



Marriott Bonvoy
May 2024 Email Performance Review

June 27, 2024

MARRIOTT
BONVOY

THE ST. REGIS MALDIVES VOMMULI RESORT, MALDIVES

Agenda

- Emailable Audience Summary
- Non-Member Activation Summary
- Campaign Highlights
- Testing & Optimization
- Actionable Insights

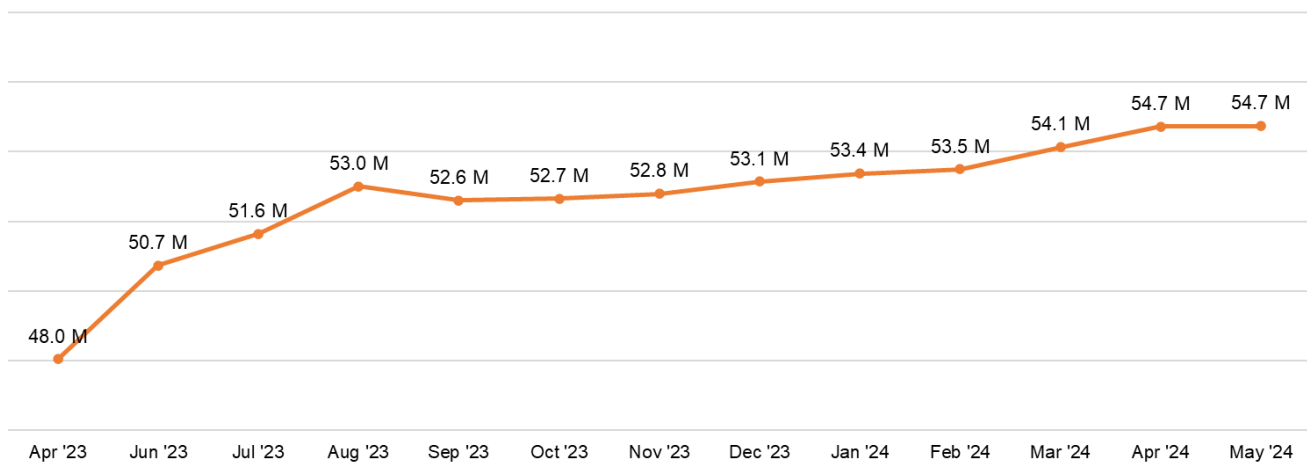


Emailable Audience Summary

Mostly steady volume of 54.7 M emailable customers in May

- Total net increase MoM of +17.3 K
 - Members increased by +114.5 K (+0.29%)
 - Non-Members decreased by -97.2 K (-0.62%)

Email Eligible Audience Trends Apr '23 - May '24



Email Eligible (total)	54.7 M
MoM	+0.03% +17.3 K
Members	39.0 M
MoM	+0.29% +114.5 K
Non-Members	15.7 M
MoM	-0.62% -97.2 K

Report Date = Jun 3, 2024

May '23 reporting was not available due to MDP data issues; therefore, it is not shown on the chart.

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

Compared to April, EMEA saw the largest member increase at +4.5%

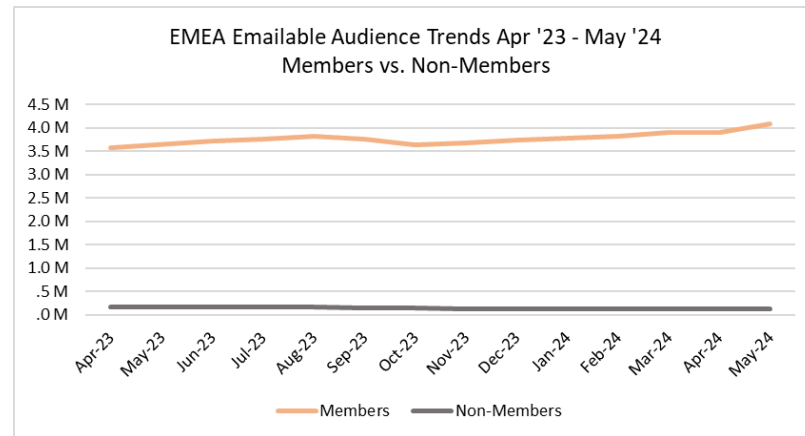
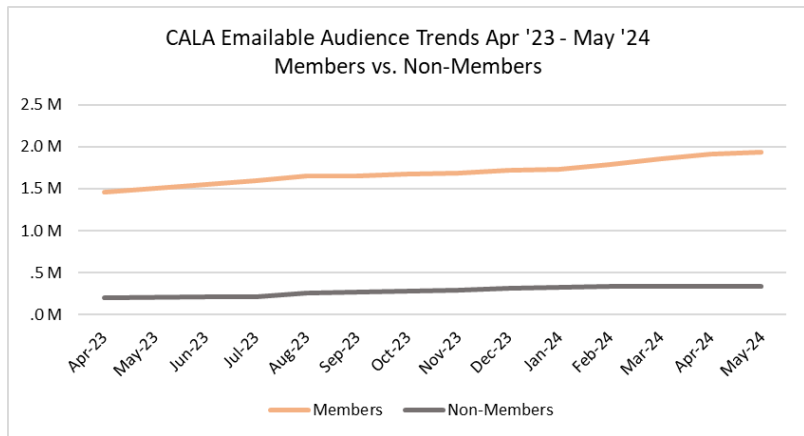
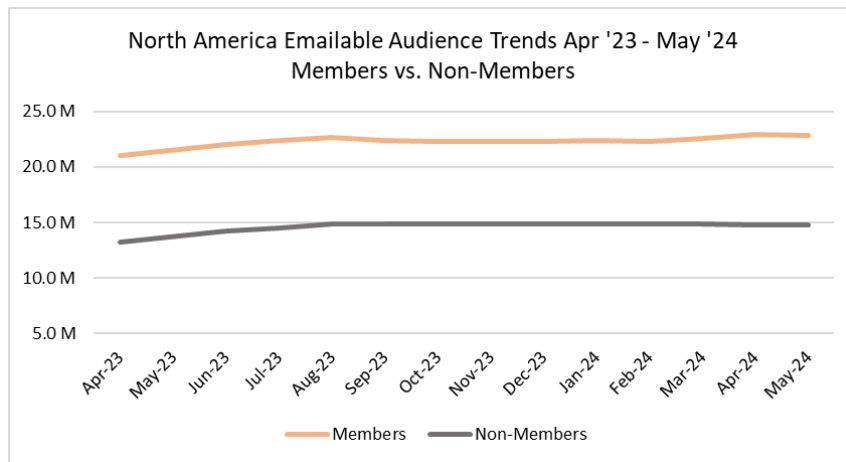
- MoM member variances ranged from -0.1% for North America to +4.5% for EMEA
- CALA was the only region that had a non-member increase this month; for all other regions, non-member decreases were slight

May 2024 Eailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	37.6 M 68.7%	6.8 M 12.4%	4.2 M 7.7%	3.8 M 7.0%	2.3 M 4.2%	*54.7 M
Members MoM	22.9 M -0.1%	6.4 M 0.0%	4.1 M +4.5%	3.7 M +0.7%	1.9 M +1.5%	39.0 M +0.29%
Non-Members MoM	14.7 M -0.5%	385.6 K -3.3%	128.9 K -0.7%	65.0 K -3.2%	343.0 K +0.6%	15.7 M -0.62%

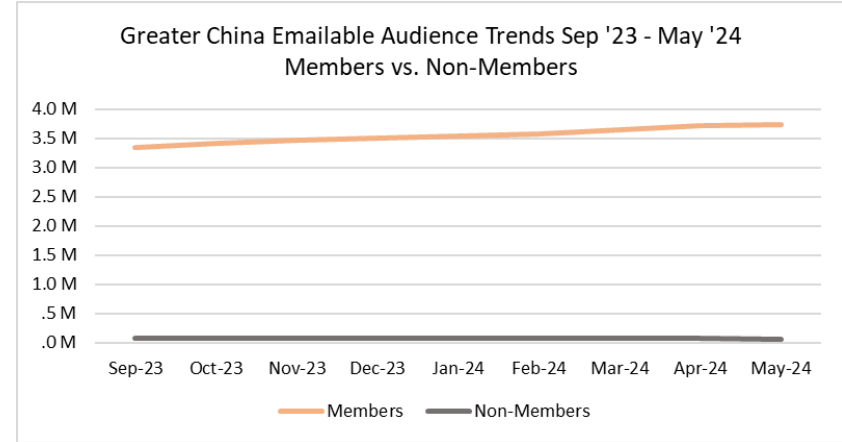
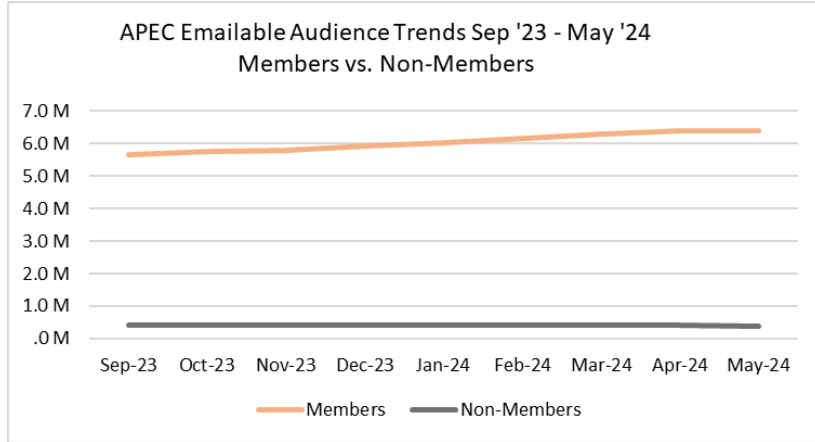
Report Date: Jun 3, 2024

*Not shown: 77.8 K email eligible customers who did not have an identified region in the reporting.

Since April 2023, North America trends have been mostly steady, while we saw some recent upward member trends for CALA and EMEA

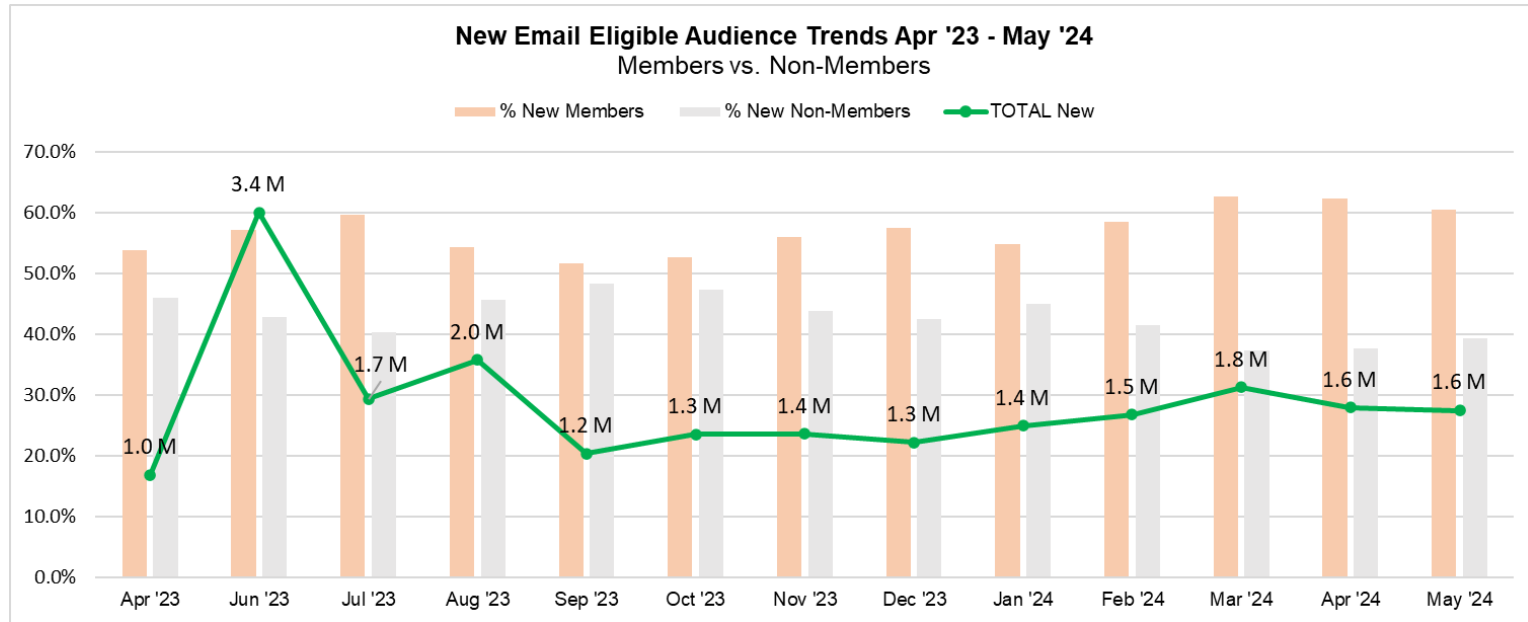


APEC and Greater China show similar trends for members and non-members, with APEC having a larger volume for each



We are averaging about 1.6 M total NEW emailable customers each month

- Since April 2023, we have averaged each month --
 - 934.1 K new emailable members
 - 694.5 K new emailable non-members



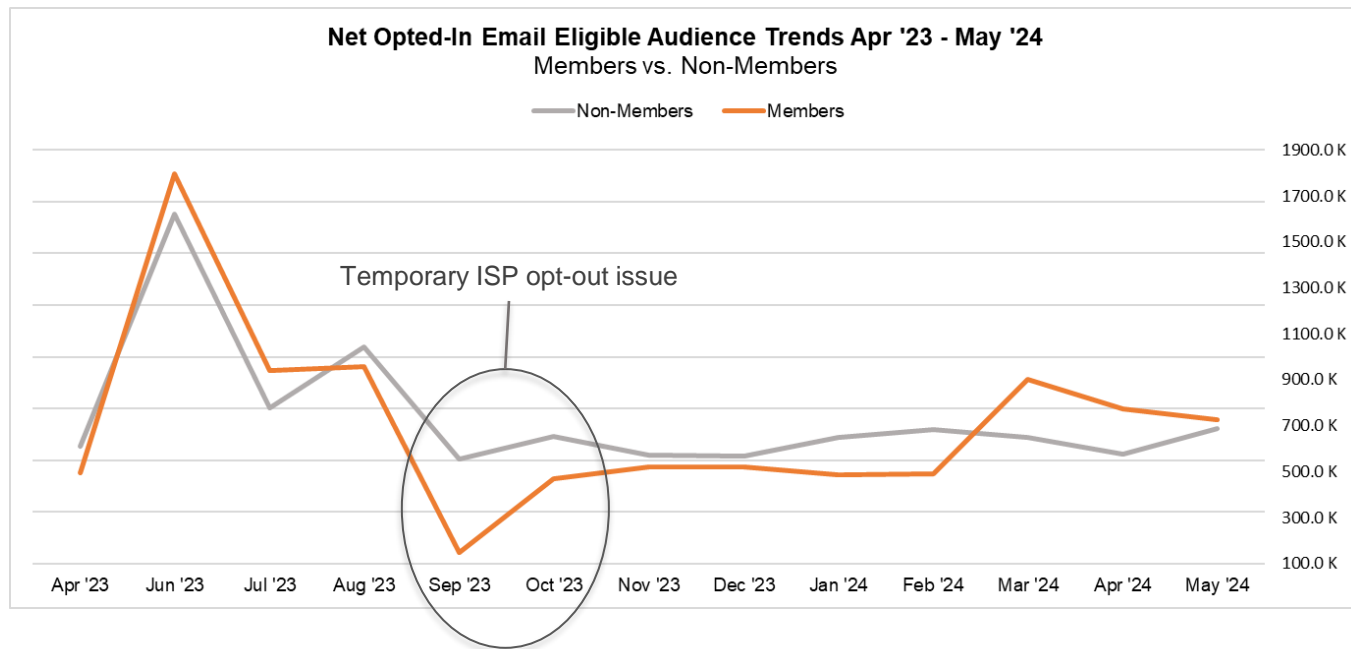
Report Date = Jun 3, 2024

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

Similar member vs. non-member trend of net opted-in customers

- Over the past 13 months our monthly net opt-in rate has averaged –
 - About 68.9% for members
 - About 78.3% for non-members



Report Date = Jun 3, 2024

May '23 reporting was not available due to MDP data issues; therefore, it is not shown on the chart.

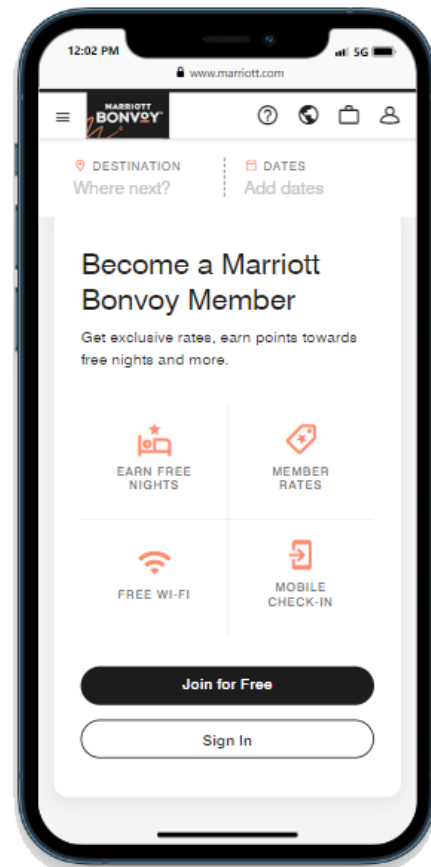
Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

Non-Member Activation Summary

Non-Member Activation: Goals and Objectives

As part of our overarching plan **to grow the Marriott Bonvoy loyalty member database by converting more non-members and by making enrollment more enticing**, we have developed a proposed email strategy along with supplemental tactics. The discovery conversations we had earlier this year, plus existing non-member data and the insights from the Non-Member Fact Base, guided our planning and initial recommendations in this presentation.

Our hypothesis is that tailored messages will increase non-member conversions. As we implement and then measure results of the tests and tactics included in the proposed email strategy, we will be able to better inform how we can tailor our non-member messaging and drive higher enrollment rates.



Non-Member Email Strategy Roadmap

ACCOMPLISHED		CURRENT	LOOKING AHEAD	
Q1 2024		Q2 2024	Q3 2024	Q4 2024
Audience & Segmentation	Identified Targeted Non-Member Audiences	Defining Targeting Strategy Setting Up Segment Tracking Creating Enrollment Code Tracking	Explore Cross-Channel Targeting	
Creative & Content	Identified Current Communications	Defining Content/Messaging Strategy Held Brainstorm Meeting Refreshing/Activating RABs Expanding Existing Acquisition Trigger Planning for MAU Campaign Developing Offers (Campaignlette, Exp Gift Card, Cataboom)	Launch Non-Member MAU Develop New/Refreshed Solos Develop Survey(s) Explore Cross-Channel Comms Test New/Existing Offers	Test Non-Member MAU Offers/Content
Technology		Exploring SL/PH Testing Opportunities	Identify/Activate Polling Opportunities Explore Cross-Channel Testing Opps Explore Cross-Channel Tracking	
Analysis	Completed Fact Base Held Kick Off Call Had Discovery Conversations/Scoped Analysis	Planning Readout Structure/Cadence	Prepare Prelim Readout	Prepare Final Readout(s)

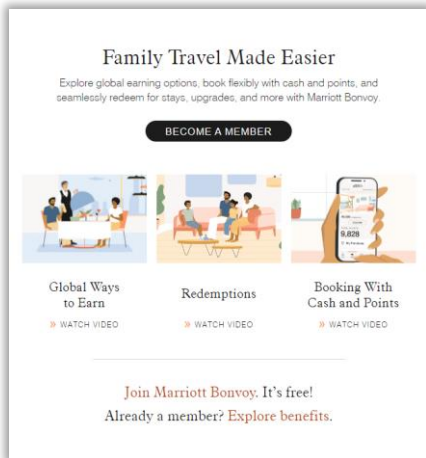
Non-Member Segment Tracking Q2+: Segments Most Likely To Enroll

1. **Frequent Stayers** that have stayed at least 2 of the last 3 years and avg. 10+ nights/year
2. **Belong to Hotel Loyalty Program** eligible US audience identified using TSP 3rd party data flag
3. **Loyal customer with email** engagement in the last year
4. **Loyal customer with NO email** engagement in the last year
5. **Active customer with email** engagement in the last year
6. **Return customer with email** engagement in the last year
7. **Return customer with NO email** engagement in the last year
8. **New customers with NO email** engagement in the last year

Source: Non-Member Fact Base. Also see Appendix for detailed criteria per segment.

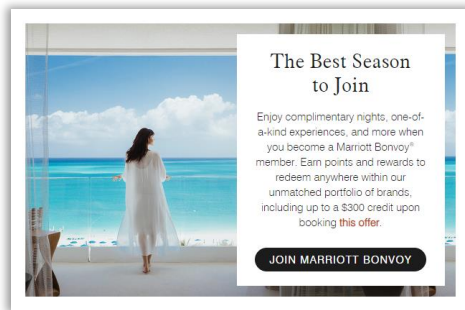
Initial Emails To Be Tracked (June/July)

CALA Demand Gen 6/10 Launch



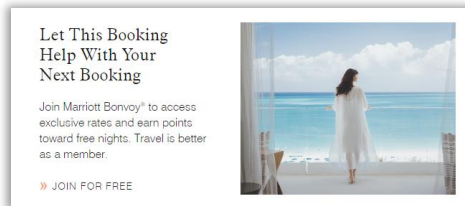
Non-Member Audience
390,046

Escape to Luxury 6/12 Launch

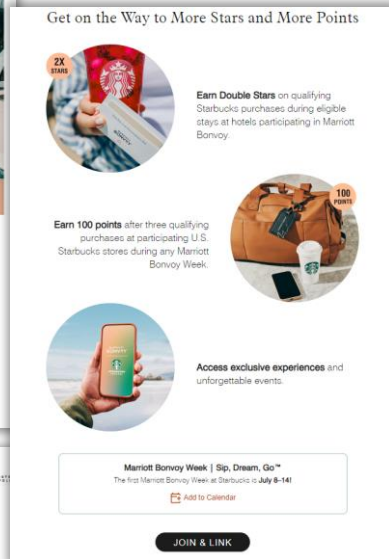
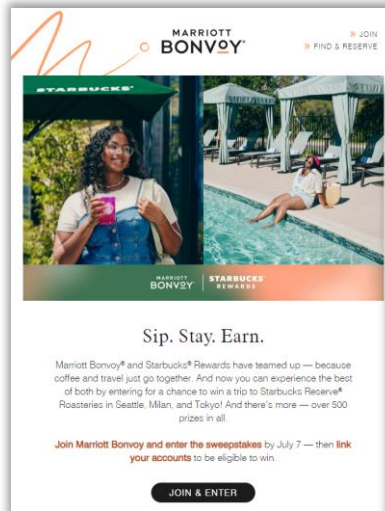


Non-Member Audience
264,527

Vacations by Marriott Bonvoy 6/25 Launch

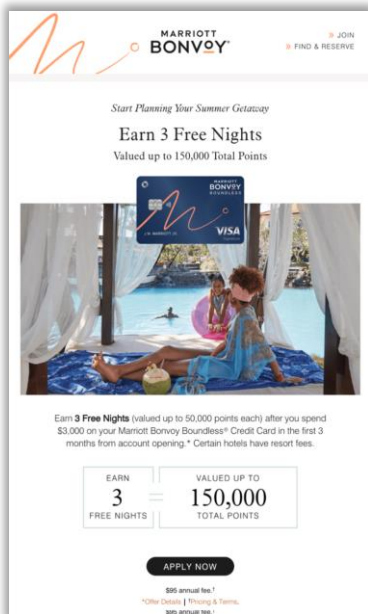


Starbucks 6/18 Launch



Initial Emails To Be Tracked cont. (June/July)

ACQ US Chase Boundless 6/29 Launch



US/CAN Demand Gen 6/24 Launch



Non-Member Audience
2,931,976

6/24 US/CAN Demand Gen Key Segment Audience Sizes:

Belong to Hotel Loyalty
Program – **486,180**

New customer with NO email
engagement – **360,305**

Return customer with email
engagement – **400,508**

Launch Date	Emails Considered for Tracking
6/1	EAT
6/19	ACQ UK AMEX LTO
6/19	MBV Core Escapes
6/24	HVMB LTO June
7/2	Boutiques - BEN Deployment
7/2	CALA Demand Gen/Destinations
7/6	Ritz eNews
7/8	Boutiques - ENG Deployment
7/10	Escape to Luxury
7/20	Traveler
7/22	US/CAN Demand Gen

Non-Member Activation: Current Next Steps

1. Continue working with the team to launch Non-Member MAU in September -- includes finalizing offer and messaging approaches, determining test versions, etc.
2. Based on non-member offers the team approves, develop new/refreshed communications, including solos and banners.
3. Prepare for preliminary performance readout in Q3.

Campaign Highlights

US/CAN Demand Gen

Ritz-Carlton eNews

Traveler

Project Wanderlust

US/CAN Demand Gen May

Sample Creative: Member Version

Subject Line:

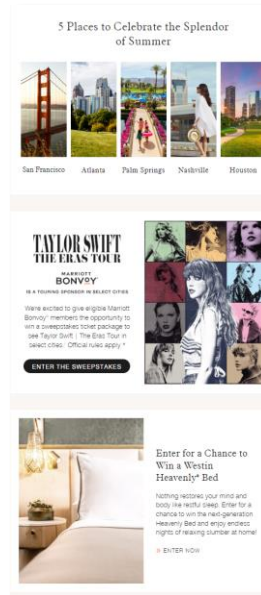
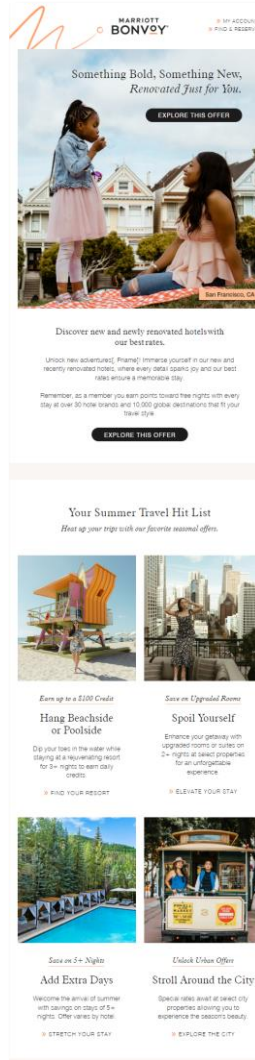
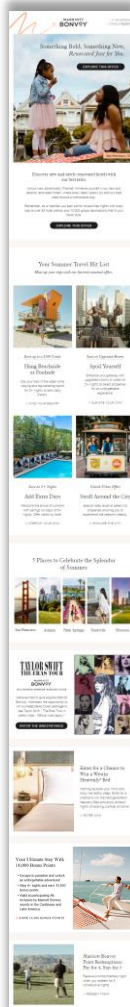
(Direct, Emoji): Discover Summer Bliss in Our Recently Renovated Hotels 🌞

Pre-Header:

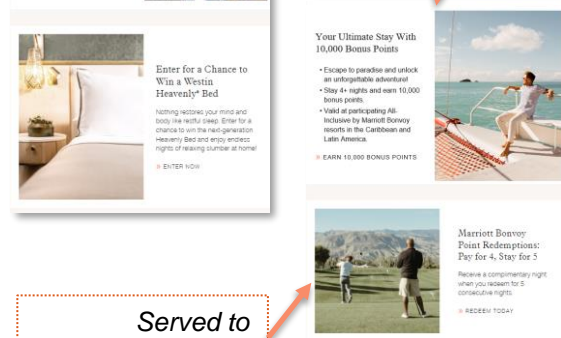
Plus a chance to win tickets to The Eras Tour, and more.

Targeting:

- Previous US/Canada Demand Gen email recipients that received and opened or clicked on April 2024 US/Canada Demand Gen
- Members that are Basic (B), Silver (S), or Gold (G) and non-members that have had a stay in the past 24 months and have opened or clicked 1 or more marketing emails in the past 9 months OR
- Members that are Platinum (P), Titanium (PP), or Ambassadors (PA) that have had a stay in the past 12 months and have opened or clicked 1 or more marketing emails in the past 9 months OR
- Members that are Basic (B), Silver (S), or Gold (G) and non-members that have opened or clicked 1 or more marketing emails in the past 3 months and have not had a stay in the past 24 months



Dynamic CTA and URL link for members vs. non-members promoting CALA all-inclusive offer



Served to members only

US/CAN Demand Gen May: Performance Summary

- Compared to last year, deliveries were up slightly (+109.4 K) and clicks saw an increase of +639 (+1.4%); steady CTR of 0.4%
- Unsub rate of 0.11% for members; well below Bonvoy benchmark
- Overall decline in financials may have been impacted by May '23 leading with a \$50 resort credit offer within the hero whereas May '24 led with newly renovated hotels, which seemed less popular compared to last year's hero offer
- Non-member revenue (\$22.8 K) came from the hero (21 bookings) followed by the CALA 10K bonus points module (5 bookings)
 - For non-members, test pulling the "Join Now" copy out of the hero and into a banner or stand-alone module to encourage non-member engagement and enrollments

Metrics	Demand Gen 5/16/2024	YoY 5/16/2023	Members	Non-Members
Delivered	11.6 M	+1.0%	8.1 M	3.5 M
Clicks	47.4 K	+1.4%	38.2 K	9.2 K
CTR	0.4%	+0.0 pts.	0.5%	0.3%
Unsub%	0.21%	+0.01 pts.	0.11%	0.42%
Bookings	285	-33.9%	248	37
Revenue	\$140.6 K	-36.4%	\$117.8 K	\$22.8 K
Conv%	0.60%	-0.32 pts.	0.65%	0.40%

*In the non-member version, comparing this year's join now hero copy vs. last year's join now banner pictured below, we see the banner generated more engagement.

Not a Member?

Membership is free and full of unlimited travel possibilities. Join today to start earning points toward free nights, flights, and unparalleled experiences.

» JOIN MARRIOTT BONVOY

May '23 Join Now Banner Results

Clicks: 891 (+106% lift*)
% of Clicks: 4.0% (+1.6 pts. lift*)

US/CAN Demand Gen May: Heat Map Insights


- The hero, with dynamic member/non-member copy, drove the most click activity at 36.2%
- New offer section treatment drove more % of clicks from non-members at 18.2%
 - Upgraded rooms offer was the highest performing for non-members driving 8.1% of clicks (second highest for members)
- Two sweeps offers featured in May -- Taylor Swift Eras Tour & Boutique's Westin Heavenly Bed
- Members & Non-members saw mostly consistent engagement in content at the bottom of the email
 - Non-members had a higher % of clicks on the CALA 10K bonus points module compared to members; consider utilizing stay data to further test dynamic offers to non-members

Module	Member	Non-Member	Total
Header	5.2%	7.6%	6.0%
Hero	41.8%	24.8%	36.2%
Offers	14.7%	18.2%	15.8%
Earn up to \$100 Credit	5.7%	4.8%	5.4%
Save on Upgraded Rooms	4.1%	8.1%	5.4%
Save on 5+ Nights	2.6%	2.8%	2.6%
Unlock Urban Offers	2.4%	2.5%	2.4%
5-Pack	6.5%	8.1%	7.1%
Taylor Swift Sweepstakes	11.9%	9.8%	11.2%
Boutiques Sweepstakes	4.5%	2.3%	3.8%
10k Bonus Points	2.4%	8.4%	4.3%
Points Redemption	1.2%	--	0.8%
Footer	1.3%	5.5%	2.7%
Unknown	10.5%	15.3%	12.1%
Total	100.0%	100.0%	100.0%
Total Clicks	88,542	43,027	131,569

Hero
0.41% Total CTR
70.4% (183) Total % of bkg.

Something Bold, Something New,
Renovated Just for You.

EXPLORE THIS OFFER



Discover new and newly renovated hotels with our best rates.

Unlock new adventures. Immerse yourself in our new and recently renovated hotels, where every detail sparks joy and our best rates ensure a memorable stay.

Join Marriott Bonvoy® and start earning points toward free nights at over 30 hotel brands and 10,000 global destinations that fit your travel style. Plus, enjoy our best rate guarantee, free Wi-Fi, and points on stays.

EXPLORE THIS OFFER

0.13% Total CTR
4.6% (12) Total % of bkg.


**TAYLOR SWIFT
THE ERAS TOUR**

MARRIOTT
BONVOY®

IS A TOURING SPONSOR IN SELECT CITIES

We're excited to give eligible Marriott Bonvoy® members the opportunity to win a sweepstakes travel package to see Taylor Swift | The Eras Tour in select cities. Official rules apply.*

ENTER THE SWEEPSTAKES



Offers
0.18% Total CTR
16.2% (42) Total % of bkg.

Your Summer Travel Hit List
Heat up your trips with our favorite seasonal offers.

1




Hang Beachside or Poolside

Earn up to a \$100 Credit

Dip your toes in the water while staying at a rejuvenating resort for 3+ nights to earn daily credits.

FIND YOUR RESORT

1




Spoil Yourself

Save on Upgraded Rooms

Enhance your getaway with upgraded rooms or suites on 2+ nights at select properties for an unforgettable experience.

ELEVATE YOUR STAY

2




Add Extra Days

Save on 5+ Nights

Welcome the arrival of summer with savings on stays of 5+ nights. Offer varies by hotel.

STRETCH YOUR STAY

3



Stroll Around the City

Unlock Urban Offers

Special rates await at select city properties allowing you to experience the seasons beautifully.

EXPLORE THE CITY

Ritz-Carlton eNews May

Sample Creative: U.S. Version

Theme:

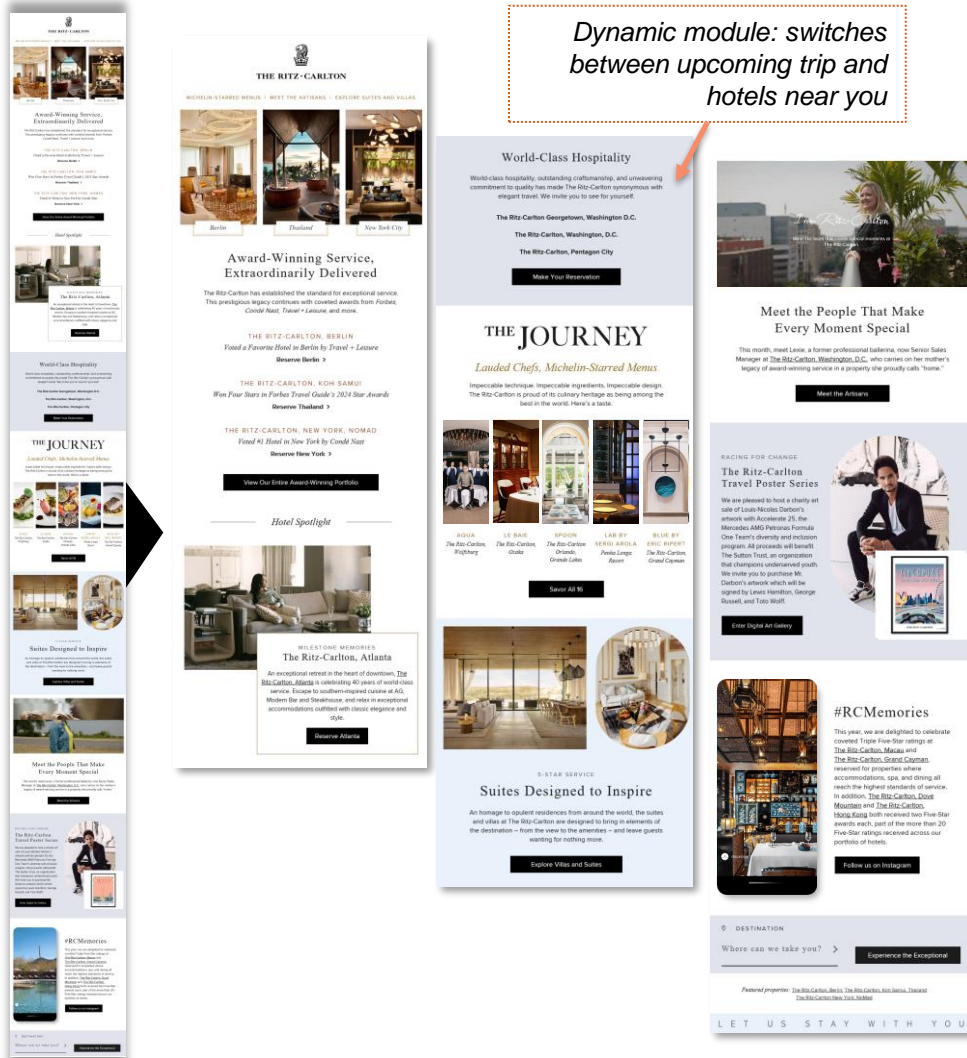
Award-Winning Properties

Subject Line: A/B Test and Roll:

- (Direct): INSIDE THE RITZ-CARLTON: Award-Winning Hotels That Define Everyday Indulgence *winner*
- (Authority): INSIDE THE RITZ-CARLTON: Your Guide to Our Award-Winning Hotels
- (Listicle): INSIDE THE RITZ-CARLTON: 3 New Award-Winning Hotels

Targeting:

- All members and non-members with an English language preference in the latest luxury segmentation table (L1, L2A, L2B, L3)
- Include ALL previous email recipients with an English language preference that received RC eNews April - both members and non-members
- Include additional customers using the criteria below:
 - Past email openers or clickers of the RC Residences solos, St. Regis Residences solos and RCYC solos in the past 24 months OR
 - Ritz-Carlton Residence Owners OR
 - Amex Brilliant cardholders OR
 - Stayed at a luxury brand hotel in the past 24 months OR
 - Include all members and non-members that fit this criterion OR
 - Have an income of \$150,000 or more (no stay requirement)



Ritz-Carlton eNews May: Engagement Summary

- “Award-Winning Properties” theme was newly introduced this month and featured a new 3-pack hero treatment
- Third month featuring upcoming trip module in replacement of the “hotels near you” to those with an upcoming trip to a Ritz-Carlton property in the next 60 days
- Increase in deliveries with 5.7 M delivered in May (+3.9% MoM)
 - Increase in deliveries impacted by last month’s lower than normal send volume
- Engagement remains lower than average into Q2
 - Tracking for inactive and active segments began in April '24th to help determine best directions to increase engagement.
- Similar CTRs across all luxury levels and non-lux audience show the award-winning property theme resonated across the board
 - Lean into opportunities to promote content blocks for award-winning properties as they become available to continue driving engagement across luxury segments and other Ritz eNews recipients

Metrics	RC eNews 5/04/2024	vs. RC eNews 5/6/2023	Luxury	Non-Luxury
Delivered	5.7 M	+0.1%	1.8 M	3.8 M
Clicks	23.3 K	-67.6%	7.2 K	16.1 K
CTR	0.4%	-0.9 pts.	0.4%	0.4%
Unsub%	0.24%	+0.04 pts.	0.17%	0.26%

Ritz-Carlton eNews May: Heat Map Insights

- May hero saw strong engagement generating 57.8% of clicks; highest percent of clicks in the last 12 months
 - Engagement driven from New York NoMad (22.3%)
- Hotel spotlight (Atlanta) showcased this month, whereas geo-targeting leveraged traditionally
- Journey article, *Unforgettable Restaurant & Bars*, engagement strongest with Knife & Spoon & Blue which are both located in Orlando and Grand Cayman
- IG module featured several properties which drove a very high % of clicks especially with it being located at the bottom of the email. Highest % of clicks for this module in the last 12 months

Module	Luxury	Non-luxury	Total
Header	3.0%	4.5%	4.1%
Hero	65.1%	55.0%	57.8%
Hotel Spotlight	2.8%	4.2%	3.8%
Hotels Near You/Upcoming Trip*	4.6%	4.2%	4.3%
Journey 5-Pack	7.3%	8.6%	8.2%
Suites & Villas	2.3%	2.6%	2.5%
Travel By Interest - EMEA*	0.2%	0.1%	0.1%
I am Ritz-Carlton	1.0%	2.1%	1.8%
Travel Posters	3.1%	2.6%	2.7%
Instagram	5.3%	7.0%	6.5%
Hotel Finder	3.6%	5.6%	5.1%
Footer	1.7%	3.6%	3.1%
Grand Total	100.00%	100.00%	100.00%
Total Clicks	16,705	45,039	61,744

Hero
0.63% Total CTR
35.7 K Total clicks

Berlin *Thailand* *New York City*

Award-Winning Service, Extraordinarily Delivered

The Ritz-Carlton has established the standard for exceptional service. This prestigious legacy continues with coveted awards from *Forbes*, *Condé Nast Traveler*, *Leisure*, and more.

THE RITZ-CARLTON, BERLIN
Voted a Favorite Hotel in Berlin by *Travel + Leisure*
[Reserve Berlin >](#)

THE RITZ-CARLTON, KOH SAMUI
Won Four Stars in *Forbes Travel Guide's 2024 Star Awards*
[Reserve Thailand >](#)

THE RITZ-CARLTON, NEW YORK, NOMAD
Voted #1 Hotel in New York by *Condé Nast*
[Reserve New York >](#)

[View Our Entire Award-Winning Portfolio](#)

3
2
1

5-Pack
0.09% Total CTR
5.1 K Total clicks

THE JOURNEY

Lauded Chefs, Michelin-Starred Menus

Impeccable technique. Impeccable ingredients. Impeccable design. The Ritz-Carlton is proud of its culinary heritage as being among the best in the world. It's a place where the journey is the destination.

3
ADINA
The Ritz-Carlton, Wolfsburg

4
LE BÂTE
The Ritz-Carlton, Osaka

2
SPOON
The Ritz-Carlton, Orlando, Grande Lakes

5
L&B BY SERGI AROLA
Penha Longa Resort

1
BLUE BY ERIC RUPERT
The Ritz-Carlton, Grand Cayman

[Savor All 16](#)

Instagram
0.07% Total CTR
4.0 k Total clicks

#RCMemories

This year, we are delighted to celebrate coveted Triple Five-Star ratings at *The Ritz-Carlton, Macau* and *The Ritz-Carlton, Grand Cayman*, reserved for properties where accommodations, spa, and dining all reach the highest standards of service. In addition, *The Ritz-Carlton, Dove Mountain* and *The Ritz-Carlton, Hong Kong* both received two Five-Star awards each, part of the more than 20 Five-Star ratings received across our portfolio of hotels.

[Follow us on Instagram](#)

Project Wanderlust May

Sample Creative | U.S. Member Version

Theme:

Fine Hotel Dining – “Indulgent Stays”

Subject Line Test and Roll:

(Listicle): 6 Indulgent Stays to Quench Your Travel Cravings

(Authority): Your Guide to the Finest Hotel Dining

(Intrigue): Let Gastronomy Guide the Way

Pre-Header:

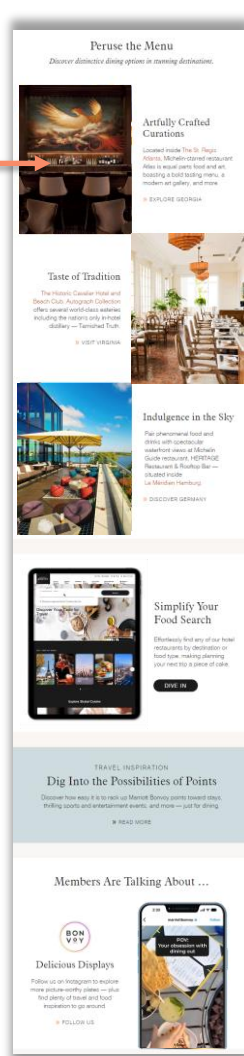
Open to discover the culinary journey of your dreams.

Targeting:

- U.S. English-speaking members and non-members who have opened or clicked 1 or more Traveler or Wanderlust emails in the last 12 months
- Canada, CALA, Europe, MEA or APAC global English-speaking members and non-members that meet at least 1 of the criteria below:
 - Have opened or clicked 1 or more Traveler or Wanderlust emails in the last 12 months
 - Have clicked 1 or more marketing emails in the last 12 months
- Luxury segments L2B and L3



Geo-targeted “Peruse the Menu” module



Project Wanderlust May: Engagement Summary

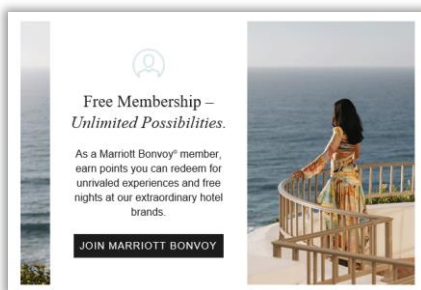
- Overall engagement compared to last year was somewhat mixed –
 - We saw a significant positive decline in unsub rate but click volume and CTR were down -- in line with the overall Bonvoy trend we have seen lately
- L2B and L3 segments continued to perform well compared to Everyone Else, mostly typical trend we have seen since adding these segments last year
- Among member levels, engagement was strongest among upper elites; engagement increased as member levels progressed
 - Consider testing dynamic hero messaging for Basic members to help drive more overall engagement, as this audience makes up most deliveries each month – could lean into “loyalty” messaging or could test a quiz approach based on “top member destinations”
- The non-member version generated 225 enrollments this month, which was the highest rate from this email so far this year at 8.1% of non-member clickers.

Metrics	PW 5/25/24 – 5/26/24	YoY 5/27/23	vs. PW 2024 Avg.	Member	Non-Member	L2B	L3	Everyone Else
Delivered	11.2 M	-3.6%	-5.4%	9.0 M	2.3 M	928.6 K	264.1 K	10.0 M
Clicks	40.3 K	-46.7%	-57.6%	33.4 K	6.9 K	4.3 K	1.7 K	34.4 K
CTR	0.4%	-0.3 pts.	-0.4 pts.	0.4%	0.3%	0.5%	0.6%	0.3%
Unsub%	0.09%	-0.09 pts.	-0.05 pts.	0.07%	0.17%	0.03%	0.02%	0.09%

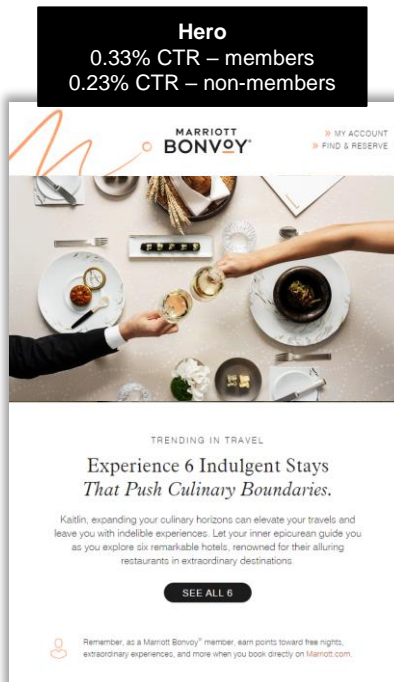
Project Wanderlust May: Heat Map Insights

% of Clicks - Wanderlust May '24 Module	Member	Non-Member	Total
Hero	62.2%	27.3%	52.2%
Join Module	---	13.1%	3.7%
Peruse the Menu	9.9%	13.6%	11.0%
Food Search	1.0%	2.8%	1.5%
Possibilities of Points Banner	0.7%	1.1%	0.8%
Instagram	2.6%	6.6%	3.8%
featured properties	0.4%	1.7%	0.8%
undefined	23.1%	33.7%	26.2%
Total	100.0%	100.0%	100.0%

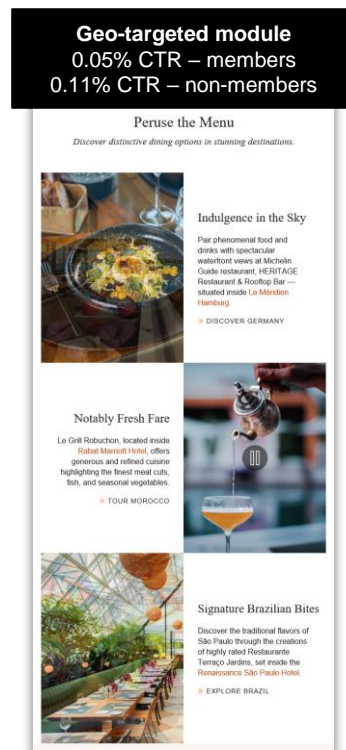
Total Clicks **47,134** **18,839** **65,973**



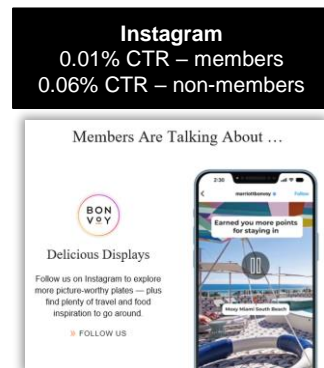
Join Module (non-members)
13.1% of clicks | 0.11% CTR



Hero click activity ranged from
55.7% for Basic members to
79.2% for Ambassadors.



"Peruse the Menu"
Strongest regional engagement
from **Europe -**
18.3% of clicks | 0.32% CTR
Least interest from MEA at 2.4%
of clicks.



Compared to all member
levels, the **Instagram**
module generated the
most interest from **Basic**
members at 3.1% of clicks.

Traveler May

Sample Creative | U.S. Version

Theme: Weekend Getaways

Test and Roll Subject Lines

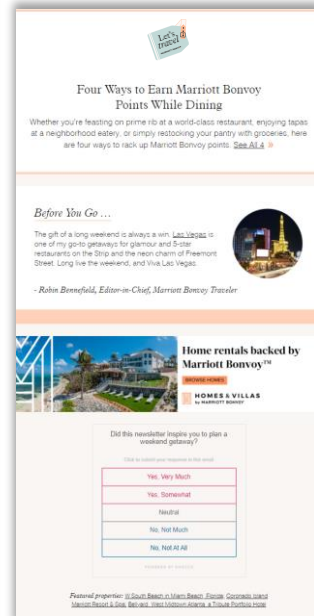
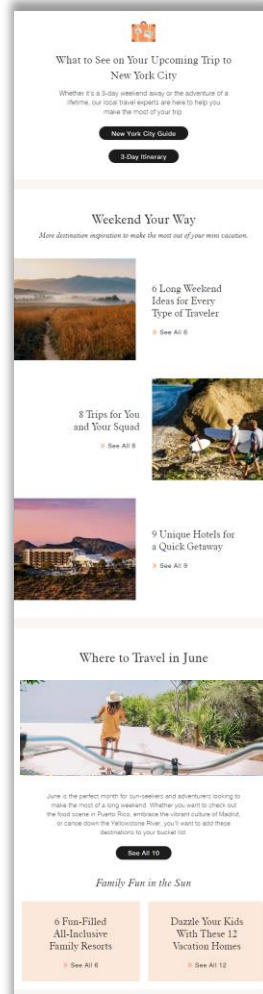
- (Personalization)(Listicle): Robin, [10] Hotels for Your Picture-Perfect Weekend
- (Question)(Short): Chelo, Where to This Weekend?
- (Emoji)(Personalization)(Direct): Pack Your 🧳 Val, the Weekend is Here!

PH:

PLUS: Nearby weekend destinations, where to travel in June, quick weekend escapes

Features this month:

- Geo-targeted content: Hero, Special Treatment Article & 5-Pack
- A/B Hero Image Test: Static vs. Animation



Traveler May: Engagement Summary

- Engagement this month was mixed --
 - Deliveries were up YoY due to an issue with mail files in May 2023 that caused lower than expected delivery volume; deliveries were down compared to average impacted by the cap we put back in place last May.
 - CTR of 0.6% was a decline compared to last year -- in line with an overall Bonvoy trend we have seen lately; compared to average, impacted by above-avg engagement in Feb '24 and Jun through Aug '23.
 - Unsub rate of 0.10% was a positive decline YoY and compared to average; healthiest rate in the past year
 - Among member levels, engagement was strongest among upper elites, with Titanium having the highest CTR at 2.2% and the lowest unsub rate at 0.03%.

Metrics	Traveler 5/18/24	YoY 5/20/23	vs. Avg.	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Delivered	11.7 M	+27.0%	-6.2%	9.5 M	888.7 K	917.4 K	235.7 K	135.2 K	8.3 K
Clicks	69.9 K	-13.4%	-37.7%	43.1 K	8.8 K	10.4 K	4.4 K	2.9 K	135
CTR	0.6%	-0.3 pts.	-0.3 pts.	0.5%	1.0%	1.1%	1.9%	2.2%	1.6%
Unsub%	0.10%	-0.07 pts.	-0.05 pts.	0.11%	0.05%	0.05%	0.03%	0.03%	0.04%

Traveler May: Heat Map Insights

% of clicks - Traveler May '24	APAC	CALA	CANADA	EUROPE	MEA	US	Total
Header	16.4%	9.3%	7.4%	17.0%	91.4%	6.8%	7.8%
Hero	27.4%	35.9%	34.4%	23.6%	1.4%	29.8%	30.0%
Special Treatment Article	23.7%	23.6%	18.7%	19.8%	0.0%	29.7%	28.0%
5-Pack	5.1%	12.3%	14.5%	15.3%	5.6%	12.0%	12.2%
Upcoming Trip	0.1%	1.2%	0.6%	0.5%	0.7%	1.2%	1.1%
Curated	4.9%	5.1%	9.4%	10.9%	0.0%	8.2%	8.3%
Where to Travel	3.7%	5.2%	5.8%	5.3%	0.4%	5.2%	5.2%
Bonvoy Tips	1.6%	1.9%	1.8%	0.8%	0.0%	1.0%	1.1%
Before You Go	2.7%	0.4%	0.6%	0.7%	0.2%	0.5%	0.5%
Banner (HVMB)	0.8%	0.4%	1.3%	0.8%	0.2%	0.7%	0.7%
featured properties	3.5%	0.1%	1.9%	0.5%	0.0%	1.6%	1.6%
Footer	4.7%	1.1%	1.0%	1.4%	0.0%	0.9%	1.0%
undefined	5.3%	3.5%	2.5%	3.4%	0.1%	2.3%	2.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Total Clicks 2,507 1,587 17,579 3,319 1,111 131,766 157,869

geo-targeted content

geo-targeted by sub-region

We had a +55.1% increase in total clicks compared to last year, impacted by strong overall engagement with geo-targeted and select secondary content.

Even though the geo-targeted **Special Treatment Article** with upper placement pulled some click activity away from the hero, it still helped generate an overall YoY increase in clicks. Consider testing this approach during months that typically see lighter engagement to see if it helps drive more overall click volume.

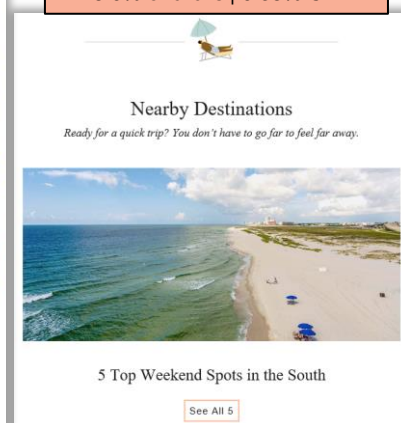
Hero (geo-targeted)
30.0% of clicks | 0.42% CTR



Hero click activity ranged from 28.8% for Basic members to 31.6% for Silver members.

With similar geo-targeted hero approaches, could test a top regional booking destination; can also pull through in the subject line, hero headline and imagery.

Special Article (geo-targeted)
28.0% of clicks | 0.38% CTR



U.S. versions had the strongest regional engagement
29.7% of clicks | 0.40% CTR

Compared to all member levels, **Titanium** had the strongest engagement --
34.9% of clicks | 1.0% CTR

Testing & Optimization

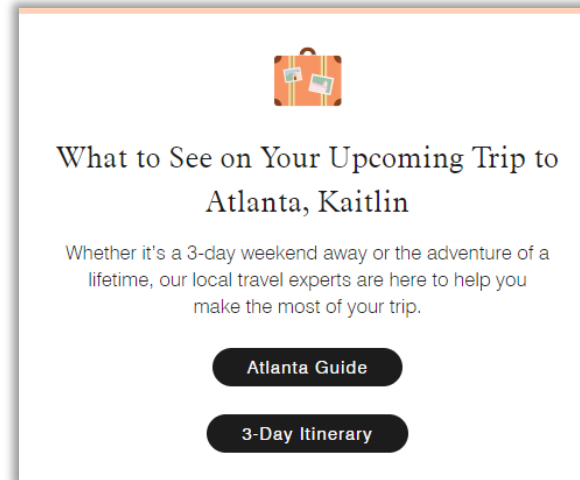
Dynamic Upcoming Trip Module – Traveler and Ritz-Carlton eNews

Join Banner CTA Test – Project Wanderlust

Subject Line Testing

Traveler Upcoming Trip Module: Engagement Insights

- The module is served monthly to Traveler audiences who have a booking within the next 60 days; always-on module in the Traveler newsletter since Oct 2022; ability to test creative and messaging among select audiences.
- Audience receives up to two CTAs in the module (Guide and/or Itinerary) based on the available content for their booking destination on Traveler.com.
- It consistently drives strong overall engagement – as with previous months' trends, in May we saw higher CTRs and lower unsub rates for the Upcoming Trip audience compared to Everyone Else.
- The module also drove a 0.6% CTR and 17.4% of clicks from those who received it in May; on average, the module generates between 13% -- 20% of clicks from those who receive it.



Upcoming Trip Module		OVERALL ENGAGEMENT		
May-24 All Regions	Delivered	% of Del.	CTR	Unsub %
ONE_LINK	123.3 K	1.1%	1.5%	0.04%
BOTH_LINKS	180.1 K	1.5%	1.3%	0.03%
EVERYONE_ELSE	11.1 M	95.1%	0.6%	0.09%
undefined	270.9 K	2.3%	0.5%	0.24%
Total	11.7 M	100.0%	0.6%	0.10%

Upcoming Trip Module MODULE PERFORMANCE

May-24 All Regions	CTR	% of Clicks	Clicks
ONE_LINK	0.6%	15.4%	682
BOTH_LINKS	0.6%	19.0%	1,036
EVERYONE_ELSE	---	---	---
undefined	---	---	---
Total	0.6%	17.4%	1,718

Ritz-Carlton eNews Upcoming Trip Module: Engagement Insights

- Upcoming Trip continues to drive strong engagement within the module and email when served to audience members with an upcoming trip to a Ritz-Carlton property in the next 60 days
- A strong lift in CTR when comparing to those who do not have an upcoming trip
- Audience unsub is healthy among those who have an upcoming trip, which indicates their interest in supplemental travel content in the email newsletters
- Monitor June's upcoming trip module to determine how differentiated language and theme impacts engagement. Determine best path forward for CTA language and module headline.

Inspiration for Your Upcoming Escape, Catherine

Get ready for your upcoming trip to **Al Bustan Palace, a Ritz-Carlton Hotel**. Discover the property's indulgent amenities, immersive cultural encounters, and culinary delights.

Explore The Ritz-Carlton

April '24
Delivered: 25.7 K
Audience CTR: 3.1%
CTR Lift: +2.44 pts.
Audience Unsub: 0.10%
Module CTR: 1.4%
Module % of Clicks: 22.8%

Enjoy Five-Star Service on Your Upcoming Escape, Joy

Let us help you prepare for your upcoming trip to **Rissal Valley, a Ritz-Carlton Reserve**. Discover the property's indulgent amenities, culinary delights, and more.

Prepare for Your Trip

May '24
Delivered: 25.7 K
Audience CTR: 1.9%
CTR Lift: +1.5 pts.
Audience Unsub: 0.10%
Module CTR: 0.46%
Module % of Clicks: 21.2%

Recommendation: Consider testing into a “thank-you for your recent stay” extension of the upcoming trip module to see if that continues to drive stronger engagement for the eligible audience overall



For You, Catherine Grace

Thank you for your recent stay at The Ritz-Carlton Reynolds, Lake Oconee. Browse our selection of amenities, fragrances, linens, and more — and don't forget to redeem your points.

» SHOP THE RITZ-CARLTON

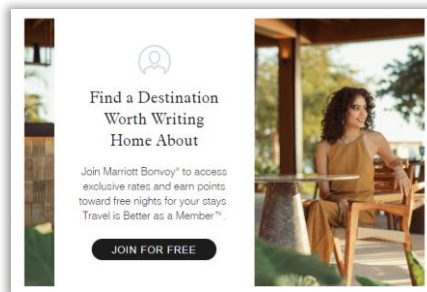
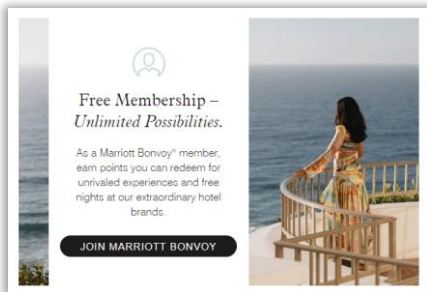
Wanderlust May: Join Module A/B CTA Test

Non-Member Versions

Join MBV (Control)

VS.

Join For Free (Challenger)



- Overall engagement was the same between the two versions, but we saw a **slight lift in financials** from the version with the **Join For Free** CTA.
- Enrollment breakout by CTA version was not available for this analysis, but we can plan to evaluate in some future mailings as part of our larger non-member activation plan/tracking.

A/B Join CTA Test	Del.	CTR	Unsub%	Bkgs	Rev.	Rev. Lift	Conv.	Conv. Lift
JOIN_FOR_FREE	1.1 M	0.31%	0.17%	3	\$ 1,307	37.6%	0.09%	+0.03 pts.
JOIN_MBV	1.1 M	0.31%	0.17%	2	\$ 950		0.06%	
Total	2.3 M	0.31%	0.17%	5	\$ 2,257		0.07%	

Mixed results – no clear winner

Recommend further testing to see if a winner emerges; also, for an optimal read, we recommend holding the Join Module body copy constant across each CTA test version OR testing different body copy and holding the CTA constant.

- Looking at the heat map, the **Join MBV CTA** version (control) drove **more click activity on the Join Module** at 14.5% compared to 11.7% for the Join For Free CTA version.
- The version with the **control CTA** also generated **more total clicks at 9,668** compared to 9,171 total clicks from the challenger version.

Non-Member Version

% of Clicks - Wanderlust May '24 Module	JOIN_MBV	JOIN_FOR_FREE
Hero	26.6%	28.0%
Join Module	14.5%	11.7%
Peruse the Menu	13.4%	13.9%
Food Search	2.9%	2.6%
Possibilities of Points Banner	1.1%	1.2%
Instagram	6.8%	6.5%
featured properties	1.8%	1.6%
undefined	33.0%	34.5%
Total	100.0%	100.0%

Total Clicks

9,668

9,171

Test and Roll Subject Line Insights

- In May, 7 campaigns implemented Test and Roll Subject Lines
 - Out of the 7 campaigns, 2 had statistically significant open rate and click rate results (Ritz-Carlton Reserve and Traveler)
 - CALA Lux/Non-Lux, E2L, Wanderlust and RC eNews test results were not statistically significant. Providing more variance within the subject line styles while testing may help provide a better direction for these communications going forward.
- Audiences who received the luxury communications showed significant engagement with subject lines featuring an offer
- Travel Inspiration communications saw higher engagement with subject lines that used intrigue subject lines
- Direct & Authority subject lines did not drive as much overall engagement from those who opened across both communication types
 - Direct & Authority subject lines did reach a higher open rate compared to other styles in Travel Inspiration communications, but it did not sustain engagement after recipients opened the email.

Luxury	Open Rate	CTR
Intrigue, Offer	18.9%	1.2%
How To, Offer	18.4%	1.1%
Direct, Offer	17.8%	0.7%
Listicle	12.0%	0.6%
Intrigue	19.2%	0.5%
Direct	12.4%	0.5%
Authority	12.0%	0.5%

Aggregated results from May '24 RC eNews, E2L & CALA Luxury

Travel Inspiration	Open Rate	CTR
Intrigue	19.4%	0.9%
Emoji, Direct	19.9%	0.6%
Listicle	24.0%	0.6%
Authority	26.6%	0.5%
Direct	26.6%	0.5%
Question, Short	18.2%	0.5%

Aggregated results from May '24 Wanderlust & Traveler

E2L

Example SL (Intrigue, Offer):

Tap Into up to a \$300 Resort Credit to Get Away for the Weekend

CALA

Example SL (Intrigue):

Here's Something to Get Your Heart Going

RC eNews

Example SL (Direct):

Award-Winning Hotels That Define Everyday Indulgence

Wanderlust

Example SL (Authority):

Your Guide to the Finest Hotel Dining

ACTIONABLE INSIGHTS

Actionable Insights

- For US/CAN Demand Gen non-member versions --
 - continue to test pulling the “Join Now” copy out of the hero and into a banner or stand-alone module to encourage non-member engagement and enrollments, as last year’s join module had better overall performance compared to this year’s hero copy/link.
 - consider utilizing stay data to further test dynamic offers to non-members
- For Ritz-Carlton eNews --
 - lean into opportunities to promote content blocks for award-winning properties as they become available to continue driving engagement across luxury segments and other recipients
- During months that typically see lighter engagement, consider testing a geo-targeted Special Treatment Article (like Traveler May) approach to see if it helps drive more overall click volume; could also test a top regional booking destination in the Hero and pull through the destination in the subject line, hero headline and imagery.
- Continue to look for opportunities to utilize the top-performing “upcoming trip” module and test placement, creative and messaging; also test into a “thank-you for your recent stay” extension of the module to see if that helps drive stronger engagement for the eligible audience overall.
- For an optimal read when A/B testing the Join Module, we recommend holding body copy constant with each CTA test version OR testing different body copy and holding the CTA constant across each version.

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

Thank You!

MARRIOTT
BONVOY®



Targeted Non-Member Segments Criteria

Segment Label	Segment Name	Criteria
Non-Member	Frequent Stayers	Non-members who have stayed at least 2 years of the last 3 years and averaged 10+ nights/year (Customer should have at least one stay in at least any two years of last 3 years. Avg nights = # of nights stayed in last 3 years / # of years that they had stays in the last 3 years.)
	Belong to Hotel Loyalty Program	Eligible US non-member audience identified using TSP 3 rd party data flag (MT-Hotel Loyalty Program Members – Top 25%, Rank 1-25)
	Loyal customer with email engagement	Non-members who had stay in last 30 days AND has had 4+ stays and total spend of \$569+ in the last 3 years AND has opened or clicked at least one email in the last 12 months
	Loyal customer with NO email engagement	Non-members who had stay in last 30 days AND has had 4+ stays and total spend of \$569+ in the last 3 years AND has zero opens or clicks in the last 12 months
	Active customer with email engagement	Non-members who had stay in last 6 months AND has had 3+ stays in the last 3 years AND has opened or clicked at least one email in the last 12 months
	Return customer with email engagement	Non-members who had stay in last 6 months, and it was their 2 nd stay in the last 3 years AND has opened or clicked at least one email in the last 12 months
	Return customer with NO email engagement	Non-members who had stay in last 6 months, and it was their 2 nd stay in the last 3 years AND has zero opens or clicks in the last 12 months
	New customer with NO email engagement	Non-members who had only had 1 stay in the last 6 months AND had zero opens or clicks in the last 12 months
	Everyone Else	This is for anyone who does not fall into at least one of the segments above.

Bonvoy 2023 Performance Metrics

Metrics	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23	Jul '23	Aug '23	Sep '23	Oct '23	Nov '23	Dec '23	YTD Total
Delivered	247.6 M	284.0 M	331.6 M	201.6 M	274.8 M	214.5 M	259.0 M	260.5 M	204.9 M	231.1 M	250.3 M	209.6 M	3.0 B
Clicks	2.4 M	2.2 M	2.7 M	1.7 M	2.4 M	2.1 M	2.1 M	2.1 M	1.7 M	1.7 M	1.6 M	1.5 M	24.3 M
CTR	1.0%	0.8%	0.8%	0.8%	0.9%	1.0%	0.8%	0.8%	0.8%	0.7%	0.6%	0.7%	0.8%
Unsub Rate	0.20%	0.18%	0.17%	0.15%	0.21%	0.25%	0.27%	0.23%	0.26%	0.24%	0.24%	0.20%	0.21%
Bookings	16.1 K	16.1 K	20.6 K	12.7 K	13.6 K	16.3 K	16.3 K	17.0 K	9.9 K	13.0 K	14.6 K	11.2 K	177.3 K
Revenue	\$7.3 M	\$7.5 M	\$9.5 M	\$5.6 M	\$6.5 M	\$6.7 M	\$7.2 M	\$7.4 M	\$4.4 M	\$5.2 M	\$6.1 M	\$5.1 M	\$78.6 M
Conversion Rate	0.68%	0.73%	0.75%	0.75%	0.57%	0.70%	0.77%	0.80%	0.58%	0.77%	0.91%	0.75%	0.7%