



Marriott Bonvoy

Q1 2024 Email Performance Review

May 6, 2024

MARRIOTT
BONVOY



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



Agenda

- Awards & Accomplishments
- Q1 2024 Performance Summary
- Quarterly Campaign Highlights
- Testing & Optimization Insights
- Industry Examples
- Actionable Insights

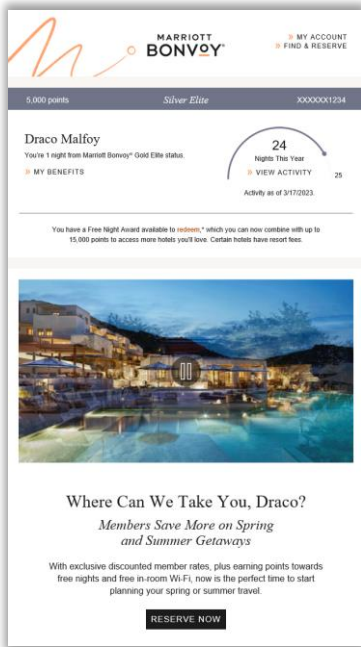
Awards & Accomplishments



Award-Winning 2023 Email Communications

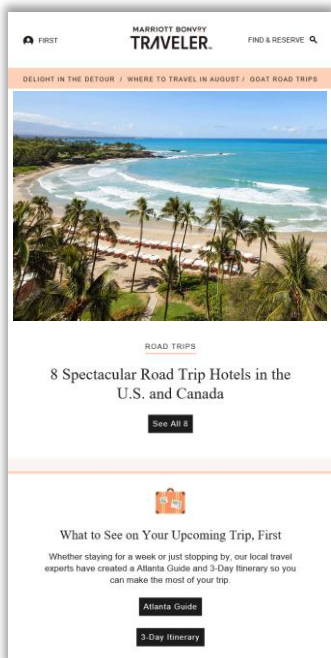
announced March 2024

INTERNET ADVERTISING COMPETITION



Core MAU
April 2023
Best Travel Email
Message Campaign

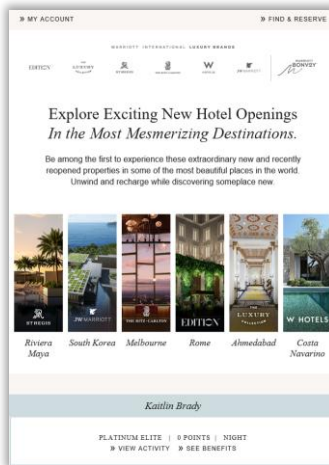
*Marriott Bonvoy Delivers
Innovative, Hyper-
Personalized Emails to
Members Worldwide*



Traveler
July 2023

Best Of Show Online Newsletter Campaign
Best Travel Online Newsletter Campaign

*Marriott Bonvoy Inspires Travel with Design,
Imagery and Animation*



Lux MAU
May 2023
Best Hotel and
Lodging Email
Message Campaign

*Marriott Bonvoy
Leverages Luxury to
Entice Members, Boost
Revenue*



Q1 2024 Accomplishments

- Continued channel optimization project with B+T
- Socialized data traceability findings and addressing data quality issues
- Launched email data quality tracker and established process for evaluating performance data across teams
- Launched Onboarding Pathways and Every Day Earn automated triggers
- Expanded First 100 Days campaign to members globally
- Enhanced content for First 100 days
- Activated Non-member analysis and communications planning; completed fact base; holding brainstorm meeting in Q2
- Completed an updated email marketing process for extracting data from Product Catalog
- Launched Decision Engine Test #2
- Launched Luxury communication guidelines
- Released new process to capture email test & learn activities
- Performed annual email channel industry health check and competitive review; readout meeting in May
- Working toward Q2 release of eAppend process and communications (~2.5M records)
- Launched retargeting push communications
- Continuing to activate push marketing and expanding to Lifecycle communications
- Working to activate SMS pilot in Mexico and China
- Exploring other large-scale app communications like WhatsApp, WeChat, Line, Kacao
- Rolling enhancements to METT and LCB user experiences

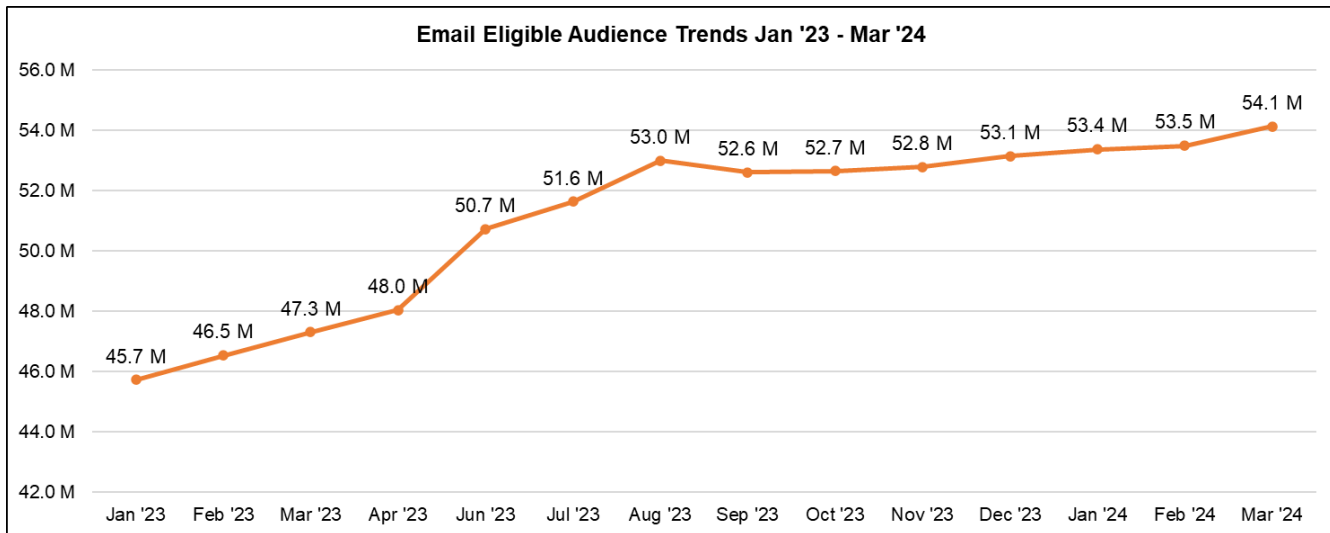
Q1 2024 PERFORMANCE SUMMARY

Q1 2024 Key Storylines

- We continued to see MoM emailable audience growth through March, with a +14% YoY increase
- Overall engagement was up compared to Q4 and was mostly steady compared to last year
- Unsubscribe rate was steady each month and has seen a positive decline since Q3 2023
- Q1 revenue saw a lift compared to Q4 and a decline compared to last year; January drove most monthly bookings and revenue this quarter
- Many overall declines were impacted by data quality issues; missing deliveries for several campaigns, including larger mailings that are typically top click and/or bookings drivers; financials could be understated.

Reached 54.1 M emailable customers in March 2024

- Total net increase MoM of +634.6 K
 - Members increased by +619.1 K (+1.6%)
 - Non-Members increased by +15.5 K (+0.1%)
- +14% increase compared to March 2023



Email Eligible (total)	54.1 M
MoM	+1.2% +634.6 K
Members	38.3 M
MoM	+1.6% +619.1 K
Non-Members	15.8 M
MoM	+0.1% +15.5 K

Report Date = April 1, 2024

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

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

All regions saw a member increase in March; North America was the only region that saw an increase in non-members

March 2024 Eailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	37.4 M 69.1%	6.7 M 12.4%	4.0 M 7.5%	3.7 M 6.9%	2.2 M 4.0%	*54.1 M +1.2%
Members MoM	22.5 M +1.1%	6.3 M +2.5%	3.9 M +2.2%	3.6 M +1.9%	1.9 M +3.8%	38.3 M +1.6%
Non-Members MoM	14.8 M +0.2%	412.9 K -0.5%	131.9 K -1.6%	67.5 K -1.0%	332.8 K -0.3%	15.8 M +0.1%

Report Date: April 1, 2024

*Not shown: 85.5 K email eligible customers who did not have an identified region in the reporting.

Q1 2024 Performance Summary

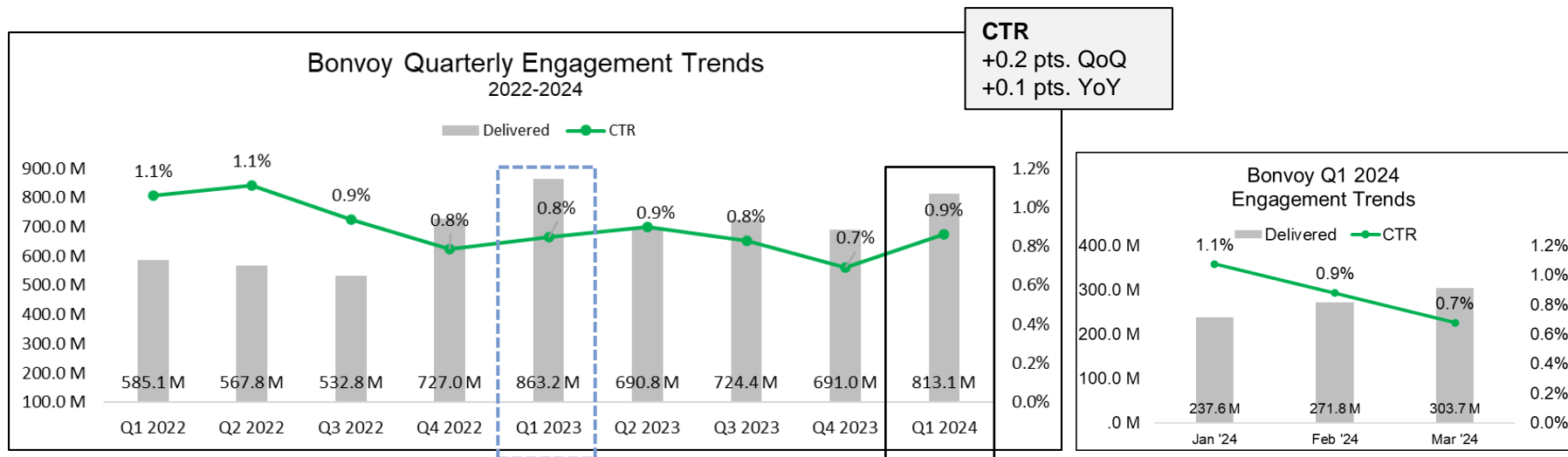
	Quarterly	Q1 '24	QoQ	YoY
Engagement	Delivered	813.1 M	+17.7% +122.1 M	-5.8% -50.1 M
	Clicks	7.0 M	+46.1% +2.2 M	-4.2% -303.3 K
	CTR	0.9%	+0.2 pts.	+0.1 pts.
	Unsub%	0.20%	-0.03 pts.	+0.02 pts.
Financials	Bookings	36.9 K	-4.8% -1.9 K	-29.9% -15.8 K
	Room Nights	84.0 K	-0.9% -736	-29.1% -34.5 K
	Revenue	\$18.3 M	+11.0% +\$1.8 M	-25.1% -\$6.1 M
	Conv%	0.53%	-0.28 pts.	-0.19 pts.

- Overall engagement was up QoQ and mostly steady YoY
 - Compared to Q4, the CTR of 0.9% was an increase of +0.2 pts., and there was a positive -0.03 pts. decline in unsub rate.
 - YoY decreases in deliveries and clicks were impacted by data quality issues in Q1 reporting; missing some deliveries for several campaigns.
- Most financials saw declines, also impacted by the data quality issues, but we did see a +\$1.8 M lift in revenue compared to Q4, impacted by bookings from Global Promotion and the Cobrand Elite Night Credit mailing that was not in market last quarter.
 - Overall financials this quarter could be understated, due to the data quality issues.

Data quality issues impacted Q1 2024 engagement and financial reporting due to several missing campaigns. See the Appendix for the March 2024 Performance Summary.

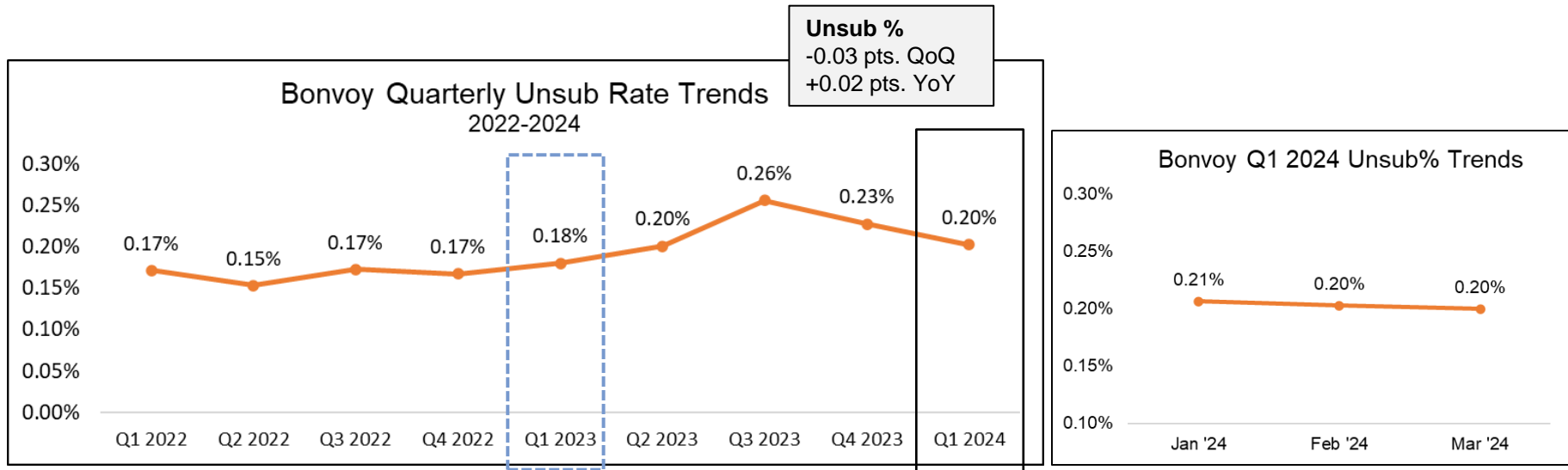
Q1 CTR of 0.9% was a slight lift compared to last year

- Top click drivers this quarter included Personal Year In Review, Core MAU, Q1 Global Promotion, Ritz-Carlton Yacht Collection (RCYC), Traveler and Hawaii Demand Gen.
- The YoY decline in deliveries was impacted by data quality issues in Q1 reporting -- missing some deliveries for several larger campaigns like Q1 Global Promo Reminder, Re-Engage Series, Homes & Villas, US/CAN Demand Gen, Bonvoy Escapes and Boutiques; also, some campaigns not in market this year impacted the decline – the App POC test (32.1 M) and the Incent Redemption Solo (7.0 M)
 - There were YoY delivery increases for Cobrand ACQ (+58 M), RCYC (+26 M), Bonvoy Escapes (+14 M), as well as new campaigns this year, including MGM Collection (+61 M) and Decision Engine (+25 M), but these increases were not enough to offset the overall delivery decrease.



Q1 unsub rate of 0.20% was a positive decline compared to Q4

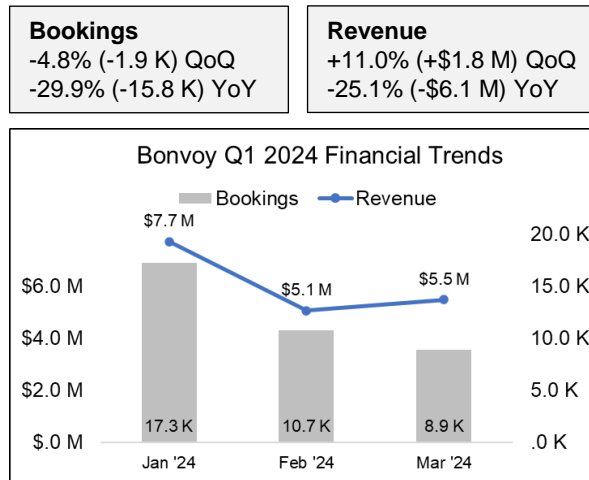
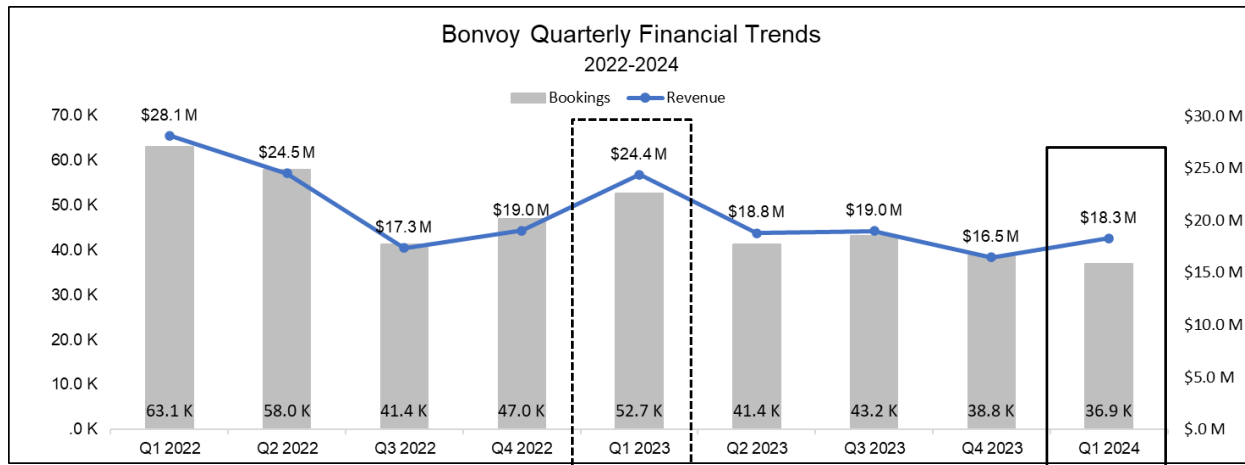
- Across Q1, we held a steady unsub rate – from 0.21% in January to 0.20% in February and March.
- We have seen an overall decline in unsub rate since Q3 2023.
- Will continue to evaluate trends and assess recent Gmail sender changes that could impact potential increases.



Q1 revenue of \$18.3 M was an +11.0% increase compared to Q4

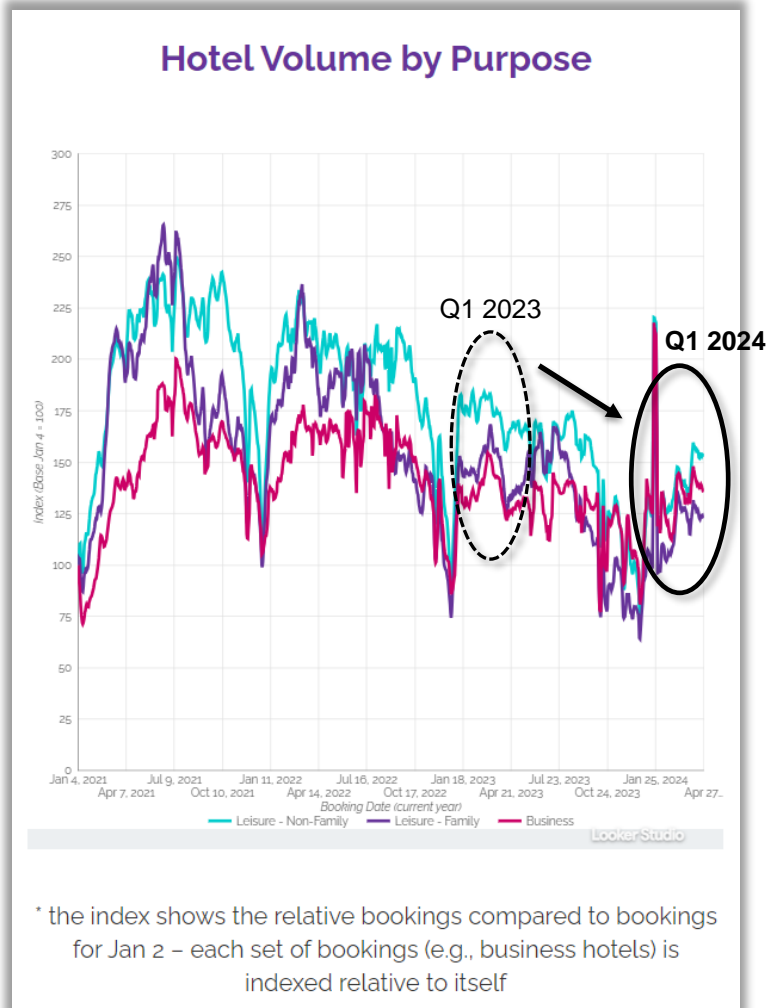
- January drove most monthly revenue this quarter, impacted by bookings from Cobrand Elite Night Credit and Personal Year in Review, which were both mailed in January only.
- YoY decline in revenue was impacted by bookings from one-time sends last year, including the Incent Redemption Solo and the App-Exclusive POC test, as well as missing deliveries this year for Q1 Global Promo Reminder and Re-Engage Series – typically among the top drivers.
- Overall Q1 2024 financials were impacted by data quality and reporting issues; bookings and revenue could be understated.

Q1 2024 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev
Q1 2024 Global Promotion	85.8 M	5.2 K	\$2.5 M	0.7%	13.6%
Escape to Luxury	6.8 M	1.5 K	\$2.2 M	1.1%	11.6%
Core MAU	60.5 M	3.7 K	\$1.7 M	0.5%	8.7%
Cobrand Elite Night Credit	3.0 M	3.3 K	\$1.1 M	0.6%	5.7%
Bonvoy Escapes	23.2 M	2.0 K	\$778.8 K	1.7%	4.3%
TOTAL	179.3 M	15.7 K	\$8.2 M	0.7%	43.9%



U.S. Domestic Travel Trends

- This chart shows hotel booking volume and trends in the U.S.
 - Each color-coded line represents a particular sector (leisure non-family, leisure family or business travelers).
- Overall bookings in Q1 2024 were down compared to last year across all sectors; exception from Jan 15 to Feb 1 this year, when we saw a spike from both business and leisure non-family travelers.



Q1 2024 Performance Summary

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Promotions	NHO, T. Swift Sweeps,	134.6 M	16.6%	1.2 M	0.9%	0.20%	6.7 K	\$3.1 M	0.55%
QoQ	ATM, Buy Points,	-2.5%	-3.4 pts.	+62.7%	+0.4 pts.	-0.01 pts.	+2.8%	+30.9%	-0.32 pts.
YoY	Global Promo, SIA	-16.9%	-2.2 pts.	-14.4%	+0.0 pts.	+0.01 pts.	-49.8%	-52.5%	-0.39 pts.
Cobrand ACQ	Credit Card Dom,	96.3 M	11.8%	172.2 K	0.2%	0.19%	465	\$194.4 K	0.27%
QoQ	KSA, UK, Mex, etc.	-14.9%	-4.5 pts.	-29.3%	-0.0 pts.	-0.03 pts.	-79.5%	-77.3%	-0.66 pts.
YoY		-37.7%	-6.0 pts.	-31.4%	+0.0 pts.	-0.00 pts.	-83.7%	-85.1%	-0.87 pts.
Core MAU		92.4 M	11.3%	1.0 M	1.1%	0.15%	4.3 K	\$1.9 M	0.42%
QoQ	Core MAU	+42.9%	+2.0 pts.	+137.3%	+0.4 pts.	+0.02 pts.	+1.4%	+1.3%	-0.56 pts.
YoY		+7.7%	+1.4 pts.	+82.8%	+0.5 pts.	+0.01 pts.	+23.3%	+18.1%	-0.20 pts.
Global-Local	CALA, EMEA,	58.8 M	7.2%	405.5 K	0.7%	0.23%	1.3 K	\$836.2 K	0.31%
QoQ	Destinations, US/CAN	-22.7%	-3.8 pts.	-16.0%	+0.1 pts.	-0.09 pts.	-72.4%	-60.0%	-0.65 pts.
YoY	Demand Gen	-9.4%	-0.3 pts.	-11.1%	-0.0 pts.	+0.04 pts.	-40.5%	-29.9%	-0.16 pts.
METT	METT MR, Mixed,	48.7 M	6.0%	346.5 K	0.7%	0.30%	2.4 K	\$1.2 M	0.70%
QoQ	BPP	+8.9%	-0.5 pts.	-15.1%	-0.2 pts.	-0.04 pts.	-4.0%	+6.6%	+0.08 pts.
YoY		+5.7%	+0.7 pts.	-7.5%	-0.1 pts.	+0.11 pts.	-9.5%	-16.5%	-0.02 pts.
Lifecycle	Welcome Series,	14.9 M	1.8%	497.4 K	3.3%	0.46%	4.2 K	\$1.9 M	0.84%
QoQ	Achiever, First 100	+84.7%	+0.7 pts.	+14.1%	-2.1 pts.	-0.09 pts.	-34.2%	-34.9%	-0.62 pts.
YoY	Days, etc.	-13.3%	-0.2 pts.	-32.9%	-1.0 pts.	+0.20 pts.	-32.7%	-27.1%	+0.00 pts.
Partner	Airline Rewards,	11.4 M	1.4%	58.6 K	0.5%	0.14%	575	\$294.9 K	0.98%
QoQ	Uber LTO	+85.8%	+0.5 pts.	-54.4%	-1.6 pts.	-0.05 pts.	+49.0%	+51.9%	+0.68 pts.
YoY		-68.1%	-2.7 pts.	-70.1%	-0.0 pts.	+0.03 pts.	-30.0%	-0.5%	+0.56 pts.
Cobrand ECM	Refer a Friend,	11.0 M	1.3%	671.2 K	6.1%	0.05%	5.1 K	\$1.7 M	0.76%
QoQ	Newsletters, Cobrand	+50.2%	+0.3 pts.	+319.1%	+3.9 pts.	-0.01 pts.	+115.4%	+149.8%	-0.71 pts.
YoY	Welcomes, etc.	+4.8%	+0.1 pts.	+187.0%	+3.9 pts.	+0.01 pts.	+33.3%	+77.7%	-0.87 pts.
Other Comms	All other campaign	345.1 M	42.4%	2.6 M	0.8%	0.20%	11.9 K	\$7.1 M	0.46%
QoQ	types	+48.2%	+8.7 pts.	+48.4%	+0.0 pts.	-0.01 pts.	+25.7%	+62.8%	-0.08 pts.
YoY		+20.4%	+9.2 pts.	-15.2%	-0.3 pts.	+0.01 pts.	-31.4%	-15.5%	-0.11 pts.
MBV Q1 '24 Total		813.1 M	100.0%	7.0 M	0.9%	0.20%	36.9 K	\$18.3 M	0.53%
QoQ		+17.7%	--	+46.1%	+0.2 pts.	-0.03 pts.	-4.8%	+11.0%	-0.28 pts.
YoY		-5.8%	--	-4.2%	+0.0 pts.	+0.02 pts.	-29.9%	-25.1%	-0.19 pts.

Data quality issues impacted Q1 2024 reporting; missing some deliveries for Q1 GloPro Reminder, Core MAU, Project Red (T. Swift Sweeps) and US/CAN Demand Gen; also missing some deliveries for Re-Engage Series, Escapes, Boutiques, RC eNews and HVMB in Other Comms; overall financials could also be understated.

- Promotions had the second-largest proportion of deliveries this quarter at 16.6% (after Other Comms), impacted by the larger Global Promo and Points Promo mailings, and the Taylor Swift Sweeps campaign.
 - The App POC campaign (33.8M) that was in market last year and not this year impacted YoY delivery and click declines.
- Overall, Cobrand ECM saw the highest CTR this quarter at 6.1% as well as the lowest unsub rate at 0.05%.
- Core MAU saw engagement and financial increases QoQ and YoY, including an +18.1% YoY lift in revenue.
 - In addition to Core MAU, Other Comms, Promotions, and Lifecycle drove most revenue this quarter.

Q1 2024 Performance Summary

by Campaign Type – Other Communications Only

- Engagement campaigns accounted for most of the Other Comms deliveries at 51.0%; MGM Collection (60.6 M) and Decision Engine test (30.7 M) were not in market in Q4 or last year and, therefore, impacted overall increased deliveries
- Personal Year in Review and Escape to Luxury were among the top-performing campaigns this quarter – both had above-average CTRs, low unsub rates and above-average conversion rates.

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkgs	Rev	Conv%
Other Comms		345.1 M	42.4%	2.6 M	0.8%	0.20%	11.9 K	\$7.1 M	0.46%
QoQ	<i>All other campaign types</i>	+48.2%	+8.7 pts.	+48.4%	+0.0 pts.	-0.01 pts.	+25.7%	+62.8%	-0.08 pts.
YoY		+20.4%	+9.2 pts.	-15.2%	-0.3 pts.	+0.01 pts.	-31.4%	-15.5%	-0.11 pts.
Engagement	<i>Escapes, Decision Engine, MGM Collection, Re-engage Series, Boutiques, Moments, Cruise with Points</i>	176.1 M	51.0%	981.3 K	0.6%	0.19%	6.4 K	\$2.8 M	0.65%
Brand	<i>RCYC, Homes & Villas</i>	74.2 M	21.5%	497.4 K	0.7%	0.27%	420	\$291.9 K	0.08%
Travel Inspiration	<i>Traveler, Wanderlust</i>	59.2 M	17.1%	550.0 K	0.9%	0.13%	763	\$364.0 K	0.14%
YIR	<i>Personal Year In Review</i>	9.1 M	2.6%	135.7 K	1.5%	0.10%	1.6 K	\$679.7 K	1.18%
Lux MAU	---	8.5 M	2.5%	72.0 K	0.8%	0.07%	668	\$439.6 K	0.93%
Escape to Luxury	---	6.8 M	2.0%	134.8 K	2.0%	0.08%	1.5 K	\$2.2 M	1.14%
RC eNews	---	5.9 M	1.7%	51.5 K	0.9%	0.31%	32	\$58.6 K	0.06%
Informational	<i>Annual Choice Benefit, Bet MGM, etc.</i>	4.0 M	1.2%	124.8 K	3.1%	0.38%	392	\$232.3 K	0.31%
Research	<i>Relational Survey, Ambass. Survey</i>	759.2 K	0.2%	18.2 K	2.4%	0.50%	2	\$543	0.01%
OPTIN	<i>MR Welcome Consent</i>	498.2 K	0.1%	25.2 K	5.1%	2.28%	32	\$17.0 K	0.13%
MBV Q1 '24 Total		813.1 M	100.0%	7.0 M	0.9%	0.20%	36.9 K	\$18.3 M	0.53%
QoQ		+17.7%	--	+46.1%	+0.2 pts.	-0.03 pts.	-4.8%	+11.0%	-0.28 pts.
YoY		-5.8%	--	-4.2%	+0.0 pts.	+0.02 pts.	-29.9%	-25.1%	-0.19 pts.

Data quality issues impacted Q1 2024 reporting; missing some deliveries for Re-Engage Series, Escapes, Boutiques, RC eNews, HVMB; financials could also be understated.

QUARTERLY CAMPAIGN HIGHLIGHTS

Elite Inbox

Core MAU

Bonvoy Escapes

US/CAN Demand Gen (Americas)

Elite Inbox: Q1 2024 Snapshot

Luxury Member (L2B)

- The volume of overall emails progressed within the quarter – ranged from a total of 13 emails in January to 21 emails in March.
- Average email frequency was about 2 to 3 per week in January and about 4 to 5 per week in February and March.
- The 'Sell' email type was most frequently delivered each month, with March having the most volume at 13 sell emails.

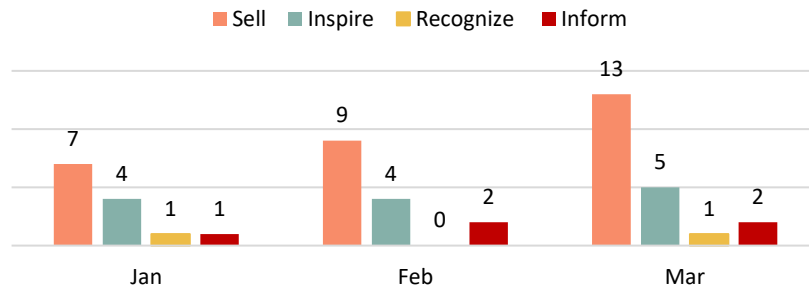
of Emails

Email Type	Jan	Feb	Mar
Loyalty	10	14	14
Non-Loyalty	3	1	7
Inbox Total	13	15	21

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

See Appendix for sample emails delivered by month.

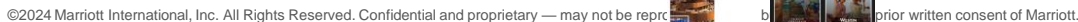
Monthly Loyalty Email Types



Key: Email Types

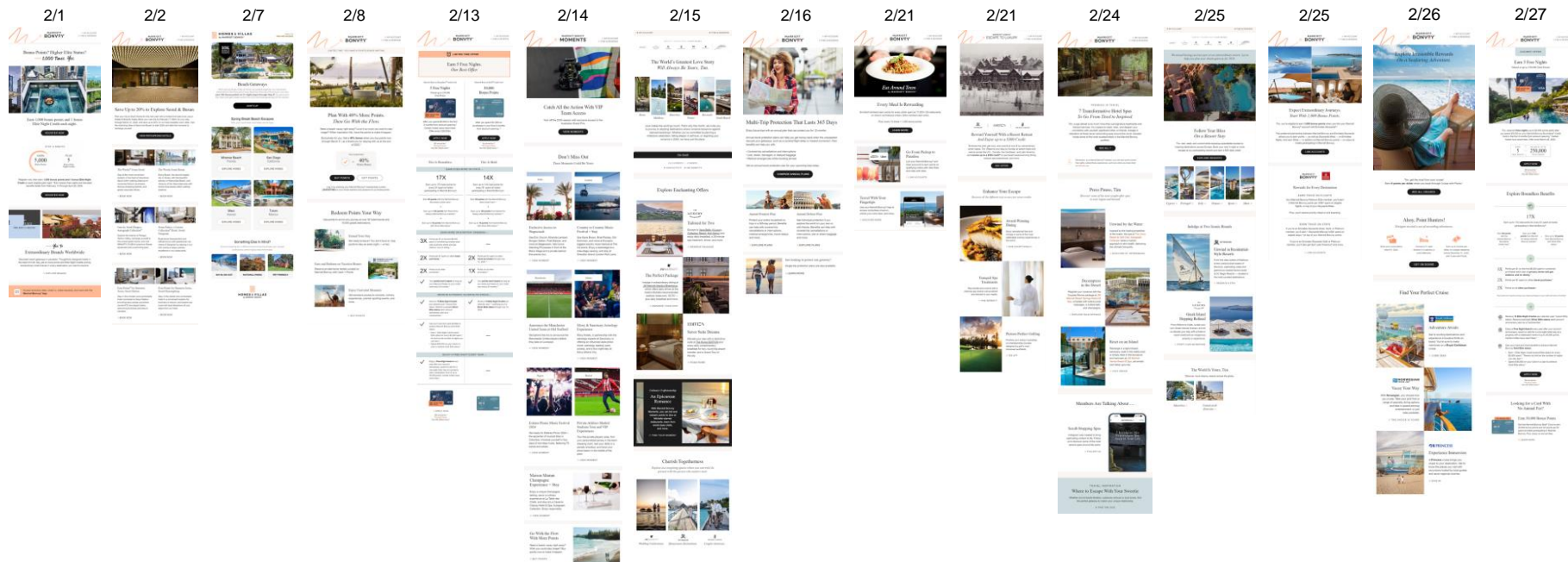
- **Sell**: HVMB, Promo, Boutiques, Cobrand ACQ
- **Inspire**: Moments, Ritz eNews, Lux MAU
- **Recognize**: Program Acknowledgement, Downgrade
- **Inform**: MAU, Cobrand ECM Newsletter, Program Update

Luxury Member (L2B)



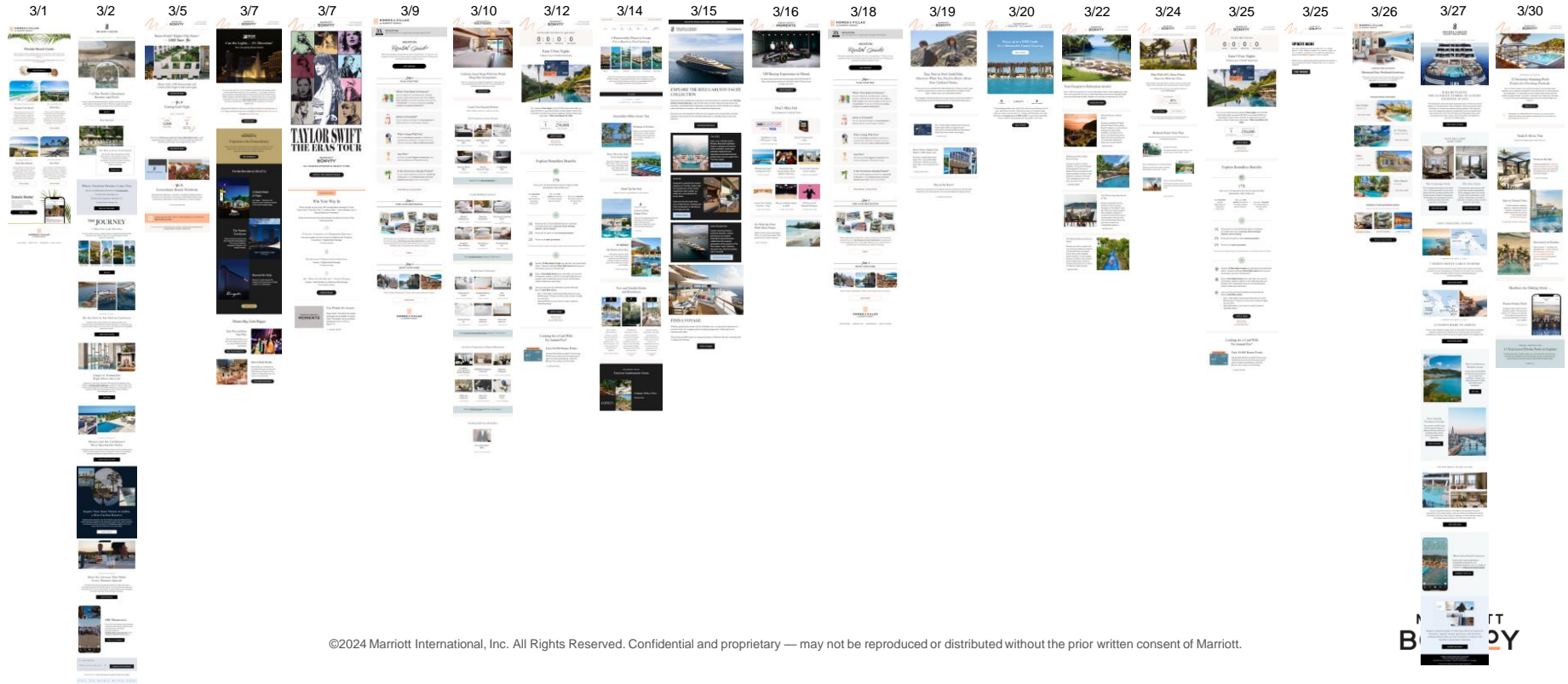
Elite Inbox: February 2024 Snapshot

Luxury Member (L2B)



Elite Inbox: March 2024 Snapshot

Luxury Member (L2B)



Core MAU Quarterly Engagement Dashboard

(Jan – Mar 2024)

Quarterly Impacts:

- QoQ comparison against Q3 due to limited data availability for Q4
- Understated deliveries in February and clicks in March also impacting Q1 totals
- Minimized Member Module in Q1 to support annual processing, member tier collapsed

Engagement Summary:

- CTR increased +0.1 pts. QoQ with strong performance in Q1
- January and February saw some of the strongest engagement levels when looking at monthly performance last 12 months
- Unsub rate of 0.17% was a positive decline of -0.04 pts. QoQ, remaining below Bonvoy benchmark of 0.20%

Q1 Engagement Metrics

QoQ Comparisons

Deliveries:

92.4 M (+2.4%)

Unique Clicks:

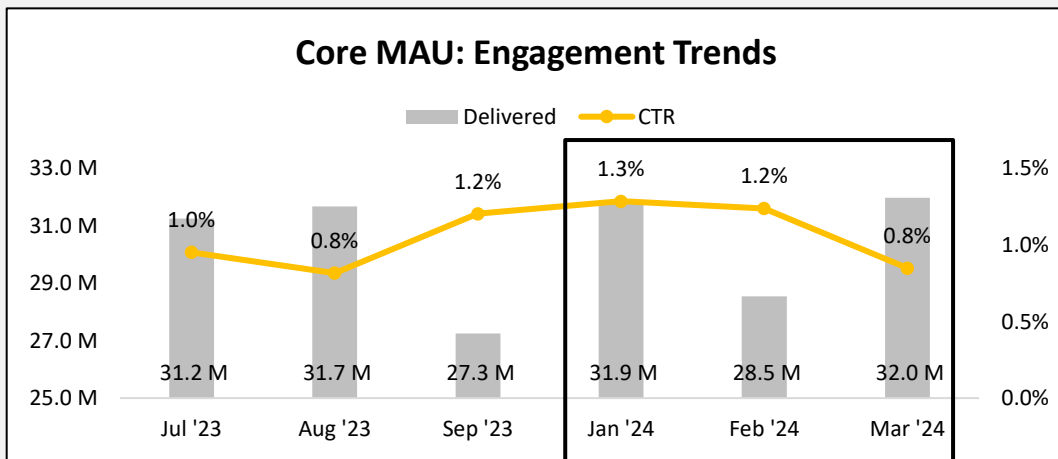
1.0 M (+10.8%)

CTR:

1.1% (+0.1 pts.)

Unsub. Rate:

0.17% (-0.04 pts.)



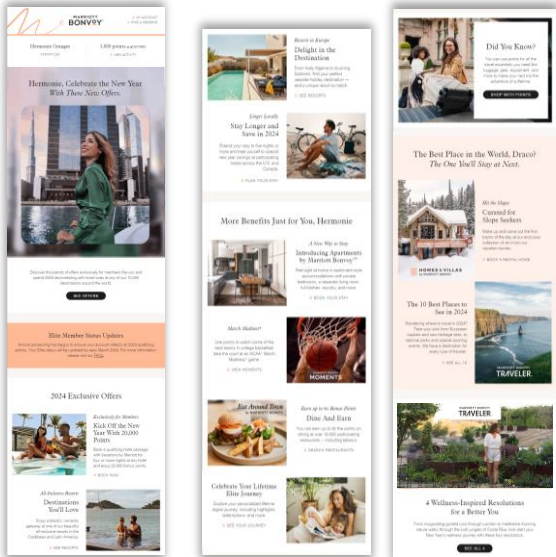
73 Modules Developed

Supported Initiatives

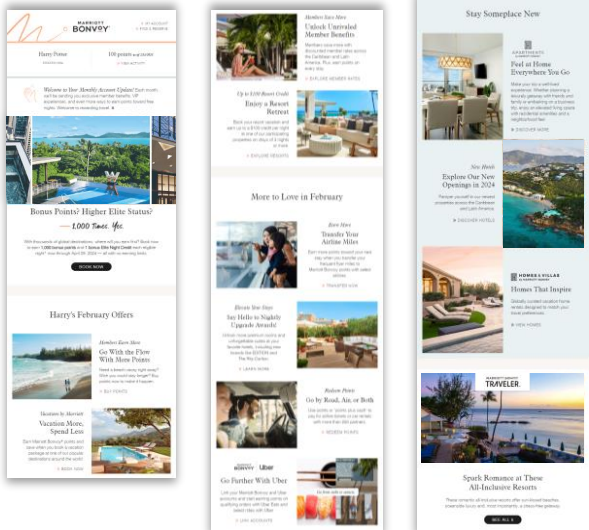
- Q1 2024 Global Promotion
- Q1 Points Purchase
- Taylor Swift Sweepstakes
- MGM
- Apartments by Marriott Bonvoy
- Vacations by Marriott
- Boutiques
- RCYC

Core MAU: Q1 2024 Creative (ENG Versions)

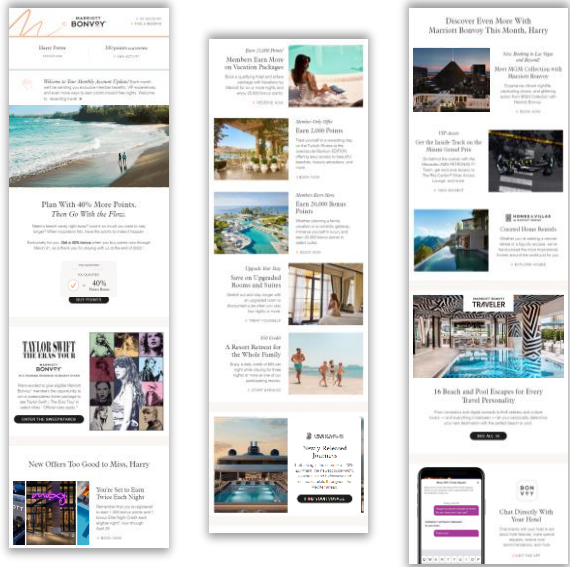
January 2024 2024 Travel Intentions



February 2024 Romantic Travel



March 2024 Beach & Pool



Test and Roll Subject Line and Preheader Optimization

SL 1 (Direct): Jessica's Account Update: 2024 Top Travel Destinations - Winner

SL 2 (Intrigue): Jessica's Account Update: Kick-off the New Year With These New Offers

SL 3 (Exclusivity): Jessica's Account Update: New Year, New Offers Just for You

PH: Also Inside: New year, new member-only offers

Glo Pro

SL: Jessica's [Your] Account Update: Earn 1,000 Bonus Pts + 1 Elite Night Credit

Generic

SL: Jessica's Account Update: More Ways to Save on Travel

PH: Also Inside: More member perks, points, and places to go

Points Purchase 40% Offer

SL: Jessica's [Your] Account Update: Get 40% Bonus When You Buy Points

Points Purchase 35% Offer

SL: Jessica's Account Update: Get 35% Bonus When You Buy Points

Generic Holdout

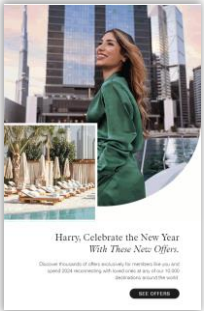
SL: Jessica's Account Update: Get 35% Bonus When You Buy Points

PH: Earn 1k bonus points + 1 bonus elite night credit, March offers, and more!

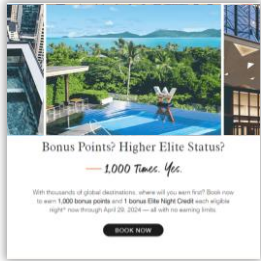
Core MAU: Q1 2024 Top-Performing Content

- Hero engagement varied throughout the quarter with the Q1 Global Promotion hero driving over 40% of total clicks in February
- Taylor Swift Sweepstakes in March drove the most engagement out of secondary content featured in Q1 with a CTR of 0.15%
- Other highly-targeted offers that had strong CTRs include:
 - January's Bed and Breakfast offer, included in the Japanese in-language version, drove a CTR of 0.87%
 - March's MEO – Hotel Parklane was sent to members with a SPA, GER, FRE and ITA language preference and drove a 0.47% CTR
- Minimized Member Module drove strong engagement, generating over 25% of clicks each month in Q1

Jan: 23.1% of clicks
Bucket List Travel



Feb: 41.3% of clicks
Q1 Global Promotion



Mar: 17.7% of clicks
Q1 Points Purchase



Top Engagement (Jan/Mar)



CTR: 0.07%



CTR: 0.15%

Top Monthly Offers (Jan/Feb/Mar)

Hermonie Granger

XXXXXX1234

1,000 points as of 12/7/2023.

» VIEW ACTIVITY

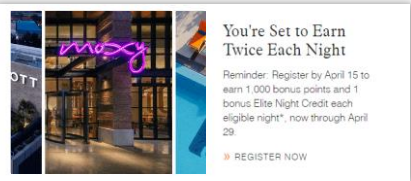
Member Module	Jan-24	Feb-24	Mar-24
	30.1%	25.7%	25.9%



CTR: 0.07%



CTR: 0.04%



CTR: 0.09%

Bonvoy Escapes Q1 2024

Creative – Core U.S. and Canada, Member Versions

January

SL: Leigh, Get Away This Winter With 20% Off 🌴☀️

PH: Save on stays with Marriott Bonvoy Escapes.

February

2/14 SL: Andrew, Enjoy 20% off a Weekend Away 🌨️🌳

2/28 SL: Carolyn, Save 20% and Spring for an Adventure 🌳🚤

PH: Save on stays with Marriott Bonvoy Escapes.

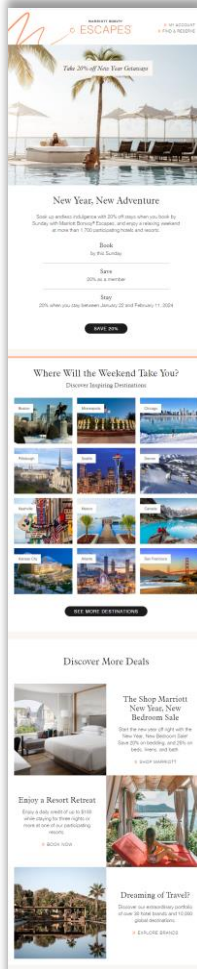
March

3/13 SL: Carolyn, Save 20% and Spring for an Adventure 🌳🚤

3/27 SL: Courtney, Save 20% on an Exhilarating Adventure ☀️🌳

PH: Enjoy a weekend away with Marriott Bonvoy Escapes.

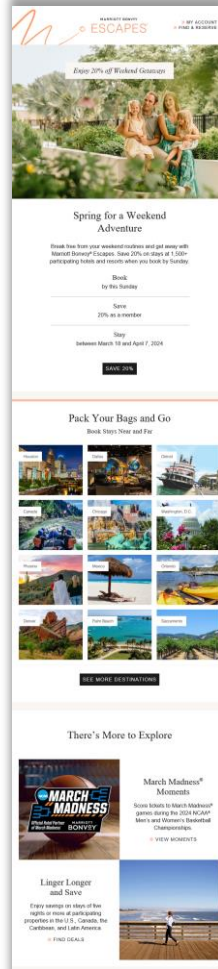
Jan 2, 17, 31



Feb 14



Feb 28, Mar 13



Mar 27



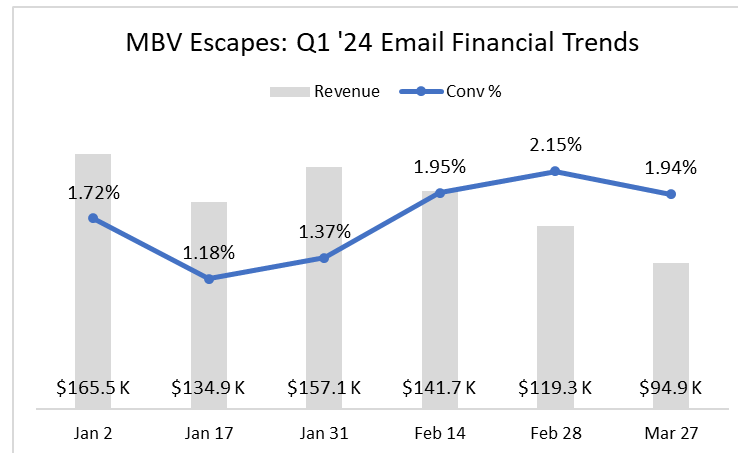
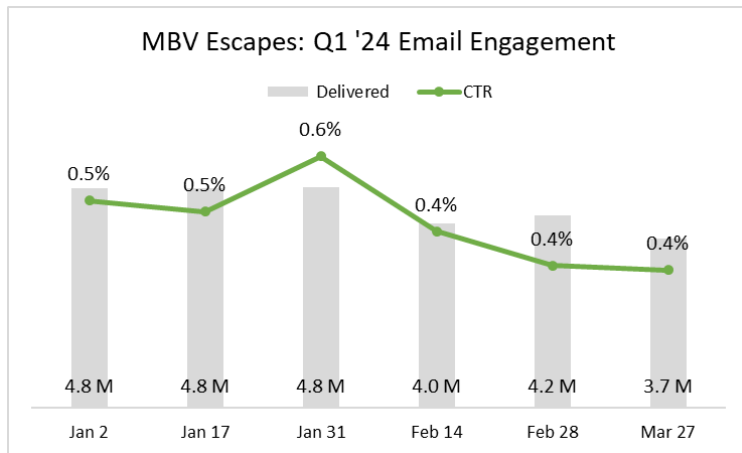
Bonvoy Escapes Q1 2024

Performance Insights – Core U.S. and Canada

- Q1 financials were up compared to last year, with increases in bookings, revenue and conversion rate; the above-average engagement and financials from the Q4 2023 Cyber Sale impacted QoQ declines.
- Strongest engagement in Q1 came from the Jan 31 campaign with a CTR of 0.6% and the lowest unsub rate of 0.20%; this mailing also ranked #2 for driving total bookings and revenue – 419 bookings and \$157.1 K revenue.
- Compared to all mailings in Q1, the Jan 2 mailing drove the most revenue at \$165.5 K, while the Feb 28th mailing saw the highest conversion rate at 2.15%.

Metrics	*Q1 2024	QoQ	YoY
Delivered	26.9 M	+6.5%	+96.1%
CTR	0.5%	-0.1 pts.	-0.4 pts.
Unsub%	0.27%	+0.09 pts.	+0.08 pts.
Bookings	2.4 K	-26.7%	+16.2%
Revenue	\$918.2 K	-28.3%	+19.2%
Conv%	1.70%	-0.45 pts.	+0.16 pts.

**Mar 13 mailing missing ~4.5M deliveries (~87% of expected) in the reporting; all other expected deliveries are included in Q1 total.*



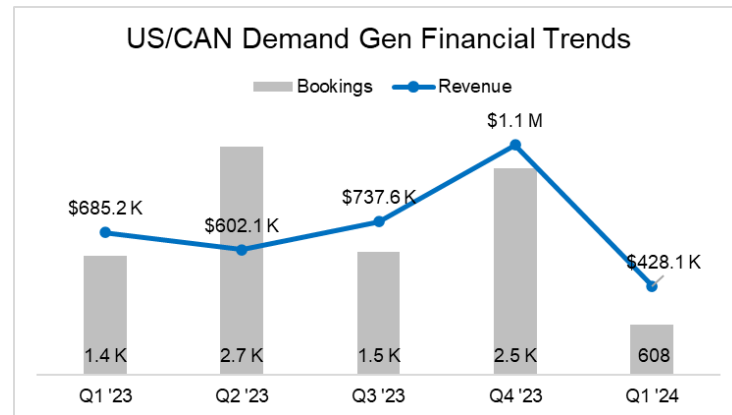
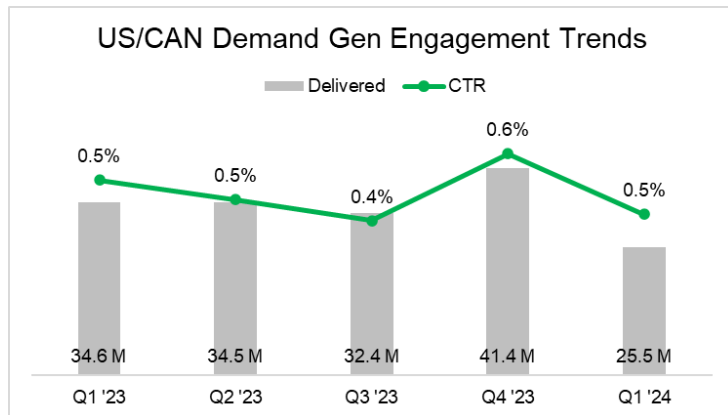
Q1 2024 US/CAN Demand Gen Solos

Performance Insights

- Overall, Demand Gen quarterly financial trends are strong; this campaign continues to be a top revenue driver, contributing an average of 51% of revenue among Global-Local campaigns.
- Q1 engagement and financials were impacted by some missing deliveries for Feb and Mar mailings; CTR of 0.5% was mostly steady, even with fewer deliveries; some QoQ declines were impacted by the above-average engagement from the Cyber Sale in Q4.
- Feb mailing included a third iteration of the brand voice vs. offer led hero test

Metrics	*Q1 2024	QoQ	YoY
Delivered	25.5 M	-38.4%	-26.2%
CTR	0.5%	-0.2 pts.	-0.1 pts.
Unsub %	0.27%	+0.05 pts.	+0.13 pts.
Bookings	608	-75.6%	-57.5%
Revenue	\$428.1 K	-61.3%	-37.5%
Conv %	0.53%	-0.44 pts.	-0.23 pts.

**Missing ~10.5M deliveries (~29% of total expected) across Feb and Mar '24 mailings; includes all expected deliveries for Jan '24 mailing.*



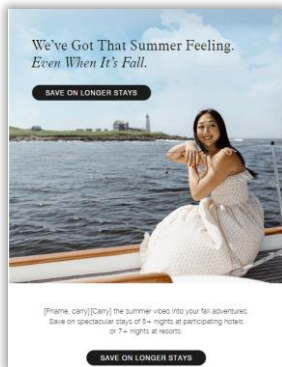
TESTING & OPTIMIZATION INSIGHTS

US/CAN Demand Gen Hero Test

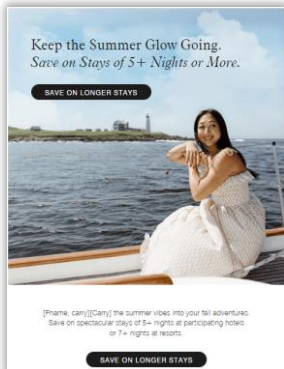
US/CAN Demand Gen: Brand Voice vs. Offer Led Hero Test

Sep '23

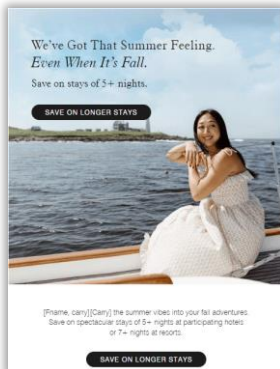
Brand Voice Led Hero



Offer Led

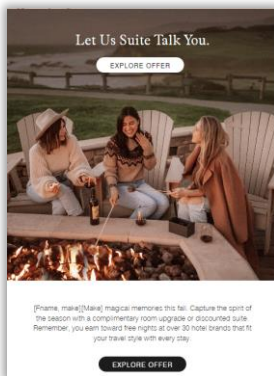


Brand Voice with Subhead

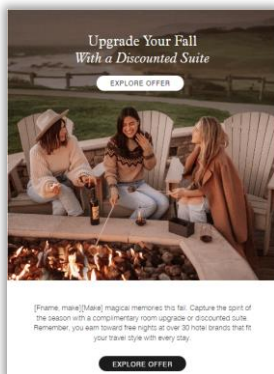


Oct '23

Brand Voice Led Hero



Offer Led

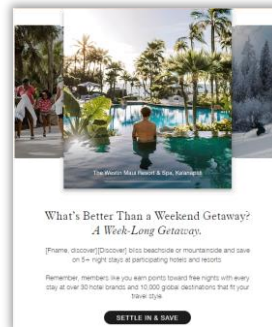


Brand Voice with Subhead

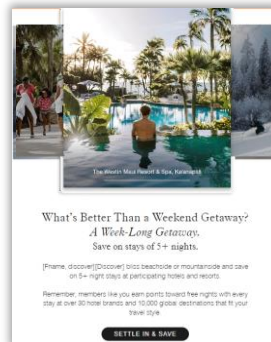


Feb '24

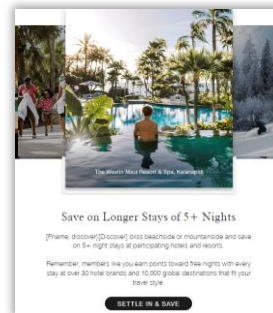
Brand Voice Led Hero



Brand Voice with Subhead



Offer Led



US/CAN Demand Gen: Brand Voice vs. Offer Led Hero Test Results

Module Performance

- Hero engagement and booking trends impacted by which offer is being included along with placement for each test version
 - CTR was comparable across most months for each test version, whereas October Brand Led with Subhead had the strongest engagement (CTR +0.3 pts.) when complimentary room upgrade/discounted suite was presented in the subhead
 - Longer length of stay prevalent in months (September and February) where the save on longer stays offer was in market

Recommendation: continue testing into brand voice led with subhead in conjunction with varied offer approaches to determine what best resonates with Demand Gen audience to drive lift in both click engagement and booking activity for hero module

Month	Hero Test	Offer	Delivered	Hero Clicks	Hero CTR	Hero Bookings	Hero Rm Nts	Avg. Length of Stay	Hero Conv%
Sep '23	Brand Voice Led No Subhead	Save on Longer Stays	3.2 M	4,407	0.14%	31	129	4	0.70%
Sep '23	Brand Voice Led With Subhead	Save on Longer Stays	3.2 M	4,694	0.15%	25	94	4	0.53%
Sep '23	Offer Led	Save on Longer Stays	3.2 M	4,589	0.14%	39	183	5	0.85%
Oct '23	Brand Voice Led No Subhead	Room upgrade/discounted suite	3.9 M	27,705	0.70%	158	348	2	0.57%
Oct '23	Brand Voice Led With Subhead	Room upgrade/discounted suite	3.9 M	39,973	1.01%	223	482	2	0.56%
Oct '23	Offer Led	Room upgrade/discounted suite	3.9 M	28,712	0.73%	183	389	2	0.64%
Feb '24	Brand Voice Led No Subhead	Save on Longer Stays	2.9 M	5,659	0.19%	22	70	3	0.39%
Feb '24	Brand Voice Led With Subhead	Save on Longer Stays	2.9 M	6,330	0.22%	21	61	3	0.33%
Feb '24	Offer Led	Save on Longer Stays	2.9 M	6,266	0.21%	28	119	4	0.45%

INDUSTRY EXAMPLES



Join SkyMiles for free to see the world from new heights – starting with the miles you could earn on your upcoming trip to Cleveland.

Plus, after you join, you'll get **1,000 bonus miles** on us to get started. Whether you're a sun seeker or city explorer, SkyMiles has you covered with rewards to grow your world.

JOIN FOR FREE

Get To Know Our Member Benefits



Get Ready For Takeoff
Join the millions of Members around the globe using the #MyDeltaLife.

Get Started

Email to a non-member after booking a flight.

Join SkyMiles for free to see the world from new heights – starting with the miles you could earn on your upcoming trip to .

Plus, after you join, you'll get **1,000 bonus miles** on us to get started. Whether you're a sun seeker or city explorer, SkyMiles has you covered with rewards to grow your world.

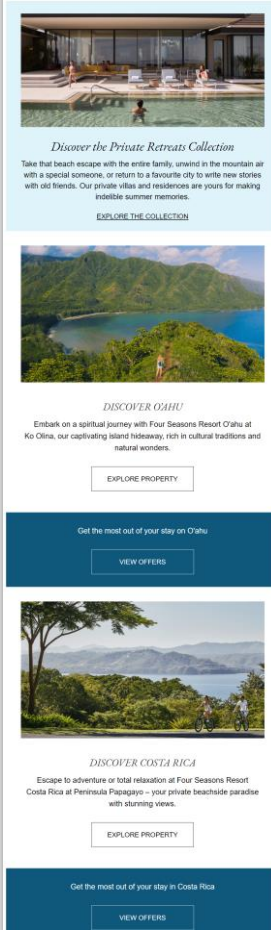
JOIN FOR FREE



Use of individuals' **Instagram profile names** draws attention + plays into a 'testimonial' look and feel.

- **Hero** includes a different **Insta profile name** on each rotating image
- **Banner module** with bottom placement shows 4 images each **featuring an Insta profile name**
- Messaging under the Hero "...see the world from new heights" alongside each rotating image showing people in some kind of elevated position – fun tie in!
- "Join for Free" CTA reminds readers it costs nothing to sign up.
- Also was probably a good member touch point – Delta had to ask for testimonials and the opportunity to share their travel photos/Insta profiles.

SL: Join SkyMiles® For 1,000 Bonus Miles
PH: Your trip is booked. Rewards are waiting.

[illegible]

SL: Jen, find your summer
PH: Extraordinary escapes await.

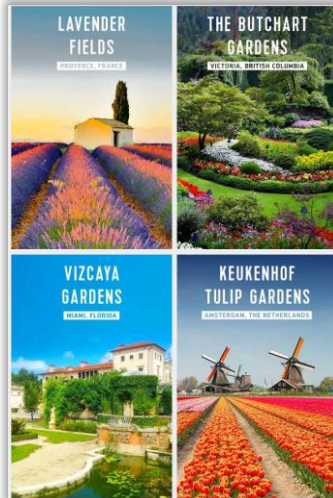
- Unique way to present travel by interest
- Personalized note below hero image
- Poll links to articles related to callout.
- “Boutiques” callout at the bottom of the email.

Wrap yourself up in our new 100% Turkish sustainable cotton Resort Towels arriving in six shades.

SHOP NOW



Industry Examples: Seasonal Email



Royal Caribbean

SL: 7 spots that shine in the springtime – add them to your list

PH: Flowers to see around the world

- Scannable content
- Visually appealing creative approach
- Included offers on the top of the email and for the last module that complemented the theme "Grow With It"

UP TO \$650 OFF + 30% OFF EVERY GUEST + KIDS SAIL FREE

GROW WITH IT



ACTIONABLE INSIGHTS



Q1 2024 Actionable Insights

- Continue working with data teams on the email data quality and reporting issues that are impacting monthly performance analysis.
- Look for opportunities to include Recognition email types (like milestone messaging) in the mix of Elite Inbox email communications.
- For Demand Gen –
 - Continue testing into brand voice led with subhead in conjunction with varied offer approaches to determine what best resonates with Demand Gen audience

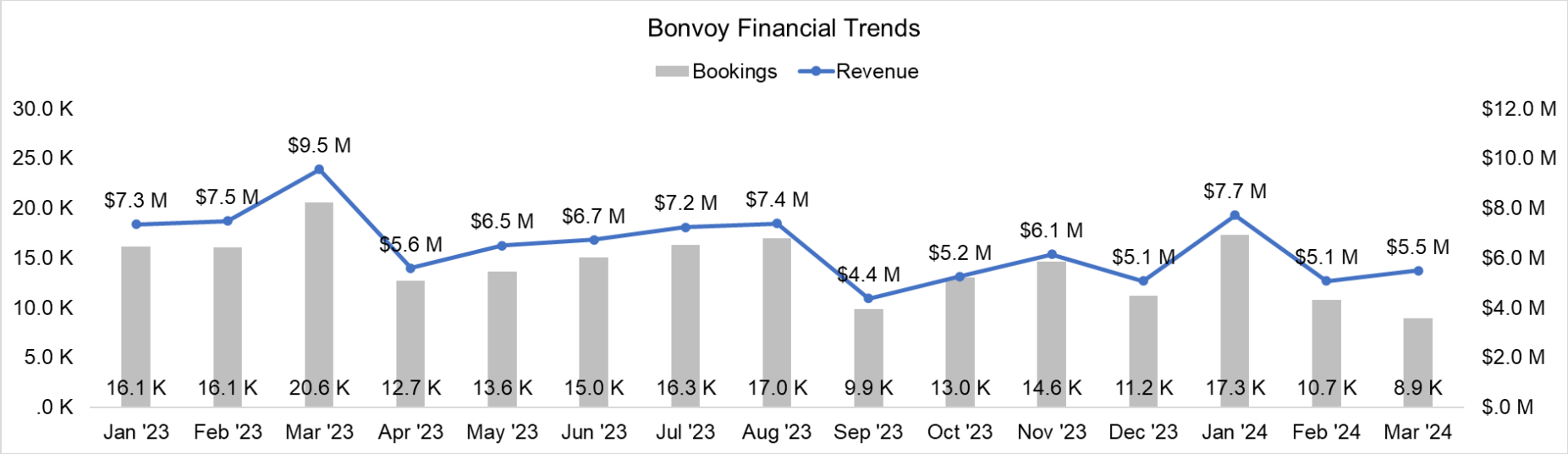
Thank You!

MARRIOTT
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APPENDIX

Financial Trends



Data quality and reporting issues impacted Q4 2023 and Q1 2024; bookings and revenue could be understated during these timeframes.

March 2024 Performance Summary

	Monthly	Mar '24	MoM	YoY	vs. Avg.
Engagement	Delivered	304.3 M	+32.9% +75.3 M	-8.2% -27.3 M	+26.0% +62.8 M
	Clicks	2.1 M	+11.0% +204.3 K	-24.0% -653.8 K	+2.2% +44.4 K
	CTR	0.7%	-0.1 pts.	-0.1 pts.	-0.2 pts.
	Unsub%	0.20%	+0.01 pts.	+0.03 pts.	-0.01 pts.
Financials	Bookings	9.2 K	+1.9% +168	-55.0% -11.3 K	-34.5% -4.9 K
	Room Nights	21.4 K	+1.9% +402	-53.2% -24.3 K	-30.6% -9.4 K
	Revenue	\$5.6 M	+31.2% \$1.3 M	-41.4% -\$3.9 M	-10.2% -639.3 K
	Conv%	0.45%	-0.04 pts.	-0.31 pts.	-0.25 pts.

Bonvoy Escapes Q1 2024

Performance Summary – Core U.S. and Canada

NAD versions	Delivered	CTR	Unsub %	Bookings	Revenue	Conv %
Jan 2	4.8 M	0.5%	0.25%	435	\$165.5 K	1.72%
Jan 17	4.8 M	0.5%	0.27%	281	\$134.9 K	1.18%
Jan 31	4.8 M	0.6%	0.20%	419	\$157.1 K	1.37%
Feb 14	4.0 M	0.4%	0.31%	353	\$141.7 K	1.95%
Feb 28	4.2 M	0.4%	0.24%	326	\$119.3 K	2.15%
*Mar 13	647.6 K	2.0%	0.81%	293	\$104.7 K	2.32%
Mar 27	3.7 M	0.4%	0.26%	251	\$94.9 K	1.94%
*Q1 Total	26.9 M	0.5%	0.27%	2.4 K	\$918.2 K	1.70%

**Mar 13 missing ~4.5M deliveries (87% of total expected) in the reporting; therefore, metrics for Mar 13 represent limited data.*

What's going on with our email data?

Many of our emails are being impacted by delayed or incomplete data. This has been an ongoing issue for many months.

This is due to multiple root causes that are having a combined widespread, reoccurring impact on our campaigns.

3,382 (25%) of the YTD email deployments have some level of missing or delayed data.

Program	Total CKs	% w. Missing Data
LPA_PILOT	82	50.0%
GLOBAL-LOCAL	120	43.3%
WEL_FIRST100DAYS	90	42.2%
PRE_MOBILE_CHECKIN	297	41.4%
RE-TARGET_SERIES	1,696	41.3%
OTHER_LIFECYCLE	1,715	32.0%
MAU_LUXURY	10	30.0%
LPA	330	28.5%
WEL_OTHER	999	28.0%
MAU	25	24.0%

Program	Total CKs	% w. Missing Data
CARDS_ACQ	153	21.6%
LIFE_POINTSEXPIRATION	248	21.4%
ATM	1,328	16.5%
GLOBAL_PROMO	227	15.0%
CARDS	1,589	13.9%
BONVOY_ESCAPES	51	13.7%
LIFE_NEARLEVEL	84	13.1%
BOUTIQUES	24	12.5%
HVMB	47	6.4%
METT_FMT	1,644	5.8%

*Data as of 12/18/23

What issues are we seeing?

PCM ISSUES

1. **Global Local/HVMB data loss**
 1. Issue: Data timing/order of operations
 2. Resolution: Fix in mid December
2. **Emails not deploying (100 Days Day 0)**
 1. Issue: Customer ID issue
 2. Resolution: Fixed
3. **Adobe Analytics data missing (METT)**
 1. Issue: URL tracking missing CK
 2. Resolution: Interim manual fix; permanent fix in Jan
1. **Vantage delays impact activity data (Rewards BU)**
 1. Issue: Activity data is delayed
 2. Resolution: Vantage sunset

ACC ISSUES

1. **Near Level was missing all data**
 1. Issue: ACC workflow issue
 2. Resolution: Fixed
2. **TLP was missing contact history (All TLP campaigns)**
 1. Issue: ACC CH load/extract timing issue
 2. Resolution: Fixed
3. **Activity data failure (multiple campaigns)**
 1. Issue: Ad hoc formatting issue
 2. Resolution: TBD
4. **Global Local/HVMB data loss**
 1. Issue: Data timing/order of operations
 2. Resolution: Fix in mid December

MDP ISSUES

1. **Some/All contact history missing (ACC campaigns)**
 1. Issue: NiFi problem
 2. Resolution: fix on roadmap for early Jan
2. **Email activity data gap (Aug Lux MAU)**
 1. Issue: TBD
 2. Resolution: TBD

Root Cause ID still in progress:

Campaigns are missing some of their contact history & activity data (ACC & non-ACC campaigns)

What are we doing to fix this?

2023

Dec 2024

2024

Recent Fixes

- Operational fixes
 - Weekly task force meeting across PCM, ACC, MRW, Data Strategy
 - Data quality tracker
 - Data Traceability
 - Proactive CH reloads
- Tech-led fixes
 - ACC Extract ETL (Dec)
 - MDP DAG/NiFi (Jan)
 - PCM updates (Dec & Jan)

Interim State

- Prioritized data recovery process
- Jira tickets and dashboard

Bigger Effort

- MDP larger picture re-architecture
- Bulk-recovery of 2023 missing data
- Enhanced ACC monitoring