоМ	Americas, CALA, EMEA solos	14.5%	-0.3 pts.	32.6%	+0.1 pts.	-0.03 pts.	78.6%	94.1%	+0.26 pts.
YoY	LIVILA 30103	-23.9%	-7.6 pts.	-50.5%	-0.3 pts.	-0.01 pts.	-38.0%	-33.8%	+0.21 pts.
Cobrand ECM	Newsletters.	5.0 M	1.9%	123.2 K	2.5%	0.16%	1.6 K	\$426.8 K	1.32%
МоМ	Welcome, FNA,	110.5%	+0.8 pts.	70.4%	-0.6 pts.	-0.05 pts.	48.6%	43.0%	-0.19 pts.
YoY	Chase Refer a Friend	0.1%	-1.5 pts.	30.8%	+0.6 pts.	+0.13 pts.	9.5%	23.0%	-0.26 pts.
Promotions		4.0 M	1.6%	73.2 K	1.8%	0.28%	479	\$188.1 K	0.65%
МоМ	ATM	-73.4%	-5.5 pts.	-77.8%	-0.4 pts.	+0.04 pts.	-40.9%	-43.5%	+0.41 pts.
YoY		992.9%	+1.3 pts.	294.8%	-3.2 pts.	+0.17 pts.	138.3%	112.6%	-0.43 pts.
Lifecycle	Welcome,	2.2 M	0.8%	136.4 K	6.3%	0.71%	1.9 K	\$748.0 K	1.40%
МоМ	Redemption,	12.5%	-0.1 pts.	9.0%	-0.2 pts.	+0.02 pts.	22.0%	8.9%	+0.15 pts.
YoY	Points Expiration	-29.7%	-1.3 pts.	2.3%	+2.0 pts.	+0.18 pts.	105.1%	72.1%	+0.70 pts.
Partner		888.1 K	0.3%	4.5 K	0.5%	0.07%	23	\$9.3 K	0.51%
МоМ	Uber	-85.7%	-2.6 pts.	-95.1%	-1.0 pts.	-0.22 pts.	-86.9%	-87.4%	+0.32 pts.
YoY		-76.5%	-2.3 pts.	-94.2%	-1.5 pts.	+0.01 pts.	-95.2%	-93 4%	-0.11 pts.
Other Comms		129.3 M	49.9%	(1.1 M)	0.9%	0.28%	6.5 K	\$3.2 M	0.57%
МоМ	All other campaigns	42.4%	+7.6 pts.	21.8%	-0.1 pts.	+0.08 pts.	18.1%	23.9%	-0.02 pts.
YoY		184.6%	+18.6 pts.	116.5%	-0.3 pts.	+0.12 pts.	127.1%	141.4%	+0.03 pts.
MBV Jul '23 Total		259.0 M	100.0%	2.1 M	0.8%	0.27%	16.3 K	\$7.2 M	0.77%
МоМ		20.8%		-1.1%	-0.2 pts.	+0.03 pts.	8.4%	7.6%	+0.07 pts.
YoY		78.8%		48.0%	-0.2 pts.	+0.12 pts.	43.8%	48.1%	-0.02 pts.

- Overall MoM and YoY delivery increases of +20.8% and +78.8%, respectively, were mostly impacted by Other Comms which saw +42.4% MoM and +184.6% YoY increases in deliveries, followed by Cobrand ACQ which saw +62.8% MoM and 90.3% YoY increases – these two campaign types made up 70% of the 259.0 M total deliveries this month.
- Clicks were up MoM and YoY for Cobrand ACQ,
   Core MAU, Cobrand ECM, Lifecycle and Other
   Comms; Global-Local clicks were up MoM.
- Core MAU saw a +0.1 pts. CTR increase compared to June and prior year; Global-Local saw a MoM CTR increase of +0.1 pts.; YoY CTR increases for METT, Cobrand ECM and Lifecycle; Promotions, Partner and Other Comms saw MoM and YoY decreases in CTR.
- Other Comms generated the most overall revenue at \$3.2 M, followed by Core MAU at \$1.1 M and Lifecycle at \$748.0 K.



### **July 2023 Performance Summary**

by Campaign Type – Other Communications Only

- Brand made up most deliveries for Other Comms this month at 37.2 M, followed by Engagement at 35.3 M and Informational at 35.1 M
  - +42.4% overall MoM increase due to +25.0 M more deliveries for HVMB compared to June; +184.6% overall YoY increase impacted by the Project MAX campaign (34.0 M) that did not mail July 2022, as well as +16.0 M more deliveries YoY for HVMB and +7.0 M more deliveries YoY for Moments.
- The MoM CTR decline was impacted by less overall click activity from the larger Re-Engage Series; YoY CTR decline from less engagement from Bonvoy Escapes.
- Overall revenue of \$3.2 M was an increase compared to June and prior year
  - o MoM increase impacted by bookings from the Project MAX announcement and more bookings from Bonvoy Escapes
  - o YoY increase impacted by more bookings this year from the Re-Engage Series and E2L, as well as Project MAX, which did not mail last year.

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Other Comms		129.3 M	49.9%	1.1 M	<b>0.9%</b>	0.28%	6.5 K	\$3.2 M	0.57%
МоМ	All other campaign types	42.4%	+7.6 pts.	21.8%	-0.1 pts.	+0.08 pts.	18.1%	23.9%	-0.02 pts.
YoY		184.6%	+18.6 pts.	116.5%	-0.3 pts.	+0.12 pts.	127.1%	141.4%	+0.03 pts.
Brand	HVMB	37.2 M	14.3%	217.7 K	0.6%	0.30%	295	\$171.8 K	0.14%
Engagement	Re-Engage Series, Hello Again, Boutiques, Moments, Escapes	35.3 M	13.6%	357.1 K	1.0%	0.18%	3.7 K	\$1.6 M	1.03%
Informational	Streamline Enrollment, Project Max	35.1 M	13.6%	293.8 K	0.8%	0.40%	1.2 K	\$628.3 K	0.42%
Travel Inspiration	Traveler	11.4 M	4.4%	113.0 K	1.0%	0.17%	382	\$153.3 K	0.34%
Ritz-Carlton Enews		5.8 M	2.3%	76.6 K	1.3%	0.32%	38	\$54.1 K	0.05%
Lux MAU		2.3 M	0.9%	34.4 K	1.5%	0.17%	468	\$310.8 K	1.36%
E2L		2.1 M	0.8%	32.1 K	1.5%	0.15%	367	\$306.9 K	1.14%
OPTIN		133.7 K	0.1%	6.9 K	5.1%	2.49%	17	\$11.4 K	0.25%
Research	Survey	76.8 K	0.0%	3.1 K	4.1%	0.72%	4	\$1.5 K	0.13%
MBV Jul '23 Total		259.0 M	100.0%	2.1 M	0.8%	0.27%	16.3 K	\$7.2 M	0.77%
MoM		20.77%		-1.06%	-0.2 pts.	+0.03 pts.	8.40%	7.55%	+0.07 pts.
YoY		78.81%		48.02%	-0.2 pts.	+0.12 pts.	43.83%	48.13%	-0.02 pts.



## Campaign Highlights

Decision Engine Pilot

Core MAU

Project Max

U.S./Canada Demand Gen

Uber LTO Solo

Lux MAU



### **Decision Engine: Test Overview**

OBJECTIVES	<ul> <li>Test effectiveness of personalization at the product level</li> <li>Test whether one consolidated email is more effective at customer engagement than multiple product solos</li> </ul>
HYPOTHESIS	Optimizing the email experience through click-based personalized product placement using the ADS Decision Engine will lead to increases in email engagement rates
TIMING	Test launched week of 4/9, running through week of 6/25; data collection through 7/8
KEY KPIs	<ul> <li>Total CTR (Click Through Rate): the percentage of clicks per email sent</li> <li>Clicks: the count of each link click recorded from an individual recipient in each cell while the link is active</li> <li>Opt-outs: each unsubscribe recorded directly through the pilot email messages</li> </ul>

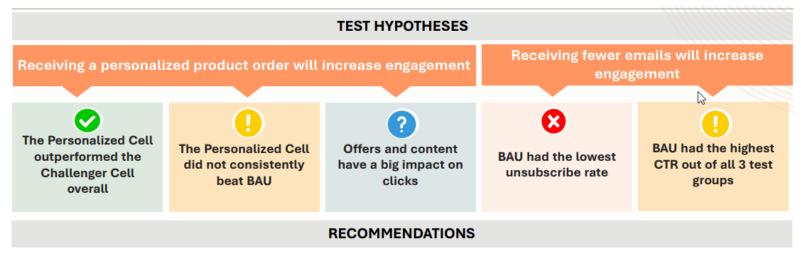


### **Decision Engine: Example Experiences Across Pilot Cells**

		Example Experiences					
Cell	Set-up	Week 1	Week 2	Week 3			
BAU	Receives targeted stand- alone emails based on marketing calendar	1 Stay email	3 emails:  • 1 Cobrand  • 1 Stay  • 1 HVMB	No emails			
Personalized	Receives single, digest- format email with product placement based on propensity scores from ADS Decision Engine	<ul> <li>1 email featuring (in order):</li> <li>Stay</li> <li>Cobrand</li> <li>HVMB</li> <li>Points</li> <li>Boutiques</li> </ul>	HVMB     Stay     Cobrand     Points     Boutiques	HVMB     Stay     Points     Boutiques     Cobrand			
Champion	Receives single, digest- format email with product placement based on propensity scores from ADS Decision Engine	1 email featuring (in order):  • Stay • HVMB • Boutiques • Points • Cobrand	Stay     HVMB     Boutiques     Points     Cobrand	Stay     HVMB     Boutiques     Points     Cobrand			



### **Decision Engine: Summary and Recommendations**



#### Continue to expand and optimize Model

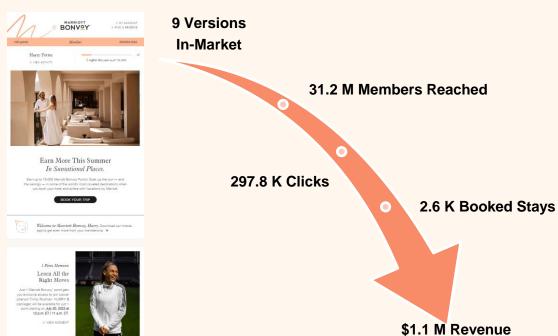
- Update to conversions Update model to optimize for conversions over engagement
- Account for other key email factors Consider additional optimizations to the model to account for factors like frequency, offer, copy, creative, etc.

#### **Overall Test Design**

- Introduce multivariate testing considering adding cells to isolate other key email factors (e.g., frequency, STO, etc.) to test impact to test success
  - Increase frequency Remove 1 a week limit for test cells to allow for varied cadence
  - Template testing Consider testing new digest formats or testing a blended approach that incorporates both digest & solo emails to add diversity and novelty

### Core MAU Snapshot: July 2023

The member newsletter launched on 7/20 & 7/22, and there were...



#### **Supported Initiatives:**

Vacations by Marriott | EMEA MEO | Moments 1 Point Drop | Discover Local | Stay Longer | Cobrand Earn on Dining | Annual Choice Benefit | Personal Ambassadors | Maritz | United MileagePlus

Generated

#### **Content Curation**





#### **Language Versions**

English, British English, Spanish, German, French, Italian, Portuguese, Japanese & Chinese

### Core MAU: July 2023

ENG/BEN (7/20) + In-Lang. (7/22)

#### **Vacations by Marriott**

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 15k Points This Summer!
- PH: More points. More miles. More ways to earn inside...

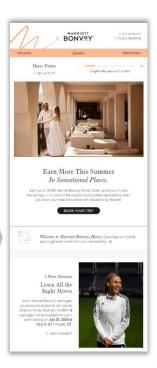
#### **EMEA MEO**

- SL: Jessica's Marriott Bonvoy Account Update: Earn Up To 10k Points This Summer!
- PH: More points. More miles. More inside...

#### **Generic Summer/Winter**

- SL: Jessica's Marriott Bonvoy Account Update: Exquisite Hotels You Need to See to Believe
- PH: Also: More points. More miles. More inside...









**ENG** version



### **Core MAU Performance Summary: July 2023**

All versions: ENG/BEN (7/20) + In-Lang. (7/22)

- Delivered volume increased significantly in July by 2.8%, impacted by the continued increase in our number of emailable members into Q3
- MoM increase in CTR of 0.1 pts. with it being second highest YTD following May in which Points Promo was featured
- Although financials saw a decrease MoM with June traditionally having higher totals, July had stronger performance in comparison to both YoY and the 12month average
  - Bookings increased 25% and Revenue 13% in comparison to July of 2022

	Jul-23	MoM	YoY	vs. Avg.	
Delivered	31.2 M	+2.8%	+16.2%	+10.8%	
Denvereu	31.2 1	(+851.8 K)	(+4.4 M)	(+3.0 M)	
Clicks	297.8 K	+15.4%	+23.5%	+12.6%	
Chens	237.0 K	(+39.8 K)	(+56.7 K)	(+33.3 K)	
CTR	1.0%	+0.1 pts.	+0.1 pts.	+0.0 pts.	
	11070	· • · · · p · · • ·	1011 pto1		
Unsub Rate	0.20%	+0.00 pts.	+0.07 pts.	+0.06 pts.	
Bookings	2.6 K	-23.3%	+25.0%	+7.9%	
Room nights	5.7 K	-20.1%	+14.2%	+6.7%	
Roomingus	3.7 K	~ZU.1 /0	T14.2 /0	TO.1 /0	
Revenue	\$1.1 M	-23.0%	+13.0%	+9.4%	

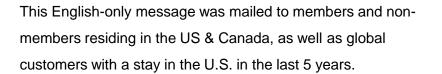
<sup>\*</sup>Core MAU rolling 12-month avg. includes Jul '22 – June '23

Revenue and Room Nights KPIs have been impacted by current reporting issues.

Ongoing data delays and attribution issues with Omniture reporting; financials potentially impacted

### **Project Max: Campaign Overview**

This email message unveiled the new brand – MGM Collection with Marriott Bonvoy – which will launch this Fall. Additionally, joining The Luxury Collection and Autograph Collection are familiar and iconic destinations such as Bellagio, ARIA (and more).



Metrics	Project Max 7/17/23	Members	Non-Members	
Delivered	34.0 M	20.8 M	13.2 M	
Clicks	218.0 K	166.9 K	51.1 K	
CTR	0.6%	0.8%	0.4%	
Unsub %	0.39%	0.20%	0.69%	
Bookings	1,013	861	152	
Revenue	\$496.3 K	\$428.8 K	\$67.5 K	
Conv %	0.46%	0.52%	0.30%	



**Subject Line:** 

This. Is. Epic.

Pre-Header:

A match made in Vegas.







19

Pictured: Member Version

### **Project Max: Engagement Summary**

#### by Luxury Segment and Member Level

- L3 and L2B saw the highest CTRs at 3.7% and 2.8%, respectively; L3 and L2B also had the highest conversion rates at 0.69% and 0.71% compared to all luxury segments.
- Upper elites saw higher overall engagement compared to all member levels CTRs for upper elites ranged from 3.7% to 5.9%
   compared to 0.4% to 1.8% for all other members; upper elites also saw the strongest conversion rates compared to other members.
- Unsub rates were lowest and below benchmark of 0.20% for L1 and L2A luxury segments and for Basic and Silver member levels; non-members saw the highest overall unsub rate at 0.69%.

Metrics	L1	L2A	L2B	L3	EVERYONE ELSE	Total
Delivered	258.8 K	158.6 K	1.0 M	284.9 K	32.3 M	34.0 M
Clicks	1.1 K	1.3 K	28.0 K	10.5 K	177.1 K	218.0 K
CTR	0.4%	0.8%	2.8%	3.7%	0.5%	0.6%
Unsub %	0.15%	0.13%	0.27%	0.32%	0.39%	0.39%
Bookings	5	7	198	73	730	1,013
Revenue	\$4.7 K	\$6.4 K	\$129.3 K	\$39.8 K	\$316.1 K	\$496.3 K
Conv %	0.48%	0.52%	0.71%	0.69%	0.41%	0.46%

Metrics	Non-Member	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	Total
Delivered	13.2 M	16.4 M	1.6 M	1.8 M	592.4 K	402.1 K	43.2 K	34.0 M
Clicks	51.1 K	70.1 K	20.2 K	31.6 K	22.1 K	20.2 K	2.6 K	218.0 K
CTR	0.4%	0.4%	1.2%	1.8%	3.7%	5.0%	5.9%	0.6%
Unsub %	0.69%	0.19%	0.14%	0.20%	0.32%	0.48%	0.63%	0.39%
Bookings	152	310	93	159	126	148	25	1,013
Revenue	\$67.5 K	\$118.3 K	\$40.8 K	\$112.0 K	\$55.8 K	\$80.5 K	\$21.5 K	\$496.3 K
Conv %	0.30%	0.44%	0.46%	0.50%	0.57%	0.73%	0.97%	0.46%



### **Project Max: Heat Maps**

#### by Luxury Segment and Member Level

% of clicks	Luxury Segments - Members							
Module	L1	L2A	L2B	L3	EVERYONE ELSE	TOTAL		
HEADER	22.0%	13.5%	5.5%	4.8%	12.0%	10.7%		
HERO	6.8%	8.2%	7.1%	6.5%	8.7%	8.3%		
MODULE 2 - A New Way to Play	24.6%	32.8%	39.4%	41.1%	29.8%	31.9%		
MODULE 3 - Meet the MGM Collection	18.0%	23.4%	31.3%	31.2%	19.8%	22.2%		
MODULE 4 - Familiar Icons on a New Stage	6.4%	8.2%	7.4%	7.6%	5.9%	6.2%		
CTA Banner - Let's Go to Vegas!	8.0%	6.7%	7.1%	6.8%	8.7%	8.3%		
F00 TER	14.1%	7.1%	2.3%	2.1%	15.1%	12.3%		
Unsubscribe	10.1%	3.9%	0.6%	0.4%	11.6%	9.2%		
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Total Clicks	1,134	1,545	31,115	11,795	161,561	207,150		

% of clicks	Non-	Member Level M						
Module	Member	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.	TOTAL
HEADER	20.7%	16.0%	8.9%	6.9%	3.9%	3.8%	2.9%	10.7%
HERO	6.7%	9.3%	8.7%	8.0%	6.8%	6.2%	6.6%	8.3%
MODULE 2 - A New Way to Play	12.4%	23.6%	35.7%	38.4%	42.0%	42.1%	39.5%	31.9%
MODULE 3 - Meet the MGM Collection	7.2%	15.3%	25.0%	26.5%	30.7%	31.9%	33.8%	22.2%
MODULE 4 - Familiar Icons on a New Stage	2.6%	5.4%	6.4%	6.7%	7.1%	7.5%	8.2%	6.2%
CTA Banner - Let's Go to Vegas!	3.9%	8.7%	9.4%	8.2%	7.4%	6.7%	6.9%	8.3%
FOOTER	46.5%	21.7%	5.8%	5.3%	2.1%	1.9%	2.1%	12.3%
Unsubscribe	42.5%	17.6%	2.9%	2.7%	0.5%	0.2%	0.1%	9.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	127.750	98.275	23.012	35.936	24.516	22.520	2.890	207.150

#### Top-Clicked Module





Second most popular module

- The module right below the Hero A New Way to Play – drove the most overall click activity for luxury segments and members at 31.9% of total clicks.
  - We will continue to monitor engagement patterns in future MGM announcement emails

### **US/CAN Demand Gen: July Engagement Summary**

- We saw a +0.23 pts. lift in conversion rate compared to the Bonvoy average, which indicates those who were engaged with the email were booking at a higher rate than we have seen on average.
- Compared to July 2022, overall engagement and financials saw declines.
  - Unsub rate of 0.15% was flat compared to prior year
- Members drove a 0.5% overall CTR compared to non-members at 0.4%. As we would expect, members also saw a lower overall unsub rate at 0.12% compared to 0.26% from non-members.

Metrics	Demand Gen 7/21/23	vs. Demand Gen Jul 22	vs. Bonvoy Avg.	Members	Non-Members
Delivered	11.4 M	-2.1%		8.9 M	2.5 M
Clicks	57.2 K	-48.9%		48.1 K	9.0 K
CTR	0.5%	-0.5 pts.	-0.4 pts.	0.5%	0.4%
Unsub%	0.15%	-0.00 pts.	-0.03 pts.	0.12%	0.26%
Bookings	562	-49.9%		525	37
Revenue	\$271.0 K	-46.7%		\$254.5 K	\$16.6 K
Conv%	0.98%	-0.02 pts.	+0.23 pts.	1.09%	0.41%

#### Member Version





### **US/CAN Demand Gen: July Heat Map by Member Level**

- All member levels, except Platinum, saw most click activity from the Hero.
  - o Platinum members were more engaged overall with the Offers module
- The Save 20% and \$100 Resort Credit offers were the most popular offers for all members upper elites
  engaged more with the Resort Credit offer; Basic and Silver showed more interest in Save 20%, while Gold
  members saw similar interest in both offers.
- A Suite Spot was also a top click catcher for all members, especially upper elites.
- The Header drove most bookings for Basic, Silver and Gold; the Offers module drove most bookings for Platinum and Titanium, and the Header and Hero drove all bookings for Ambassador.

Module / % of Clicks	Non- Member	Basic	Silver	Gold	Plat.	Titan.	Ambass.	Total
Header	29.5%	26.1%	18.2%	15.3%	11.0%	13.1%	22.0%	23.6%
Hero	27.1%	32.6%	39.6%	40.5%	40.6%	42.0%	37.3%	33.8%
Offers - Summer Travel Menu	15.0%	24.7%	34.2%	35.3%	41.0%	37.6%	31.4%	26.1%
Resorts Reimagined - \$100 Credit	3.7%	5.8%	8.4%	9.4%	11.9%	11.2%	6.8%	6.5%
An Epic Weekend - Save 15%	3.8%							3.8%
An Epic Weekend - Save 20%		7.5%	10.2%	9.4%	10.3%	7.9%	7.6%	8.3%
Endless Vacation Vibes - Save on 5 Nights or More	1.6%	2.3%	2.9%	3.2%	3.7%	3.4%	0.0%	2.4%
A Suite Spot - Elevate Your Experience	1.5%	2.9%	5.6%	6.0%	6.4%	6.7%	6.8%	3.6%
A Chic Urban Retreat - Save up to 10%	1.4%	2.2%	2.4%	2.3%	2.9%	2.2%	3.4%	2.1%
Linger All Summer Long - Extend for Less	1.2%	1.5%	1.5%	2.1%	2.0%	2.1%	4.2%	1.5%
Suite Resort Retreats - Unwind in Style	1.8%	2.5%	3.2%	3.0%	3.9%	4.1%	2.5%	2.6%
US Cardholders Banner	-	0.0%	1.2%	1.4%	2.2%	2.9%	3.4%	0.5%
Unlock the Wonders of Japan	1.3%	1.6%	1.6%	2.1%	2.2%	1.6%	1.7%	1.6%
Mobile App	0.7%	1.0%	1.1%	1.4%	1.4%	1.3%	0.8%	1.0%
Footer	26.4%	14.1%	4.2%	4.1%	1.5%	1.4%	3.4%	13.4%
Unsubscribe	24.2%	11.9%	2.9%	2.7%	0.8%	0.5%	0.8%	8.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	16,922	39,266	8,650	10,166	3,521	2,151	118	80,794





#### \$100 Resort Credit offer



Save 20% offer

### **Uber LTO July Engagement Summary**

#### **Campaign Overview:**

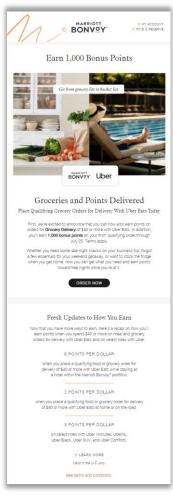
This solo was delivered to U.S. members who have linked their Uber account. The campaign had two goals -- 1) to communicate program updates and 2) to offer members the opportunity to receive 1,000 bonus MBV points when they place a qualifying order for grocery delivery for the first time. Members had through July 25 to take advantage of this offer.

- Overall, the solo drove a 0.5% CTR.
- Ambassador saw the highest CTR at 0.9%, while Gold members drove the most clicks at 1.3 K.
- Unsub rates for all member levels were low and below the Bonvoy average of 0.18%.

Mail date: 7/10/23

Metrics	Basic	Silver	Gold	Platinum	Titan.	Ambass.	Total	VS. Bonvoy Avg.
Delivered	288.4 K	131.2 K	235.9 K	121.8 K	96.5 K	14.3 K	888.1 K	
Clicks	1.0 K	628	1.3 K	753	628	130	4.5K	
CTR	0.4%	0.5%	0.6%	0.6%	0.7%	0.9%	0.5%	-0.4 pts.
Unsub%	0.09%	0.06%	0.07%	0.05%	0.07%	0.06%	0.07%	-0.11 pts.

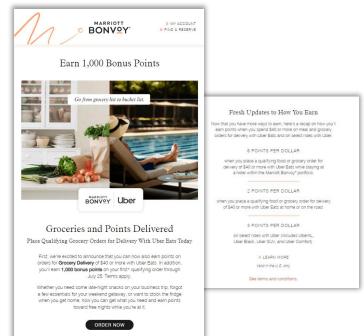
Avg. is the rolling 12-mo Bonvoy average (Jul '22 - Jun '23)



### **Uber LTO July Heat Map**

- The Hero drove most click activity for all levels except Titanium and Ambassador, who had more engagement with the Header.
- Consider testing Hero CTA copy to provide an option that leans into the points messaging – something like "Earn Points Now" or "Earn Bonus Points".
- In the secondary content module, consider hyperlinking each of the three
  points options with Uber to help drive more overall engagement from those
  who are interested in earning through Uber Eats or Uber Rides.

July 2023 Uber LTO	All Levels (	Combined	% of Clicks by Member Level					
Module	% of Clicks	Clicks	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Header	36.5%	2,208	38.1%	38.0%	30.4%	33.1%	45.1%	49.8%
Hero	46.4%	2,807	38.1%	45.4%	53.1%	53.6%	42.2%	36.8%
Fresh Updates to How You Earn	9.3%	563	9.5%	8.8%	10.0%	8.8%	8.8%	9.0%
Featured Property	0.5%	33	0.5%	0.8%	0.6%	0.1%	0.8%	0.5%
Footer	7.2%	433	13.8%	6.9%	5.9%	4.4%	3.0%	4.0%
Unsubscribe	4.3%	258	11.0%	2.6%	3.5%	1.1%	0.8%	0.5%
Total	100.0%	6,044	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
· · · · · · · · · · · · · · · · · · ·	To	tal Clicks	1.424	837	1.705	984	893	201



SL: A New Way To Earn: Grocery Delivery With Uber Eats

**PH:** Order and start with 1,000 bonus points.

#### Lux MAU Creative: July 13th, 2023

#### **Member Subject Line:**

Kaitlin's [Your] Account Update

#### Pre-Header (PCIQ):

- PH 1 (Intrigue): The perfect destinations to spend summer outdoors
- PH 2 (Authority): Your guide to unforgettable outdoor escapes
- PH 3 (Direct): Experience the great outdoors, explore our latest openings, and more

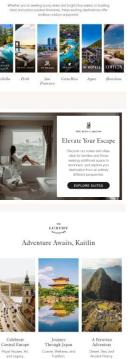
#### Non-Member:

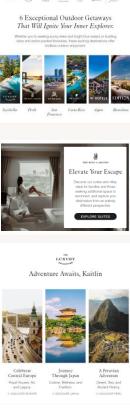
- SL: Kaitlin's [Your] Guide to Unforgettable **Outdoor Escapes**
- PH: Plus, exciting new hotel openings, travel inspiration, and more.



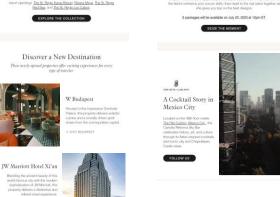












When in Rome

- 1-Point Moment Drop -

Pamper and Play With a Pro Soccer Star



# Lux MAU Performance Summary: July 2023

- Delivered volume remained stable in July at 2.3 M with a slight decrease of 1.1% MoM
- Engagement declined in comparison to June with a CTR of 1.4%; comparable to Ritz performance within 0.2 pts.
- 0.16% unsub rate was higher than average, which was an outlier from normal engagement trends. Other campaigns, including Ritz, seeing a similar trend in July
- Focus on finding new ways to gain incremental clicks including Hotel Spotlight focused Solos and net new modules that can drive interest

	Jul-23	MoM	YoY	vs. Avg.
Delivered	2.3 M	-1.1%	+24.9%	+2.9%
Denvered	2.5 IVI	(-26.3 K)	(+451.0 K)	(+64.5 K)
Clicks	32.3 K	-26.6%	-12.0%	-20.8%
CHCKS	32.3 K	(-11.7 K)	(-4.4 K)	(-8.5 K)
CTR	1.4%	-0.5 pts.	-0.6 pts.	-0.4 pts.
Unsub Rate	0.16%	-0.02 pts.	+0.10 pts.	+0.08 pts.

<sup>\*</sup>Lux MAU rolling 12-month avg. includes Jul '22 – Jun '23

Ritz July (for reference):

CTR: 1.2%

Unsub Rate: 0.27%



### **ACTIONABLE INSIGHTS**





### **Actionable Insights**

- Continue to research the recent increase in unsubscribe rates to address the cause.
- Continue working with data teams and CX on the Adobe tracking issues that are impacting financials attributed to email.
- For Uber LTO and similar offers:
  - Consider testing Hero CTA copy to provide an option that leans into points messaging something like "Earn Points Now" or "Earn Bonus Points".
  - o In the secondary content module, consider hyperlinking each of the three points options with Uber to help drive more overall engagement from those who are interested in earning through Uber Eats or Uber Rides.

#### For Core MAU:

- Ongoing monitoring of shifts in delivered volume to assess impact on overall engagement trends
- Continue tracking performance of Milestone messaging and Member Module to establish preliminary benchmarks
   (3-6 months)
- Monthly evaluation of engagement differences across each region; consider placement testing of tertiary modules
   based on ongoing regional engagement patterns

#### For Lux MAU:

Focus on finding new ways to gain incremental clicks including Hotel Spotlight focused Solos and net new modules that can drive interest

### Thank You!



### **Core MAU Engagement Trends: July 2023**

- July had the 2<sup>nd</sup> strongest performance YTD following May which featured Points Promo
- Delivered volume continues to increase MoM beginning in January with 31.2 M emailable members; continue to monitor to assess impact on overall engagement trends

#### **YTD Averages**

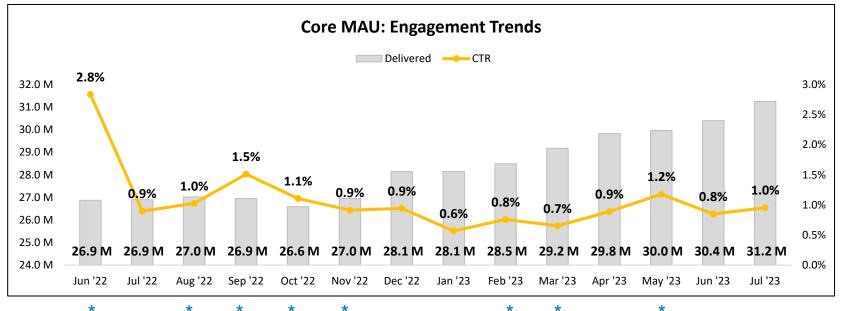
Jan '23 - July '23

Avg. Monthly Deliveries: 29.6 M

Avg. Monthly Unique Clicks: 248.6 K

CTR: 0.8%

Unsub Rate: 0.16%



### **Core MAU Regional Heat Map Insights: July 2023**

- US and Canada had stronger engagement with the Account box and offers section in comparison to other regions; approximately 30% of total clicks for Account box and 10% for offers section
- MEA engaged the most out of any region with the Hero (15% or more of clicks), with EMEA MEO hero driving most revenue overall in hero section for campaign in total
- Europe, MEA and APAC saw higher engagement with the Member Benefits section
  - · Miles to Points was the most clicked Member Benefit in Europe and MEA, followed by Maritz Global Offer
  - APAC engagement driven from Fairfield Michinoeki Hotels, Maritz Global Offer and GWP Tin Candle Shop EDITION
- Brand Education module generated more clicks than the Member Benefits section in all regions with CALA, EMEA and APAC more engaged than U.S./Canada
  - 6-8% of clicks for brand education that featured: All Luxury, Sophisticated Spaces, Just the Essentials
  - 3-4% of clicks for the All-Inclusive/HVMB feature
  - For reference, June's standard leisure module generated around 2-3% of clicks for all regions outside of CALA and Europe which were closer to 4%
- Traveler showed significant level of interest for CALA with 7% of clicks

#### Lux MAU Heat Map by Region: July 2023

- U.S. showed strongest engagement in Hero section among all regions
  - Costa Rica had the highest percent of clicks in the Hero among all regions besides EMEA, APAC and CALA
  - EMEA engaged most with Seychelles whereas CALA had slightly higher engagement with Barcelona than Costa Rica
- Journey Through Japan had the most engagement overall for the TLC module for most regions; EMEA engaged at a higher rate with Celebrate Central Europe; CALA with A Peruvian Adventure
- MEA and APAC continued to engage at a higher rate with secondary modules, including Vilebrequin's Signature Style, Culinary, 1 Point drop and Instagram
- Continue to focus on regional performance assessment and personalization efforts to optimize and drive incremental engagement

Module	% of Clicks	US	Canada	CALA	Europe	MEA	APAC
Header	11.20%	11.00%	14.10%	11.93%	12.07%	11.40%	10.88%
Hero	33.21%	36.50%	29.14%	28.16%	33.09%	26.59%	22.45%
Seychelles	7.23%	7.51%	6.61%	5.73%	8.85%	7.83%	5.29%
Perth	2.80%	2.51%	1.99%	1.43%	3.09%	2.81%	4.39%
San Francisco	3.92%	4.06%	2.93%	4.30%	4.10%	3.76%	3.53%
Costa Rica	10.06%	12.63%	8.72%	6.92%	7.24%	3.82%	2.61%
Aspen	3.41%	3.84%	1.46%	2.63%	2.72%	3.32%	2.30%
Barcelona	5.78%	5.95%	7.43%	7.16%	7.10%	5.05%	4.34%
Member Module	34.98%	35.60%	41.31%	36.75%	32.40%	23.18%	37.11%
Suites - Max ADR	0.05%	0.03%			0.18%	0.13%	0.03%
The Luxury Collection	7.11%	6.58%	7.26%	8.35%	8.11%	7.14%	9.11%
Celebrate Central Europe	2.29%	2.16%	2.81%	3.10%	2.90%	2.53%	2.40%
Journey Through Japan	2.78%	2.45%	2.87%	1.67%	2.76%	2.37%	4.66%
A Peruvian Adventure	2.03%	1.97%	1.58%	3.58%	2.44%	2.24%	2.06%
St. Regis x Vogue	1.74%	1.32%	1.17%	2.39%	1.57%	3.95%	2.75%
Vilebrequin's Signature Style	2.77%	2.13%	1.17%	2.39%	2.76%	6.85%	4.18%
New Hotels	2.43%	1.83%	2.28%	3.34%	3.27%	4.80%	3.72%
Culinary	0.69%	0.69%	0.70%	0.48%	0.51%	0.98%	0.65%
1-Point-Moment Drop	0.93%	0.84%	0.59%	0.24%	1.01%	1.52%	1.18%
Cobrand	0.42%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%
Instagram	0.93%	0.68%	0.76%	1.19%	0.92%	2.62%	1.31%
Footer	3.55%	2.18%	1.52%	4.77%	4.10%	10.86%	6.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

