



Marriott Bonvoy

October 2024 Email Performance Review

November 22, 2024



MARRIOTT
BONVOY

ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO



Agenda

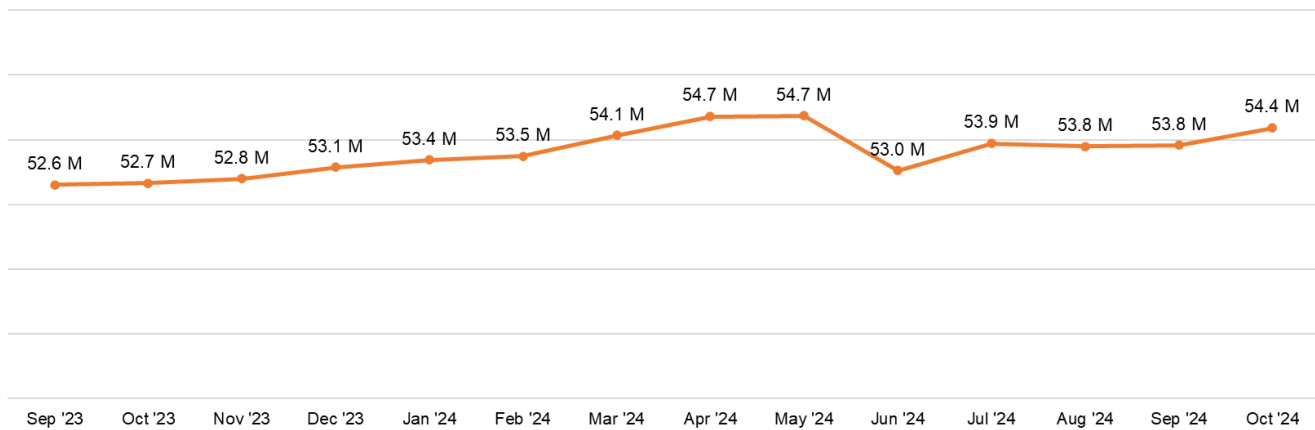
- E-mailable Audience Summary
- ~~Performance Summary~~ [excluded due to October data issues]
- Campaign Highlights
- Testing & Optimization Highlights
- Actionable Insights

EMAILABLE AUDIENCE SUMMARY

Reached 54.4 M emailable customers in October

- Total increase October MoM of +1.0% (+531.6 K)
 - Members increased by +1.6% (+662.4 K)
 - Non-Members decreased by -1.0% (-130.8 K)

Email Eligible Audience Trends Sep '23 - Oct '24



Email Eligible (total)	54.4 M
MoM	+1.0% +531.6 K
Members	41.2 M
MoM	+1.6% +662.4 K
Non-Members	13.2 M
MoM	-1.0% -130.8 K

Report Date = Nov 1, 2024

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

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

- Compared to all regions, North America and CALA saw the highest MoM growth rates in members at +2.3% and +2.6%, respectively
- Greater China was the only region to see a MoM decline in members and non-members

Oct 2024 Eailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	36.7 M 67.5%	7.0 M 12.9%	4.4 M 8.1%	3.6 M 6.6%	2.6 M 4.8%	54.4 M
Members MoM	24.4 M +2.3%	6.7 M +0.7%	4.3 M +1.2%	3.5 M -1.2%	2.2 M +2.6%	41.2 M +1.6%
Non-Members MoM	12.3 M -1.0%	330.4 K -2.8%	117.7 K -1.8%	60.8 K -0.7%	361.5 K +1.1%	13.2 M -1.0%

Report Date: Nov 1, 2024

CAMPAIGN HIGHLIGHTS

Non-Member Activation Update (June-August campaigns)

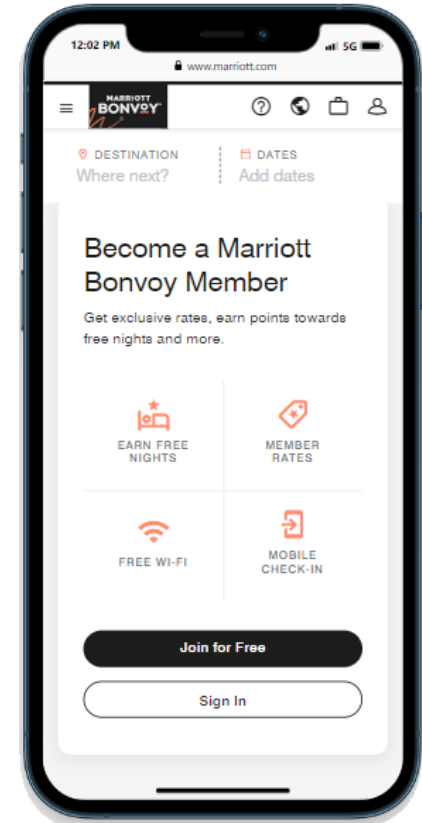
Launch of Non-Member MAU

EAT LTO Solo

2024 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 developed an email strategy and supplemental tactics. Our hypothesis was that tailored messages will increase non-member conversions. The discovery conversations and brainstorm session we had earlier this year, plus existing non-member data and the insights from the Non-Member Fact Base, guided our plans.

The following slides are an overview of results of non-member email tests and tactics conducted June 2024 through August 2024, as well as recommendations and next steps.



2024 Non-Member Activation: Key Takeaways

8 Tracked Segments
8 Email Campaign Types
12.4 M Delivered



Emails with Top Enrollment Rates

- 15.5% Refreshed MGS Check-In Jul (1,269 enrollments)
- 12.7% Boutiques Jun (135 enrollments)
- 11.1% US/CAN Demand Gen Jun (147 enrollments)
- 5.7% Starbucks Ann. Jun (1,234 enrollments)

Top 5 Engaging Solos

Compared to non-member avg. engagement

Boutiques Jul

Taylor Swift Sweeps Aug

RC eNews Jun

E2L Jun

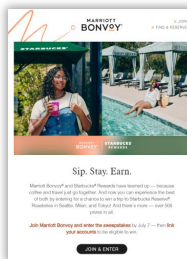
RC eNews Aug

Top-Clicked Content

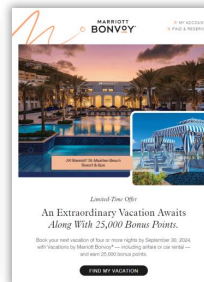
June/July/August



Aug T. Swift Sweeps



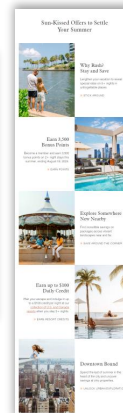
Jun Starbucks Announcement Sweeps



Jun Vacations by Marriott Bonvoy



Jul Boutiques Sweeps



Aug US/CAN Demand Gen Offers Module

Segment-Level Engagement Highlights

Compared to all 8 tracked non-member segments

Most Deliveries

New Customer with No Email Engagement

Delivered: 7.7 M

#1 Most Engaged

Belongs to Hotel Loyalty Program

CTR: 0.9% / Unsub: 0.24%

#2 Most Engaged

Frequent Stayers

CTR: 0.7% / Unsub: 0.16%

Highest Conv Rate

Return Customer with No Email Engagement

Conversion Rate: 0.53%

Next steps are to leverage insights for future communications and determine if additional analysis is needed.

2024 Non-Member Activation: App Test – Coming Soon

Planning to run a single vs. dual CTA mobile app test targeted to non-members in the email campaigns below during the month of December. Goal is to understand if more people download the app when they are asked to do one thing (download the app) as opposed to two things (download the app and become a member).

- Core MAU (Non-Member version) – Dec
- US/CAN Demand Gen Solo – Dec

Can look for additional opportunities to test going into 2025 and will look to review initial results in Q1.

The World is a Tap Away

Book your next great getaway at over 9,000 hotels worldwide. Join Marriott Bonvoy® and easily check in from your phone, unlock your room, or chat with your hotel... all on the app.

» GET THE APP



The World is a Tap Away

Book your next great getaway at over 9,000 hotels worldwide. Join Marriott Bonvoy® and easily check in from your phone, unlock your room, or chat with your hotel... all on the app.

» JOIN ON THE APP



Single CTA = GET THE APP (asking non-members to only download the app)

Dual CTA = JOIN ON THE APP (asking non-members to download the app and then join on the app)

Non-Member Activation: Recommendations & Next Steps

Recommendations

- Include an always-on join module in all non-member emails (leverage existing modules in Content Library)
- Add winning creative to Content Library for ongoing use
- Continue leveraging INCK enrollment code to track activity from join modules and the header in emails without a dedicated code
- Utilize brand partnerships – like Starbucks – as RABs when it makes sense, as these approaches have been effective at engaging non-members.
- Leverage insights from upcoming non-member app CTA test for enhanced messaging strategy

Next Steps

- Team is exploring ways to optimize efficiency of enrollment tracking and reporting
- Launch eGift Card email ~12/3/24
- Prepare year-end non-member analysis and insights; review is currently scheduled for December
- Prepare to evaluate non-member app CTA test

2024 Non-Member Activation:

8 Targeted Non-Member Segments

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

All segments except
Hotel Loyalty include stay
criteria (not shown).
See Appendix for detailed
criteria by segment.

Non-Member MAU: Oct 2024

Theme: Off Peak Travel

ENG/BEN (Deployed: 10/10-10/12)

SL: October Highlights: Earn Up to 4K Bonus Points

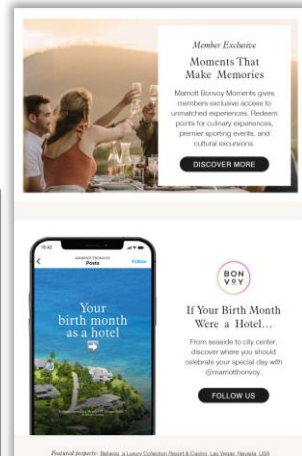
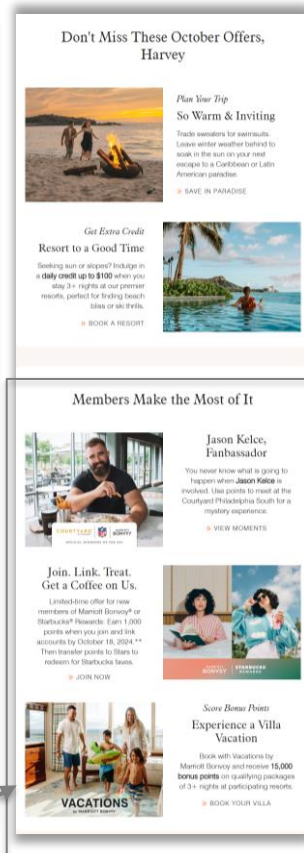
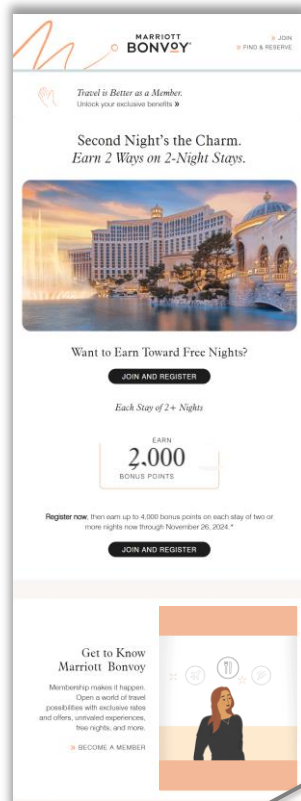
PH: Plus, Even More Reasons to Join Marriott Bonvoy This Month

Targeting: Global ENG Non-Members, Luxury and Non-Luxury Customers

Content Included:

- Global Promotion
- Non-Member Module Highlight
- CALA Offer
- Resorts Offer
- Moments – Jason Kelce Fanbassador
- Starbucks
- Vacations by Marriott Bonvoy
- Traveler: Middle East
- Instagram

Creative example is non-luxury version



Conducted creative layout A/B test in U.S. version to determine best design approach to drive engagement.

Non-Member MAU Performance

October 2024

- Generated 162 enrollments, 281 bookings and \$149.7K from first Non-Member MAU email on 10/10
- Content between the Core and Non-Member email versions were consistent, with the only difference being GloPro hero and tailored join messaging in the Non-Member version
- Email led with Q3 GloPro and initial engagement aligned more with the Promotions campaign type 2023 average (shown below)
- Rev/Del and BPK were near Basic member levels of \$0.01 and 0.03; consider using Basic member performance stats as stretch goals in 2025 (*Basics 8-month 2024 avg. CTR is 0.68%, unsub of 0.16%*)
- Develop benchmarks for KPIs after three months of being in market

CORE_NONMEM_OCT	TOTAL	L2B	Non-Lux
Enrollments*	162	---	---
Delivered	11,685,479	21,598	11,663,881
Clicks	38,635	41	38,594
CTR	0.33%	0.19%	0.33%
Unsub	0.29%	0.10%	0.29%
Bookings	281	1	280
Revenue	\$149,706	\$186	\$149,520
Rev/Del.	\$0.01	\$0.01	\$0.01
BPK	0.02	0.05	0.02

*Directional enrollment tracking taken from Tableau dashboard for the week of Oct 7, 2024

Non-Member Engagement by Campaign Type

2023 Averages	Delivered	Clicks	CTR	Unsub	Emails Included:
Engagement: Jan-Jun	12,556,640	67,189	0.54%	0.40%	Boutiques, Escapes, Moments, Hello Again and Re-Engage Series
Engagement: Jul-Oct	10,776,300	100,515	0.93%	0.65%	
Engagement: Total	23,332,940	167,704	0.72%	0.51%	
Promotions: Jan-Jun	37,491,653	155,123	0.41%	0.42%	Global Promotion Announcement, Last Chance and Reminder
Promotions: Jul-Oct	41,149,302	119,189	0.29%	0.52%	
Promotions: Total	78,640,955	274,312	0.35%	0.48%	

Non-Member MAU Heat Map Insights

October 2024

Hot this month:

1. Offers: Vacation Destinations, Resorts, and GloPro
2. Personalized Content (birth month Instagram)
3. Celebrities (Moments)
4. Program Education Video (Highlights section)

Member Benefits section drove the highest tracked clicks at 19.5%, followed by Instagram at 15.9%

GloPro hero drove over 90% of email bookings that engaged those who were more ready to book than others; hero only captured 10.6% of clicks

Continue building program awareness and Milestone messages to help increase enrollments, engagement and bookings; both were 3% to 5% of clicks and higher than some offers and Starbucks

Resort and CALA offers drove the same level of engagement in the Offers section

Start tracking top-performing content and themes during first three months in market to help determine content inclusion guidelines and future test ideas

October Non-Member MAU	% of Clicks	% of Bkgs
Header	0.01%	0.00%
Milestone	3.41%	3.55%
Hero (GloPro)	10.55%	93.40%
Highlight (MBV program awareness video)	4.78%	2.03%
Offers	9.34%	0.51%
\$100 Resort Credit	4.66%	0.51%
CALA Festive Offer	4.69%	0.00%
Member Benefits	19.46%	0.51%
Moments - Jason Kelce	9.71%	0.00%
Starbucks	4.33%	0.51%
Vacations by MBV 15K pts offer	5.42%	0.00%
Moments - Member Exclusives	2.39%	0.00%
Instagram	15.87%	0.00%
Featured Properties	1.51%	0.00%
Footer	2.35%	0.00%
Undefined	30.33%	0.00%
Total	100.00%	100.00%



Non-Member MAU: Recommendations & Next Steps

Recommendations

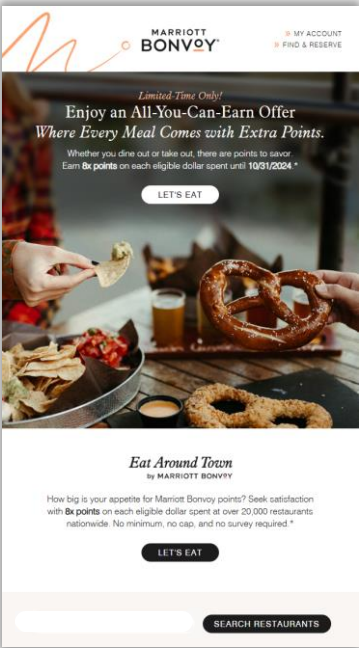
- Develop benchmarks for KPIs after three months of being in market
- Start tracking top-performing content and themes during first three months of being in market to help determine future content inclusion guidelines and test ideas
- Continue building program awareness and Milestone messages to help increase enrollments, engagement and bookings

Next Steps

- Continue A/B creative short vs long test in November and then determine if additional testing is needed or if content approach can be determined after two test months
- Conduct mobile app enrollment testing in Q4

October 2024 EAT LTO Solo

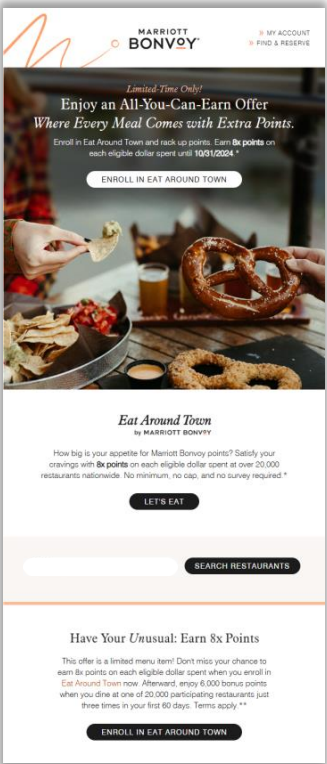
Launch Date: 10/1



MBV Members Enrolled in EAT

SL: Earn even more: Get 8x points for every dollar spent

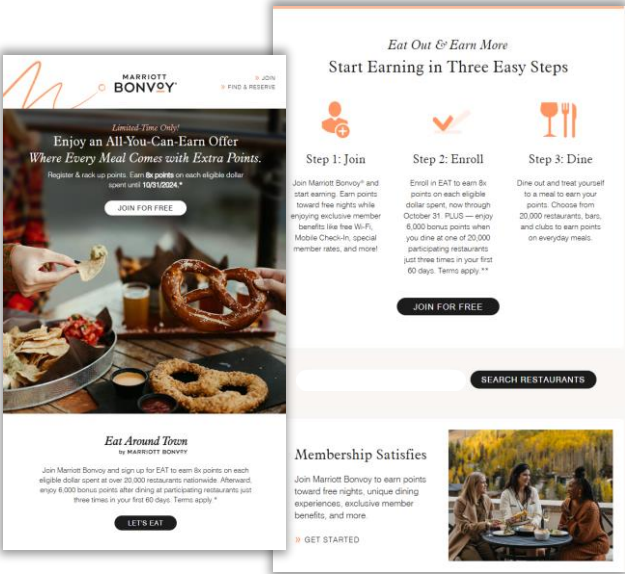
PH: HURRY! This offer ends October 31st.



MBV Members Not Enrolled in EAT

SL: Earn even more: Get 8x points for every dollar spent

PH: HURRY! This offer ends October 31st.



Non-Members

SL: You're Invited to Dine and Earn 8x Points on Your Next Meal

PH: Limited-Time Only! This offer ends October 31st.

October 2024 EAT LTO Solo Performance Summary

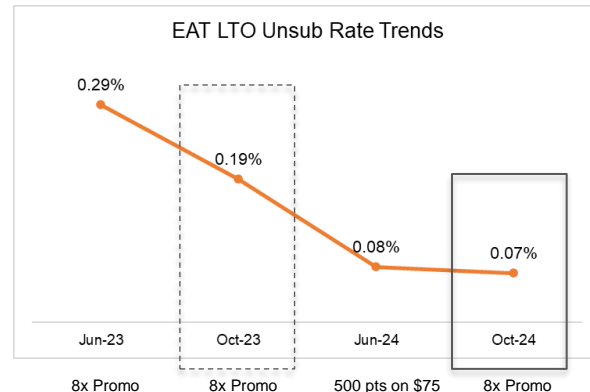
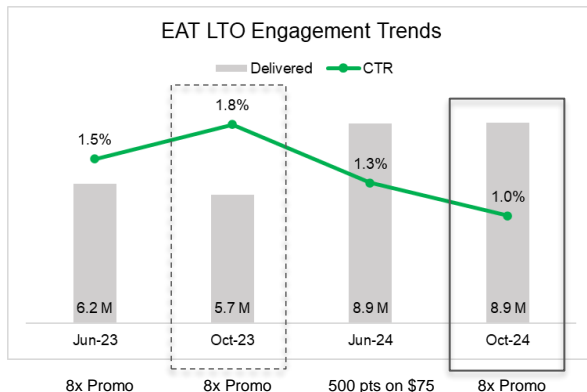
- Led with same 8X Points Offer this year with slight variations in messaging; it has been featured three times since June 2023
- Monthly email engagement was strong with a 1.0% CTR and 0.07% unsub rate. Although engagement was strong, the CTR continued a decline trend, and the unsub rate held a more positive trend. All segments had lower unsubs YoY.
 - Engagement might indicate that audiences were not ready to act on the offer at the time of deployment. Broader economical factors may be involved.
 - Click declines were seen across all comparison time periods from the Members Enrolled and Members Not Enrolled in EAT segments. Declines impacted monthly CTR, as these segments made up 89% of total deliveries.
 - Awaiting post-click reporting for deeper insights.

October 2024
EAT LTO

vs.
Oct-23

vs.
EAT Avg.

Delivered	8.9 M	+56.1%	+28.6%
		+3.2 M	+2.0 M
Clicks	85.8 K	-15.6%	-15.6%
		-15.9 K	-15.8 K
CTR	1.0%	-0.8 pts.	-0.5 pts.
Unsub Rate	0.07%	-0.13 pts.	-0.11 pts.



October 2024 EAT LTO Solo Performance Summary by Segment

- Compared to all segments, Members Enrolled had the strongest CTR at 6.4% and the lowest unsub rate at 0.03%, which is typical; followed by Members Not Enrolled at a 0.9% CTR / 0.06% unsub rate and Non-Members at a 0.7% CTR / 0.15% unsub rate.
- Members Enrolled deliveries and clicks have declined since June '23 impacting their CTR; consider adding additional messaging to engage openers that increases urgency, provides How To for new enrollees, and personalized messages for cardholders and Elites.
- Members Not Enrolled in EAT deliveries have increased since June '23 while clicks have remained mostly steady – at 87% of the total email audience, their engagement impacts the overall monthly CTR; consider testing into the personalization tactics mentioned above, positioning of EAT earning benefit and other content to drive urgency and engagement
- Non-Members saw a significant 0.5 pts increase to CTR compared to June '24 and October '23 – awaiting secondary KPI data to analyze enrollments driven from this mailing

Members Enrolled	Oct-24	vs. Jun-24	vs. Oct-23	vs. Jun-23
Delivered	153.6 K	-12.2% -21.3 K	-37.9% -93.8 K	-42.3% -112.8 K
Clicks	9.9 K	-47.5% -9.0 K	-68.3% -21.3 K	-48.8% -9.4 K
CTR	6.4%	-4.4 pts.	-6.2 pts.	-0.9 pts.
Unsub Rate	0.03%	+0.01 pts.	-0.19 pts.	-0.43 pts.

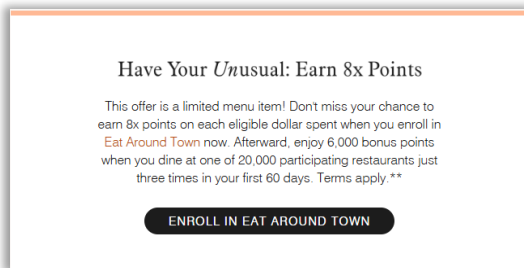
Members Not Enrolled	Oct-24	vs. Jun-24	vs. Oct-23	vs. Jun-23
Delivered	7.8 M	+0.7%	+52.1%	+60.6%
		+57.2 K	+2.7 M	+2.9 M
Clicks	69.3 K	-24.2%	-0.8%	+0.2%
		-22.1 K	-555	+122
CTR	0.9%	-0.3 pts.	-0.5 pts.	-0.5 pts.
Unsub Rate	0.06%	-0.00 pts.	-0.13 pts.	-0.22 pts.

Non Members	Oct-24	vs. Jun-24	vs. Oct-23	vs. Jun-23
Delivered	1.0 M	-0.5%	+182.8%	-10.8%
		-4.6 K	+631.3 K	-118.6 K
Clicks	6.6 K	+341.6%	+1012.3%	+130.8%
		+5.1 K	+6.0 K	+3.7 K
CTR	0.7%	+0.5 pts.	+0.5 pts.	+0.4 pts.
Unsub Rate	0.15%	-0.06 pts.	-0.12 pts.	-0.15 pts.

EAT LTO Recommendations

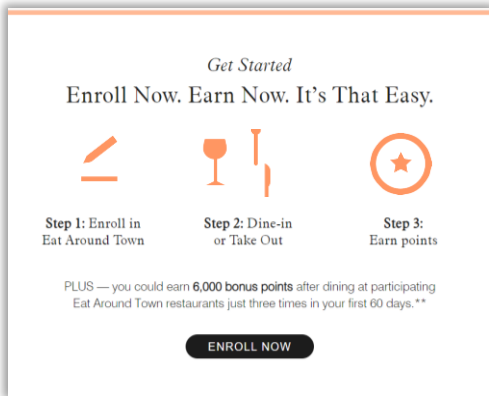
- Use 3rd party data to personalize content and test stronger enrollment copy
- Test additional personalization for cardholders and Elites calling out additional earning opps.
 - Elite members earn 6 pts vs 4 pts, so we could test using a merchandising tactic of striking through the 4 pts to show they are earning more
- Consider testing the secondary EAT enrollment module to determine if an icon/steps-driven approach generates more engagement than copy (see Test A and B creative examples)
 - Adding the “How it Works” information from the landing page could also showcase the ease of program participation for new enrollees getting the Members Enrolled in EAT email version
 - Test in both the Members Not Enrolled in EAT and Non-Member segment email versions
- A/B test using increased sense of urgency to help audiences take advantage of offer sooner
- Test using branch links in the email to drive openers to the mobile app for faster, on-the-go EAT enrollment and/or join + EAT enrollment; this also supports mobile app download initiatives and engagement
 - Target the Members Not Enrolled in EAT and Non-Member segments

Test A



From October '24 Solo

Test B



From October '23 Solo

TESTING & OPTIMIZATIONS HIGHLIGHTS

October 2024 Testing & Optimizations Highlights

Offer / Content Testing

- **RC eNews:** Personalized Module Tactics
 - Dynamic modules shown to those who have an upcoming trip, recent stay or hotels near their location
- **Uber:** Complimentary Silver Elite Status Offer
 - MBV Members who are Basic level were offered a complimentary Silver Elite status after subscribing to an annual Uber One membership.
- **E2L:** \$300 credit offer for members/\$200 credit offer for non-members
- **Emirates Skywards:** 1,000 bonus points offer
- **Geo-Targeting:** Traveler, RC eNews, CALA Destination Solo

Audience Testing

- **Non-Member MAU:** Inaugural Version Targeted to Non-Members
- **Global Promotion:** 'Stay Inactive' Member targeting
 - Eligible for promo with no stay in past 24 months
- **Homes & Villas:**
 - Two U.S. versions: those who are new to receiving HVMB vs. those who have received HVMB in the past.
 - U.S. Default vs. Family versioning
- **Boutiques:** Points Versioning
 - Those who have 10,000+ MBV points vs. those with less than 10,000 MBV points.
- **CALA:** Engaged Audience Tracking
 - Began tracking engaged vs. unengaged audiences to drive future testing opps

CTA and Other Testing

- **Non-Member MAU Layout Test:**
 - Short vs. long form content approach
- **Passions Collection Module (select emails):** tested URLs leading to profile vs. Jebbit quiz
- **EMEA Destinations:** RTI Hero Image
 - Served 1 of 2 options (property vs. destination) personalized based on member's past engagement data.
- **EMEA New Hotels:** Dynamic Lux vs. Non-Lux Modules
 - For a more personalized experience, served select properties in secondary and tertiary modules based on lux vs. non-lux audience.
- **Project Wanderlust:** Enrollment Headline & CTA

Non-Member MAU Layout Test Insights

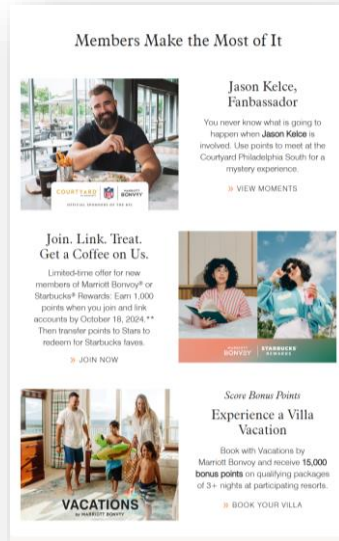
Objective: Analyze performance of two creative designs (long vs short) to determine which treatment is the most optimal layout for engaging Non-Members. A/B test was 70/30 split long v. short

Results: Initial results were the same for both designs. Module level and campaign level stats were flat across all KPIs.

Next Steps:

- Initial results show that either creative layout can be used
- Build on testing strategy to determine if layout can be used in other modules for shorter, more scannable email. Expand testing to short vs long copy.

Longer Module Version A

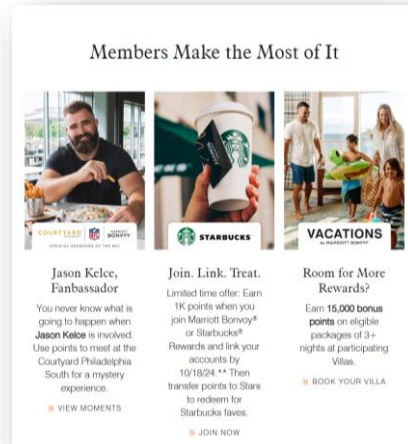


Delivered: **8.2M**
Email CTR: **0.33%**
Email Unsub: **0.29%**

Module Clicks: **15,486**
Module CTR: **0.19%**

Moments Jason Kelce	0.07%
Starbucks	0.06%
Vacations by MBV	0.06%

Shorter Module Version B



Delivered: **3.5M**
Email CTR: **0.33%**
Email Unsub: **0.29%**

Module Clicks: **6,599**
Module CTR: **0.19%**

Moments Jason Kelce	0.07%
Starbucks	0.06%
Vacations by MBV	0.06%

ACTIONABLE INSIGHTS



October 2024 Actionable Insights

- For non-member campaigns –
 - Include an always-on join module in all non-member emails (leverage existing modules in [Content Library](#))
 - Add winning creative to Content Library for ongoing use
 - Continue leveraging INCK enrollment code to track activity from join modules and the header in emails without a dedicated code
 - Utilize brand partnerships – like Starbucks – as RABs when it makes sense, as these approaches have been effective at engaging non-members.
 - Leverage insights from upcoming non-member app CTA test for enhanced messaging strategy
- For non-member MAU –
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 - Start tracking top-performing content and themes during first three months of being in market to help determine future content inclusion guidelines and test ideas
 - Continue building program awareness and Milestone messages to help increase enrollments, engagement and bookings

October 2024 Actionable Insights contd.

- For EAT LTO mailings –
 - Use 3rd party data to personalize content and test stronger enrollment copy
 - Test additional personalization for cardholders and Elites calling out additional earning opps.
 - Elite members earn 6 pts vs 4 pts, so we could test using a merchandising tactic of striking through the 4 pts to show they are earning more
 - Consider testing the secondary EAT enrollment module to determine if an icon/steps-driven approach generates more engagement than copy (see Test A and B creative examples)
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 - Target the Members Not Enrolled in EAT and Non-Member segments

Thank You!

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APPENDIX




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 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.

2024 Non-Member Activation:

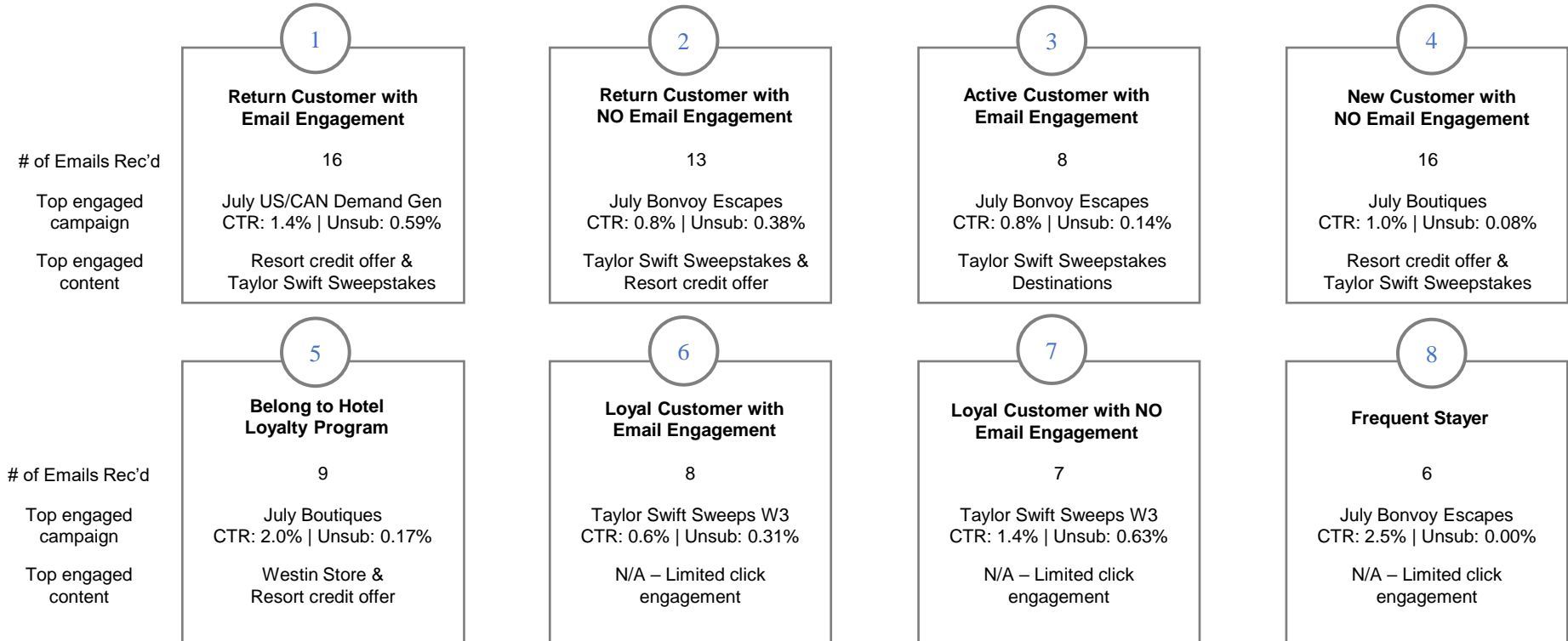
Targeted Non-Member Segment Performance Summary

- The “New customer with no email engagement” segment had the most deliveries at 14.1% (7.7 M) compared to all segments
- “Belong to hotel loyalty program” saw the highest CTR at 0.9%, while the “Active customer with email engagement” had the lowest unsub rate at 0.13%.
- “Return customer with no email engagement drove the highest conversion rate at 0.53%.

Segment	 % of Delivered		Clicks	 CTR	Unsub Rate	Bookings	 Revenue	Conv Rate
	Delivered							
Belong to hotel loyalty program	2.3%	1.2 M	10.9 K	0.9%	0.24%	---	---	---
Return customer with email engagement	3.7%	2.0 M	17.8 K	0.9%	0.63%	49	\$21.5 K	0.28%
Loyal customer with NO email engagement	0.02%	12.7 K	107	0.8%	0.54%	---	---	---
Frequent stayers	0.001%	613	4	0.7%	0.16%	---	---	---
New customer with NO email engagement	14.1%	7.7 M	39.7 K	0.5%	0.67%	122	\$55.0 K	0.31%
Loyal customer with email engagement	0.005%	2.8 K	13	0.5%	0.25%	---	---	---
Active customer with email engagement	0.6%	344.2 K	1.2 K	0.3%	0.13%	4	\$2.0 K	0.34%
Return customer with NO email engagement	2.0%	1.1 M	3.6 K	0.3%	0.39%	19	\$5.1 K	0.53%
Everyone Else	77.2%	42.1 M	236.4 K	0.6%	0.27%	573	\$269.3 K	0.24%

2024 Non-Member Activation: Segment-level engagement by campaign and content type

- Taylor Swift Sweeps content drove strong engagement across most non-member segments
- Resort credit offers from Escape to Luxury, as well as other domestic focused offers in US/CAN Demand Gen and Escapes, were top bookings drivers



2024 Non-Member Activation:

Enrollment Code Tracking Summary June-August 2024

Overall Activity*

- **81,961** enrollments generated from the following 3 enrollment codes: STBU, NMRT, INCK
- STBU (Starbucks) = 76,045
 - Includes tracking for email and other placements
 - Made up 91% of total enrollments
- NMRT (Campaignlette) = 3,377
 - Includes tracking for email only
 - 84% of enrollments generated in July
- INCK (New email code) = 2,539
 - Includes tracking for email only
 - 80% of enrollments generated in August

Email Activity**

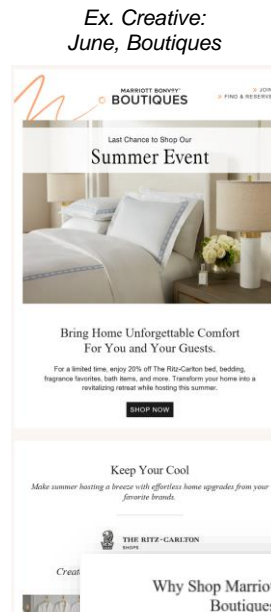
- **33,180** total clicks on join copy in the header & other join modules from the following 8 emails:
 - Includes: Starbucks, Campaignlette, Boutiques, Escapes, US/CAN Demand Gen, CALA Dest. Solo
- 90% of total clicks went to the join message within modules vs. the header
 - Exceptions were the July CALA Destinations solo and July Campaignlette solo that both had majority of clicks on the header than other join modules
- Top enrollment rates by campaign:
 - **12.7% Boutiques** June (135 enrollments)
 - **11.1% US/CA Demand Gen** June (147 enrollments)
 - **5.7% Starbucks** June (1,234 enrollments)
 - **1.1% US/CA Demand Gen** July (83 enrollments)

*New members that joined MBV and have a tracked enrollment code on file from June-August 2024.

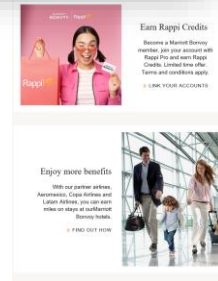
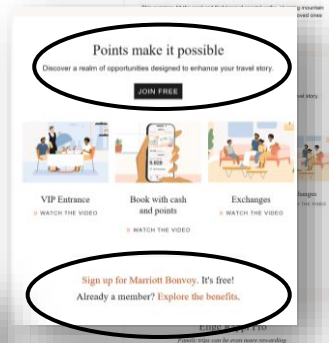
**New members that clicked on header or join module and then joined MBV within 2 weeks of campaign deployment. Enrollment rate calculated for those who joined up to 2 weeks after clicking header or join module email links.

2024 Non-Member Activation: Top Enrollment Rate Creative

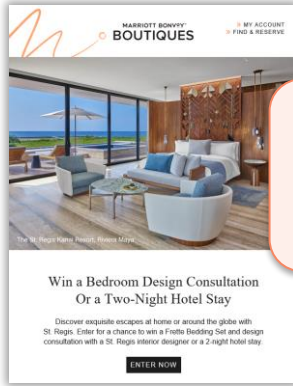
- Creative examples for June US/CAN Demand Gen and Boutiques as high enrollment rate emails
- July CALA had a dedicated module but low enrollment activity; investigate tracking and maybe issues after linking to YouTube videos
- Include an always-on join module in all non-member emails (leverage existing modules in [Content Library](#))
- Leverage insights from upcoming non-member app download test for enhanced messaging strategy; add winning creative to Content Library for ongoing use
- Continue leveraging INCK enrollment code to track activity from join modules and the header in emails without a dedicated code



*Ex. Creative:
July, CALA
Destinations Solo*



2024 Non-Member Activation: Top Five Engaging Campaigns

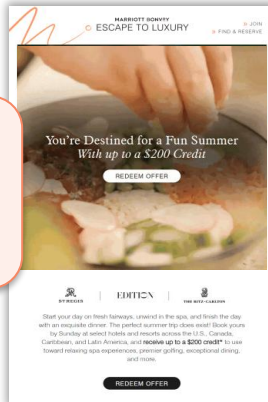


Boutiques July

Delivered: 1.3 M
CTR: 1.1%
Unsub: 0.20%

E2L June

Delivered: 283.3 K
CTR: 0.7%
Unsub: 0.26%



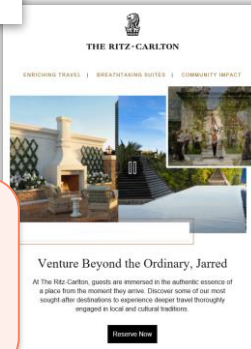
T. Swift Sweeps W3



Delivered: 11.7 M
CTR: 0.9%
Unsub: 0.34%

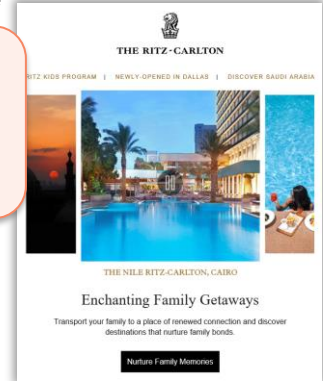
RC eNews August

Delivered: 295.3 K
CTR: 0.6%
Unsub: 0.19%



RC eNews June

Delivered: 311.0 K
CTR: 0.7%
Unsub: 0.18%



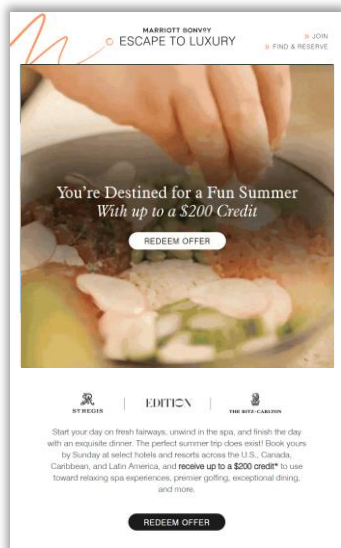
Top 5 campaigns with lowest unsub rates:

- RC eNews JUN | 311.0 K | CTR 0.7% | Unsub 0.18%
- Vacations by Marriott JUN | 29.3 K | CTR 0.4% | Unsub 0.18%
- RC eNews AUG | 295.3 K | CTR 0.6% | Unsub 0.19%
- Boutiques JUL | 1.3 M | CTR 1.1% | Unsub 0.20%
- Boutiques AUG | 984.3 K | CTR 0.6% | Unsub 0.20%

Non-Member Avg. Metrics (June/July/August):
CTR 0.6% | Unsub rate 0.34%

2024 Non-Member Activation: Top Hero and Secondary Content

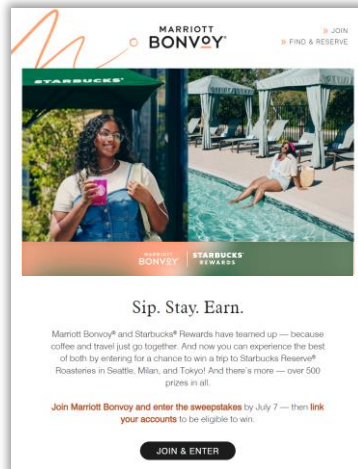
- Non-Members engaged the most with offer messaging in the Hero; offers in secondary content also performed well
- Partnership content – Taylor Swift and Starbucks – drove strong engagement regardless of placement



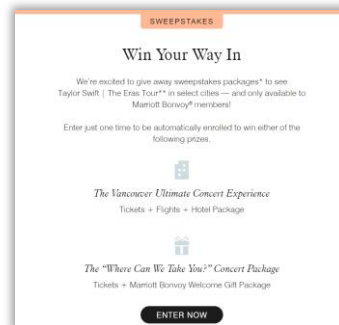
June Escape to Luxury
65.1% of clicks



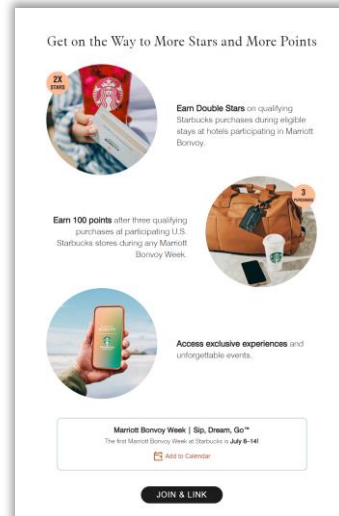
June Vacations by
Marriott Bonvoy
37.5% of clicks



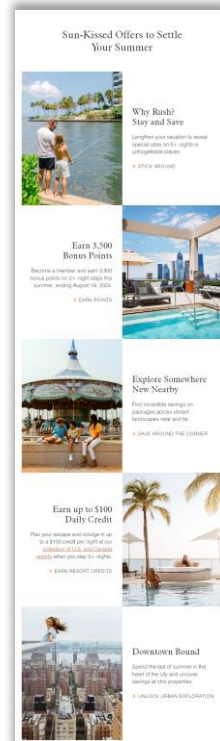
June Starbucks Announcement
36.7% of clicks



Taylor Swift Sweepstakes
43.8% of clicks



June Starbucks Earning Module
10.3% of clicks

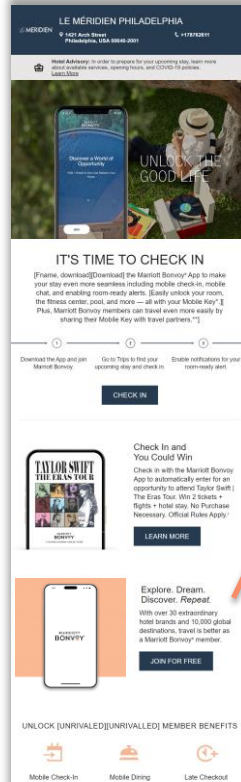


August US/CAN
Demand Gen Offers
18.7% of clicks

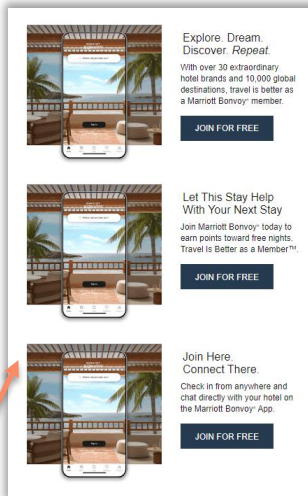
2024 Non-Member Activation: Refreshed Non-Member MGS Email Creative

- Refreshed version launched on 7/19
- Testing various join copy value props for luxury & non-luxury audiences
- Leveraging new **MAJU** enrollment link

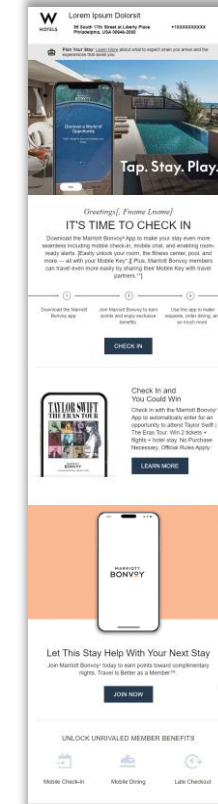
Non-Lux Version



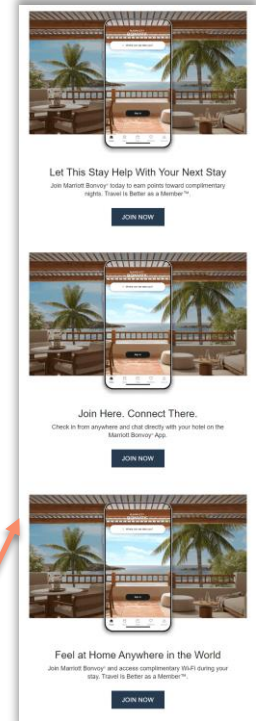
A/B/C Join Copy Test



Luxury Version



A/B/C Join Copy Test



Preliminary Results Showed YoY Enrollment and Engagement Rate Lifts With New Join Module

- Refreshed MGS email enrollment rate of 15.5% was +7.2 pts. YoY for the first few days post-launch
- Overall engagement was strong with a 22.7% CTR and low unsub rate of 0.10%; performance was steady with variances (up or down) within 1 pt. compared to other time periods
 - CTR was down slightly compared to the Pre-Refresh time period but saw a +0.7 pts. lift compared to the same time last year.
 - The “OTA – Yes” group drove the higher CTR at 25.1%, while the “OTA – No” group had the larger proportion of total non-member deliveries at 55.5%.
- Planning to revisit analysis in Q4 after collecting more data

+7.2 pts.

Enrollment Rate YoY
7/19 – 8/3

2024: 15.5% (includes 1,269 enrollments from MAJU code)
2023: 8.3%

Enrollment rate = # of enrollments within 1 day of receiving email / # of delivered emails to Non-Members

YoY variance for enrollment rate was statistically significant.

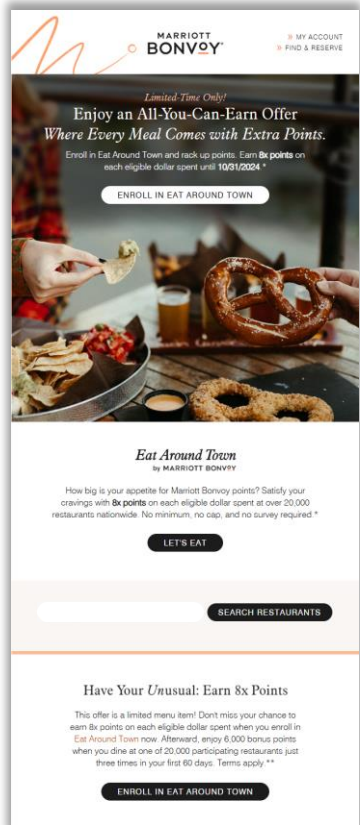
Metrics	*Non-Member MGS Email 7/20 – 7/31	OTA – Yes	OTA – No	vs. **Pre-Refresh 7/7 – 7/17	vs. ***YoY
Delivered	191,144	85,037	106,107	+4.2%	+45.7%
% of Del.	---	44.5%	55.5%	---	---
Clicks	43,326	21,328	21,998	-0.5%	+50.1%
CTR	22.7%	25.1%	20.7%	-1.0 pts.	+0.7 pts.
Unsub%	0.10%	0.11%	0.10%	+0.01 pts.	-0.01 pts.

***Refreshed**: data included six mail dates between 7/20/24 – 7/31/24.

****Pre-Refresh**: compared to the six previous mail dates before Refresh launch; in the data, these dates fell between 7/7/24 – 7/17/24. Variances were not statistically significant.

*****YoY**: data included five mail dates during the same time period last year, between 7/20/23 – 7/31/23. Variances were statistically significant.

October 2024 EAT LTO Heat Map



Pictured: Member Not Enrolled

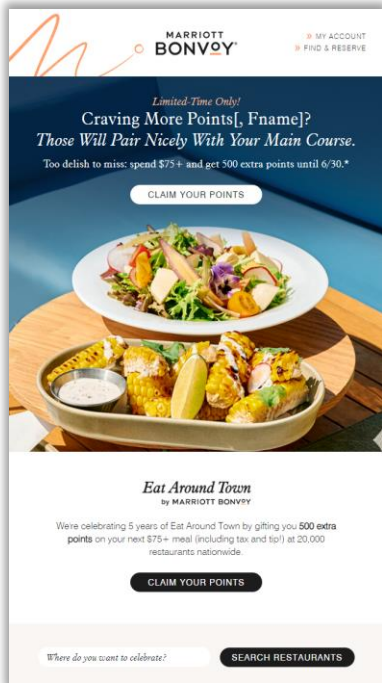
Oct 2024 EAT LTO % of Clicks	Member Enrolled	Member Not Enrolled	TOTAL
Header	---	---	---
HERO - Let's Eat	87.4%	12.9%	20.3%
HERO - Enroll in Eat Around Town	---	35.6%	32.1%
Eat Around Town Logo/Text Link	0.0%	10.7%	9.7%
Search Bar	8.5%	5.1%	5.4%
Footer	0.7%	2.7%	2.4%
*Undefined	3.4%	33.0%	30.1%
Total	100.0%	100.0%	100.0%

*Undefined may include clicks for any module in this email, but it is unclear in the reporting. Undefined clicks were >50% for the Non-Member version; therefore, we did not include the Non-Member heat map. Data did not include Header click activity.



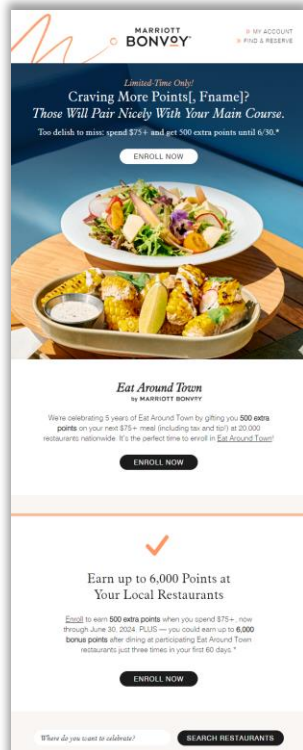
June 2024 EAT LTO Solo

Launch Date: 6/1



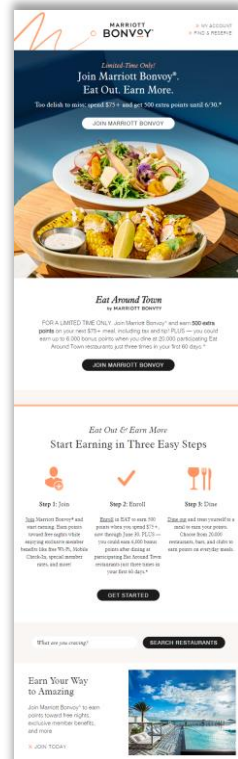
MBV Members Enrolled in EAT

- SL: On the Menu, Christie: 500 Extra Points on Your Next \$75+ Meal 🍷
- PH: HURRY! Offer ends June 30th.



MBV Members Not Enrolled in EAT

- SL: On the Menu, Christie: 500 Extra Points on Your Next \$75+ Meal 🍷
- PH: Enroll now while this deal is hot! Offer ends June 30th.

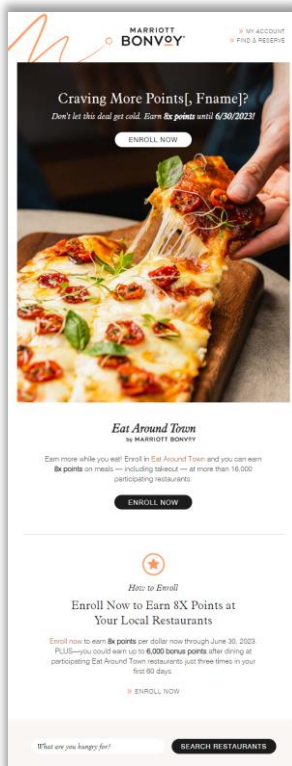
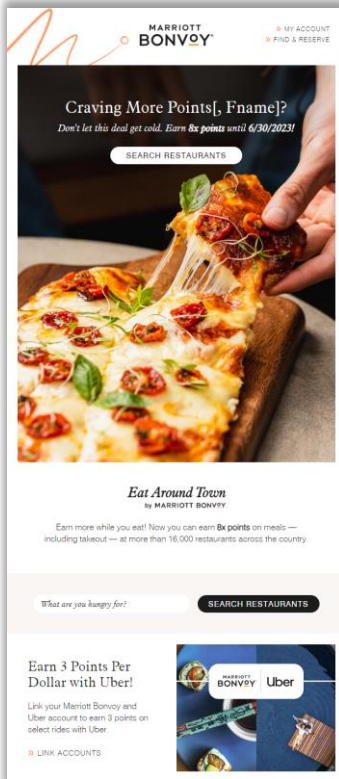


Non-Members

- SL: Deciding on dinner, Christie? Spend \$75+ and Get 500 Extra Points
- PH: HURRY! Offer ends June 30th.

2023 Email Solo Creatives

June 2023



October 2023

