



Marriott Bonvoy


Q1 2023 Email Performance Review

May 1, 2023

MARRIOTT
BONVOY



THE DALMAR, FORT LAUDERDALE,
A TRIBUTE PORTFOLIO HOTEL, FLORIDA, USA



Today's Agenda

- Quarterly Plan and Roadmap
- Q1 2023 Performance Summary
- Campaign Highlights
- Testing & Optimizations Insights
- Actionable Insights

Quarterly Plan & Roadmap

2023 Email Channel/Outbound Comms Marketing Roadmap

	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Quarterly Review Meetings	May 1	Jul 27	Oct 26	Jan 2024
Channel Infrastructure	MRW Sunset	Global Taxonomy: Email Testing		
Channel Health & Optimization	Video Hero Testing (Moments)	Decisioning Test (Phased Approach)		
	B+T Email Process Optimizations / Evaluation	Jebbit: Quiz, Preferences		
Loyalty Program Led Communications	Onboarding / Everyday Earn Ph. 2	First 100-Days Messaging Test		
	Re-Launching Loyalty Triggers	Growth Initiatives / Airline Partners in Lifecycle Campaigns		
	Year-End Processing: Achievers Refresh	Core MAU Refresh	Cross-Channel Message Support (e.g. Onboarding in Mobile App)	
Member & Guest Outbound Communications		eAppend		
	Dist. Marketing Platforms: METT Migration	Dist. Marketing Platforms: LCB / LPA / DAC / MBOP Migration		
	Consent Practices & Contactability			
Evolution Opportunities	Push Marketing Strategy & Rollout	SMS Strategy & Rollout		
	Scope: Email & Audience Dashboard Connections, Value of Email Address, Enhance Brand Partnerships, Landing Page Optimization, Community / Crowdsourcing			
		Paid-Owned Email Test		

Ongoing Workstream:

- Email Support (e.g. Global Promo, Cobrand, Partnerships)
- Localization Support (e.g. Languages, Templates, Global/Local)
- Email List Strategies: Growth, Benchmarking, Goal Measurement, Testing & Learning, STO Optimization
- Luxury Strategy: Offers, Segmentation, Max ADR, Cobrand
- Updating Frequently Used Content Modules
- Migrating Campaigns to ACC
- Developing New Segment Messages (e.g. Opportunity Segments)
- Leveraging 3rd Party Data
- Optimizing Workflow

Q1 Actions Taken

- Developed creative and deployment process for First 100 Days focused on digital and points activation
- Completed year-end processing of member accounts and related communications (Achievers Refresh)
- Launched the Ambassador section of the Global Preference Center
- Conducted Moments video test
- Refreshed Core MAU
- Re-launched Incent Redemption and Hello Again automated triggers
- Developed marketing strategy, guidelines and use cases for push messages

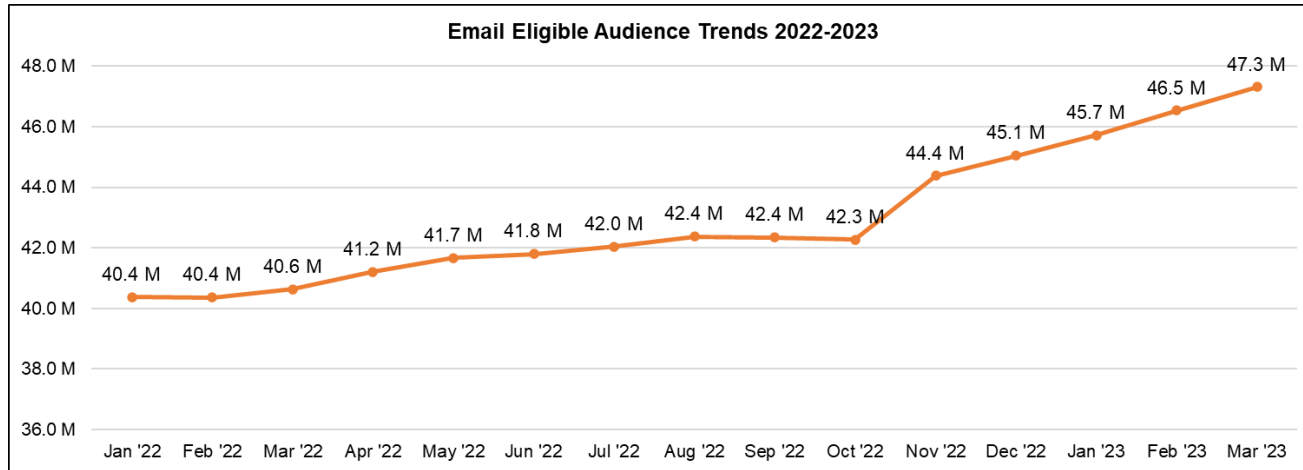
Looking Ahead

- Launching First 100 Days Lifecycle campaign in June
- ATM pull-through into Lifecycle campaigns and cross-channel implementation
- Jebbit First 100 Days Preference Collection
- Launching Decisioning Test
- Launching Gated Offer in May
- Mobile App -- Enrollment POC and Onboarding
- Continuing to build 3rd party data use cases
- Global Taxonomy: Testing framework with Wanderlust
- Global/Local: Push is next phase
- METT Migration to PCM
- Launching eAppend communications
- Launching Paid-Owned Email Test (Staycation)

Q1 2023 PERFORMANCE SUMMARY

47.3 M Emailable Customers (+1.7% MoM)

- Net increase MoM of +773.7 K in total emailable customers
 - Increase of +558.7 K (+1.7%) in Members
 - Increase of +215.0 K (+1.6%) in Non-Members



Email Eligible (total)	47.3 M
MoM	+1.7% +773.7 K
Members	33.4 M
MoM	+1.7% +558.7 K
Non-Members	13.9 M
MoM	+ 1.6% +215.0 K

Report Date = Apr 1, 2023

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

Q1 2023 Performance Summary

	Quarterly	Q1 '23	QoQ	YoY
Engagement	Delivered	863.2 M	18.7% 136.2 M	47.5% 278.1 M
	Clicks	7.3 M	27.6% 1579.1 K	18.0% 1.1 M
	CTR	0.9%	+0.1 pts.	-0.2 pts.
	Unsub%	0.18%	+0.01 pts.	+0.01 pts.
Financials	Bookings	52.7 K	12.2% 5.7 K	-16.5% -10.4 K
	Room Nights	118.5 K	14.9% 15.4 K	-19.0% -27.7 K
	Revenue	\$24.4 M	28.3% \$5.4 M	-13.2% -\$3.7 M
	Conv%	0.72%	-0.10 pts.	-0.30 pts.

- Increases in deliveries and click volumes were impacted by larger Q1 campaigns -- Global Promo and Lifecycle campaigns that were not delivered in Q4; additional deliveries for Partner and HVMB campaigns in Q1 compared to Q4 also impacted delivery increases.
- Overall CTR of 0.9% was a +0.1 pt. increase over Q4 but a slight decline compared to prior year.
- Unsub rate of 0.18% was mostly flat QoQ and YoY.
- Q1 Global Promo, Cobrand ACQ, METTs and the Incent Redemption solo drove QoQ bookings and revenue increases
 - YoY financial declines were impacted by booking declines from larger campaigns like Core MAU and Americas solos.

*Financials were impacted by the email attribution tracking issues that are currently being researched.

Q1 2023 Performance Summary

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Deliveries	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Promotions		162.1 M	18.8%	1.4 M	0.88%	0.19%	13.4 K	\$6.6 M	0.94%
QoQ	Q1GloPro, ATM	-5.18%	-4.7 pts.	52.11%	+0.33 pts.	+0.01 pts.	70.83%	108.39%	+0.11 pts.
YoY		76.32%	+3.1 pts	24.35%	-0.37 pts.	0.0 pts.	28.99%	44.87%	+0.04 pts.
Cobrand ACQ		154.4 M	17.9%	251.1 K	0.16%	0.19%	2.9 K	\$1.3 M	1.14%
QoQ	Chase Dual BAU, Amex BAU, regional	45.38%	+3.3 pts.	34.38%	-0.02 pts.	+0.02 pts.	32.19%	45.61%	-0.02 pts.
YoY		43.70%	-0.5 pts.	11.96%	-0.05 pts.	+0.03 pts.	-11.20%	1.69%	-0.29 pts.
Core MAU		85.8 M	9.9%	566.4 K	0.66%	0.14%	3.5 K	\$1.6 M	0.62%
QoQ	Core MAU	5.04%	-1.3 pts.	-29.71%	-0.33 pts.	+0.02 pts.	-57.43%	-50.24%	-0.41 pts.
YoY		8.31%	-3.6 pts.	-37.57%	-0.49 pts.	0.0 pts.	-73.68%	-71.82%	-0.86 pts.
Global - Local		64.9 M	7.5%	456.0 K	0.70%	0.19%	2.1 K	\$1.2 M	0.47%
QoQ	Americas, CALA, EMEA solos	12.16%	-0.5 pts.	6.96%	-0.04 pts.	+0.02 pts.	-46.30%	-36.06%	-0.47 pts.
YoY		85.14%	+1.5 pts	54.85%	-0.14 pts.	0.0 pts.	-33.28%	-33.29%	-0.62 pts.
METT		46.0 M	5.3%	374.5 K	0.81%	0.19%	2.7 K	\$1.5 M	0.72%
QoQ	METT's	15.74%	-0.2 pts.	44.06%	+0.16 pts.	+0.06 pts.	48.89%	55.44%	+0.03 pts.
YoY		55.35%	+0.2 pts.	64.86%	+0.04 pts.	+0.08 pts.	-1.32%	17.58%	-0.48 pts.
Partners		39.1 M	4.5%	203.4 K	0.52%	0.11%	824	\$296.7 K	0.41%
QoQ	Uber, UA, Delta	170.16%	+2.5 pts.	209.20%	+0.07 pts.	+0.01 pts.	152.76%	159.87%	-0.09 pts.
YoY		104.61%	+1.2 pts.	136.97%	+0.07 pts.	-0.03 pts.	21.35%	-1.31%	-0.38 pts.
Lifecycle		17.2 M	2.0%	741.6 K	4.32%	0.26%	6.2 K	\$2.6 M	0.84%
QoQ	Welcome, Redemption, Pts Expiration	19.41%	0.0 pts.	-13.88%	-1.67 pts.	-0.02 pts.	-9.93%	0.93%	+0.04 pts.
YoY		115.34%	+0.6 pts.	192.52%	+1.14 pts.	-0.22 pts.	158.77%	147.37%	-0.11 pts.
Cobrand ECM		10.4 M	1.2%	233.8 K	2.24%	0.03%	3.8 K	\$984.7 K	1.63%
QoQ	Newsletters, Welcome, FNA, ENC	15.66%	0.0 pts.	-4.20%	-0.46 pts.	0.0 pts.	42.58%	47.80%	+0.54 pts.
YoY		34.33%	-0.1 pts.	-18.82%	-1.46 pts.	-0.01 pts.	-42.97%	-40.97%	-0.69 pts.
Other Comms		283.2 M	32.8%	3.0 M	1.08%	0.19%	17.3 K	\$8.4 M	0.57%
QoQ	All other campaign types	21.73%	+0.8 pts.	57.56%	+0.24 pts.	+0.01 pts.	+0.33 pts.	49.80%	-0.11 pts.
YoY		36.87%	-2.6 pts	10.40%	-0.26 pts.	+0.01 pts.	-0.16 pts.	-20.25%	-0.17 pts.
Total		863.2 M	100.0%	7.3 M	0.85%	0.18%	52.7 K	\$24.4 M	0.73%
QoQ		18.73%	-	27.60%	+0.06 pts.	+0.01 pts.	12.2%	28.27%	-0.09 pts.
YoY		47.53%	-	17.98%	-0.21 pts.	+0.01 pts.	-16.49%	-13.19%	-0.29 pts.

- Other Comms made up the largest proportion of Q1 deliveries at 32.8% and had a significant impact to QoQ delivery increase of +18% -- primarily from Brand, Travel Inspiration and Engagement campaigns
- The QoQ CTR increases for Promotions and Other Comms had the most significant impact to the overall +0.06 pt. increase in Q1 CTR compared to all campaign types.
- Lifecycle campaigns generated the highest CTR at 4.32%
 - Lifecycle also saw the highest YoY revenue increase at +147%
- Other Comms generated the most revenue overall at \$8.4M, followed by Promotions at \$6.6M and Lifecycle at \$2.6M.
- Promotions, Cobrand ACQ, METT and Lifecycle drove both QoQ and YoY revenue increases

*Financials were impacted by the email attribution tracking issues that are currently being researched.

Q1 2023 Performance Summary

by Campaign Type – Other Communications Only

- Other Comms made up 32.8% of overall Q1 deliveries
- The largest proportion of Other Comms deliveries were from Brand (10.1%), Travel Inspiration (9.6%) and Engagement (9.2%)
 - Among these larger campaign types, Engagement drove the highest CTR at 1.15%.
- Engagement mailings also drove the most revenue among Other Comms at \$4.9M

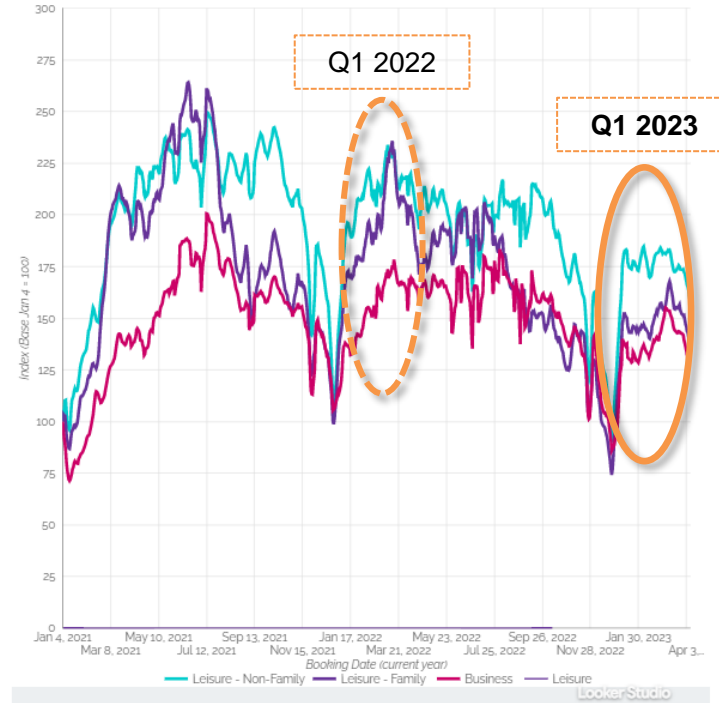
Campaign Type	Ex. Emails	Delivered	% of Deliveries	Clicks	CTR	Unsub%	Bookings	Revenue	Conv%
Other Comms		283.2 M	32.8%	3.0 M	1.08%	0.19%	17.3 K	\$8.4 M	0.57%
Brand	HVMB solos	87.1 M	10.1%	775.0 K	0.89%	0.24%	709	\$434.3 K	0.09%
Travel Inspiration	Traveler, Wanderlust	83.0 M	9.6%	612.6 K	0.74%	0.19%	1.9 K	\$944.0 K	0.30%
Engagement	Re-Engage Series, Escapes, Boutiques, Moments	79.3 M	9.2%	910.8 K	1.15%	0.13%	11.2 K	\$4.9 M	1.23%
Ritz-Carlton Enews	--	11.3 M	1.3%	167.7 K	1.49%	0.25%	12	\$9.06 K	0.01%
Informational	SNA deposit, pref. change	11.0 M	1.3%	324.3 K	2.93%	0.13%	1.4 K	\$722.1 K	0.44%
Lux MAU	--	7.0 M	0.8%	142.4 K	2.04%	0.08%	1.7 K	\$1.2 M	1.16%
OPTIN	--	492.9 K	0.1%	34.0 K	6.90%	2.14%	113	\$64.7 K	0.33%
Research	Surveys	87.4 K	0.0%	4.2 K	4.84%	0.35%	3	\$827	0.07%
MBV Q1 2023 Total		863.2 M	100.0%	7.3 M	0.85%	0.18%	52.7 K	\$24.4 M	0.73%

*Financials were impacted by the email attribution tracking issues that are currently being researched.

U.S. Domestic Travel Trends

- This chart shows relative booking volume in the U.S. Each of the lines shown are bookings relative to that particular sector (business travelers, solo or couple leisure travelers or family travelers with 3+ flyers).
- Overall bookings in Q1 2023 are down compared to prior year across all sectors.

Hotel Volume by Purpose



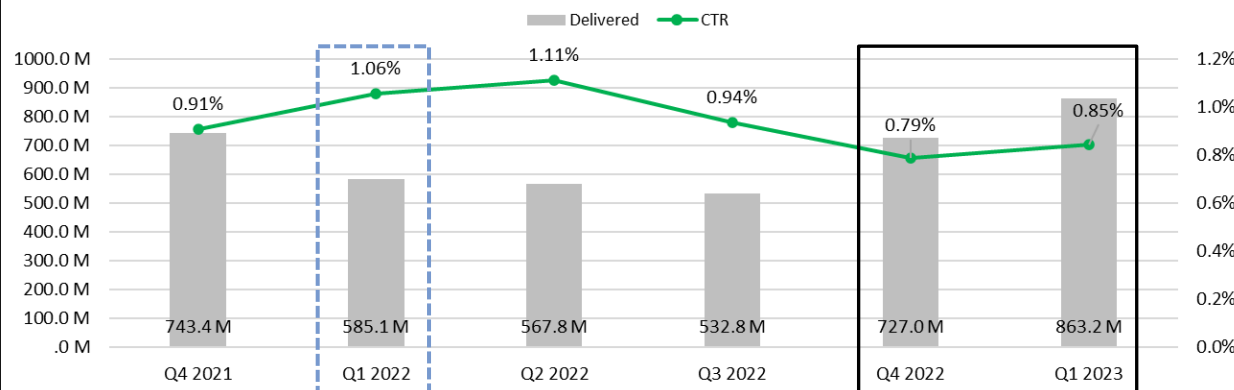
* the index shows the relative bookings compared to bookings for Jan 2 – each set of bookings (e.g., business hotels) is indexed relative to itself

Source:
Adara.com

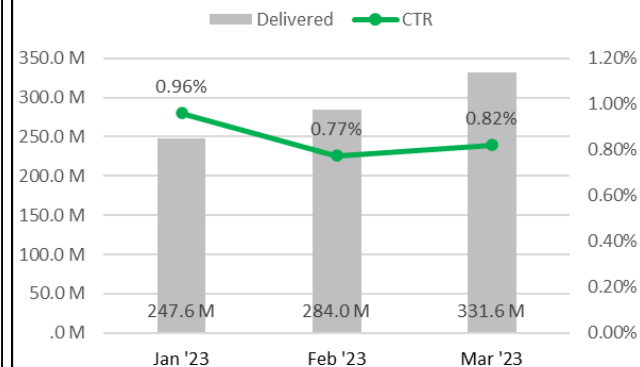
QoQ and YoY Engagement Trends

- Higher delivery volume in Q1 compared to Q4 impacted by:
 - Campaigns that did not mail in Q4 -- Global Promo, Achievers Refresh and Incent Redemption
 - Campaigns that drove delivery increases QoQ -- Homes & Villas, Cobrand Acquisition, and Partner campaigns (Uber, Airlines, Marriot Vacation Club)
- QoQ CTR increase (+0.06 pts.) impacted by strong engagement from larger campaigns like Q1 Global Promo, Moments and newly launched Lifecycle campaigns (Downgrade and Incent Redemption).
- YoY delivery increase coming from more mail volume for Q1 Global Promo, Uber LTO, Lifecycle campaigns, Cobrand ACQ and HVMB mailings; CTR decrease (-0.2 pts.) impacted by less overall engagement from Core MAU and some regional solos

**Bonvoy Quarterly Engagement Trends
2021-2023**

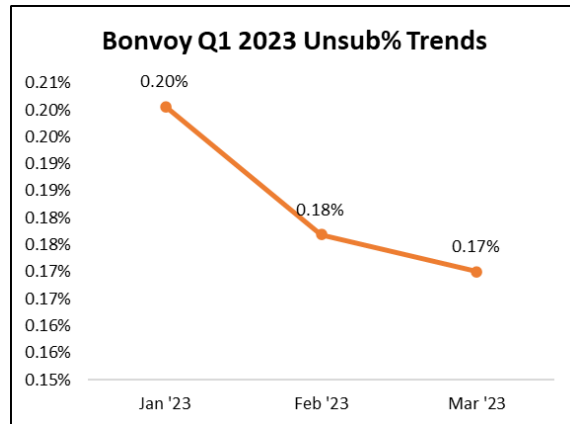
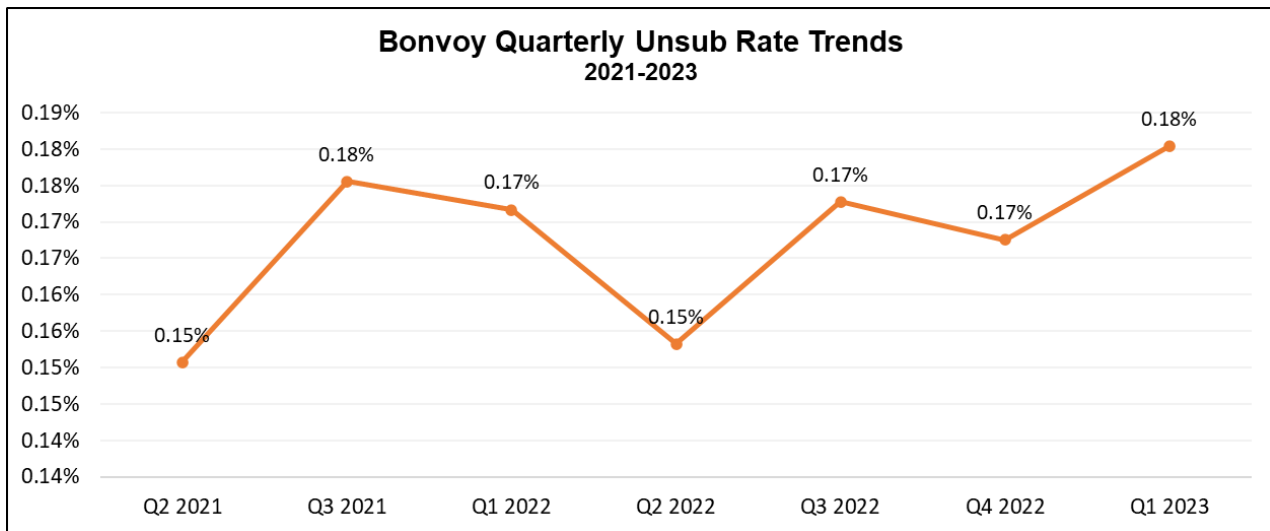


**Bonvoy Q1 2023
Engagement Trends**



Steady Unsubscribe Rate Trend

Q1 unsub rate of 0.18% is slightly higher compared to Q4; still below the unsub rate benchmark of 0.20%.

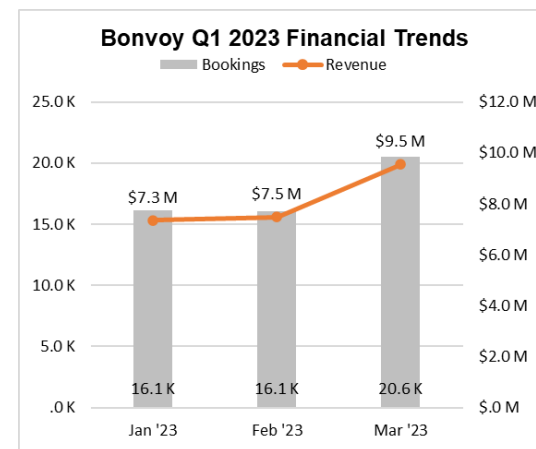
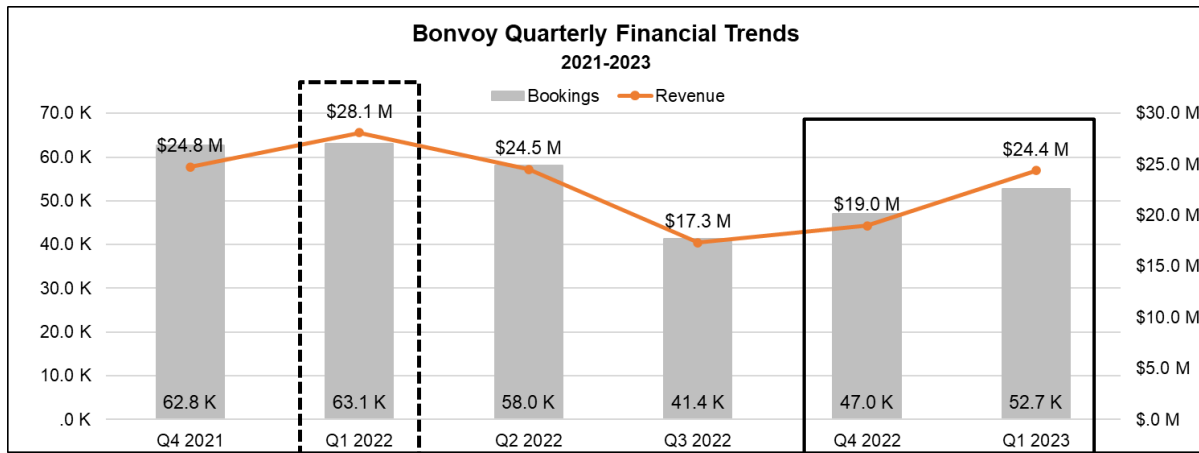


Unsub. rate impacted by Oct '21 and Nov '21 data discrepancies; Q4 2021 is excluded from trend chart.

Q1 2023 Revenue of \$24.4 M (+\$5.4M QoQ)

- QoQ revenue increase of +\$5.4M impacted by Q1 Global Promotion, Partner campaigns, Achievers Refresh, Incent Redemption mailings, as well as the app-exclusive POC test, that were not delivered in Q4.
 - The App-Exclusive POC Test waves that mailed in March contributed \$1.6M to the overall MoM revenue increase that month.
- YoY revenue decrease impacted by booking declines from larger campaigns like Core MAU and Americas solos.









Q1 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev
Q1 2023 Global Promotion	108.3 M	8.7 K	\$4.4 M	0.8%	17.9%
Re-Engage Series	8.1 M	7.2 K	\$3.2 M	3.7%	15.3%
Core MAU	85.8 M	3.5 K	\$1.6 M	0.6%	7.8%
App-Exclusive POC Test	33.8 M	3.2 K	\$1.6 M	1.8%	7.6%
Cobrand	153.4 M	3.8 K	\$1.6 M	1.0%	6.7%
Incent Redemption	7.0 M	3.3 K	\$1.3 M	1.3%	6.1%
Luxury MAU	7.0 M	1.7 K	\$1.2 M	1.2%	5.6%
Americas	34.6 M	1.4 K	\$685.2 K	0.8%	3.3%
Moments	22.0 M	1.3 K	\$587.6 K	0.5%	2.8%
Downgrade	3.2 M	1.1 K	\$476.5 K	0.4%	2.3%
Total	463.1 M	35.0 K	\$16.5 M	0.97%	67.4%











Positive Member Engagement Trends

- Titanium, Ambassador and Non-members saw QoQ delivery decreases; all other levels saw increases; annual member account processing in Q1 could have impacted shifts for some levels
- CTRs saw a MoM decrease in February, then rebounded in March for all levels except Non-members; Titanium was the most engaged member level throughout Q1, followed by Ambassador
- For most levels, overall unsub rates were mostly flat throughout Q1; Basic saw slight overall decrease

Trend line = Oct 2022 – Mar 2023

		Jan '23	Feb '23	Mar '23	Engagement Trends
NON-MEMBER	Del.	39.7 M	36.8 M	36.5 M	QoQ -2.0% (-2.4 M)
	CTR	0.34%	0.35%	0.41%	
	Unsub%	0.46%	0.40%	0.38%	
BASIC	Del.	128.5 M	155.2 M	191.2 M	QoQ +11.5% (+49.0 M)
	CTR	0.64%	0.54%	0.57%	
	Unsub%	0.17%	0.16%	0.15%	
SILVER	Del.	18.7 M	22.1 M	26.2 M	QoQ +10.7% (+6.5 M)
	CTR	1.55%	1.09%	1.34%	
	Unsub%	0.08%	0.07%	0.09%	
GOLD	Del.	20.2 M	25.5 M	26.2 M	QoQ +1.8% (+1.3 M)
	CTR	2.09%	1.43%	1.54%	
	Unsub%	0.07%	0.07%	0.08%	

		Jan '23	Feb '23	Mar '23	Engagement Trends
PLATINUM	Del.	6.6 M	8.5 M	9.8 M	QoQ +3.0% (+719.5 K)
	CTR	3.19%	2.07%	2.64%	
	Unsub%	0.04%	0.05%	0.05%	
TITANIUM	Del.	6.2 M	7.9 M	7.4 M	QoQ -4.5% (-1.0 M)
	CTR	3.54%	2.10%	2.45%	
	Unsub%	0.04%	0.05%	0.05%	
AMBASSADOR	Del.	1.2 M	1.5 M	1.0 M	QoQ -13.2% (-570.2 K)
	CTR	3.42%	1.98%	2.52%	
	Unsub%	0.03%	0.05%	0.04%	
MEMBER	Del.	181.5 M	220.7 M	261.7 M	QoQ +9.2% (+55.8 M)
	CTR	1.10%	0.83%	0.88%	
	Unsub%	0.14%	0.13%	0.13%	

QUARTERLY CAMPAIGN HIGHLIGHTS

Award-Winning Communications

Elite Member Inbox View

Core MAU

Lux MAU

Moments Solos

Priority Messaging:

- 1. Q1 2023 Global Promo*
- 2. US/Canada Demand Gen (Americas)*
- 3. Marriott Bonvoy Escapes*
- 4. HVMB (Homes & Villas)*

10 Award-Winning 2022 Email Communications

Awards were announced March 2023



Project Wanderlust (September)



- **Americas (July)**
- **Boutiques (August)**
- **CALA Regional Solo (April)**
- **EMEA Regional Solo (July)**
- **Lux MAU Newsletter (February)**
- **Onboarding Pathways & Everyday Earn Solos**
- **The Ritz-Carlton Newsletter (July)**
- **Traveler Newsletter (May)**



Core MAU – Year in Review (December)

Platinum Elite Inbox: Q1 2023 Snapshot

Luxury Member (L2B or L3)

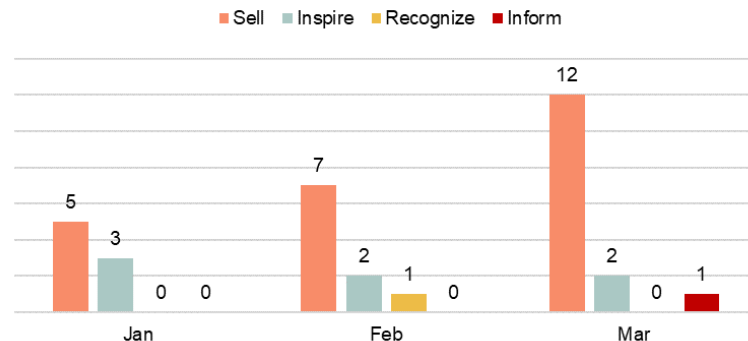
- As mailings ramped up each month in Q1, most of the received emails were loyalty messages (33 in total)
- March volumes increased after receiving several booking confirmations, an MVW solo, and retail site emails
- Inbox mix mostly sell, followed by inspiration
- Continue planning for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings

of Emails

Email Type*	Jan	Feb	Mar
Loyalty	8	10	15
Non-Loyalty	0	0	17
Inbox Total	8	10	32

Non-Loyalty Msg = Res. confirmation, Retail sites, MVW

Monthly Loyalty Email Types



Key: Email Types

- **Sell**: Promo, Boutiques, Cobrand ACQ, METTs
- **Inspire**: Traveler, Wanderlust, Moments, Ritz eNews, Lux MAU
- **Recognize**: Program Acknowledgement, Suite Night Award
- **Inform**: MAU, Cobrand ECM Newsletter, Program Update

January
2023

Week 2: 1/8 – 1/14

Week 3: 1/15 – 1/21

Week 4: 1/22 – 1/28

1/9



1/9



1/11



1/14



1/16



1/20



1/23



1/27

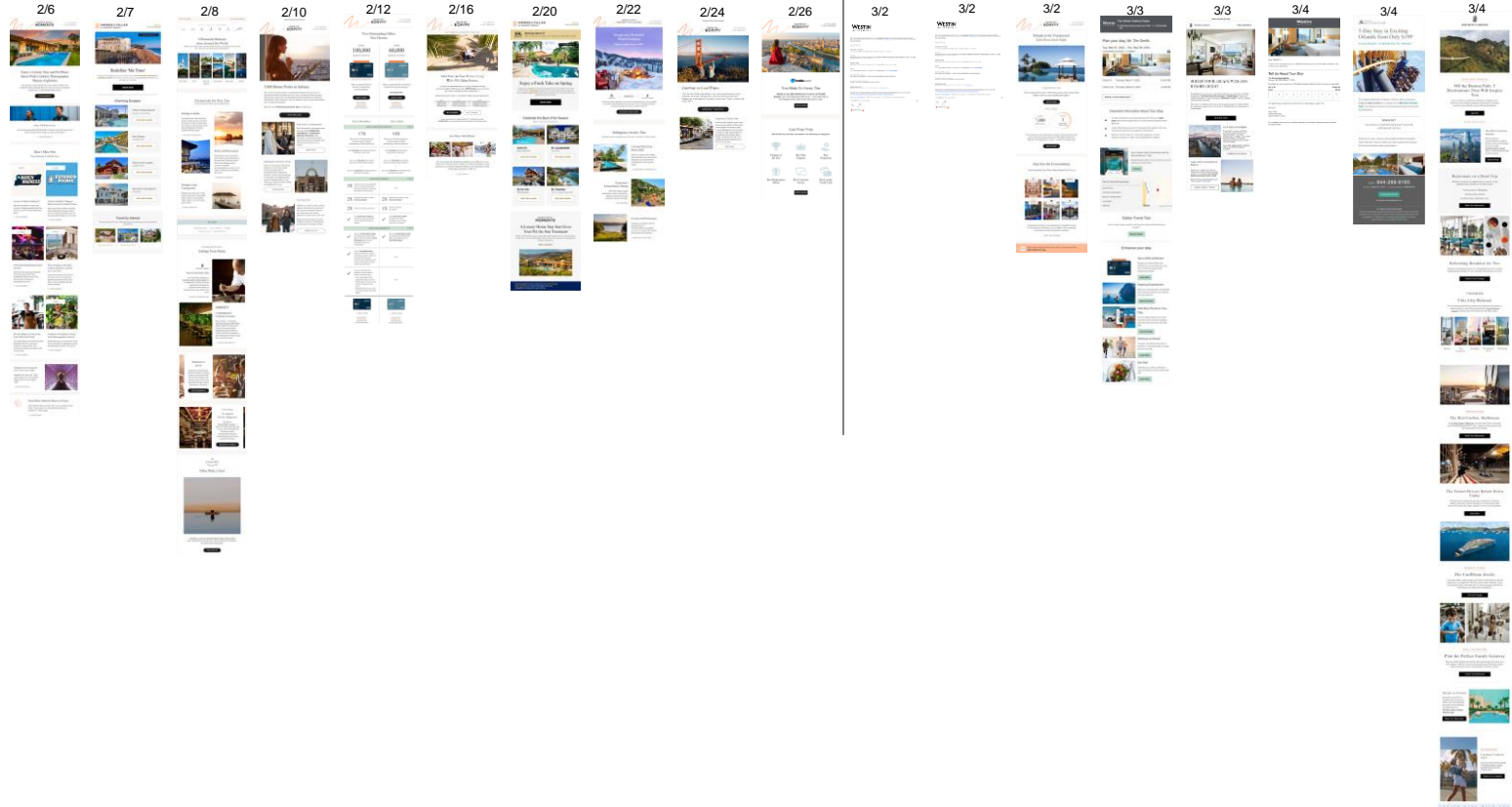


February – March 2023

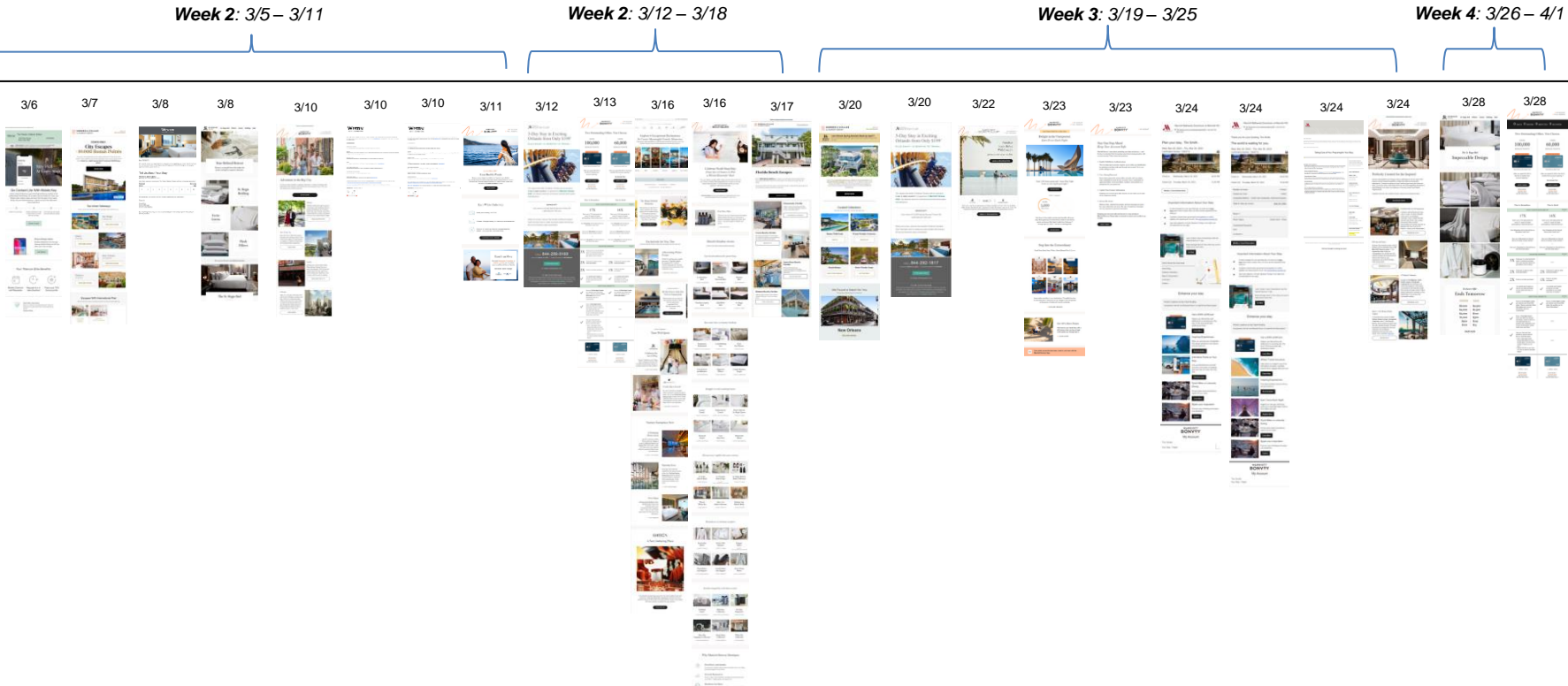
Week 1: 2/5 - 2/11

Week 2: 2/12 - 2/18**Week 3: 2/19 – 2/25**

Week 4: 2/26– 3/4



March 2023



Core MAU: Q1 2023 Creative (ENG Versions)

SL January:
Make 2023 Your Year of Adventure

Pre-header January:
See what's new in January.

SL February – GloPro Booking:
Book to Earn 1,000 Bonus Points Each Night and More, Tom

SL February – GloPro Register:
It's Here! Earn Twice Each Night, Tom

SL February – Standard Booking:
Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More

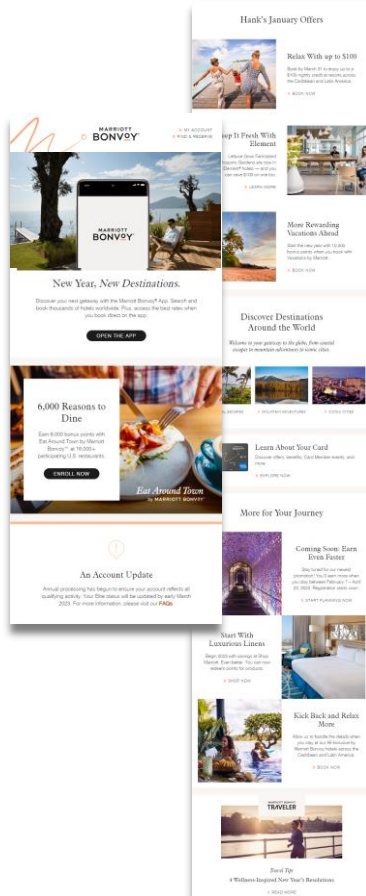
Pre-header February:
See what's new in February.

SL March – Points Promo:
Get 40% More Points, Tom

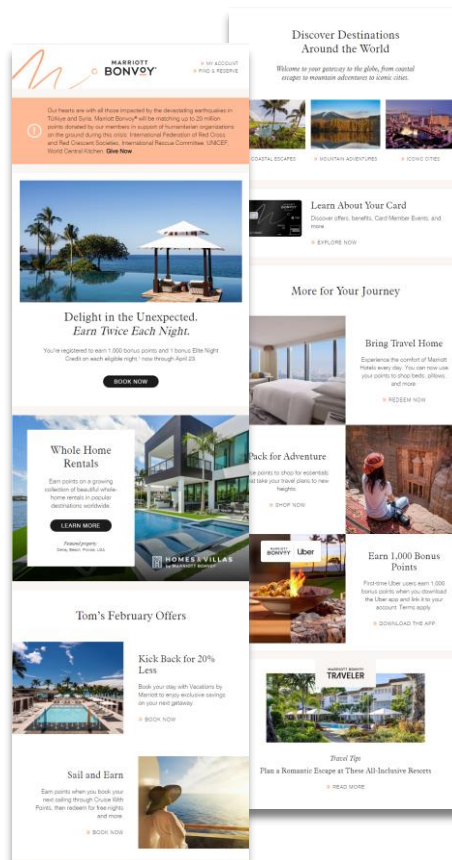
SL March – Standard Booking:
Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More

Pre-header March:
See what's new in March.

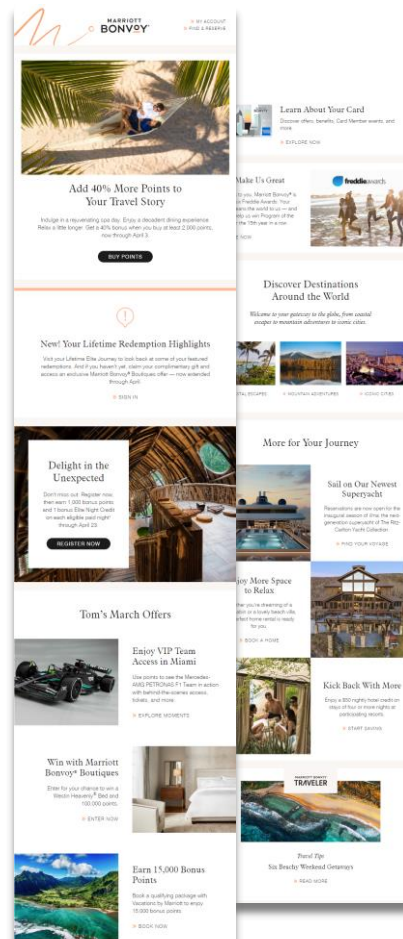
January 2023
Bonvoy App



February 2023
Q1 Global Promo



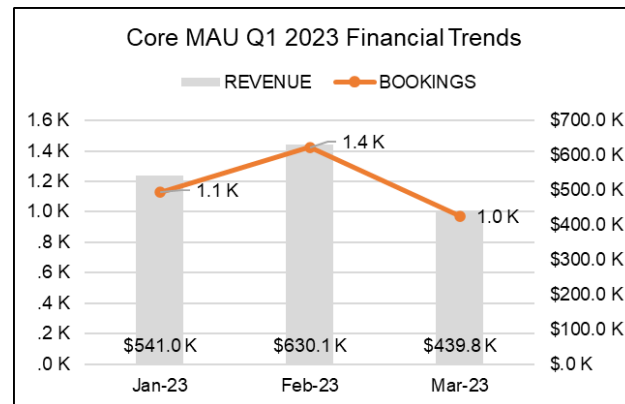
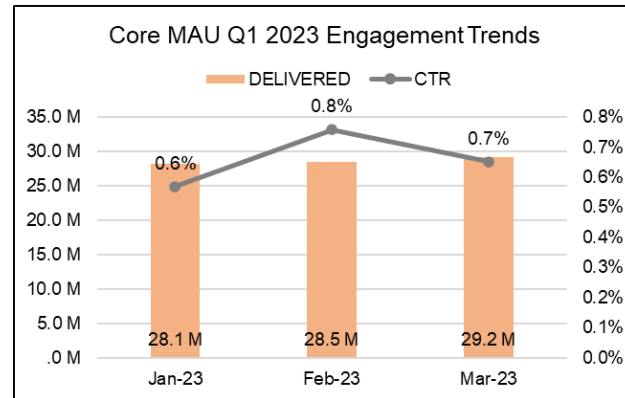
March 2023
Q1 Points Promo



Core MAU: Q1 2023 Engagement and Financial Trends

Metrics	Q1 2023	QoQ	YoY
Delivered	85.8 M	+5.0%	+8.3%
Clicks	566.4 K	-29.7%	-37.6%
CTR	0.7%	-0.3 pts.	-0.5 pts.
Unsub. Rate	0.14%	+0.02 pts.	0.00 pts.
Bookings	3.5 K	-57.4%	-73.7%
Room Nights	8.1 K	-54.2%	-72.8%
Revenue	\$1.6 M	-50.2%	-71.8%

- Member Module is normally a top click catcher and top bookings driver; typically suppressed in Q1 for annual processing – not having it left a noticeable impact on engagement and revenue; alternative approach considered for next year.
- February Global Promo drove the highest CTR this quarter at 0.8%, followed by the Points Purchase promo in March.
- The Global Promo in February also drove more bookings and revenue compared to January and March.



Core MAU: March 2023 Performance and Heatmap

Metrics	Mar-23	MoM	vs. MAU Avg.
Delivered	29.2 M	+2.4%	+7.6%
Clicks	190.1 K	-12.0%	-39.9%
CTR	0.65%	-0.1 pts.	-0.5 pts.
Unsub%	0.13%	0.0 pts.	0.0 pts.
Bookings	1.0 K	-31.7%	-70.2%
Room Nights	2.2 K	-32.2%	-70.1%
Revenue	\$439.8 K	-30.2%	-67.7%

All Versions: Global English (Mar 9) + In-Lang. (Mar 16)

- While deliveries were up slightly MoM and vs. average, overall engagement and financials were down in March.
- The strong click activity we saw from the Points Purchase hero, secondary offers and secondary global promo content this month was not enough to drive additional engagement and replace activity we typically see from the member module.

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.
Header	19.7%	80.7%	23.5%	14.2%	10.5%	8.2%	8.1%	8.7%
Hero	23.7%	2.6%	18.8%	33.7%	35.9%	36.7%	31.9%	32.5%
Points Purchase	22.8%	0.0%	17.6%	33.3%	35.6%	36.6%	31.8%	32.5%
Standard Booking	0.9%	2.6%	1.2%	0.3%	0.3%	0.1%	0.0%	0.0%
Lifetime Redemption	0.8%	0.4%	0.0%	0.0%	0.0%	5.2%	14.7%	7.8%
Q1 Global Promo	7.0%	12.2%	5.7%	10.5%	10.6%	9.2%	7.1%	7.4%
Offers	18.1%	0.6%	15.2%	22.3%	25.7%	26.8%	23.9%	29.8%
Cobrand	3.2%	0.0%	2.7%	5.2%	4.3%	3.7%	3.3%	3.4%
Freddie Awards	0.4%	0.0%	0.2%	0.9%	0.9%	1.2%	1.3%	1.2%
Leisure Destinations	4.4%	1.3%	5.2%	3.0%	2.5%	2.0%	2.2%	1.5%
News	6.4%	0.0%	7.1%	4.6%	5.0%	4.2%	4.3%	5.3%
Traveler	2.1%	0.0%	2.4%	1.6%	1.4%	1.7%	1.7%	1.2%
Footer	14.3%	2.1%	19.3%	4.1%	3.1%	1.3%	1.5%	1.1%
Unsubscribe	8.8%	0.0%	11.9%	2.4%	2.2%	0.6%	0.6%	0.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- The Points Purchase hero drove most overall click activity this month at 22.8%; also drove most click activity for all member levels
 - exception with Basic members, who engaged more with the header at 23.5%.
- Offers module drew significant interest among secondary content; Boutiques was most popular offer and saw high engagement from all levels except Basic; Moments was also popular and engaged upper elites.

Core MAU: Q1 2023 Top Performing Content

- **Global Promo hero** in February drove top engagement for all member levels, followed by March Points Purchase hero
 - March GloPro secondary placement was also a strong click catcher at 7.0% (not shown)
- **Boutiques** and **Moments** saw strong engagement among secondary content and helped drive overall click activity in March.
- **January EAT** and **February HVMB** were most popular among secondary promo content.
- **Leisure Destinations** in January captured notable engagement across regions:
 - Europe – 10.7%
 - MEA – 10.3%
 - U.S. – 7.4%
 - Canada – 6.7%
- Recommend testing regional offers in the hero for Global Promo or Points Promo holdout groups to help drive engagement.
- Continue to promote top content from other solo campaigns to support overall initiatives (ex: Moments and Boutiques).


MAR: Offers

18.1% clicks

Boutiques: 6.5% clicks

Moments: 5.2% clicks


Tom's March Offers



Enjoy VIP Team Access in Miami

Use points to see the Mercedes-AMG PETRONAS F1 Team in action with behind-the-scenes access, tickets, and more.


EXPLORE MOMENTS



Win with Marriott Bonvoy® Boutiques

Enter for your chance to win a Westin Heavenly® Bed and 100,000 points.

ENTER NOW



Earn 15,000 Bonus Points

Book a qualifying package with Vacations by Marriott to enjoy 15,000 bonus points.

BOOK NOW

JAN: Leisure Destinations

7.6% clicks

Discover Destinations Around the World

Welcome to your gateway to the globe, from coastal escapes to mountain adventures to iconic cities.






COASTAL ESCAPES MOUNTAIN ADVENTURES ICONIC CITIES

FEB: Global Promo Hero

42.4% clicks



Delight in the Unexpected.
Earn Twice Each Night.

Register now, then earn 1,000 bonus points and 1 bonus Elite Night Credit on each eligible night,* now until 23 April.

REGISTER NOW

MAR: Points Purchase Hero

22.8% clicks



Add 40% More Points to Your Travel Story

In a rejuvenating spa day. Enjoy a decadent dining experience, a little longer. Get a 40% bonus when you buy at least 2,000 points, now through April 3.

BUY POINTS

FEB: HVMB Promo

8.0% clicks

Whole Home Rentals

Earn points on a growing collection of beautiful whole-home rentals in popular destinations worldwide.

LEARN MORE

Featured Property: Delta Beach, Florida, USA

HOMES & VILLAS by MARRIOTT BONVOY

JAN: EAT Promo

9.3% clicks

6,000 Reasons to Dine

Earn 6,000 bonus points with Eat Around Town by Marriott Bonvoy™ at 16,000+ participating U.S. restaurants.

ENROLL NOW

Eat Around Town by MARRIOTT BONVOY

Quarterly Performance Dashboard

(Jan – Mar 2023)

Engagement Summary:

- CTR increased 0.1 pts. QoQ with strong performance and engagement throughout Q1
- Stronger performance YoY; CTR +0.2 pts.
- Delivered volume increased 6.9% QoQ; 6.5 M to 7.0 M
- Low unsub. rate of 0.07%; audience health remains strong

Quarterly Impacts:

- Luxury segment rescoring driving increases in delivered volume
- Member account year end processing – impacting audience shifts across all member levels
- Luxury version testing for L1/L2A driving varied engagement and revenue totals

Q1 Engagement Metrics

QoQ Comparisons

Deliveries:

7.0 M (+6.9%)

Unique Clicks:

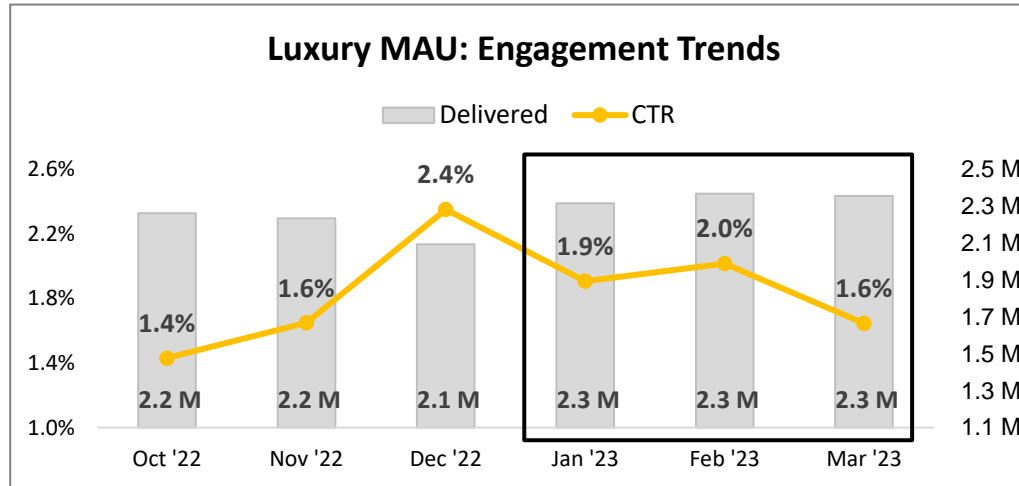
129.6 K (+10.5%)

CTR:

1.9% (+0.1 pts.)

Unsub. Rate:

0.07% (+0.01 pts.)



Top Performing Content

- 6-across brand hero featured throughout Q1 with February hero generating 50.9% of clicks
- Member Module (all)
- Yacht and Inspiration Content
- GloPro offer

Lux MAU: Q1 Top Performing Content

- February hero had strongest engagement; the 6-pack luxury brand hero was featured throughout all of Q1 as it continues to be a top performer each month
 - YoY performance stronger; February of 2022 was the first month to feature the Nav bar hero
 - Varied engagement across luxury segment levels for properties featured in 6-across; Barcelona, Bali, Tasmania and Dubai drove more interest for L1/L2A in comparison to other luxury segments
- Member Module continues to draw significant click activity each month with February slightly down due to strong hero performance
- The Ritz-Carlton, Amelia Island personalized invite to join Chef Okan Kizilbayir inspiration content drove interest from readers
- Yacht content continues to be a top performer
- GloPro was the top performing offer content

Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

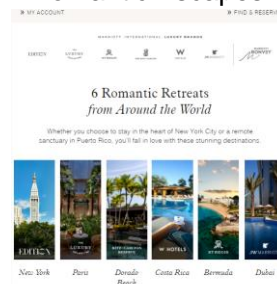
» VIEW ACTIVITY » SEE BENEFITS

Member Module	Jan-23	Feb-23	Mar-23
	31.4%	19.5%	32.0%

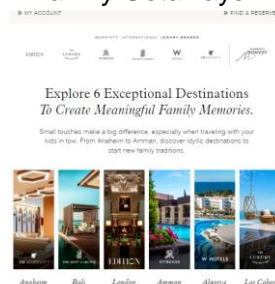
Jan: 38.0% Bucket List Travel



Feb: 50.9% Romantic Escapes



Mar: 35.2% Family Getaways



Top Offers (Jan/Feb/Mar)

Delight in the Unexpected

Register now, then earn 1,000 bonus points and 1 bonus Elite Night Credit on each eligible night.* Reach your Elite status goals faster!

» REGISTER NOW

CTR: 0.08%



You're Invited, Mimi

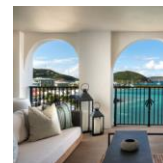
Join Chef Okan Kizilbayir at The Ritz-Carlton, Amelia Island for a weekend of culinary and wine experiences including an exclusive wine tasting, an exquisite five-course dinner, and more.

» MAKE A RESERVATION

CTR: 0.11%



CTR: 0.18%



A Rewarding Winter Escape

Perfect for families and couples, get away to The Ritz-Carlton, St. Thomas with a curated vacation package that includes exclusive Club Level access with oceanfront views.

» RESERVE PACKAGE

CTR: 0.06%



— Announcement — Be the First to Sail Our Newest Superyacht

Reservations are now open for the inaugural season of time, the next-generation superyacht from The Ritz-Carlton Yacht Collection.

FIND YOUR VOYAGE

MARRIOTT
BONVOY

Q1 2023 Moments Solos

Sample Creative

January

A/B SLs:

Tom, It's the Moment You've Been Waiting For
Hilary, Don't Let Your Big Moment Get Away

PH: Attend Music's Biggest Night, see The Boss live, and enjoy exclusive Manchester United experiences.

February

A/B SLs:

Marc, It's the Moment You've Been Waiting For
Kathryn, Don't Miss a Single Moment

PH: Experience a luxury stay with a pet photo shoot, F1 racing, NCAA March Madness, and more.

March

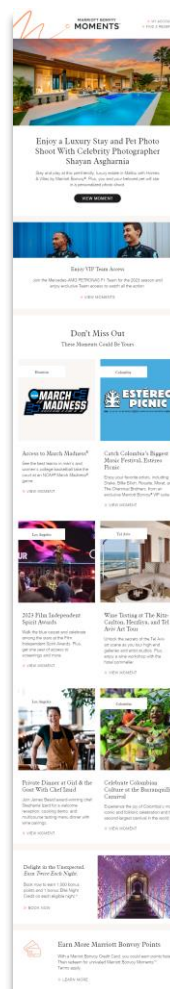
SL: Leigh, It's the Moment You've Been Waiting For

Pre-Header: Experience race day in Miami, dining at Spago, Jazz Fest in New Orleans, and more.

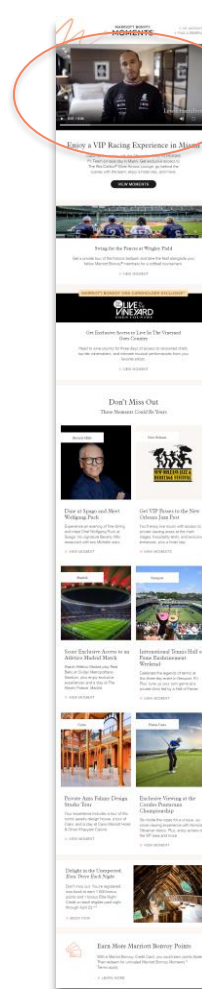
January



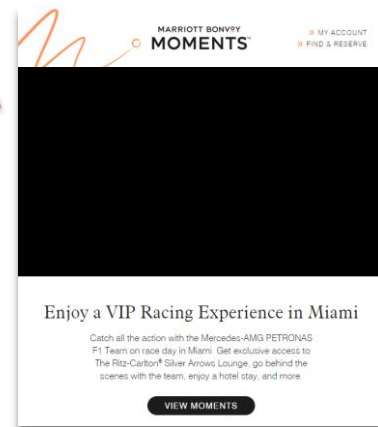
February



March



Video Hero



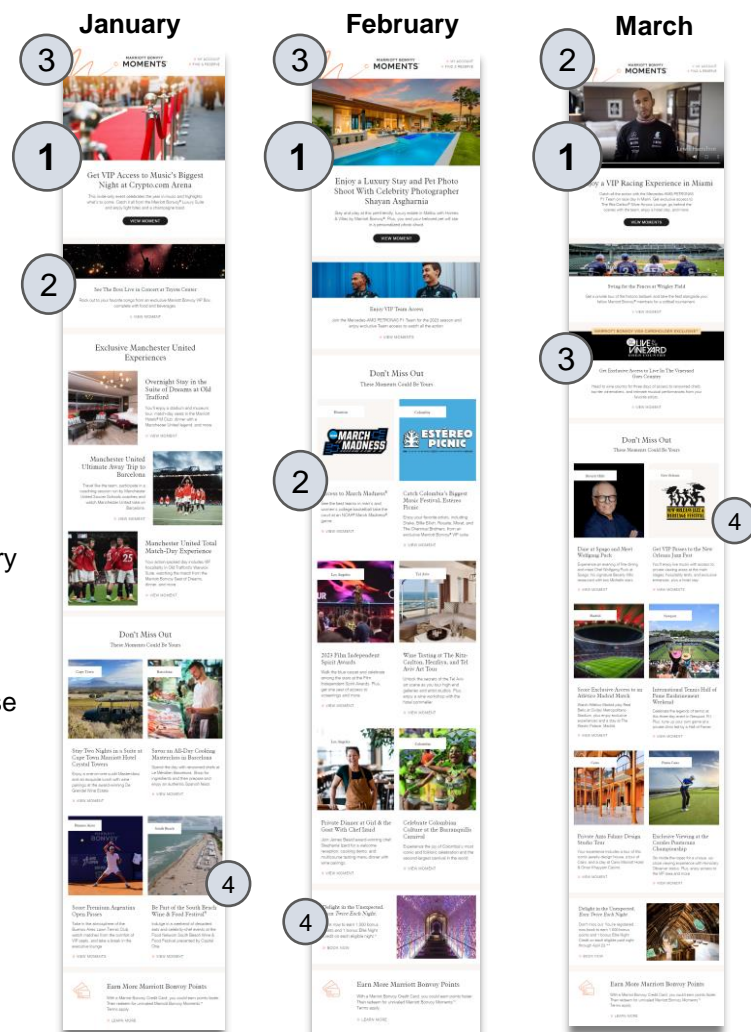
Static version of March
hero for recipients whose
email client does not
support video

Q1 2023 Moments Solos

Engagement Summary

Metrics	Jan 14	Feb 6	Mar 11	Q1 Total	YoY	vs. 2022 avg.
Delivered	7.1 M	7.1 M	7.9 M	22.0 M	+87.2%	+93.3%
Clicks	105.6 K	77.8 K	86.3 K	269.6 K	+133.2%	+150.4%
CTR	1.5%	1.1%	1.1%	1.2%	+0.2 pts.	+0.3 pts.
Unsub%	0.09%	0.08%	0.09%	0.08%	+0.02 pts.	+0.02 pts.
Halo Bookings	404	436	415	1.3 K	+82.7%	+103.9%
Halo Revenue	\$200.2 K	\$201.6 K	\$185.8 K	\$587.6 K	+119.5%	+114.8%

- Sent three solos targeted to English-speaking members globally; adding a February campaign this year impacted the delivery increases compared to Q1 2022 and 2022 average
- Strong engagement overall – Q1 CTR of 1.2% was a YoY increase and an increase compared to 2022 average for Moments campaigns; overall unsub rate of 0.08% was very low
- The January solo resonated most and generated the highest CTR of 1.5% and the most click volume at 105.6 K; the South Beach offer in the bottom module helped generate engagement throughout the email – was #4 top-clicked in Jan
- Global Promo banner in February (bottom placement) also helped drive overall engagement that month.



Q1 2023 Global Promo

Sample Creative for Registration Messages (Booking reminders not shown)

Promo Details:

- Registered members could earn 1,000 bonus points and 1 bonus Elite Night Credit each night of their stay.
- Registration period: 1/24 - 4/9
- Earning period: 2/7 - 4/23
- This is a 75-night promotion, giving members 75 opportunities to earn toward free nights & a higher Elite status

Announcement

- SL: It's Here! Earn Twice Each Night
- PH: Get 1,000 bonus points and 1 bonus Elite Night Credit.

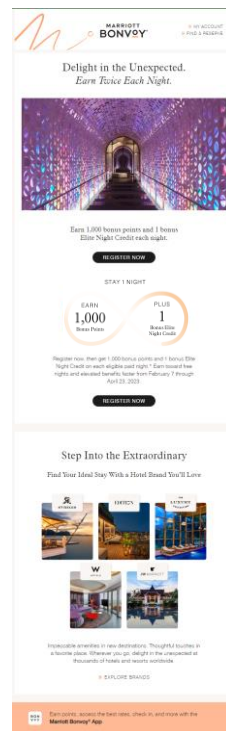
Reminder

- SL: Reminder: Earn Twice Each Night, Sam
- PH: Don't miss 1,000 bonus points and 1 bonus Elite Night Credit.

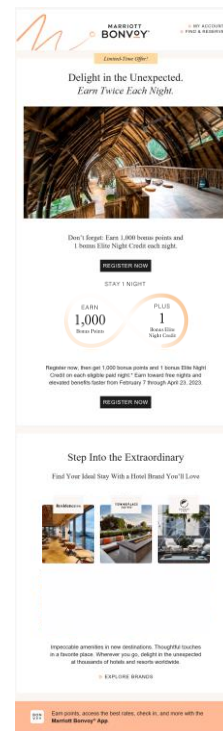
Last Chance

- SL: Last Chance! Earn Twice Each Night Now
- PH: Don't miss 1,000 bonus points and 1 bonus Elite Night Credit

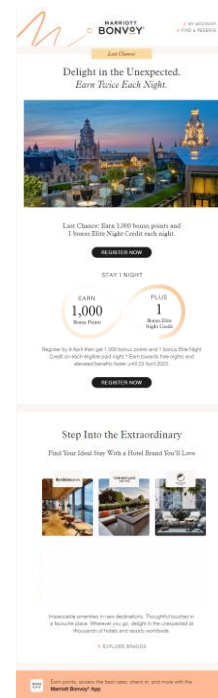
Announcement



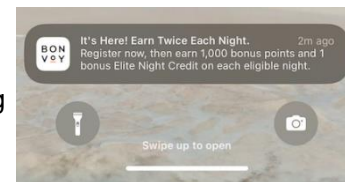
Reminder



Last Chance



The first-ever Marriott Bonvoy App marketing push notification



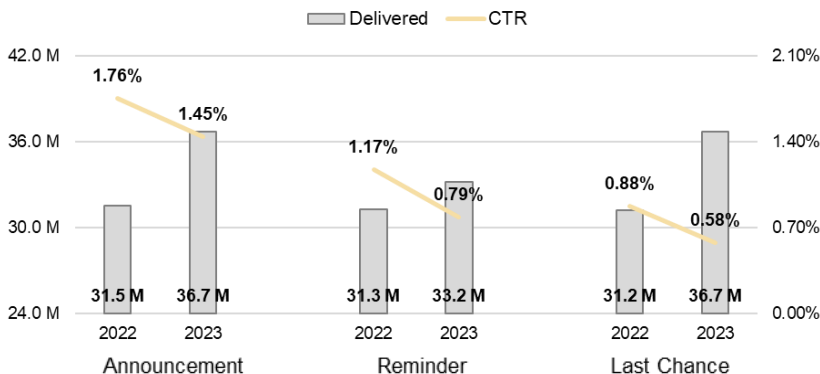
Q1 2023 Global Promo Email Engagement

All Versions (English + In-Language)

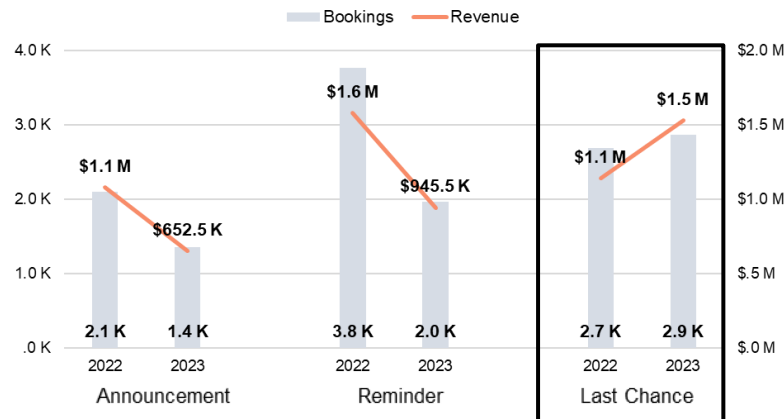
- Q1 2023 promotional analysis is still underway; sharing email solo performance compared to similar promo offer last year in Q1
- 13% delivery increase YoY reflects overall growth of the emailable audience (member deliveries +11% YoY and non-members +18%)
- Fewer clicks YoY resulted in lower CTRs, but unsub rate remained stable YoY with a positive decline in activity; also, most unsub rates were near Bonvoy benchmark of 0.20%
- Last chance drove more email attributed bookings and revenue than the previous year, and a higher conversion rate; booking reminder version drove Last Chance financials (65%)

Metrics	Q1 2023 TOTAL	YoY
Delivered	106.6 M	+13.4%
Clicks	1.0 M	-15.9%
CTR	0.94%	-0.33%
Unsub Rate	0.22%	-0.02%
Halo Bookings	6.2 K	-27.7%
Halo Revenue	\$3.1 M	-17.7%
Conversion Rate	0.62%	-0.10%

Q1 2023 Global Promo: Email Engagement



Q1 2023 Global Promo: Email Financials



Q1 2023 Global Promo Performance by Campaign

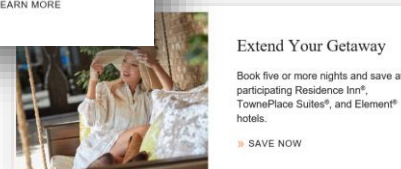
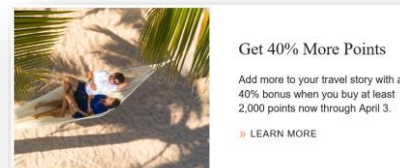
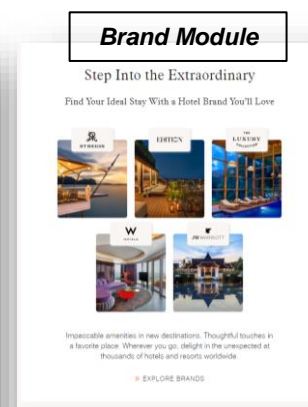
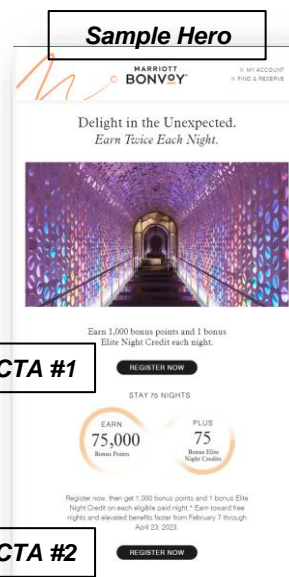
All Versions (English + In-Language)

Metrics	Announcement	YoY	Reminders	YoY	Last Chance	YoY	Q1 2023 TOTAL	YoY
Delivered	36.7 M	+16.5%	33.2 M	+6.2%	36.7 M	+17.6%	106.6 M	+13.4%
Clicks	530.4 K	-4.3%	262.2 K	-28.6%	213.1 K	-22.3%	1.0 M	-15.9%
CTR	1.45%	-0.31%	0.79%	-0.38%	0.58%	-0.30%	0.94%	-0.33%
Unsub Rate	0.25%	-0.01%	0.21%	-0.01%	0.20%	-0.03%	0.22%	-0.02%
Halo Bookings	1.4 K	-35.6%	2.0 K	-47.9%	2.9 K	+6.8%	6.2 K	-27.7%
Halo Revenue	\$652.5 K	-39.6%	\$945.5 K	-40.2%	\$1.5 M	+34.1%	\$3.1 M	-17.7%
Conversion Rate	0.26%	-0.12%	0.75%	-0.28%	1.35%	+0.37%	0.62%	-0.10%

Q1 2023 Global Promo Content Highlights

Member, English Version

- **Hero** captured 70% - 87% of clicks in the registration messages
 - Double CTAs helped capture additional clicks; most went to CTA #1 but more than 1 in 5 clicks went to CTA #2
 - Continue approach as it works at capturing opener activity
- **Brand module** was refreshed where images were artfully selected and tied to the overall theme; versioned for luxury and non-luxury audiences; engagement averaged about 2.3% across all mailings
 - Consider targeting this content to those needing more brand education like, new Basics or Opportunity Segments with med/high Switchability from another loyalty program, and/or low/med share of wallet
- **Last chance** version included **ride-a-long banners** that were targeted to U.S./Canada English (even split): Suites Offer, Extended Stay, Downtown Offer, and Q1 2023 Points Promo reminder
 - Suites offer and Points Purchase offer were the top two banners (4.5% and 3.9% of clicks respectively), followed by Downtown offer at 2.1%
 - Continue testing offer content and consider pulling in Cobrand acquisition offers and regional offers for in-language versions



Q1 2023 Global Promo Heat Maps: Registration Reminders

Member, English Version

Messages	Announcement		Reminder		Last Chance	
Modules	Clicks	% of Clicks	Clicks	% of Clicks	Clicks	% of Clicks
Header	30,797	6.4%	31,369	15.9%	20,352	14.4%
Hero	415,535	87.0%	144,906	73.2%	99,128	70.1%
CTA 1	275,436	57.7%	95,006	48.0%	65,858	46.6%
CTA 2	140,099	29.3%	49,900	25.2%	33,270	23.5%
Brands	6,971	1.5%	5,103	2.6%	4,148	2.9%
Mobile App	1,858	0.4%	1,295	0.7%	1,145	0.8%
Footer	22,384	4.7%	15,220	7.7%	16,695	11.8%
Total	477,545	100.0%	197,893	100.0%	141,468	100.0%

Q1 2023 Global Promo Heat Maps: Booking Reminders

Member, English Version

Booking Reminder Members		
Modules	Clicks	% of Clicks
Header	3,025	12.0%
Hero	16,795	66.6%
CTA 1	11,890	47.2%
CTA 2	4,905	19.5%
Brands	783	3.1%
Points Purchase RAB	2,874	11.4%
Mobile App	126	0.5%
Footer	1,609	6.4%
Grand Total	25,212	100.0%

Booking Last Chance Members					
Modules / Banner Segments	Downtown Offer	Long Term Stay	Points Purchase	Suites Offer	No Banner
Header	19.9%	25.2%	28.1%	20.7%	34.5%
Hero	65.7%	63.6%	58.4%	63.9%	49.2%
CTA 1	43.3%	44.2%	39.0%	42.0%	34.6%
CTA 2	22.5%	19.4%	19.4%	22.0%	14.6%
Brands	2.8%	2.2%	2.9%	2.5%	3.3%
Ride a long Banners	2.1%	1.2%	3.9%	4.5%	0.0%
Mobile App	1.2%	0.3%	0.5%	0.8%	1.5%
Footer	8.3%	7.5%	6.3%	7.5%	11.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

Don't Miss! Book Now or Lose It.

Delight in the Unexpected.
Earn Twice Each Night.

Earn 1,000 bonus points and 1 bonus Elite Night
Credit on each eligible paid night.*

[BOOK NOW](#)

STAY 1 NIGHT

EARN 1,000 Bonus Points

PLUS 1 Bonus Elite Night Credit

Get closer to free nights and elevated benefits with every stay. Book giveaways at extraordinary hotels to earn bonus points and bonus Elite Night Credits from February 7 through April 23, 2023 — all with no earning limits.

[BOOK NOW](#)

Step Into the Extraordinary

Find Your Ideal Stay With a Hotel Brand You'll Love

Irresistible amenities in new destinations. Thoughtful touches in a favorite place. Whenever you go, night in the unexpected at thousands of hotels and resorts worldwide.

[EXPLORE BRANDS](#)

Get 40% More Points

Add more to your travel story with a 40% bonus when you buy at least 2,000 points now through April 2.

[LEARN MORE](#)

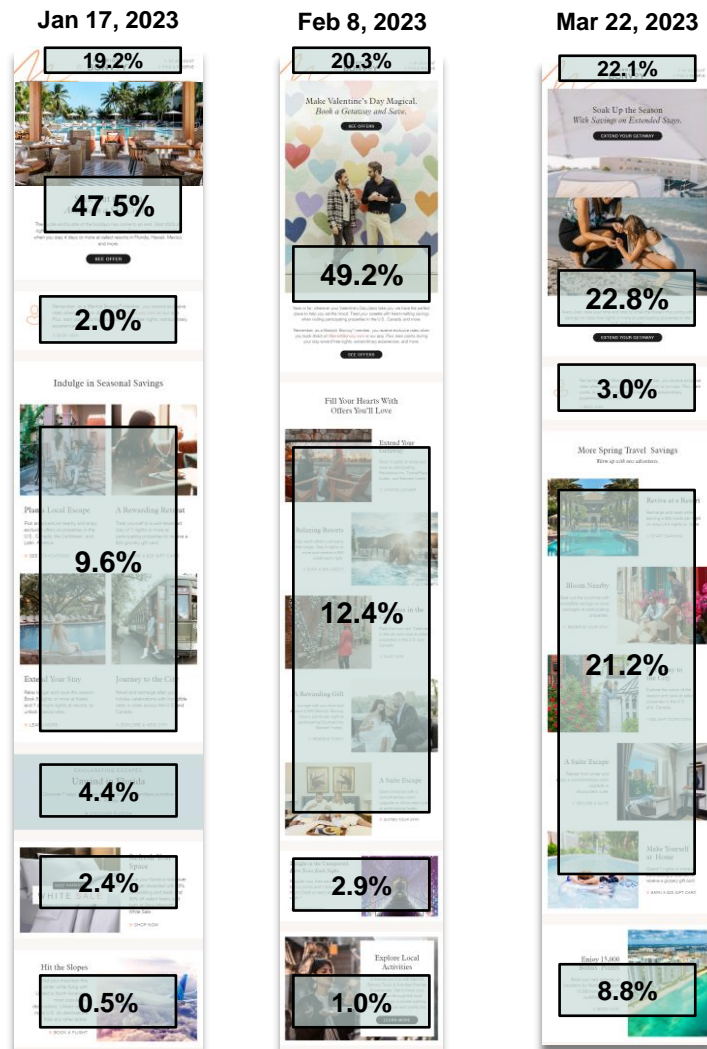
Earn points, access the best rates, check in, and more with the Marriott Bonvoy® App

Q1 2023 U.S./Canada Demand Gen

Engagement Summary by Campaign Date

Metrics	Jan 17	Feb 8	Mar 22	Q1 Total	YoY	vs. 2022 avg.
Delivered	11.6 M	11.4 M	11.5 M	34.6 M	+50.3%	+8.0%
Clicks	82.3 K	67.3 K	38.8 K	188.4 K	+24.8%	-3.2%
CTR	0.7%	0.6%	0.3%	0.5%	-0.1 pts.	-0.1 pts.
Unsub %	0.17%	0.14%	0.13%	0.15%	+0.03 pts.	+0.08 pts.
Bookings	396	623	413	1.4 K	-30.0%	-39.8%
Room Nights	966	1,317	923	3206	-35.0%	-41.4%
Revenue	\$225.2 K	\$273.1 K	\$186.9 K	\$685.2 K	-32.1%	-35.8%
Conversion %	0.48%	0.93%	1.06%	0.76%	-0.60 pts.	-0.46 pts.

- Delivering a February campaign this year compared to no February campaign in 2022 impacted YoY click volume increase of +24.8%; adding February this year was not enough to increase YoY revenue; the above-average Q4 engagement impacted the declines compared to averages.
- January campaign generated the most click volume at 82.3 K clicks and the highest CTR at 0.7% (driven by the hero); the February campaign generated the most revenue at \$273.1 K, impacted by more overall bookings and more bookings from the hero compared to January and March.
- Short vs. tall hero approaches saw inconsistent engagement levels; consider testing a short vs. tall hero approach; or test most popular offer from secondary content in hero to trend engagement impact



Q1 2023 U.S./Canada Demand Gen

Engagement and Financial Summary by Member Level

- For upper elites, we saw YoY delivery decreases and mostly CTR increases; for all other levels YoY deliveries were up and CTR was either flat or down slightly.
- Silver members had a YoY increase in room nights and revenue of +5.3% and +2.9%, respectively; all other levels saw YoY financial decreases.
- For the quarter, Basic members drove most overall room nights at 1.5 K and revenue at \$315.2 K.

Member Level	Jan 2023		Feb 2023		Mar 2023		Q1 Total		YoY	
	Delivered	CTR	Delivered	CTR	Delivered	CTR	Delivered	CTR	Delivered	CTR
NON-MEMBER	2.7 M	0.4%	2.6 M	0.4%	3.0 M	0.2%	8.3 M	0.4%	+92.6%	-0.1 pts.
BASIC	6.5 M	0.6%	6.4 M	0.5%	7.1 M	0.3%	19.9 M	0.5%	+50.2%	-0.1 pts.
SILVER	1.0 M	1.0%	1.0 M	0.8%	1.0 M	0.6%	3.0 M	0.8%	+46.3%	-0.0 pts.
GOLD	1.0 M	1.3%	1.0 M	1.0%	391.4 K	0.7%	2.5 M	1.1%	+11.0%	-0.0 pts.
PLATINUM	189.0 K	2.3%	187.1 K	1.6%	63.0 K	1.2%	439.2 K	1.9%	-15.6%	+0.3 pts.
TITANIUM	160.6 K	2.3%	158.7 K	1.7%	31.9 K	1.1%	351.3 K	1.9%	-32.9%	+0.3 pts.
AMBASSADOR	21.0 K	1.5%	21.0 K	1.3%	2.2 K	1.4%	44.2 K	1.4%	-39.6%	+0.0 pts.
Total	11.6 M	0.7%	11.4 M	0.6%	11.5 M	0.3%	34.6 M	0.5%	50.3%	-0.1 pts.


Member Level	Jan 2023		Feb 2023		Mar 2023		Q1 Total		YoY	
	Rm Nts	Rev	Rm Nts	Rev	Rm Nts	Rev	Rm Nts	Rev	Rm Nts	Rev
NON-MEMBER	52	\$13.9 K	112	\$25.6 K	91	\$18.7 K	255	\$58.2 K	-32.7%	-18.6%
BASIC	432	\$92.1 K	524	\$113.9 K	501	\$109.2 K	1.5 K	\$315.2 K	-22.6%	-25.7%
SILVER	158	\$51.4 K	239	\$47.1 K	204	\$39.3 K	601	\$137.8 K	+5.3%	+2.9%
GOLD	210	\$47.9 K	316	\$68.2 K	93	\$15.7 K	619	\$131.8 K	-41.3%	-28.0%
PLATINUM	62	\$11.4 K	66	\$10.7 K	20	\$2.0 K	148	\$24.1 K	-65.7%	-67.3%
TITANIUM	52	\$8.5 K	55	\$6.6 K	12	\$1.9 K	119	\$17.0 K	-77.9%	-84.6%
AMBASSADOR	0	\$0	5	\$973	2	\$56	7	\$1.0 K	-90.3%	-91.2%
Total	966	\$225.2 K	1.3 K	\$273.1 K	923	\$186.9 K	3.2 K	\$685.2 K	-35.0%	-32.1%

U.S. & Canada Member Versions, English

Sample subject lines & pre-headers

January

Subject Line:



Tom, Start Your Year of Travel With 20% Off 

Pre-Header:

Book by Sunday at 1,700+ hotels and resorts.

February

Subject Line:

Janessa, Save 20% on a Weekend Away  

Pre-Header:

Book now with Marriott Bonvoy Escapes.

March

Subject Line:

Janessa, Enjoy 20% off the Break You've Been Dreaming Of 🌴

Pre-Header:

Book now with Marriott Bonvoy Escapes.

Feb 2023

MARRIOTT REWARDS ESCAPES

• NEW ACCOUNT • FIND A DESTINATION

Enjoy 20% off a Last-Minute Gateway

Warm Up Your Winter

Discover a paradise of sun or snow and save 20% on stays with Marriott Rewards® Escapes. Book by Sunday or use of more than 1,500+ participating hotels and resorts and enjoy a weekend away.

Book by the Friday

Save 20% as a member

Stay during the next four weekends

BOOK NOW

Find Your Place to Relax

Thousands of destinations are available across 6 continents giving you endless options to relax and unwind wherever your heart desires.

SEE MORE DESTINATIONS

A Suite Reward


Enjoy additional space to spread out with a complimentary room upgrade or decorated suite.

BOOK TODAY

Earn Extra With Uber

Earn points on qualifying orders with Uber Eats and select taxis with Uber.

LINK ACCOUNTS




Signature

ESCAPES

— NO ACCOUNT
— FREE RESERVE

Get 20% off Weekend Getaways



Relax and Unwind in Paradise

Take a break from routine and enjoy 20% off stays with Marriott Signature® Escapes. Book by Sunday at least 60 days in advance. (After parking, taxes and resorts across the U.S. to save on the perfect weekend away.)

Book

by the Sunday

Save

20% on a weekend

Stay


during the next four weekends

BOOK NOW


Destinations Near or Far

From Coastal Views to Mountainous


*Resort availability for the destination, resorts' operating season(s) to confirm. Availability subject to change without notice and is not guaranteed.




Cancun




Cabo




Cancun




Miami




Chicago




Cancun



Miami



Chicago




Cancun

SEE MORE DESTINATIONS

Rediscover Downtown

See the sights and save with our exclusive urban escapes.


SAVE UP TO 10%



Your Resort Getaway in Europe

Relax and unwind in exceptional destinations across Europe.

BOOK NOW



Mar 2023

MARSHALL BONVEY

OWN ACCOUNT
A REAL ESTATE ADVISOR

25% off App-Exclusive Offer

Find a Spot to Unwind.
Get 25% off Exclusively in the App.

From serene beautiful retreats to intriguing urban adventures, members save 25% on stays at participating hotels and resort estates booked by Member in the Marshall Bonvey® App.

This offer can only be redeemed with the Marshall Bonvey App using the QR code shown here for the stated amount of the stay. Visit the QR code with your mobile device to open the app and book now.

Not ready to book in the app? **Book online** to save 25% on your stay.

Explore Places Like These and Many More

*Members should review the destination country's government guidance to confirm eligibility to travel and understand all associated travel requirements.



MANDARIN ORIENTAL
ESCAPES

GET AHEAD
OF THE HOLIDAY

Save 30% on Weekend Travel



Breere Into Relaxation

Escape to a perfect spot in a private, yet shared villa with 30% off stays with Weekend Escapes. Book by Sunday and you'll also receive early access to all 1,000 participating rooms and resorts.

Book by the Sunday


Save 30% on a weekend

Start during any of the next four weekends

SAVE 30%

There's More to See in Places Like These

Resorts escape to the destination cities' greatest pleasures in culture, dining, art and entertainment and more, and they're yours to enjoy.







































SEE MORE DESTINATIONS

Your Chance to Win

Participate with #Mandarin Escapes for your chance to win a Weekend! Book and 1000 credits.

1. ENTER DAILY

Extend Your Stay

Make longer and save this season. Book the nights or more in advance, and receive an extra night at no cost, in select special rates.

1. PLAN YOUR STAY

Explore Local Activities

Escape and try to win Mandarin. Mandarin Hotels & Resorts Partner with local activities, such as local experiences. Example: Escape to Paris. 1000 credits. 1. ENTER DAILY

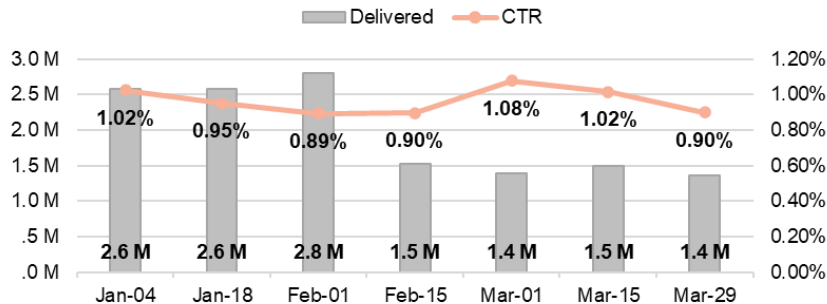
MBV Escapes: Q1 2023 Engagement Summary

Core U.S. and Canada

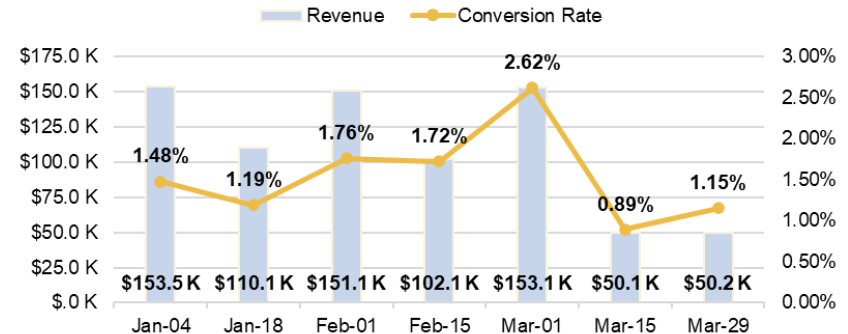
- Q1 performance was positive with CTR and revenue increases; maintained CTR YoY
- Delivery counts decreased to 1.4M starting in Feb 2023 from 2.3M each month in 2022; change impacted YoY and QoQ delivered and click counts
- March 1st mailing had the highest CTR and conversion rate; CTRs fluctuated +/- 0.06 pts in other months
- Financials were lower YoY with March 15th and 29th mailings generating \$50K each
 - A/B testing offers in the Mar 15th mailing may be influencing engagement trends, plus hotel business may be stronger YoY resulting in fewer hotels participating in the Escapes offer

Metrics	Q1 2023	YoY	QoQ
Delivered	13.7 M	-15.8%	-26.2%
Clicks	132.1 K	-14.2%	-6.0%
CTR	0.96%	+0.02%	+0.21%
Unsub Rate	0.19%	+0.04%	+0.03%
Halo Bookings	2,030	-22.4%	-2.4%
Halo Revenue	\$770.2 K	-22.0%	+10.9%
Conversion Rate	1.54%	-0.16%	+0.06%

MBV Escapes: Q1 2023 Email Engagement



MBV Escapes: Q1 2023 Email Financial Trends



Bonvoy Escapes: Q1 2023 Performance Data

Core U.S. and Canada

Metrics	Jan 4	Jan 18	Feb 1	Feb 15	Mar 1	Mar 15	Mar 29	Q1 2023 TOTAL	YoY	QoQ
Delivered	2.6 M	2.6 M	2.8 M	1.5 M	1.4 M	1.5 M	1.4 M	13.7 M	-15.8%	-26.2%
Clicks	26.5 K	24.5 K	25.0 K	13.6 K	15.0 K	15.1 K	12.3 K	132.1 K	-14.2%	-6.0%
CTR	1.02%	0.95%	0.89%	0.90%	1.08%	1.02%	0.90%	0.96%	+0.02%	+0.21%
Unsub Rate	0.23%	0.18%	0.18%	0.13%	0.19%	0.17%	0.20%	0.19%	+0.04%	+0.03%
Halo Bookings	392	292	441	235	393	135	142	2,030	-22.4%	-2.4%
Halo Revenue	\$153.5 K	\$110.1 K	\$151.1 K	\$102.1 K	\$153.1 K	\$50.1 K	\$50.2 K	\$770.2 K	-22.0%	+10.9%
Conversion Rate	1.48%	1.19%	1.76%	1.72%	2.62%	0.89%	1.15%	1.54%	-0.16%	+0.06%

Q1 2023 MBV Escapes Content Highlights

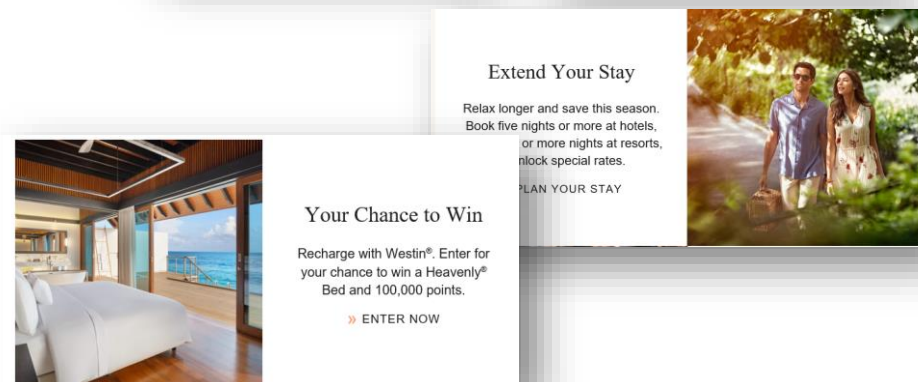
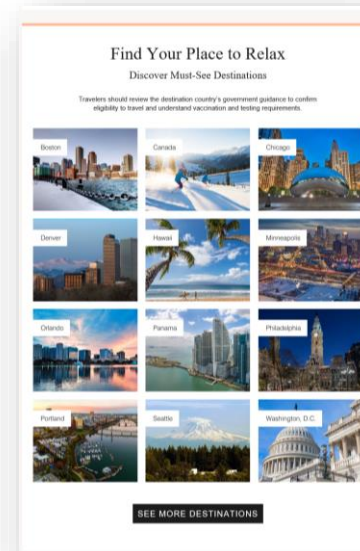
Member Version, English

- Hero module consistently captured the most click activity each month; activity ranged from 43% to 50% of email clicks
- Feb 15th hero was the most engaging at 50% of clicks plus lower header/footer activity vs. other Q1 months
 - Testing images will help determine if the warm image colors + themed copy impacted engagement
- Destinations module came in a very close second most of the months generating up to 36% of clicks
 - Tiles account for 60-70% of module clicks vs. the See More Destinations CTA; Mar 1st was the only month that broke the trend and CTA captured most of the clicks
- Ride a long banners were good click-catchers each month; low booking activity from offer-led content
 - March Boutiques Sweeps and Longer Stays content were the most engaging (10% and 7% of clicks respectively)
 - Suites offer generated 10 bookings, Longer Stays had 2

Feb 15th



Featured Destinations



Q1 2023 MBV Escapes

Heat Maps

Member Version, English

	1/4/23		1/18/23	
Modules	Clicks	% of Clicks	Clicks	% of Clicks
Header	17,562	9.9%	33,576	19.6%
hero	83,766	47.0%	75,678	44.1%
Test A book now	37,416	21.0%	34,044	19.8%
Test B book now	37,704	21.2%	33,816	19.7%
Hero image	8,646	4.9%	7,818	4.6%
Destinations	53,952	30.3%	43,908	25.6%
Test A See More destinations CTA	8,316	4.7%	7,896	4.6%
Test B See More destinations CTA	8,106	4.6%	7,770	4.5%
Dest. Tiles	37,530	21.1%	28,242	16.5%
RABs	10,038	5.6%	8,274	4.8%
Eat Around Town	3,864	2.2%	3,066	1.8%
Vacations by Marriott	3,492	2.0%	2,604	1.5%
Resorts	2,682	1.5%	2,604	1.5%
Footer	12,750	7.2%	10,092	5.9%
Grand Total	178,068	100.0%	171,528	100.0%

	2/1/23		2/15/23	
Modules	Clicks	% of Clicks	Clicks	% of Clicks
Header	13,076	22.3%	4,468	8.7%
hero	25,592	43.6%	26,134	50.8%
AEM Landing Page	23,626	40.3%	24,098	46.8%
Hero image	1,966	3.4%	2,036	4.0%
Destinations	15,744	26.8%	16,440	31.9%
See More destinations CTA	6,432	11.0%	5,918	11.5%
Dest. Tiles	9,312	15.9%	10,522	20.4%
RABs	1,230	2.1%	1,260	2.4%
Suite Reward	898	1.5%	904	1.8%
Uber	332	0.6%	356	0.7%
Footer	3,042	5.2%	3,178	6.2%
Grand Total	58,684	100.0%	51,480	100.0%

Q1 2023 MBV Escapes Heat Map

Member Version, English

	3/1/23		3/15/23		3/29/23	
Modules	Clicks	% of Clicks	Clicks	% of Clicks	Clicks	% of Clicks
Header	11,028	11.4%	1,796	6.1%	5,772	22.2%
hero	44,244	45.7%	14,372	49.0%	11,102	42.7%
AEM Landing Page	39,204	40.5%	13,070	44.5%	9,354	36.0%
Hero image	5,040	5.2%	1,302	4.4%	1,748	6.7%
Destinations	34,434	35.6%	8,820	30.0%	6,376	24.5%
See More destinations CTA	23,112	23.9%	2,906	9.9%	1,932	7.4%
Dest. Tiles	11,322	11.7%	5,914	20.1%	4,444	17.1%
RABs	2,478	2.6%	3,648	12.4%	1,894	7.3%
Rediscover Downtown/Save 10%	1,194	1.2%	256	0.9%	n/a	n/a
EMEA: Europe Resorts	1,284	1.3%	452	1.5%	n/a	n/a
Boutiques	n/a	n/a	2,940	10.0%	1,718	6.6%
Longer Stays	n/a	n/a	n/a	n/a	104	0.4%
Tours & Activities	n/a	n/a	n/a	n/a	72	0.3%
Footer	4,548	4.7%	724	2.5%	836	3.2%
Grand Total	96,732	100.0%	29,360	100.0%	25,980	100.0%

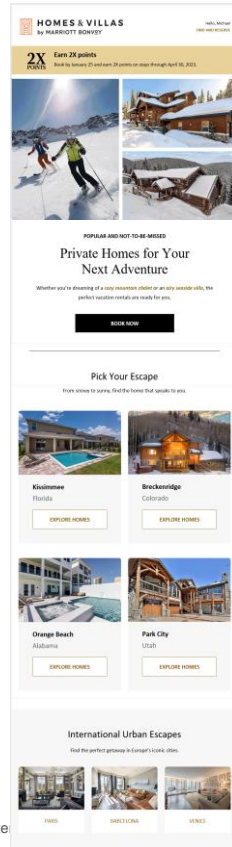
Q1 2023 Homes & Villas (HVMB) Email Creative Examples

Featured Content: 2X Points Promo – Book by January 25 and earn 2X points on stays through April 30, 2023.

JAN 9, 2023

Campaign Objective: To jumpstart the new year by reconnecting with travelers and encouraging them to plan and book their next big getaway – spring break.

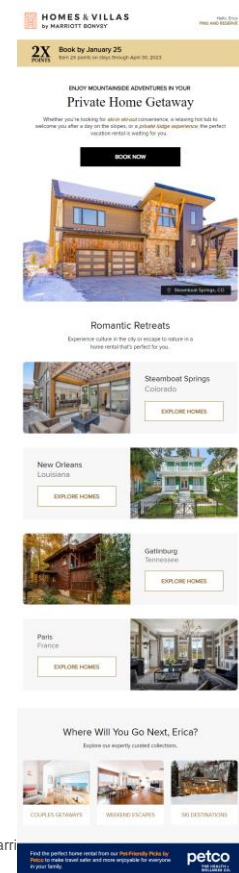
SL: Vacation homes for ski trips and spring break
PH: Reserve the perfect 2023 getaway.



JAN 23, 2023

Campaign Objective: To capture ski bookings as the season reaches its peak and to encourage travelers looking to getaway for Valentine's Day to book a special escape.

SL: Cozy winter ski escapes
PH: Find the perfect whole home rental.



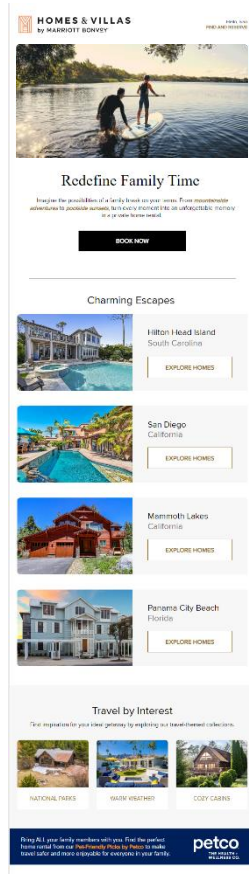
Q1 2023 Homes & Villas (HVMB) Email Creative Examples

FEB 7, 2023

Campaign Objective: To drive spring break bookings as travelers book their next big trip, whether it's at the beach or one final ski getaway.

Featured Content: US only: Petco Banner – Pet-Friendly Picks by Petco

SL: A well-deserved break awaits 🏡
PH: Book a private home for some extended downtime.

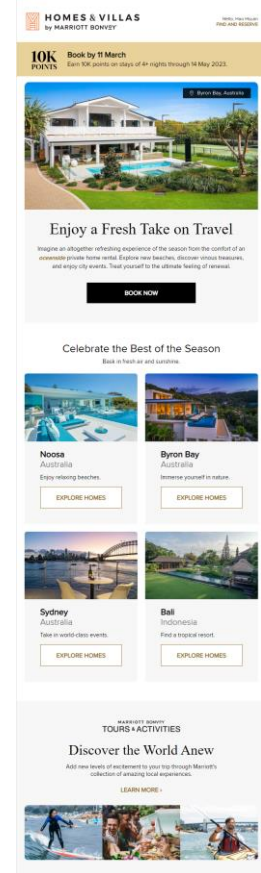


FEB 20, 2023

Campaign Objective: To capture the final ski bookings of the season and capture bookings that fall within the spring break window.

Featured Content: US & APEC only: 10k Points Promo Banner. US only: Petco Promo Banner and Marriott Bonvoy Moments module.

SL: Cozy winter ski escapes
PH: Private homes that make spring an occasion.

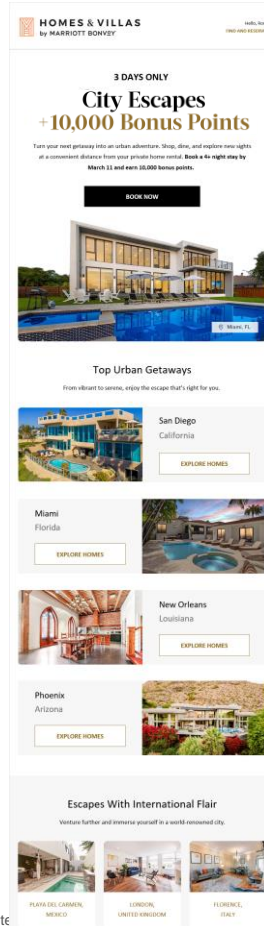


Q1 2023 Homes & Villas (HVMB) Email Creative Examples

MAR 7, 2023

Campaign Objective: Drive traffic, awareness, and bookings by featuring Domestic & International cities.

Featured Content: 10k Bonus Points Promo – Book a 4+ night stay by March 11 and earn 10,000 bonus points.



SL: Earn 10,000 Bonus Points For a Limited Time

PH: Book by 11 March.

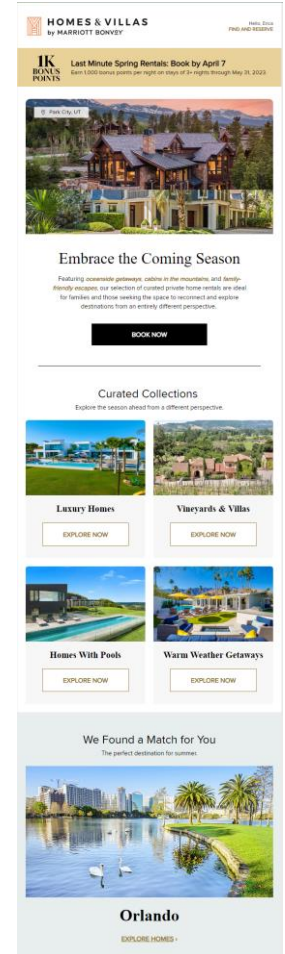
MAR 20, 2023

Campaign Objective: Inspire customers to start exploring & booking homes for summer travel APEC: Continue to educate customers on HVMB and encourage their first booking.

Featured Content: 1k Bonus Points Promo. US Only: Destination Recommendation module for default & luxury audiences.

SL: Summer-approved private home rentals

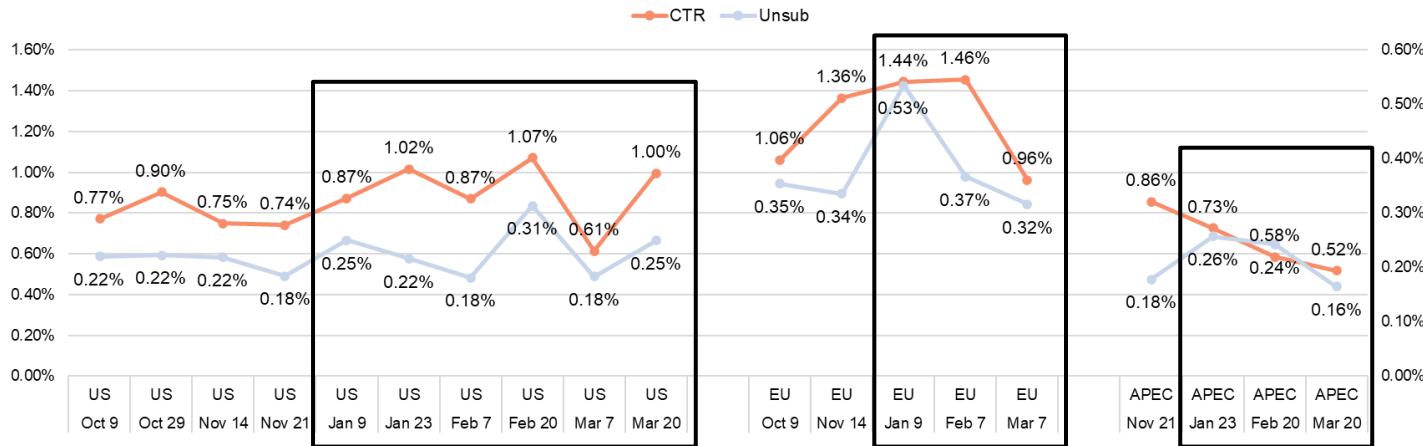
PH: Discover new ways to enjoy the season ahead.



Q1 2023 Homes & Villas (HVMB) Email Engagement Summary

- U.S. and EU CTRs were above monthly Bonvoy averages in Q1, except for Mar 7th – delivery counts increased slightly on Mar 7th in both regions
- The Feb 20th 10K bonus pts with 4+ nights offer engaged U.S. recipients, but also generated a high unsub rate; Mar 7th mailing included the same offer with last chance, urgency messaging
 - Deeper dive may be needed to understand how length of stay offers impact engagement (in the U.S. and abroad)
 - Consider testing audiences and timing for when to send last chance emails; Mar 7th deployment may have been too close to Mar 11th book by date
- Strongest response from EU audiences was with the Feb 7th campaign (highest CTR and an unsub rate similar to other months)
- APEC had the strongest engagement in Nov with the last-minute 10K bonus pts offer without min nights stay vs a similar offer on Feb 20th

Homes & Villas Email Engagement Trends



Month	Region	Delivered
Jan 9	US	10.9 M
Jan 23	US	10.9 M
Feb 7	US	10.5 M
Feb 20	US	10.9 M
Mar 7	US	11.4 M
Mar 20	US	17.2 M
Jan 9	EU	.8 M
Feb 7	EU	.8 M
Mar 7	EU	.9 M
Jan 23	APEC	3.8 M
Feb 20	APEC	4.2 M
Mar 20	APEC	3.8 M

Q1 2023 Homes & Villas (HVMB) Email Performance Data

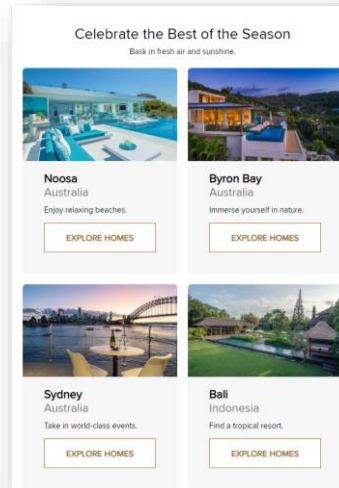
Month	Region	Delivered	CTR	Unsub
Oct 9	US	10.7 M	0.77%	0.22%
Oct 29	US	11.7 M	0.90%	0.22%
Nov 14	US	10.7 M	0.75%	0.22%
Nov 21	US	11.7 M	0.74%	0.18%
Jan 9	US	10.9 M	0.87%	0.25%
Jan 23	US	10.9 M	1.02%	0.22%
Feb 7	US	10.5 M	0.87%	0.18%
Feb 20	US	10.9 M	1.07%	0.31%
Mar 7	US	11.4 M	0.61%	0.18%
Mar 20	US	17.2 M	1.00%	0.25%
Oct 9	EU	.9 M	1.06%	0.35%
Nov 14	EU	1.0 M	1.36%	0.34%
Jan 9	EU	.8 M	1.44%	0.53%
Feb 7	EU	.8 M	1.46%	0.37%
Mar 7	EU	.9 M	0.96%	0.32%
Nov 21	APEC	3.0 M	0.86%	0.18%
Jan 23	APEC	3.8 M	0.73%	0.26%
Feb 20	APEC	4.2 M	0.58%	0.24%
Mar 20	APEC	3.8 M	0.52%	0.16%

Q1 2023 Homes & Villas (HVMB): Top Content

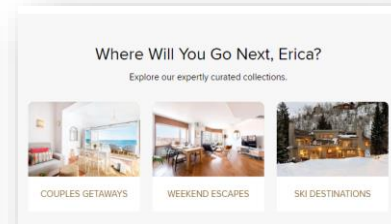
U.S. Version

- Property features located in the secondary module consistently captured more clicks than the hero module (click activity ranged from 34% to 51% of clicks)
- Modules that showed type of travel interests also captured more clicks than the hero when featured in Q1
- Test creative version that has a minimized hero module giving room to feature more homes and types of travel interests for a slightly longer scroll; continue using data to target content
- Consider showcasing new homes in the email, as this content has proven to perform well in other Bonvoy communications; callout “New” in the subject line and module copy to capture attention

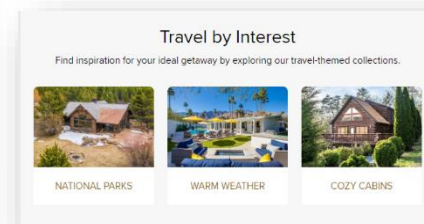
Feb 20 Secondary Module
51% of Clicks



Jan 23 Tertiary Module
25% of Clicks



Feb 7 Tertiary Module
21% of Clicks

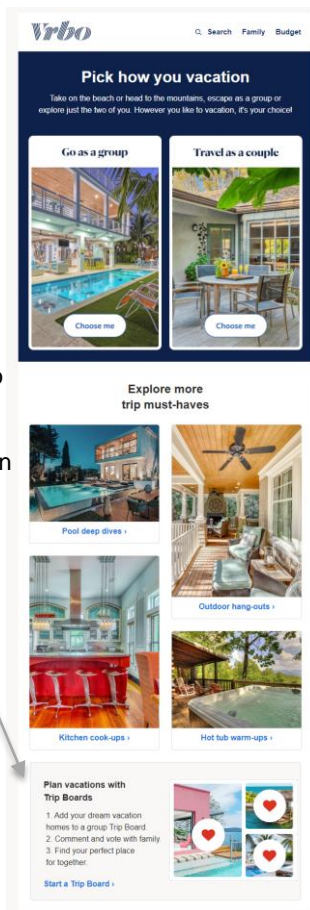


New
Openings



Industry Examples: Vrbo

SL: How do you like your vacation?



Why chosen?

- Fun theme
- Gamification in hero
- Showcased home features
- Interactive animation shows how to plan next trip

SL: Feel like royalty with these castle stays

PH: Fairytale vacations for happily-ever-afters

Why chosen?

- Fun theme
- Minimized hero
- More featured homes
- Scroll-friendly

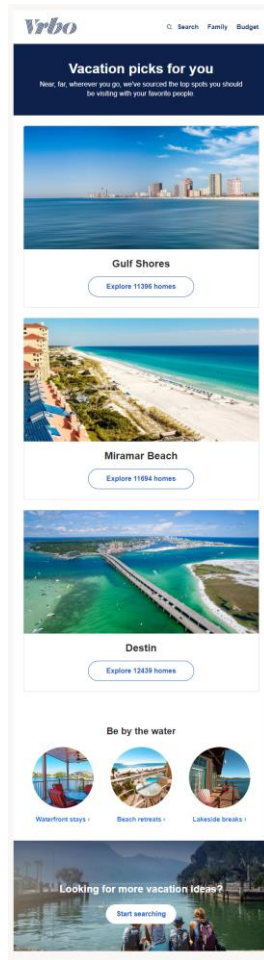


SL: Wonder where other travelers like you love?

PH: Discover what destinations are trending right now

Why chosen?

- Attractive imagery
- Minimized hero
- Showcases breadth of available homes
- Inviting scroll



Q1 2023 HVMB Email Heat Maps: US Version

% of Email Clicks

Modules	Jan 9
Header	20.4%
2X Points Promo Banner	2.8%
Hero	17.2%
Book Now CTA	16.3%
Hero Copy - Airy Villa - CTA	0.5%
Hero Copy - Cozy Chalet - CTA	0.5%
Pick Your Escapes	35.0%
Breckenridge, CO - CTA	7.8%
Breckenridge, CO - Image	2.3%
Kissimmee, Florida - CTA	6.6%
Kissimmee, Florida - Image	2.3%
Orange Beach, Alabama - CTA	6.1%
Orange Beach, Alabama - Image	2.1%
Park City, Utah - CTA	6.0%
Park City, Utah - Image	1.7%
International Urban Escapes	13.0%
Barcelona - CTA	1.2%
Barcelona - Image	2.8%
Paris - CTA	1.3%
Paris - Image	4.7%
Venice - CTA	0.7%
Venice - Image	2.2%
Footer	11.6%
Grand Total	100.0%

Modules	Jan 23
Header	13.0%
2X Points Promo Banner	2.1%
Hero	17.4%
Book Now CTA	7.2%
Hero Copy CTA - Private Lodge Experience	0.2%
Hero Copy CTA - Ski-in Ski-out	0.4%
Hero Image - Steamboat Springs, CO	3.6%
Marriage TSP Hero CTA	3.3%
Marriage TSP Hero Image - Steamboat	2.8%
Romantic Retreats	36.5%
Gatlinburg - CTA	6.9%
Gatlinburg - Image	2.2%
New Orleans - CTA	5.3%
New Orleans - Image	1.9%
Paris - CTA	8.1%
Paris - Image	2.8%
Steamboat Springs, CO - CTA	6.9%
Steamboat Springs, CO - Image	2.4%
Where Will You Go Next	24.9%
Beach Collection Tertiary Module - Warm Getaways CTA	0.0%
Beach Collection Tertiary Module - Warm Getaways Image	0.0%
Couples Getaways - CTA	5.7%
Couples Getaways - Image	5.9%
Ski Destinations - CTA	2.5%
Ski Destinations - Image	2.0%
Weekend Escapes - CTA	2.9%
Weekend Escapes - Image	3.1%
Petco Banner - PLACEHOLDER	0.3%
Footer	8.6%
Grand Total	100.0%

Modules	Feb 7
Header	15.6%
Hero	17.1%
Hero Copy CTA - Mountainside Adventures	0.7%
Hero Copy CTA - Poolside Sunsets	0.7%
Hero CTA - Book Now	9.0%
Hero Image - Santa Rosa Beach, FL	6.0%
Hero Image Presence of Children - Big Bear Lake	0.7%
Charming Escapes	37.2%
Hilton Head Island, SC - CTA	13.4%
Hilton Head Island, SC - Image	3.9%
Mammoth Lakes, CA - CTA	2.6%
Mammoth Lakes, CA - Image	1.0%
Panama City Beach, FL - CTA	6.2%
Panama City Beach, FL - Image	1.4%
San Diego, CA - CTA	6.7%
San Diego, CA - Image	2.0%
Travel by Interest	21.2%
Cozy Cabins - CTA	1.7%
Cozy Cabins - Image	3.5%
National Parks - CTA	2.4%
National Parks - Image	3.7%
Warm Weather - CTA	3.4%
Warm Weather - Image	6.5%
Petco Banner	0.6%
Footer	8.2%
Grand Total	100.0%

Q1 2023 HVMB Email Heat Maps: US Version

% of Email Clicks

Modules	Feb 20
Header	16.2%
10K Points Promo Banner	2.6%
Hero	16.3%
Hero Copy - Oceanside - CTA	0.5%
Hero Copy - Outdoor Adventures - CTA	0.2%
Hero CTA - Book Now	11.7%
Hero Image - Ft. Lauderdale, FL	3.9%
Celebrate the Best of the Season	50.9%
Ft. Lauderdale - CTA	9.9%
Ft. Lauderdale - Image	3.4%
Sante Fe - CTA	6.5%
Sante Fe - Image	2.1%
Sevierville - CTA	6.6%
Sevierville - Image	2.8%
St. Thomas - CTA	15.6%
St. Thomas - Image	3.9%
Tours & Activities	2.9%
Petco Banner	0.9%
Footer	10.3%
Grand Total	100.0%

Modules	Mar 7
Header	20.2%
Hero	21.4%
Hero Headline-10K Bonus Points	3.3%
Hero CTA - Book Now	14.9%
Hero Image - Miami, FL	3.2%
Top Urban Getaways	33.6%
Miami - CTA	6.4%
Miami - Image	2.3%
New Orleans - CTA	4.9%
New Orleans - Image	1.7%
Phoenix - CTA	6.8%
Phoenix - Image	2.2%
San Diego - CTA	6.8%
San Diego - Image	2.5%
Explore With International Flair	14.2%
Florence - CTA	2.1%
Florence - Image	2.5%
London - CTA	2.2%
London - Image	2.6%
Playa del Carmen - CTA	2.3%
Playa del Carmen - Image	2.6%
Footer	10.5%
Grand Total	100.0%

Modules	Mar 20
Header	17.9%
Hero	22.6%
Hero Copy CTA - Cabins in The Mountains	0.5%
Hero Copy CTA - Family-friendly Escapes	0.4%
Hero Copy CTA - Oceanside Getaways	0.5%
Hero CTA - Book Now	14.1%
Hero Image	7.2%
Curated Collections	37.6%
Beach Homes - CTA	10.1%
Beach Homes - Image	4.1%
Drive Worthy Gems - CTA	4.3%
Drive Worthy Gems - Image	1.1%
Homes with Pools - CTA	5.9%
Homes with Pools - Image	2.5%
Luxury US - Luxury Homes - CTA	1.0%
Luxury US - Luxury Homes - Image	0.3%
Luxury US - Vineyards & Villas - CTA	1.1%
Luxury US - Vineyards & Villas - Image	0.2%
Warm Weather Getaways - CTA	5.1%
Warm Weather Getaways - Image	2.0%
We Found A Match For You - Destination	11.8%
Footer	10.0%
Grand Total	100.0%

TESTING & OPTIMIZATION

PCIQ Insights

Lux MAU: Short vs. Tall Hero Test

Lux MAU: Offer Mix Test

U.S./Canada Demand Gen: Hero CTA Test

PCIQ Optimization Insights

Summary of Luxury & Travel Inspiration Solos

- **Lux MAU:**
 - Authority and Direct continue to outperform Listicle MoM for Preheader PCIQ testing
 - Continue to evaluate listicle approach with lower performance in both Lux MAU and Ritz in Q1
 - PCIQ preheader testing to continue throughout Q2; introducing new tags to optimize against
- **Ritz eNews:**
 - Authority, Direct and Intrigue continue to be top performers for Subject Line PCIQ testing; both when used alone and in combination with personalization
 - Listicle has had more varied performance throughout Q1
 - Continue to leverage top performing tags and test listicle against listicle with personalization to assess performance
- **Traveler**
 - 'Intrigue', 'Personal' and 'Humor' SL tags performed the best this quarter
 - 'Listicle' hero CTA tag performed the best this quarter compared to 'Exclusivity' and 'Intrigue' tags
 - Testing headlines with same tagging approach as SLs; the Listicle headline tag has been the strongest performer to date.
 - Continuing to test regional headlines when it makes sense to trend results

Example PHs (Authority):

Your guide to a romantic escape

Your guide to inspiring itineraries to enjoy in the new year

Example SL (Intrigue, Personal): Inside the Ritz-Carlton: Marc, Off the Beaten Path Destinations to Explore

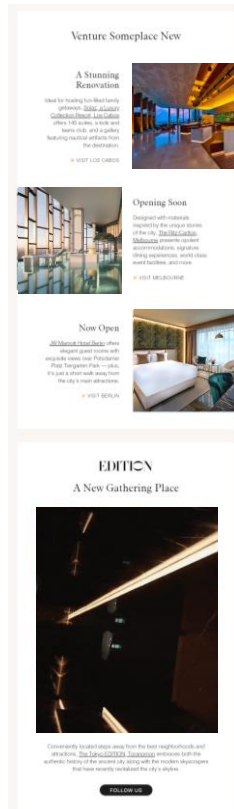
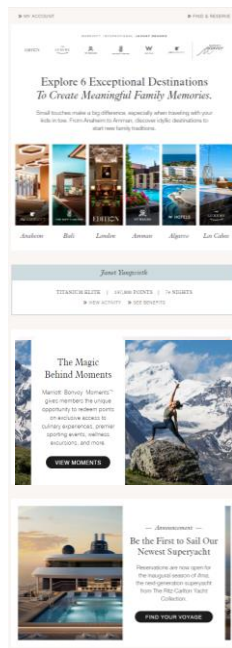
Example Hero CTA (Listicle):

See All 16

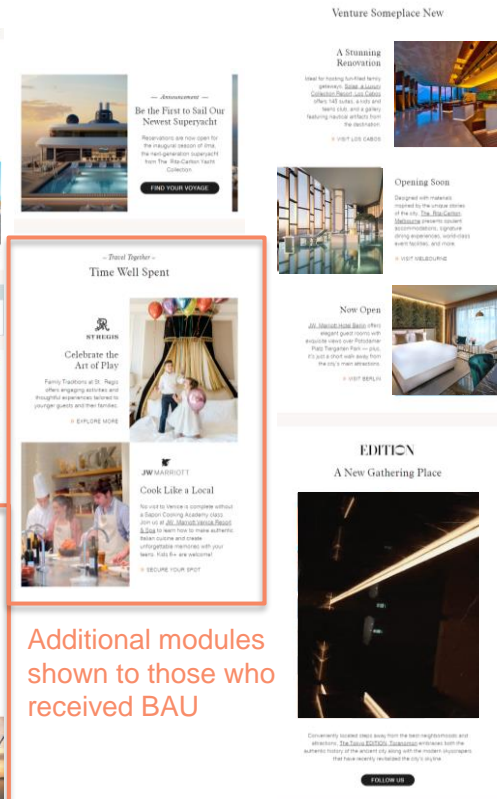
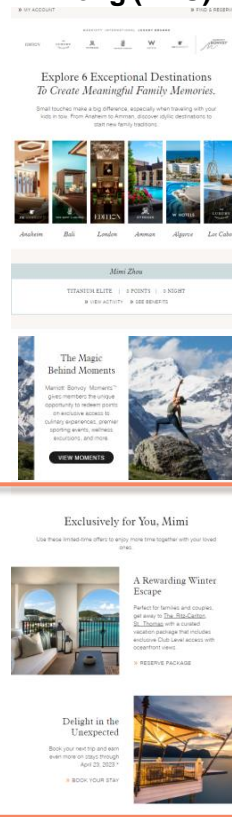
Lux MAU: L1/L2A Short vs. Tall Version Test (March)

- 50% of L1 and L2A audience received a shorter, condensed version with 50% receiving BAU (tall version)

Short



Long (BAU)



Additional modules shown to those who received BAU

Lux MAU: L1/L2A Long vs Tall Version Test Results (March)

- L1 Short outperformed L1 Tall when looking at CTR (+0.04 pts.) with comparable unsub rate; rev/delivered was within \$0.01
- L2A engaged at a higher rate with Tall (0.4 pts.) whereas there was a significantly lower rev/delivered for the Short version
- Revenue for the tall version was more than the short version for both L1 and L2A
- Continue testing tall versus short version in April
 - Note: Offer content was suppressed in the shorter version. We may consider bringing back and removing other lower performing content in future test iterations for at least L2A to try and maintain revenues generated and still understand optimal content mix

Metrics	L1 Short	L1 Tall	L2A Short	L2A Tall
Delivered	300.7 K	300.5 K	131.7 K	131.8 K
Clicks	2.1 K	2.0 K	1.6 K	1.7 K
CTR	0.71%	0.67%	1.22%	1.26%
Unsub Rate	0.10%	0.11%	0.07%	0.06%
Revenue	\$7,565	\$12,983	\$9,324	\$30,487
Rev/Del	\$0.03	\$0.04	\$0.07	\$0.23

*When assessing click performance results are inconclusive for L2A (lacking statistical significance); results for L1 are statistically significant at a 90% confidence interval

Lux MAU: L3 GloPro Copy Test

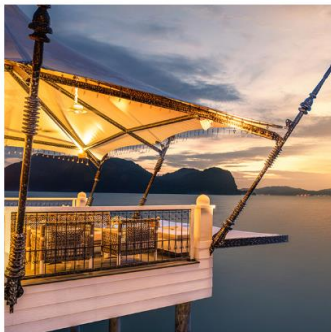
- **Testing Objective:** Determine if a modified copy approach that elevates the GloPro value proposition will drive incremental engagement and revenue for the L3 audience
- **Hypothesis:** Elevating the copy with a more luxury focused tone and less promotional details will drive incremental engagement and revenue
- **Outcome:** Decisioning on whether to leverage this copy approach for select segments moving forward

BAU Register GloPro

Delight in the
Unexpected

Register now, then earn 1,000
bonus points and 1 bonus
Elite Night Credit on each
eligible paid night.*

» REGISTER NOW



Elevated Luxe Register GloPro

Delight in the
Unexpected

Register now and make your
next trip go even further.*

» REGISTER



Lux MAU: L3 GloPro Copy Test

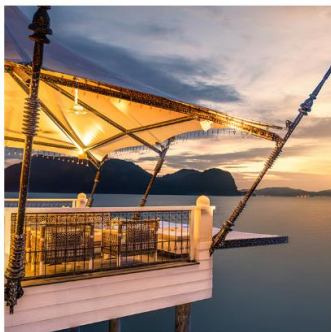
- **Results:** Elevated Luxe Register GloPro module did drive incremental click engagement and revenue in comparison to BAU
- **Opportunity:** Determine ability to test for additional segments including L2A and L2B

BAU Register GloPro

Delight in the
Unexpected

Register now, then earn 1,000
bonus points and 1 bonus
Elite Night Credit on each
eligible paid night.*

» REGISTER NOW



- **Delivered:** 92.8 K
- **Total Clicks:** 1.8 K
- **Module Clicks:** 73
- **CTR:** 0.08%
- **% of Clicks:** 4.0%
- **Revenue:** \$3.8 K

Elevated Luxe Register GloPro (Test Winner)*

Delight in the
Unexpected

Register now and make your
next trip go even further.*

» REGISTER



- **Delivered:** 92.8 K
- **Total Clicks:** 1.9 K
- **Module Clicks:** 130
- **CTR:** 0.14%
- **% of Clicks:** 6.7%
- **Revenue:** \$4.7 K

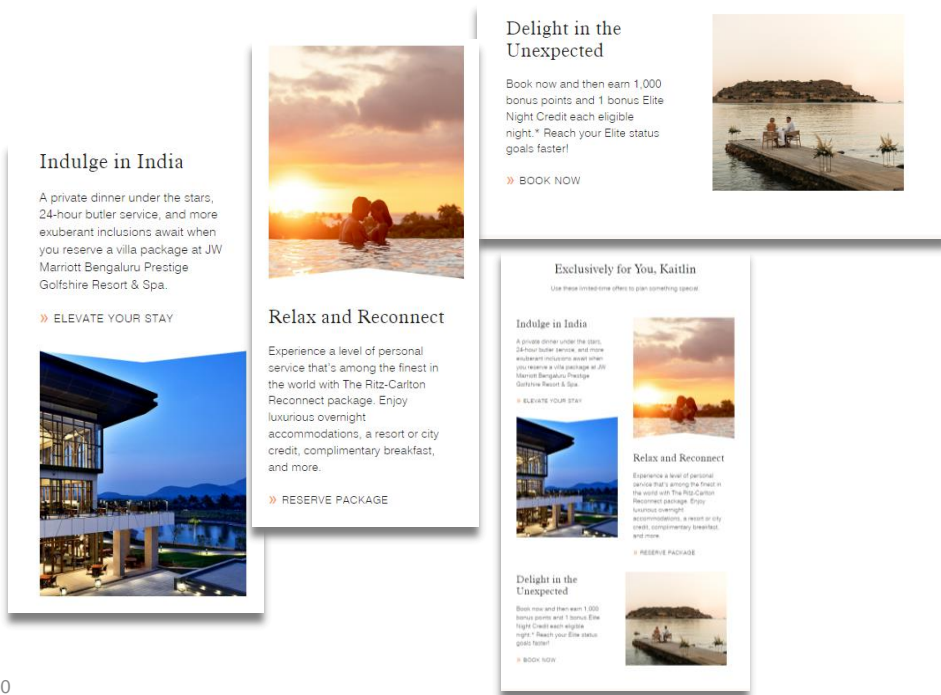
*Results are statistically significant at a 99% confidence interval (when assessing click performance)

Notes:

- Financial data source: Omniture 7-day cookie
- Since July '22 financials were impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

Lux MAU: L2A/L2B/L3 Offer Mix Test (February)

- **Testing Objective:** Determine if showing more offers drives incremental engagement and revenue totals across each luxury segment
- **Hypothesis:** Performance will vary by luxury segment as to which offer mix drives more engagement and booking activity



• Testing Results:

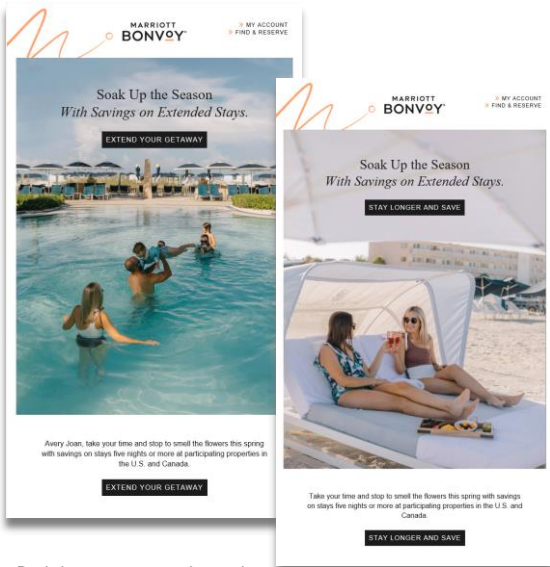
- 2-offer versus 3-offer approach drove similar engagement and revenue across all luxury segments
- L2A did have slightly lower unsub rate and higher revenue/delivered when JW Marriott Villa package was included
- L3 had slightly higher revenue/delivered when JW Marriott Villa package was not included (also top engaged segment with GloPro)
- **Recommendation:** Consider testing again during less promotional timeframe (e.g., not during GloPro month) to see if similar engagement and booking behavior occurs

Lux MAU: L2A/L2B/L3 Offer Mix Test (February)

L2A/L2B/L3 Offer Mix Test	Delivered	Clicks	Unsubs	Bookings	Revenue	CTR	Unsub Rate	Rev/Delivered
Audience received GloPro and TRC Reconnect package	868,820	20,636	404	187	\$140,668	2.4%	0.05%	\$0.16
L2A	132,827	2,201	129	18	\$16,159	1.7%	0.10%	\$0.12
L2B	580,876	13,796	229	128	\$105,747	2.4%	0.04%	\$0.18
L3	155,117	4,639	46	41	\$18,762	3.0%	0.03%	\$0.12
Audience received GloPro, TRC Reconnect and JW Marriott Villa package	869,216	20,871	409	195	\$142,091	2.4%	0.05%	\$0.16
L2A	132,935	2,184	112	29	\$19,840	1.6%	0.08%	\$0.15
L2B	580,953	14,130	243	136	\$108,299	2.4%	0.04%	\$0.19
L3	155,328	4,557	54	30	\$13,952	2.9%	0.03%	\$0.09
Grand Total	1,738,036	41,507	813	382	\$282,759	2.4%	0.05%	\$0.16

*When assessing click performance results are inconclusive for L2A and L3 with such close performance (lacking statistical significance); results for L2B are statistically significant for the audience that received 3 offers at a 95% confidence interval

U.S./Canada Demand Gen: March Hero CTA Test Results



Both heroes were animated with same images (animation not shown)

CTA Test Overview: 50% of the member and non-member audience received the “Extend Your Getaway” CTA option and 50% of the member and non-member audience received the “Stay Longer and Save” CTA option.

Primary goal of the test was to see which CTA copy option drove more engagement. Secondary goal was to gauge impact on bookings.

Results: Overall results were mixed and inconclusive.

- “Stay Longer and Save” CTA drove higher engagement at a +13.9% lift in hero clicks and a lift in total clicks of +3.8%
- “Extend Your Getaway” CTA drove more bookings and revenue at a +3.4% bookings lift, +11.0% revenue lift and a +0.08 pt. conversion rate lift compared to “Stay Longer and Save”.

Recommendation – continue testing for engagement patterns and to see if a winner emerges. Consider leaning into the “Extend Your Getaway” CTA approach, as this option drove higher revenue and a higher conversion rate. The campaign CTRs were nearly the same

Hero CTA A/B Test	Delivered	Clicks	CTR
EXTEND YOUR GETAWAY	5.8 M	19.0 K	0.33%
STAY LONGER AND SAVE	5.8 M	19.8 K	0.34%

Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift	Total Email Clicks	Total Clicks Lift
6,207		0.11%		28,912	
7,071	13.9%	0.12%	+0.01 pt.	29,997	3.8%

Bkgs	Bkgs Lift	Revenue	Revenue Lift	Conv%	Conv Lift
210	3.4%	\$98.3 K	11.0%	1.10%	+0.08 pts.
203		\$88.6 K		1.02%	

ACTIONABLE INSIGHTS



Actionable Insights

- Continue working with data teams and CX on the Adobe tracking issues that are impacting financials attributed to email.
- For elite members, continue planning for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings.
- For Core MAU:
 - Team considering alternate approach next year to suppressing the member account box / annual member account processing
 - Recommend testing regional offers in the hero for Global Promo or Points Promo holdout groups to help drive engagement.
 - Continue to promote top content from other solo campaigns to support overall initiatives (ex: Moments, U.S./Canada Demand Gen and Boutiques).
- For Lux MAU:
 - Continue PCIQ preheader testing and optimization to gain insights around what copy approaches resonate with members.


Actionable Insights

- For mailings that have multiple waves (like HVMB), consider testing audiences and timing for when to send last chance emails
- For future HVMB mailings:
 - Test creative version that has a minimized hero module giving room to feature more homes and types of travel interests for a slightly longer scroll; continue using data to target content
 - Consider showcasing new homes in the email, as this content has proven to perform well in other Bonvoy communications; callout “New” in the subject line and module copy to capture attention
- Consider targeting branded content to those needing more brand education like, new Basics or Opportunity Segments with med/high Switchability from another loyalty program, and/or low/med share of wallet
- For future Global Promo mailings:
 - Continue testing offer content and consider pulling in Cobrand acquisition offers and regional offers for in-language versions
 - Continue with double hero CTA approach, as it works at capturing opener activity

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

Actionable Insights

- Given inconsistent U.S./Canada Demand Gen hero engagement across Q1 short and tall versions, consider testing short vs. tall hero approaches for this audience; test most popular secondary offer content in hero or look for opportunity to move placement closer to top of email to trend engagement impact
- Continue testing images in MBV Escapes will help determine if the warm image colors + themed copy impacted engagement



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

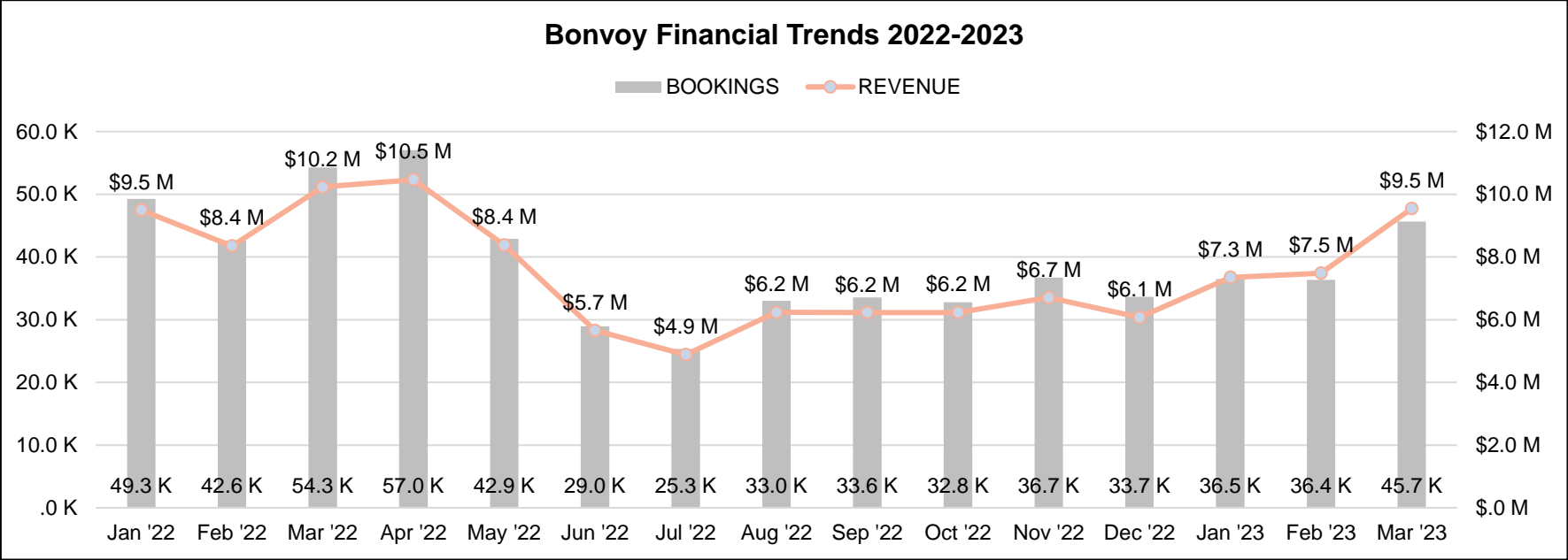
Thank You!

MARRIOTT
BONVOY®



APPENDIX

Financial Trends

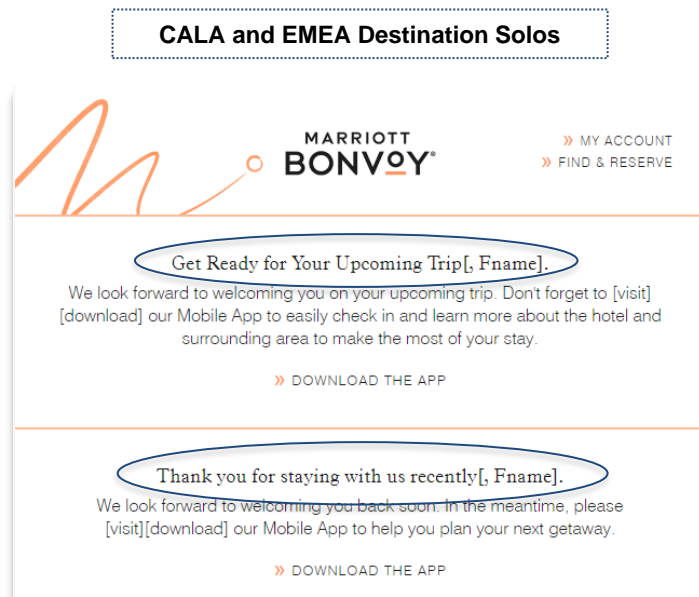


Financial data: Omniture 7-day cookie

Upcoming Trip/Recent Stay Modules

Using stay behavior to drive engagement and personalization

- Outside of targeting those with an upcoming trip in our Welcome and Every Day Earn Series, we are also testing the Upcoming Trip/Recent Stay module in some of our monthly campaigns to drive engagement and personalization.
- Higher placement for optimized click activity; dynamic messaging
- Among those who have received the module, we have consistently seen higher overall engagement.
- Continuing to trend engagement, especially overall impact as we move into more peak travel months.



Traveler Newsletter

