



Marriott Bonvoy
Q1 2022 Email Performance Review

April 18, 2022

MARRIOTT
BONVOY



ALOFT CHICAGO MAG MILE, ILLINOIS, USA



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Today's Agenda

- Q1 2022 Performance Summary
- Quarterly Highlights
- Testing & Optimization Insights
- Actionable Insights

Q1 2022 PERFORMANCE SUMMARY

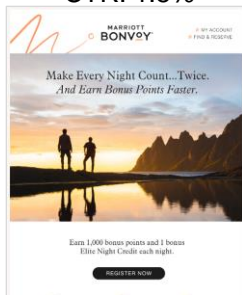
Sent Over 130M Dedicated Solo Emails To Support Q1 Initiatives

Additional support provided as ride-a-long messages or features in other core campaigns

Q1 Global Promo

Delivered: 62.8M

CTR: 1.5%



(Announcement + Reminder)

Q1 Points Promo

Delivered: 28.7M

CTR: 0.7%



(Announcement + Reminder)

Moments

Delivered: 11.7M

CTR: 1.0%

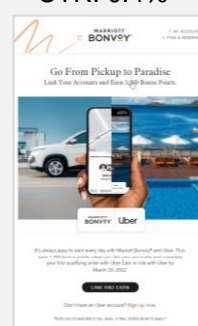


(Jan + Mar solo's)

Uber LTO

Delivered: 19.1M

CTR: 0.4%



Polish Language Ancmt.

Delivered: 20.1K

CTR: 1.8%



Trad. Chinese Ancmt.

Delivered: 841.5K

CTR: 0.5%



Freddie Awards

Delivered: 7.5M

CTR: 0.9%



Other Supported Initiatives:

Cobrand ECM & ACQ
Partnerships
Regional Solos

*Data reflects point in time reporting and does not include ride-a-long messages/features in other email campaigns

Q1 2022 QoQ Performance Overview

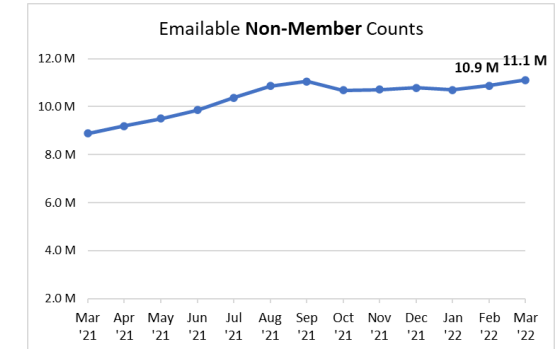
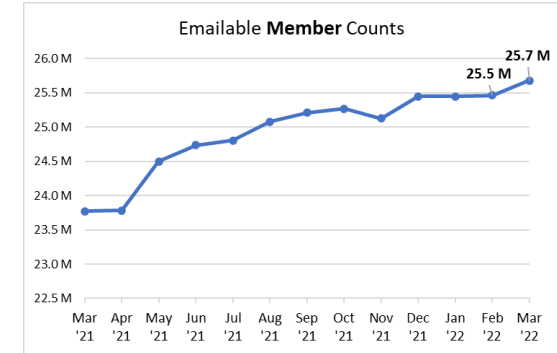
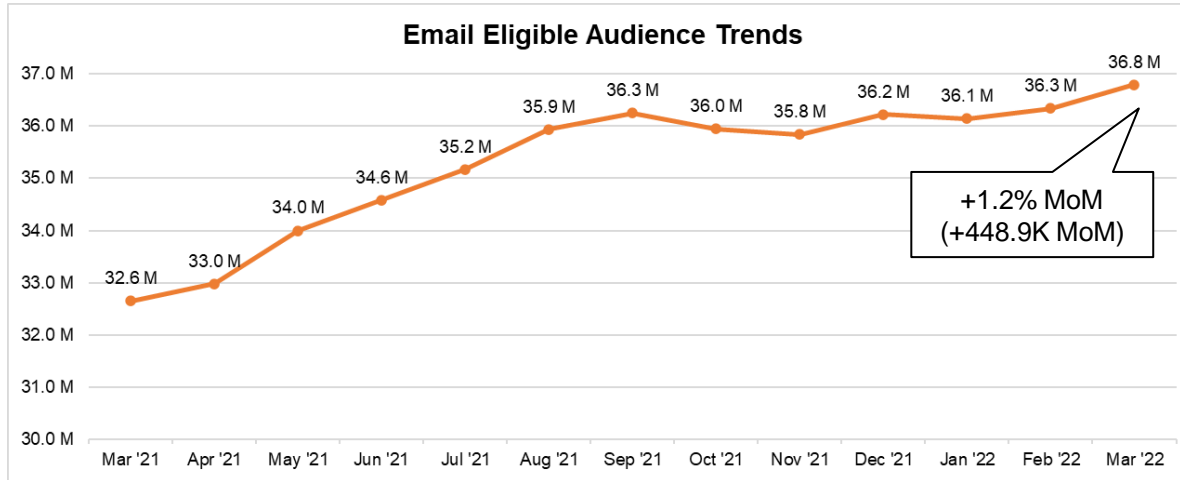
Available Audience Size	36.8 M Email Subscribers* +1.2% MoM	
Engagement	585.1 M Delivered Emails -21.3% QoQ	6.2 M Clicks -8.4% QoQ
	1.1% CTR +0.1 pts. QoQ	0.17% Unsub. Rate --- QoQ
	63.1 K Bookings +0.6% QoQ	146.2 K Room Nights +4.8% QoQ
Financials	\$28.1 M Revenue +13.5% QoQ	0.11 Bookings/Dlvd. (K) +27.8% QoQ

- Stronger Q1 2022 performance compared to Q4 2021
- Member and non-member emailable audiences increased in March resulting in 36.8M contactable email subscribers
- Fewer deliveries QoQ impacted click counts
 - Q4 deliveries were high to support key initiatives like Week of Wonders, program updates, and All-Inclusive
- Marketing support for Q1 Global Promotions contributed to QoQ financial gains: additional bookings from other supported initiatives like Q1 Points Promo, Uber LTO, and Year-In-Review

*Emailable members & non-members globally; does not include anyone on a suppression list
Financial Data Source: Omniture 7-day cookie

36.8M Emailable Customers (+448K MoM)

- Continued growth of emailable audiences in Q1
- Both member and non-member audiences saw MoM increases in March

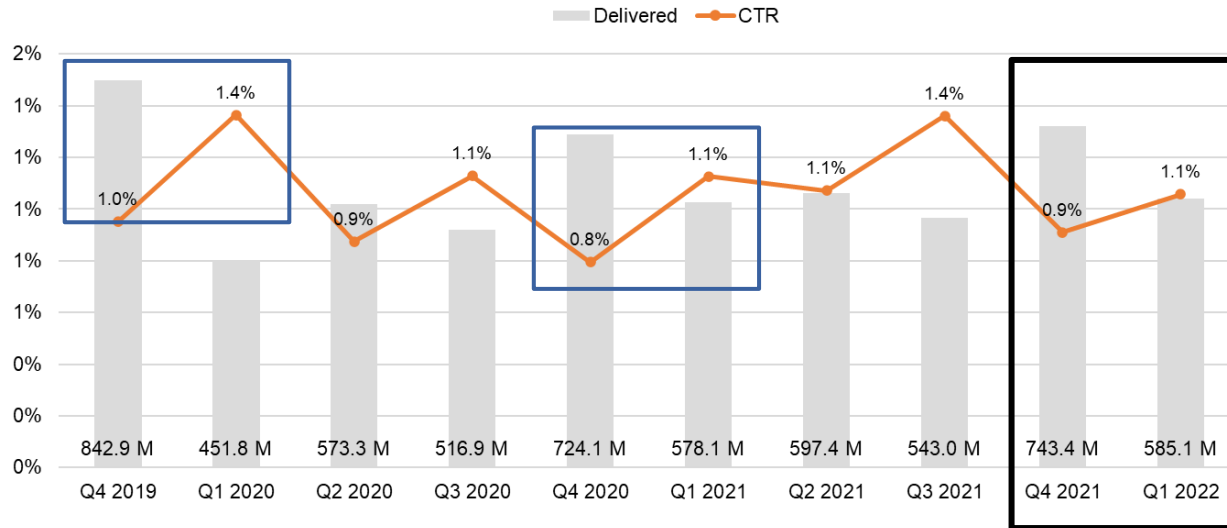


Report date: April 6, 2022

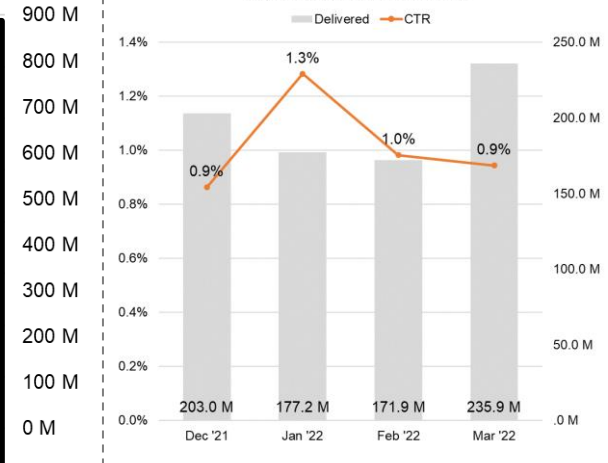
QoQ Engagement Lift, A Seasonal Trend

- Deliveries returned to normal levels; decline in counts also impacted click counts
- QoQ CTR lift aligned with previous year trends
- January CTR increase drove Q1 QoQ lift of +0.2 pts. (strong engagement in Q1 Global Promo contributed in January lift)

Quarterly Email KPI Trends



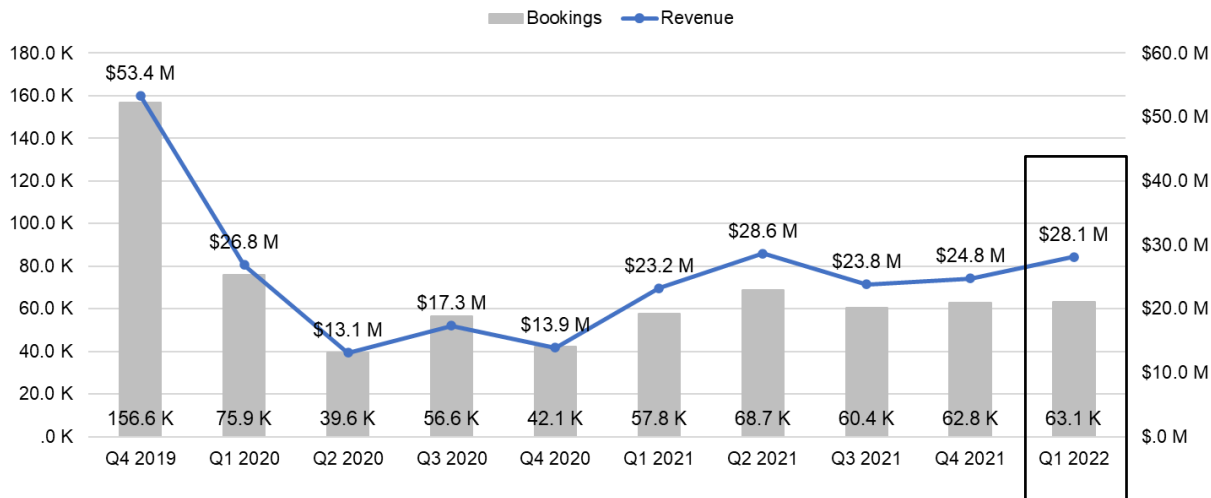
Delivered & CTR Trends



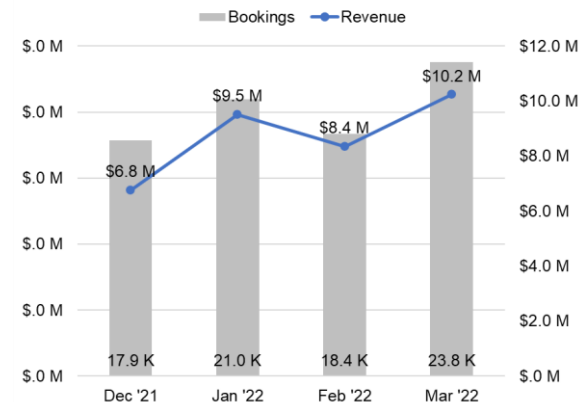
Q1 2022 Revenues +13% QoQ

- Q1 Global Promotions messages contributed to QoQ booking and revenue increases
- Other top booking drivers: Core MAU, Retargeting Series, America's solo, and other supported initiatives drove ancillary revenue like Q1 Points Promo, Uber LTO, and Year-In-Review

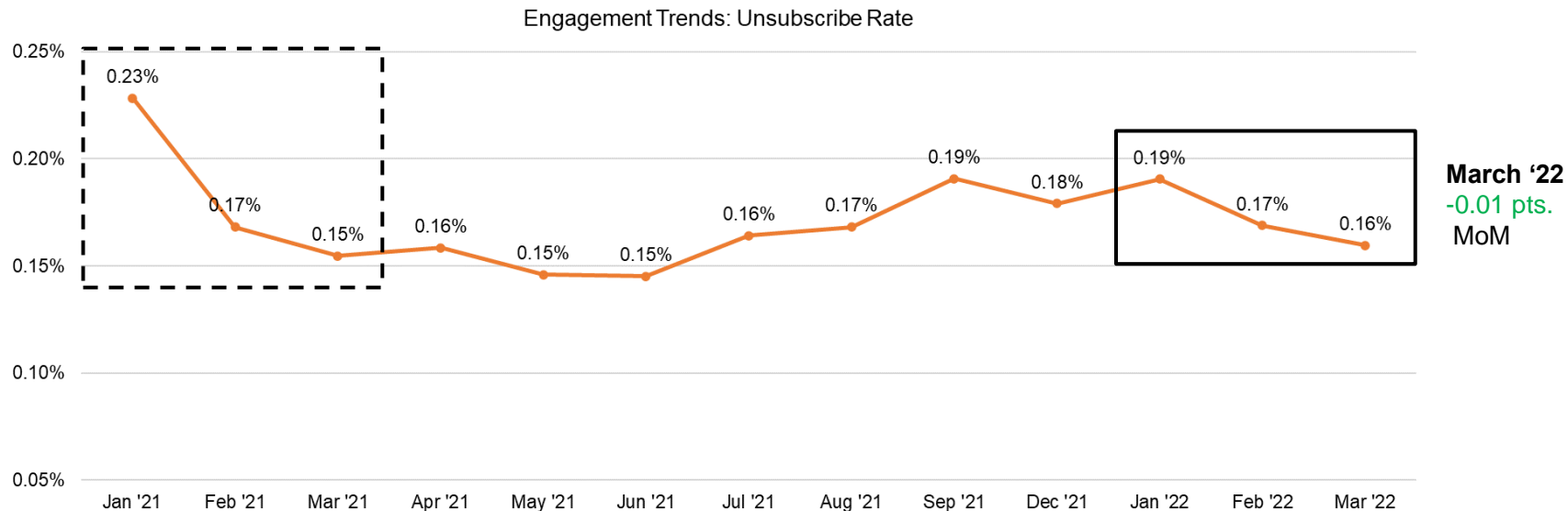
Quarterly Email Financial Trends



Monthly Financial Trends



Consistent Unsubscribe Rate Trends











*Unsub. rate impacted by Oct and Nov data discrepancies, so excluded from trend chart

Member Engagement Trends Aligned with Q1 Averages

Trends were consistent for most segments




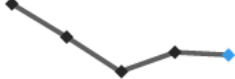
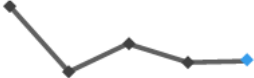

Trend Lines = Q1 2021 – Q1 2022

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Non-Member	83.0 M -36.0% QoQ ▼	0.42% 	0.43% ---	\$776.6 K 
Basic	342.4 M -20.1% QoQ ▼	0.76% 	0.16% ---	\$10.5 M 
Silver	51.5 M -16.3% QoQ ▼	1.46% 	0.08% ---	\$3.6 M 
Gold	63.6 M -15.8% QoQ ▼	2.01% 	0.07% ---	\$5.7 M 

Positive Elite Engagement

- Fewer Q1 deliveries for Platinum and Titanium members impacting click counts; CTRs down QoQ, but still above Q1 avg.
- Ambassador deliveries up QoQ from Elite Gift solo

Trend Lines = Q1 2021 – Q1 2022

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Platinum	19.4 M -16.9% QoQ ▼	2.61% 	0.05% ---	\$2.6 M 
Titanium	21.2 M -1.1% QoQ ▼	2.65% 	0.04% ---	\$3.6 M 
Ambassador	4.1 M +19.5% QoQ ▲	3.55% 	0.04% ---	\$1.3 M 

Q1 2022 Campaign Category Dashboard

QoQ Comparison

- Core Marketing, Cobrand, and Promo emails drove Q1 deliveries and financials
- New Global Local campaigns tracked as Regional campaign category (for example, Project SILK, Escapes, and CALA Off Folio)

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Moments	Partner	Promotions	Travel Inspiration	Regional
% of Delivered Emails		11.2%	19.7%	9.5%	22.9%	5.0%	0.1%	1.2%	2.0%	4.9%	16.2%	6.9%	0.3%
DELIVERED	585.1 M -21.3%	65.6 M -15.3%	115.3 M 29.4%	55.5 M -35.4%	134.1 M -15.6%	29.1 M -19.3%	874.8 K 6476.4%	7.0 M -6.4%	11.7 M 104.9%	28.8 M 56.1%	94.8 M -47.2%	40.2 M -52.2%	2.0 M 282.3%
DELIVERY RATE	99.0% +0.4 pts.	99.7% +0.1 pts.	99.5% +0.0 pts.	99.6% +0.5 pts.	98.6% +0.4 pts.	99.5% +0.4 pts.	93.5% -6.2 pts.	95.5% +1.9 pts.	99.8% +0.0 pts.	99.6% -0.1 pts.	98.1% +0.5 pts.	99.5% -0.0 pts.	99.2% +9.2 pts.
CLICK	6.2 M -8.4%	1.2 M 19.3%	515.4 K 43.9%	479.8 K -27.8%	1.7 M 4.0%	225.3 K -8.5%	6.6 K 299.1%	311.8 K -52.6%	115.6 K 121.7%	109.9 K -68.3%	1.2 M -12.4%	327.4 K -24.8%	22.0 K 322.5%
CTR	1.06% +0.1 pts.	1.83% +0.5 pts.	0.45% +0.0 pts.	0.87% +0.1 pts.	1.23% +0.2 pts.	0.77% +0.1 pts.	0.76% -11.7 pts.	4.45% -4.3 pts.	0.98% +0.1 pts.	0.38% -1.5 pts.	1.29% +0.5 pts.	0.81% +0.3 pts.	1.10% +0.1 pts.
UNSUB RATE	0.17% ---	0.27% ---	0.15% ---	0.16% ---	0.15% ---	0.11% ---	0.26% ---	0.56% ---	0.06% ---	0.13% ---	0.19% ---	0.15% ---	0.28% ---
BOOKINGS	63.1 K 0.6%	1.8 K -0.5%	9.9 K 36.8%	6.3 K -4.7%	25.2 K 49.5%	2.7 K 34.3%	17 750.0%	3.3 K -52.2%	687 257.8%	1.0 K -58.1%	10.8 K -36.2%	1.4 K -33.6%	87 383.3%
ROOM NIGHTS	146.2 K 4.8%	5.4 K 4.8%	19.5 K 56.2%	15.5 K -3.6%	58.1 K 56.8%	6.1 K 35.9%	26 188.9%	8.4 K -48.8%	1.5 K 239.8%	2.2 K -59.3%	25.8 K -31.0%	3.3 K -30.7%	.2 K 382.4%
REVENUE	\$28.1 M 13.5%	\$1.4 M 8.9%	\$3.0 M 72.2%	\$3.2 M 9.0%	\$11.4 M 73.7%	\$1.2 M 51.3%	\$3.5 K 1181.2%	\$1.7 M -42.9%	\$267.7 K 299.2%	\$419.3 K -51.3%	\$4.7 M -29.7%	\$697.3 K -18.4%	\$48.0 K 506.9%
CONVERSION RATE	1.02% +0.09 pts.	0.15% -0.0 pts.	1.92% -0.1 pts.	1.31% +0.3 pts.	1.52% +0.5 pts.	1.20% +0.4 pts.	0.26% +0.1 pts.	1.06% +0.0 pts.	0.59% +0.2 pts.	0.88% +0.2 pts.	0.88% -0.3 pts.	0.43% -0.1 pts.	0.40% +0.0 pts.
BPK	0.11 27.8%	0.03 17.4%	0.09 5.7%	0.11 47.4%	0.19 77.1%	0.09 66.3%	0.02 -87.1%	0.47 -48.9%	0.06 74.5%	0.03 -73.1%	0.11 20.8%	0.03 39.0%	0.04 26.4%

QUARTERLY HIGHLIGHTS

Award Wining Communications

Revised Secondary Segments

Core MAU Q1 Engagement Trends

Lux MAU Q1 Engagement Trends

Award Winning 2021 Email Communications



Winner of 9 Gold Horizon Awards

- America's Regional Solo
- Boutiques Solo
- EMEA Regional Solo
- Lux MAU Newsletter
- Project Wanderlust Solo
- The Ritz-Carlton Newsletter
- St. Regis Residences, Los Cabos Solo
- Traveler Newsletter
- Welcome Back to Travel Solo



Project Wanderlust - Winner of Gold 2021 HSMIA Adrian Award in the Digital Marketing – Integrated Market Campaign for Consumers (B2C) Category

This work was considered a 'best practice in innovation
that empowers recovery.'

Revised Standard Secondary Segments

- Updates were made to the standard secondary segments in September 2021
- There are 5 standard segments: **Level**, **Region**, **Project Orange**, **Member Audience**, and **Luxury**
- Segments provide deeper insights that align with corporate initiatives
- Additional updates will be made to include High-Value Targets

#1 = Member Level

No change here

LEVEL - NON-MEMBER
LEVEL - BASIC
LEVEL - SILVER
LEVEL - GOLD
LEVEL - PLATINUM
LEVEL - TITANIUM
LEVEL - AMBASSADOR

#2 = Region Replaced Continent

REGION - US
REGION - CANADA
REGION - APAC
REGION - CALA
REGION - EUROPE
REGION - MEA
REGION - N/A

#3 = Project Orange

No change here

ORANGE - TSAT
ORANGE - TSAT-CTRL
ORANGE - VEN
ORANGE - VEN-CTRL
ORANGE - VV
ORANGE - VV-CTRL
ORANGE - WHPH
ORANGE - WHPH-CTRL

....sample list

#4 = Member Segments

New

AUDIENCE - Non-Member Stayers
AUDIENCE - Basic New
AUDIENCE - Basic Tenured Engaged
AUDIENCE - Basic Tenured Unengaged
AUDIENCE - Elite New
AUDIENCE - N/A (Elite Tenured)

#5 = Luxury Segments

New

LUXURY - L1 Lux Only
LUXURY - L2A High User
LUXURY - L2B Low User
LUXURY - L3 Redeem Only
LUXURY - N/A

Example Engagement Results: Core MAU March '22

SS #2	Delivered	CTR	Unsub Rate	Rev/Del
REGION - US	14685.1 K	1.1%	0.09%	\$0.09
REGION - CALA	1010.5 K	1.4%	0.33%	\$0.10
REGION - CANADA	1153.9 K	1.6%	0.19%	\$0.12
REGION - EUROPE	1423.0 K	1.6%	0.41%	\$0.12
REGION - MEA	1291.7 K	1.1%	0.35%	\$0.03
REGION - APAC	6862.0 K	0.8%	0.19%	\$0.02
Grand Total	26426.5 K	1.1%	0.16%	\$0.07

- Helps with tracking regional engagement trends and insights
- Supports geo-targeting efforts

SS #3	Delivered	CTR	Unsub Rate	Rev/Del
AUDIENCE - Basic New	5964.8 K	0.9%	0.28%	\$0.05
AUDIENCE - Basic Tenured Engaged	13227.2 K	0.8%	0.16%	\$0.06
AUDIENCE - Basic Tenured Unengaged	2760.2 K	0.4%	0.13%	\$0.02
AUDIENCE - Elite New	1449.2 K	2.4%	0.07%	\$0.11
AUDIENCE - N/A (Elite Tenured)	3025.1 K	2.8%	0.04%	\$0.19
Grand Total	26426.5 K	1.1%	0.16%	\$0.07

- Deeper insights into sub-segments of Basic and Elite members
- Waiting on additional Elite Tenured sub-segments to be added (currently N/A)

Secondary Segment Recommendations

- Use new segments to gain deeper insights on campaign & content performance
 - Additional updates will be made to include High-Value Targets
- Measure engagement of Frequently Used Content modules once launched
- Store other segments as needed in secondary segment for reporting purposes

High-Value Targets:

Super Traveler BT-LT
Infrequent BT
Infrequent LT
Premium-Luxury LT
N/A

When requesting, remember to...

- Describe each segment
- Capture the entire audience
- Add a label for easier reporting



For example:

“Please store the following information in secondary segment;
use the label: “STAYER - ”

- RECENT = had a stay in the last 60 days
- UPCOMING = has an upcoming stay in next 60 days
- EVERYONE_ELSE = anyone that does not meet the above criteria

Core MAU: Q1 2022

Sample Creative

(ENG Version)

January 2022

MARRIOTT BONVOY

0 points Member XXXXX4490

Rachael Whitley

You're 10 nights away from Marriott Bonvoy! Start the status.

0 nights This Year

MY BENEFITS BOOK YOUR FIRST STAY

Activ. as of 01/09/2022

Travel With Your Fingertips

Your Journey Is Our Pleasure

Book with the Marriott Bonvoy App or on marriott.com to access the best rates at thousands of extraordinary hotels where you'll feel perfectly at home.

DOWNLOAD THE APP

Earn 2X Points This Spring

Get twice the points when you book your spring break getaway with Homes & Villas by Marriott International.

RESERVE A HOME

Rachael's January Offers

Welcome to the Suite Life

Elevate your next stay with a complimentary room upgrade or discounted suite offer.

BOOK NOW

February 2022

MARRIOTT BONVOY

0 points Member XXXXX4490

Rachael Whitley

You're 10 nights away from Marriott Bonvoy! Start the status.

0 nights This Year

MY BENEFITS BOOK YOUR FIRST STAY

Activ. as of 02/09/2022

Make Every Night Count...Twice. And Earn Bonus Points Faster.

Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night through May 4.

REGISTER NOW

HBO MAX

Stream and Save 65%

As a member, you're invited to get three months of HBO Max (with ads) for just \$10 with code BONVOY14AKSTNDQV02

REDEEM NOW

Rachael's February Offers

Earn Double on Stays and Flights

Register for complimentary access to Your World Rewards™ to earn twice on stays with Marriott Bonvoy® and twice on flights with Emirates Skywards® — and additional benefits on both.

REGISTER NOW

March 2022

MARRIOTT BONVOY

0 points Member XXXXX4490

Rachael Whitley

You're 10 nights away from Marriott Bonvoy! Start the status.

0 nights This Year

MY BENEFITS BOOK YOUR FIRST STAY

Activ. as of 03/09/2022

Get up to 50% More Points. And More Spontaneous Getaways.

Choose the bonus that's best for you. Get up to 50% more points when you buy or gift at least 2,000 points now through March 23. Then get ready to redeem for what you love.

BUY POINTS

6,000 Reasons to Dine

Earn up to 6,000 bonus points with Eat Around Town by Marriott Bonvoy™

ENROLL NOW

Rachael's March Offers

Make Every Night Count...Twice

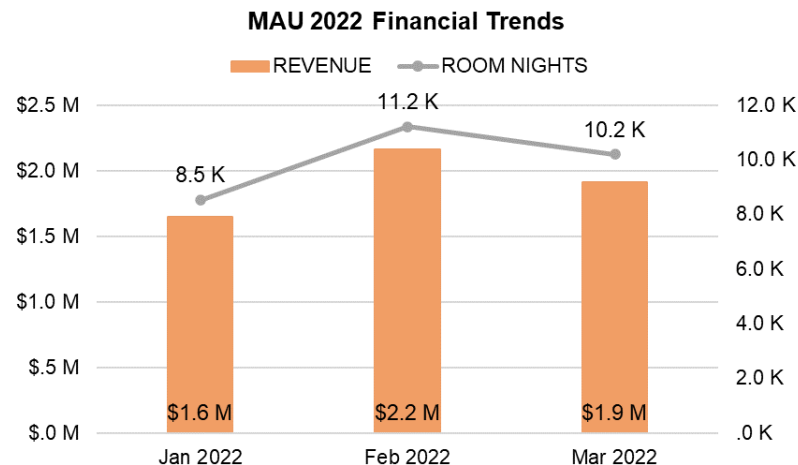
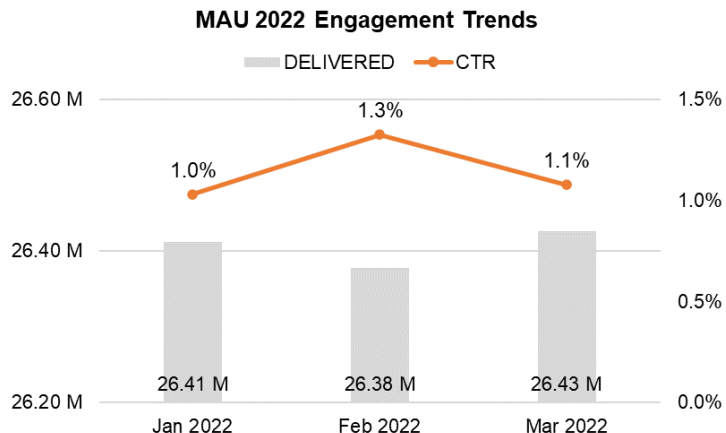
Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night through May 4.

REGISTER NOW

Core MAU: Q1 Engagement Trends

- Engagement was steady compared to previous time periods with slight increases/decreases in CTR, unsub rate, and bookings
- Q1 Global Promo content contributed to Q1 engagement and financial increases
 - Strong engagement in Feb hero placement (30% of clicks & 17% of bookings)
 - Additional activity from March Offers placement (9% of clicks & bookings)

	MAU Q1 2022	YoY	QoQ
Delivered	79.2 M	-1.4%	+0.5%
Clicks	907.2 K	-3.3%	-0.4%
CTR	1.15%	-0.02 pts.	-0.01 pts.
Unsub. Rate	0.14%	-0.01 pts.	-0.03 pts
Bookings	13.4 K	+29.6%	-1.2%
Room Nights	29.9 K	+13.3%	+2.4%
Revenue	\$5.7 M	+36.2%	+13.6%



Core MAU: Regional Content Drives Engagement

**Looked at module engagement outside of header, footer, and account box*

- **Global Promo** continued to drive engagement with Q1 campaign
 - Feb hero was #1 most clicked across all levels and regions (#2 in APAC)
 - March secondary placement was also a strong click-catcher; among the top 4 most clicked
- **Targeted regional content** consistently captured the attention of openers
 - **APAC** Jan & Feb Japan Offers: 21% and 19% of clicks respectively
 - **EMEA** Feb YWR content: 7% and 11% of clicks in Europe & MEA respectively
 - **Europe** Feb Resorts content: 10% of clicks
 - **CALA** March Offers combined: 11% of clicks
- Consider featuring regional offers in the hero to GloPro holdout audiences or during non-Promo months to drive engagement
- Incorporate top content from regional solo's when necessary to support local initiatives and annual goals (ex. Points activation)

Q1 Global Pomo Hero



YWR Offers



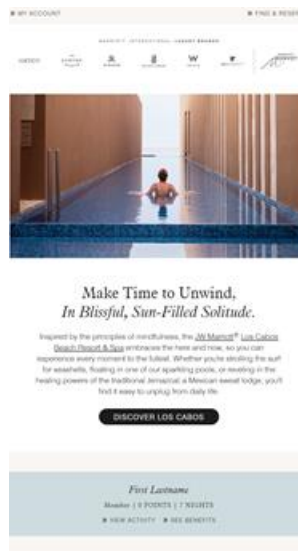
Europe Resorts



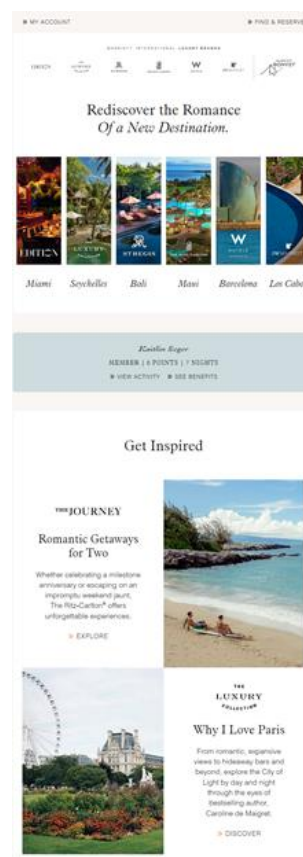
Lux MAU: Q1 2022

Sample Creative

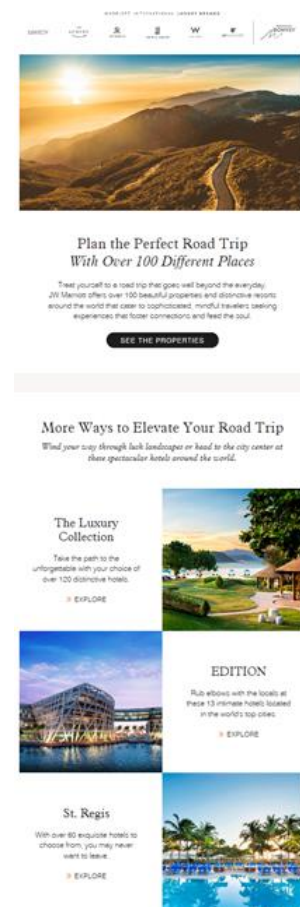
January 2022



February 2022

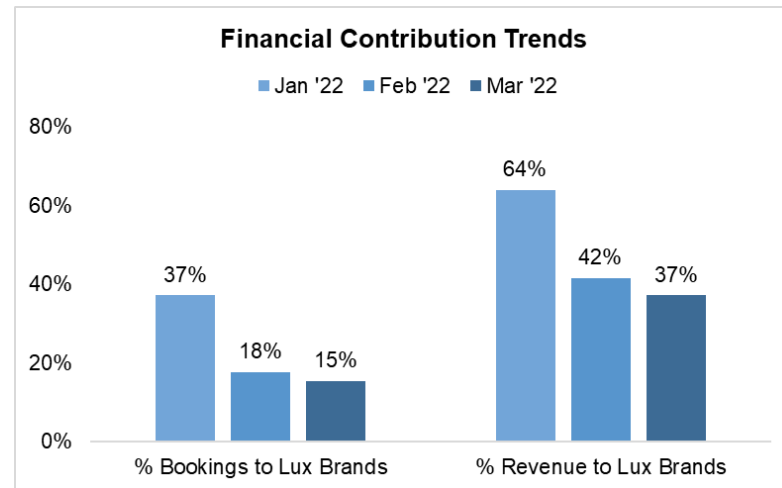
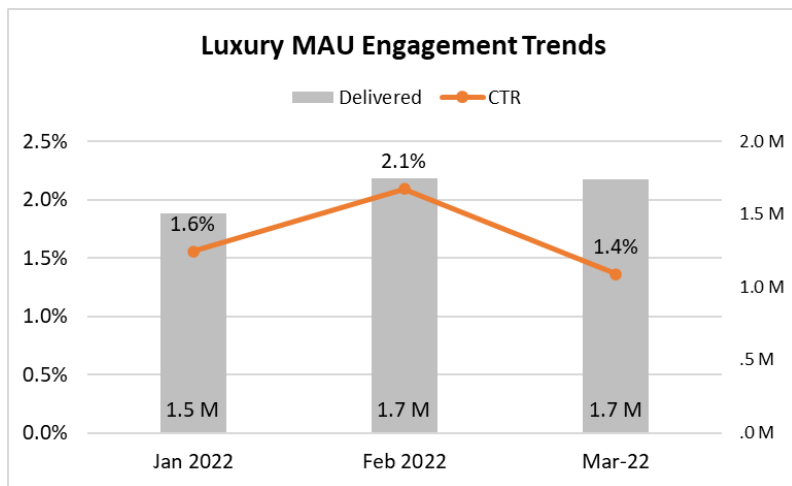


March 2022



Lux MAU Performance Summary: Q1 2022

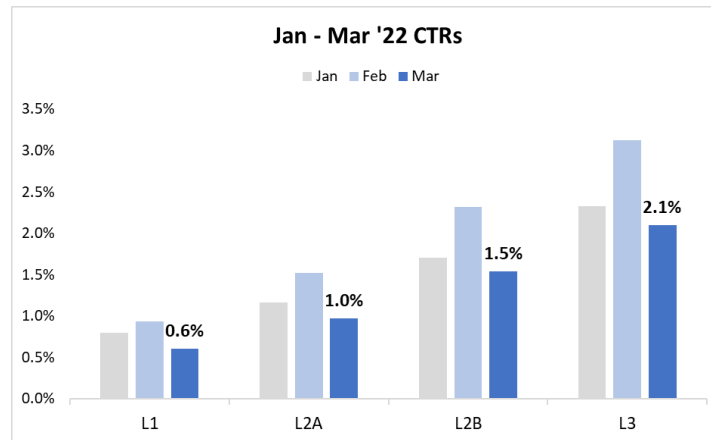
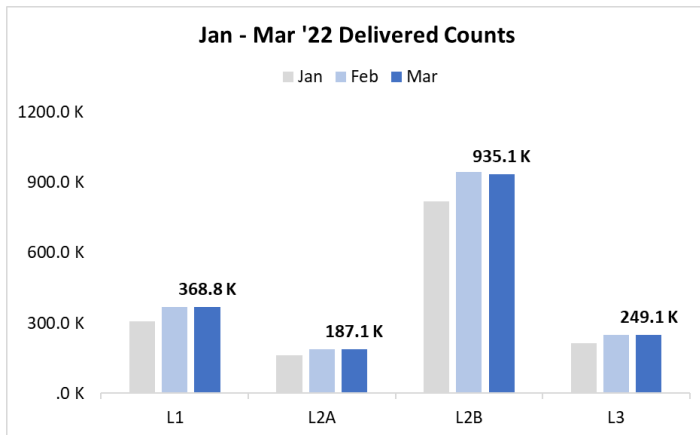
- February engagement was stronger in comparison; new creative treatment plus increased regional content lifted activity
 - February was the second strongest performing campaign since launching in August last year
 - March was more aligned with previous months engagement trends
- Campaign continues to generate strong financial contributions towards luxury brands
- Lux MAU percent of bookings & revenue to luxury brands consistently higher than control group getting Core MAU; bookings were up to 10pts higher, and revenue was up to 25pts higher this quarter



Consistent MoM Engagement Trends

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

- Engagement trends were similar across all segments in Q1
- Feb mailing was a good example of geo-targeting that drove relevancy and engagement
 - Most of the clicks went to new hero module featuring lux brands & destinations around the world
 - Included several targeted modules that called out specific destinations and relevant offers
 - March activity returned to January levels with a broader, listicle approach to road trip theme
- Planning to build upon Feb successes by looking for ways to enhance the global appeal in future mailings



Lux MAU: Top Performing Q1 2022 Content

(Does not include header & footer activity)

- New creative in February hero drove the highest engagement for all (36% of clicks)
- Engagement in offer content was monitored each month from Dec '21 through Mar '22
 - Responses were mixed across segments, but L1 consistently had the lowest performance
 - Global Promo was a consistent top performer with L2A, L2B, and L3
 - Recommending that offer content and frequency vary by segment to maintain engagement
 - Will also leverage insights from Core MAU control group to better understand the performance of offer and regional content
- January hero and new openings modules captured high click activity
 - Hero generated 27% of clicks and New openings ranged from 5-12% of clicks

Feb Hero



Month	Offers
Dec	Escapes, Ritz Reconnect
Jan	Escapes, Plan Ahead/Save
Feb	Escapes, Q1 GloPro, EDITION
Mar	Escapes, Q1 GloPro, Ritz JPN

Jan Hero

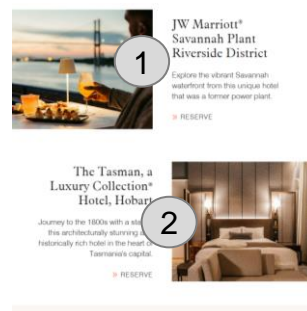


Make Time to Unwind,
In Blissful, Sun-Filled Solitude.

Inspired by the principles of mindfulness, the JW Marriott® Los Cabos *San José Hotel & Spa* embraces the here and now, so you can experience every moment to the fullest. Whether you're sipping the surf for sunsets, floating in one of our sparkling pools, or meeting in the healing powers of the traditional hammock, a Mexican resort lodge, you'll find it easy to unwind from daily life.

DISCOVER LOS CABOS

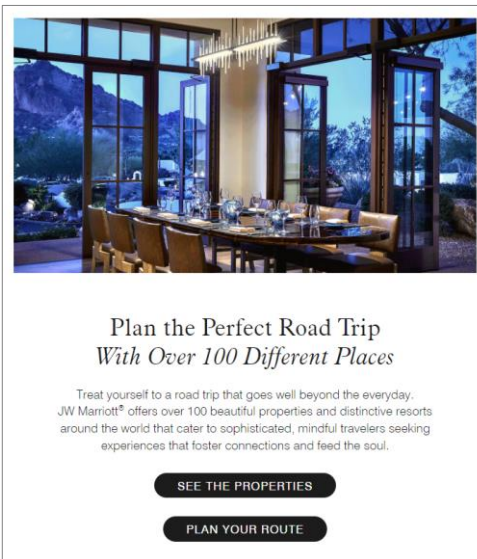
Jan New Openings



TESTING & OPTIMIZATION RESULTS

Lux MAU Hero CTA Copy Test Results

- Tested hero CTA copy in March email to see which approach would lift click activity
 - **CTA 1: SEE THE PROPERTIES (Challenger)**
 - **CTA 2: PLAN YOUR ROUTE (Control)**
- Challenger drove more hero CTA clicks and a higher CTR than Control version
 - Additional bookings were also captured; Control version only had 5 bookings in total
- Consider additional testing in Q2/3 to better understand engagement patterns



Results by Segment	L1	L2A	L2B	L3	Total
Challenger: "See The Properties"					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23

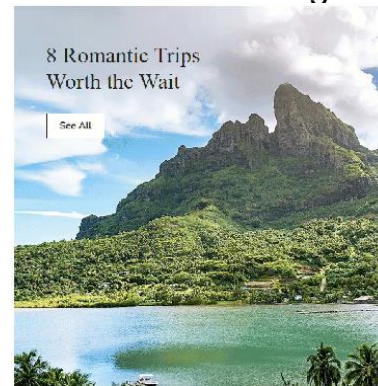
Traveler Hero Module Test #2

- Conducted 2nd A/B test (50/50 split) in Feb '22 mailing
- Tested 2 hero versions (BAU vs. Challenger with higher CTA)
- Results were similar the to first test in Dec '21 where click counts were similar for both groups, but results did not reach statistical significance this time
 - Challenger generated a slightly higher # of bookings: Control 30 and Challenger 40
- Results for March test are being reviewed; insights will drive future testing and hero module selections

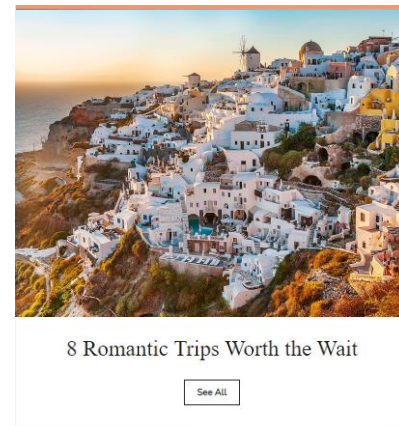
Hero Versions	Delivered	Hero Clicks	Hero Clicks Lift*	Hero CTR	Hero CTR Lift
Hero A	5,777,779	56,918		0.99%	
Hero B	5,777,237	57,003	+0.15%	0.99%	+0.00 pts.

*Test results not statistically significant

Hero A - Challenger



Hero B - BAU



EMEA Regional Solo: Using Poll Results For 1:1 Personalization

- Used previous click data to target the Dec '21 poll clickers with a personalized module in Jan '22
 - Openers that responded to the Dec poll saw a Resorts module thanking them for responding and linking to additional content based on poll response
- Campaign captured additional clicks from non-responders by showing a poll results module with links to each answer
 - Including previous poll results engaged those who didn't engage last month
- Poll response module was #3 most clicked overall; engagement was consistent across most regions
- Plans are in place to continue approach in future mailings and to test placement and messaging of personalized content

Targeted: Answered poll

#1

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



#2

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



#3

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



#5

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE [ACTIVITY] RESORTS



Targeted: Didn't answer poll

Results: Resorts Poll

We asked, "What's your resort style?" and here are the results. Click below to find resorts that match your travel style.

- » 48% BEACHSIDE BLISS
- » 13% SPA DAY, EVERY DAY
- » 24% 18 HOLES OF GOLF
- » 15% SKI IN, SKI OUT



ACTIONABLE INSIGHTS

Actionable Insights

Standard Secondary Segments:

- Use new segments to gain deeper insights on campaign & content performance
- Measure engagement of Frequently Used Content modules once launched
- Store other segments as needed in secondary segment for reporting purposes

Core MAU:

- Consider featuring regional offers in the hero to GloPro holdout audiences or during non-Promo months to drive engagement
- Incorporate top content from regional solo's when necessary to support local initiatives and annual goals (ex. Points activation)



Actionable Insights

Lux MAU:

- Build upon Feb regional content successes by looking for ways to enhance the global appeal in future mailings: geo-targeted hero, calling out specific locations in body copy, include strong regional offers, geo-targeted property features
- Vary offer content and frequency by segment to maintain engagement
- Leverage insights from Core MAU control group to better understand the performance of offer and regional content
- Continue hero CTA copy testing in Q2/3 to better understand engagement patterns

Test & Learn:

- Leverage higher CTA hero test results in future Traveler mailings; track engagement trends
- Plans are in place to continue using poll click data to personalize content in future EMEA regional solos; also testing placement and messaging approach of personalized content

Thank You!

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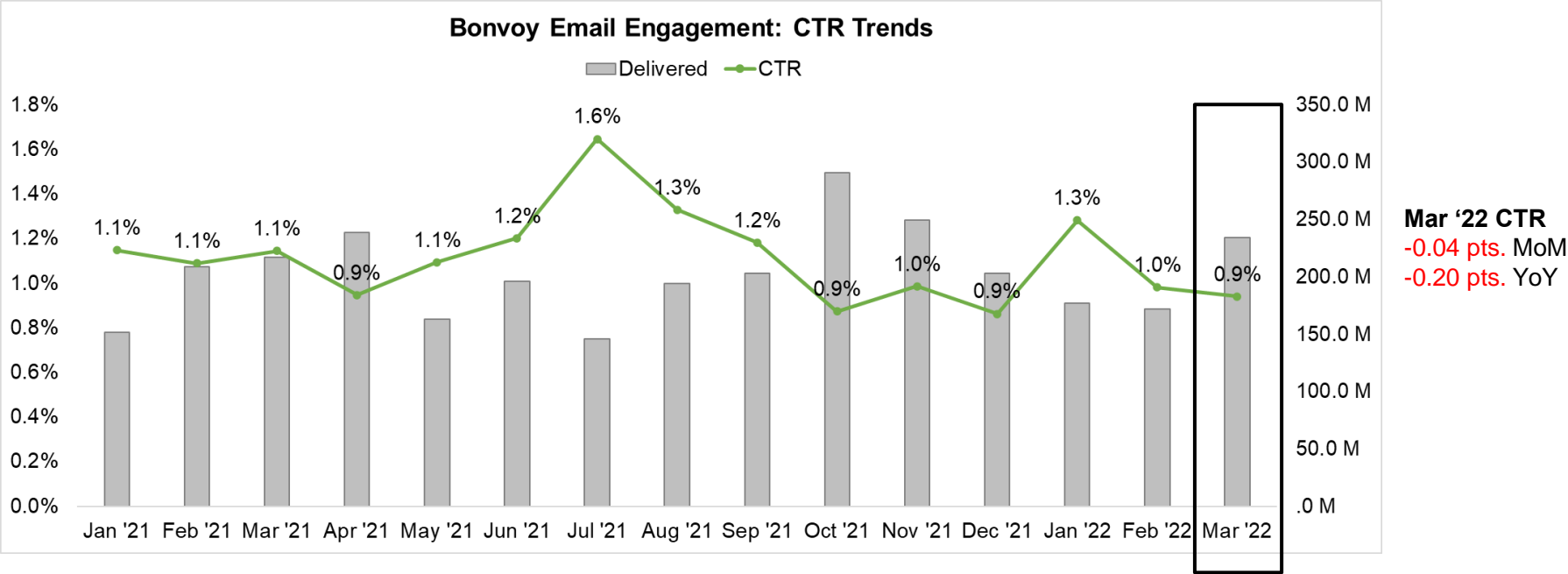


APPENDIX

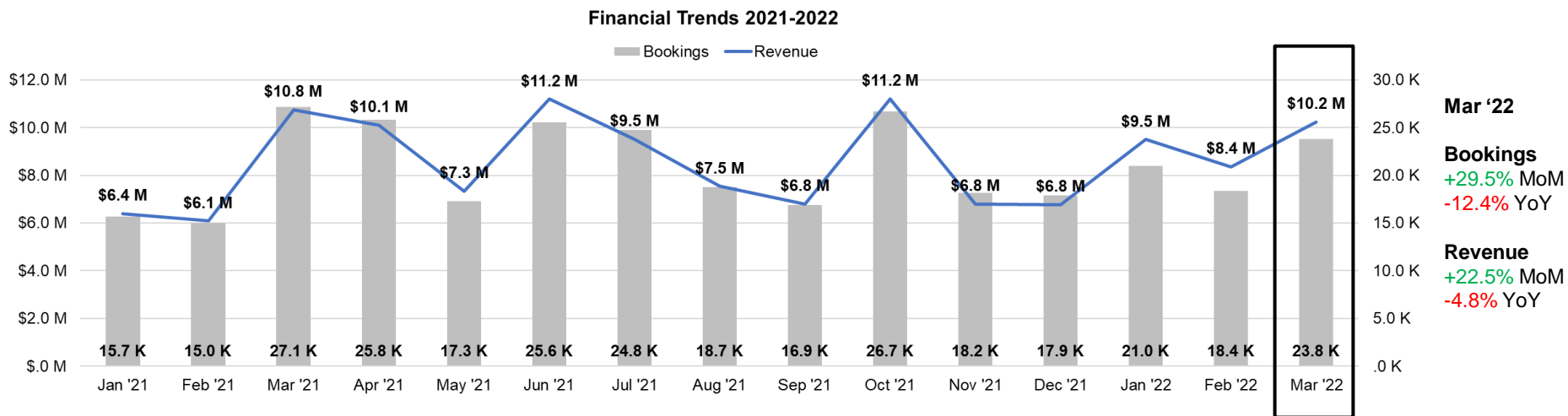
Campaign Dashboard Categories

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

Engagement Trends



Financial Trends



Financial data: Omniture 7-day cookie

2022 Campaign Category Dashboard

Jan-Mar 2022

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Moments	Partner	Promotions	Travel Inspiration	Regional
% of Delivered Emails		11.2%	19.7%		9.5%	22.9%	5.0%	0.1%	1.2%	2.0%	4.9%	16.2%	6.9%	0.3%
DELIVERED	585.1 M	65.6 M	115.3 M		55.5 M	134.1 M	29.1 M	.9 M	7.0 M	11.7 M	28.8 M	94.8 M	40.2 M	1997.5 K
DELIVERY RATE	99.0%	99.7%	99.5%		99.6%	98.6%	99.5%	93.5%	95.5%	99.8%	99.6%	98.1%	99.5%	99.2%
OPEN	100.0 M	9.6 M	11.0 M		12.3 M	28.3 M	2.2 M	187.8 K	2.1 M	2.2 M	5.0 M	17.6 M	9.1 M	408.6 K
OPEN RATE	17.1%	14.6%	9.5%		22.2%	21.1%	7.7%	21.5%	29.7%	18.9%	17.2%	18.6%	22.7%	20.5%
CLICK	6.2 M	1.2 M	515.4 K		479.8 K	1.7 M	225.3 K	6.6 K	311.8 K	115.6 K	109.9 K	1.2 M	327.4 K	22.0 K
CTR	1.06%	1.83%	0.45%		0.87%	1.23%	0.77%	0.76%	4.45%	0.98%	0.38%	1.29%	0.81%	1.10%
CTOR	6.2%	12.5%	4.7%		3.9%	5.8%	10.1%	3.5%	15.0%	5.2%	2.2%	6.9%	3.6%	5.4%
UNSUB	1.0 M	176.9 K	177.3 K		90.1 K	195.9 K	32.2 K	2.3 K	39.2 K	7.1 K	38.4 K	179.9 K	59.8 K	5.6 K
UNSUB RATE	0.17%	0.27%	0.15%		0.16%	0.15%	0.11%	0.26%	0.56%	0.06%	0.13%	0.19%	0.15%	0.28%
BOOKINGS	63.1 K	1.8 K	9.9 K		6.3 K	25.2 K	2.7 K	17	3.3 K	.7 K	1.0 K	10.8 K	1.4 K	87
ROOM NIGHTS	146.2 K	5.4 K	19.5 K		15.5 K	58.1 K	6.1 K	26	8.4 K	1.5 K	2.2 K	25.8 K	3.3 K	246
REVENUE	\$28.1 M	\$1.4 M	\$3.0 M		\$3.2 M	\$11.4 M	\$1.2 M	\$3.5 K	\$1.7 M	\$267.7 K	\$419.3 K	\$4.7 M	\$697.3 K	\$48.0 K
CONVERSION RATE	1.02%	0.15%	1.92%		1.31%	1.52%	1.20%	0.26%	1.06%	0.59%	0.88%	0.88%	0.43%	0.40%
BPK	0.11	0.03	0.09		0.11	0.19	0.09	0.02	0.47	0.06	0.03	0.11	0.03	0.04

Lux MAU Hero CTA Copy Test Results

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HERO CTA Performance Results	L1	L2A	L2B	L3	Total
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Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23
Control					
Total Delivered	184,136	92.7 K	433.6 K	116.1 K	826.6 K
Module Clicks	260	151	1.2 K	473	2.1 K
Module CTR	0.14%	0.16%	0.27%	0.41%	0.25%
Module Bookings			4	1	5



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SEE THE PROPERTIES

PLAN YOUR ROUTE

