



Marriott Bonvoy

July 2024 Email Performance Review

August 29, 2024

MARRIOTT
BONVOY



THE DALMAR, FORT LAUDERDALE,
A TRIBUTE PORTFOLIO HOTEL, FLORIDA, USA



Agenda

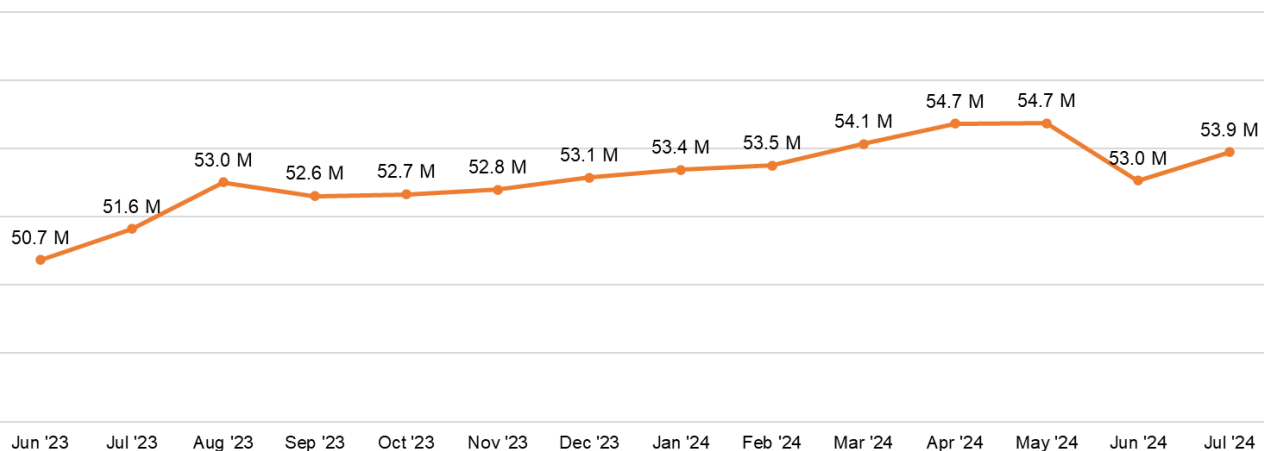
- Emailable Audience Summary
- Channel Dashboard & Engagement Trends
- Campaign Highlights
- Testing & Optimization Insights
- Actionable Insights

EMAILABLE AUDIENCE SUMMARY

Similar YoY trend with an increase in total emailable customers June to July

- Total net increase MoM of +1.6% (+836.2 K); metrics have recovered since the deletion of bad OTA records last month
 - Members increased by +2.1% (832.6 K)
 - Non-Members increased by +0.03% (+3.6 K)

Email Eligible Audience Trends Jun '23 - Jul '24



Email Eligible (total)	53.9 M
MoM	+1.58% +836.2 K
Members	40.4 M
MoM	+2.10% +832.6 K
Non-Members	13.5 M
MoM	+0.03% +3.6 K

Report Date = Aug 1, 2024

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

Most regions saw a MoM increase in members and non-members

- Compared to June, North America, EMEA and CALA saw increases in members and non-members; APEC had an increase in members only and Greater China saw decreases in both.
- Compared to all regions, CALA saw the highest MoM increases at +3.2% for members and +1.6% for non-members.

July 2024 Emailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	36.4 M 67.6%	6.9 M 12.8%	4.4 M 8.2%	3.7 M 6.9%	2.4 M 4.5%	*53.9 M +1.6%
Members MoM	23.9 M +2.9%	6.5 M +1.7%	4.3 M +2.2%	3.6 M -2.6%	2.1 M +3.2%	40.4 M +2.1%
Non-Members MoM	12.5 M +0.1%	363.6 K -2.4%	124.1 K +0.2%	62.8 K -0.3%	355.9 K +1.6%	13.5 M +0.0%

Report Date: Aug 1, 2024

*Not shown: 71.5 K email eligible customers who did not have an identified region in the reporting.

CHANNEL DASHBOARD & ENGAGEMENT TRENDS

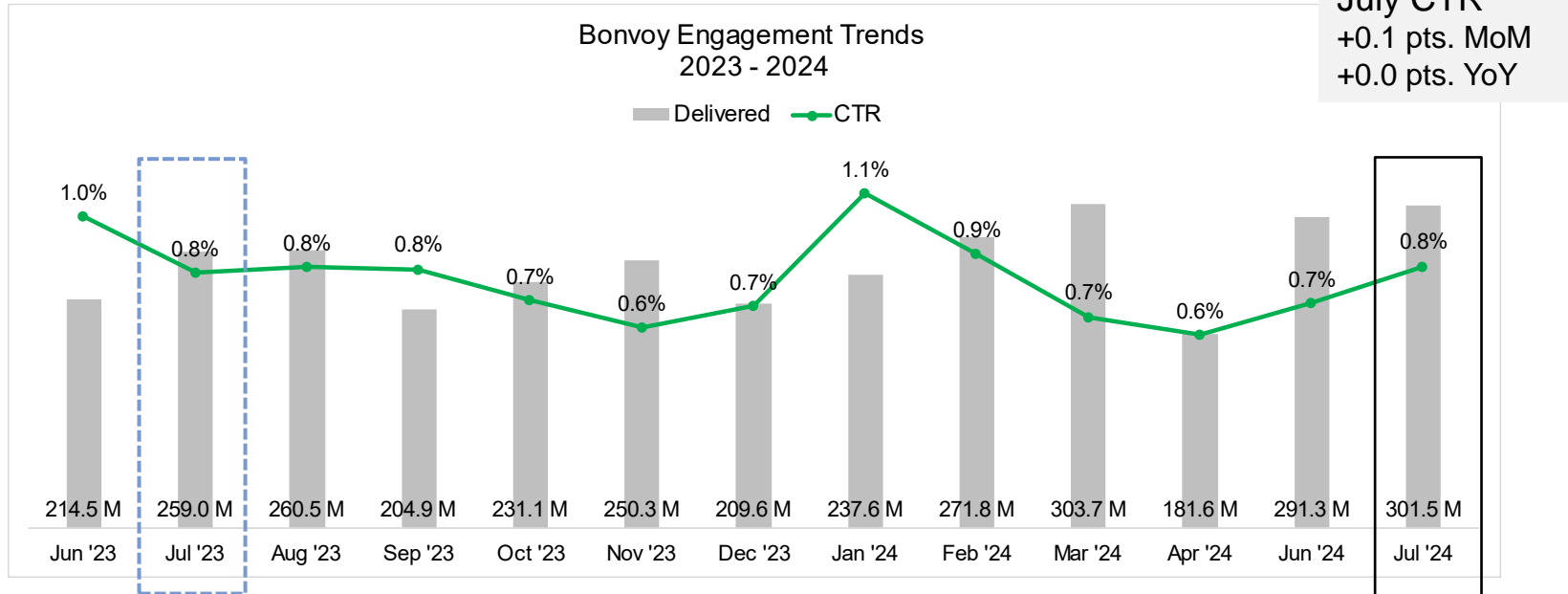
July 2024 Bonvoy Email Performance Dashboard

<div><div>53.9 M</div><div>Total E-mailable</div><div>75.0% Members</div><div>25.0% Non-Members</div></div> <div><div>1.7 M</div><div>New E-mailable</div><div>68.4% Members</div><div>31.6% Non-Members</div></div>		<div>Top Performance Drivers by Campaign Type</div> <div>(% of Delivered)</div> <div><div><div>• Core MAU (11.2%)</div><div>• Promotions (6.7%)</div><div>• Partner (1.6%)</div></div><div><div>• Global-Local (7.1%)</div><div>• Lifecycle (2.0%)</div><div>• Cobrand ECM (1.4%)</div></div></div>		<div><div>\$6.2 M</div><div>Revenue</div><div>-14.9% YoY</div></div>	<div><div>14.6 K</div><div>Bookings</div><div>-10.6% YoY</div></div>
<div>92%</div> <div>*Available July Delivery and Click Data</div>		<div>% of Deliveries by Member Level</div> <div>with CTR, Unsub Rate</div> <div><div>Level CTR Unsub</div><div><div>Basic 0.6%, 0.17%</div><div>Elites 1.8%, 0.06%</div><div>Non-Mbers 0.6%, 0.39%</div></div></div> <div><div>% of Deliveries by Region</div><div>with CTR, Unsub Rate</div><div><div>Region CTR Unsub</div><div><div>US 0.9%, 0.18%</div><div>APAC 0.9%, 0.14%</div><div>EMEA 0.9%, 0.26%</div><div>CANADA 1.5%, 0.20%</div><div>CALA 0.8%, 0.19%</div></div></div></div>		<div>Booking Contribution</div> <div>(by Campaign Type)</div> <div><div></div></div> <div><div>ENGAGEMENT</div><div>LIFECYCLE</div><div>MAU</div><div>GLOBAL-LOCAL</div><div>COBRAND ECM</div><div>COBRAND ACQ</div><div>PROMOTIONS</div><div>METT</div><div>PARTNER</div><div>TRAVEL INSPIRATION</div><div>LUX MAU</div><div>BRAND</div><div>E2L</div><div>INFORMATIONAL</div><div>RC ENEWS</div><div>OPTIN</div><div>RESEARCH</div></div> <div><div>3,543</div><div>2,057</div><div>1,770</div><div>1,766</div><div>1,160</div><div>1,060</div><div>994</div><div>762</div><div>403</div><div>374</div><div>238</div><div>216</div><div>159</div><div>33</div><div>21</div><div>8</div><div>2</div></div>	
<div>301.5 M</div> <div>Delivered</div> <div>+16.4% YoY</div>					
<div>0.8%</div> <div>CTR</div> <div>+0.0 pts. YoY</div>	<div>0.18%</div> <div>Unsub Rate</div> <div>-0.10 pts. YoY</div>				
<div>Dashboard Notes:</div> <div><div>• * Source: Data Quality Tracker</div><div>• Top Performance Drivers selected based on delivery volume and engagement</div></div>					

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CTR of 0.8% was steady compared to last year; MoM increase

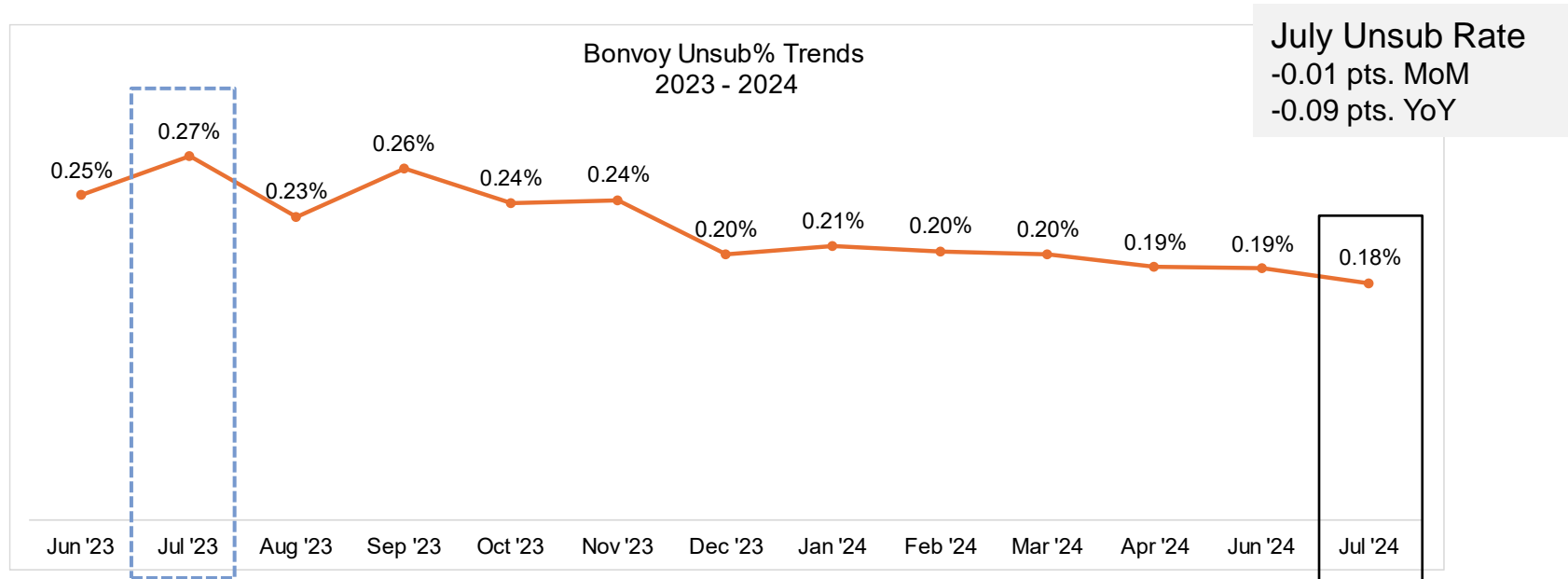
- Compared to last year, July saw a +16.4% increase in deliveries (Campaignlette 32.6 M not in market July 2023) and a steady CTR; slight increase in deliveries compared to June with a +0.1 pt. CTR lift
- Overall top click drivers this month included Core MAU, Points Purchase Reminder, Demand Gen, Lifecycle First 100 Days and Cobrand ECM.



Excludes May '24 due to <75% of data threshold.

Continuing to see a steady positive decline in unsub rate

- Unsub rate of 0.18% was a positive decline compared to last year and last month; our healthiest rate in the past year



Excludes May '24 due to <75% of data threshold.

CAMPAIGN HIGHLIGHTS

Core MAU

Campaignette

Luxury Overview:

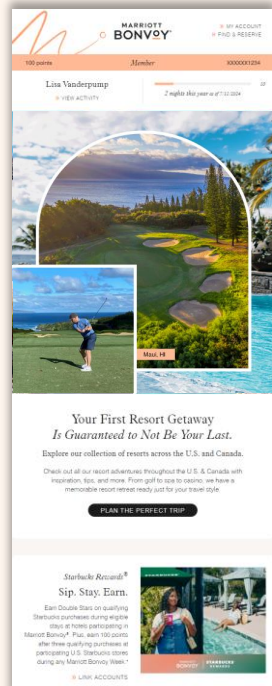
Lux MAU

Escape to Luxury

The Ritz-Carlton Yacht Collection

Core MAU Snapshot: July 2024

The member newsletter launched on 7/11-13 & 7/18-20, and there were...



**9 Versions
In-Market**

33.7 M Members Reached

276.4 K Clicks

1.8 K Booked Stays

**\$762.7 K Revenue
Generated**

Supported Initiatives:

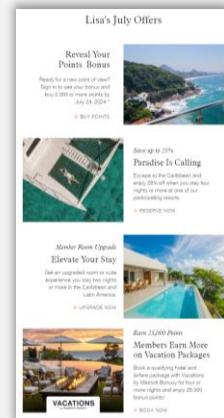
Q2 2024 Points Purchase Mystery Offer | Starbucks | MEA MEO | Cobrand Card Days | Marriott Bonvoy Escapes | Vacations by Marriott | MGM Collection | Homes & Villas | Moments | RAPPI

Content Curation

Stakeholders
Submitted Content **20**

Modules
Developed **31**

Dynamically
Targeted Modules **65%**



Language Versions

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

Core MAU: July 2024

Theme: Road Trips

ENG/BEN (7/11-13) + In-Lang. (7/18-20)

New Resorts Landing Page Hero

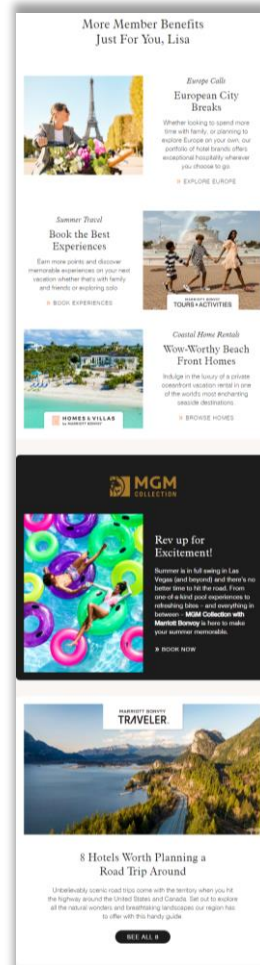
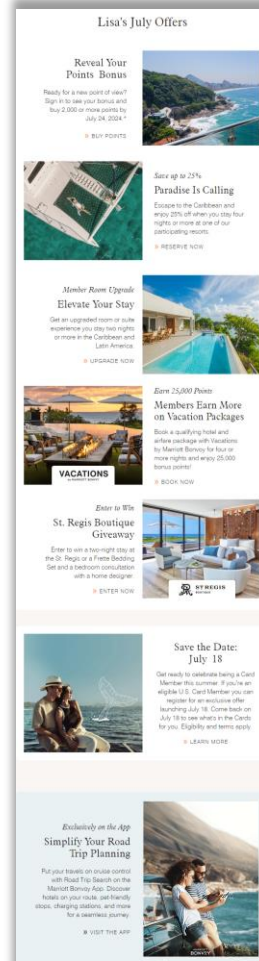
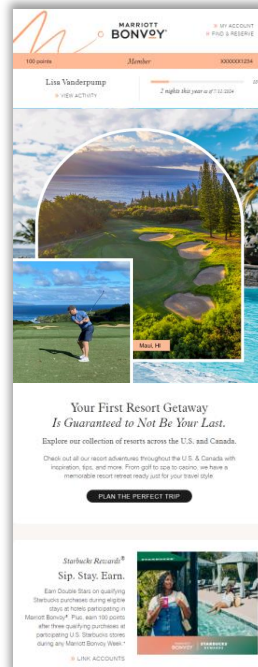
SL 1: Jessica's [Your] Account Update: Save on Resort Stays

PH: Plus: Road trip deals, July member-only offers, and more.

Generic Road Trips Hero

SL 1: Jessica's [Your] Account Update: Road Trip Hotel Deals Inside...

PH: Plus: How to earn more on the road, July member-only offers, and more.



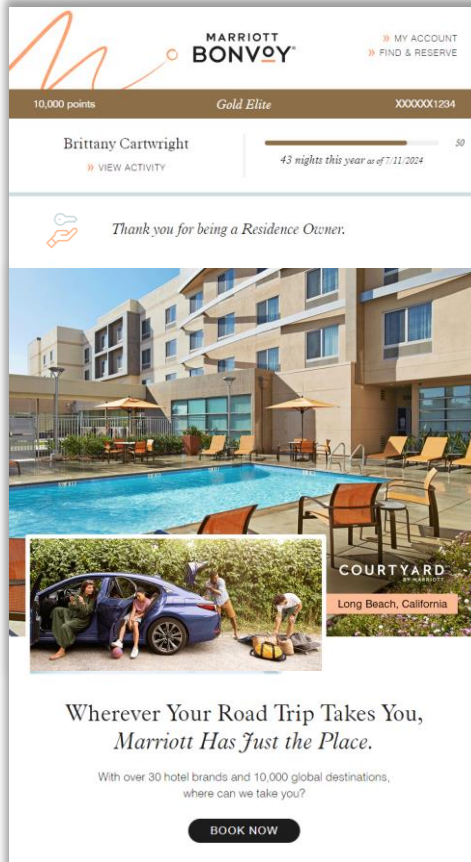
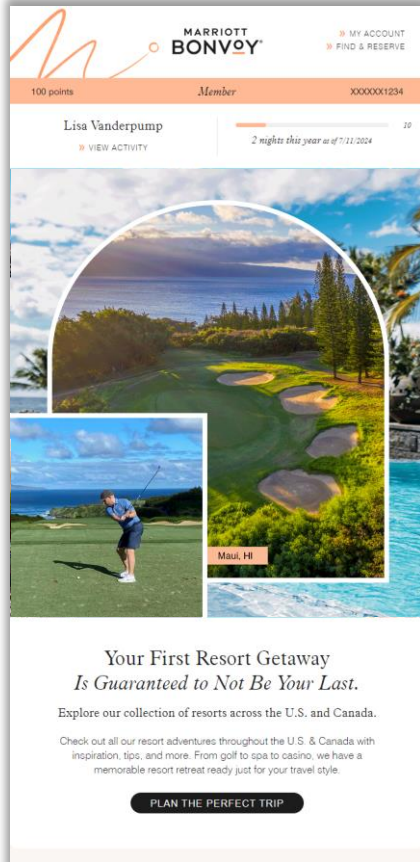
Core MAU Performance Metrics: July 2024

- 33.7 M members received Core MAU for the month of July which has increased by nearly 1.8 M since January with more members continuing to receive MAU each month
- Click engagement remained close to all comparable averages with primary messaging focused on Road Trips theme and no Global promotion in the Hero placement for the month
- Booking activity also on par with June bringing in the 2nd highest activity YTD at 1.8 K bookings
- Unsub rate continues to remain below the 12-month average at 0.14% which is also comparable to what was seen in June indicating strong audience health

	Jul-24	MoM	YoY	vs. Avg.
Delivered	33.7 M	+1.3% (+417.2 K)	+8.0% (+2.5 M)	+9.2% (+2.8 M)
Clicks	276.4 K	-21.0% (-73.6 K)	-7.2% (-21.4 K)	-10.7% (-33.2 K)
CTR	0.8%	-0.2 pts.	-0.1 pts.	-0.2 pts.
Unsub Rate	0.14%	+0.01 pts.	-0.06 pts.	-0.03 pts.
Bookings	1.8 K	-0.7%	-32.3%	-15.9%
Room nights	3.9 K	-5.3%	-32.1%	-15.4%
Revenue	\$762.7 K	-4.7%	-32.0%	-17.1%

*Rolling 12-month avg. includes Apr '23 – Oct '23 + Jan-Apr '24 + Jun '24

Core MAU Heat Map Summary: July 2024



- The Account Box drove 16% of clicks and 33% of bookings overall
 - US, Canada and CALA were most engaged with the Account Box driving 20% of clicks
- Two Hero options in market in July; one dedicated to driving to the new Resorts landing page, and the other a Generic version themed around Road Trips
 - 30% of the ENG audience in US and Canada received the Resorts Hero (5.7 M); CTR of 0.22%
 - The Generic Hero was sent to 28.0 M members and drove 39% of bookings and had a CTR of 0.32%
- New Milestone for Residences introduced in July to thank them for being an owner sent to less than 100 members

Core MAU Heat Map Summary (Secondary Content): July 2024

- The Offers section received 10% of clicks overall with US, Canada and CALA showing the most interest in this section
 - US was the most engaged region driving 12% of clicks showing consistent engagement across all offers – top offer was the St. Regis Boutiques Giveaway (3.0% of clicks)
 - Canada and CALA each drove 10% of clicks for offers with 3-4% of clicks attributed to the Q2 Points Purchase Promotion mystery offer in both regions – this offer received similar engagement in APAC at 4%
- AMEX Cobrand Card Days Teaser message targeted to U.S. English AMEX cardholders – sent to 114.4 K with a very strong CTR of 0.39%
- Engaging Member Benefits generated 12% of total clicks, which is the most this section has received YTD – over 20% of clicks in Europe/APAC, enticing regional content drove interest
- MGM Collection was sent to those with an English language preference; CTR of 0.05%
- Road trip planner app module also featured and sent to all members with a CTR of 0.07%

Core MAU Next Steps

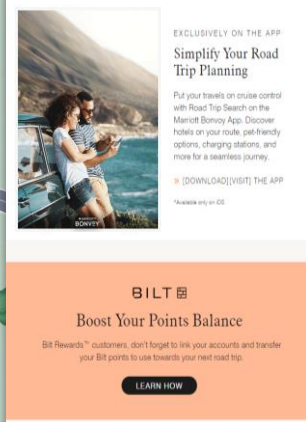
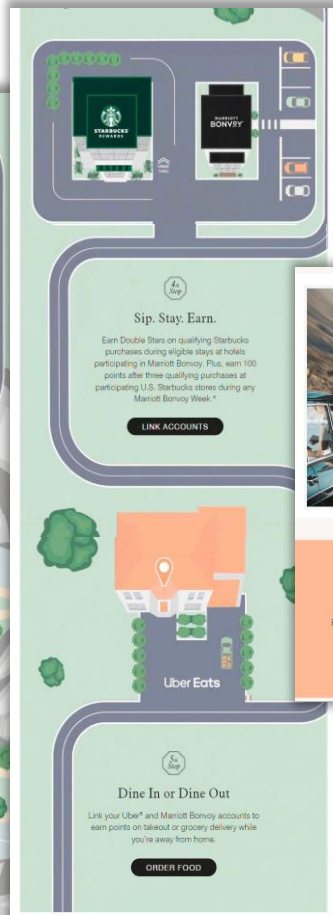
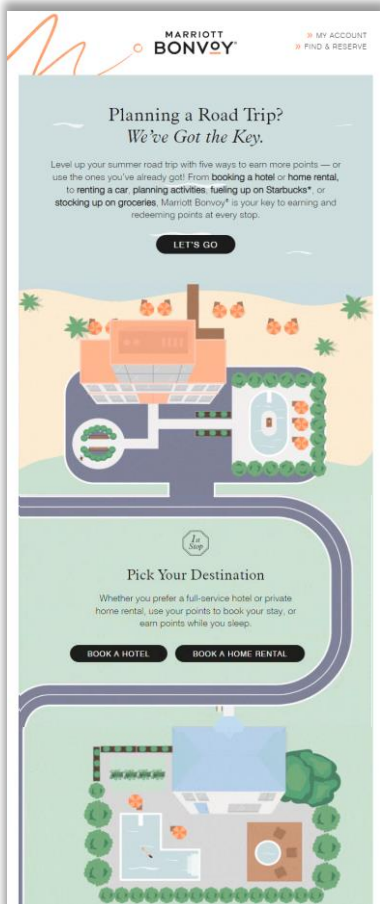
- Continuation of luxury segment member inclusion for Global English languages that began in August.
- Basic member version launching in September with primary goal to encourage our largest member base, that is typically less engaged compared to other levels, to develop more interest in monthly email content, ultimately driving more clicks and bookings. This tactic helps us continue to drive engagement efforts and improve performance for MAU overall.
- First Non-Member MAU to begin in October.
 - Primary goal is to drive enrollments and engage non-members; secondary goal is to drive bookings.
 - We will conduct A/B content and offer testing that will allow us to assess the right content mix to support our efforts to convert non-members to members.

Campaignlette Solo: Overview and Creative

Deployment Dates: July 16 – July 19

The Campaignlette Solo email highlighted **travel tips and itineraries and featured partner programs to inspire members and non-members planning their road trip.**

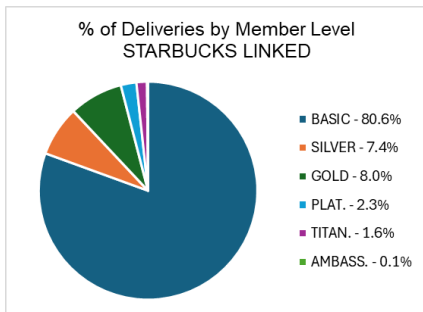
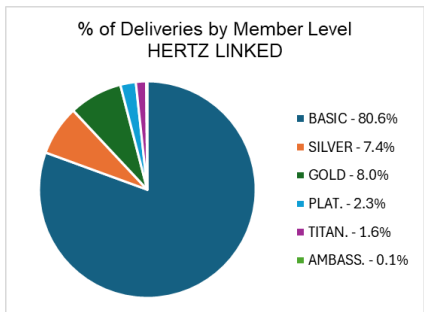
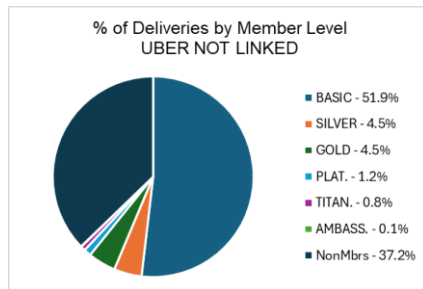
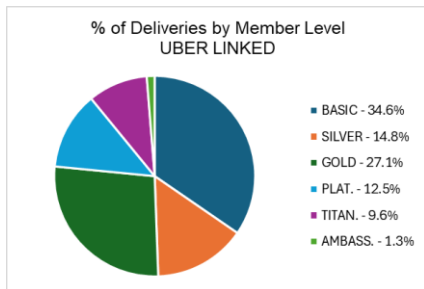
The email featured a unique animated illustration designed to engage recipients while providing information about **partner programs relevant to road trips.** By promoting a sense of adventure and exploration, the long-scroll format took viewers on an illustrated road trip. **Various "stops" along the journey spotlighted Marriott Bonvoy's partner programs, including Starbucks, Hertz, Uber Eats and more.**



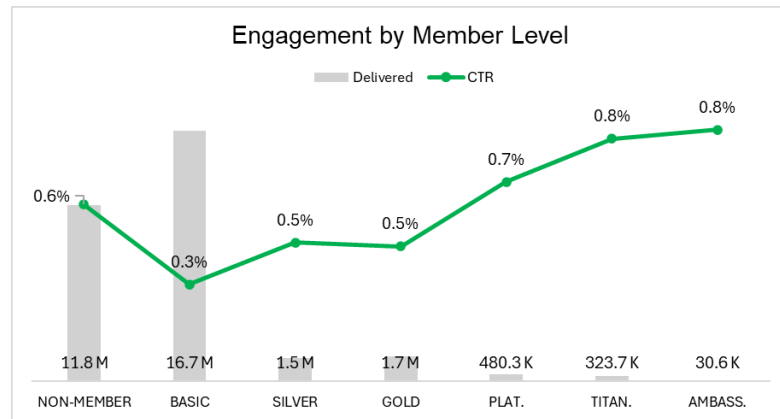
Compared to last year, we saw engagement lifts for Campaignlette

- Increase in deliveries and clicks was due to adding 11.8 M deliveries to non-members
- CTR of 0.4% was a +0.2 pts. increase – adding Starbucks partnership and other new content, plus moving the mail date up from August to July (a peak travel month) helped drive more overall interest this year; non-member CTR of 0.6% also positively impacted overall CTR lift.
- As may be expected, Basics made up most delivery segments of Linked and Not Linked accounts for Uber and of Linked accounts for Hertz and Starbucks.

Metrics	Campaignlette 7/16 – 7/19	Members	Non Members	vs. YoY 8/9/23
Delivered	32.6 M	20.8 M	11.8 M	+66.7 %
% of Del.	---	63.8%	36.2%	---
Clicks	144.6 K	74.9 K	69.7 K	+206.7%
CTR	0.4%	0.4%	0.6%	+0.2 pts.
Unsub %	0.20%	0.12%	0.34%	+0.06 pts.
Enrollments	---	---	2,394	---



Hertz and Starbucks Not Linked were segmented to non-members only; not shown in the charts.



For comparison (12-mo averages)

Partner CTR: 0.6%

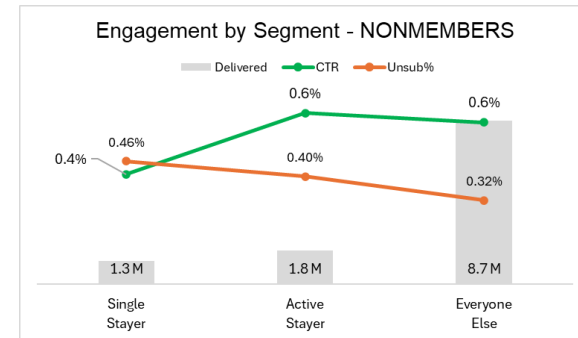
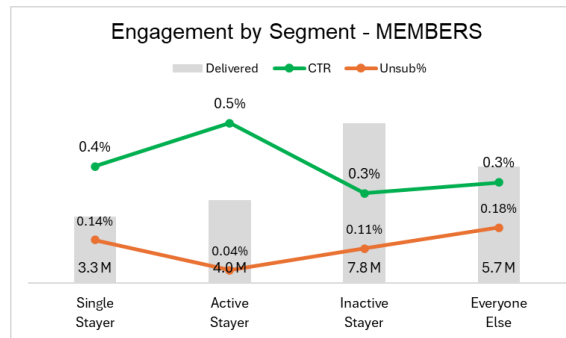
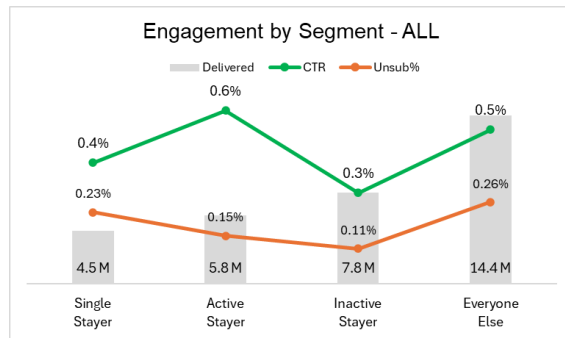
Bonvoy CTR: 0.8%

Bonvoy unsub%: 0.22%

This year we tracked engagement by stay activity for members and non-members

- Compared to all segments, Active Stayer had a more varied proportion of deliveries among all levels, ranging from 0.5% for Ambassador to 30.9% for non-members; for Single Stayer and Inactive Stayer segments, Basic members made up more than 60% of total deliveries for each.
 - The Active Stayer segment had the strongest overall CTR at 0.6%; this segment also saw the highest CTR for members and non-members at 0.5% and 0.6%, respectively.
 - We saw the healthiest overall unsub rates from Active Stayer Members at 0.04% and Inactive Stayer Members at 0.11%
- In addition to stay activity, consider tracking segments by email engagement in future mailings for deeper channel-level insights.

Level % of Deliveries	Single Stayer	Active Stayer	Inactive Stayer	Everyone Else
Non-Member	27.8%	30.9%	0.0%	60.6%
Basic	60.7%	26.3%	91.4%	37.0%
Silver	5.7%	14.3%	4.3%	0.8%
Gold	4.8%	16.0%	3.6%	1.5%
Platinum	0.7%	6.9%	0.5%	0.0%
Titanium	0.3%	5.0%	0.2%	0.0%
Ambassador	0.0%	0.5%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%



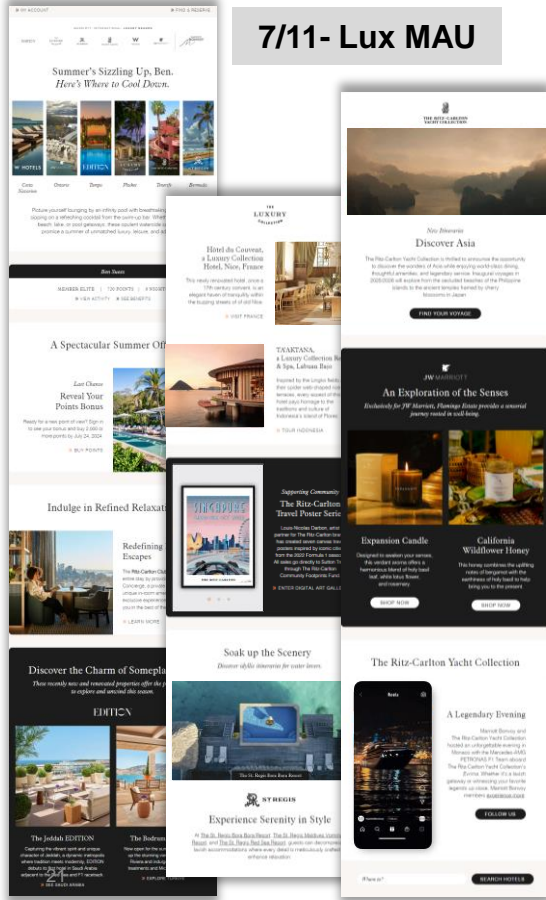
Single Stayer = 1 stay in the last 12 months
 Active Stayer = 2+ stays in the last 12 months
 Inactive Stayer = 0 stays in the last 12 months

Non-Member Inactive Stayer deliveries were an insignificant amount (<150) therefore excluded from the chart above.

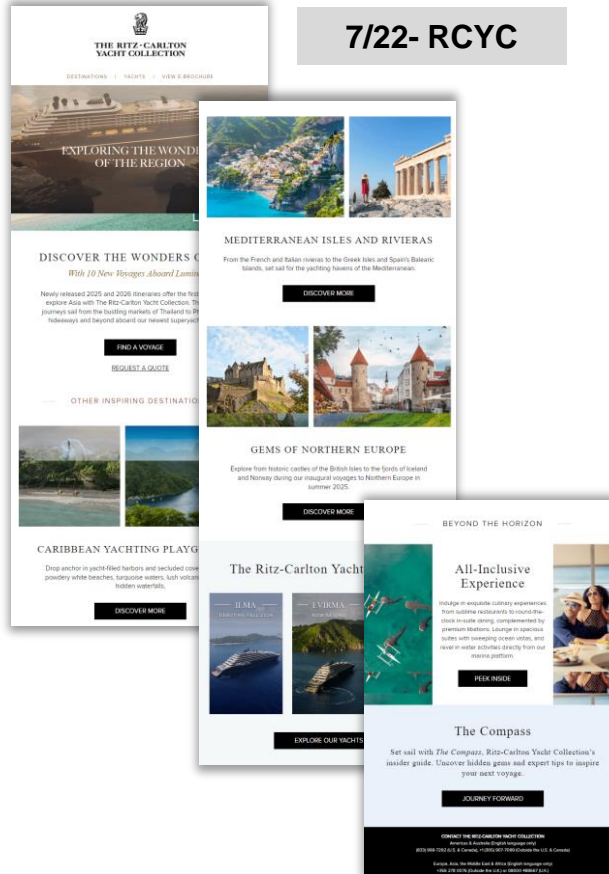
Luxury Overview

Analysis Overview: To gain an understanding of how luxury segments are engaging in email and their performance differences, we reviewed three July 2024 luxury email campaigns targeted to luxury segments (L1-L3). The next few slides provide a high-level email performance overview.

7/11- Lux MAU



7/22- RCYC



7/10- Escape to Luxury



Dynamic
Non-member
Module

Luxury Overview Key Takeaways

- Overall engagement was consistent across all 3 luxury campaigns in July with almost the same CTRs and the unsub rates were all below benchmark
- Maintained consistent engagement for Lux MAU with it going out a day after E2L
- L2B and L3 engaged more with campaigns that included offers and loyalty content like Q2 Points Purchase and E2L, and the member account box in Lux MAU
- L1 and L2A engaged more with campaigns featuring inspirational messages like RCYC and Lux MAU (hero, new hotels, and inspirational property features)
- Hero was still a top driver of engagement for all segments and all campaigns with the same CTR of 0.36% in Lux MAU and RCYC, and 0.64% in E2L
- Top click drivers include 3-pack module designs, RCYC messages in other campaigns, loyalty member account box, and E2L golf content

Compared Lux MAU, E2L and RCYC performance in July

- For July emails to lux audiences, overall engagement for Lux MAU and E2L was similar with just over 2 M deliveries and a 0.9% CTR; RCYC had a slightly lower CTR of 0.6%
 - L1 and L2A saw higher CTRs for Lux MAU and RCYC at 0.6% and 0.8%, while L2B and L3 had the same CTRs of 0.9% and 1.2%, respectively, across Lux MAU and E2L and slightly lower with RCYC.
 - Compared to all lux segments, L3 drove the highest CTR at 1.2% for Lux MAU and E2L.
 - The RCYC email engaged audiences in the same way with consistent CTRs and unsubs for all lux segments.
 - Overall unsub rates were lower for Lux MAU and E2L, while RCYC unsub rate of 0.28% was higher due to the non-lux segment which was 83.1% of total RCYC deliveries.
- Financials were stronger for Lux MAU at an overall conversion rate of 1.15% and more bookings and revenue, driven by L2B.
- Compared to YTD averages –
 - Lux MAU engagement was mostly flat, while E2L and RCYC had CTR declines; unsub rates saw positive declines for each mailing
 - Financials were up for Lux MAU but were down for E2L, impacted by above-average bookings and revenue in March.

Lux MAU	Total	vs. YTD Avg.	L1	L2A	L2B	L3
Delivered	2.4 M	+4.3%	480.9 K	322.3 K	1.4 M	227.5 K
% of Del.	---	---	19.9%	13.4%	57.3%	9.4%
Clicks	20.7 K	---	2.6 K	2.7 K	12.6 K	2.8 K
CTR	0.9%	-0.01 pt.	0.6%	0.8%	0.9%	1.2%
Unsub Rate	0.05%	-0.01 pt.	0.12%	0.06%	0.03%	0.02%
Bookings	238	+36.0%	12	29	176	21
Revenue	\$158.6 K	+36.6%	\$18.8 K	\$24.8 K	\$110.7 K	\$4.3 K
Conv Rate	1.15%	+0.37 pts.	0.45%	1.08%	1.40%	0.75%

E2L	Total	vs. YTD Avg.	L1	L2A	L2B	L3	Non Lux
Delivered	2.2 M	-4.3%	218.8 K	134.5 K	887.2 K	254.7 K	738.3 K
% of Del.	---	---	9.8%	6.0%	39.7%	11.4%	33.1%
Clicks	19.8 K	---	900	741	8.4 K	3.0 K	6.8 K
CTR	0.9%	-1.2 pts.	0.4%	0.6%	0.9%	1.2%	0.9%
Unsub Rate	0.06%	-0.01 pt.	0.10%	0.07%	0.03%	0.02%	0.09%
Bookings	159	-68.3%	8	1	73	16	61
Revenue	\$122.3 K	-81.0%	\$5.1 K	\$392	\$59.9 K	\$7.1 K	\$49.9 K
Conv Rate	0.80%	-0.27 pts.	0.89%	0.13%	0.87%	0.54%	0.90%

RCYC	Total	vs. YTD Avg.	L1	L2A	L2B	L3	Non Lux
Delivered	10.5 M	+16.7%	387.9 K	210.1 K	949.3 K	234.1 K	8.7 M
% of Del.	---	---	3.7%	2.0%	9.0%	2.2%	83.1%
Clicks	65.4 K	---	2.3 K	1.6 K	7.1 K	1.6 K	52.7 K
CTR	0.6%	-0.4 pts.	0.6%	0.8%	0.8%	0.7%	0.6%
Unsub Rate	0.28%	-0.02 pts.	0.15%	0.14%	0.15%	0.15%	0.31%

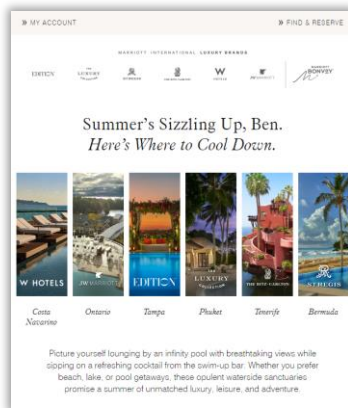
Overall Hero engagement was consistent for emails with several content sections

– Lux MAU and RCYC

- L1 had a higher CTR in RCYC and Lux MAU, while L2B and L3 were higher in E2L which is more offer focused. This aligns with how each segment is defined. Less overall content, like in E2L, drove more clicks into the Hero compared to the other emails.

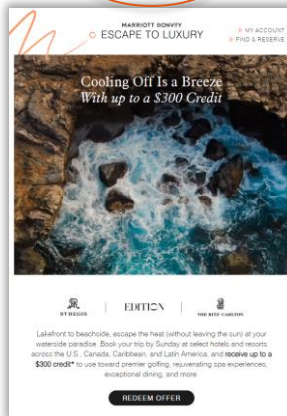
Lux MAU Hero CTRs

L1	L2A	L2B	L3	Total
0.30%	0.34%	0.36%	0.45%	0.36%



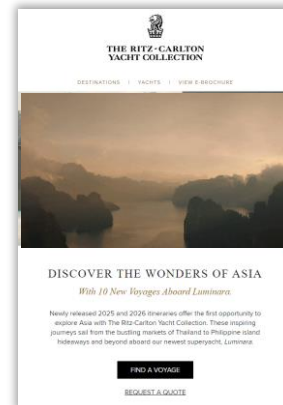
Escape to Luxury Hero CTRs

L1	L2A	L2B	L3	Non-Lux	Total
0.22%	0.35%	0.67%	0.84%	0.68%	0.64%



RCYC Hero CTRs

L1	L2A	L2B	L3	Non-Lux	Total
0.36%	0.47%	0.46%	0.41%	0.36%	0.37%



Only member versions were used to calculate CTRs.

July Luxury Member Secondary Content Highlights

- Even with bottom placement, the 3-Pack RCYC was mostly consistent and had strong click activity from all lux segments – ranged from 14.1% for L2A to 15.8% for L2B.
- Lux MAU account box is a consistent driver of clicks and bookings; in July it generated over 20% of clicks for L2A, L2B and L3 segments and 77% of overall bookings.
- Offers module in E2L garnered interest from L2B and L3 segments; the golfing offer was the most popular and alone drove 4.1% of total bookings from lux audiences in this email.
- RCYC module CTR was nearly the same when placed in the middle of the email or end, but 47% more clicks from the Instagram placement at the end.

3-Pack RCYC Solo (lux only):

Delivered: 1.8 M

Clicks: 1,864

CTR: 0.10%

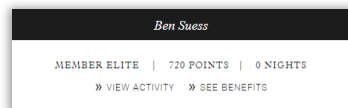


Lux MAU Account Box:

Delivered: 2.4 M

Clicks: 6,279

CTR: 0.26%

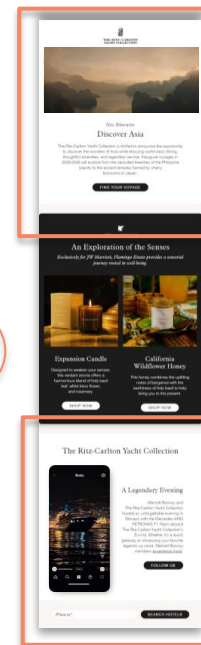
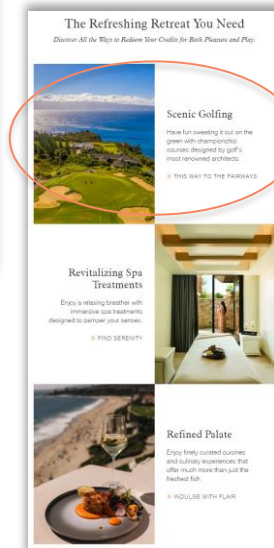


E2L Offers Module

Bkgs: 10.3% L2B; 9.1% L3

Clicks: 1,600

CTR: 0.11%



RCYC: Discover Asia (lower module in Lux MAU)

Delivered: 2.4 M

Clicks: 440

CTR: 0.02%

RCYC: Instagram Feature (last module in Lux MAU)

Delivered: 2.4 M

Clicks: 646

CTR: 0.03%

TESTING & OPTIMIZATION INSIGHTS

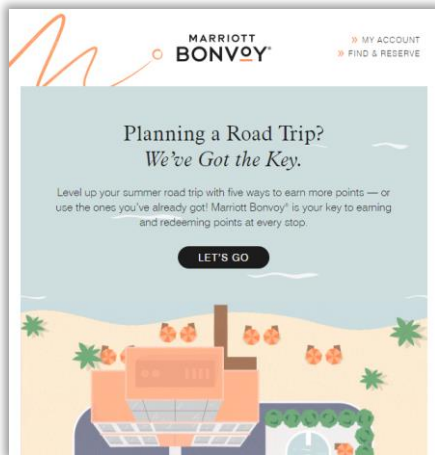
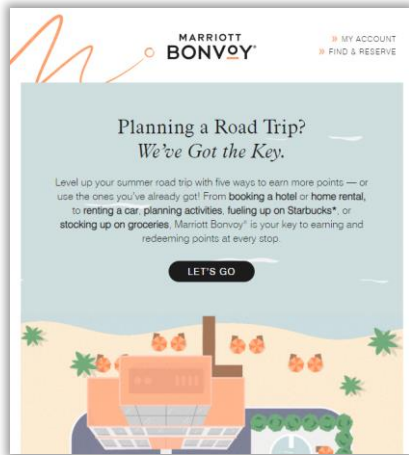
Campaignlette – Member Hero Test

Campaignlette A/B Member Hero Test Insights

Long Hero Copy

vs.

Short Hero Copy



Short Hero Version had better engagement

Based on email test results, we recommend leaning into a shorter hero approach in future mailings; also consider testing hero CTA copy to see what resonates most with this audience.

- Comparing the two hero versions, there was a **slight lift in clicks** and **CTR** from the **Short Hero version**.

A/B Member Hero Test	Del.	Clicks	Clicks Lift	CTR	CTR Lift	Unsub%
LONG	10.4 M	36,422		0.35%		0.12%
SHORT	10.4 M	38,443	+2,021	0.37%	+0.02 pts.	0.12%

Results were statistically significant.

- The **Short Hero** drove **more click activity on the Hero Module** at 17.9% compared to 15.6% for the Long Hero version.
- The **Short Hero** version also generated **more total clicks at 104,140** compared to 101,293 from the Long Hero version.
- Number of new linked accounts by Hero version was not available for this analysis; if possible, **consider pulling through net new linked accounts results by hero version** to see how it aligns with the engagement results.

ACTIONABLE INSIGHTS

Actionable Insights

- For Core MAU –
 - We will continue luxury segment member inclusion for Global English languages that began in August.
 - Basic member version launching in September with primary goal to encourage our largest member base, that is typically less engaged compared to other levels, to develop more interest in monthly email content, ultimately driving more clicks and bookings. This tactic helps us continue to drive engagement efforts and improve performance for MAU overall.
 - First Non-Member MAU to begin in October.
 - Primary goal is to drive enrollments and engage non-members; secondary goal is to drive bookings.
 - We will conduct A/B content and offer testing that will allow us to assess the right content mix to support our efforts to convert non-members to members.

Actionable Insights

- For Partner emails like Campaignlette –
 - In addition to stay activity, consider tracking segments by email engagement in future mailings for deeper channel- and campaign-level insights.
 - Based on July Campaignlette Member Hero test results, we recommend leaning into a shorter hero in future mailings with a similar creative approach; also consider testing hero CTA copy to see what resonates most with this audience.
 - Also, if possible, consider pulling through net new linked accounts results by hero version to see how it aligns with the engagement results.

THE ST. REGIS MARDAVALL MALLORCA RESORT,
PALMA DE MALLORCA, SPAIN

Thank You!

MARRIOTT
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APPENDIX

Luxury MAU Targeting Criteria

Luxury Segments Defined

- Only Luxury (**L1**): Customers who only stay at Luxury brands
- Luxury Users High vs Low:
 - High Luxury Users (**L2A**): Luxury customers who also stayed in other brands in last 5yrs, but more than 50% at luxury brands
 - Low Luxury Users (**L2B**): Luxury customers who also stayed in other brands in last 5yrs; with less than 50% at luxury brands
- Redemption Only (**L3**): Customers who use Luxury only through redemption stays

Lux MAU July

Creative Example

Theme: Summer Getaways by the Water

Deployment Date: July 11

Subject Line Test and Roll:

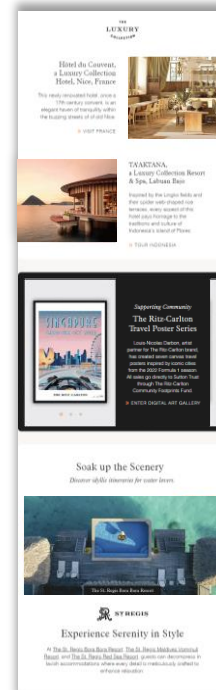
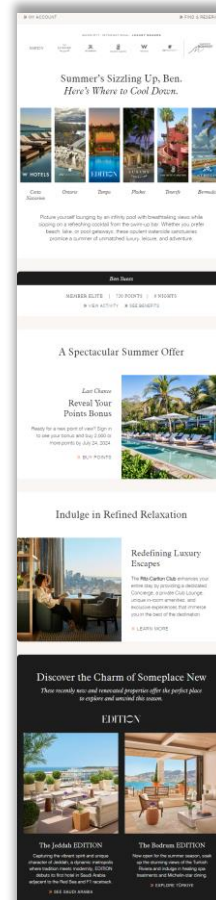
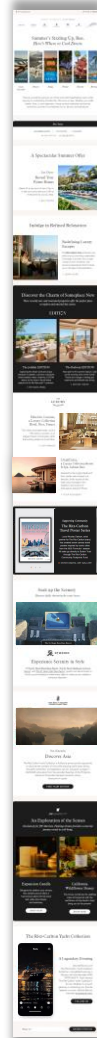
SL 1: Kaila's [Your] July [Account] Update: Spend Summer in Aquatic Paradise

SL 2: Kaila's [Your] July [Account] Update: Top 6 Destinations to Bask by the Water

SL 3: Kaila's [Your] July [Account] Update: The Water is Calling... (winner)

Pre-Header:

Plus, discover exclusive offers, new openings, and a night to remember.



Lux MAU July

Segment Heat Map

- Strong Hero engagement from L2B and L3 with both segments generating 29% of clicks
 - All destinations drove interest with Ontario above 5% of clicks
- 77% of bookings and 18% of clicks attributed to the Account Box, over 20% of clicks for L2A, L2B and L3 segments (for available booking data)
- Q2 Points Purchase was the only offer in market this month with the most engagement driven from L3 at 11% of clicks compared to 8% overall
- The Ritz-Carlton Club Level received consistent engagement with each luxury segment driving 2-3% of clicks to this content
- L1 showed continued interest in EMEA and APAC regionally focused content from the New Hotels section
- Yacht had two features, standalone module and Instagram feature, in which New Itineraries for Asia were featured driving strongest interest from L1 as well

July 2024	% of Clicks	% of Bookings	L1	L2A	L2B	L3
Hero	27.12%	8.60%	23.63%	25.89%	28.75%	29.31%
Costa Navarino	4.16%	0.00%	3.92%	3.76%	4.43%	3.86%
Ontario	4.63%	6.45%	3.28%	4.32%	5.16%	5.80%
Tampa	4.74%	0.00%	5.08%	3.74%	4.87%	4.47%
Phuket	4.41%	1.08%	4.10%	4.59%	4.58%	4.04%
Tenerife	4.63%	0.00%	3.77%	4.65%	4.96%	5.15%
Bermuda	4.56%	1.08%	3.48%	4.82%	4.75%	6.00%
Account Box	18.44%	77.42%	8.73%	20.52%	21.32%	25.91%
Q2 Points Purchase	7.98%	0.00%	4.64%	7.60%	9.13%	11.18%
The Ritz-Carlton Club Level	2.86%	2.15%	2.82%	3.00%	2.88%	2.65%
New Hotels	3.78%	0.00%	7.63%	3.78%	2.35%	1.26%
The Jeddah EDITION –Saudi Arabia	2.58%	0.00%	2.44%	1.20%	0.74%	0.40%
The Bodrum EDITION-Türkiye	1.20%	0.00%	5.19%	2.58%	1.61%	0.86%
TLC Spotlight	3.53%	10.75%	5.54%	3.49%	2.81%	2.12%
Hôtel du Couvent - France	1.86%	8.60%	2.75%	1.86%	1.49%	1.46%
TA'AKTANA - Indonesia	1.67%	2.15%	2.79%	1.63%	1.32%	0.66%
The Ritz-Carlton Travel Posters	1.34%	0.00%	1.75%	1.10%	1.20%	1.26%
Inspiration	2.47%	0.00%	4.67%	2.09%	1.69%	1.29%
The St. Regis Bora Bora Resort	0.52%	0.00%	0.79%	0.33%	0.46%	0.38%
The St. Regis Maldives Vommuli Resort	0.44%	0.00%	0.92%	0.33%	0.27%	0.23%
The St. Regis Red Sea Resort	0.41%	0.00%	0.90%	0.47%	0.21%	0.05%
RCYC Inaugural Asian Voyages	1.10%	0.00%	2.07%	0.97%	0.75%	0.63%
Boutiques	1.77%	0.00%	4.58%	1.65%	0.70%	0.18%
Curated by JW	0.89%	0.00%	2.27%	0.79%	0.37%	0.13%
Expansion Candle	0.88%	0.00%	2.30%	0.85%	0.34%	0.05%
Instagram	1.62%	0.00%	3.84%	1.26%	0.79%	0.61%
Search Hotels	1.71%	1.08%	4.18%	1.41%	0.78%	0.50%
Undefined	27.39%	0.00%	28.00%	28.21%	27.59%	23.74%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Escape to Luxury July

Creative Example – Member Version

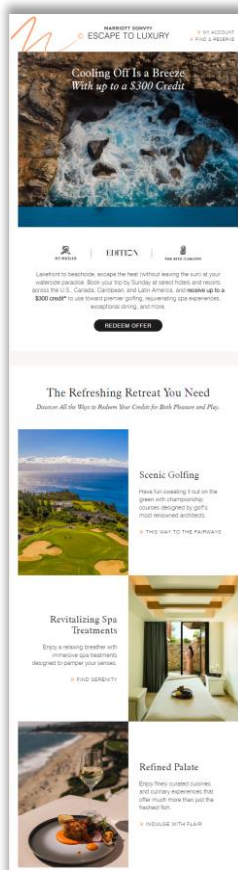
Deployment Date: July 10

Subject Line:

How to Receive up to a \$300 Credit on a Waterside Escape, Kaitlin

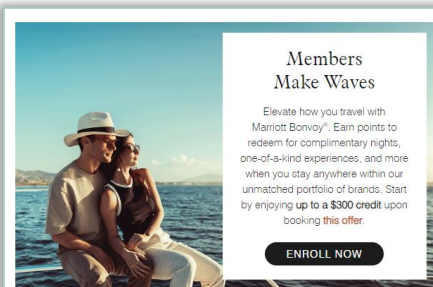
Pre-header:

Reserve your resort escape by Sunday



Dynamic offer in the hero image and copy:
\$200 credit for non-members & \$300 credit for members

Non-member module



Escape to Luxury July Heat Map

Member Version

% of Clicks - Members	L1	L2A	L2B	L3	Non Lux	Total
Header	11.6%	7.3%	2.9%	3.0%	1.2%	4.0%
Hero	26.2%	43.0%	55.0%	59.9%	57.5%	52.8%
Refreshed Retreats	11.0%	9.0%	9.5%	11.4%	8.8%	10.0%
Refined Palate	2.5%	1.4%	1.6%	1.8%	1.6%	1.7%
Scenic Golfing	4.8%	5.7%	5.8%	6.9%	5.0%	6.0%
Spa Treatments	3.7%	1.9%	2.1%	2.8%	2.2%	2.4%
Footer	2.5%	1.6%	1.1%	0.8%	0.6%	1.2%
undefined	48.7%	39.1%	31.6%	24.8%	32.0%	32.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	2,064	1,484	15,327	5,252	9,146	33,273

RCYC July

Creative Example – English Version

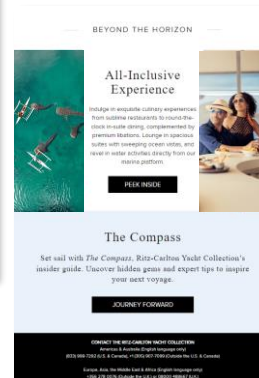
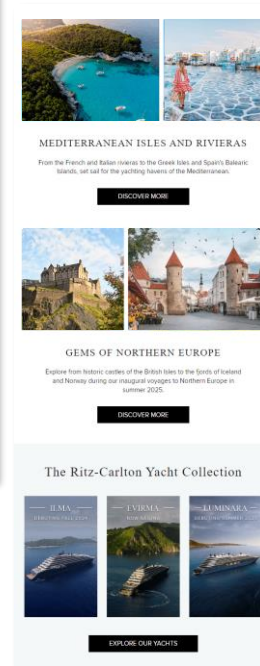
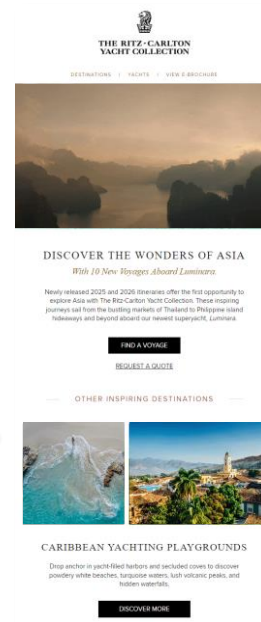
Deployment Date: July 22

Subject Line:

Just Unveiled! Inaugural Sailings to Asia

Pre-header:

Explore Japan, Thailand, and beyond on our newest superyacht, Luminara.



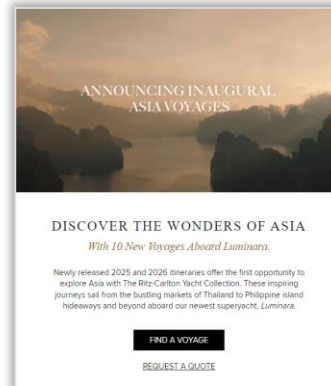
RCYC July Heat Map

English Version

Module / % of Clicks	L1	L2A	L2B	L3	Non-Lux	Total
Header	8.0%	6.9%	5.1%	5.2%	8.0%	7.6%
Nav Bar	12.9%	8.3%	4.9%	4.4%	5.7%	6.0%
Hero	27.5%	43.0%	47.5%	48.1%	35.6%	37.0%
Itineraries	20.2%	18.1%	20.4%	20.5%	22.0%	21.6%
Caribbean	6.0%	5.6%	5.4%	5.5%	6.7%	6.5%
Mediterranean	8.2%	7.7%	9.0%	9.0%	8.9%	8.8%
Northern Europe	6.0%	4.9%	6.0%	6.0%	6.4%	6.3%
3-Pack Yacht	15.0%	14.1%	15.8%	15.2%	15.1%	15.2%
All-Inclusive	9.7%	5.8%	4.3%	5.3%	8.3%	7.8%
The Compass	1.6%	1.4%	0.8%	0.4%	1.4%	1.4%
Footer	5.1%	2.4%	1.2%	1.0%	3.8%	3.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	6,087	3,562	15,751	3,371	119,542	148,313



Destinations:
2,700 clicks | 1.8% of clicks
Yachts:
2,610 clicks | 1.8% of clicks
View E-Brochure:
3,545 clicks | 2.4% of clicks



Hero Image:
11,658 clicks | 7.9% of clicks
Find A Voyage CTA:
42,666 clicks | 28.8% of clicks
Request A Quote CTA:
545 clicks | 0.4% of clicks



Ilima:
4,723 clicks | 3.2% of clicks
Evirma:
4,445 clicks | 3.0% of clicks
Luminara:
5,272 clicks | 3.6% of clicks
Explore Our Yachts CTA:
8,081 clicks | 5.4% of clicks