

# Email Channel Performance Review: Q1 2021

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MARRIOTT  
BONVOY | data axle

April 14, 2021



THE RITZ-CARLTON, HALF MOON BAY

# TODAY'S AGENDA

1. Q1 2021 Performance Summary
2. Quarter Highlights
3. Core Campaign Trends
4. Testing and Optimization
5. Actionable Insights



## KEY STORYLINES

- Open rates were consistently higher than previous periods; result of capturing more open activity
- Click activity remained steady MoM; counts did not increase as much as opens, resulting in CTOR declines
- Established new 2021 email channel goals for open and unsubscribe rates, as well as audience growth; plans are in place to track performance each month
- Positive engagement trends for all members and non-members
- Stronger click activity YoY and QoQ with new METT templates
- Engagement in Q1 Points.com promotion was stronger than Q4 2020; insights from leveraging MAU hero as a reminder will help inform future messaging strategies
- Geo-targeted content drove engagement in several campaigns; learnings support ongoing efforts

# **Q1 2021 PERFORMANCE SUMMARY**

# Q1 2021 YoY Performance Overview

<div>32.9 M</div> <div>Email Subscribers*</div> <div>-12.9% vs. goal</div>	<div>578.1 M</div> <div>Delivered Emails</div> <div>+28.0% YoY</div>	<div>Performance Drivers</div> <div>(% of Delivered)</div> <div><div><div>•</div><div>Core Mktg. (23%)</div><div><div>○</div>MAU</div><div><div>○</div>Boutiques</div><div><div>○</div>Program Announcements</div></div><div>•</div><div>Cobrand (21%)</div><div>•</div><div>Partner (13%)</div><div>•</div><div>Promotions (12%)</div></div> <td><div>\$23.2 M</div><div>Revenue</div><div>-13.5% YoY</div></td> <td><div>147.3 K</div><div>Room Nights</div><div>-10.6% YoY</div></td>	<div>\$23.2 M</div> <div>Revenue</div> <div>-13.5% YoY</div>	<div>147.3 K</div> <div>Room Nights</div> <div>-10.6% YoY</div>
<div>23.7%</div> <div>Open Rate</div> <div>+7.8 pts. YoY</div>	<div>1.1%</div> <div>CTR</div> <div>-0.2 pts. YoY</div>		<div>57.8 K</div> <div>Bookings</div> <div>-23.8% YoY</div>	<div>Booking Contribution</div> <div>(By Email Category)</div> <div><div></div></div>
<div>4.7%</div> <div>CTOR</div> <div>-3.8 pts. YoY</div>	<div>0.18%</div> <div>Unsub. Rate</div> <div>+0.01 pts. YoY</div>	<div>Top Performers</div> <div><div>MAU: 10.3 K Bookings (18% of Total)</div><div>Primary Q1 booking driver</div><div>Choice of Selection: \$1.5 M (+281% QoQ)</div><div>Most engaging for Titan. &amp; Amb. Elites</div><div>Re-Engage Series: \$3.0 M (+79% QoQ)</div><div>2<sup>nd</sup> highest Q1 revenue driver</div><div>(Abandoned Site &amp; Search campaign)</div></div>	<div><div></div><div>Core Mktg.</div><div>22.7 K</div></div> <div><div></div><div>Continent Mktg.</div><div>10.1 K</div></div> <div><div></div><div>Promotions</div><div>7.4 K</div></div> <div><div></div><div>Lifecycle</div><div>5.4 K</div></div> <div><div></div><div>Cobrand CC</div><div>4.8 K</div></div> <div><div></div><div>Travel Inspiration</div><div>2.7 K</div></div> <div><div></div><div>Field Marketing Tool</div><div>2.2 K</div></div> <div><div></div><div>BRAND</div><div>1546</div></div> <div><div></div><div>Partner</div><div>1.1 K</div></div> <div><div></div><div>Informational</div><div>.0 K</div></div>	

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

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## Established 2021 Email Channel Goals

New email channel goals were defined based on previous year performance and focus on 3 key engagement areas:

1. Open rate: 16.0%
2. Unsubscribe rate: 0.22%
3. Emailable audience: 37.8M (+5% YoY)

### Q1 2021 Observations:

- Open & unsub. rates were above 2021 goals
- Decline in audience growth may be an impact of the pandemic on travel & drop in enrollments

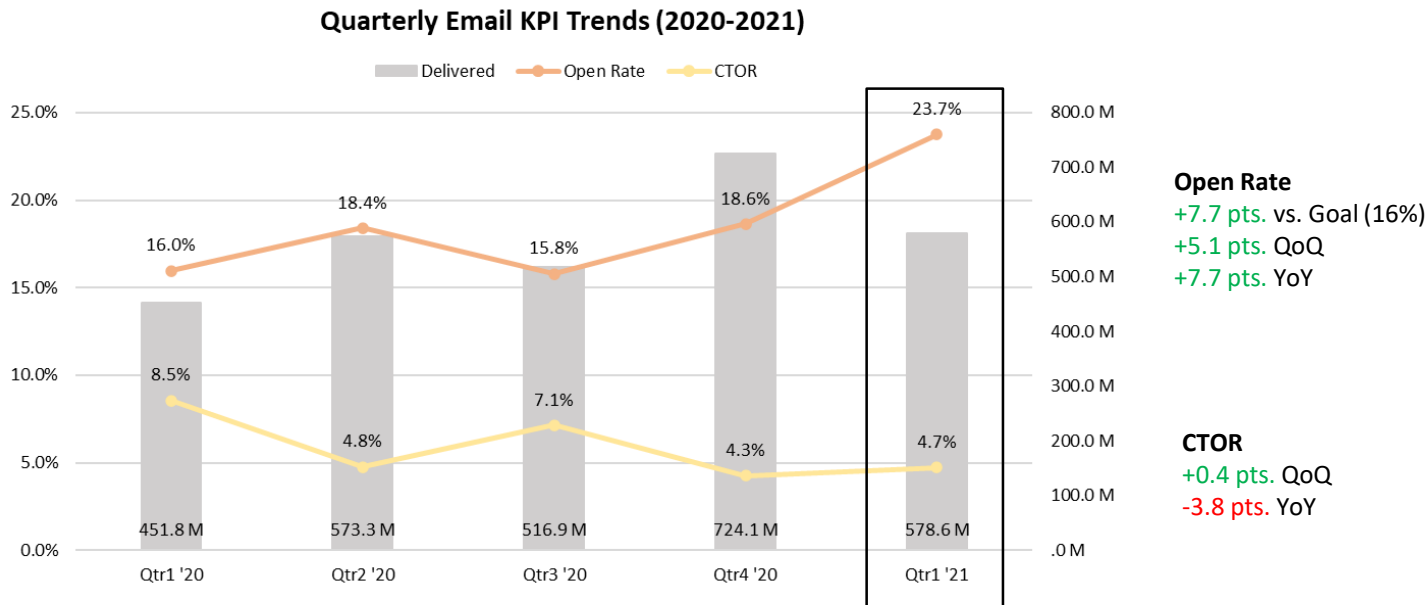
	Q1 2021	Goal	vs. Goal
Open Rate	23.9%	16.0%	+7.7 pts.
Unsub. Rate	0.18%	0.22%	-0.04 pts.
Emailable Audience	32.9 M*	37.8 M	-12.9%

As of 4/7/21	Emailable Counts*
Basic	19,070,025
Silver	1,753,915
Gold	1,992,819
Platinum	467,782
Titanium	468,530
Ambassador	65,128
Non-Members	9,104,759
<b>Total-Total</b>	<b>32,922,958</b>

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

# Q1 2021 Monthly Open Rates Were Consistently Higher Than Previous Periods, While CTORs Remained Steady

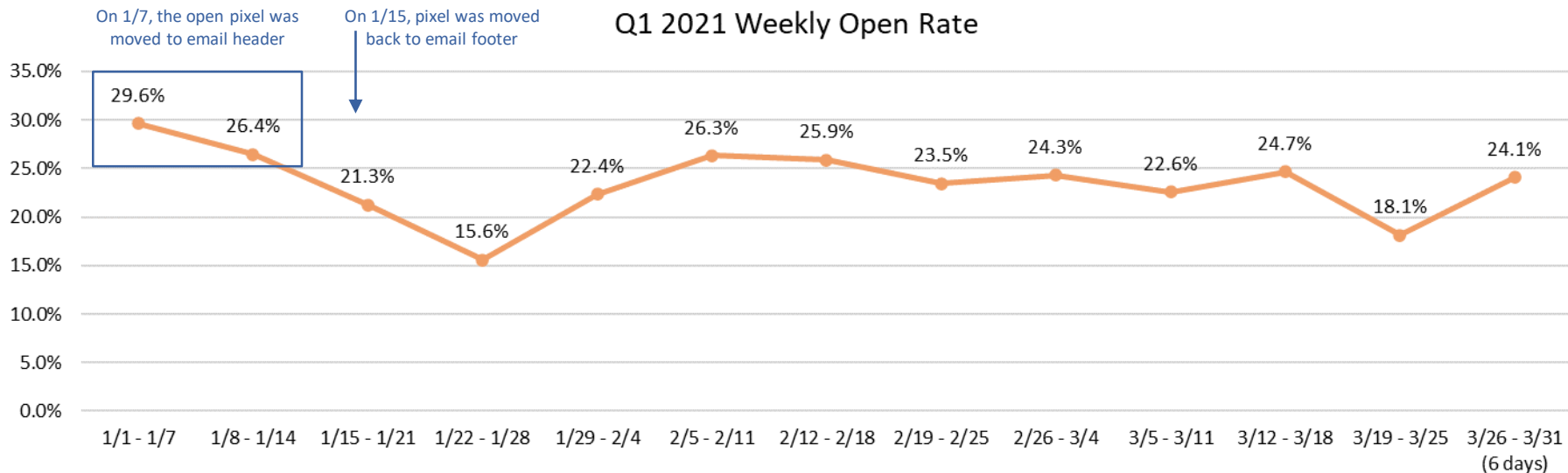
- Briefly moving open pixel to header in Jan and reducing Gmail clipping led to capturing more opens & higher open rates
- Click activity has been steady since June 2020 ranging from 1.8M to 2.3M; March click counts increased to 2.5M which improved QoQ performance





## Moving Open Pixel To Header Led To Higher Open Rates

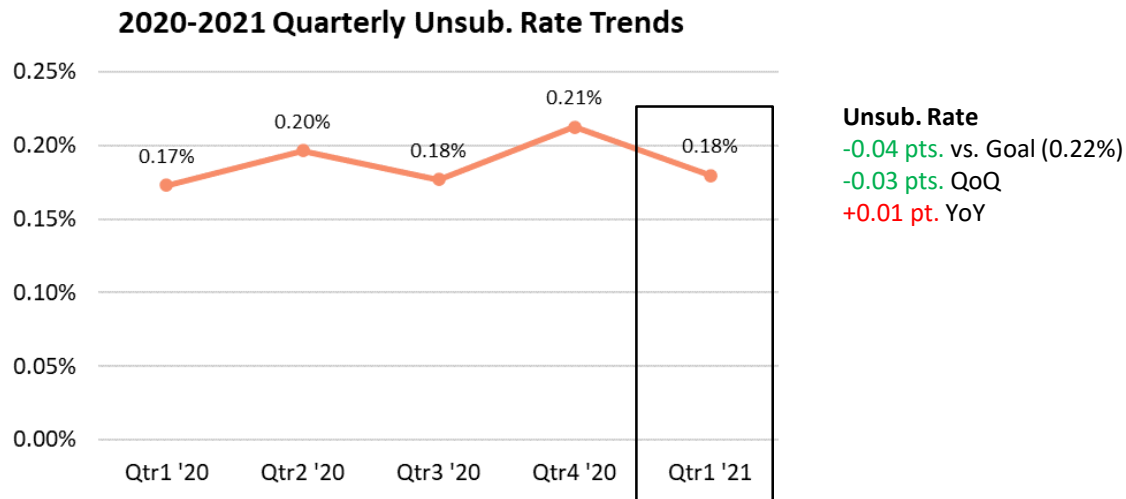
- Open pixel was moved to email header around 1/7 to combat Gmail clipping
- New placement caused open tracking issues for emails with dynamic headers; pixel returned to footer around 1/15
- Engagement rebounded in Feb and remained steady through most of March
- Procedures are in place to avoid Gmail clipping across all emails, which helps to accurately track open activity from top ISP


























## Q1 Unsubscribe Rate Up QoQ & Ahead of Goal

- Unsubscribe rate of 0.18% in Q1 reflects a positive engagement trend; rate was down compared to Q4 '20 and 2021 goal
- January rate was high at 0.23%, but dropped to 0.17% in February & 0.15% in March; engagement trends were consistent with previous year activities



## Positive Engagement Trends For All

- All levels had higher open rates QoQ; lifts were the highest with Titanium & Ambassadors (+7 pts.)
- CTORs were flat for Non-member through Silver levels; upper Elites had slightly higher lifts (+2 pts.)

Segment	Qtr1 '21 Delivered	Q1 '20 - Q1 '21 Delivered Trends	Qtr1 '21 Open Rate	Q1 '20 - Q1 '21 Open Rate Trends	Qtr1 '21 CTOR	Q1 '20 - Q1 '21 CTOR Trends
NON-MEMBER	85.1 M		17.2%		2.0%	
BASIC	339.8 M		22.5%		3.0%	
SILVER	51.6 M		25.8%		5.9%	
GOLD	62.0 M		30.0%		7.8%	
PLATINUM	20.2 M		33.2%		10.4%	
TITANIUM	17.3 M		38.3%		12.8%	
AMBASSADOR	2.5 M		40.6%		14.0%	
<b>TOTAL</b>	<b>578.6 M</b>		<b>23.7%</b>		<b>4.7%</b>	

## YoY Financial Gains From Booking-Focused Categories

- Several categories increased deliveries and generated more bookings and revenue YoY
- Top contributors are Core Mktg, Continent Mktg, Promo, and Travel Inspiration
  - MAU and Re-Engage Series generated most of the Core Marketing Q1 revenue, 45% and 32% respectively

Q1 2021	DELIVERED	YoY	BOOKINGS	YoY	REVENUE	YoY
Brand	44.3 M	+22.1%	1.5 K	-87.1%	\$781.8 K	-82.9%
Cobrand CC	118.9 M	-4.9%	4.8 K	+13.1%	\$1.5 M	+4.4%
Continent Mktg.	56.3 M	+181.6%	10.1 K	+136.9%	\$4.1 M	+128.3%
Core Mktg.	144.4 M	+0.4%	22.7 K	-4.9%	\$9.4 M	+3.8%
Field Marketing Tool	25.7 M	+6.5%	2.2 K	-31.8%	\$935.2 K	-32.0%
Lifecycle	4.0 M	-80.9%	5.4 K	-68.0%	\$2.2 M	-50.9%
Partner	31.2 M	+507.0%	1.1 K	+19.8%	\$343.9 K	-20.7%
Promotions	71.0 M	+152.8%	7.4 K	+63.9%	\$2.8 M	+88.2%
Travel Inspiration	81.3 M	+302.5%	2.7 K	+106.8%	\$1.2 M	+162.4%
<b>TOTAL</b>	<b>578.1 M</b>	<b>+28.0%</b>	<b>57.8 K</b>	<b>-23.8%</b>	<b>\$23.2 M</b>	<b>-13.5%</b>



### Top Revenue Campaigns:

1. MAU Dom & INTL \$4.2M
2. Re-Engage Series \$3.0M
3. Bonvoy Escapes \$2.6M
4. Q1 2021 GloPro \$2.3M
5. Prog. Announcement \$1.9M
6. Choice of Selection \$1.6M

Financial data source: Omniture 7-day

# Quarter Highlights

- METT Campaigns
- Q1 2021 Points.com Promo
- Core Campaign Trends: MAU & Traveler

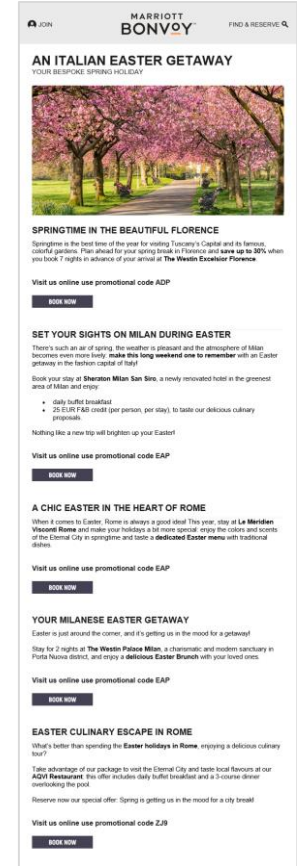
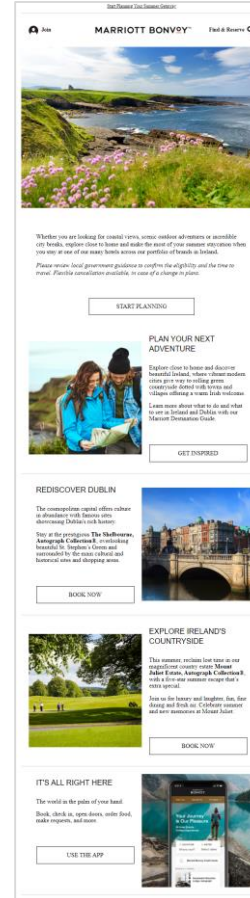
# METT Campaigns

# Launched New METT Templates (Jan 29<sup>th</sup>)

- New templates have a responsive email design
- More capabilities for imagery with every offer
- ADA Compliant
- Templates available across all brands and supported languages: EN, FR, DE, IT, PT, ES, RU

New Template

Old Template



## Higher Click Activity After Launching New Templates

- Q1 click activity was up YoY and QoQ
- Positive signs that template changes are capturing more clicks and leading to more bookings
  - Bookings were up 85% QoQ
- Feb was the first full month using the new template; engagement shows a lift in clicks YoY
  - Feb 2020 was the last full month of METTs prior to pausing emails due to the pandemic

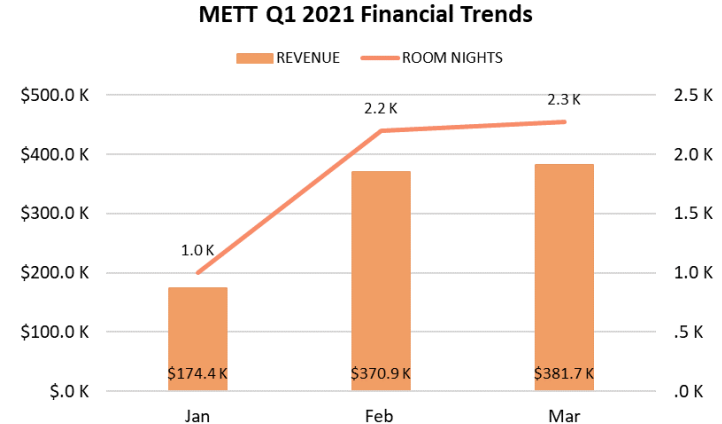
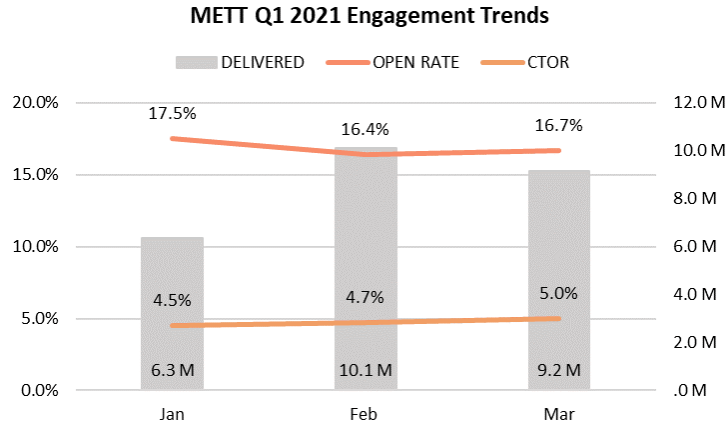
	Q1 2021	YoY	QoQ
Delivered	25.7 M	+6.5%	+49.5%
Opens	4.3 M	+2.4%	+41.4%
Open Rate	16.8%	-0.7 pts.	-1.0 pts.
Clicks	206.8 K	+86.3%	+107.5%
CTR	0.80%	+0.34 pts.	+0.22 pts.
CTOR	4.8%	+2.2 pts.	+1.5 pts.
Unsub. Rate	0.10%	+0.07 pts.	+0.03 pts.
Bookings	2.2 K	-31.8%	+84.9%
Revenue	\$935.2 K	-32.0%	+59.6%

	Feb 2021	YoY
Delivered	10.1 M	-1.8%
Opens	1.7 M	-6.8%
Open Rate	16.4%	-0.9 pts.
Clicks	78.0 K	+55.9%
CTR	0.77%	+0.29 pts.
CTOR	4.7%	+1.9 pts.
Unsub. Rate	0.10%	+0.07 pts.
Bookings	901	-28.2%
Revenue	\$370.9 K	-27.0%



# METT Engagement Trends

- Monthly open rates remained above the 2021 goal of 16.0% and CTORs were consistent
- Delivering more emails in Feb and Mar helped lift room nights and revenue



# More Clicks on Lower Modules

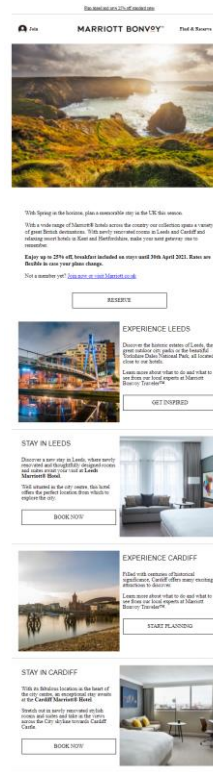
- New template generated reader engagement in lower modules
- Higher % of clicks on secondary offers compared to previous template
- Header engagement was consistent
- More clicks on Footer than previous mailing; pulled from Offer 1
- Test shorter copy length in METT campaigns for a more scannable experience on mobile & to lift clicks

Modules	New 2/19/2021	Old 2/21/2020
Pre-Header	4.8%	---
Header	25.4%	26.0%
Offer 1	20.5%	50.0%
Join Link	2.3%	---
Offer 2	5.9%	4.1%
Offer 3	10.0%	8.2%
Offer 4	5.4%	4.1%
Offer 5	8.7%	4.8%
Footer	17.0%	2.7%

New Template

2/19/2021

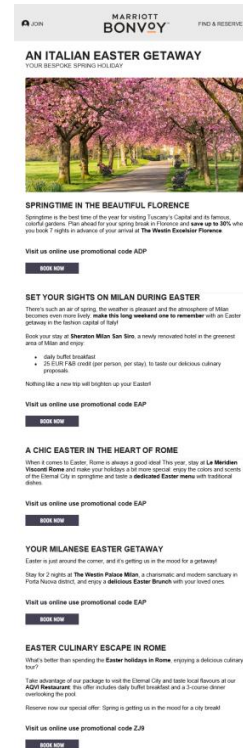
Subject Line: **Dream Now, Stay Later - Discover Your UK**



Old Template

2/21/2020

Subject Line: **Celebrate Easter in the most charming cities in Italy**



# Q1 Points.com Promo

# Launched Q1 2021 Points.com Promo

- **Promo dates:** Feb 16 – Mar 22, 2021
- **New annual points purchase lift:** 100K points (was 50K)
- **Mass Offer:** members globally can get a 40% bonus on purchases of 2,000+ MBV points
- **VIP Offer:** Select Elite members can get a 50% bonus
- **Email support:**
  - Feb 18<sup>th</sup> Solo Announcement
  - Mar 11<sup>th</sup> and 18<sup>th</sup> Reminder (MAU hero module)

## Feb 18: Solo Announcement

## Mar 11 & 18: MAU Reminder (Hero module)

**Feb 18: Solo Announcement**  
**SL:** Your 40% Bonus Points Offer Is Here  
**PH:** Buy points now for your next adventure.

## Q1 Points.com Promo Performance

- Most of the announcement email traffic came from the Hero module; 84.3K hero clicks was more than the previous year engagement (INL solo and MAU hero combined)
- Promo reminder was included in the March MAU hero module, which helped provide broader awareness (5.4M opens) and generated 11% more traffic (52.4K clicks) than Q4 solo
- Recommend using solo emails to announce promotions and leveraging MAU hero for reminder messages, when necessary
- Use the subject line or pre-header to tease the offer in MAU, especially for past promo participants

Announcement Comparison	Q1 '21 Anncmt Solo*	Q4 '20 Anncmt INL Solo	Q4 '20 Anncmt MAU Hero*
Mail Date	Feb 18	Nov 20	Nov 20 & 24
Delivered	12.8 M	3.4 M	27.5 M
Opens	2.7 M	426.3 K	6.6 M
Open Rate	20.7%	12.6%	23.9%
Clicks (Total)	110.6 K	23.8 K	338.2 K
Clicks (Hero)	84.3 K	18.7 K	58.4 K

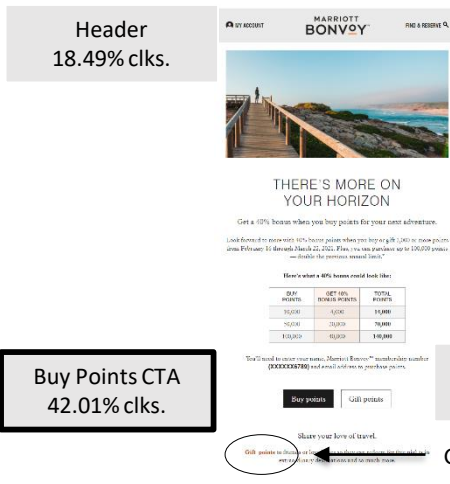
Reminder Comparison	Q1 '21 Reminder MAU Hero*	Q4 '20 Reminder Solo*	Comparison
Mail Date	Mar 11 & 18	Dec 7	---
Delivered	26.6 M	13.5 M	+97.3%
Opens	5.4 M	2.5 M	+117.1%
Open Rate	20.4%	18.6%	+1.9 pts.
Clicks (Total)	368.9 K	66.7 K	+453.4%
Clicks (Hero)	52.4 K	47.1 K	+11%

\*Includes both ENG & INL versions

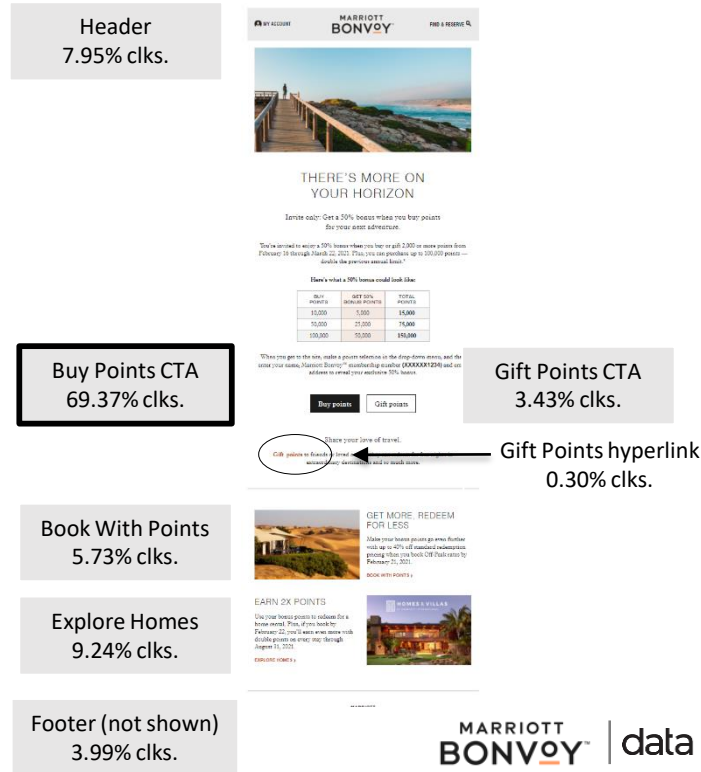
# Q1 2021 Points.com Announcement: Heat Map (ENG Version)

- Buy points CTA captured most of the clicks
- Gift CTA was a good click catcher, more than hyperlink; may not need additional link
- HVMI offer ranked #2 most engaging
- High clicks on Header & Footer in Mass offer version may be a sign for stronger targeting and/or higher CTA

## Mass Offer: 40% bonus



## VIP Offer: 50% bonus



# Core Campaign Trends: MAU & Traveler



## Q1 2021 MAU Email Creative

## January 2021

[MY ACCOUNT](#)

[FIND & RESERVE](#)

Ambassador Elite
|
10,000 Points

GO FURTHER FOR LESS

Save up to 40% on standard redemption pricing by booking Off-Peak rates by February 21, 2021.

REDEEM NOW

YOUR NEWS

DISCOVER MORE

Pay with points

Now Marriott Bonvoy® members can use points to rent private vacation homes near or far.

EXPLORE HOMES >

Work from anywhere

Discover custom hotel packages to help you get the most from your work (and play).


EXPLORE NOW >

AMBASSADOR SERVICE UPDATE

WE'RE READY TO ASSIST

Going forward, please email [ambassador.service@marriott.com](mailto:ambassador.service@marriott.com) with your requests as personal ambassador email addresses will no longer be monitored.

## February 2021



MY ACCOUNT

AMERICAN EXPRESS

10,000 Points


FIND & RESERVE

Better Two-gether

YOU'RE REGISTERED

Start earning double points and Elite nights on stays\* of two or more nights through April 27.


EARN DOUBLE



ADVENTURE IS CALLING

Use points for an Annual Park Pass to make your outdoor escapes better than ever.


REDEEM NOW



Archers National Park — 9 miles from Fairfield Inn & Suites Moab, Utah

SELECTED FOR YOU

SEE YOURSELF HERE



Save on a staycation

Enjoy unique offers close to home across our 30 hotel brands.

BOOK NOW >

**March 2021**

MARRIOTT  
**BONVOY**  
Silver Elite | 50,000 Points

FIND & RESERVE

# THERE'S MORE ON YOUR HORIZON

Your invite-only offer ends soon. Get a 50% bonus when you buy points by March 22.

BUY NOW

Wendy Wu

XXXXXXXXXX | MY BENEFITS

TOTAL NIGHTS

5

Complete your profile to maximize your Marriott Bonvoy membership.

VIEW ACTIVITY

You have a Free Night Award available.\*  
REDEEM NOW

Certain hotels have resort fees.

Better Two-gether

**DOUBLE POINTS AND ELITE NIGHTS**

Don't miss out: Earn double points and Elite nights on stays\* of two or more nights now through April 27.

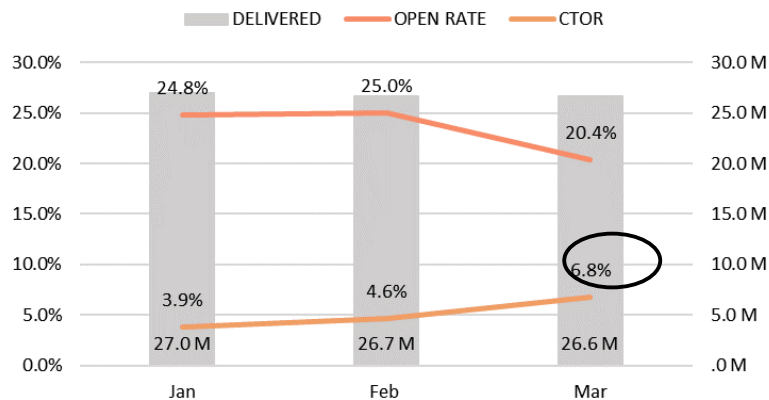
BOOK NOW

## MAU Q1 2021 Trends

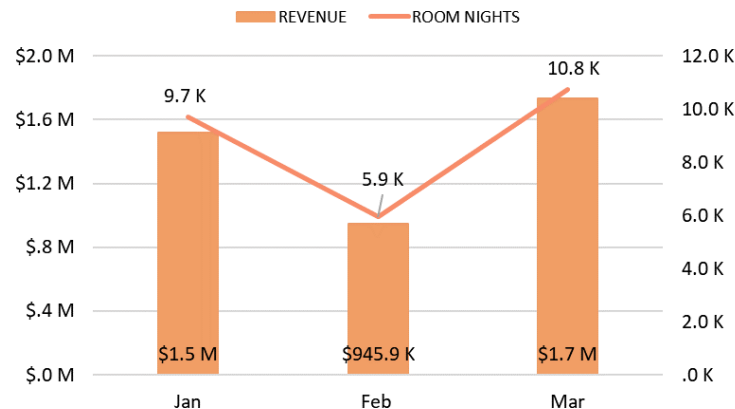
- Campaign continued to capture more open activity lifting open rates
- Q1 click activity was lower than previous periods, but March was +19.0% MoM with the return of the account box (50% of clicks & bookings)
  - March CTOR was +2.1 pts and revenue +83% MoM
- Positive signs of recovery with QoQ revenue gains, driven by longer stays
- Continue looking for ways increase personalization and optimize content to lift clicks, especially with the increase in Basic member travel

	MAU Q1 2021	YoY	QoQ
Delivered	80.3 M	+1.6%	-1.9%
Opens	18.8 M	+37.9%	+4.3%
Open Rate	23.4%	+6.2 pts.	+1.4 pts.
Clicks	937.9 K	-53.4%	-1.6%
CTOR	5.0%	-9.8 pts.	-0.3 pts.
Unsub. Rate	0.15%	-0.00 pts.	+0.02 pts.
Bookings	10.3 K	-35.5%	+45.7%
Room Nights	26.4 K	-28.8%	+72.3%
Revenue	\$4.2 M	-30.9%	+86.6%

### MAU Q1 2021 Engagement Trends



### MAU Q1 2021 Financial Trends



## January 2021

### Dream-Worthy Vacation

ERICA


MARRIOTT BONVOY  
TRAVELER.

FIND & RESERVE

### Dream the Luxury Escape You Deserve, Erica

Pampering is in order in 2021, so seek out next-level destinations for an epic, indulgent, dream-worthy vacation. It's all in crafting the perfect plan, when you're ready. Start with a [travel vision board](#) to picture your journey to luxurious bliss.

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



Tips • Trends

### 10 Trips to Add to Your Travel Vision Board

2-Minute Read

## February 2021

### Travel Love & Black Culture Through Travel

KAITLIN


MARRIOTT BONVOY  
TRAVELER.

FIND & RESERVE

### Get Ready to Fall in Love With Travel (Again)

Kaitlin, our love of travel is strong and it runs deep. So this month, we celebrate places we love and what drives our love affair with travel: from the inspiration it brings to the cultures we embrace. Enjoy some of our [favorite travel love stories](#) to keep your heart pining for that next big trip!

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



### Why Travel Writers Yearn to Revisit These 3 Exceptional Spots

3-Minute Read

## March 2021

### Beach vs. Pool

ERICA


MARRIOTT BONVOY  
TRAVELER.

FIND & RESERVE

### Find the Best Beach or Pool for You

Erica, imagine a day lazing on the beach or lounging by the pool. Beats pretty much any other day, in our opinion. But when it comes to choosing exactly which beach or pool... how will you decide? Take our quiz, then read on to discover some of our favorites near you and around the world.

-Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



### Beach vs. Pool: Which Dream-Worthy Spots Match Your Vacay Vibes?

Start the Quiz

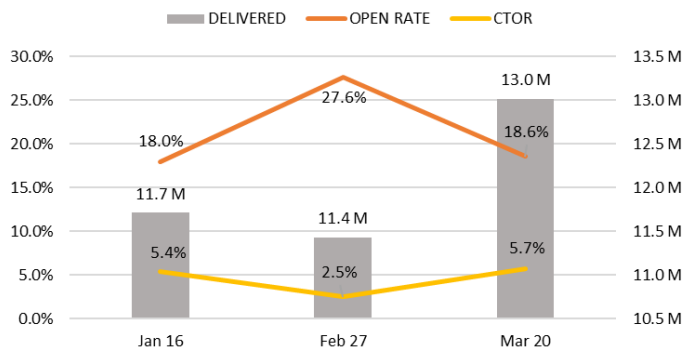
# Traveler Q1 2021 Trends

- Consistent deliveries each month lifted counts YoY; QoQ decline from additional Dec '20 mailing (resend)
- Higher open rates from tracking more open activity; impact from subject line optimization, new audiences, and reduced Gmail clipping
- Click declines from low Feb engagement, plus overall lift in opens
- Maintained above goal session activity each month
- Leverage new optimization technology & data to improve performance in key metrics; create 2021 learning agenda and roadmap

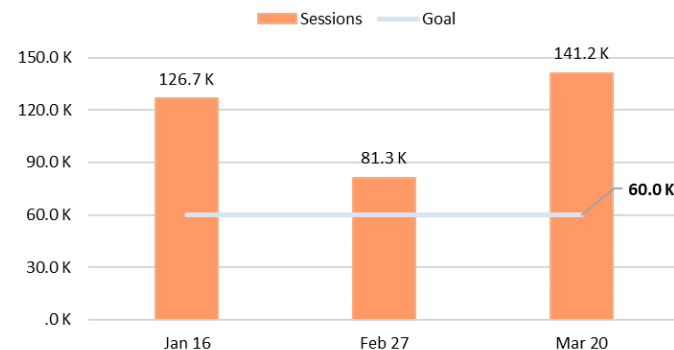
	Traveler Q1 2021	YoY	QoQ
Delivered	36.2 M	79.1%	-15.7%
Open	7.7 M	179.0%	12.6%
Open Rate	21.2%	+7.6 pts.	+5.3 pts.
Click	332.1 K	98.7%	-4.2%
CTOR	4.3%	-1.75 pts.	-0.76 pts.
Unsub. Rate	0.13%	-0.01 pts.	-0.00 pts.
Revenue	\$338.7 K	-25.5%	20.3%

YoY includes Jan & Feb 2020 only; Mar was canceled in response to the pandemic

Traveler Q1 2020 Engagement Trends



Traveler Q1 2020 Engagement: Sessions



\*Source: Google Analytics

# TESTING & OPTIMIZATION

- Traveler PCIQ Update
- Overview of Other Subject Line Testing
- Geo-targeting Personalization
- Short vs. Long Copy Test (Ritz eNews)
- CTA Test (America's Solo)

## Traveler Subject Line Optimization Results (PCIQ)

Deployment	# Deployments	Open rate			Lift vs Random	
		Random	ML2	ML5	ML2	ML5
Dec '20 – Feb '21	8	20.33%	20.24%	-	-0.44%	-

Last 4 Deployments (when ML5 was first introduced)		Open rate			Lift vs Random	
		Random	ML2	ML5	ML2	ML5
Engaged	1/16/21 14:00	53.4%	53.1%	53.5%	-0.57%	0.20%
Rest	1/16/21 18:00	9.6%	9.5%	9.6%	-0.27%	-0.01%
Engaged	2/27/21 14:00	53.2%	53.3%	53.5%	0.18%	0.39%
Rest	2/27/21 18:00	21.6%	21.8%	21.7%	1.00%	0.32%
Overall		21.92%	21.90%	21.89%	-0.09%	-0.12%

- Initial model (ML2) was showing a negative lift compared to Randomized group for Dec '20 – Feb '21
- New model was introduced in Jan '21 (ML5) and showed positive gains in Jan and Feb
- For customers with low open activity ( $\leq 2$  opens), both the question and direct approaches seemed to be performing the best
- Personalized and direct approaches have very high open rates amongst the customers with high open activity ( $>15$  opens)
- Customers will be sent emails based on their open behavior segment and available tagged subject lines


## Traveler Subject Line Optimization Next Steps

- Monitor ML5 model performance for March and gather more data points before phasing out any model
- Refresh model with latest data; use subject line tags and broaden Bonvoy campaign data
- Replace ML2 or ML5 based on performance



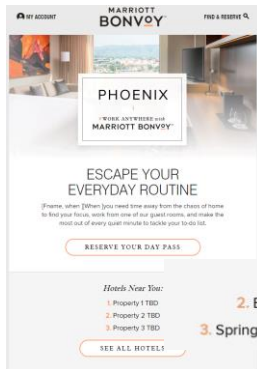
## Q1 Subject Line Performance Summary

- Geo-targeted subject line options outperformed other options for two regional solos; continue testing for engagement patterns
- First name personalization performed well in the exclusive invitation option and when using intrigue
- Branding the Ritz-Carlton newsletters continued to drive higher engagement; plans to test geo-targeting & teasing lower articles

SL Winner	Campaign Name	Winner Description
<b>Special Offer: 25% Off Hotels in UK and Beyond</b>	EMEA Solo March	Exclusive, geo-targeted, offer
<b>Spring Getaway Specials in Mexico</b>	CALA Solo March	Exclusive, geo-targeted
 <b>Take a (Spring) Break</b>	America's Solo March	Themed, emoji, play on words
<b>Bryan, ICYMI</b>	Hello Again Solo January	Intriguing, personal, short
<b>You're Invited, Jane</b>	Non-Member Acquisition Solo Jan.	Exclusive, personal, short
<b>INSIDE THE RITZ-CARLTON: Resort Paradise Closer to Home</b>	Ritz eNews January	Branded TRC
<b>INSIDE THE RITZ-CARLTON: Discover Family Getaways Closer to Home</b>	Ritz eNews February	Branded TRC
<b>INSIDE THE RITZ-CARLTON: Reimagine Your Road Trip</b>	Ritz eNews March	Branded TRC

# Continue Personalizing With Geo-Targeted Content To Lift Clicks

Some efforts to increase engagement with geo-targeted content proved to be successful at increasing click activity, while others need to be retested; placement may also be a factor in driving engagement



## Jan '21 Work Anywhere Solo

Used Wylei geo-location and dynamic optimization tech to present nearby properties

Higher CTOR from randomized control group

Consider retesting to see if results remain the same

## Feb '21 Ritz eNews (hero)



**Middle East**  
53.2% Clks  
+33 pts. MoM

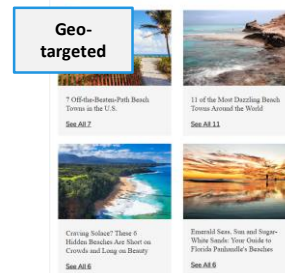


**Europe**  
38.5% Clks  
+15 pts. MoM

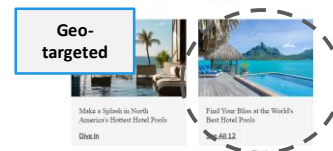
Geo-targeted content increased click activity for most regions in Feb, especially in the Middle East & Europe; similar lifts with hotel spotlight in March

## Mar '21 Traveler Newsletter

### Curated A Discover Beachside Bliss



### Curated B Picture-Perfect Pools



Geo-targeted article received the most clicks in the curated A section

Broadly targeted article in curated B received more clicks for all non-US regions, "World's best hotel pools"

# Short Copy Drove More Traffic

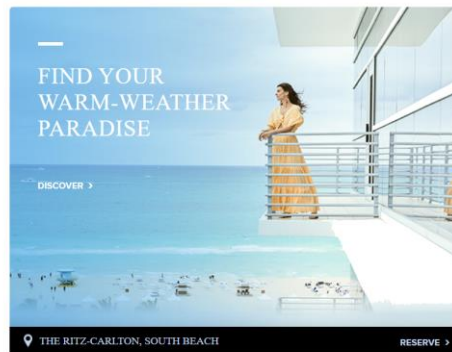
Ritz eNews

- Across the two month test we saw a significant lift in traffic from the version with shorter copy
- Will move forward with shorter copy approach

Month	Clicks Long (Control)	Clicks Short (Test)	CTOR Long (Control)	CTOR Short (Test)
Feb '21	34.1 K	36.9 K (+7.5%)	7.9%	8.5% (+0.6pts)
Mar '21	28.5 K	31.3 K (+9.0%)	6.4%	7.0% (+0.6pts)

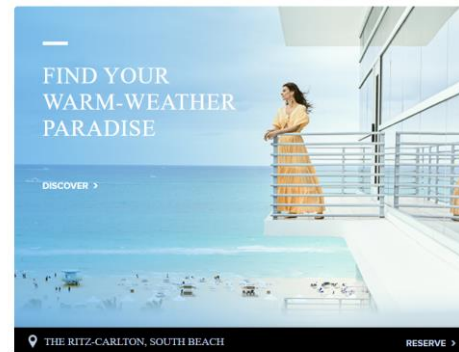
\*All results were statistically significant\*

Control: Long Copy (4 lines)



[Fname, the ]The [perfect resort escape] may be even closer than you imagine. Powdery, white-sand beaches and gently lapping turquoise waves await you at The Ritz-Carlton resorts across Florida. Look forward to indulging in beachside cocktails, locally-inspired spa treatments, and seaside dining by swaying palm trees.

Test: Short Copy (2 lines)



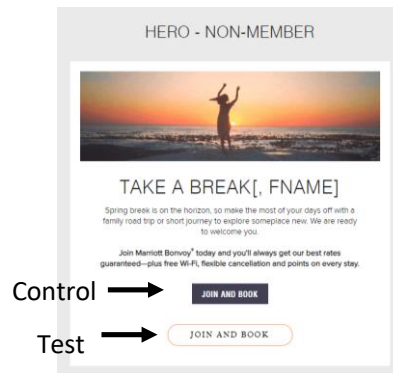
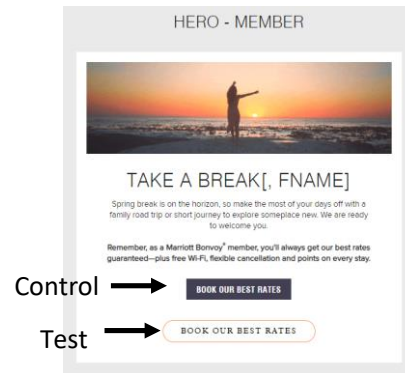
[Fname, the ]The [perfect resort escape] may be even closer than you imagine. Powdery, white-sand beaches and gently lapping turquoise waves await you.

# Control CTA Drove More Hero Clicks

## America's March '21 Solo

- Tested a new branded CTA design vs. the standard CTA in the hero module
- Control drove more hero clicks and had a higher hero CTOR; possible impact from having a stronger contrast color (darker background)
- Lift in click counts were statistically significant, but not the lift in CTOR
- Not recommended a retest as changes are currently being made to the design of the new branded CTA
- Consider other CTA tests once design is complete, like copy and placement

Level	Creative	Hero Clicks	Hero Clicks Lift	Hero CTOR	Hero CTOR Lift
Member	Control	9.3 K	+7.5% (SS)	1.28%	+0.09 pts. (NS)
	Test	8.6 K		1.19%	
Non-Member	Control	414	+12.3% (SS)	0.39%	+0.05 pts. (NS)
	Test	363		0.34%	



# ACTIONABLE INSIGHTS

# ACTIONABLE INSIGHTS

- Test shorter copy length in METT campaigns for a more scannable experience on mobile & to lift clicks
- Consider leveraging MAU for future promo reminder messages and use the pre-header to tease offer
- Q1 Points.com promo announcement had a high % of clicks on the header and footer modules; this may indicate a need for stronger audience criteria and/or higher CTA placement
- Continue looking for ways increase MAU personalization and optimize content to lift clicks, especially with the increase in Basic member travel
  - Also, look for ways to maintain engagement when account box is suppressed
- Leverage new optimization technology & data to improve performance in key campaign metrics; create 2021 learning agendas and roadmaps
- Continue testing geo-targeted subject lines and content to lift engagement (open and CTO rates)

# Thank You!



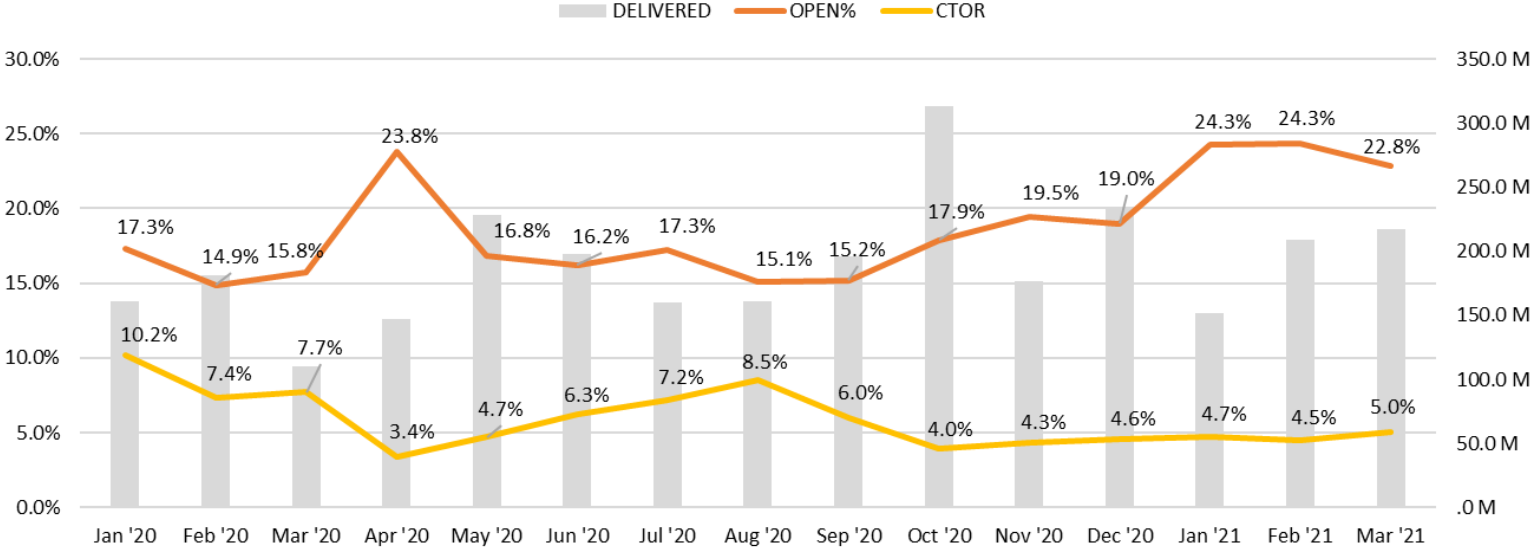
# APPENDIX

## New Campaign Dashboard Categories

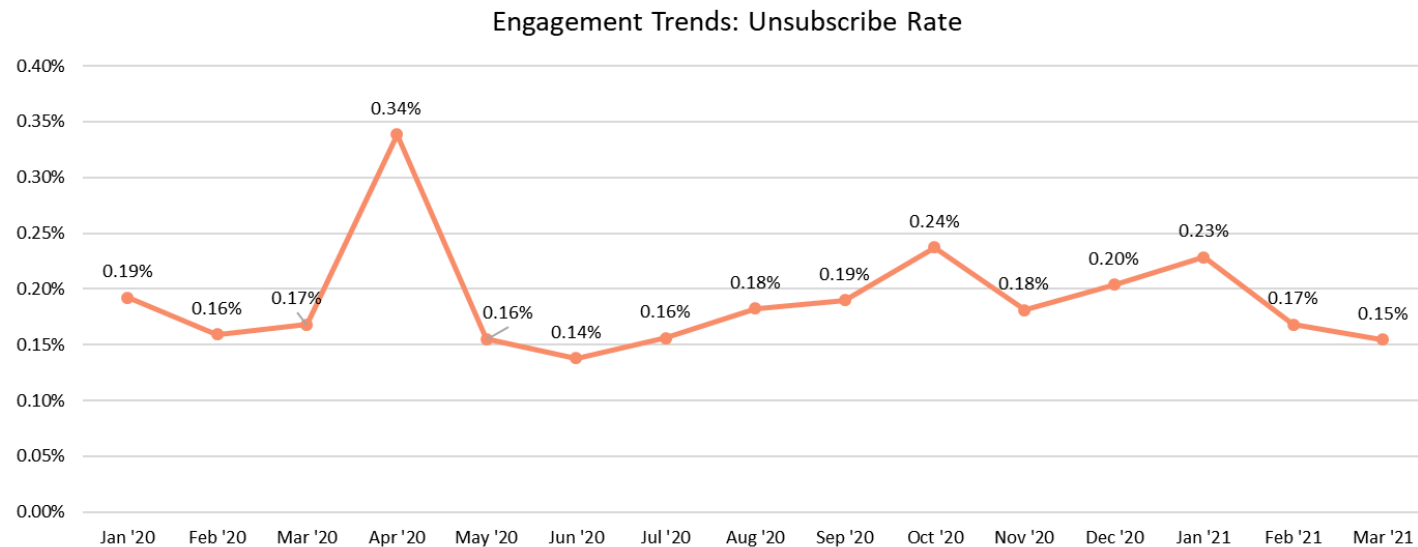
NEW CATEGORIES	Category Description	For Example...
<b>Brand</b>	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP emails, HVMI Solos, and other branded Solos
<b>Cobrand CC</b>	Solo messages exclusively featuring a cobranded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

# Monthly Engagement Trends

Delivered, Open Rate & CTO Rate Trends



# Monthly Unsubscribe Rate Trends



# MARRIOTT BONVOY

## EMAIL PROGRAM TOTALS: Jan-Mar 2021

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		7.7%	20.6%	9.7%	25.0%	4.5%	0.2%	0.7%	5.4%	12.3%	14.1%
DELIVERED	578.1 M	44.3 M	118.9 M	56.3 M	144.4 M	25.7 M	942.2 K	4.0 M	31.2 M	71.0 M	81.3 M
DELIVERY RATE	99.1%	99.6%	99.6%	99.7%	98.1%	98.9%	96.7%	95.5%	99.7%	98.7%	99.7%
OPEN	137.3 M	13.5 M	25.0 M	13.5 M	36.6 M	4.3 M	168.2 K	1.6 M	6.9 M	17.0 M	18.7 M
OPEN RATE	23.8%	30.5%	21.0%	23.9%	25.4%	16.8%	17.8%	39.8%	22.0%	24.0%	23.0%
CLICK	6.5 M	907.7 K	582.6 K	549.6 K	1.9 M	206.8 K	4.0 K	457.1 K	220.8 K	1.0 M	658.9 K
CTR	1.13%	2.05%	0.49%	0.98%	1.31%	0.80%	0.42%	11.44%	0.71%	1.44%	0.81%
CTOR	4.7%	6.7%	2.3%	4.1%	5.2%	4.8%	2.4%	28.7%	3.2%	6.0%	3.5%
UNSUB	1.0 M	113.2 K	199.6 K	88.3 K	269.9 K	25.2 K	2001	11.9 K	43.6 K	141.2 K	139.1 K
UNSUB RATE	0.18%	0.26%	0.17%	0.16%	0.19%	0.10%	0.21%	0.30%	0.14%	0.20%	0.17%
BOOKINGS	57.8 K	1.5 K	4.8 K	10.1 K	22.7 K	2.2 K	4	5.4 K	1.1 K	7.4 K	2.7 K
ROOM NIGHTS	147.3 K	4.3 K	10.4 K	25.2 K	58.6 K	5.5 K	22	14.3 K	2.5 K	19.7 K	6.8 K
REVENUE	\$23.2 M	\$781.8 K	\$1.5 M	\$4.1 M	\$9.4 M	\$935.2 K	\$3.2 K	\$2.2 M	\$3 M	\$2.8 M	\$1193.9 K
CONVERSION RATE	0.89%	0.17%	0.83%	1.84%	1.20%	1.04%	0.10%	1.18%	0.48%	0.72%	0.41%
BPK	0.10	0.03	0.04	0.18	0.16	0.08	0.00	1.34	0.03	0.10	0.03

# Q4 2020 Points.com Promo: Email Creative

## Mass Offer:

- **Early Bird:** 60% bonus on 2k+ points purchased between 11/19 - 11/25
- **Rest:** 50% bonus on 2k+ points purchased between 11/26 - 12/22
- Max purchase limit during promo period: 150K points

## VIP Offer\*:

- 60% bonus on 2k+ points purchased between 11/19 - 12/22
- Max purchase limit during promo period: 200K points
  - \*Available for Members who purchased 50K+ points YTD (predetermined list, pulled ~2 weeks before the promotion began)

## Mass Offer: 60% bonus on 2K

**MARRIOTT BONVOY** FIND & RESERVE

**REDISCOVER YOUR HAPPY PLACES**

More for you. Get a 60% bonus when you buy points for your next adventure by 12/22/2020.

If you enter the early bonus, you can still get 50% more points when you buy or gift 2,000 or more points from 12/19/2020 until 12/22/2020. Plus, you can purchase up to 100,000 points—double the usual annual limit.\*

Here's what a 60% bonus could look like:

BUY POINTS	GET 60% BONUS POINTS	TOTAL POINTS
10,000	6,000	16,000
50,000	30,000	80,000
100,000	60,000	160,000

You'll need to enter your name, Marriott Bonvoy membership number XXXXXXXX and email address to receive your exclusive 60% bonus.

**BUY POINTS** **GIFT POINTS**

Give the gift of travel. Points make the perfect gift for the holidays—or just because. Gift points to loved ones so they can start planning their next adventures too.

**FREE NIGHTS AND BEYOND**

Discover new destinations or a new side of your neighborhood. Redemptible for free nights, gift cards and so much more. [LEARN MORE >](#)

## VIP Offer: 60% Off

**MARRIOTT BONVOY** FIND & RESERVE

**REDISCOVER YOUR HAPPY PLACES**

Exclusively for you. Get a 60% bonus when you buy points for your next adventure.

Here's what a 60% bonus could look like:

BUY POINTS	GET 60% BONUS POINTS	TOTAL POINTS
10,000	6,000	16,000
50,000	30,000	80,000
100,000	60,000	160,000

When you get to the site, make a points selection in the drop-down menu, and then enter your name, Marriott Bonvoy membership number XXXXXXXX and email address to purchase points.

**BUY POINTS** **GIFT POINTS**

Give the gift of travel. Points make the perfect gift for the holidays—or just because. Gift points to loved ones so they can start planning their next adventures too.

**FREE NIGHTS AND BEYOND**

Discover new destinations or a new side of your neighborhood. Redemptible for free nights, gift cards and so much more. [LEARN MORE >](#)

## Q4 Reminder Generic 50% Off

**MARRIOTT BONVOY** FIND & RESERVE

**REDISCOVER YOUR HAPPY PLACES**

Ends December 22. Get a 50% bonus when you buy points for your next adventure.

Get 50% more points when you buy or gift 2,000 or more points through December 22, 2020. Plus, you can purchase up to 100,000 points—double the usual annual limit.\*

Here's what a 50% bonus could look like:

BUY POINTS	GET 50% BONUS POINTS	TOTAL POINTS
10,000	5,000	15,000
50,000	25,000	75,000
100,000	50,000	150,000

You'll need to enter your name, Marriott Bonvoy membership number XXXXXXXX and email address to purchase points.

**BUY POINTS** **GIFT POINTS**

Give the gift of travel. Points make the perfect gift for the holidays—or just because. Gift points to loved ones so they can start planning their next adventures too.

**TAKE YOUR BONUS POINTS FURTHER**

Redeem free nights with up to 25% bonus points at participating hotels worldwide now through December 14 for stays through February 28, 2021. [BOOK NOW >](#)

## Q4 Reminder VIP 60% Off

**MARRIOTT BONVOY** FIND & RESERVE

**REDISCOVER YOUR HAPPY PLACES**

Ends December 22. Get a 60% bonus when you buy points for your next adventure.

Here's what a 60% bonus could look like:

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