

# MARRIOTT BONVOY EMAIL PROGRAM

May 2019 Review

June 27, 2019



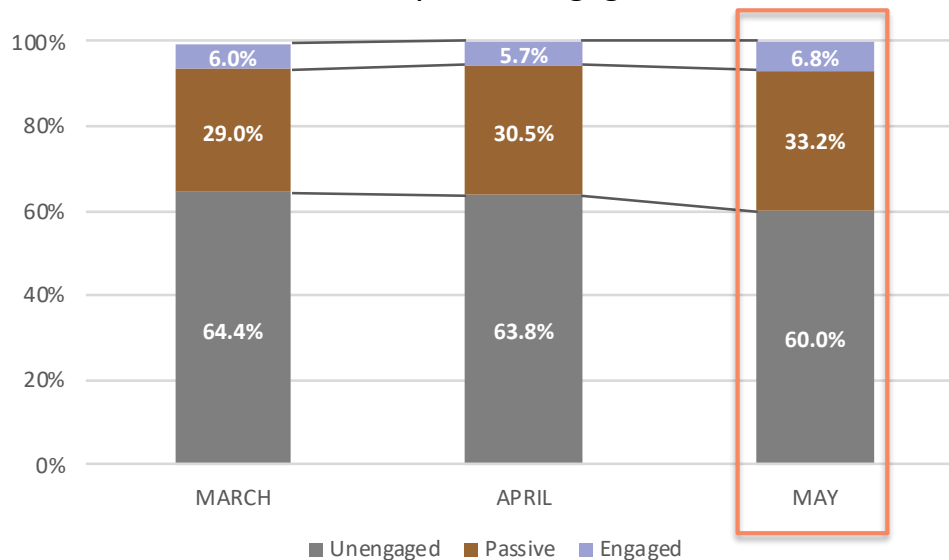
# TODAY'S AGENDA

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

# PERFORMANCE SUMMARY

# 40% OF MEMBERS ENGAGED IN MAY '19 EMAILS

Marriott Bonvoy Email Engagement 2019



40% of members are opening and clicking on emails; up 4 pts. MoM

Increase in delivered emails (+5%) led to increased engagement

**Engaged:** Opened and clicked 1+ emails

**Passive:** Opened, but did not click

**Unengaged:** Did not open and did not click

# MAY 2019 PERFORMANCE SUMMARY

- Increase in MoM Delivered counts from Solos and LPM triggers (Welcome and Achievement)
- Engagement consistent MoM, but visible financial declines from fewer revenue driving emails
  - Solos and MAU combined drove over 53% of financials, but not enough to drive MoM lifts
  - Relaunch of other targeted triggers and revenue boosting campaigns like Offers & Packages will support financial goals

## Engagement

207.2 M	17.1%	1.1%	6.1%	0.26%
Emails Delivered +5.0% MoM	Open Rate 0.0 pts. MoM	CTR +0.1 pts. MoM	CTOR +0.3 pts MoM	Unsubscribe Rate +0.01 pts. MoM

## Financials

34.3 K	77.2 K	\$13.2 M	0.17	1.6%
Bookings -19.0% MoM	Room Nights -19.1% MoM	Revenue -18.6% MoM	Bookings/Delivered (K) -22.8% MoM	Booking Conv. -0.6 pts MoM

# MAY 2019 HIGHLIGHTS

- Launched LPM triggers targeting new members and Elites; plan to monitor engagement trends and look for optimization opportunities
  - Welcome series emails 2, 3, and 4
  - Achievers (English)
  - Renewers (English)
- Solos made up 26% of May program financials, but not enough to drive MoM increase
  - Europe Flash Sale Solo on 5/3 and 5/4 generated 38% of total Solo revenue, followed by Homes & Villas at 36% of total
- Partnering with Cobrand team to optimize acquisition email performance – main driver of category KPIs; kick-off meeting scheduled the last week of June '19

## MAY 2019 EXECUTIVE DASHBOARD (vs. APRIL)

Metrics	Total	MAU	LPM	Solo	Promotions	ATM	Cobrand	Moments	METT	Brand BPP
Sent	212.0 M <small>+5.5%</small>	31.8 M <small>-0.1%</small>	4.1 M <small>+662.6%</small>	55.4 M <small>+106.5%</small>	23.1 M <small>+1.0%</small>	3.6 M <small>+32.1%</small>	61.5 M <small>-24.1%</small>	6.8 M <small>-39.4%</small>	19.2 M <small>+40.5%</small>	6.4 M <small>-37.0%</small>
Delivered	207.2 M <small>+5.0%</small>	30.7 M <small>+0.1%</small>	3.9 M <small>+732.3%</small>	54.0 M <small>+103.9%</small>	22.5 M <small>+1.1%</small>	3.6 M <small>+32.3%</small>	61.2 M <small>-24.0%</small>	6.8 M <small>-39.2%</small>	18.3 M <small>+39.6%</small>	6.2 M <small>-37.5%</small>
Delivery Rate	97.7% <small>-0.5 pts</small>	96.6% <small>+0.2 pts</small>	95.2% <small>+8.0 pts</small>	97.5% <small>-1.2 pts</small>	97.5% <small>+0.2 pts</small>	98.8% <small>+0.2 pts</small>	99.4% <small>+0.1 pts</small>	99.7% <small>+0.2 pts</small>	95.1% <small>-0.7 pts</small>	97.8% <small>-0.9 pts</small>
Opens	35.4 M <small>+4.9%</small>	5.6 M <small>-6.9%</small>	664.0 K <small>+433.2%</small>	9.9 M <small>+130.3%</small>	4.2 M <small>-6.7%</small>	655.4 K <small>+25.3%</small>	8.7 M <small>-25.1%</small>	1.6 M <small>-39.0%</small>	2.9 M <small>+21.2%</small>	1.2 M <small>-27.7%</small>
Open Rate	17.1% <small>-0.01 pts</small>	18.3% <small>-1.4 pts</small>	17.0% <small>-9.6 pts</small>	18.4% <small>+2.1 pts</small>	18.7% <small>-1.6 pts</small>	18.3% <small>-1.0 pts</small>	14.2% <small>-0.2 pts</small>	24.1% <small>+0.1 pts</small>	15.9% <small>-2.4 pts</small>	18.8% <small>+2.6 pts</small>
Clicks	2.2 M <small>+11.0%</small>	501.1 K <small>-7.0%</small>	87.2 K <small>+179.6%</small>	679.1 K <small>+132.7%</small>	302.5 K <small>-3.0%</small>	138.4 K <small>+48.9%</small>	220.5 K <small>-37.2%</small>	103.8 K <small>-43.0%</small>	92.0 K <small>+46.9%</small>	44.4 K <small>-51.9%</small>
CTR	1.05% <small>+0.1 pts</small>	1.63% <small>-0.1 pts</small>	2.24% <small>-4.4 pts</small>	1.26% <small>+0.2 pts</small>	1.34% <small>-0.1 pts</small>	3.87% <small>+0.43 pts</small>	0.36% <small>-0.08 pts</small>	1.53% <small>-0.1 pts</small>	0.50% <small>+0.03 pts</small>	0.71% <small>-0.2 pts</small>
CTOR	6.12% <small>+0.3 pts</small>	8.90% <small>-0.01 pts</small>	13.13% <small>-11.9 pts</small>	6.85% <small>+0.1 pts</small>	7.17% <small>+0.3 pts</small>	21.12% <small>+3.3 pts</small>	2.55% <small>-0.5 pts</small>	6.33% <small>-0.4 pts</small>	3.17% <small>+0.6 pts</small>	3.80% <small>-1.9 pts</small>
Unsubs	530.3 K <small>+10.9%</small>	80.3 K <small>+7.2%</small>	23.6 K <small>+773.0%</small>	149.1 K <small>+163.5%</small>	70.0 K <small>+21.1%</small>	7.5 K <small>-18.7%</small>	125.7 K <small>-39.6%</small>	6.2 K <small>-57.1%</small>	52.1 K <small>+69.7%</small>	15.9 K <small>-33.6%</small>
Unsub Rate	0.26% <small>+0.01 pts</small>	0.26% <small>+0.02 pts</small>	0.61% <small>+0.03 pts</small>	0.28% <small>+0.06 pts</small>	0.31% <small>+0.05 pts</small>	0.21% <small>-0.13 pts</small>	0.21% <small>-0.05 pts</small>	0.09% <small>-0.04 pts</small>	0.29% <small>+0.05 pts</small>	0.25% <small>+0.02 pts</small>
Bookings	34.3 K <small>-19.0%</small>	9.3 K <small>-7.7%</small>	1.2 K <small>+152.7%</small>	8.3 K <small>+26.6%</small>	5.4 K <small>-12.2%</small>	1.9 K <small>+56.2%</small>	3.9 K <small>-58.8%</small>	2.8 K <small>-28.8%</small>	1.0 K <small>-42.2%</small>	462 <small>-82.8%</small>
Room Nights	77.2 K <small>-19.1%</small>	20.7 K <small>-7.5%</small>	2.9 K <small>+49.4%</small>	19.5 K <small>+34.4%</small>	11.9 K <small>-15.1%</small>	4.3 K <small>+47.0%</small>	8.2 K <small>-59.2%</small>	6.4 K <small>-28.5%</small>	2.4 K <small>-40.0%</small>	1.0 K <small>-84.6%</small>
Revenue	\$13.2 M <small>-18.6%</small>	\$3.6 M <small>-5.9%</small>	\$486.6 K <small>+65.3%</small>	\$3.4 M <small>+46.9%</small>	\$1.9 M <small>-18.1%</small>	\$718.3 K <small>+48.7%</small>	\$1.3 M <small>-59.2%</small>	\$1.1 M <small>-31.5%</small>	\$424.9 K <small>-38.5%</small>	\$182.2 K <small>-86.5%</small>
Conversion	1.58% <small>-0.6 pts</small>	1.86% <small>-0.01 pts</small>	1.39% <small>-0.1 pts</small>	1.22% <small>-1.0 pts</small>	1.80% <small>-0.2 pts</small>	1.34% <small>+0.1 pts</small>	1.76% <small>-0.9 pts</small>	2.71% <small>+0.5 pts</small>	1.11% <small>-1.7 pts</small>	1.04% <small>-1.9 pts</small>
BPK	\$0.17 <small>-22.8%</small>	\$0.30 <small>-7.8%</small>	\$0.31 <small>-69.6%</small>	\$0.15 <small>-37.9%</small>	\$0.24 <small>-13.1%</small>	\$0.52 <small>+18.1%</small>	\$0.06 <small>-45.8%</small>	\$0.41 <small>+17.2%</small>	\$0.06 <small>-58.6%</small>	\$0.07 <small>-72.5%</small>

# MEMBER LEVEL ENGAGEMENT TRENDS: MAY '19

Open and CTO rates remain steady with slight increases for some levels; continue to monitor with the relaunch of BAU and targeted triggers

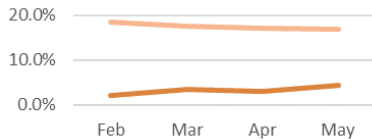
## NON-MEMBER

Open%: 17.0%

CTR: 0.75%

CTOR: 4.43%

Unsub.%: 0.62%



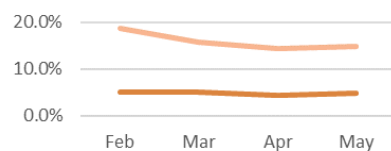
## BASIC

Open%: 14.8%

CTR: 0.72%

CTOR: 4.88%

Unsub.%: 0.27%



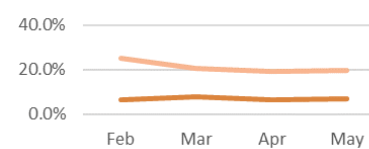
## SILVER

Open%: 19.6%

CTR: 1.33%

CTOR: 6.79%

Unsub.%: 0.13%



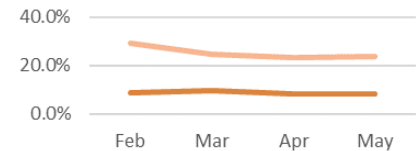
## GOLD

Open%: 23.6%

CTR: 1.95%

CTOR: 8.27%

Unsub.%: 0.11%



— Open% — CTR



# MEMBER LEVEL ENGAGEMENT TRENDS: MAY '19

Upper Elite engagement rates are starting to rebound; continue to monitor with the relaunch of BAU and targeted triggers

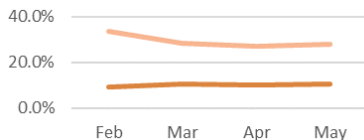
## PLATINUM

Open Rate: 27.9%

CTR: 2.93%

CTOR: 10.50%

Unsub. Rate: 0.05%



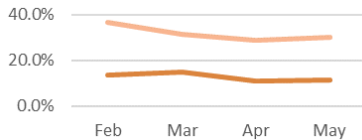
## TITANIUM

Open Rate: 30.0%

CTR: 3.39%

CTOR: 11.28%

Unsub. Rate: 0.04%



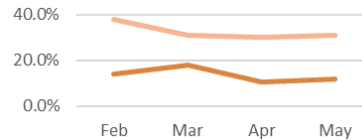
## AMBASSADOR

Open Rate: 30.9%

CTR: 3.66%

CTOR: 11.86%

Unsub. Rate: 0.04%



— Open% — CTR

# **KEY INITIATIVES & CAMPAIGN HIGHLIGHTS**

# MEMBER ACCOUNT UPDATE (MAU) MAY '19

Metrics/ Comparisons	30.7 M	18.3%	1.6%	8.9%	0.26%	20.7 K	\$3.6 M
vs. April MAU	Delivered -3.5%	Open Rate -1.4 pts.	CTR -0.2 pts.	CTOR 0.0 pts.	Unsub. Rate +0.02 pts.	Room Nights -7.5% (-1.6K nts)	Revenue -5.9% (-\$224K)
vs. May Program Avg.		+1.2 pts	+0.5 pts	+2.8 pts.	+0.01 pts.		

## Performance Overview:

- May engagement slightly below April MAU, but open and clicks rates are higher than the monthly program avg.
- Consistent engagement in email content MoM for Basic members; look for quick wins to lift clicks (i.e. use section headers to educate on program more and personalize)

LEVEL	MONTH	OPEN RATE	CTR	CTOR	UNSUB. RATE
Basic Member	May	16.1%	1.3%	8.0%	0.30%
Basic Member	April	17.9%	1.3%	7.4%	0.28%

Recommend brand trial for next or first stay

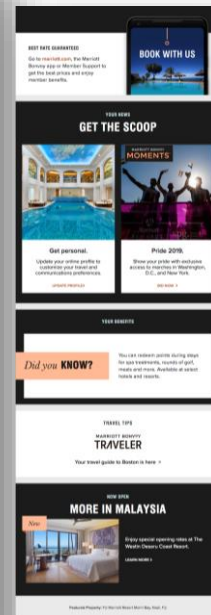
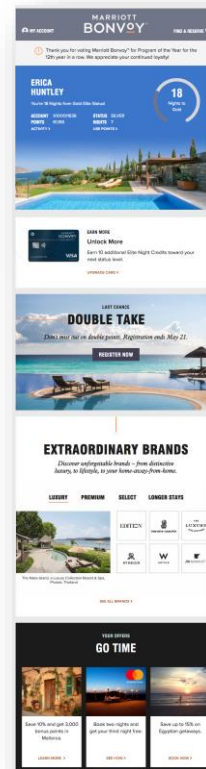
Show local point earning Activities to boost balance

Make 'Did you know?' clickable



SL = Your Marriott Bonvoy Account Update:  
Special Offers, Benefits and More

PH = See What's New in May



- Campaign optimization work session planned for early July
  - Develop plans on how to improve campaign performance and make it work harder for program

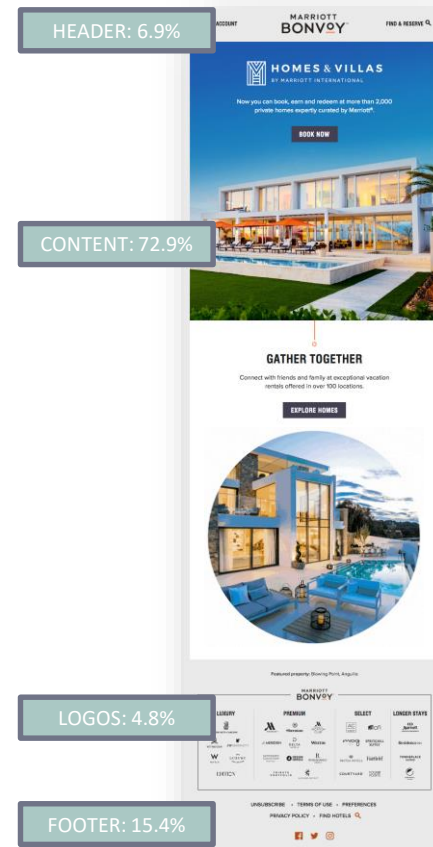
# HOMES & VILLAS LAUNCH SOLO – MAY 16

29.5 M	18.0%	8.2%	0.32%	7.4 K	\$1.2 M
Delivered	Open Rate +0.9 pts.	CTOR +2.1 pts.	Unsub. Rate +0.06 pts.	Room Nights	Revenue

\*vs. May Program Avg.

- Launch campaign for the new Homes & Villas by Marriott International
- Successfully generated 5.1M opens/impressions driving awareness among our member base
- Above average open rate from subject line & pre-header combo that drove interest & fascination with words like “Introducing”, “Discover”, and “New”
  - Continue approach for future launch messages
- Consider using secondary module for personalized message while still showcasing products
  - Encourage vacation from those with high points & show earning potential for those with a lower balance

SL: Introducing Homes & Villas by Marriott International  
PH: Discover our new premium vacation rental homes.



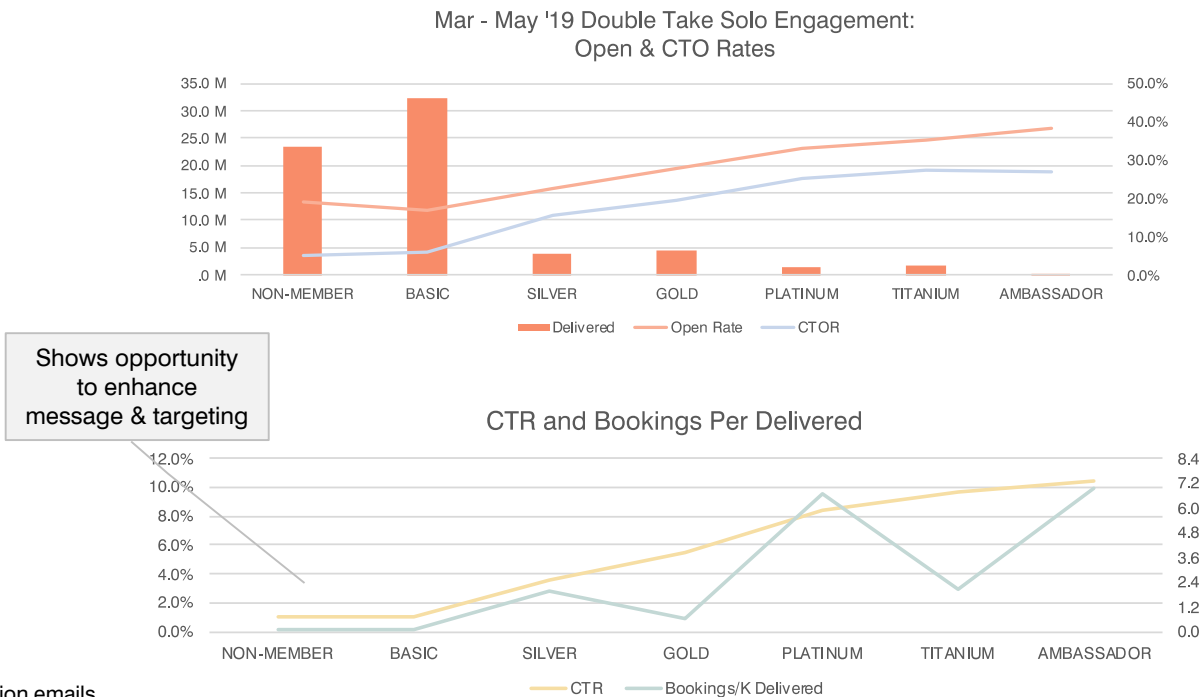


# \$11.9M FROM DOUBLE TAKE PROMOTION SOLO EMAILS

- Promotional solo emails generated over 13M impressions and \$12M in revenue
- Basic and non-member activity was closely aligned; consider deeper targeting (i.e. seasonal stayers) and greater emphasis on what to do with points to boost engagement from segments
- Q2 promo totaled 2M registrations & 9% reg. rate (up 0.88 pts vs. Q1' 18); incrementality pending

Mar-May 2019 Solo Email Engagement	
Emails Delivered	67.5 M
Opens/ Impressions	13.2 M
Clicks/Traffic	1.2 M
Registrations*	1.1 M
Bookings	31.1 K
Room Nights	70.7 K
Revenue	\$11.9 M

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



# HIGH ENGAGEMENT FROM LAST CHANCE PROMO EMAILS

May 2019 Email Engagement (Reg. Confirm & Last Chance)	
Delivered	22.5 M
Opens	4.2 M
Open Rate	18.7%
Clicks	302.5 K
CTOR	7.2%
Unsub. Rate	0.31%
Registrations*	195.7 K
Bookings	5.4 K
Room Nights	11.9 K
Revenue	\$1.9 M

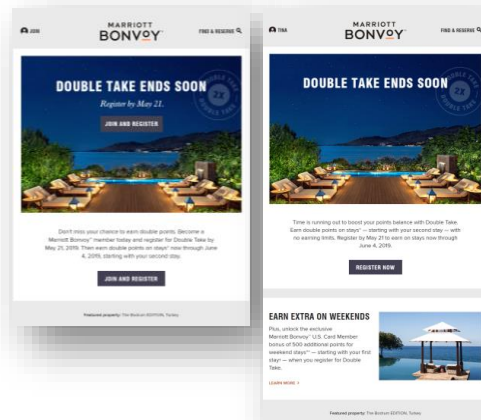
- Open & CTO rates overall were higher than May program avg.
- Targeted booking reminders are successfully engaging registrants
  - 38% open rate from 5/13 send and drove \$750K; boost from subject line optimization
  - Winning SL used on 5/24 remain; 18% open rate and an additional \$161K in revenue

## Registration Last Chance: 5/13

SL: Erica, Last Chance for Double Points!

SL: Erica, Last Chance to Join and Earn Double Points

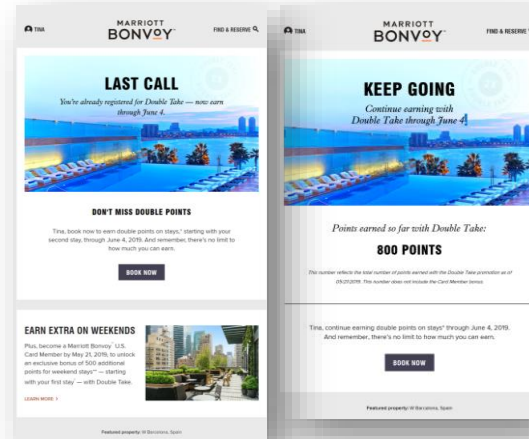
PH: Register for Double Take by May 21.



## Booking Last Chance: 5/13 and 5/24

SL: Erica, Don't Miss Double Points

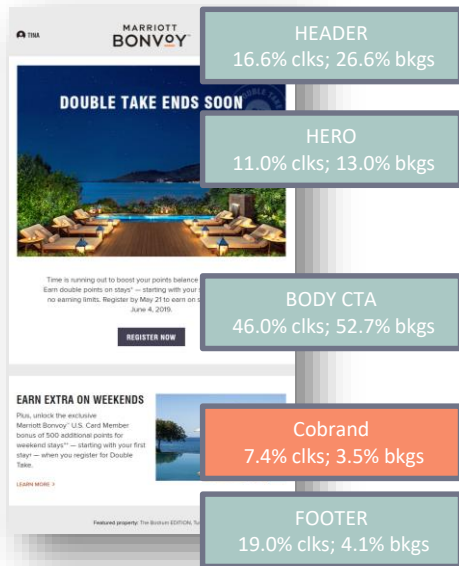
PH: Earn with Double Take through June 4.



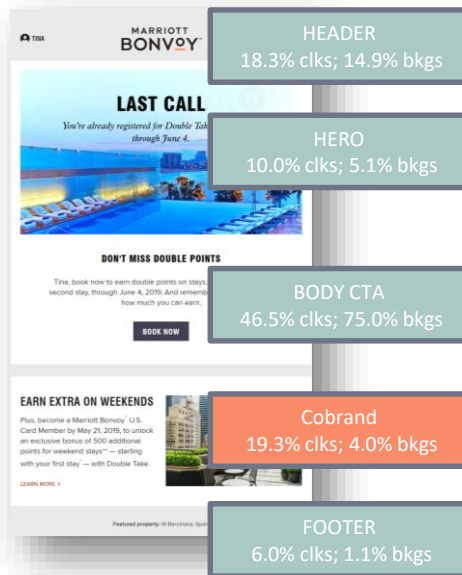
\*Projected registrations = # of deployed reg. confirmation emails

# DOUBLE TAKE PROMOTION: MAY '19 LAST CHANCE EMAILS

## Registration Reminder 5/13



## Booking Reminder 5/13



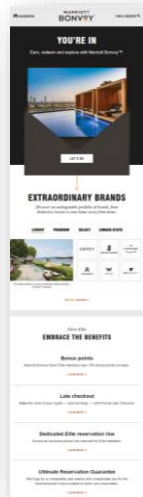
- Cobrand module received higher engagement in Booking Reminder email than Reg. Reminder
  - Same finding with April reminders
- Consider keeping message in Booking Reminder, as well as exploring a more prominent feature on reg. confirmation landing page

# ENTIRE WELCOME SERIES NOW IN-MARKET

- Successfully launched the remaining Welcome series email campaigns (#2 – 4) in Orchestration
- Content optimization plans are in development, i.e. subject line tests, additional earn/redeem content
- Partnering with CX to create monthly dashboard

## Email 1 – Welcome

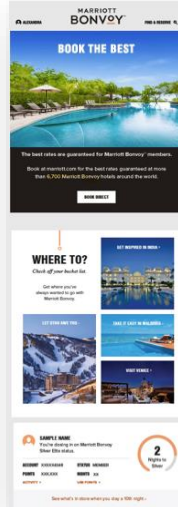
SL: Discover Marriott Bonvoy  
PH: Earn, redeem, and explore at more than 6,700 hotels around the world.



467 K	26.4%	29.2%	1.2 K
Delivered	Open Rate	CTOR	Room Nights

## Email 2 – Book Direct

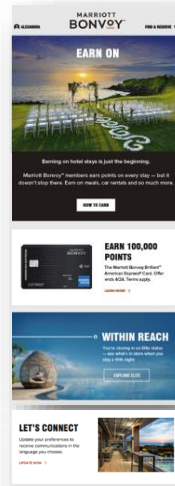
SL: The Secret to the Best Rates  
PH: Unlock exclusive Member Rates on every stay



1.2 M	16.8%	10.1%	726
Delivered	Open Rate	CTOR	Room Nights

## Email 3 – Earn

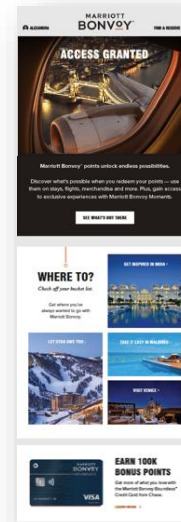
SL: So Many Ways to Earn  
PH: Watch your points balance soar.



1.1 M	14.5%	8.7%	242
Delivered	Open Rate	CTOR	Room Nights

## Email 4 – Redeem

SL: Turn Points into Memories  
PH: Redeem for stays, experiences and so much more.



1.1 M	14.0%	7.6%	289
Delivered	Open Rate	CTOR	Room Nights

\*May 2019 Engagement

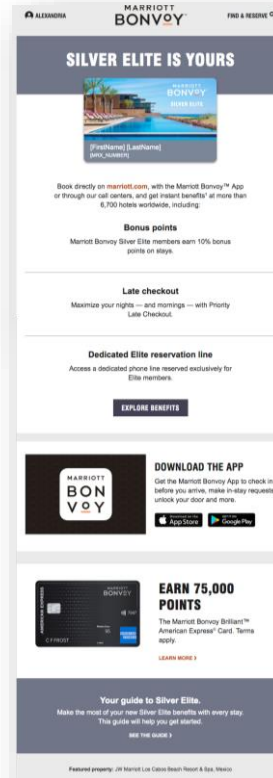


# SUCCESSFULLY LAUNCHED ACHIEVERS & RENEWERS TRIGGERS

- Successfully launched English versions of Achievers and Renewers emails in Orchestration
- Next phase includes getting content in mobile and launching LT Achievers
- Establishing baseline and goals after 3 months in market
- Partnering with CX to create monthly dashboard

## Achievers

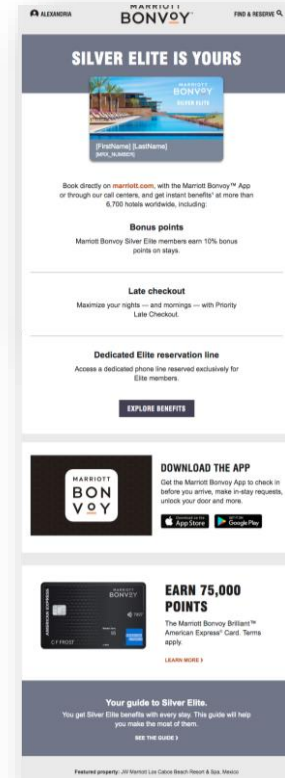
SL: [Silver] Elite Is Yours  
PH: Bring on the elevated benefits.



29.0 K	45.4%	28.4%	250
Delivered	Open Rate	CTOR	Room Nts.

## Renewers

SL: Make the Most of [Silver] Elite  
PH: Your [Silver] Elite benefits have arrived.



52.9 K	37.7%	10.9%	187
Delivered	Open Rate	CTOR	Room Nts.

\*May 2019 Engagement

# TESTING AND OPTIMIZATION

# SUBJECT LINE TEST RESULTS

Amex Brilliant Acquisition (5/8)	WINNERS	DESCRIPTION OF WINNER
<p>Members</p> <ul style="list-style-type: none"> <li>• <b>How Will You Redeem 75,000 Bonus Points?</b></li> <li>• Get Ready to Earn 75,000 Bonus Points</li> <li>• Earn 75,000 Bonus Points to Take On the World</li> </ul> <p><i>PH: Get the Marriott Bonvoy Brilliant American Express Card.</i></p>	<p><b>Winner</b></p> <p>-1.3 pts</p> <p>-2.0 pts</p>	<p>Question format, with personalization drove intrigue for both members and non-members</p>
<p>Non-Members</p> <ul style="list-style-type: none"> <li>• <b>How Will You Redeem 75,000 Bonus Points?</b></li> <li>• Get Ready to Earn 75,000 Bonus Points</li> <li>• Earn 75,000 Bonus Points to Take On the World</li> </ul> <p><i>PH: Get the Marriott Bonvoy Brilliant American Express Card.</i></p>	<p><b>Winner*</b></p> <p>-1.2 pts</p> <p>-1.7 pts</p>	<p>Continue using personalization that stirs up a sense of ownership</p>

\*Not statistically significant

# SUBJECT LINE TEST RESULTS

Amex Business Acquisition (5/10)	WINNERS	DESCRIPTION OF WINNER
<p>Members</p> <ul style="list-style-type: none"> <li>• Turn Business Expenses into 75,000 Bonus Points</li> <li>• Where Will 75,000 Bonus Points Take You?</li> <li>• Earn 75,000 Bonus Points to Take Your Business Further</li> </ul> <p><i>PH: Apply for the Marriott Bonvoy Business Amex Card.</i></p>	<p>Winner</p> <p>-0.7 pts</p> <p>-0.5 pts</p>	<p>Direct, business focused subject line</p> <p>Consider retesting on an audience that opened SL 1 &amp; 3 until further targeting for small business becomes available</p>
<p>Non-Members</p> <ul style="list-style-type: none"> <li>• Turn Business Expenses into 75,000 Bonus Points</li> <li>• Where Will 75,000 Bonus Points Take You?</li> <li>• Earn 75,000 Bonus Points to Take Your Business Further</li> </ul> <p><i>PH: Apply for the Marriott Bonvoy Business Amex Card.</i></p>	<p>Winner*</p> <p>0.0 pts</p> <p>0.0 pts</p>	

\*Not statistically significant

# SUBJECT LINE TEST RESULTS

Chase Boundless Acquisition W2 (5/14)	WINNERS	DESCRIPTION OF WINNER
<p>Members</p> <ul style="list-style-type: none"> <li>• <b>Last Call: Earn 100,000 Bonus Points</b></li> <li>• Last Chance to Earn 100,000 Bonus Points</li> </ul> <p><i>PH: Apply for the Marriott Bonvoy Boundless Credit Card from Chase &gt;</i></p>	<p><b>Winner*</b> -0.1 pts</p>	<p>Sense of urgency highlighting points offer</p>
<p>Non-Members</p> <ul style="list-style-type: none"> <li>• <b>Last Chance to Earn 100,000 Bonus Points</b></li> <li>• Last Call: Earn 100,000 Bonus Points</li> </ul> <p><i>PH: Apply for the Marriott Bonvoy Boundless Credit Card from Chase &gt;</i></p>	<p><b>Winner*</b> 0.0 pts</p>	<p>Similar approach for both subject lines led to equal response</p> <p>Consider retesting with a stronger variation</p>

\*Not statistically significant

# SUBJECT LINE TEST RESULTS

Double Take Registration Reminder (5/13)	WINNERS	DESCRIPTION OF WINNER
<p>Members</p> <ul style="list-style-type: none"> <li>• <b>Double Take Ends Soon</b></li> <li>• Last Chance for Double Points!</li> <li>• Don't Miss Double Take</li> </ul> <p><i>PH: Register for Double Take by May 21.</i></p>	<p><b>Winner*</b> +0.3 pts -0.1 pts</p>	<p>Branded, sense of urgency style was initial winner</p> <p>#2 with stronger sense of urgency &amp; offer won after a while; retest tactics</p>
<p>Non-Members</p> <ul style="list-style-type: none"> <li>• <b>Last Chance to Join and Earn Double Points</b></li> <li>• Last Chance: Join and Earn Double Points</li> <li>• Earn Double Points with Marriott Bonvoy</li> </ul> <p><i>PH: Register for Double Take by May 21.</i></p>	<p><b>Winner</b> -1.1 pts -1.6 pts</p>	<p>Softer urgency appeal, with promo offer performed better</p>

\*Not statistically significant

# SUBJECT LINE TEST RESULTS

Double Take Booking Reminder (5/13)	WINNERS	DESCRIPTION OF WINNER
<p>Members (Earned)</p> <ul style="list-style-type: none"> <li>• <b>How many points will you earn with Double Take?</b></li> <li>• Double Take Ends Soon</li> <li>• Double Points Ends Soon</li> </ul> <p><i>PH: Earn with Double Take through June 4.</i></p>	<p><b>Winner*</b></p> <p>-1.2 pts</p> <p>-1.4 pts</p>	<p>Personalized and question format with promo offer</p> <p>Retest tactics for consistency</p>
<p>Members (Not Earned)</p> <ul style="list-style-type: none"> <li>• <b>Don't Miss Double Points</b></li> <li>• There's Still Time to Earn Double Points</li> <li>• Stay Just Twice to Earn Double Points</li> </ul> <p><i>PH: Earn with Double Take through June 4.</i></p>	<p><b>Winner</b></p> <p>-3.0 pts</p> <p>-1.6 pts</p>	<p>Utilizes FOMO, short with promo offer</p> <p>Consider testing against a question</p>

\*Not statistically significant

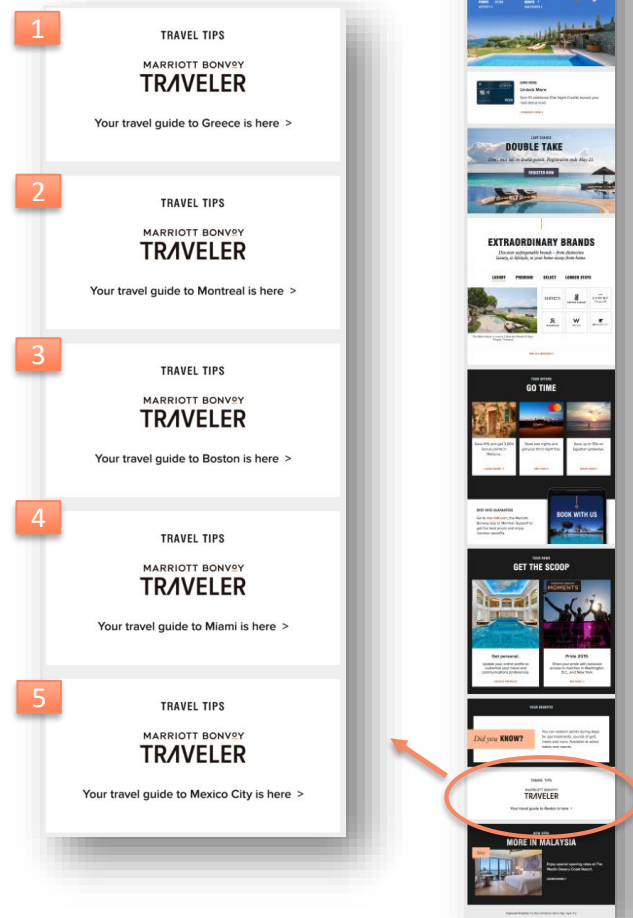
# 11% CTOR LIFT IN TRAVELER CONTENT

## MAY '19 MAU – WYLEI SMART IMAGE

### Campaign Overall Results

	Total Opens	Total Clicks	Unique Opens	Unique Clicks	CTOR%	Lift	SS
Control	469,629	298	469,588	295	0.063%	-	-
Optimized	4,216,730	2,970	4,203,828	2,943	0.070%	11.440%	96%

- Used Wylei Smart Image to optimize 5 Traveler destination articles in real-time: Boston, Greece, Mexico City, Miami, and Montreal
- Boston had the highest CTOR and a 25% lift over all articles; Greece came in second place with a 19% CTOR lift
- Module clicks more than double MoM for both control and optimized groups; general travel guide approach may have driven more interest than specific articles
- Partnered with Traveler team on creative layout, content & segmentation recommendations for June deployment





# **ACTIONABLE INSIGHTS**

# ACTIONABLE INSIGHTS

- Look for opportunities to educate Non-Members and Basics on program benefits and show or answer WIIFM (What's In It For Me)
  - Promotions and Cobrand messages: look for ways to show me what I can you do with the points I will earn? Share how other members use their points: Free stays, experiences, Instant Redemptions, gift cards, etc.
- Develop optimization plans for MAU that will grow campaign engagement while supporting program goals
  - Identify ways the campaign can work harder for the program and members
  - Establish baselines and set campaign, content, and segment level goals & objectives
  - Build optimization and test roadmap

# ACTIONABLE INSIGHTS

- Continue testing question style subject lines to confirm the winning ‘recipe’; vary personalization approaches
  - Use pre-headers to answer questions and/or email content
  - Look for ways to evoke ownership/inclusion and show value
  - May winners:
    - **Double Take Member = “How many points will you earn with Double Take?”**
    - **Cobrand Member = “How Will You Redeem 75,000 Bonus Points?”**
      - Good opportunity to highlight top 3 ways members use their earned points
    - **Cobrand Non-member = Where Will 75,000 Bonus Points Take You?**
      - Good time to highlight vacation opportunity for new members and non-stayers or next vacation for active members

◦ **THANK YOU!**

# MARRIOTT BONVOY EMAIL ENGAGEMENT TRENDS

