

The background image shows a contemporary lounge area. In the center is a fireplace with a fire burning. To the left is a blue sofa and a black leather armchair with a pink cushion. To the right is another black leather armchair with a purple cushion and a white suitcase. In the foreground are two bright yellow armchairs. A black and white striped coffee table sits in front of the fireplace. The text 'Marriott Bonvoy' is at the top, followed by 'Q2 2022 Email Performance Review' in a script font, and 'July 14, 2022' below it. The Marriott Bonvoy logo is at the bottom center, and the Aloft Chicago Mag Mile location is at the bottom right.

# Marriott Bonvoy

## *Q2 2022 Email Performance Review*

July 14, 2022

MARRIOTT  
**BONVOY**



ALOFT CHICAGO MAG MILE, ILLINOIS, USA



ALOFT CHICAGO MAG MILE, ILLINOIS, USA

## Today's Agenda

- Q2 2022 Performance Summary
- Quarterly Highlights
- Testing & Optimization Insights
- Actionable Insights
- Industry Examples

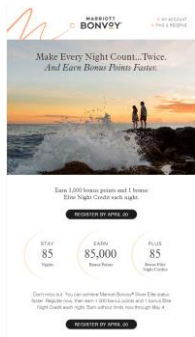
# Q2 2022 PERFORMANCE SUMMARY

# Sent Over 76M Dedicated Solo Emails To Support Q2 Initiatives

Select messages featured below. Support provided as ride-a-long messages or features in other core campaigns are not included

## Q1 GloPro Last Chance

Delivered: 31.2M  
CTR: 0.88%



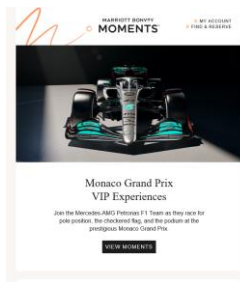
## Q2 Points Promo Ann.

Delivered: 14.4M  
CTR: 4.0%



## Moments

Delivered: 12.7M  
CTR: 0.70%



(Apr + Jun solos)

## Flexible Redemption/FNA

Delivered: 1.2M  
CTR: 3.33%



## Onboarding Pathways

Delivered: 1.1M  
CTR: 1.4%



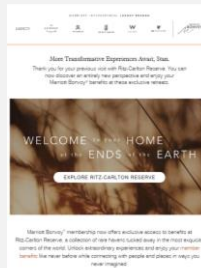
## Global Pref. Center

Delivered: 100.6K  
CTR: 7.7%



## TRC Reserves Ann.

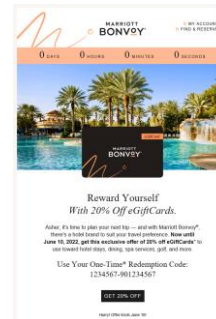
Delivered: 3.9M  
CTR: 1.3%



(Lux MAU Hero + Solos)

## eGiftCard Reactivation Promo

Delivered: 2.3M  
CTR: 0.67%



## Other Supported Initiatives:

Annual Choice Benefit  
Cobrand ECM & ACQ  
Partnerships  
Regional Solos

# Q2 2022 QoQ Performance Overview

Engagement	<b>41.8 M</b> Email Subscribers* +0.3% MoM	
	<b>567.8 M</b> Delivered Emails -3.0% QoQ	<b>6.3 M</b> Clicks +2.2 QoQ
Financials	<b>1.1%</b> CTR +0.05 pts. QoQ	<b>0.15%</b> Unsub Rate -0.02 pts. QoQ
	<b>58.0 K</b> Bookings -8.1% QoQ	<b>128.9 K</b> Room Nights -11.9% QoQ
	<b>\$24.5 M</b> Revenue -12.8% QoQ	<b>0.92%</b> Conversion Rate -0.10 pts. QoQ

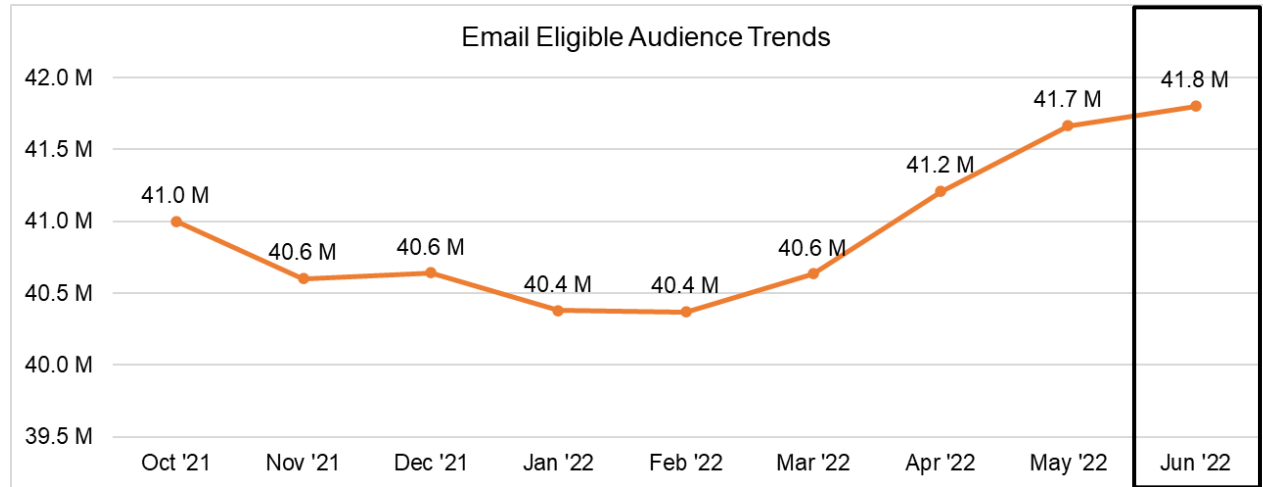
- Emailable audience continues to see positive growth.
- Even with a 3% decline in deliveries over prior quarter, click counts and CTR remained steady.
- Unsub rate remained low; a positive sign of maintaining engagement as email calendar fluctuates each month
- April Q1 GloPro and June Q2 Points Purchase Promo contributed to quarterly engagement lifts
- Fewer program solos, fewer booking promotions, and increased Cobrand email deliveries influenced the decline in financial contributions QoQ

\*Total emailable member & non-member counts globally; includes suppression list audiences

\*\*Unsubscribe rate average does not include Oct and Nov 2021; data issues impacted rates  
Comparison time periods: Rolling 12-Month Average

# 41.8M Emailable Customers (+137K MoM)

- Growth trends remain steady MoM
- June increase primarily from non-members (+77K MoM)



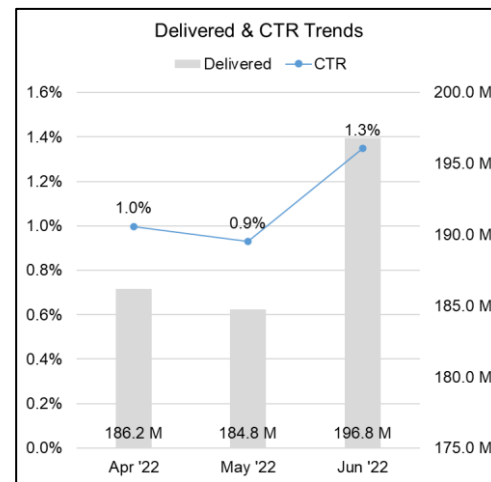
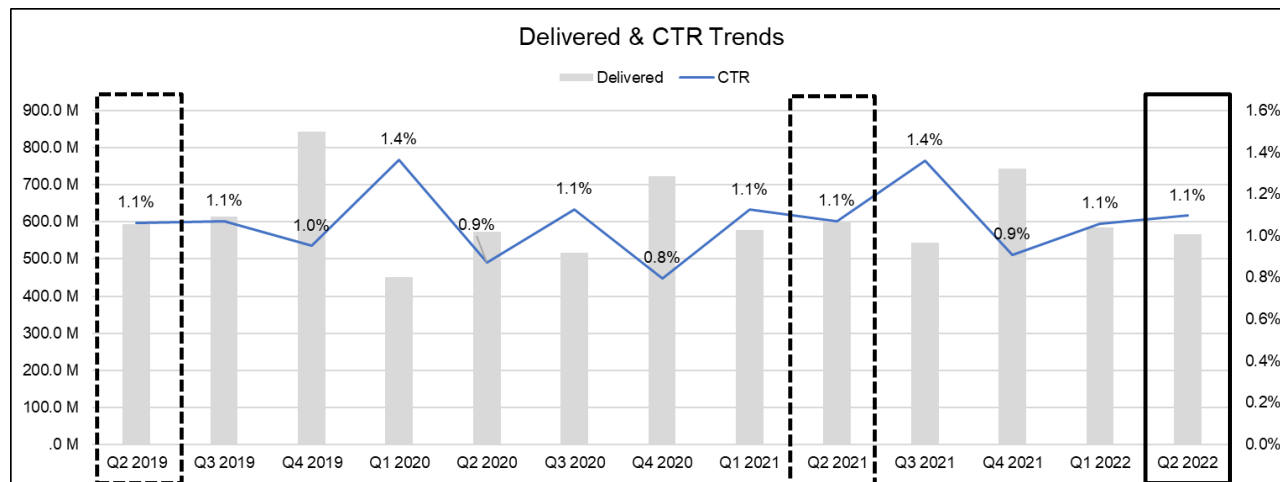
Email eligible (total)	41,802,048
MoM	+0.3% +137,595
Members	29,877,934
MoM	+0.2% +60,485
Non-Members	11,924,114
MoM	+0.7% +77,110

Report date: July 6, 2022



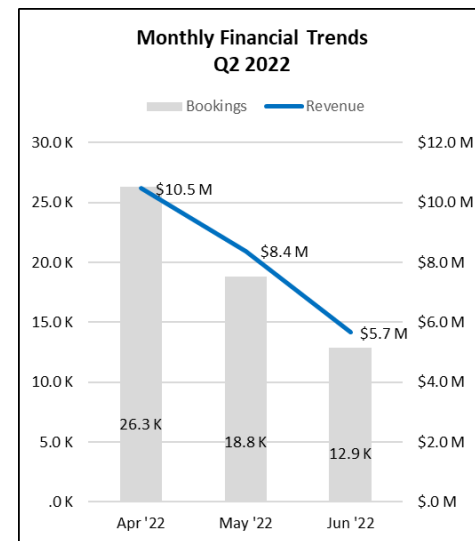
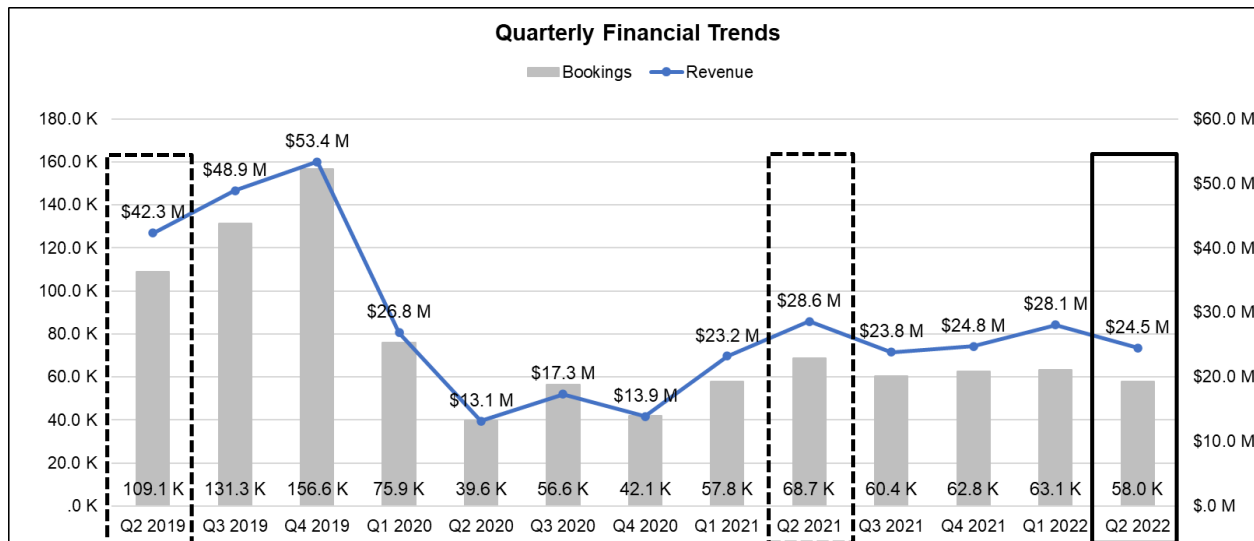
# QoQ Engagement Sees Consistent Trends

- Engagement trends are fairly consistent both QoQ and YoY
- QoQ engagement aligned with previous year trends
- June CTR lift coming from above average engagement in the Points Purchase Promo



# Q2 2022 Financials Decline

- Revenue and bookings saw a decrease; around 20% both QoQ and YoY
  - April last chance global promotion made it the strongest performing month in the quarter
  - No global promotions in market in May/June contributed to revenue declines
  - New Adobe Analytics opt-out tracking option in Europe also an impact on tracking email bookings & revenue; performance will be understated
- Top revenue drivers: Core MAU (25%), Re-Engage Series (9%), Q1 GloPro (8%), and Choice of Selection was also a strong driver delivering \$1.4M from over 300K delivered emails to upper Elites
- MoM revenue declines align with hotel industry booking trends

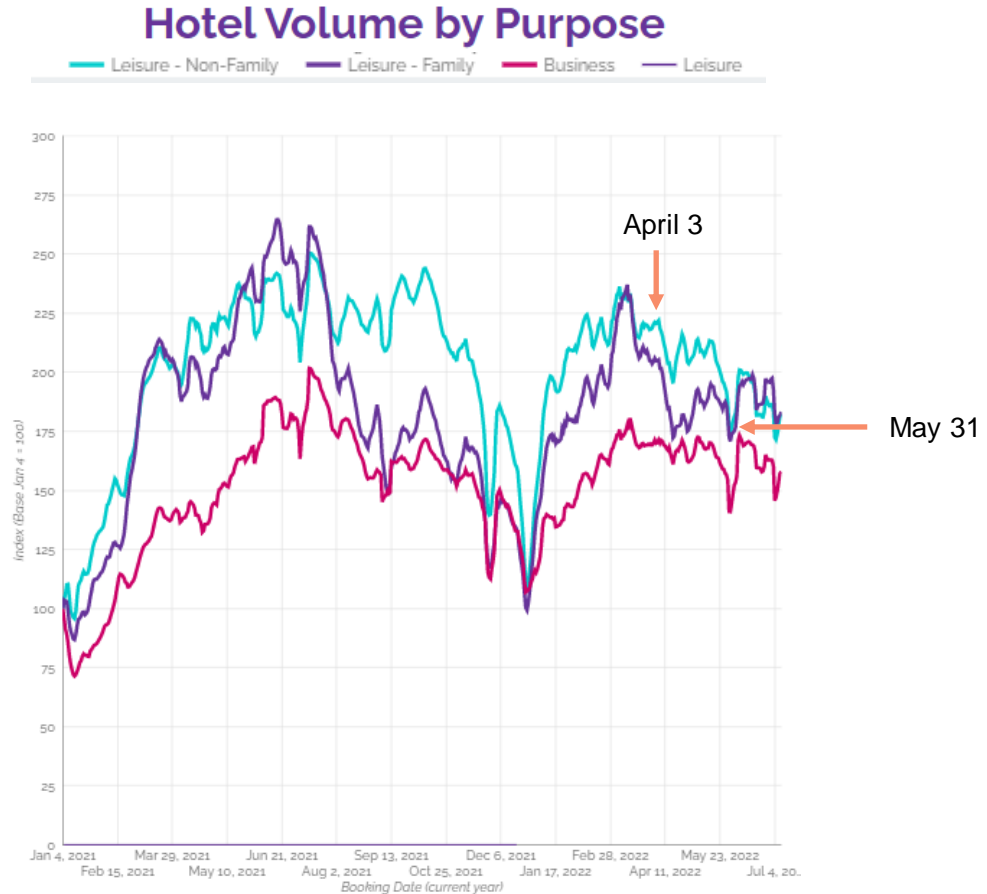




## Industry Benchmarks

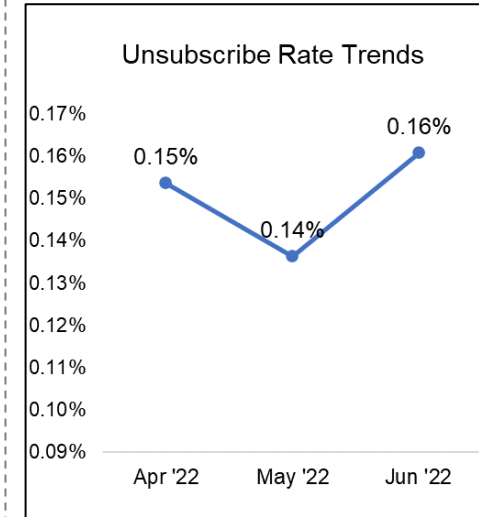
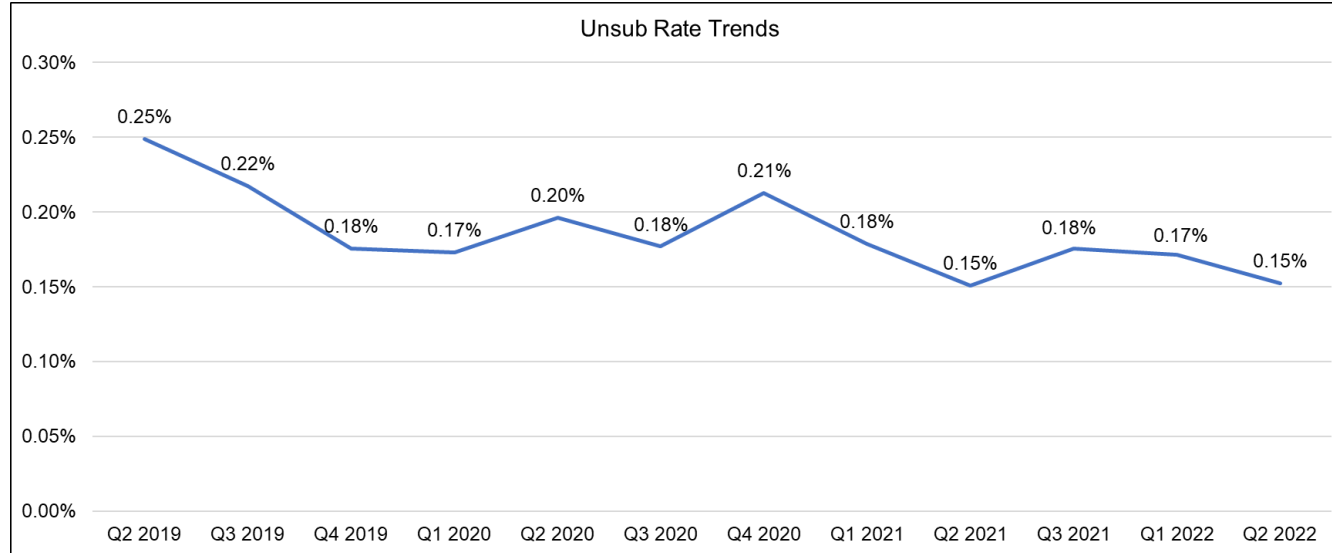
### ADARA Traveler Trends Tracker – US Domestic Travel

- Hotel booking volume in the US for domestic travel fluctuated in Q2 '22
- Steeper declines seen with leisure-family bookings in April and May



# Positive Unsubscribe Rate Trends



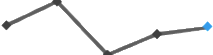





Performance aligns with previous engagement, also stronger compared to Q1 2022 and Q2 2019



# Member Engagement Trends Aligned with Q2 Averages

- Steady QoQ engagement for all segments
- Revenue trend aligns with overall Q2 financial decline







Trend Lines = Q2 2021 – Q2 2022

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Non-Member	<b>76.1 M</b> -8.3% QoQ ▼	<b>0.36%</b> 	<b>0.41%</b> ---	<b>\$592.7 K</b> 
Basic	<b>331.1 M</b> -3.3% QoQ ▼	<b>0.80%</b> 	<b>0.14%</b> ---	<b>\$10.1 M</b> 
Silver	<b>52.6 M</b> +2.1% QoQ ▲	<b>1.53%</b> 	<b>0.07%</b> ---	<b>\$3.1 M</b> 
Gold	<b>64.6 M</b> +1.6% QoQ ▲	<b>1.99%</b> 	<b>0.06%</b> ---	<b>\$4.6 M</b> 

# Positive Elite Engagement

- Fewer Q2 deliveries, but engagement lifts in each segment QoQ
- Revenue trend aligns with overall Q2 financial decline
- Unsub rates remain low

Trend Lines = Q2 2021 – Q2 2022

Segment	Deliveries	CTR	Unsub. Rate	Revenue
Platinum	<b>19.2 M</b> -1.0% QoQ ▼	<b>2.76%</b> 	<b>0.04%</b> ---	<b>\$2.0 M</b> 
Titanium	<b>20.4 M</b> -4.1% QoQ ▼	<b>3.09%</b> 	<b>0.04%</b> ---	<b>\$2.8 M</b> 
Ambassador	<b>3.8 M</b> -7.8% QoQ ▼	<b>3.74%</b> 	<b>0.04%</b> ---	<b>\$1.3 M</b> 

# QUARTERLY HIGHLIGHTS

eGiftCard Reactivation Promo

Core MAU Q2 Engagement Trends

Lux MAU Q2 Engagement Trends

# Sample Creative: eGiftCard Reactivation Promo

June 6, 2022

Targeted 2.9 MM U.S., English 12-48 month stay inactive members

Leveraged a one-time redemption code to purchase an eGiftCard at 20% off and receive the full value

Dynamic email creative based on segmentation rules

Offer available June 6 – 10

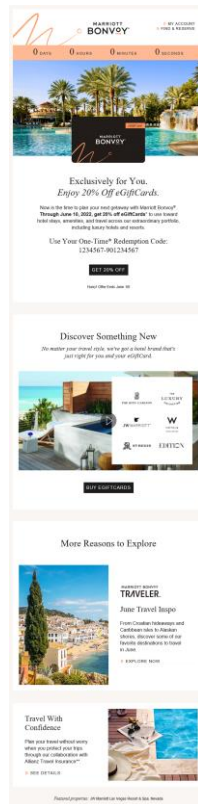
Reminder sent on June 10<sup>th</sup> to non-clickers

## Example:

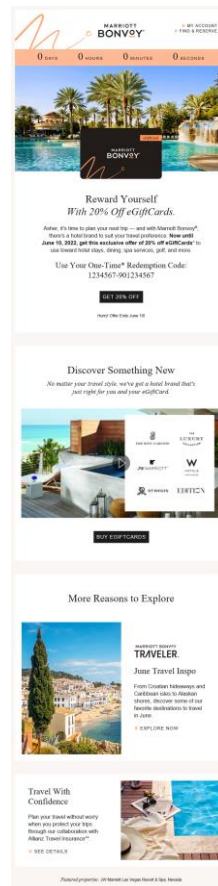
SL = Exclusively for You: 20% Off Travel

PH = Hurry! Your special offer expires on June 10!

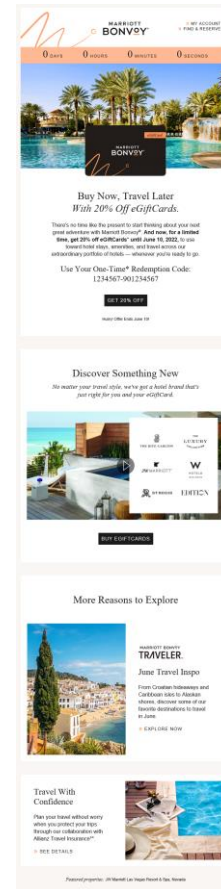
**Opportunity Segments Grp 1:**  
Big Ticket Spender  
OTA Loyalist  
Include to Stay with Comp  
Marriott Elites with Comp  
Avid Travelers



**Opportunity Segments Grp 2:**  
Low Lodging Spenders  
Cost-Conscious Freq. Traveler  
Low Hotel Spenders



**Segments Grp 3:**  
Home Rental Enthusiasts (Opp.Seg.)  
Everyone Else (Default)

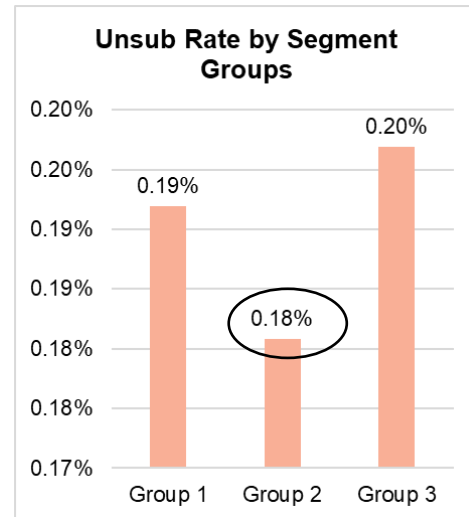
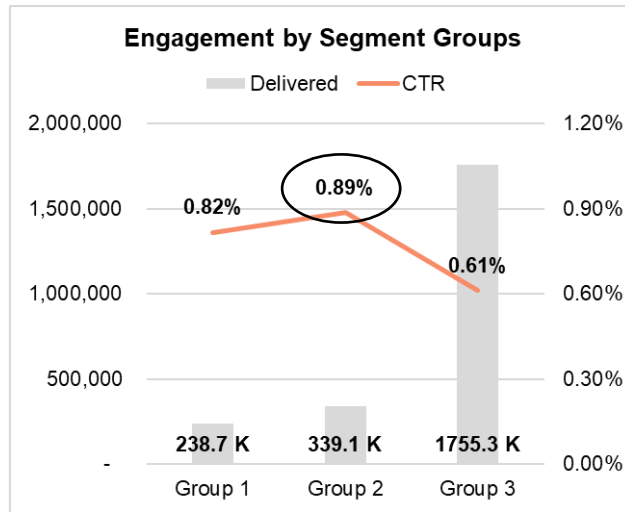


# eGiftCard Promo Engagement

June 6, 2022

- Engagement (CTR and Unsub) was consistent across most segment groups
- Overall engagement was influenced by the Default segment in Group 3 making up 72% of delivered volume
- Group 2 had slightly stronger engagement, which was followed closely by Group 1
- Performance was mixed within each group; some segment CTRs reached 1.3% and unsub rates as low as 0.10%
- Campaign successfully drove gift card purchases and redemptions from inactive segments; Default segment drove 75% of financials
- Leverage insights as baseline for future communications to opportunity segments, especially with offer content

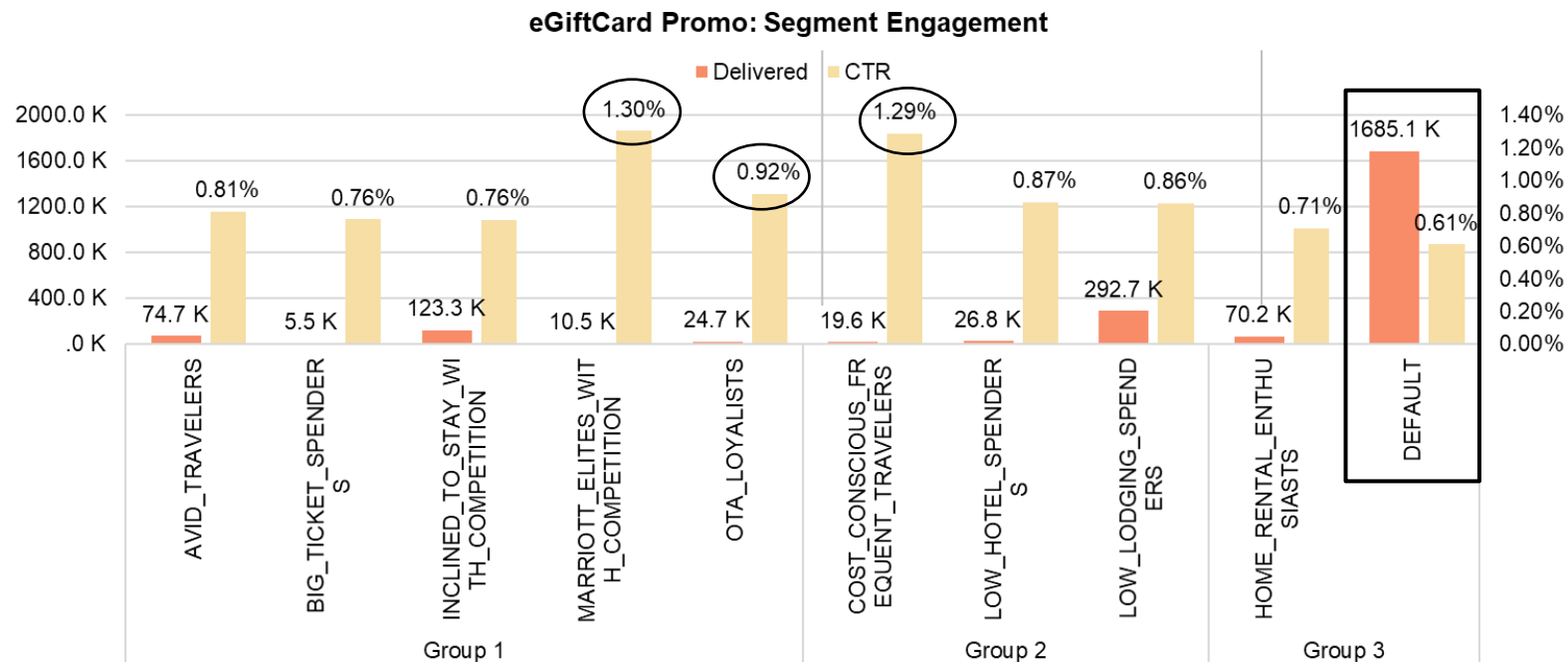
Date: 6/6	eGiftCard	Q2 Avg.	Jun '22 Avg.
Delivered	2.3 M	--	--
Clicks	15.7 K	--	--
CTR	0.67%	1.1%	1.3%
Unsub. Rate	0.19%	0.15%	0.16%
GC Purchases	1.1 K	--	--
GC Redeemed	609	--	--
EM. Bookings	177	--	--
EM. Revenue	\$74.7 K	--	--





# Engagement Varied Across Segments

- Campaign engaged deal-seekers and Marriott Elites that are staying with competitors; CTRs near and above 1.1% average
- Engagement was consistent for all other segments



# Heat Map: eGiftCard Promo

Most of the clicks went to the hero; same for all segments (engagement ranged from 48% - 58% of clicks)

Gift card terms and the brand bar in the footer also captured clicks, but most went to the unsub. link

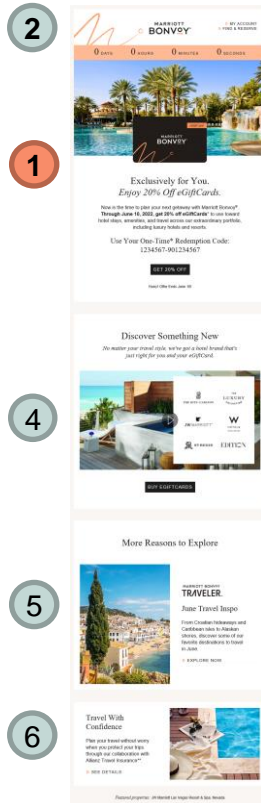
Brand education module attracted about 8% of clicks for most segments, but only 5% for low hotel spender segment

Travel with confidence module was a low performer, may not need

Consider testing a shorter version next promo since most clicks went to hero

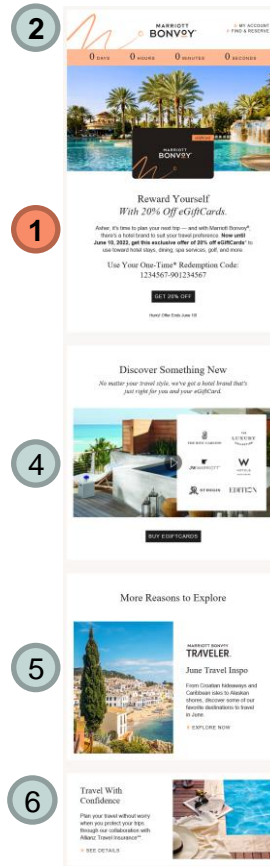
Include top performing secondary content like brand education and higher placement of offer terms link (under hero CTA)

## Opportunity Segments Grp 1: Big Ticket Spender OTA Loyalist Include to Stay with Comp Marriott Elites with Comp Avid Travelers



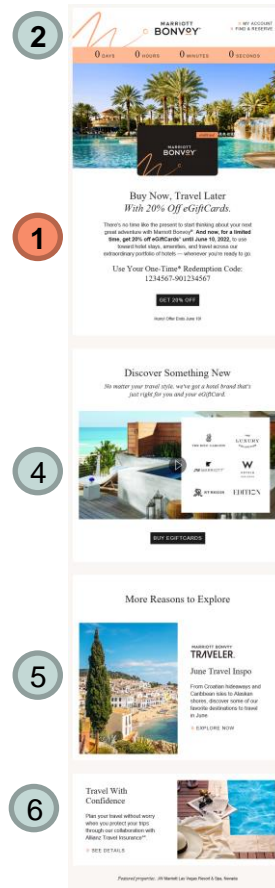
Footer = 3

## Opportunity Segments Grp 2: Low Lodging Spenders Cost-Conscious Freq. Traveler Low Hotel Spenders



Footer = 3

## Segments Grp 3: Home Rental Enthusiasts (Opp.Seg.) Everyone Else (Default)



Footer = 3

## eGiftCard Promo 6/6 Email Performance by Segment Group

Group 1	Delivered	Clicks	CTR	Unsub Rate	Bookings	Room Nights	Revenue
AVID_TRAVELERS	74,656	606	0.8%	0.19%	9	22	\$ 5,449
BIG_TICKET_SPENDERS	5,506	42	0.8%	0.25%	0	0	\$ 0
INCLINED_TO_STAY_WITH_COMPETITION	123,317	939	0.8%	0.19%	7	21	\$ 5,641
MARRIOTT_ELITES_WITH_COMPETITION	10,499	137	1.3%	0.10%	3	4	\$ 168
OTA_LOYALISTS	24,682	227	0.9%	0.21%	2	2	\$ 149
<b>TOTAL</b>	<b>238,660</b>	<b>1,951</b>	<b>0.8%</b>	<b>0.19%</b>	<b>21</b>	<b>49</b>	<b>\$ 11,407</b>

Group 2	Delivered	Clicks	CTR	Unsub Rate	Bookings	Room Nights	Revenue
COST_CONSCIOUS_FREQUENT_TRAVELERS	19,572	252	1.3%	0.15%	0	0	\$ 0
LOW_HOTEL_SPENDERS	26,825	233	0.9%	0.15%	3	3	\$ 323
LOW_LODGING_SPENDERS	292,686	2,518	0.9%	0.19%	21	43	\$ 6,684
<b>TOTAL</b>	<b>339,083</b>	<b>3,003</b>	<b>0.9%</b>	<b>0.18%</b>	<b>24</b>	<b>46</b>	<b>\$ 7,007</b>

Group 3	Delivered	Clicks	CTR	Unsub Rate	Bookings	Room Nights	Revenue
Everyone Else (DEFAULT)	1,685,135	10,265	0.6%	0.20%	124	251	\$ 47,307
HOME_RENTAL_ENTHUSIASTS	70,175	498	0.7%	0.20%	8	25	\$ 8,970
<b>TOTAL</b>	<b>1,755,310</b>	<b>10,763</b>	<b>0.6%</b>	<b>0.20%</b>	<b>132</b>	<b>276</b>	<b>\$ 56,277</b>

# Core MAU: Q2 2022

## Sample Creative

(ENG Version)

April 2022

**Marriott BONVOY** | MY ACCOUNT | FIND A PROPERTY

0 points | Member | XXXXXXXX

Rachael Whitley | 0 nights this year | BOOK YOUR FIRST STAY | 48% off \$100,000

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

0:00:00

Don't miss out. Register, then earn 1,000 bonus points and 1 bonus elite night credit each night. Registration ends April 20<sup>th</sup>.

**REGISTER NOW**

**Experience More in Nature**

Book a private home near your favorite national park and earn points.

**BOOK NOW**

*Featured property*  
Homes to stay in, close to your next great getaway.

**Discover a Perfect Destination**

From mountainside bliss to culinary delights, find getaways to match your desires.

BEACH ESCAPES | MOUNTAIN RETREATS | OUTDOOR GETAWAYS

May 2022

**Marriott BONVOY** | MY ACCOUNT | FIND A PROPERTY

500,000 points | Member | XXXXXXXX

Firstname Last | 2 nights this year | 10% off \$100,000 | 48% off \$100,000

**A Resort Escape Awaits**

Step up your summer adventures with up to 10% off your next resort vacation of four or more nights in the U.S., Canada, Caribbean and Latin America.

**BOOK NOW**

**The VIP F1 Experience**

See the Mercedes-AMG Petronas Formula One Team race for glory.

**VIEW MOMENTS**

**Discover a Perfect Destination**

From mountainside bliss to culinary delights, find getaways to match your desires.

BEACH ESCAPES | OUTDOOR GETAWAYS | MOUNTAIN RETREATS

Thanks to members like you, Marriott Bonvoy has earned five **Pride Awards** including Program of the Year.

June 2022

**Marriott BONVOY** | MY ACCOUNT | FIND A PROPERTY

10,000 points | Member | XXXXXXXX

First Last | 1 night this year | 10% off \$100,000 | 48% off \$100,000

**Points Make It Possible. Spin for Even More.**

**GIVE IT A SPIN**

Get even closer to your next adventure with extra points — or a bonus. Pick, spin, win or lose your bonus. Then use it all parties by July 15, 2022. You'll be redeeming for more of what you love in no time.

**Add a Side of Bonus Points**

Earn up to 1,000 bonus points with Eat Around Town by Marriott Bonvoy™ (new through June 30).

**ENROLL NOW**

**First's June Offers**

**Discover More Time Together**

Save up to 30% at participating hotels and resorts with Marriott Bonvoy Escapes.

**BOOK NOW**

**Live the Suite Life**

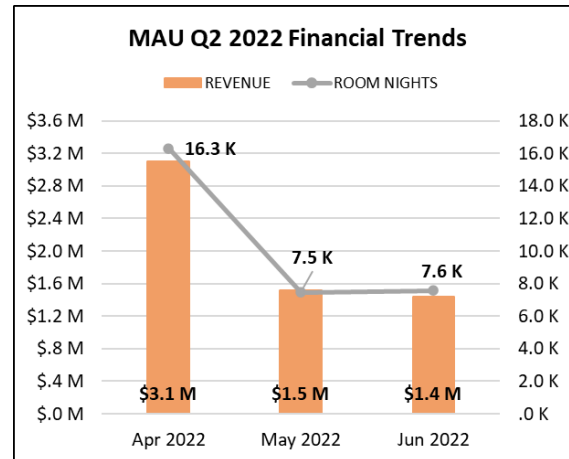
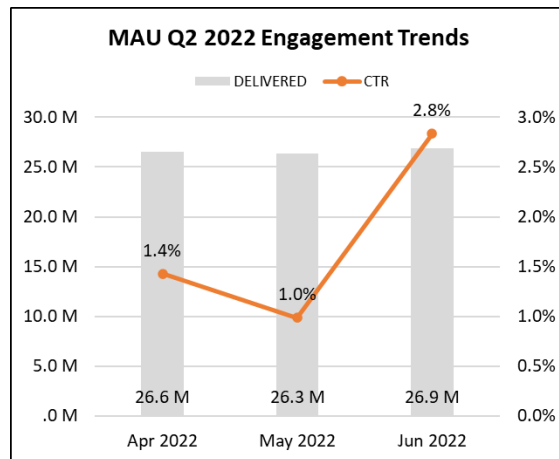
Enjoy a complimentary room upgrade or discounted suite at select hotels.

**BOOK NOW**

# Core MAU: Q2 2022 Engagement and Financial Trends

- Deliveries and engagement seeing steady trends. June's 1.8 pt. lift in CTR is due to the points purchase promo and contributed to the QoQ engagement lift.
- April's Global Promo drove the most bookings in Q2 and contributed to the quarter's strongest revenue month.
- Additional activity came from June Offers placement helped monthly performance (8% of clicks; 10% of bookings)

Metrics	Q2 2022	YoY	QoQ
Delivered	79.8 M	+1.0%	+0.7%
Clicks	1.4 M	+20.1%	+54.4%
CTR	1.76 %	+0.28 pts.	+0.61 pts.
Unsub. Rate	0.11%	0.00 pts.	-0.03 pts
Bookings	14.3 K	-18.2%	+6.5%
Room Nights	31.3 K	-25.5%	+4.8%
Revenue	\$6.1 M	-15.9%	+5.9%



# Core MAU: Q2 2022 Top Performing Content

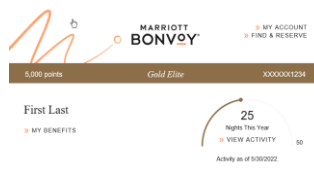
- **June points promo** had strongest engagement in Q2
- **Member Module** continues to draw top click activity and bookings each month; **Header** drives most bookings
- Second most popular hero engagement went to the April **Global Promo** with countdown timer driving urgency; interactions were consistent across all levels
- Return of the **Leisure Destinations** module inspired openers and captured clicks from all, especially Basics & Ambassador.
- May/June Offers modules engaged all levels and regions
- Not pictured, but Elites were heavily engaged with April Cobrand content and almost evenly responded to offers, leisure and national parks content
- Reco: for non-promo months, test hero that presents several offers to understand which one drives more engagement

**Apr: 32.81%**  
Global Promo Hero



**May: 24.09%**  
Member Module

Apr-22	May-22	Jun-22
24.74%	24.09%	11.95%



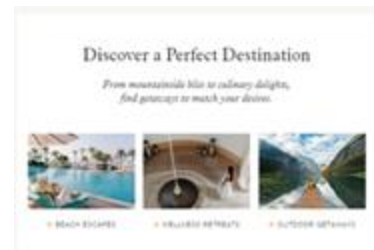
**May: 20.44%**  
Geo-Targeted  
Resorts Hero



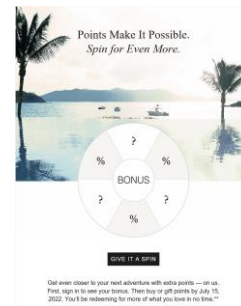
**Find your paradise in the Middle East and earn 5,000 bonus points when you book a premium room or suite for two or more nights.**

**BOOK NOW**

**Apr: 4.60%**  
Leisure Destinations



**Jun: 63.01%**  
Points Promo Hero



**Get even closer to your next adventure with extra points — on us. First, sign in to see your bonus. Then spin or gift points by July 15, 2022. You'll be spinning for more of what you love in no time™**

**Jun: 7.99%**  
Offers (Suites)

Firstname's June Offers



**Save up to 20% at participating hotels and resorts with Marriott Bonvoy Escapes.**

**BOOK NOW**

**Live the Suite Life**

**Enjoy a complimentary room upgrade or discounted suite at select hotels.**



## Core MAU: June 2022 Performance

- Campaign featured a points purchase promo (through 7/15) which positively impacted clicks and CTR MoM
  - Promo Hero drove most clicks at 63%; #1 clicked module in Q2 and YTD
- Most bookings were driven by the Header at 53% and Member Module at 34%, consistent with prior months primary bookings drivers
- Offers module drove significantly more bookings in June over prior months – June 10.43%; May 3.34%; April 1.09%. Suites offer drove the most clicks within the Offers module. This module also drove high engagement from all member levels.
- EAT promo in June also drove notable engagement from all member levels.

Metrics	June 2022	MoM	vs. MAU Avg.
Delivered	26.9 M	+2.0%	+3.4%
Clicks	761.7 K	+192.9%	+124%
CTR	2.83%	+1.8 pts.	+1.5 pts.
Unsub. Rate	0.11%	-0.01 pts.	---
Bookings	3.4 K	+2.6%	-24.5%
Rm Nights	7.6 K	+1.3%	-25.8%
Revenue	\$1.4 M	-4.9%	-23.2%

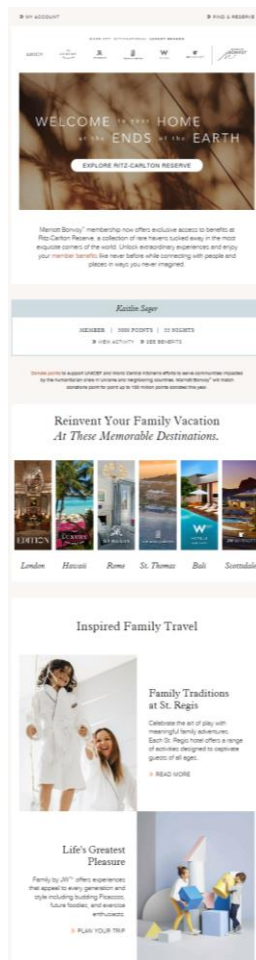
[illegible]



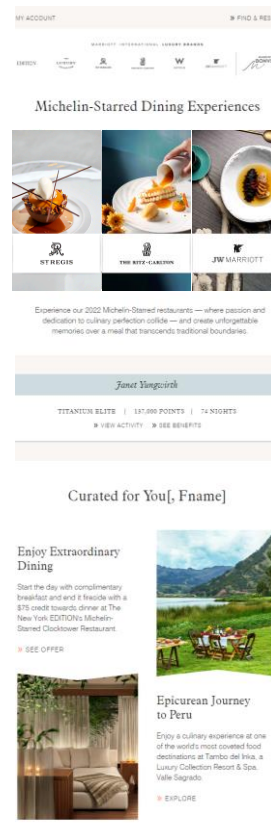
## 23

©2022 Marriott International, Inc. All Rights Reserved. Confidential and proprietary information may not be reproduced or distributed without the prior written consent of Marriott.

## April 2022



May 2022



**June 2022**

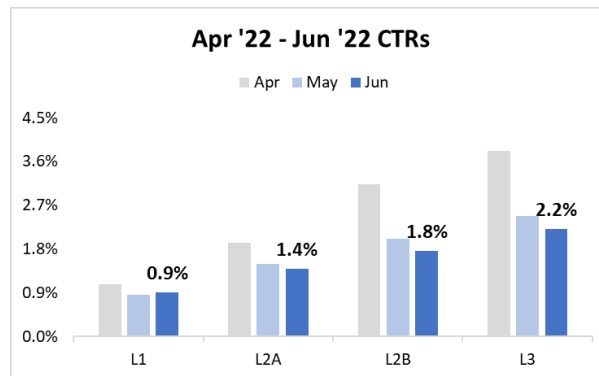
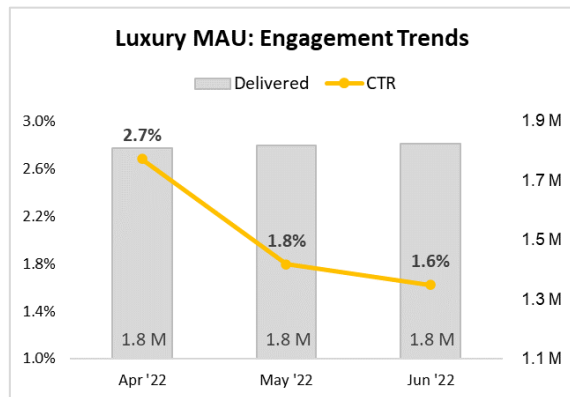


MARRIOTT  
BONVOY®

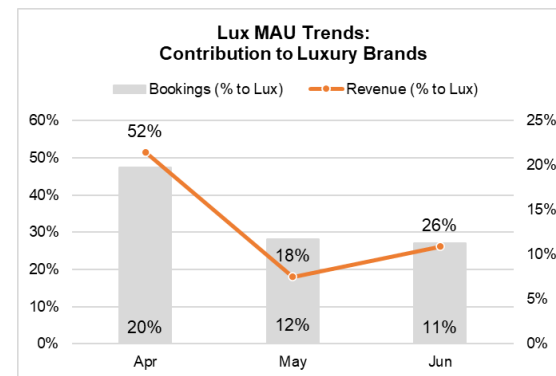
# Lux MAU Performance Summary: Q2 2022

- Slight increase in quarterly deliveries; shifts influenced by segment refresh each month
- Strong April activity drove QoQ click count spike; 2<sup>nd</sup> highest CTR since Aug '21
  - 40% of email clicks went to TRC Reserves hero; strongest hero engagement to-date
  - 20% of bookings and 52% of revenue went to luxury brands; 2<sup>nd</sup> highest since Jan '22
- Monthly CTR trends were consistent for all segments, Bonvoy levels and regions
- April also drove bookings and revenue to luxury brands more than other months
- Testing # of offers shown to L2B & L3 segments in July & August; goal to lift rev/del.

Lux MAU	Q2 2022	QoQ
Delivered	<b>5.4 M</b>	<b>+8.0%</b>
Clicks	<b>109.4 K</b>	<b>+31.9%</b>
CTR	<b>2.03%</b>	<b>+0.4 pts.</b>
Unsub. Rate	<b>0.06%</b>	0.00 pts.
Bookings	<b>928</b>	<b>-30.2%</b>
Revenue	<b>\$546.9 K</b>	<b>-38.2%</b>
% Bkgs. to Lux	<b>14%</b>	<b>-3.6 pts.</b>
% Rev. to Lux	<b>35%</b>	<b>-9.1 pts.</b>



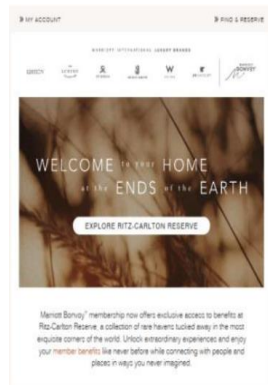
L1=Lux only, L2A=Higher User, L2B=Low User, L3=Redeem Only



# Lux MAU Q2 2022: Top Performing Content

- April hero had strongest engagement in Q2 and since launch
  - Picking up hero CTA testing in July & August to lift click activity higher
- Member Module continues to draw click activity each month
- Navigation bar module (6-pack) captured click activity regardless of placement (secondary April and hero May)
- May/June offer content continued to resonate with L2B and L3, while L1 and L2A show less engagement
  - L1 responded favorably to property specific offer in June; planning to test more offers like this to L1 in future mailings
  - Learning plan includes # of offers and type of offer tests
- June new hotels module was a good click-catcher for all luxury segments (4% of clicks for L1 and L2 segments; 5% for L3)

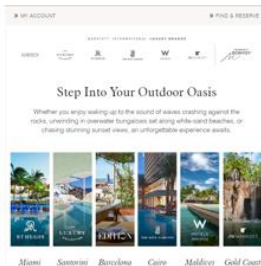
**Apr: 40.46%**  
Reserve Ann.



**May: 18.1%**  
Culinary Experiences



**Jun: 34.1%**  
Summer/Outdoor



Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

» VIEW ACTIVITY » SEE BENEFITS

Member Module	Apr-22	May-22	Jun-22
	27.5%	31.4%	35.5%

**Nav Bar Apr: 19.8%**

Reinvent Your Family Vacation  
At These Memorable Destinations.

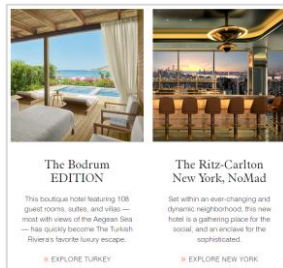


London Hawaii Rome St. Thomas Bali Scottsdale

**May / June Offers**



**New Hotels June**



# TESTING & OPTIMIZATION RESULTS

# Traveler STO Results: June '22

- Created a holdout group for STO (send time optimization) audiences receiving Traveler June newsletter; 10% of each segment, Engaged & Everyone Else
- Initial results showed a positive lift on unique open and click rates for most segments; overall a successful first run
- Plans are in place to create holdout groups for upcoming Traveler and CALA regional solos to measure STO optimization efforts for a few months while also rolling out to other mailings; test results expected to show positive performance lifts



# PCIQ Subject Line Insights

- For **Lux MAU**, short subject lines using first name and Your Account Update consistently performed the best against long and intrigue options
  - Will consider refreshing approach to remove the long option and the expand intrigue, listicle, and personalization approaches
  - For example, are we able to personalize by luxury segment L1 / L2A vs. L2B / L3? Do subject line results vary by segment?
- For **Ritz eNews**, personalization is also a tactic that performs well, along with using 'Authority' and 'Intrigue' tags either in isolation or in combination
  - "Your Guide..." continued to outperform other options
  - Look for more ways to test the superlative, intrigue approach - "The Perfect ..." was also a winner in June; it underperformed when used in combination with "How To" approach
  - Will dive into regional engagement as some locations may not prefer this communication style

Date	Tags	Subject Lines	Open Rates
4/14/22	Personalization, Direct	Diane's Account Update	25.11%
	Personalization, Listicle	Diane's Account Update: 6 Memorable Family Getaways	24.13%
	Personalization, Intrigue	Diane's Account Update: Reinvent Your Family Vacation	22.16%
5/12/22	Personalization, Short	Diane's Account Update	24.25%
	Personalization, Intrigue	Diane's Account Update: Michelin-Starred Dining	21.92%
	Personalization, Long	Diane's Account Update: New Michelin Stars, Culinary Offers, and More	21.31%
6/9/22	Personalization, Short	Diane's Account Update	24.04%
	Personalization, Intrigue	Diane's Account Update: Summer Inspiration	21.11%
	Personalization, Long	Diane's Account Update: Summer Inspiration, Resort Offer, and More	20.82%

Date	Subject line	Tag	Unique Open Rate
4/2/2022	INSIDE THE RITZ-CARLTON: [Fname's ][Your ]Next Adventure	Intrigue, Personal	14.46%
4/2/2022	INSIDE THE RITZ-CARLTON: [Fname's ][Your ]Guide to Spring Break Getaways	Authority, Personal	14.19%
4/2/2022	INSIDE THE RITZ-CARLTON: Spring Break Inspiration	Direct	13.68%
4/2/2022	INSIDE THE RITZ-CARLTON: Spring Break Getaways, Family Adventures, and More	List	13.67%
4/2/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Spring Break	How To	13.49%
5/7/2022	INSIDE THE RITZ-CARLTON: [Fname's ][Your ]Guide to Golf and Spa Getaways	Authority, Personal	13.24%
5/7/2022	INSIDE THE RITZ-CARLTON: Which would you choose: Golf or Spa?	Question	12.71%
5/7/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Weekend	How To	12.61%
5/7/2022	INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.	Direct	12.61%
5/7/2022	INSIDE THE RITZ-CARLTON: Golf, Spa, and Friend Weekend Getaways	List	12.52%
6/4/2022	INSIDE THE RITZ-CARLTON: Your Guide to Family Getaways	Authority	12.11%
6/4/2022	INSIDE THE RITZ-CARLTON: The Perfect Family Trip Does Exist	Intrigue	12.10%
6/4/2022	INSIDE THE RITZ-CARLTON: How to Plan the Perfect Family Getaway	How To	11.92%
6/4/2022	INSIDE THE RITZ-CARLTON: Need Inspiration for Your Family Getaway	Question	11.91%
6/4/2022	INSIDE THE RITZ-CARLTON: Fun Family Travel	Direct	11.82%

# Project Wanderlust Solo: A/B Hero Image Test #2

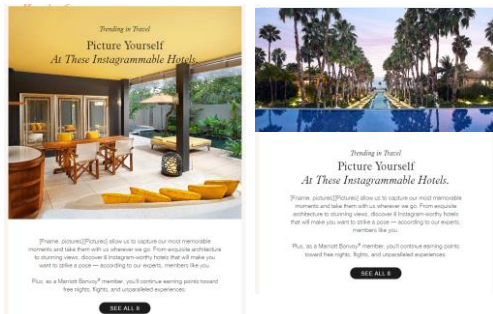
## Test Overview:

- Tall vs. short hero image test targeting Bonvoy members; random 50/50 split
- Test designed to understand if image height impacts engagement for desktop openers; mobile versions were the same

## Test #2 Performance Results:

- Results were mixed** in June compared to May initial test
- Taller image generated more clicks, but shorter image generated slightly higher CTR**; results were not statistically significant
- Additional test planned for July campaign to continue to track engagement patterns; the need for additional testing will be determined at that time

Both hero image versions were animated  
Tall Short



Months	Versions	Delivered	Hero Clicks		Hero CTR	
June	Short	964,804	13,771	-1.09%	1.43%	0.01 pts.
June	Tall	978,037	13,923		1.42%	
May	Short	1,004,790	16,302		1.62%	
May	Tall	1,020,884	16,858	+3.40%	1.65%	0.03 pts.

Results are for Desktop audience only



# ACTIONABLE INSIGHTS

# Actionable Insights

- Leverage insights from eGiftCard promo as a baseline for future communications to opportunity segments, especially with offer content
  - Consider testing a shorter version next promo since most clicks went to hero
  - Include top performing secondary content like brand education and higher placement of offer terms link (under hero CTA)
- For Core MAU, test hero's that present several offers to understand which one drives more engagement during non-promo months
  - Low LOE instead of having to A/B test (leverage a carousel type of module with links to different offers; track click activity and bookings)
- Test # of offers shown to L2B & L3 segments in Lux MAU July & August to lift rev/del.
  - Learning plan includes # of offers and type of offer tests
  - Test property specific offers to L1 in future mailings
  - Continue hero CTA testing to lift click activity higher



# Actionable Insights

- Plans are in place to create STO holdout groups for upcoming Traveler and CALA regional solos to measure optimization efforts for a few months while also rolling out to other mailings; test results expected to show positive performance lifts
- Lux MAU
  - Picking up hero CTA testing in July & August to lift click activity higher
  - Planning to test more property specific to L1 in future mailings; learning plan also includes testing the # of offers and type of offer
  - Will consider refreshing PCIQ subject line test approach to remove the long option and the expand intrigue, listicle, and personalization approaches
  - For example, are we able to personalize by luxury segment L1 / L2A vs. L2B / L3? Do subject line results vary by segment?
- Ritz eNews
  - Look for more ways to test the subject lines that leverage superlative, intrigue approach - “The Perfect ...” was also a winner in June; it underperformed when used in combination with “How To” approach
  - Will dive into regional engagement as some locations may not prefer this communication style

# INDUSTRY EXAMPLES

**YOUR WORLD IS**

**YOUR WORLD IS EXPANDING**

Get more rewards on your vacation across the Americas.

Earn 5,000 Bonus Points for qualifying stays at participating Exclusive Collection resorts from May 13 and September 15, 2022. See [marriott.com/5000bonus](#) for details.

**3C = 5,000**  
STAYS OF 3 OR MORE NIGHTS

Explore 58 resorts that have joined World's Hottest Destinations like Mexico, Costa Rica and the Caribbean where every night is an adventure.

**REGISTER WITH A TRAVEL AGENT**

Offer is valid at participating luxury resorts & Exclusive Collection resorts in the Americas. See [marriott.com/5000bonus](#) for details.

**Luxury stays & all the rewards you deserve.**

*Subject lines maybe targeted by segment or testing different tactics*

## SL #2: Your Next All-Inclusive Stay Can Include 5,000 Bonus Points (*Diana*)

- Fun animation supports hero headline copy
- Consider for
  - Brand education content featuring brand logos in boxes
  - Support an offer with travel inspiration ideas



## Punta Cana, Dominican Republic

Take in the lush, pristine coastline at [Zapiera Agua Puerta Cans](#), explore endless activities and entertainment at [Secrets Can Cans Resort & Spa](#) or walk picture-perfect beaches at [Cigarras Caves Resort & Spa](#). No matter what you're looking for, you'll find it here.



## Montego Bay, Jamaica

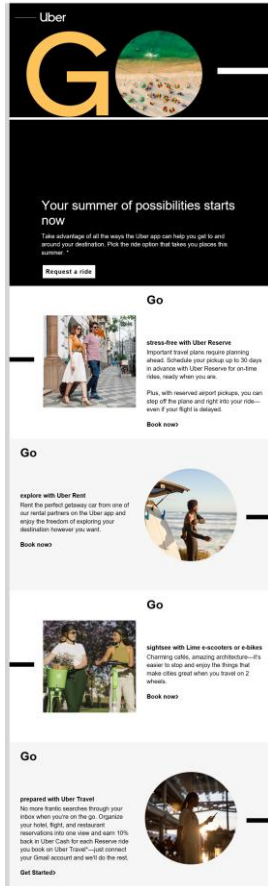
Breathe in the fresh ocean air, indulge in local cuisine, and gaze upon wonders on land and under the sea at one of 4 Montego Bay luxury resorts: [Ziggy Montego Bay Jamaica](#), [Secrets St. James Montego Bay](#), [Secrets Wild Orchid Montego Bay](#) and [Breathless Montego Bay Resort & Spa](#).



## Los Cabos, Mexico

Immerse yourself in the rich culture, explore endless outdoor activities, and experience the serene nature all around you at any of our 4 luxury resorts in Los Cabos: [Zeddy Casa del Mar Los Cabos](#), [Serenitas Puerto Los Cabos Golf & Spa Resort](#), [Breathless Cabo San Lucas Resort & Spa](#) and [Dreams Los Cabos Suites Golf Resort & Spa](#).

# Industry Examples: Creative Design & Animation

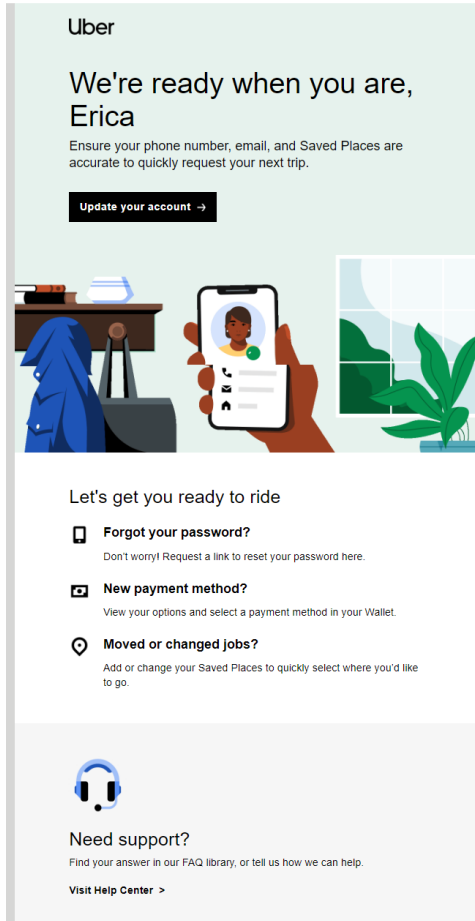


## Uber

SL: 🌀 ✈️ Summer travel is here

- Creative play on the word “GO”
- Use of circles in the hero and secondary modules
- Animation in hero reinforces message
- Use of black and white coloring draws your attention
- Scannable design
- Consider creative approach for those unique messages to standout in the inbox:
  - Week of Wonders
  - Year in Review emails
  - Welcome emails
  - Reactivation messages

# Industry Examples: Reactivation



## Uber

*Email sent 5-months after last Uber ride*

SL: Get ready to ride with the Uber app again

- Intriguing SL
- Personalized copy
- Short and direct copy approach
- Supportive approach to secondary module; anticipates customer issue and provides answer

Thank You!

MARRIOTT  
**BONVOY®**



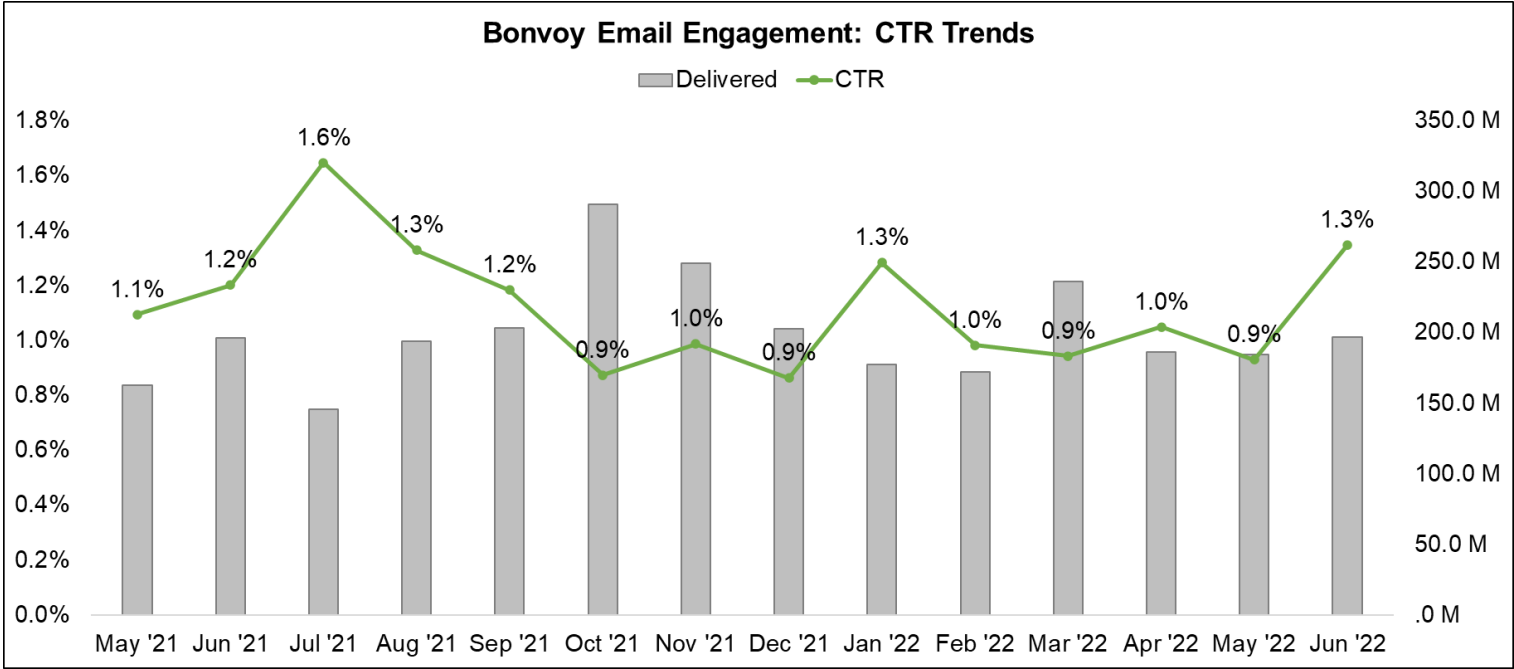


# APPENDIX

# Campaign Dashboard Categories

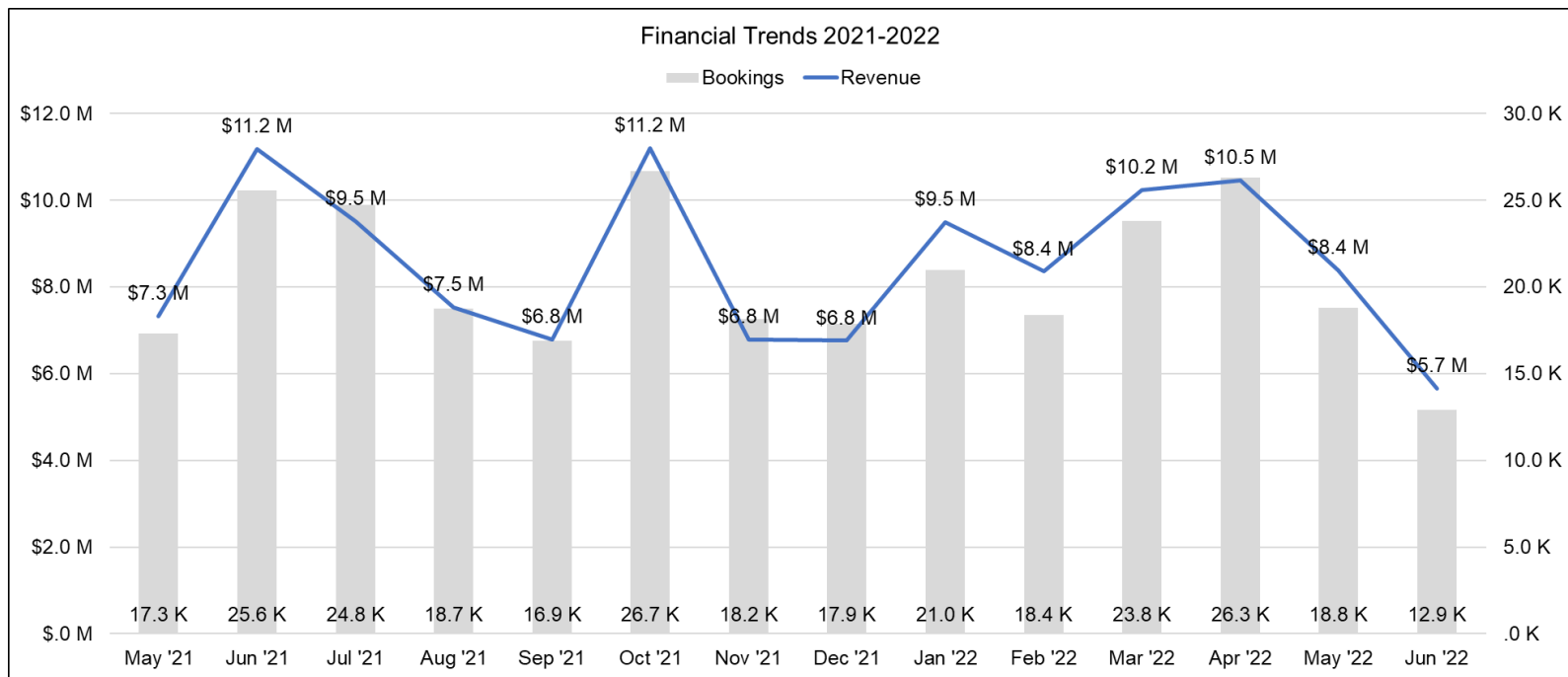
Categories	Category Description	For Example...
<b>Brand</b>	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP emails, HVMI Solos, and other branded Solos
<b>Cobrand CC</b>	Solo messages exclusively featuring a cobranded credit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

# Engagement Trends



**Jun '22 CTR**  
+0.40 pts. MoM  
+0.10 pts. YoY

# Financial Trends



**Jun '22**

**Bookings**

-31.4% MoM

-49.6% YoY

**Revenue**

-32.5% MoM

-49.4% YoY

Financial data: Omniture 7-day cookie

# June 2022 Campaign Category Dashboard

vs. 12-month average

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Moments	Partner	Promotions	Travel Inspiration	Regional
% of Delivered Emails		7.4%	20.0%		9.6%	21.1%	6.5%	0.0%	1.1%	3.3%	3.5%	8.9%	15.4%	3.2%
DELIVERED	196.8 M -3.2%	14.5 M -32.5%	39.3 M 13.1%		18.9 M -13.9%	41.6 M -6.2%	12.8 M 24.0%	13.4 K -95.0%	2.2 M -39.4%	6.5 M -21.5%	6.9 M 5.5%	17.6 M -43.4%	30.3 M 27.5%	6.2 M 442.2%
DELIVERY RATE	99.2% +0.4 pts.	99.6% +0.1 pts.	99.4% -0.1 pts.		99.7% +0.2 pts.	98.9% +0.8 pts.	99.6% +0.2 pts.	99.1% +2.4 pts.	93.6% -1.8 pts.	99.8% +0.1 pts.	99.6% -0.0 pts.	98.1% +0.5 pts.	99.6% -0.0 pts.	99.0% +0.9 pts.
OPEN	33.7 M -18.7%	1.7 M -55.5%	3.0 M -36.1%		3.9 M -14.7%	8.0 M 70.0%	2184.8 K 70.0%	5.2 K -93.5%	539.2 K -46.4%	1.1 M -41.0%	2.2 M 30.2%	3.2 M -52.2%	6.6 M 6.0%	1.2 M 304.7%
OPEN RATE	17.1% -3.3 pts.	12.0% -6.2 pts.	7.5% -5.8 pts.		20.7% -3.8 pts.	19.3% -1.9 pts.	17.1% +4.6 pts.	38.5% +8.8 pts.	24.7% -3.2 pts.	17.2% -5.7 pts.	31.3% +5.9 pts.	18.0% -3.3 pts.	21.9% -4.5 pts.	19.4% -6.6 pts.
CLICK	2.7 M 20.8%	188.2 K -47.4%	133.4 K -14.0%		139.5 K -27.3%	866.7 K 51.3%	94.1 K 18.9%	2.1 K -68.2%	119.6 K -38.0%	31.0 K -59.5%	101.9 K 15.3%	711.0 K 101.0%	217.1 K 41.9%	48.2 K 487.4%
CTR	1.35% +0.3 pts.	1.30% -0.4 pts.	0.34% -0.1 pts.		0.74% -0.1 pts.	2.08% +0.8 pts.	0.74% -0.0 pts.	15.95% +13.4 pts.	5.49% +0.1 pts.	0.47% -0.4 pts.	1.47% +0.1 pts.	4.05% +2.9 pts.	0.72% +0.1 pts.	0.77% +0.1 pts.
CTOR	7.9% +2.6 pts.	10.9% +1.7 pts.	4.5% +1.2 pts.		3.6% -0.0 pts.	10.8% +4.7 pts.	4.3% -1.9 pts.	41.4% +33.0 pts.	22.2% +3.0 pts.	2.8% -1.3 pts.	4.7% -0.6 pts.	22.5% +17.2 pts.	3.3% +0.8 pts.	4.0% +1.2 pts.
UNSUB	316.2 K -30.6%	36.4 K -29.9%	77.4 K 28.6%		27.1 K -58.5%	46.8 K -32.7%	12.4 K -2.9%	11 -98.8%	16.7 K 1.7%	4.3 K -80.3%	10.1 K -41.1%	16.3 K -81.3%	56.2 K -7.2%	12.5 K 317.9%
UNSUB RATE	0.16% -0.01 pts.	0.25% +0.01 pts.	0.20% +0.02 pts.		0.14% -0.15 pts.	0.11% -0.04 pts.	0.10% -0.03 pts.	0.08% -0.25 pts.	0.77% +0.31 pts.	0.07% -0.20 pts.	0.15% -0.11 pts.	0.09% -0.19 pts.	0.19% -0.07 pts.	0.20% -0.06 pts.
BOOKINGS	12.9 K -39.7%	29 -95.6%	1.6 K -34.6%		1.5 K -36.8%	4.8 K -37.1%	888 -5.4%	1 -90.1%	776 -70.0%	302 -31.1%	291 -52.6%	1.6 K -46.3%	807 -2.7%	261 318.3%
ROOM NIGHTS	29.0 K -40.5%	48 -97.3%	3.2 K -31.7%		3.4 K -43.0%	10.6 K -39.7%	2.3 K 7.4%	1 -96.5%	2.1 K -64.7%	668 -30.9%	632 -55.3%	3.3 K -51.0%	1.9 K 0.5%	835 356.3%
REVENUE	\$5.7 M -36.4%	\$18.7 K -95.4%	\$555.6 K -19.7%		\$707.3 K -38.8%	\$2.1 M -36.3%	\$484.2 K 15.9%	313 -95.3%	\$451.1 K -55.4%	\$122.0 K -29.7%	\$136.2 K -41.3%	\$548.5 K -54.4%	\$365.2 K 3.6%	\$164.2 K 384.4%
CONVERSION RATE	0.49% +0.48 pts.	0.02% +0.0 pts.	1.20% +1.2 pts.		1.10% +1.1 pts.	0.56% +0.5 pts.	0.94% +0.9 pts.	0.05% +0.0 pts.	0.65% +0.6 pts.	0.97% +1.0 pts.	0.29% +0.3 pts.	0.22% +0.2 pts.	0.37% +0.4 pts.	0.54% +0.5 pts.
BPK	0.07 -3.1 pts.	0.00 -4.0 pts.	0.04 +0.1 pts.		0.08 -7.9 pts.	0.12 -3.4 pts.	0.07 -3.8 pts.	0.07 +4.9 pts.	0.36 -38.5 pts.	0.05 -0.9 pts.	0.04 -2.3 pts.	0.09 +0.6 pts.	0.03 -0.9 pts.	0.04 +0.6 pts.

# 2022 Campaign Category Dashboard

Jan-Jun 2022

	TOTAL	Brand	Cobrand	CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Moments	Partner	Promotions	Travel Inspiration	Regional
% of Delivered Emails		9.9%	20.6%		10.3%	21.5%	5.8%	0.1%	1.5%	2.8%	3.8%	12.5%	10.2%	1.0%
DELIVERED	1.2 B	113.8 M	238.0 M		119.0 M	248.2 M	66.3 M	1.0 M	16.7 M	31.7 M	43.9 M	144.7 M	118.1 M	11.5 M
DELIVERY RATE	99.1%	99.6%	99.5%		99.6%	98.7%	99.5%	94.2%	95.4%	99.8%	99.6%	98.2%	99.5%	99.0%
OPEN	194.5 M	16.7 M	23.4 M		25.3 M	47.8 M	7.6 M	225.2 K	4.7 M	5.6 M	9.0 M	26.8 M	24.9 M	2.5 M
OPEN RATE	16.9%	14.7%	9.8%		21.2%	19.3%	11.4%	22.7%	28.1%	17.7%	20.5%	18.5%	21.1%	22.1%
CLICK	12.5 M	1.8 M	998.1 K		964.1 K	3.4 M	497.9 K	15.2 K	853.2 K	269.2 K	461.5 K	2.2 M	899.8 K	84.1 K
CTR	1.09%	1.61%	0.42%		0.81%	1.37%	0.75%	1.53%	5.09%	0.85%	1.05%	1.55%	0.76%	0.73%
CTOR	6.4%	11.0%	4.3%		3.8%	7.1%	6.6%	6.7%	18.1%	4.8%	5.1%	8.4%	3.6%	3.3%
UNSUB	1.9 M	286.7 K	351.4 K		179.6 K	327.9 K	70.8 K	2.5 K	93.0 K	18.1 K	52.9 K	270.6 K	196.4 K	24.6 K
UNSUB RATE	0.16%	0.25%	0.15%		0.15%	0.13%	0.11%	0.26%	0.56%	0.06%	0.12%	0.19%	0.17%	0.21%
BOOKINGS	121.2 K	3.2 K	16.8 K		12.0 K	46.2 K	5.3 K	30	13.2 K	1.9 K	2.9 K	15.4 K	3.8 K	555
ROOM NIGHTS	275.1 K	8.8 K	32.3 K		28.9 K	105.1 K	12.3 K	77	29.9 K	4.1 K	6.7 K	36.1 K	9.0 K	1.7 K
REVENUE	\$52.6 M	\$2.2 M	\$5.0 M		\$6.2 M	\$20.8 M	\$2.5 M	\$14.8 K	\$5.3 M	\$772.9 K	\$1.2 M	\$6.5 M	\$1.8 M	\$325.8 K
CONVERSION RATE	0.97%	0.17%	1.68%		1.24%	1.36%	1.07%	0.20%	1.55%	0.69%	0.62%	0.69%	0.42%	0.66%
BPK	0.11	0.03	0.07		0.10	0.19	0.08	0.03	0.79	0.06	0.07	0.11	0.03	0.05