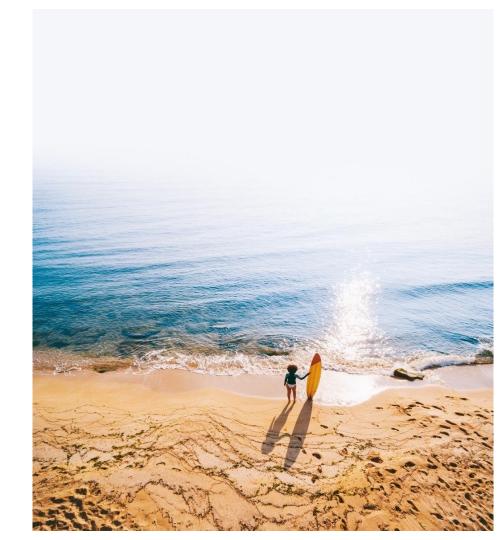


# AGENDA

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



# May 2023 Key Storylines

- Many larger campaigns that mailed this month and not in April, or that had increased deliveries
   MoM, had a mostly positive impact to overall MoM engagement and financial trends.
- CTR of 0.9% was an increase compared to April and on par with prior year; unsub rate of 0.21%.
- All member levels saw delivery increases compared to April, consistent with overall trend;
   MoM engagement increased for most members.
- We saw an increase in revenue compared to April, impacted by more bookings from Escape to Luxury, HVMB and Global-Local mailings this month.



# Performance Summary



### **May 2023 Performance Summary**

### vs. 12-Month Rolling Average

	Monthly	May '23	MoM	YoY	vs. Avg.
	Delivered	274.8 M	+36.3%	+48.7%	+21.8%
	Belivered	274.0 10	73.2 M	90.0 M	49.2 M
	Clicks	2.4 M	+40.7%	+38.6%	+19.1%
		Z.4 IVI	688.5 K	662.4 K	381.4 K
Engagement	CTR	0.9%	+0.1 pts.	-0.0 pts.	-0.0 pts.
	Unsub%	0.21%	+0.06 pts.	+0.07 pts.	+0.04 pts.
	Backings	13.6 K	+7.2%	-27.6%	-11.9%
	Bookings	13.0 K	921	-5.2 K	-1.8 K
	Barry Nielste	20.41/	+12.1%	-29.1%	-11.6%
Financials	Room Nights	30.4 K	3.3 K	-12.5 K	-4.0 K
Financials	Barrana	¢c = M	+16.4%	-22.5%	-3.0%
	Revenue	\$6.5 M	\$912.5 K	-\$1.9 M	-\$203.2 K
	Conv%	0.57%	-0.18 pts.	-0.52 pts.	-0.20 pts.

- Larger campaigns like HVMB and Bonvoy Escapes impacted both MoM and YoY delivery increases; Boutiques and RCYC impacted YoY increase, as they did not mail May 2022; Wanderlust mailed this month but not in April and impacted MoM increase.
- The overall CTR of 0.9% was a +0.1 pt. increase compared to April; CTR was flat compared to prior year and average.
- Unsub rate of 0.21% was an increase MoM, YoY and compared to average.
- MoM financials mostly saw an increase, primarily driven by HVMB, Escape to Luxury and Global-Local campaigns.
  - YoY impacted by fewer bookings from Core MAU and some Lifecycle campaigns.
  - Compared to averages, May 2022, as well as Jan,
     Feb, Mar of this year, saw above-average bookings and revenue, which impacted financial declines.



# **May 2023 Performance Summary**

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Cobrand ACQ		46.5 M	16.9%	88.4 K	0.2%	0.20%	731	\$331.3 K	0.83%
MoM	Chase Dual BAU, Amex BAU, regional	54.91%	+0.14 pts.	19.63%	-0.2 pts.	+0.38 pts.	14.40%	26.05%	-0.04 pts.
YoY	Amex BAO, regional	-0.55%	-0.33 pts.	-0.98%	-0.0 pts.	+0.64 pts.	-43.94%	-33.43%	-0.43 pts.
Core MAU		30.0 M	10.9%	353.0 K	1.2%	0.19%	2.3 K	\$956.5 K	0.64%
MoM	Core MAU	0.46%	-3.89 pts.	33.09%	+0.3 pts.	+0.07 pts.	-0.31%	-12.26%	-0.21 pts.
YoY		13.76%	-3.35 pts.	35.76%	+0.2 pts.	+0.07 pts.	-32.46%	-36.84%	-0.65 pts.
Global - Local		24.2 M	8.8%	142.0 K	0.6%	0.19%	747	\$432.1 K	0.53%
MoM	Americas, CALA, EMEA solos	52.22%	+0.92 pts.	39.49%	-0.1 pts.	+0.01 pts.	52.45%	75.79%	+0.04 pts.
YoY	LIVILA 30103	44.19%	-0.28 pts.	34.13%	-0.0 pts.	+0.04 pts.	-29.06%	-19.32%	-0.47 pts.
Promotions	ATM, Global Promo	17.8 M	6.5%	345.5 K	1.9%	0.16%	1076	\$482.2 K	0.31%
MoM	Confirmation, Points	-5.62%	-0.31 pts.	96.01%	+1.1 pts	+0.50 pts.	-4.19%	-3.53%	-0.51 pts.
YoY	Promo	-	-	-	<u> </u>	-	-	-	-
METT		14.6 M	5.3%	87.2 K	0.6%	0.31%	736	\$444.0 K	0.84%
MoM	METTs	7.67%	-1.41 pts.	-8.62%	-0.1 pts.	+0.09 pts.	17.95%	51.96%	+0.19 pts.
YoY		7.20%	-2.06 pts.	-19.23%	-0.2 pts.	+0.20 pts.	-18.67%	4.70%	+0.01 pts.
Partner		3.7 M	1.3%	68.5 K	1.9%	0.08%	440	\$194.0 K	0.64%
MoM	Airlines	-64.27%	-3.77 pts.	220.09%	+1.7 pts	+0.00 pts.	69.88%	80.15%	-0.57 pts.
YoY		-55.71%	-3.2 pts.	-72.57%	-1.1 pts.	+0.03 pts.	-72.64%	-69.94%	-0.00 pts.
Cobrand ECM		2.2 M	0.8%	54.2 K	2.5%	0.17%	856	\$204.0 K	1.58%
MoM	Newsletters, Welcome, FNA, ENC	-26.44%	-0.67 pts.	-41.74%	-0.7 pts.	+0.14 pts.	-49.56%	-45.82%	-0.24 pts.
YoY	TTWI, EIVO	-10.08%	-0.51 pts.	-13.26%	-0.1 pts.	+0.14 pts.	-32.33%	-19.28%	-0.45 pts.
Lifecycle	Welcome,	1.7 M	0.8%	99.9 K	5.9%	0.73%	1.2 K	\$489.0 K	1.23%
MoM	Redemption, Pts	-0.98%	-0.23 pts.	-25.26%	-1.9 pts.	+0.39 pts.	11.01%	16.31%	+0.40 pts.
YoY	Expiration	-46.21%	-1.08 pts.	-42.35%	+0.4 pts.	+0.22 pts.	-44.52%	- <u>51.98%</u>	-0.05 pts.
Other Comms		134.2 M	48.8%	(1.1 M)	0.8%	0.21%	5.6 K	\$3.0 M	0.49%
MoM	All other campaign types	70.90%	+9.89 pts.	56.23%	-0.1 pts.	+0.05 pts.	23.39%	29.53%	-0.13 pts.
YoY	туров	98.96%	+12.34 pts.	70.69%	-0.1 pts.	+0.06 pts.	-22.00%	-15.20%	-0.58 pts.
Total		274.8 M	100.0%	2.4 M	0.9%	0.21%	13.6 K	\$6.5 M	0.57%
МоМ		36.29%	-	40.72%	+0.1 pts.	+0.06 pts.	7.25%	16.35%	-0.18 pts.
YoY		48.70%	-	38.58%	-0.0 pts.	+0.07 pts.	-27.57%	-22.51%	-0.52 pts.

- Other Comms made up most deliveries this month at 48.8% (134.2 M), followed by Cobrand ACQ at 16.9% (46.5 M).
  - Global-Local saw significant MoM and YoY increases in deliveries - impacted by higher mail volume for EMEA Escapes compared to April and prior year; and EMEA Points Activation and New Hotel campaigns that did not mail in April nor prior year.
- Promotions overall CTR of 1.9% was a notable +1.1 pts. increase compared to April – impacted by engagement with the Q2 Points Purchase Announcement this month (14.2 M deliveries).
- Most click volume came from Other Comms at 1.1 M, Core MAU at 353.0 K and Promotions at 345.5 K.
- Other Comms generated the most overall revenue at \$3.0 M, followed by Core MAU at \$956.5 K and Lifecycle at \$489.0 K.

### **May 2023 Performance Summary**

by Campaign Type – Other Communications Only

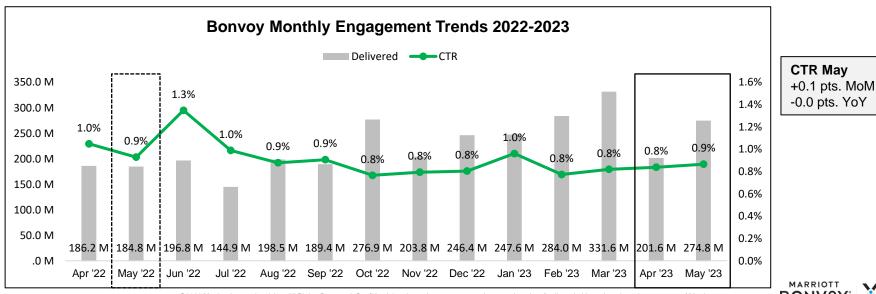
- Most deliveries came from Brand at 58.3 M, Engagement at 43.9 M, and Travel Inspiration at 20.8 M; MoM and YoY overall delivery increases impacted by larger HVMB, Bonvoy Escapes, Boutiques and RCYC campaigns and mailings for the Decision Engine testing.
- The overall CTR of 0.8% was a slight -0.1 pt. decrease compared to April and prior year; saw slight MoM and YoY CTR declines from larger campaigns like Re-Engage Series and Bonvoy Escapes.
- We saw a +29.5% increase in overall revenue compared to April, impacted by bookings from HVMB and Bonvoy Escapes.

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Other Comms	All other compaign	134.2 M	48.8%	1.1 M	0.8%	0.21%	5.6 K	\$3.0 M	0.49%
МоМ	All other campaign	70.90%	+9.89 pts.	56.23%	-0.1 pts.	+0.05 pts.	23.39%	29.53%	-0.13 pts.
YoY	types	98.96%	+12.34 pts.	70.69%	-0.1 pts.	+0.06 pts.	-22.00%	-15.20%	-0.58 pts.
Brand	HVMB, RCYC	58.3 M	21.2%	456.1 K	0.8%	0.29%	517	\$315.9 K	0.11%
Engagement	Re-Engage Series, Escapes, Moments, Boutiques, Decision Engine	43.9 M	16.0%	274.7 K	0.6%	0.10%	3.0 K	\$1.3 M	1.10%
Travel Inspiration	Traveler, Wanderlust	20.8 M	7.6%	156.5 K	0.8%	0.18%	715	\$334.4 K	0.46%
Ritz-Carlton Enews		5.6 M	2.1%	72.3 K	1.3%	0.21%	39	\$34.51 K	0.05%
LUX MAU		2.3 M	0.8%	51.7 K	2.2%	0.15%	487	\$356.9 K	0.94%
E2L		2.2 M	0.8%	58.9 K	2.7%	0.26%	581	\$494.7 K	0.99%
Informational	SNA deposit, pref. change	727.2 K	0.3%	57.7 K	7.9%	0.73%	179	\$140.1 K	0.31%
OPTIN		115.3 K	0.0%	6.3 K	5.4%	2.86%	15	\$7.7 K	0.24%
Research	Surveys	104.3 K	0.0%	6.3 K	6.0%	0.16%	7	\$6.5 K	0.11%
MBV May '23 Total		274.8 M	100.0%	2.4 M	0.9%	0.21%	13.6 K	\$6.5 M	0.57%



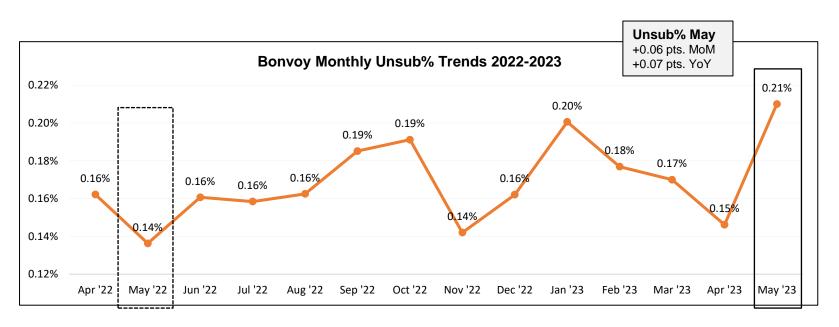
### CTR of 0.9% Was On Par with Prior Year; +0.1 Pt. Increase MoM

- MoM and YoY delivery increases impacted by more mail volume from larger HVMB, Bonvoy Escapes and Global-Local campaigns; Boutiques and RCYC impacted YoY increase, as they did not mail May 2022; Wanderlust mailed this month but not in April and impacted MoM increase.
- May CTR impacted by engagement driving campaigns -- Points Promo, Core MAU (featured Points Promo) and Escape to Luxury



# **Unsubscribe Rate Trend Saw a Spike in May**

Unsub rate of 0.21% was higher than the 12-month average of 0.17%; an outlier compared to typical engagement trends.





### May Generated \$6.5 M; +16.4% Increase MoM

- The top five revenue drivers this month made up \$2.8 M 43.2% of total revenue.
- MoM revenue increase impacted by more bookings from Escape to Luxury, HVMB and Global-Local mailings this month.
- YoY revenue decline impacted by fewer bookings this month from larger campaigns like Core MAU, Re-Engage Series and the Welcome Series.

May 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	%of Total Rev
Core MAU	30.0 M	2.3 K	\$956.5 K	0.6%	14.7%
Cobrand (all)	48.6 M	1.6 K	\$535.3 K	1.1%	8.2%
Escape To Luxury	2.2 M	581	\$494.7 K	1.0%	7.6%
Re-Engage Series	1.3 M	1.1 K	\$458.6 K	5.0%	7.1%
Luxury MAU	2.3 M	487	\$356.9 K	0.9%	5.5%
TOTAL	84.3 M	6.0 K	\$2.8 M	1.0%	43.2%



**Bookings** +7.2% MoM -27.6% YoY **Revenue** +16.4% MoM -22.5% YoY

### **CTR Increased MoM for Most Member Levels**

- Consistent with overall trend this month, all levels saw a MoM increase in deliveries.
- CTR trend saw MoM increases for all members except Ambassador; member average CTR of 0.99% this month
- Unsub rates increased for all levels compared to April; member average unsub rate of 0.16% was a +0.04 pt. increase MoM but still below the benchmark of 0.20%

Trend line = Dec 2022 - May 2023

		Mar '23	Apr '23	May '23	Engagement Trends			Mar '23	Apr '23	May '23	Engagement Trends
	Del.	36.5 M	11.9 M	28.6 M	MoM +139.9% (+16.7 M)		Del.	9.8 M	6.8 M	7.6 M	MoM +12.5% (+844.8 K)
NON-MEMBER	CTR	0.41%	0.36%	0.28%	(**************************************	PLATINUM	CTR	2.64%	1.98%	2.83%	
	Unsub%	0.38%	0.35%	0.37%			Unsub%	0.05%	0.05%	0.15%	
											·
	Del.	191.2 M	116.7 M	143.6 M	MoM +23.1% (+27.0 M)		Del.	7.4 M	4.5 M	5.3 M	MoM +17.1% (+770.3 K)
BASIC	CTR	0.57%	0.63%	0.64%		TITANIUM	CTR	2.45%	2.62%	3.14%	
	Unsub%	0.15%	0.14%	0.17%			Unsub%	0.05%	0.05%	0.16%	
	Del.	26.2 M	17.0 M	18.8 M	MoM +10.4% (+1.8 M)		Del.	1.0 M	528.7 K	588.1 K	MoM +11.2% (+59.4 K)
SILVER	CTR	1.34%	1.20%	1.39%		AMBASSADOR	CTR	2.52%	4.46%	4.01%	
	Unsub%	0.09%	0.07%	0.12%			Unsub%	0.04%	0.06%	0.18%	• • • • • • • • • • • • • • • • • • • •
	Del.	26.2 M	18.0 M	20.0 M	MoM +11.2% (2.0 M)		Del.	261.7 M	163.5 M	195.9 M	MoM +19.8% (+32.4 M)
GOLD	CTR	1.54%	1.37%	1.77%		MEMBER	CTR	0.88%	0.90%	0.99%	
	Unsub%	0.08%	0.07%	0.13%			Unsub%	0.13%	0.12%	0.16%	

# Campaign Highlights

Core MAU

Project Wanderlust Indulgent Stays Solo

Personal Ambassador Solo

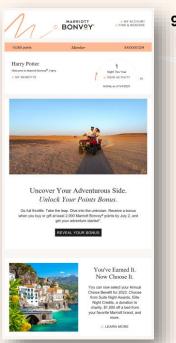
Moments Solo

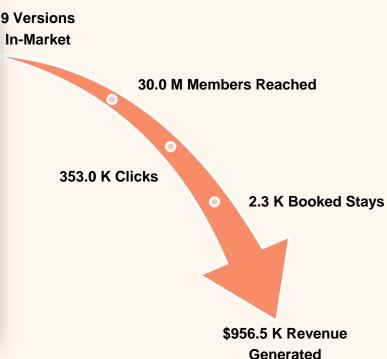
Lux MAU



# Core MAU Snapshot: May 2023

The member newsletter launched on 5/11 & 5/18, and there were...

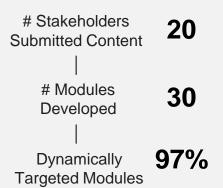




### Supported Initiatives:

Q2 Points Promo | MB Escapes | Vacations by Marriott | Cobrand | Annual Choice Benefit | HVMB | F & B Earn & Redeem | Moments NFL | Project Elf | Maritz Global

### **Content Curation**





Offers You Won't Want to Mise









### **Language Versions**

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

### Core MAU: May 2023

ENG/BEN (5/11) + In-Lang. (5/18)

### **Q2 Points Purchase Promo**

- **SL:** Marc, Your Marriott Bonvoy Account Update: Unlock Your Points Bonus
- **PH:** Redeem points for hotel stays, experiences, shopping, and more.

### **Generic Booking**

- **SL:** Leigh, Your Marriott Bonvoy Account Update: So Many Reasons to Travel this Spring & Summer
- PH: Plus, discover our latest offers and member benefits.







#### Uncover Your Adventurous Side. Unlock Your Points Bonus.

Go full throttle. Take the least. Dive into the unknown. Receive a books when you buy or gift at least 2,000 Marriott Bonvoy® points by July 2, and get your



#### You've Earned It. Now Choose It.

Choice Benefit for 2023. Choos

#### More to Explore



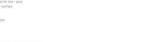
Weekend Escapes for Less Save 20% on weekend







Escape to the City



How Do You Travel, Harry? Discover extraordinary hotels for every type of adventure:

**ENG** version







7 Gorgeous Island Getaways for Spring & Summer





Become the Ultimate NFL Fan

Stay Motivated.

Travel Light.







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

All versions: ENG/BEN (5/11) + In-Lang. (5/18)

- Delivery volume comparable to April with a slight increase of 0.5%; approximately 30 M members receiving Core MAU each month
- CTR increased in comparison to MoM, YoY and vs. rolling 12-month average
  - Engagement was higher than the last two months;
     Points Promo was priority messaging for Core MAU
     this month and was featured in the hero in August and
     November of 2022
- Bookings and revenue saw decreases both YoY and MoM; Points Promo primary KPI is not hotel revenue so offer heroes will drive more in comparison:
  - Hero offer in market last year drove more hotel revenue: Save 15% on a Resort Escape
- Unsub rate saw an increase but was under Bonvoy benchmark of 0.20%

	<b>May-23</b>	MoM	YoY	vs. Avg.
Delivered	30.0 M	+0.5%	+13.8%	+8.5%
Donvered	0010 111	(+137.1 K)	(+3.6 M)	(+2.3 M)
Clicks	353.0 K	+33.1%	+35.8%	+18.2%
CHERS	000.011	(+87.8 K)	(+93.0 K)	(+54.3 K)
CTR	1.2%	+0.3 pts.	+0.2 pts.	+0.1 pts.
Unsub Rate	0.19%	+0.07 pts.	+0.07 pts.	+0.06 pts.
Bookings	2.3 K	-0.3%	-32.5%	-10.1%
Room nights	4.7 K	-7.9%	-37.1%	-16.1%
Revenue	\$956.5 K	-12.3%	-36.8%	-10.7%

Core MAU rolling 12-month avg. includes May '22 - Apr '23

Financial KPIs have been impacted by current reporting issues.

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



# Core MAU May: Top 5 revenue drivers also drove 97% of overall revenue

All other content generated \$32 K of the \$956.5 M in total revenue











**HEADER** 

Delivered: 30.0 M

**Rev:** \$515.5 K

Bookings: 1,233

ACCOUNT BOX

Delivered: 30.0 M

Rev: \$318.1 K

Bookings: 788

GENERIC BOOKING

Delivered: 2.9 M

**Rev:** \$46.0 K

Bookings: 108

**ESCAPES** 

Delivered: 25.6 M

**Rev:** \$26.9 K

Bookings: 46

**SUITES** 

Delivered: 18.4 M

**Rev:** \$18.1 K

Bookings: 23

Financial KPIs have been impacted by current reporting issues.

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



### **Core MAU Recommendations**

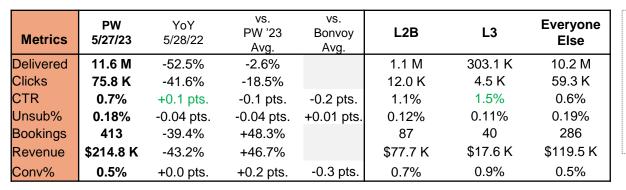
- Recommend continuing to test a Generic Seasonally focused hero versus more specified offer hero to validate test results
- Test milestone member placement in August Core MAU to assess which placement drives higher click engagement; above or below the hero
- Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments
- Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement



# Project Wanderlust May Indulgent Stays Solo: Engagement Summary

- Compared to prior year, overall CTR of 0.7% was a +0.1 pt. increase; was a slight -0.1 pt. decrease compared to the Wanderlust 2023 average.
- Unsub rate of 0.18% was a positive -0.04 pt. decline compared to prior year and compared to the Wanderlust 2023 average.
- Added the L2B and L3 luxury segments this month; engagement from both segments outperformed Everyone Else and impacted the overall CTR lift compared to May 2022.





#### Subject Line:

9 Indulgent Stays to Satisfy Your Travel Cravings

#### Pre-Header:

Discover these exceptional properties with equally extraordinary dining.









Southwestern C
Experience Till Carmen, a
confernorary restaurant a
JAV Marrout Phoenic Deo
Record & Soa that pays the
socialismed Chief Angelo
Social aunt.

Members Are Talking About ...





Explore Our Insiders'
Favorite Hotel Eats

is polled our most well-traveled members to get the scoop on which their and records have some of the back eath wellstoked. From Friedmanning in Tokyo to italian cusine in Mexico City, here are their top scots for show-stopping fire.

Featured properties The St. Resis Bassicol, Trained M. Quies - The Pain Union of Enclared Decimal Section Section Section

### **Moments Solo: Engagement Summary**

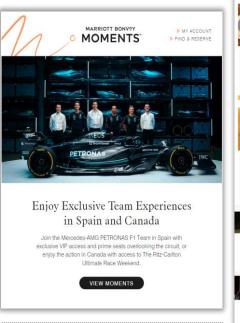
### **Campaign Overview:**

The May campaign highlighted auto racing in Spain and Canada in the Hero, while secondary modules featured baseball experiences at Wrigley Field, a private dinner at Misi, a NASCAR event and a *Hamilton* opening night. This month also included targeted messages: Chase Card Member Exclusive, Mercedes-Benz Arena and evergreen Points.

- CTR of 1.1% was a +0.2 pts. increase YoY and +0.2 pts. increase compared to Bonvoy avg.
- Unsub rate of 0.08% is very low; on par with Moments avg and -0.09 pts.
   lower than the Bonvoy avg of 0.17%
  - The January campaign saw above-average engagement and impacted this month's decline compared to Moments 2023 average clicks and CTR; January was best-performing month so far.

Metrics	Moments 5/3/23	YoY	vs. '23 Moments Avg.	vs. Bonvoy Avg.
Delivered	7.2 M	+16.3%	-2.7%	
Clicks	77.5 K	+39.6%	-0.1%	
CTR	1.1%	+0.2 pts.	-0.4 pts.	+0.2 pts.
Unsub%	0.08%	+0.04 pts.	-0.00 pts.	-0.09 pts.

Redemptions data was not available.



**Subject Line:** Tom, It's the Moment You've Been Waiting For

**Pre-Header:** Enjoy auto racing in Spain or Canada, baseball experiences at Wrigley Field, private dining at Misi, and more.

Pictured: U.S. Version – Chase Card Member Exclusive



# **Moments Solo: May Heat Map by Region**

- All regions, except the U.S., saw most click activity from the Hero.
  - U.S. members were more engaged with the "Don't Miss Out" modules overall the Wellness Weekend with Westin and a VIP Experience at Wrigley Field were the most popular.
- The Mercedes-Benz targeted message for the APAC region grabbed interest with bottom placement – drove 3.8% of click activity and a CTR of 0.04%.
- Wellness Weekend with Westin was a strong click catcher across all regions.
- Consider testing geo-targeted Moments in the Hero; consider PCIQ headlines to support regionally-driven Moments offers

% of clicks							
Module	APAC	CALA	CANADA	<b>EUROPE</b>	MEA	US	Total
HEADER	17.0%	12.3%	7.8%	9.3%	20.9%	10.9%	10.9%
HERO	44.8%	59.3%	60.3%	57.9%	47.6%	38.5%	42.3%
DON'T MISS OUT	17.8%	21.4%	26.3%	21.5%	16.4%	43.5%	39.0%
Italian Dinner at Misi	2.8%	2.6%	3.0%	2.6%	2.5%	5.5%	4.9%
La Freixeneda Winery Tour and Stay	2.2%	4.6%	2.6%	4.0%	2.4%	4.1%	3.8%
Wellness Weekend with Westin	4.3%	5.0%	7.5%	6.6%	5.1%	10.4%	9.6%
NASCAR Cup Series in Daytona	2.3%	2.5%	4.4%	2.4%	1.4%	5.6%	5.1%
Opening Night of Hamilton	2.5%	2.7%	2.2%	2.7%	2.5%	4.8%	4.3%
VIP Experiences at Wrigley Field	3.7%	3.9%	6.7%	3.3%	2.5%	13.2%	11.4%
TARGETED CONTENT	3.8%					1.2%	1.1%
Dine at Lilac With Michelin-starred Chef John Fraser						1.2%	1.0%
Extraordinary Moments at Mercedes- Benz Arena Shanghai	3.8%						0.1%
BUY POINTS	2.7%	1.5%	1.3%	2.0%	1.7%	1.3%	1.4%
FOOTER	13.9%	5.5%	4.3%	9.2%	13.4%	4.7%	5.4%
Unsubscribe	9.6%	3.1%	2.8%	4.6%	8.5%	3.0%	3.4%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Clicks	3,328	840	9,449	5,342	1,659	74,358	94,976

#### **Targeted Modules**

Clicks: 913 CTR: 0.02%



US – Chase Card Member Exclusive
Dine at Lilac with Michelin-Starred Chef

Clicks: 125 CTR: 0.04%

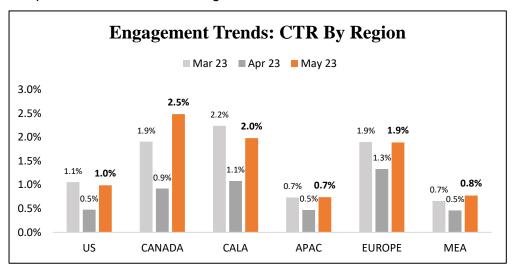


APAC - Mercedes-Benz Arena Shanghai

» VIEW MOMENT

### **Moments Solo: CTR Trend by Region**

- All regions saw decreases in deliveries and increases in CTR compared to April
- Canada saw the highest CTR this month at 2.5%, followed by CALA at 2.0%, and Europe at 1.9%;
- The U.S., APAC and MEA offer opportunity to drive engagement lifts
- Continue to evaluate differences in engagement across regions; utilize third party attributes where available to optimize Moments offers for given audiences



Delivered	May '23	MoM
U.S.	6.1 M	-6.8%
CANADA	328.1 K	-6.2%
CALA	37.4 K	-6.4%
APAC	347.7 K	-9.0%
EUROPE	222.3 K	-6.5%
MEA	169.8 K	-11.4%

Moments '23 Average CTR = 1.5% Bonvoy Average CTR = 0.9%



### **Ambassador Portal Solo: Engagement Summary**

### **Campaign Overview:**

This campaign was sent to Ambassador Elite members to remind them to fill out their profile because their Personal Ambassador would be reaching out to them in June. It noted the Ambassador Service benefit will once again include an assigned, personal Ambassador. First deployment was sent April 13 with a follow up sent on May 1.

- Overall CTR of 7.9% in May; L2B drove the highest CTR for both deployments.
- All luxury segments were highly engaged across both deployments.
- Recommend surveying Ambassador members after completion of personal Ambassadors reaching out to gauge overall experience so far.

May '23 Metrics	5/1/2023	L1	L2A	L2B	L3	Everyone Else
Delivered	43.8 K	107	714	22.3 K	3.7 K	16.9 K
Clicks	3.5 K	8	63	2,255	307	825
CTR	7.9%	7.5%	8.8%	10.1%	8.4%	4.9%
Unsub%	0.07%	*0.93%	0.00%	0.07%	0.03%	0.08%
Bookings	65		1	53	4	7
Revenue	\$77.49 K		\$359.94	\$71.79 K	\$2.55 K	\$2.79 K
Conv%	1.88%		1.59%	2.35%	1.30%	0.85%

Apr '23 Metrics	4/13/2023	L1	L2A	L2B	L3	Everyone Else
Delivered	66.6 K	176	1.1 K	34.3 K	5.5 K	25.4 K
Clicks	13.9 K	26	229	9.2 K	1.2 K	3.2 K
CTR	20.9%	14.8%	20.5%	26.9%	21.9%	12.7%
Unsub%	0.06%	*0.57%	0.18%	0.03%	0.07%	0.09%
Bookings	186		3	127	25	31
Revenue	\$199.0 K		\$889.73	\$142.7 K	\$23.3 K	\$32.0 K
Conv%	1.30%		1.30%	1.40%	2.10%	1.00%

Data for number of Ambassador profiles updated was not available.

### **May Creative**

BONVOY.	> MY ACCOUNT > PINO & RESERVE
Starting This June Experience How Far You Ambassador Can Tal	
Ambassador Can Tai	te 10u
生命 言	
The second secon	
We have big news, Tom — your personal Arribasse	
We have big news, Torn — your personal Arribassis to you rest month! We hope you're as excled as been working behind the scenes to make sure that this countrivized service.	ve are. Our team has
to you next month! We hope you're as excited as been working behind the scenes to make sure that	we are. Our team has everything is ready for get to know you and
to you next month! We hope you're as excited as been working behind the scenes to make sure that this customized service. Starting in June, your Ambassador will reach out to	we are. Our team has everything is ready for a get to know you and ersonal touches. It you to take a moment noes. This first step is
to you next month! We hope you're as excited as been working behind the scenes to make sure that this constrained service. Starting in June, your Ambassador will reach out it unlock exceptional travel experiences with pa As we prepare to this next milestone, we encourage to personalize your profile with your tisvel prefer to personalize your profile with your tisvel prefer to personalize your profile with your tisvel prefer to personalize your profile.	we are. Our team has everything is ready for a get to know you and promal touches. It is touches, a you to take a moment noes. This first step is and experiences, in addition to continued assist you with urgent
to you next month? We hope you're as excited as the been working bethind the scenes to make sure that the southernood service. Starting in June, your Ambassador will reach out it unlock exceptional brief experiences with pro- An are prepare for this next milestone, we encourage to personalize your profile with your temp refere essential for getting the most out of your travelle which territors of the your this exclusive relationship scenes to our Anylow Ambassador territors, who can provide the profile of the your think exclusive relationship scenes to our Anylow Ambassador territors, who can see the sure of the your time of the provided and provided the sure of the provided and when the sure of the provided and we will be sure of the provided and when the sure of the provided and the provided the provided and the provided the provided t	we are. Our team has everything is ready for a get to know you and promal touches. It is touches, a you to take a moment noes. This first step is and experiences, in addition to continued assist you with urgent

<sup>\*</sup> Represents 1 unsub.

### Lux MAU: May 11, 2023

**Theme: New Hotels** 

### **Member Subject Line:**

Kaitlin's [Your] Account Update

### Pre-Header (PCIQ):

- PH 1 (Direct): These new hotel openings will make you want to plan your next getaway
- PH 2 (Authority): Your guide to new hotel openings in the most stunning destinations
- PH 3 (Listicle): 7 new hotel openings in the most beautiful places in the world

#### Non-Member:

- SL: 7 New Hotel Openings in the Most Beautiful Places in the World
- PH: This email will make you want to plan your next getaway









7 Undiscovered Hotels Await Uncover phenomenal new properties around the world.



Connect With Nature in Ieiu

serenity as you stroll through the

Upgrade Your Stay in Riviera Maya



Stav in Australia's Tallest Hotel





Experience a Spectacular Safari

Explore the Island offers direct access to the bead

in Los Cabos

Find Your Paradise of Cortez invites guests to

> Meet Laila Gohar. The Luxury Collection's Newest Global Explorer



Discover our Barware Collection



### **Lux MAU Performance Summary: May 2023**

- 2.3 M delivered in May which was 28.5% higher than last year; contributed to various factors including monthly rescoring and control group suppression lift
- 51.0 K clicks, a notable increase of 58.1% compared to May 2022
  - CTR increased by 0.4 pts. YoY which could be attributed to May of 2022 having a culinary focus, including hero treatment, and the new hotel focused approach for this year
- Revenue also increased significantly YoY by 120.5%
  - Theme of New Hotels, with content highlighting seven new properties, helped drive revenue
- 0.15% unsub rate was higher than average, which was an outlier from normal engagement trends; rate was still below Bonvoy benchmark of 0.20%. Other campaigns including Core MAU saw a similar spike in May
- Recommend continuing with this approach for Lux MAU 2x/year, focused solely on new/recently reopened hotel properties. This includes the opportunity to newly design the communication for the next launch

	May-23	MoM	YoY	vs. Avg.	
Delivered	2.3 M	-0.5% (-11.8 K)	+28.5% (+511.3 K)	+9.0% (+190.8 K)	
Clicks	51.0 K	+15.9% (+7.0 K)	+58.1% (+18.7 K)	+34.3% (+13.0 K)	
CTR	2.2%	+0.3 pts.	+0.4 pts.	+0.4 pts.	
Unsub Rate	0.15%	+0.09 pts.	+0.09 pts.	+0.08 pts.	
Bookings	392		+43.6%	+57.7%	
Revenue	\$305.4 K		+120.5%	+92.1%	
Revenue/ Delivered	\$0.13		+71.7%	+76.2%	
BPK (Bookings per thousand delivered)	0.17		+11.8%	+44.7%	

Rolling 12-month avg. includes May '22 – Apr '23

Ritz May (for reference):

- CTR: 1.3%
- Unsub Rate: 0.20%

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

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

# **Lux MAU Heat Map by Segment: May 2023**

- L1 and L2A had stronger engagement in the header and account box while L2B and L3 showed more engagement with the Hero
  - Riviera Maya, Rome and Costa Navarino were the most clicked overall in the Hero
  - The Rome EDITION generated strong and the most consistent engagement across the luxury segments followed by Costa Navarino
- New Hotels section generated more engagement with L2B and L3
  - The St. Regis Kanai Resort was the first property listed, driving the most engagement across all luxury segments
  - JW Marriott Masai Mara, W Hotels Ibiza and Solaz, A Luxury Collection Resort were additional properties included in New Hotels and not in the Hero

Module	L1	L2A	L2B	L3	Total
Header	11.46%	9.68%	6.85%	6.95%	7.69%
Hero	35.47%	35.88%	44.29%	44.54%	42.49%
Riviera Maya	6.39%	7.19%	9.98%	10.38%	9.36%
South Korea	5.15%	5.14%	6.01%	5.92%	5.81%
Melbourne	4.06%	3.88%	3.17%	3.13%	3.34%
Rome	7.23%	7.86%	9.64%	10.34%	9.31%
Ahmedabad	5.32%	4.70%	5.62%	5.03%	5.38%
Costa Navarino	7.32%	7.11%	9.89%	9.73%	9.29%
Account Box	32.47%	35.05%	25.69%	23.05%	26.87%
New Hotels	12.16%	15.35%	21.30%	23.83%	20.12%
The St. Regis Kanai Resort	3.91%	4.72%	7.04%	7.76%	6.58%
JW Marriott Jeju Resort & Spa	1.24%	1.59%	1.75%	1.75%	1.67%
TRC Melbourne	1.25%	1.22%	1.42%	1.26%	1.35%
The Rome EDITION	1.95%	2.96%	3.30%	3.94%	3.23%
JW Marriott Masai Mara	1.95%	2.30%	3.89%	4.48%	3.62%
W Hotels Ibiza	0.85%	1.13%	1.45%	1.52%	1.36%
Solaz, a Luxury Collection Resort	1.00%	1.43%	2.45%	3.11%	2.30%
Instagram	1.35%	1.27%	1.11%	1.23%	1.18%
Footer	7.09%	2.77%	0.76%	0.41%	1.66%



# Testing & Optimization

Project Wanderlust – 3P Culinary Signals

**PCIQ Optimizations Summary** 



# **Project Wanderlust: Third Party Culinary Performance**

Non-Culinary Member

Non-Culinary Non-Member

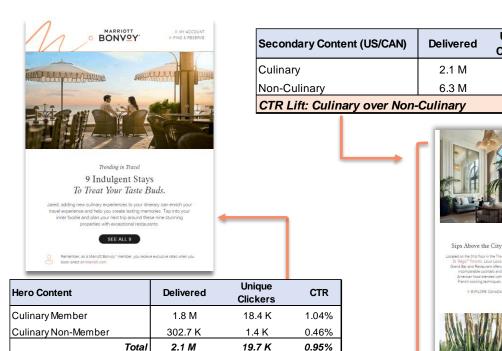
Subscribers who had a presence of Cooking/Culinary 3P (third party) data signals were identified. The attributes we considered included Hobbies in Cooking, Gourmet Foods or Baking, along with subscribers who showed a Reading Preference of Cooking or Culinary.

#### Overview:

 We segmented the audience and tracked their performance by culinary vs. nonculinary 3P data signals. The campaign included culinary buzzwords and content.

#### Results:

- Those who had 3P Culinary signals saw a +135.4% CTR lift from Hero content compared to those who did not have the signals.
- Among all subscribers who showed 3P Culinary signals, Members saw a +124.9% CTR lift from secondary content engagement compared to Non-Members.
- Continue to identify audiences with relevant 3P data attributes that will allow us to further personalize content and drive engagement lifts.



32.1 K

6.7 K

38.8 K

0.47%

0.25%

0.40%

+135.4%

+124.9%

6.9 M

2.7 M

9.6 M

Total

CTR Lift: Culinary Member over Culinary Non-Member

CTR Lift: Culinary over Non-Culinary

Unique

Clickers

2.3 K

4.2 K

Beyond Beautiful

fiero artfully crafted cocktail

Southwestern Cuisine

oclaimed Chef Angelo Soss's

EXPLORE ARIZONA

CTR

0.11%

0.07%

+69.1%

# **May PCIQ Optimization Insights**

Summary

### Traveler:

- The use of "Get Away" vs. "Getaway" was tested this month. "Get Away" outperformed by +0.8 pts.
- The Direct, Emoji combo subject line saw a +54% lift over the baseline open rate of 12.2%.
- May also saw a +9% lift over baseline for the Personal, Listicle combo tag; continues to be a top performer

Luxury MAU

- Authority (22.25%) and Direct (22.34%) continue to outperform Listicle (21.56%).
- · Continue to develop new approaches to Pre-Header testing in Q3 including new tags

CALA

- May 2023 included a test between English and Luxury English subject lines.
- Among Luxury English audiences, Intrigue, Personalization performed the highest (22.5% open rate)
- Offer, Personalization performed the strongest amongst English audiences (26.6% open rate)

Example SL (Direct, Emoji): Where to Get Away This Weekend 🚗 🛣

**Example SL (Personal, Listicle):** [Fname,] 13 Weekend Resorts From Around the World

**Example SL (Listicle):** 3 new hotels from The Ritz-Carlton, St. Regis, and JW Marriott

Example SL (Intrigue, Personalization): Your Summer Travel Guide Has Landed[, Fname]

Example SL (Offer, Personalization): Our Gift to [Fname][You]: Enjoy up to a \$100 Resort Credit!



# **ACTIONABLE INSIGHTS**





# **Actionable Insights**

- Consider testing geo-targeted Moments in the Hero; consider PCIQ headlines to support regionally-driven Moments offers
- Continue to evaluate differences in engagement across regions; utilize third party attributes where available to optimize offers/messaging for given audiences
- Recommend surveying Ambassador members after completion of personal Ambassadors reaching out to gauge overall experience so far.

#### For Lux MAU:

- Resume testing for the L1/L2A Shorter/Longer creative in June to determine best approach for these segments
- Continue PCIQ preheader testing and optimization to gain insights around what copy approaches resonate with members.
- Recommend continuing with the new/recently reopened hotel properties approach for Lux MAU 2x/year. This includes the opportunity to newly design the communication for the next launch.
- Continue to identify audiences with relevant 3P data attributes that will allow us to further personalize content and drive engagement lifts.
- Continue working with data teams and CX on the Adobe tracking issues that are impacting financials attributed to email.



### **Core MAU Recommendations**

- Recommend continuing to test a Generic Seasonally focused hero versus more specified offer hero to validate test results
- Test milestone member placement in August Core MAU to assess which placement drives higher click engagement; above or below the hero
- Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments
- Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement



# Thank You!



### Core MAU May: For revenue-driving offers in Bonvoy Escapes and Suites – US/CA Demand Gen drove the most revenue followed by Urban Leisure – US/CA + CALA



#### **Vacations by Marriott**

Revenue: \$1.9 K Delivered: 17.1 M

#### **HVMB**

Revenue: \$0 Delivered: 4.0 M

### Additional benefits: Seasonal Pkgs

Revenue: \$2.2 K Delivered: 18.5 M

### **MB** Escapes

Revenue: \$26.7 K Delivered: 25.6 M

#### Urban Leisure - US/CA + CALA Demand Gen Revenue: \$5.4 K

Delivered: 18.5 M



#### All-Inclusive

Revenue: \$0 Delivered: 5.6 M

#### Stay Longer on Us – EMEA

Revenue: \$0 Delivered: 384.8 K



#### F&B Earn & Redeem - Greater China Rewards on Dining Revenue: \$0 participating restaurants and bars Delivered: 2.0 M

### Suiten Your Stay complimentary room upgrade or discounted suite experience at select hotels





### Suites - US/CA Demand Gen

Revenue: **\$18.1 K** Delivered: 18.4 M

### 2K bonus points - Korea

Revenue: \$1.5 K Delivered: 656.0 K

<sup>\*</sup>Potentially larger audience counts to include Greater China ENG speaking members, but counts are unable to be determined; only providing counts for CHS language preference Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

# Core MAU Heat Map by Member Level Summary: May 2023

- Points Purchase Promo drove strongest engagement overall, outperforming header and the Member Module this month for all levels including Basic, for which we tend to see less engagement overall
- Generic booking message drove lower engagement at 1.5% of clicks, while still showing 3<sup>rd</sup> most bookings
  - Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement
- In the offer section Escapes had highest percent of clicks and bookings followed by Suites for most regions outside of Canada and CALA
  - Canada most engaged with HVMB and CALA showed more interest in All-Inclusive
  - Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments
- Within the Member benefits section, Maritz showed stronger engagement even with lower placement in the email
- Moments NFL drove moderate engagement overall with Upper Elites most engaged



# GORREY CONTROL OF THE PARTY OF

























T Gregoras Island Getyrays for Spring & Summer

# Core MAU Heat Map by Member Level: May 2023

Modules	All Levels	Combined	% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Header	16.29%	54.40%	21.08%	11.16%	10.86%	7.46%	6.19%	5.91%
Account Box	20.75%	35.34%	20.21%	26.37%	20.12%	16.45%	18.00%	15.07%
Hero	40.60%	4.79%	31.89%	46.92%	52.66%	58.69%	59.12%	53.09%
Points Purchase Promo	39.05%	0.00%	29.76%	46.04%	51.83%	58.15%	58.68%	52.95%
Generic Booking	1.54%	4.79%	2.13%	0.88%	0.83%	0.55%	0.44%	0.14%
Annual Choice Benefit	0.26%	0.49%	0.00%	0.00%	0.02%	0.94%	2.71%	13.37%
Offers	9.11%	3.86%	9.90%	8.14%	8.42%	8.28%	6.62%	4.48%
Vacations by Marriott	1.76%	0.24%	1.79%	1.63%	1.81%	2.02%	1.45%	1.22%
HVMB	0.98%	0.00%	1.28%	0.70%	0.55%	0.53%	0.45%	0.27%
Staycation Seasonal Pkgs.	0.01%	0.00%	0.02%	0.00%	0.00%	0.01%	0.00%	0.00%
Escapes	3.49%	2.20%	3.95%	3.03%	3.03%	2.87%	1.98%	1.36%
Urban Adventures	1.30%	0.29%	1.34%	1.20%	1.35%	1.19%	1.20%	0.41%
Save 20% Dining	0.05%	0.00%	0.07%	0.03%	0.03%	0.01%	0.02%	0.07%
Suites	1.51%	1.12%	1.45%	1.55%	1.66%	1.64%	1.52%	1.15%
Cobrand	1.22%	0.00%	1.22%	1.49%	1.24%	0.95%	0.82%	0.75%
Moments NFL	0.99%	0.20%	0.90%	0.82%	1.09%	1.51%	1.40%	1.83%
Member Benefit	1.92%	0.15%	1.72%	1.89%	2.18%	2.46%	2.56%	3.46%
City Express	0.12%	0.00%	0.18%	0.03%	0.04%	0.05%	0.02%	0.00%
Westin WORKOUT	0.34%	0.10%	0.33%	0.31%	0.37%	0.36%	0.30%	0.41%
New: Online Points Xfer	0.20%	0.05%	0.27%	0.10%	0.11%	0.13%	0.14%	0.14%
Earn on Dining	0.12%	0.00%	0.15%	0.06%	0.09%	0.06%	0.05%	0.07%
Maritz-US	1.14%	0.00%	0.79%	1.39%	1.57%	1.86%	2.05%	2.85%
Boutiques	0.13%	0.00%	0.17%	0.08%	0.06%	0.07%	0.10%	0.07%
Leisure	1.47%	0.20%	1.95%	0.79%	0.90%	0.91%	0.63%	0.41%
Coastal Escapes	0.68%	0.00%	0.88%	0.38%	0.45%	0.44%	0.29%	0.34%
Pet-Friendly Hotels	0.46%	0.20%	0.58%	0.29%	0.32%	0.34%	0.28%	0.00%
Family Travel	0.33%	0.00%	0.50%	0.12%	0.13%	0.13%	0.06%	0.07%
Traveler	1.69%	0.20%	1.94%	1.30%	1.34%	1.50%	1.44%	0.95%
Footer	5.56%	0.39%	9.03%	1.03%	1.11%	0.51%	0.36%	0.61%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

# Lux MAU Snapshot: May 2023

• May's Lux MAU focused solely on new/recently reopened hotel properties. The following were featured:

6-Across Hero	Secondary content
Riviera Maya	The St. Regis Kanai Resort, Riviera Maya
South Korea	JW Marriott Jeju Resort & Spa
<ul> <li>Melbourne</li> </ul>	The Ritz-Carlton, Melbourne
• Rome	The Rome EDITION
<ul> <li>Ahmedabad</li> </ul>	JW Marriott Masai Mara Lodge
<ul> <li>Costa Navarino</li> </ul>	• W Ibiza
	<ul> <li>Solaz, a Luxury Collection Resort, Los Cabos</li> </ul>
	Epicurean Explorer Laila Gohar, The Luxury Collection  MARRIOTT  PORTION  TO SERVICE A PROPERTY OF THE PR

# Lux MAU Heat Map by Segment (Financials): May 2023

- JW Marriott Masai Mara drove the most revenue for properties featured at \$46.4k or 15% of total revenue
- The two Riviera Maya placements drove \$29.1 k in revenue or nearly 10% of total revenue
- When looking at bookings The St. Regis Kanai Resort, Riviera Maya drove 13 bookings followed by JW Marriott Masai Mara at 11
  - Riviera hero module drove 10 additional bookings

					Grand
% of Revenue by Module	L1	L2A	L2B	L3	Total
View Activity	44.72%	49.31%	22.04%	15.72%	24.11%
Link in My Account copy and Person icon in Header	35.78%	32.76%	17.01%	10.44%	17.83%
JW Marriott Masai Mara	1.46%	0.00%	15.99%	21.68%	15.18%
Link in Find & Reserve copy and Search Icon in Header	13.28%	16.28%	14.74%	15.19%	14.90%
See Benefits	4.76%	0.00%	4.70%	23.97%	8.92%
Riviera Maya	0.00%	0.00%	7.51%	6.73%	6.26%
Melbourne	0.00%	0.00%	9.00%	0.00%	5.58%
The St. Regis Kanai Resort, Riviera Maya	0.00%	0.00%	2.85%	6.27%	3.27%
Ahmedabad	0.00%	0.00%	3.99%	0.00%	2.47%
Solaz, a Luxury Collection Resort, Los Cabos	0.00%	0.00%	1.08%	0.00%	0.67%
Costa Navarino	0.00%	1.65%	0.26%	0.00%	0.30%
Rome	0.00%	0.00%	0.48%	0.00%	0.30%
The Rome EDITION	0.00%	0.00%	0.33%	0.00%	0.21%
JW Marriott Jeju Resort & Spa	0.00%	0.00%	0.00%	0.00%	0.00%
South Korea	0.00%	0.00%	0.00%	0.00%	0.00%
TRC Melbourne	0.00%	0.00%	0.00%	0.00%	0.00%
W Ibiza	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grand
Bookings by Module	Total
View Activity	111
Link in My Account copy and Person icon in	
Header	102
Link in Find & Reserve copy and Search Icon	
in Header	77
See Benefits	47
The St. Regis Kanai Resort, Riviera Maya	13
JW Marriott Masai Mara	11
Ahmedabad	10
Riviera Maya	10
Costa Navarino	4
Melbourne	2
Rome	2
Solaz, a Luxury Collection Resort, Los	
Cabos	2
The Rome EDITION	1

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

<sup>37</sup> Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

# **Project Wanderlust May: YoY Regional Engagement**

- Canada saw the highest CTR at 1.6%, followed by CALA at 0.9%.
- The U.S. had a YoY CTR increase at +0.2 pts.; recent targeting updates for the U.S. audience impacted their decrease in deliveries and click volume.

Region		Delivered	% of Del	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
APAC		1.9 M	16.5%	9.4 K	0.5%	0.22%	23	\$9.4 K	0.2%
Υ	′οΥ	+42.4%	+11.0 pts.	+15.5%	-0.1 pts.	-0.0 pts.	+64.3%	+51.1%	+0.1 pts.
CALA		68.3 K	0.6%	622	0.9%	0.23%	2	\$.9 K	0.3%
Υ	′οΥ	+41.0%	+0.4 pts.	+34.6%	-0.0 pts.	+0.0 pts.	-33.3%	-53.8%	-0.3 pts.
CANADA		43.9 K	0.4%	700	1.6%	0.21%	5	\$6.0 K	0.7%
Y	⁄οY								
EUROPE		550.0 K	4.7%	3.8 K	0.7%	0.28%	3	\$3.9 K	0.1%
Υ	′οΥ	+27.8%	+3.0 pts.	-16.7%	-0.4 pts.	+0.0 pts.	-80.0%	-61.1%	-0.2 pts.
MEA		742.8 K	6.4%	3.1 K	0.4%	0.23%	9	\$5.7 K	0.3%
Υ	⁄οΥ	+74.9%	+4.6 pts.	+5.7%	-0.3 pts.	+0.0 pts.	-25.0%	+2.3%	-0.1 pts.
U.S.		8.3 M	71.4%	58.1 K	0.7%	0.16%	371	\$188.9 K	0.6%
Υ	′οΥ	-62.6%	-19.4 pts.	-48.9%	+0.2 pts.	-0.1 pts.	-41.8%	-46.7%	+0.1 pts.
Total		11.6 M	100.0%	75.8 K	0.7%	0.18%	413	\$214.8 K	0.5%
Y	⁄οY	-52.47%	-	-41.64%	+0.1 pts.	-0.04 pts.	-35.27%	-43.20%	+0.02 pts.

Secondary content was geo-targeted

