



Marriott Bonvoy

May 2022 Email Performance Review

June 16, 2022

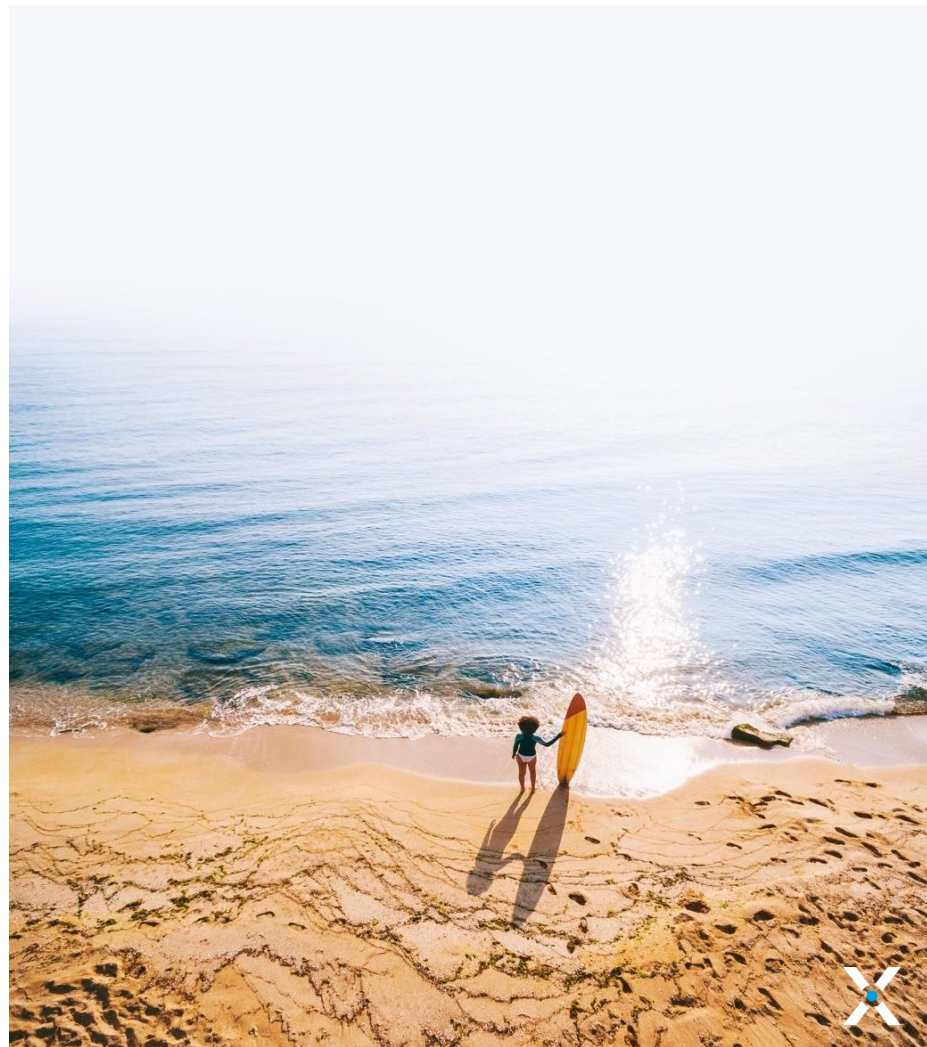
MARRIOTT
BONVOY



THE RITZ-CARLTON, SHANGHAI, PUDONG, CHINA

Today's Agenda

- Performance Summary
- Campaign Highlights
- Testing & Optimizations
- Actionable Insights



May 2022

Performance Summary

May 2022 Performance vs. Average

Engagement	38.1 M Email Subscribers* +1.5% MoM	
	184.8 M Delivered Emails -8.2% vs. Avg.	1.7 M Clicks -21.7% vs. Avg.
	0.9% CTR -0.2 pts. vs. Avg.	0.14% Unsub. Rate -0.03 pts vs. Avg.**
	18.8 K Bookings -9.1% vs. Avg.	42.9 K Room Nights -9.5% vs. Avg.
Financials	\$8.4 M Revenue -2.5% vs. Avg.	0.10 Bookings/Dlvd. (K) +5.6% vs. Avg.

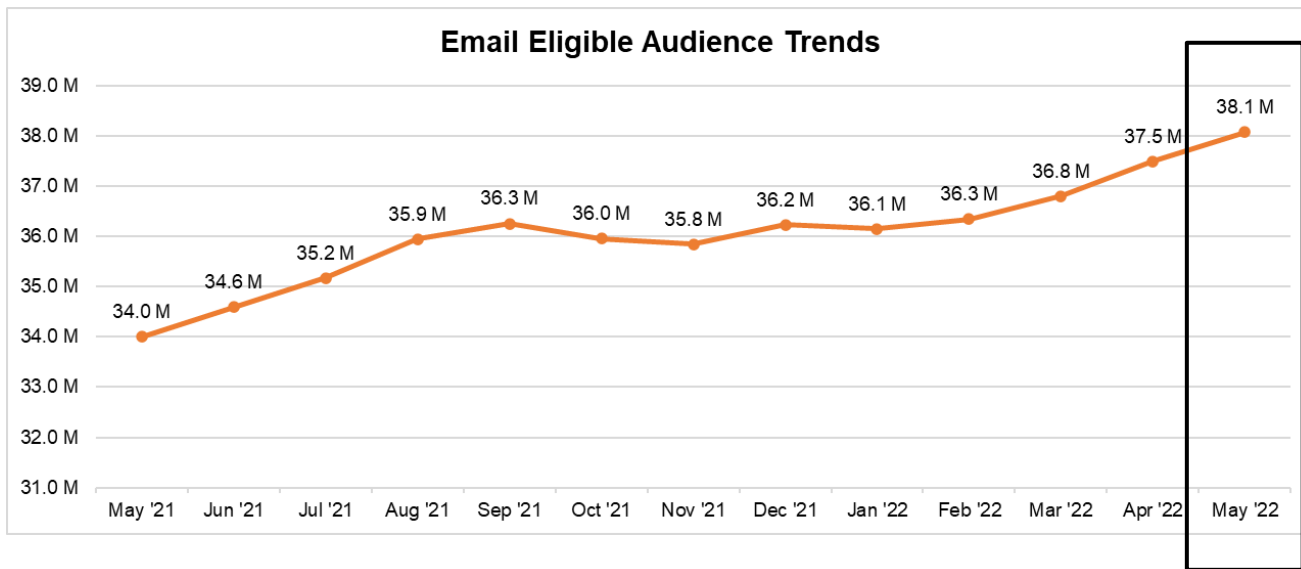
- Eailable audience size +1.5% MoM; similar growth patterns for both members and non-members (audience counts were +286K and +291K MoM respectively)
- Fewer program solos and promotion delivery volumes contributed to decreased click activity and financials vs avg.
 - Cobrand deliveries increased to 27% this month impacting overall engagement (0.31% category CTR)
- Unsub rate remained was below avg; a positive sign of maintaining engagement as email calendar deployments naturally fluctuate each month
- May revenue was down -2.5% vs avg, but is up over prior month by \$450K, primarily driven by additional revenues from Brand, Cobrand and Partner email categories
 - Revenue is also up over same time prior year by \$1.0M (\$7.3M in May 2021)

*Eailable members & non-members globally; does not include anyone on a suppression list

**Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates
Comparison time periods: Rolling 12-Month Average

38.1M Emailable Customers (+577K MoM)

Continuation of steady MoM audience growth increases for both members and non-members



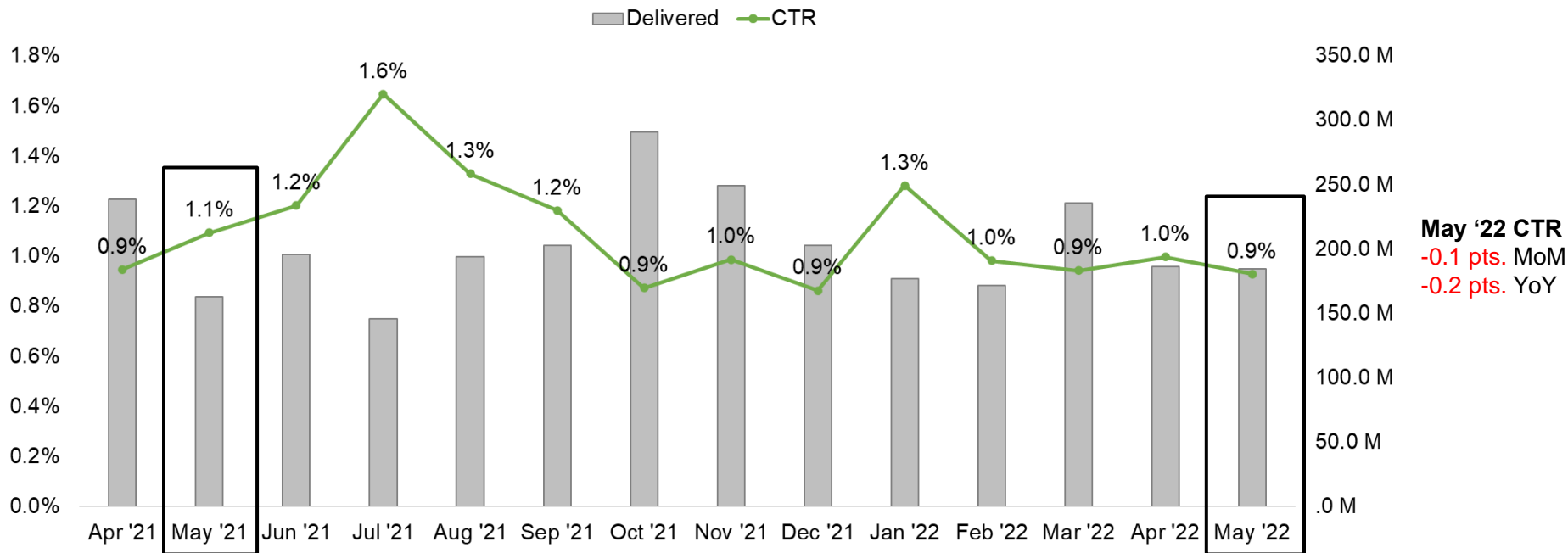
Email eligible (total)	38,070,571
MoM	+1.5% +577,450
Members	26,358,078
MoM	+1.1% +286,068
Non-Members	11,712,493
MoM	+2.6% +291,382

Report date: June 1, 2022

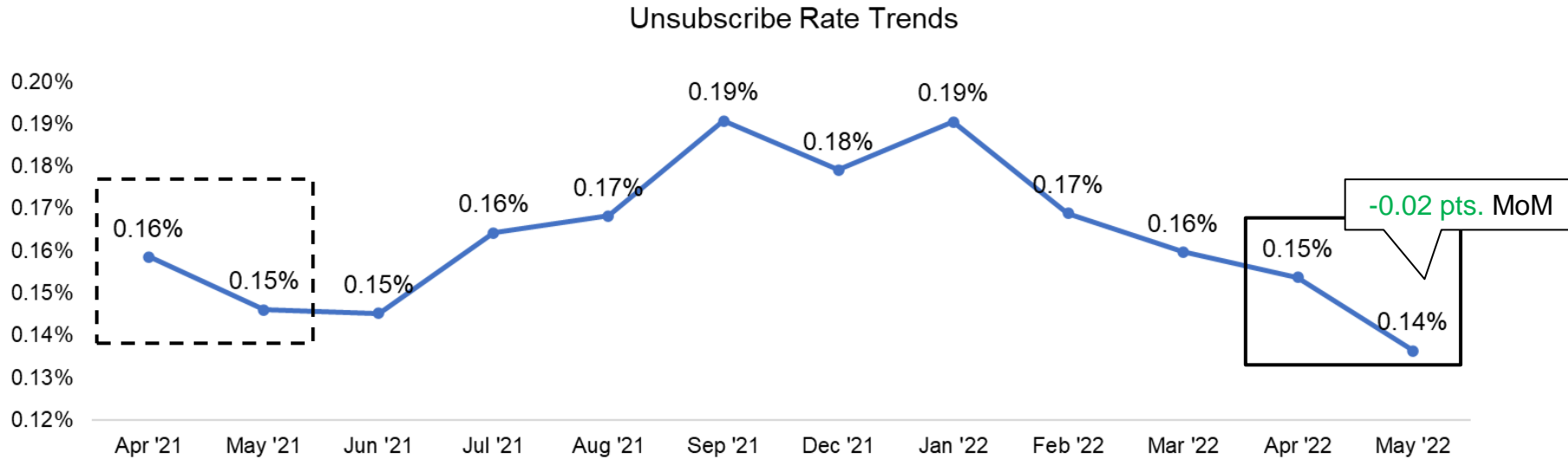
Slight Decrease in CTR Engagement With Fewer Deliveries MoM and YoY

- Fewer Core Marketing and Promo deliveries in May contributed to decreased CTR; along with increased Cobrand emails that tend to have lower CTRs
- Leveraged Send Time Optimization (STO) technology for select campaigns in May to help lift engagement; results are forthcoming

Bonvoy Email Engagement: CTR Trends



Consistent Unsubscribe Rate Trends MoM and YoY



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








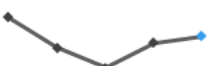

Member Level KPIs

- Deliveries were up slightly over prior month for Basic, Silver and Gold; down for Non-Member, due to fewer Promo emails.
- Maintained audience health within all member segments with nearly flat unsubscribe rates
- Engagement, however, was down within each member segment from fewer high engagement campaigns in the Core Marketing and Promo categories, plus the increase in Cobrand category emails that had a lower overall CTR avg.

Segment	Deliveries	CTR	Unsub Rate
Non-Member	23.3 M -16% MoM ▼	0.33% 	0.37% -0.04 pts MoM ▼
Basic	106.3 M +1% MoM ▲	0.66% 	0.13% -0.01 pts MoM ▼
Silver	18.2 M +9% MoM ▲	1.18% 	0.06% -0.01 pts MoM ▼
Gold	21.9 M +2% MoM ▲	1.53% 	0.05% -0.01 pts MoM ▼

Member Level KPIs (cont.)

High engagement in Core MAU and select program solos sent to upper Elites contributed to CTR lifts MoM (for example, Global Ambassador solo, YWR Q2 Registration, and United Solo).

Segment	Deliveries	CTR	Unsub Rate
Platinum	6.6 M +2% MoM 	2.28% 	0.04% -0.00% MoM 
Titanium	7.1 M +2% MoM 	2.77% 	0.03% -0.00% MoM 
Ambassador	1.3 M +6% MoM 	3.62% 	0.03% -0.00% MoM 

Trend Lines = Jan '22 – May '22

May 2022 Campaign Dashboard

Compared to 12-month avg

- Cobrand** made up most of the May deliveries at 26.6%, up from 18% in April, impacting overall monthly performance
- Partner** category performed well in May, with increases across all KPIs vs. avg and doubling CTR and revenue over May 2021
- METT** is maintaining steady deliveries, engagement and revenue

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Lifecycle	Moments	Partner	Promotions	Travel Inspiration	Regional
% of Delivered Emails		7.1%	26.6%	12.1%	16.4%	7.4%	1.8%	3.4%	4.4%	0.6%	19.4%	0.6%
DELIVERED	184.8 M -8.2%	13.2 M -39.8%	49.1 M 44.9%	22.4 M 3.1%	30.3 M -32.5%	13.8 M 38.4%	3.2 M -6.4%	6.2 M -28.5%	8.2 M 26.4%	1.1 M -96.6%	35.9 M 56.4%	1.2 M 1.3%
CLICK	1.7 M -21.7%	142.5 K -61.9%	151.7 K -1.0%	168.6 K -12.2%	351.2 K -39.6%	108.9 K 42.5%	160.7 K -13.6%	55.6 K -30.1%	249.2 K 234.9%	35.1 K -90.1%	263.2 K 67.3%	10.4 K 36.8%
CTR	0.93% -0.2 pts.	1.08% -0.6 pts.	0.31% -0.1 pts.	0.75% -0.1 pts.	1.16% -0.1 pts.	0.79% +0.0 pts.	4.95% -0.4 pts.	0.89% -0.0 pts.	3.05% +1.9 pts.	3.30% +2.2 pts.	0.73% +0.0 pts.	0.90% +0.2 pts.
UNSUB	.3 M -44.4%	21.2 K -60.2%	56.2 K -6.5%	29.2 K -55.3%	32.9 K -52.8%	15.1 K 23.5%	18.6 K 20.0%	2.3 K -90.8%	4.3 K -74.7%	335 -99.6%	66.5 K 14.2%	4.0 K 45.9%
UNSUB RATE	0.14% -0.03 pts.	0.16% -0.08 pts.	0.11% -0.06 pts.	0.13% -0.17 pts.	0.11% -0.05 pts.	0.11% -0.01 pts.	0.57% +0.13 pts.	0.04% -0.25 pts.	0.05% -0.21 pts.	0.03% -0.25 pts.	0.19% -0.07 pts.	0.34% +0.11 pts.
BOOKINGS	18.8 K -9.1%	981 50.6%	2.6 K 9.7%	2.0 K -20.2%	6.5 K -13.3%	912 -2.0%	2.2 K -1.9%	358 -14.8%	1.6 K 192.1%	.4 K -86.7%	1.2 K 43.7%	78 46.5%
ROOM NIGHTS	42.9 K -9.5%	2.5 K 40.0%	4.6 K 2.7%	4.5 K -25.5%	14.9 K -13.6%	2161 -0.7%	5.5 K 4.2%	747 -20.1%	3.8 K 204.0%	.9 K -86.8%	2.9 K 48.4%	.3 K 76.1%
REVENUE	\$8.4 M -2.5%	\$568.5 K 41.1%	\$750.4 K 12.5%	\$1.0 M -16.4%	\$3.0 M -5.6%	\$424.9 K 2.0%	\$1.1 M 18.4%	\$136.3 K -18.2%	\$644.6 K 216.6%	\$141.1 K -88.1%	\$581.4 K 64.4%	\$50.8 K 87.0%
CONVERSION RATE	0.01% -0.00 pts.	0.01% +0.0 pts.	0.01% -0.0 pts.	0.01% -0.0 pts.	0.02% +0.0 pts.	0.01% -0.0 pts.	0.07% +0.0 pts.	0.01% +0.0 pts.	0.02% +0.0 pts.	0.04% +0.0 pts.	0.00% -0.0 pts.	0.01% +0.0 pts.
BPK	0.10 54.0%	0.07 +3.3 pts.	0.05 +1.3 pts.	0.09 -7.2 pts.	0.21 +6.5 pts.	0.07 -4.1 pts.	0.68 -5.9 pts.	0.06 +0.3 pts.	0.20 +13.1 pts.	0.37 +28.1 pts.	0.03 -0.2 pts.	0.07 +3.2 pts.



Campaign Highlights

Core MAU Performance

Lux MAU Performance

Earn Everyday Solo

Global Pref Center Ambassador

Achiever Campaign Refresh

CORE MAU: May 2022

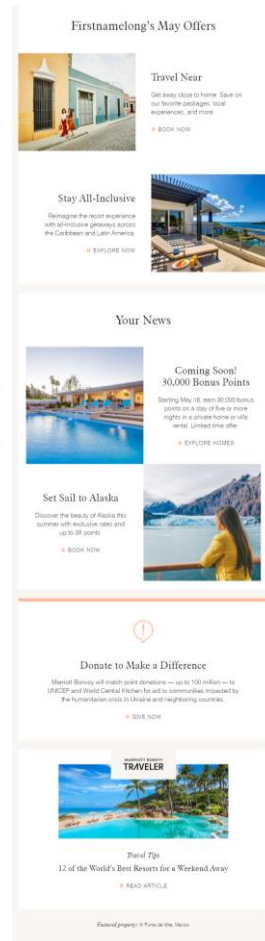
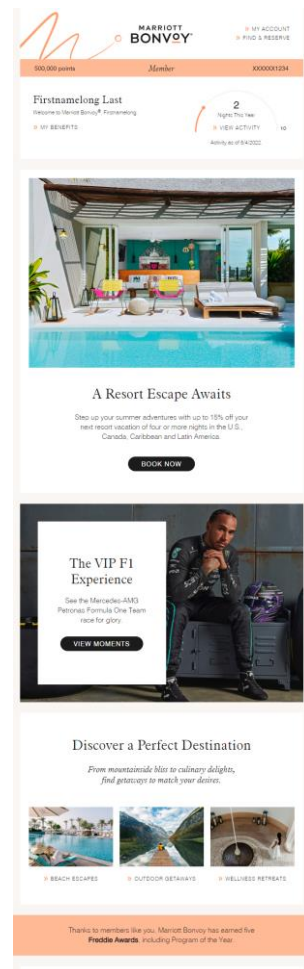
Creative (ENG Version)

Subject Line:

May Account Update: Save 15% on a Resort Escape

Pre-Header:

See what's new this month.



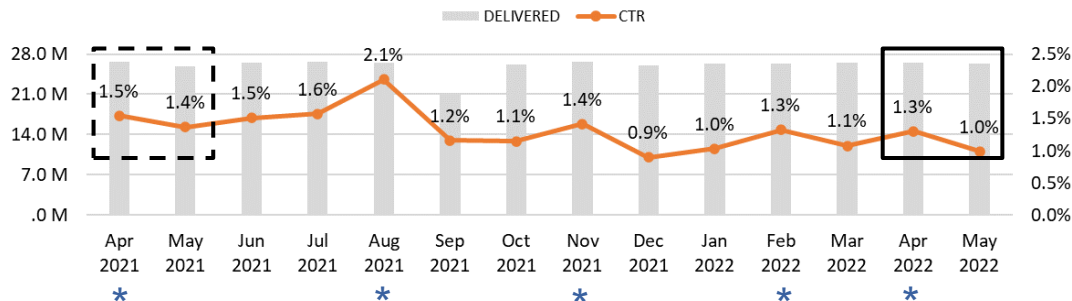
Core MAU Performance Summary: May 2022

All Versions: Global English (May 12th) + In-Lang. (May 19th)

Metrics	May 2022	MoM	vs. MAU Avg.
Delivered	26.3 M	-0.8%	+1.6%
Clicks	260.0 K	-24.8%	-24.7%
CTR	0.99%	-0.3 pts.	-0.3 pts.
Unsub. Rate	0.12%	+0.01 pts.	---
Bookings	3.3 K	-36.4%	-24.9%
Room Nights	7.5 K	-33.9%	-25.5%
Revenue	\$1.5 M	-25.1%	-16.4%

- May declines impacted by natural shift in content MoM; declines also align with previous year trends
- Global Promotion messages historically drive MAU performance; peaks in CTR trends align with promo features
- May campaign featured a resorts hero that was geo-targeted and generated 20% of clicks and 13% of bookings
 - Last month, GloPro hero generated 33% of clicks and 26% of bookings with last chance urgency messaging

Core MAU 2022 Engagement Trends

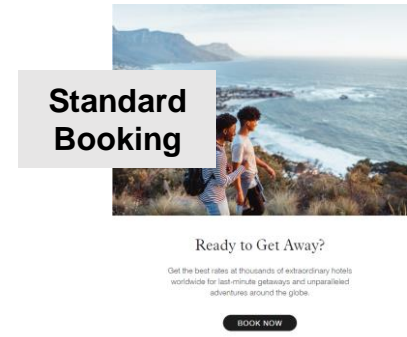
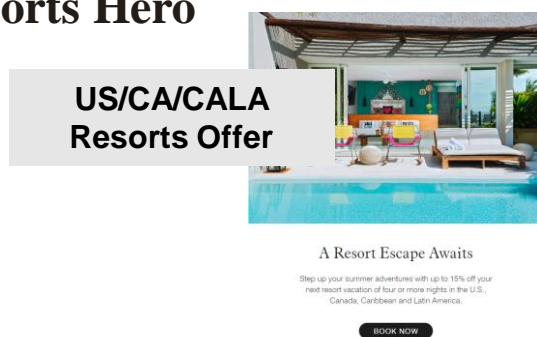


Asterisk (*) indicates Global Promotion Featured Months

[illegible]

- [illegible]

Core MAU Resorts Hero



ENG version

- Targeted Resorts hero generated engagement in most regions with over 18% of clicks
- Secondary offer module drove similar engagement as Resorts hero in CALA and Europe

ENG version	US	CANADA	CALA	EUROPE	MEA
Hero - Resort Offers	21.36%	20.88%	17.44%	12.17%	18.42%
Offers	9.92%	9.10%	15.13%	11.55%	5.09%
All-Inclusive Hotels	4.43%	--	9.32%	--	--
Balearic Islands	--	--	--	8.87%	5.09%
US_CA_CALA_Staycation	5.49%	9.10%	5.81%	--	--
Zurich	--	--	--	2.68%	--

In-Lang. version

- Stronger performance of the Resorts hero in Canada and MEA
- Other regions engagement more with secondary offer content

INL version	CANADA	CALA	EUROPE	MEA
Hero - Resorts Offer	25.33%	16.75%	19.51%	22.29%
MEO MEA_Resorts	--	--	19.03%	22.20%
StandardBooking	0.26%	4.44%	0.48%	0.09%
US_CA_CALA_Resorts	25.07%	12.31%	--	--
Offers	--	25.76%	16.58%	8.92%
All-Inclusive Hotels	--	12.84%	--	--
Balearic Islands	--	--	14.21%	8.92%
US_CA_CALA_Staycation	--	12.92%	--	--
Zurich	--	--	2.37%	--

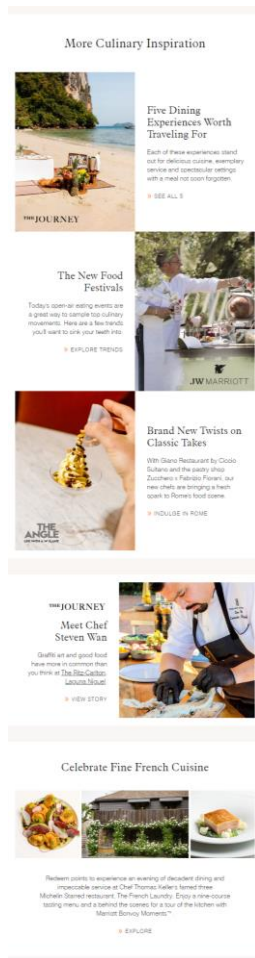
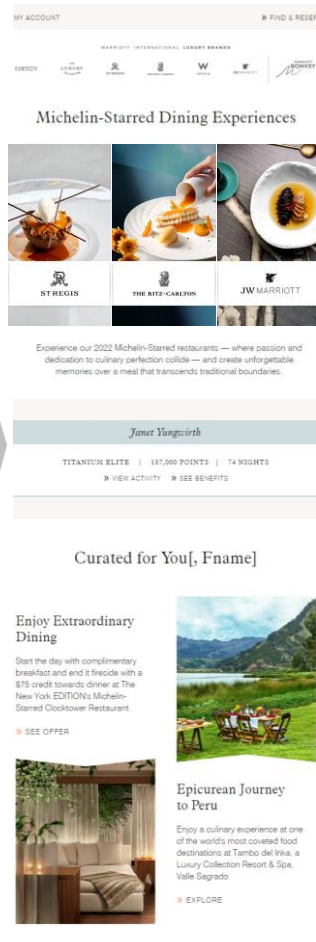
Lux MAU: May 12, 2022

Subject Line:

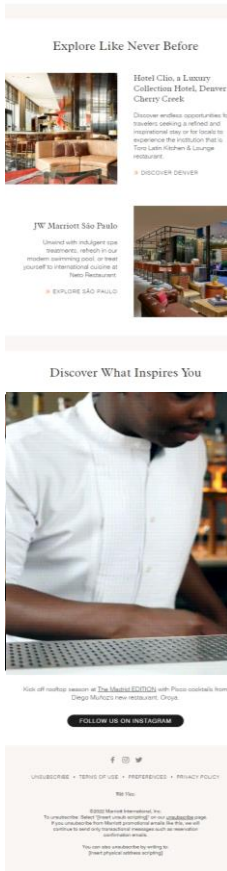
[Fname's] [Your] Account Update: New Michelin Stars, Culinary Offers, and More

Pre-Header:

Plus, five dining experiences worth traveling for and our newest hotel openings



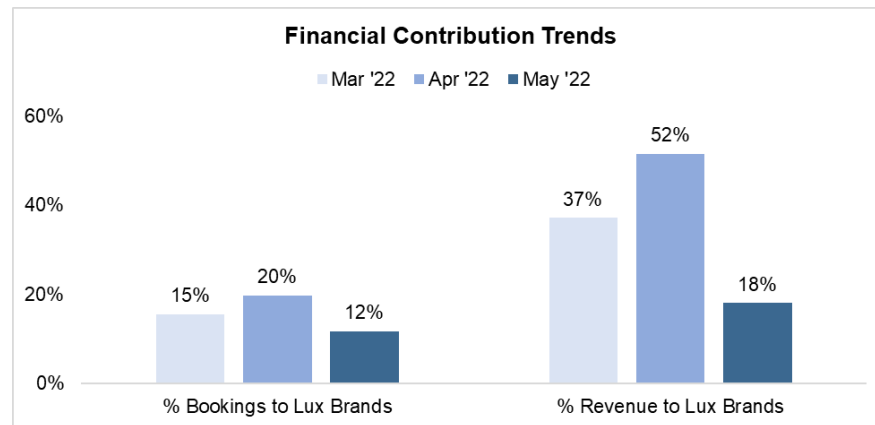
Creative: Member Version



Most KPIs Performed Above 6-Month Average

- May click activity was down compared to April, but increased 25% in comparison to the six-month average
 - MoM declines impacted by strong April engagement – it had the 2nd highest CTR since launch
- Unsub rates remain consistent MoM and trend similar against the six-month average
- Monthly financials impacted by recent data issues that may be understating Omniture tracking
 - Data will be refreshed once updates have been made in the system

Metrics	May '22	vs. Avg.	MoM
Delivered	1.8 M	+24.3%	+0.4%
Clicks	32.2 K	+24.5%	-32.8%
CTR	1.8%	+0.0 pts.	-0.9 pts.
Unsub Rate	0.06%	-0.01 pts.	-0.00 pts.
Bookings	273	-12.1%	-14.4%
Revenue	\$138.5 K	-28.8%	-40.4%



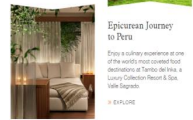
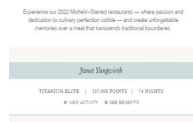
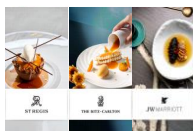
Lux MAU Segment Heat Maps

May 2022

(U.S. Version)



Curated for You, Fname



More Culinary Inspiration



- Fairly comparable click rate in the hero among all four segments; within 3-4pts. of one another
- Member account box provided the highest click percentage, with L2A continuing to have the highest click rate per individual segment
- L2B and L3 were more interested in Inspiration and Moments content than L1 and L2A
- Clocktower Restaurant offer had highest engagement for offers; listed dinner credit value

Module	L1	L2A	L2B	L3	Total
Header	11.4%	9.1%	6.2%	6.0%	6.8%
Hero: Michelin-Starred Dining	18.1%	17.0%	18.1%	20.6%	18.1%
JW Marriot	4.2%	4.9%	6.2%	6.1%	6.0%
Ritz-Carlton	5.4%	6.2%	6.8%	6.0%	6.5%
St. Regis	4.3%	5.2%	5.9%	5.7%	5.7%
Member Account Box	35.7%	44.1%	30.7%	28.0%	31.4%
Offers	11.9%	12.4%	19.8%	21.0%	18.9%
Clocktower Restaurant	7.7%	9.2%	14.6%	15.8%	13.9%
Journey to Peru	4.1%	3.2%	5.2%	5.2%	5.0%
Inspiration	7.6%	8.5%	13.4%	15.0%	12.9%
Dining Worth Traveling For	4.4%	5.2%	8.0%	8.8%	7.7%
New Food Festivals	2.6%	2.7%	4.3%	5.1%	4.3%
Rome's Food Scene	0.7%	0.6%	1.1%	1.1%	1.0%
Culinary	1.1%	1.3%	1.5%	1.6%	1.5%
Moments	2.2%	3.0%	5.8%	6.6%	5.5%
New Hotels	1.1%	1.2%	1.7%	1.9%	1.7%
Denver Cherry Creek	0.7%	0.8%	1.2%	1.4%	1.2%
JW Marriot Sao Paulo	0.4%	0.3%	0.5%	0.5%	0.5%
Instagram	1.3%	0.9%	1.2%	1.2%	1.2%
Footer	13.7%	3.0%	0.7%	0.7%	1.9%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

Earn Everyday: Onboarding Pathways Solo Creative Examples

Targeting criteria: U.S. members with an English language preference who have joined the program in the last **10-120** days

Inactive: had **0 stays** since joining

Subject Line: You Deserve to Be Rewarded, Jill

Preheader: Enjoy our low member rates, earn toward free nights, and more!

Active Steady: had **1 stay** since joining

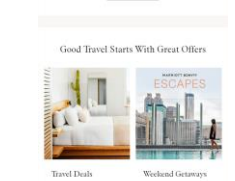
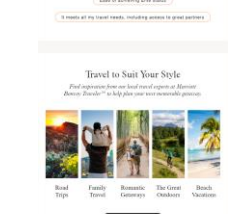
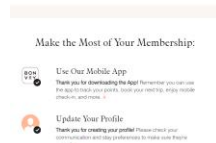
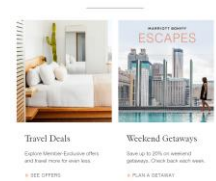
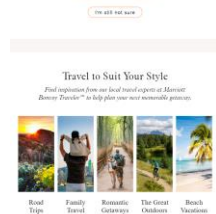
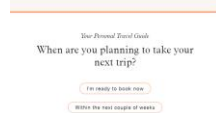
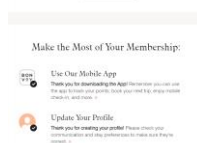
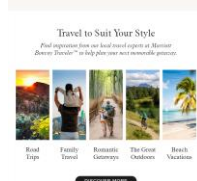
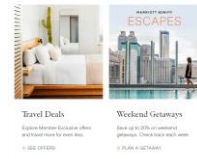
Subject Line: You're On Your Way to a Free Night, Jill

Preheader: Book your next trip to continue earning more points and rewards.

Active Super Engaged: had **2+ stays** since joining

Subject Line: Keep it going, Jill!

Preheader: Earn even more points toward free nights.



Earn Everyday: Onboarding Pathways Solo

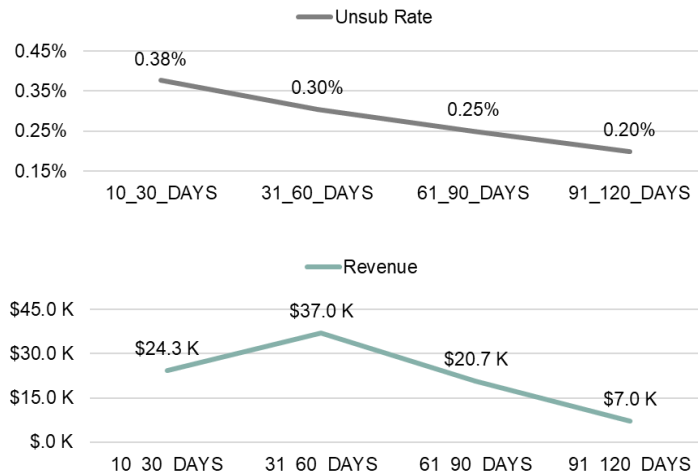
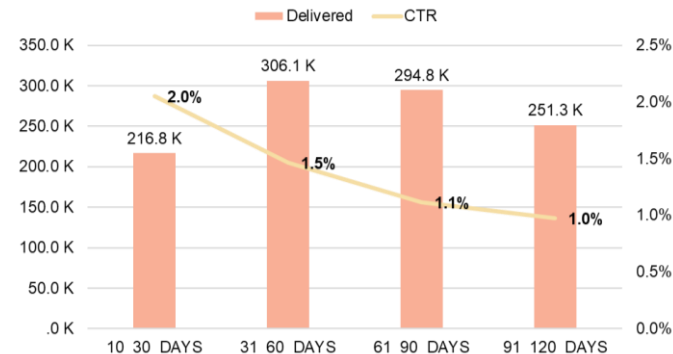
May 26th

Preliminary Results:

Delivered	Clicks	CTR	Unsub	Bookings	Revenue
1.1 M	14.7 K	1.4%	0.28%	208	\$89.0 K

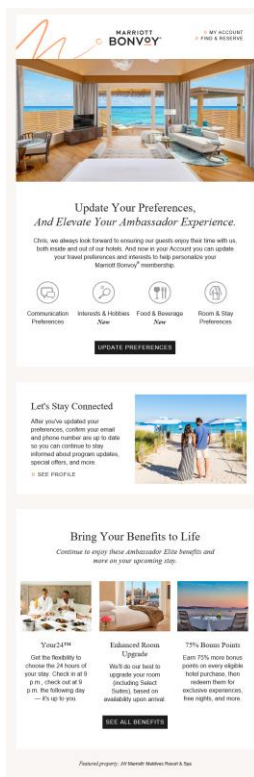
- CTR of 1.4% was above May average of 0.9%, but high unsub. rate shows disengagement for some audiences
 - Additional data needed to understand engagement differences for the Inactive segment vs. Active segments
 - Inactive segment made up 58% of the email audience and may be driving overall performance results
- 80% of the audience enrolled 10-90 days prior to getting email and drove the most bookings; activity declined for those over 90 days
- Continue to track engagement after receiving email #2 in the series (Onboarding Checklist) late June for additional activation
- Phase 2 optimization planning starting also in late June

Segment: Days Since Enrolling



7.7% CTR From Global Preference Center Ambassador Solo

May 4, 2022



- Campaign designed to inform Ambassador members they can now customize new travel preferences including food and beverage & interests and hobbies
- CTR of 7.7% was above average compared to Bonvoy May averages; also generated bookings
- Additional messaging in May Core MAU also supported goals
 - Consider including message again in a future mailing for non-clickers of both the Solo and Core MAU May
 - Additional reminders through other contactable means, like in-app messages
 - Consider driving clicks into the app from email for on-the-go preference updates; target app users only

Metrics	May 4 th Solo	vs May '22 Bonvoy Avg
Delivered	100.6 K	
Clicks	7.8 K	
CTR	7.7%	+6.8 pts.
Unsub	0.01%	-0.12 pts.
Bookings	174	
Revenue	\$103.2 K	

Subject Line: NEW: More Travel Preferences Available to You
Preheader: Chris, help us make your experience even better

Lifetime Achievers & Achievers

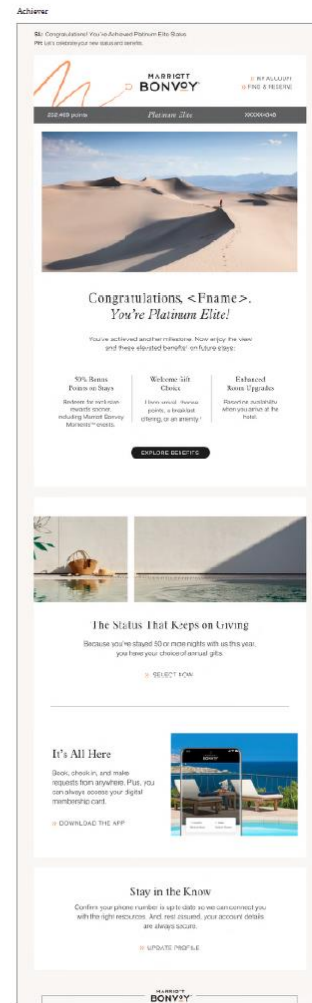
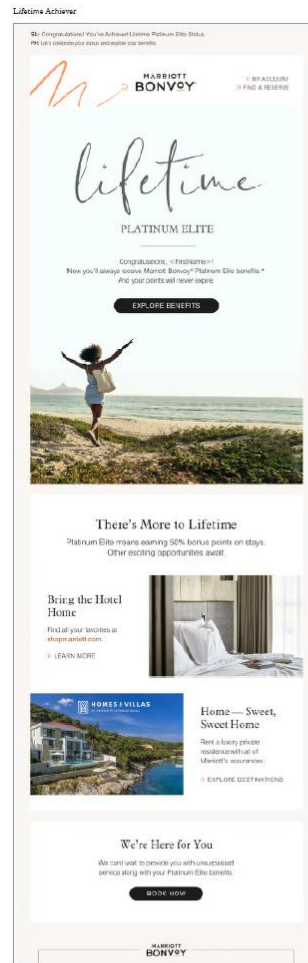
Campaign Refresh:

Creative Example (Platinum Elite)

Live Dates:

Lifetime Achievers refresh - March 16, 2022

Achievers refresh –Feb 15, 2022

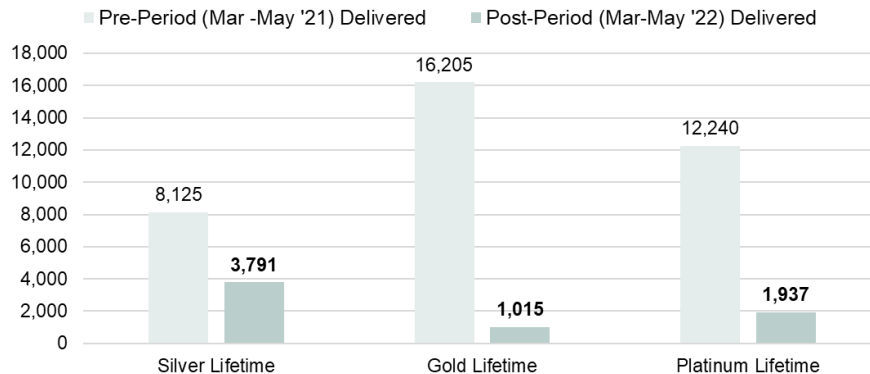


Lifetime Achievers Refresh

- Deliveries decreased for all segments compared to the same time period last year
- CTRs were stronger for all segments and unsub rates remained positive

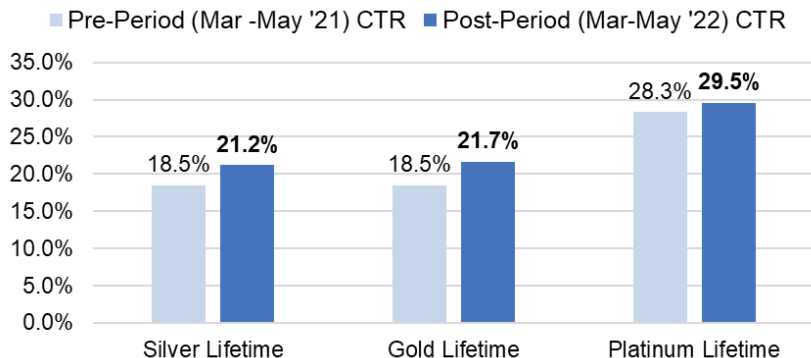
Deliveries

Lifetime Achievers Engagement



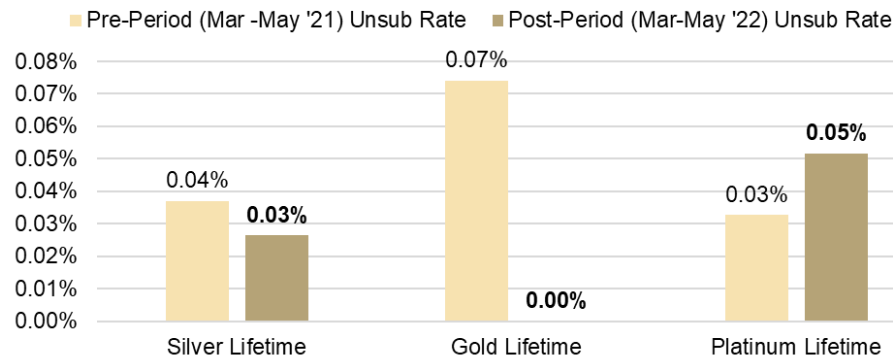
CTR

Lifetime Achievers Engagement



Unsub. Rate

Lifetime Achievers Engagement



- Post-Period = 2022 (March 16-31, April - May)
- Pre-Period = 2021 (same as above)

Recommendations

Lifetime Achievers:

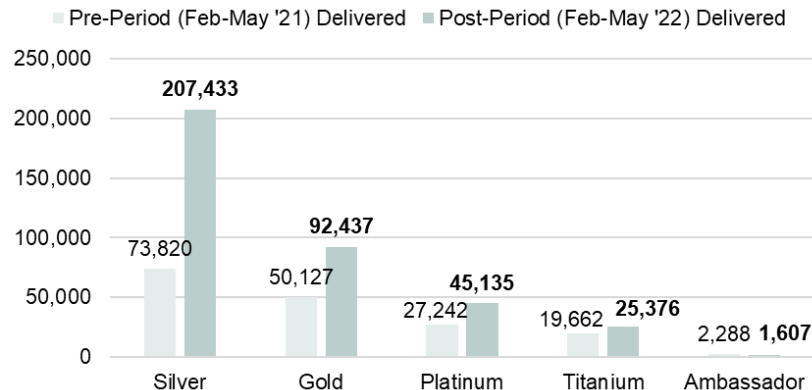
- Consider surveying or polling audience twice a year to understand how they achieved status, best motivating program benefit(s), etc.
- Add social sharing option so members can tout their achievement and share with friends
- Use decision engine to determine secondary content: HVMI, All-Inclusive, luxury brand education module, travel inspiration

Achievers Refresh

- Deliveries increased for all segments compared to last year, except Ambassadors (counts down 30%)
- CTRs were steady for Silver and Ambassador levels YoY; other segments saw steeper declines
- Unsubscribe rates were within range or lower than pre-period for most levels, except for Gold with the highest lift

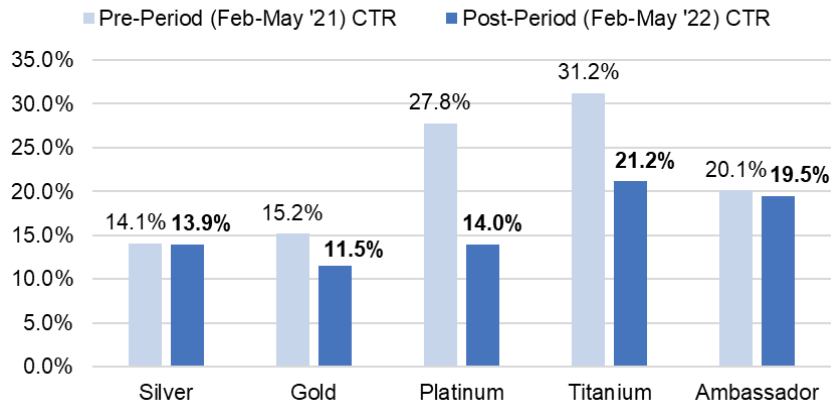
Deliveries

Achievers Engagement



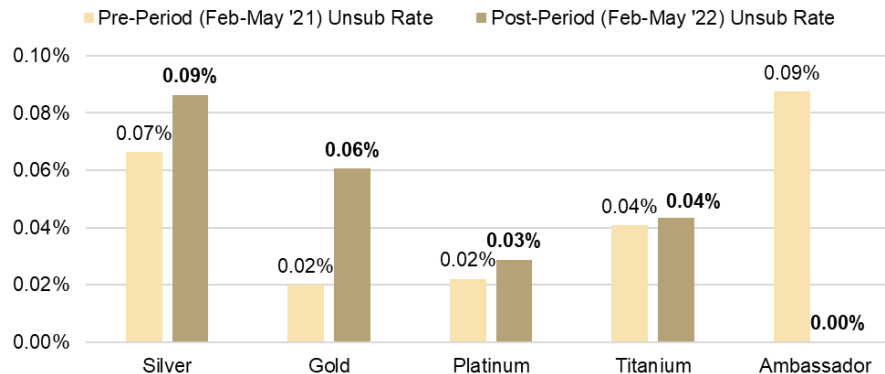
CTR

Achievers Engagement



Unsub. Rate

Achievers Engagement



- Post-Period = 2022 (Feb 15-20, Mar 2-31, April-May)
- Pre-Period = 2021 (same as above)

Recommendations

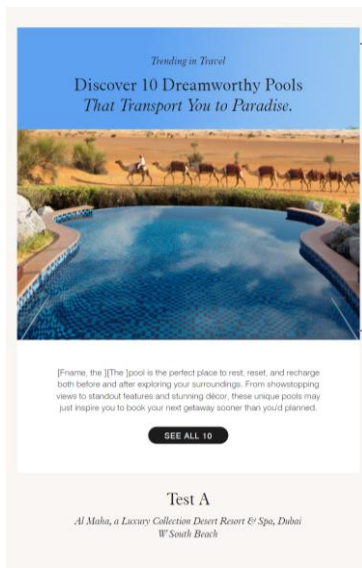
Achievers:

- Test hero CTA placement and call-to-action CTA copy to increase click activity
 - Placement = inside the hero image and above the fold
 - CTA Copy = Softer selling message like, “Plan Your Elite Stay” or “Book Your Next Elite Trip”
- Test additional messaging that acknowledges how they achieved (Cobrand, nights, partnerships); include book direct and benefits of booking in mobile app higher up in the email
- Look for opportunities to drive app users to the app for their next booking
- Consider showing progression from one level to the next to reinforce achievement (progress bar, highlight current level on benefits table)
- Use decision engine to determine secondary content: download app, travel ideas/inspiration, brands to try on next trip (based off of previous stay history)

Testing & Optimization

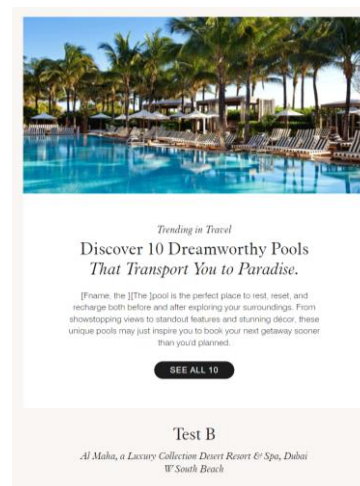
Project Wanderlust Solo: A/B Hero Image Test

- Tall vs. short hero image test targeting Bonvoy members; random 50/50 split
- Test designed to understand if image height impacts engagement for desktop openers; mobile versions were the same
- Taller image generated more clicks and bookings in first test; results were not statistically significant
- Additional testing planned for June and July campaigns to track engagement patterns



Tall version

- Clicks = 16.8K (+3.4%)
- Bookings = 41 (+13.9%)



Short version

Project Wanderlust Solo: A/B Hero Image Test

Additional Details

DESKTOP audience only

Engagement Stats					Tall vs. Short Lifts		
Versions	Delivered	Hero Clicks	Hero Bookings	Hero CTR	Click lift	CTR Lift	Bookings Lift
Short	1,004,790	16,302	36	1.6%			
Tall	1,020,884	16,858	41	1.7%	+3.4%	+0.03%	+13.9%

*Test results were not statistically significant

Ritz eNews May '22 Subject Line PCIQ: Observations & Recommendation

- For April subject lines that incorporated Golf and Spa generally performed better whereas more generic copy focused around weekend getaways had slightly lower performance
- 'Authority', 'Intrigue' and 'Personal' tags either in isolation or in combination continue to be consistent high performers
 - Look for ways to expand testing high performers
 - For example, try a combo of Intrigue + Question + Personal
- Both April and May's subject line winners incorporated first name personalization
 - Expand tactic by using targeted content to personalize or previous stay behavior (hasn't stayed in 12 months at Ritz)
- Explore use of questions, exclamations and/or emojis as they have some strong cross campaign performance

Date	Subject line	Tags	Unique _Open_Rate
3/5/22	INSIDE THE RITZ-CARLTON: Your next trip could be closer than you think	Intrigue	15.67%
	INSIDE THE RITZ-CARLTON: How to Plan the Ultimate Road Trip	How To	15.27%
	INSIDE THE RITZ-CARLTON: Your Guide to Road Trips Reimagined	Authority	15.27%
	INSIDE THE RITZ-CARLTON: Reimagine the Road Trip	Direct	15.24%
	INSIDE THE RITZ-CARLTON: 5 Iconic Spring Destinations & Road Trip Inspiration	List	15.04%

4/2/22	INSIDE THE RITZ-CARLTON: [Fname's][Your]Next Adventure	Intrigue/ Personal	14.46%
	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Spring Break Getaways	Authority/ Personal	14.19%
	INSIDE THE RITZ-CARLTON: Spring Break Inspiration	Direct	13.68%
	INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More	List	13.67%
	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break	How To	13.49%

5/7/22	INSIDE THE RITZ-CARLTON: [Fname's][Your]Guide to Golf and Spa Getaways	Authority/ Personal	13.24%
	INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?	Question	12.71%
	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend	How To	12.61%
	INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.	Direct	12.61%
	INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways	List	12.52%

ACTIONABLE INSIGHTS

Actionable Insights

- For Core MAU, consider using non-promo months to test multiple offers in the hero to understand engagement without having to A/B test (carousel type of module with links to different offers; track click activity and bookings)
- Continue to track Onboarding email engagement after members receive email #2 in the series (Onboarding Checklist) late June for additional activation
 - Additional data needed to understand engagement differences for the Inactive segment vs. Active segments
 - Phase 2 optimization planning starting also in late June; also planning to activate as Trigger email campaign
- Global preference center solo had above average click rate and drove additional revenue
 - Consider including message in Core MAU again to non-clickers of both the Solo and Core MAU May
 - Include reminders through other contactable means, like in-app messaging
 - Consider driving clicks into the app from email for on-the-go preference updates; target app users only

Recommendations

Lifetime Achievers:

- Consider surveying or polling audience twice a year to understand how they achieved status, best motivating program benefit(s), etc.
- Add social sharing option so members can tout their achievement and share with friends
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Thank You!

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APPENDIX

2022 YTD Campaign Category Dashboard

Jan-May 2022

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Inform.	Lifecycle	Moments	Partner	Promotions	Travel Inspo.	Regional
% of Delivered Emails		10.4%	20.8%	10.5%	21.6%	5.6%	0.1%	1.5%	2.6%	3.9%	13.3%	9.2%	0.5%
DELIVERED	956.1 M	99.3 M	198.7 M	100.0 M	206.6 M	53.6 M	1.0 M	14.3 M	25.2 M	37.0 M	127.1 M	87.8 M	5.2 M
DELIVERY RATE	99.1%	99.6%	99.5%	99.6%	98.6%	99.5%	94.1%	95.7%	99.8%	99.6%	98.2%	99.5%	99.0%
OPEN	160.2 M	14.9 M	20.4 M	21.2 M	39.6 M	5.4 M	219.7 K	4.0 M	4.4 M	6.8 M	23.6 M	18.2 M	1.3 M
OPEN RATE	16.8%	15.0%	10.2%	21.2%	19.2%	10.0%	22.5%	28.3%	17.6%	18.5%	18.5%	20.7%	25.3%
CLICK	9.8 M	1.6 M	853.9 K	818.2 K	2.5 M	402.1 K	13.0 K	689.0 K	235.3 K	359.5 K	1.5 M	680.2 K	35.7 K
CTR	1.02%	1.65%	0.43%	0.82%	1.20%	0.75%	1.33%	4.81%	0.94%	0.97%	1.20%	0.77%	0.68%
CTOR	6.1%	11.0%	4.2%	3.9%	6.3%	7.5%	5.9%	17.0%	5.3%	5.3%	6.5%	3.7%	2.7%
UNSUB	1.5 M	247.9 K	272.2 K	150.0 K	277.3 K	58.2 K	2.5 K	74.6 K	13.0 K	42.8 K	252.6 K	138.3 K	12.0 K
UNSUB RATE	0.16%	0.25%	0.14%	0.15%	0.13%	0.11%	0.26%	0.52%	0.05%	0.12%	0.20%	0.16%	0.23%

Campaign Dashboard Categories

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



Lifetime Achievers Refresh: Combined Engagement

	Pre-Period			Post-Period (Refreshed Template)			Post vs. Pre-Period Comparisons		
Levels	Delivered	CTR	Unsub Rate	Delivered	CTR	Unsub Rate	Delivered	CTR	Unsub. Rate
Silver Lifetime	8,125	18.5%	0.04%	3,791	21.2%	0.03%	-53%	+2.67%	-0.01%
Gold Lifetime	16,205	18.5%	0.07%	1,015	21.7%	0.00%	-94%	+3.21%	-0.07%
Platinum Lifetime	12,240	28.3%	0.03%	1,937	29.5%	0.05%	-84%	+1.21%	+0.02%
Grand Total	36,570	21.8%	0.05%	6,743	23.7%	0.03%	-82%	+1.88%	-0.02%

- Post-Period = 2022 (Mar 16-31, April - May)
- Pre-Period = 2021 (same as above)

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Grand Total	36,570	21.8%	0.05%	6,743	23.7%	0.03%	-82%	+1.88%	-0.02%

- Post-Period = 2022 (Mar 16-31, April - May)
- Pre-Period = 2021 (same as above)

Welcome Email Engagement

Campaign Description	Month+Year	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
WELCOME	Sep 2021	675,890	42,427	6.28%	0.51%	413	\$ 169,153
	Oct 2021	655,267	47,045	7.18%	0.83%	685	\$ 353,435
	Nov 2021	391,080	30,561	7.81%	0.88%	341	\$ 154,352
	Dec 2021	141,767	8,420	5.94%	0.64%	38	\$ 13,974
WELCOME (Refreshed version)	Nov 2021	156,199	10,763	6.89%	0.57%	181	\$ 89,162
	Dec 2021	235,098	13,704	5.83%	0.54%	142	\$ 59,772
	Jan 2022	278,186	17,691	6.36%	0.50%	214	\$ 107,328
	Feb 2022	268,011	17,411	6.50%	0.50%	230	\$ 105,727
	Mar 2022	345,571	22,809	6.60%	0.48%	283	\$ 142,079
	Apr 2022	421,517	25,465	6.04%	0.51%	275	\$ 142,424
	May 2022	446,397	28,066	6.29%	0.51%	274	\$ 157,215
WELCOME (APAC/EUR)	Dec 2021	26,948	683	2.53%	0.63%	-	\$ -
	Jan 2022	147,421	8,107	5.50%	0.57%	47	\$ 19,405
	Feb 2022	133,167	7,843	5.89%	0.58%	33	\$ 14,443
	Mar 2022	219,872	12,825	5.83%	0.56%	56	\$ 24,839
	Apr 2022	217,730	12,309	5.65%	0.46%	38	\$ 35,549
	May 2022	218,198	12,501	5.73%	0.57%	43	\$ 30,631

Welcome Email Engagement

Campaign Description	Month+Year	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
EES2 BOOK	Sep 2021	539,293	11,961	2.22%	0.53%	138	\$ 47,932
	Oct 2021	489,340	11,094	2.27%	0.56%	151	\$ 75,267
	Nov 2021	437,438	11,327	2.59%	0.71%	135	\$ 63,812
	Dec 2021	329,358	7,179	2.18%	0.72%	75	\$ 36,079
	Jan 2022	205,814	4,345	2.11%	0.74%	35	\$ 16,748
	Feb 2022	343,364	6,790	1.98%	0.73%	57	\$ 25,091
	Mar 2022	579,477	10,240	1.77%	0.76%	79	\$ 44,790
	Apr 2022	567,783	11,039	1.94%	0.73%	83	\$ 46,442
	May 2022	522,762	12,705	2.43%	0.67%	100	\$ 59,692
EES3 EARN	Sep 2021	315,609	5,416	1.72%	0.44%	23	\$ 14,809
	Oct 2021	454,116	8,385	1.85%	0.51%	77	\$ 28,496
	Nov 2021	428,922	9,858	2.30%	0.62%	82	\$ 27,811
	Dec 2021	323,505	7,623	2.36%	0.73%	63	\$ 16,725
	Jan 2022	224,740	5,907	2.63%	0.66%	59	\$ 21,025
	Feb 2022	412,327	10,646	2.58%	0.64%	102	\$ 46,129
	Mar 2022	585,359	13,622	2.33%	0.67%	98	\$ 43,173
	Apr 2022	687,671	17,267	2.51%	0.63%	119	\$ 50,621
	May 2022	377,497	10,228	2.71%	0.63%	66	\$ 25,382