Marriott Bonvoy
Q2 2023 Email Performance Review

July 27, 2023

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JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

Today's Agenda

- Quarterly Plan and Roadmap

- Q2 2023 Performance Summary

- Campaign Highlights

- Testing & Optimizations Insights

- Actionable Insights

Quarterly Plan & Roadmap

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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) — Jebbit: Quiz, Preferences		
	B+T Email Process Optimizations / Evaluation			
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)	
			New Brand Announcements	
Member & Guest Outbound Communications		eAppend		
	Dist. Marketing Platforms: METT Migration		Dist. Marketing Platforms: LCB / LPA / DAC / MBOP Migration	
	Consent Practices & Contactability			Brand Bar Update
		Leveraging 3P Data		
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 Workfront

Q2 Actions Taken

- Launched Decisioning Test

- Tested campaign framework/taxonomy with Wanderlust

- Expanded 3rd party data use cases and leveraged back testing

- Launched Paid-Owned Email Test (Staycation)

- Continuing to migrate METT to PCM

- Launched Personal Ambassador communication series

- Held Q2 Process Summit

- Retired MRW and migrated to MDP

- Supported brand portfolio campaign

- Prepared and planned for eAppend efforts

- Completed B+T discovery and early stages of planning 4 workstreams

Looking Ahead

- Launching First 100 Days Lifecycle campaign

- Building upon success of 100 Days with B + T; moving into Core MAU with enhanced processes

- Starting Decisioning Test #2 in August

- Activating Push marketing (ATM, GloPro, Cyber week, Global/Local)

- Lift South Korea exclusion flag

- ATM pull-through into Lifecycle campaigns and cross-channel implementation

- Mobile App -- Enrollment POC and Onboarding

- Launching eAppend communications

- Launching Gated offer

- Finalize and publish Luxury communication guidelines

- New Marriott Bonvoy Brand announcements & voice

- Standardizing 3P data accessibility

- Launching 4 new languages

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Q2 2023
PERFORMANCE SUMMARY

50.7 M Emailable Customers As of June 2023

- Net increase MoM of +2.7 M in total emailable customers
  - Increase of +1.8 M (+5.3%) in Members
  - Increase of +913.6 K (+6.4%) in Non-Members
- May reporting was not available due to MDP data issues; volume changes are reflective of the current reporting run dates of 5/1/23 – 7/7/23

Email Eligible Audience Trends 2022-2023
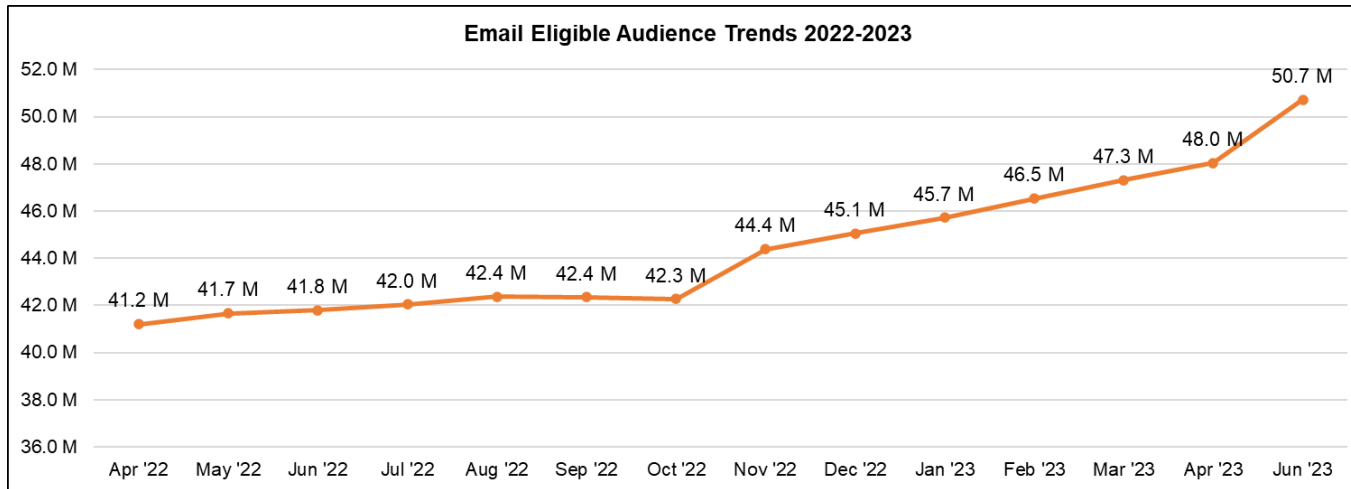
Email Eligible (total)	50.7 M
MoM	+5.6% +2.7 M
Members	35.6 M
MoM	+5.3% +1.8 M
Non-Members	15.1 M
MoM	+6.4% +913.6 K

Report Date = Jul 7, 2023
Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China, and Quebec suppression list counts

Q2 2023 Performance Summary

	Quarterly	Q2 '23	QoQ	YoY
Engagement	**Delivered**	**690.8 M**	-20.0% -172.4 M	+21.7% +123.0 M
	Clicks	**6.2 M**	-14.9% -1.1 M	-1.7% -108.4 K
	CTR	**0.9%**	+0.1 pts.	-0.2 pts.
	Unsub%	**0.20%**	+0.02 pts.	+0.05 pts.
Financials	**Bookings**	**41.4 K**	-21.5% -11.4 K	-28.7% -16.7 K
	Room Nights	**90.0 K**	-24.0% -28.5 K	-30.1% -38.9 K
	Revenue	**$18.8 M**	-22.9% -$5.6 M	-23.3% -$5.7 M
	Conv%	**0.67%**	-0.06 pts.	-0.25 pts.

- Deliveries of 690.8 M was a YoY increase of +123.0 M due to more volume for larger Homes & Villas, Moments and Core MAU campaigns; we saw a QoQ decline impacted by no Global Promo in market, as well as delivery decreases for Promotions, Cobrand ACQ, Partner and Lifecycle mailings.
- QoQ click volume decline was impacted by decreases in Promotions and Lifecycle delivery volume.
- CTR of 0.9% was a +0.1 pts. increase compared to Q1, but a slight decline compared to prior year. Overall engagement is stable.
- Unsub rate of 0.20% was aligned with our benchmark; taking a deeper dive to understand recent lifts in the monthly trends.
- Financial declines impacted by QoQ and YoY booking declines from Bonvoy Escapes and Re-Engage Series, as well as some Lifecycle mailings; no Global Promo in market also impacted QoQ decline; fewer bookings from Core MAU also impacted YoY decline.

*Financials were impacted by the email attribution tracking issues that are currently being researched.
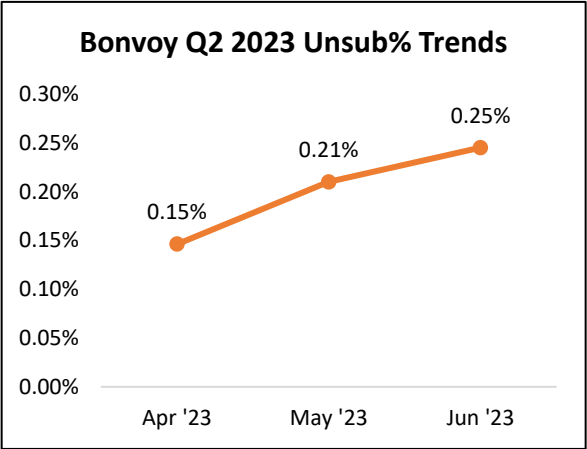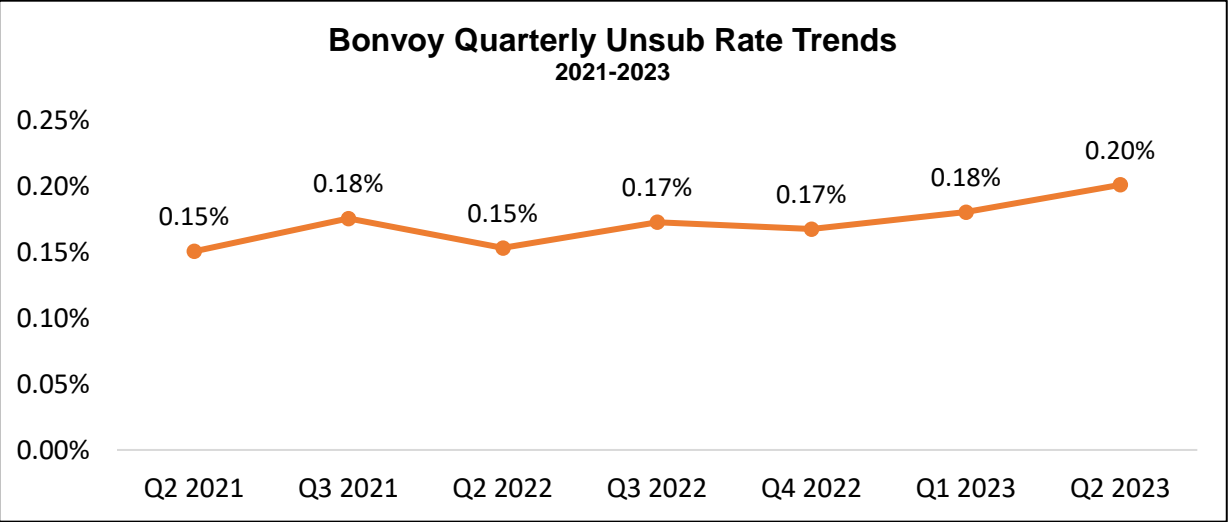
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QoQ CTR Saw a +0.1 Pt. Lift, Even With Fewer Deliveries

- More volume from some larger campaigns impacted the YoY delivery increase – Homes & Villas (+74.2 M), Moments (+15.4 M), Core MAU (+10.4 M) and RCYC (+7.4 M).
  - QoQ delivery decline impacted by no Global Promo in market in Q2 and delivery decreases for Promotions (-110.2 M), Cobrand ACQ (-45.2 M), Partner (-15.4 M) and Lifecycle (-11.9 M) mailings.
- QoQ CTR increase of +0.1 pts. impacted by engagement from Core MAU and the Points Purchase Promotion; June saw the highest CTR for the quarter at 1.0%, impacted by the Points Purchase Reminder
  - YoY CTR decrease of -0.2 pts. coming from less overall engagement from larger Homes & Villas, Core MAU and Bonvoy Escapes campaigns.

CTR
+0.1 pts. QoQ
-0.2 pts. YoY

Bonvoy Quarterly Engagement Trends 2022-2023

Delivered — CTR

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Delivered	585.1 M	567.8 M	532.8 M	727.0 M	863.2 M	690.8 M
CTR	1.1%	1.1%	0.9%	0.8%	0.8%	0.9%

Bonvoy Q2 2023 Engagement Trends

Delivered — CTR

	Apr '23	May '23	Jun '23
Delivered	201.6 M	274.8 M	214.5 M
CTR	0.8%	0.9%	1.0%
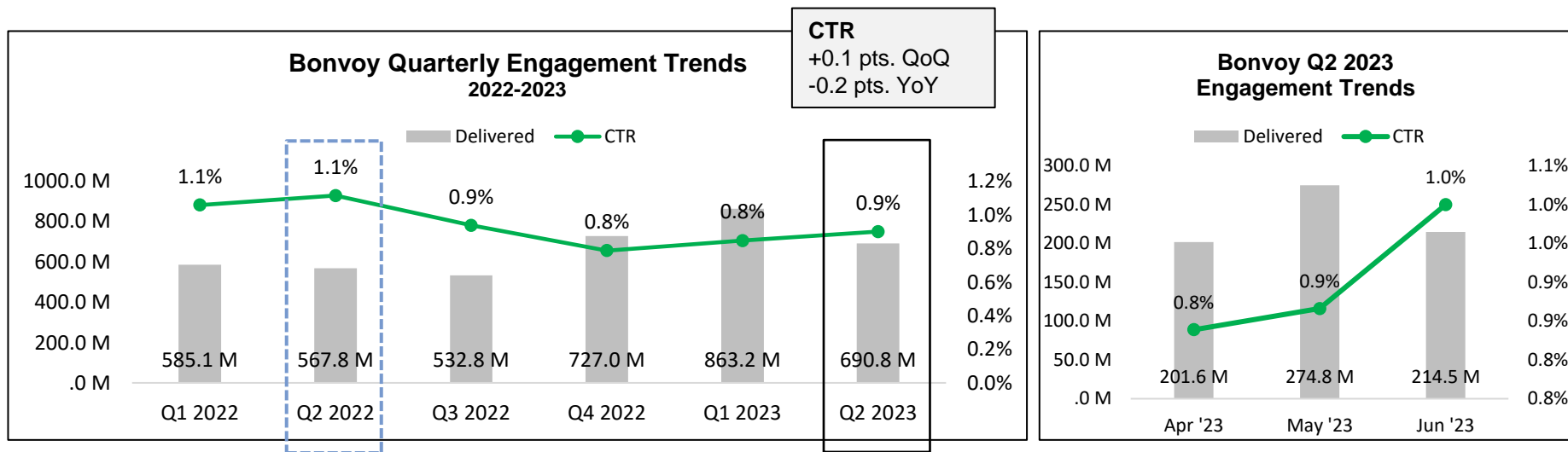
0.20% Q2 2023 Unsub Rate Aligned With Benchmark; Monitor Lifts in Monthly Trends

Compared to last year, unsub rate impacted by increased unsubs from larger Core MAU, Partner, Cobrand ACQ and METT campaigns. Deeper dive needed to better understand this new trend.

Bonvoy Quarterly Unsub Rate Trends
2021-2023

Q2 2021	0.15%	
Q3 2021	0.18%	
Q2 2022	0.15%	
Q3 2022	0.17%	
Q4 2022	0.17%	
Q1 2023	0.18%	
Q2 2023	0.20%	

Bonvoy Q2 2023 Unsub% Trends

Apr '23	0.15%
May '23	0.21%
Jun '23	0.25%

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

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Member Averages Saw Increases in CTR and Unsub Rate This Quarter

- All levels saw QoQ delivery decreases, in line with overall trend.

- CTRs for most members saw a steady MoM increase this quarter; exception with Platinum, who saw a CTR decline from May to June and Ambassador, who saw MoM CTR decline trend.

- Member average CTR and average unsub rate saw increases each month.

Trend line = Jan '23 – Jun '23

		Apr '23	May '23	Jun '23	Engagement Trends
NON-MEMBER	**Del.**	11.9 M	28.6 M	26.0 M	QoQ -41.1 (-46.5 M)
	CTR	0.36%	0.28%	0.35%	
	Unsub%	0.35%	0.37%	0.51%	
BASIC	**Del.**	116.7 M	143.6 M	124.9 M	QoQ -18.9% (-89.8 M)
	CTR	0.63%	0.64%	0.74%	
	Unsub%	0.14%	0.17%	0.21%	
SILVER	**Del.**	17.0 M	18.8 M	18.1 M	QoQ -19.6% (-13.2 M)
	CTR	1.20%	1.39%	1.53%	
	Unsub%	0.07%	0.12%	0.17%	
GOLD	**Del.**	18.0 M	20.0 M	19.8 M	QoQ -19.4% (-14.0 M)
	CTR	1.37%	1.77%	1.84%	
	Unsub%	0.07%	0.13%	0.19%	

		Apr '23	May '23	Jun '23	Engagement Trends
PLATINUM	**Del.**	6.8 M	7.6 M	7.7 M	QoQ -11.3% (-2.8 M)
	CTR	1.98%	2.83%	2.79%	
	Unsub%	0.05%	0.15%	0.23%	
TITANIUM	**Del.**	4.5 M	5.3 M	5.2 M	QoQ -30.4% (-6.5 M)
	CTR	2.62%	3.14%	3.26%	
	Unsub%	0.05%	0.16%	0.27%	
AMBASSADOR	**Del.**	528.7 K	588.1 K	565.1 K	QoQ -55.0% (-2.1 M)
	CTR	4.46%	4.01%	2.98%	
	Unsub%	0.06%	0.18%	0.34%	
MEMBER	**Del.**	163.5 M	195.9 M	176.3 M	QoQ -19.3% (-128.3 M)
	CTR	0.90%	0.99%	1.12%	
	Unsub%	0.12%	0.16%	0.20%	

Q2 2023 Generated $18.8 M; Similar YoY Trend

- Saw a similar YoY trend, with a bookings and revenue decline compared to Q1
- QoQ and YoY revenue decreases impacted by booking declines from larger Bonvoy Escapes and Re-Engage Series, as well as some Lifecycle mailings; no Global Promo in market also impacted QoQ revenue decline; fewer YoY bookings from Core MAU also impacted the YoY revenue decline.
- June generated the most revenue for the quarter at $6.7 M, impacted by bookings from Core MAU, Re-Engage Series, METT campaigns and Decision Engine.

Bookings	Revenue
-21.5% (-11.4 K) QoQ	-22.9% (-$5.6 M) QoQ
-28.7% (-16.7 K) YoY	-23.3% (-$5.7 M) YoY

Q2 2023 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev
Core MAU	90.2 M	7.9 K	$3.5 M	0.9%	18.6%
Re-Engage Series	4.7 M	3.5 K	$1.5 M	3.7%	7.8%
Luxury MAU	6.9 M	2.0 K	$1.2 M	1.3%	6.4%
Decision Engine	28.7 M	2.6 K	$1.0 M	1.6%	5.4%
Escape to Luxury	4.9 M	1.2 K	$1.0 M	1.0%	5.1%
TOTAL	135.4 M	17.2 K	$8.1 M	1.2%	43.3%

Bonvoy Quarterly Financial Trends 2022-2023

Q1 2022: 63.1 K, $28.1 M
Q2 2022: 58.0 K, $24.5 M
Q3 2022: 41.4 K, $17.3 M
Q4 2022: 47.0 K, $19.0 M
Q1 2023: 52.7 K, $24.4 M
Q2 2023: 41.4 K, $18.8 M

Bonvoy Q2 2023 Financial Trends

Apr '23: 12.7 K, $5.6 M
May '23: 13.6 K, $6.5 M
Jun '23: 15.0 K, $6.7 M

Financials were impacted by the email attribution tracking issues that are being researched.
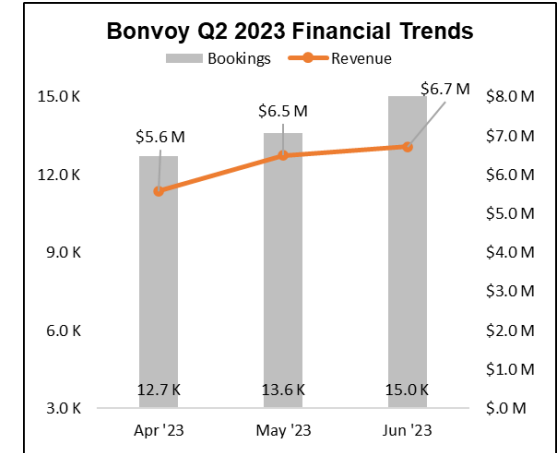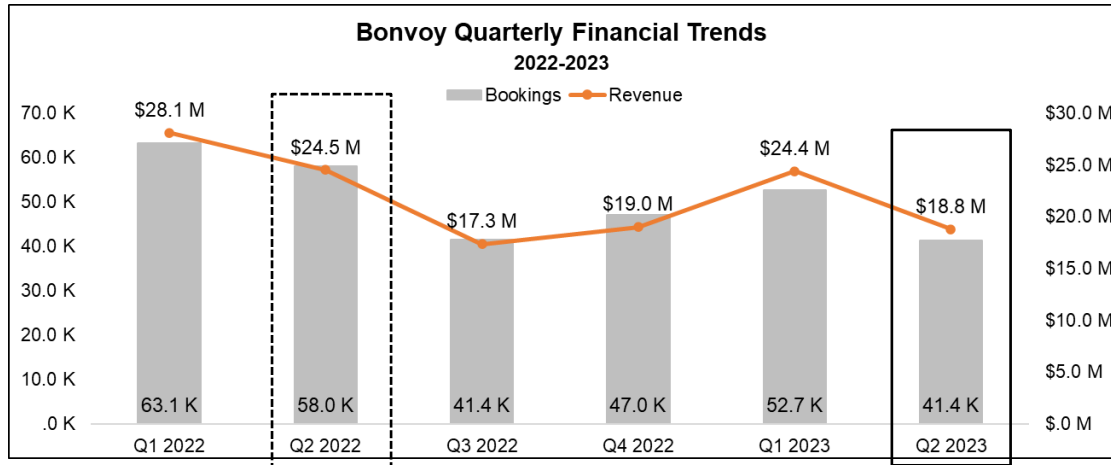
U.S. Domestic Travel Trends Show a YoY Bookings Decline

- 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 Q2 2023 are down compared to prior year across all sectors.

Hotel Volume by Purpose

Q2 2022

Q2 2023

* 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: https://adara.com/traveler-trends-tracker
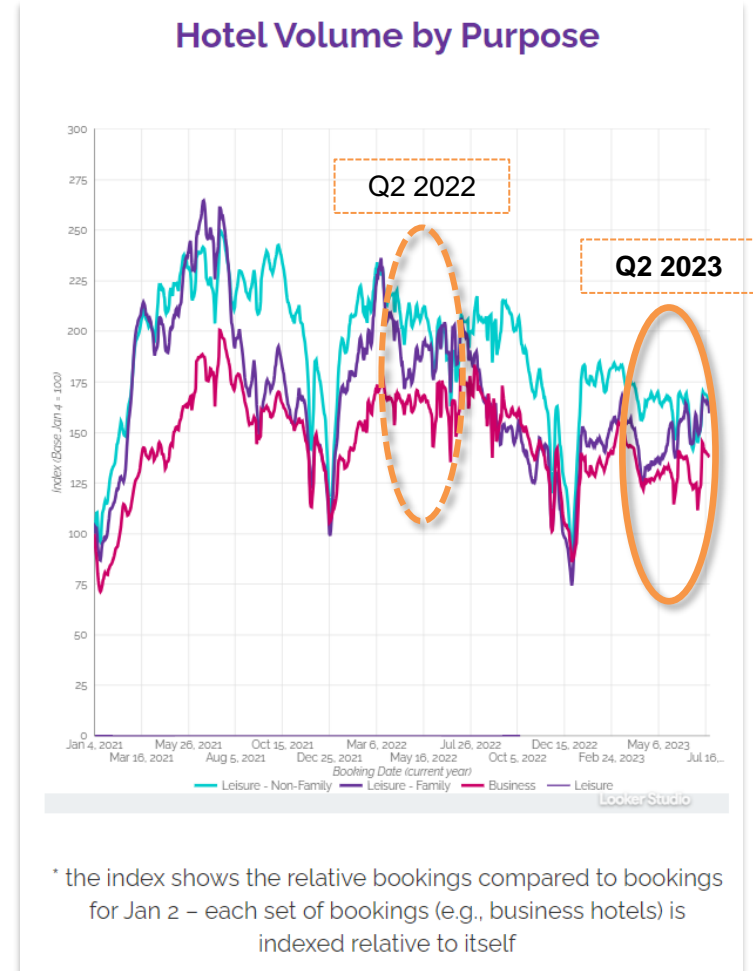
Q2 2023 Performance Summary
by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Cobrand ACQ	*Chase Dual BAU, Amex BAU*	109.3 M	15.8%	229.0 K	0.2%	0.20%	2.1 K	$975.6 K	0.93%
QoQ		-29.2%	-2.1 pts.	-8.8%	+0.0 pts.	+0.01 pts.	-25.5%	-25.5%	-0.21 pts.
YoY		-3.7%	-4.2 pts.	3.9%	+0.0 pts.	+0.05 pts.	-31.3%	-21.4%	-0.48 pts.
Core MAU	*Core MAU*	90.2 M	13.1%	876.2 K	1.0%	0.17%	7.9 K	$3.5 M	0.91%
QoQ		5.1%	+3.1 pts.	54.7%	+0.3 pts.	+0.03 pts.	125.1%	117.5%	+0.28 pts.
YoY		13.1%	-4.1 pts.	-37.4%	-0.8 pts.	+0.05 pts.	-44.4%	-42.1%	-0.11 pts.
Global	*Americas, CALA, EMEA solos*	52.9 M	7.7%	313.1 K	0.6%	0.19%	1.8 K	$932.7 K	0.56%
QoQ		-18.4%	+0.1 pts.	-31.3%	-0.1 pts.	-0.00 pts.	-17.6%	-21.8%	+0.09 pts.
YoY		1.0%	-1.7 pts.	-5.5%	-0.0 pts.	+0.03 pts.	-46.0%	-43.5%	-0.42 pts.
Promotions	*ATM, Points Promo*	51.8 M	7.5%	851.2 K	1.6%	0.16%	3.0 K	$1.3 M	0.35%
QoQ		-68.0%	-11.3 pts.	-40.3%	+0.8 pts.	-0.02 pts.	-77.5%	-80.1%	-0.58 pts.
YoY		9.6%	-0.8 pts.	-11.4%	-0.4 pts.	-0.02 pts.	-26.0%	-18.6%	-0.07 pts.
METT	*METTs*	50.1 M	7.3%	382.8 K	0.8%	0.34%	2.6 K	$1.4 M	0.67%
QoQ		8.9%	+1.9 pts.	2.2%	-0.1 pts.	+0.15 pts.	-5.0%	-7.3%	-0.05 pts.
YoY		35.2%	-1.2 pts.	40.9%	+0.0 pts.	+0.23 pts.	-1.8%	6.6%	-0.29 pts.
Partner	*Uber, EAT, Airlines*	20.2 M	2.9%	181.4 K	0.9%	0.15%	875	$374.9 K	0.48%
QoQ		-43.3%	-2.1 pts.	-7.6%	+0.3 pts.	+0.03 pts.	6.4%	26.5%	+0.06 pts.
YoY		32.7%	+2.7 pts.	-48.4%	-1.4 pts.	+0.05 pts.	-53.8%	-52.0%	-0.06 pts.
Cobrand ECM	*Newsletters, Welcome, FNA, ENC*	7.5 M	1.1%	219.5 K	2.9%	0.13%	3.7 K	$878.9 K	1.66%
QoQ		-28.5%	-0.1 pts.	-6.1%	+0.7 pts.	+0.09 pts.	-4.1%	-10.7%	+0.04 pts.
YoY		-19.5%	-0.4 pts.	-16.3%	+0.1 pts.	+0.10 pts.	-3.6%	7.7%	+0.22 pts.
Lifecycle	*Welcome, Redemption, Pts Expiration*	5.3 M	0.8%	358.7 K	6.8%	0.59%	3.9 K	$1.6 M	1.09%
QoQ		-69.1%	-1.2 pts.	-51.6%	+2.4 pts.	+0.33 pts.	-37.5%	-37.5%	+0.25 pts.
YoY		-42.0%	+0.4 pts.	-23.0%	+1.7 pts.	+0.06 pts.	-32.4%	-44.1%	-0.15 pts.
Other Comms	*All other campaign types*	303.5 M	43.9%	2.8 M	0.9%	0.20%	15.5 K	$7.9 M	0.55%
QoQ		5.8%	+10.7 pts.	-8.3%	-0.1 pts.	+0.01 pts.	-10.1%	-6.1%	-0.01 pts.
YoY		48.6%	+8.0 pts.	36.1%	-0.1 pts.	+0.03 pts.	-19.4%	-4.3%	-0.38 pts.
Total		690.8 M	100.0%	6.2 M	0.9%	0.20%	41.4 K	$18.8 M	0.67%
QoQ		-20.0%	--	-14.9%	+0.1 pts.	+0.02 pts.	-21.5%	-22.9%	-0.06 pts.
YoY		21.7%	--	-1.7%	-0.2 pts.	+0.05 pts.	-28.7%	-23.3%	-0.25 pts.

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

- Other Comms saw a +48.6% YoY delivery increase (mostly from HVMB with +74.2 M more deliveries), which impacted the overall YoY delivery increase of +21.7%
  - QoQ delivery decrease of -20.0% impacted by less Cobrand ACQ, Promotions, Partner and Lifecycle volume in Q2.
- Even with fewer deliveries, Lifecycle and Cobrand ECM saw CTR increases QoQ and YoY; Promotions and Partner campaigns saw QoQ CTR increases.
  - Lifecycle campaigns generated the highest CTR at 6.8%.
- Other Comms generated the most overall revenue at $7.9 M, followed by Core MAU at $3.5 M and Lifecycle at $1.6 M.
  - Core MAU saw a notable +117.5% increase in revenue compared to Q1; Partner campaigns had a QoQ increase of +26.5%.

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Q2 2023 Performance Summary
by Campaign Type – Other Communications Only

- Other Comms made up the largest proportion of Q2 deliveries at 43.9%
  - Most deliveries from Brand (16.2%), Engagement (15.6%) and Travel Inspiration (7.1%)
- Overall CTR of 0.9% was a -0.1 pt. decline compared to Q1 and last year; impacted by less overall QoQ and YoY engagement from the larger Bonvoy Escapes and Moments mailings; also slightly less QoQ engagement from Re-Engage Series
- Engagement mailings drove the most revenue among Other Comms at $3.8 M, followed by Lux MAU at $1.2 M; overall Other Comms revenue declines impacted by fewer bookings compared to Q1 and last year from Bonvoy Escapes and Re-Engage Series

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Other Comms	*All other campaign types*	**303.5 M**	**43.9%**	**2.8 M**	**0.9%**	**0.20%**	**15.5 K**	**$7.9 M**	**0.55%**
QoQ		5.8%	+10.7 pts.	-8.3%	-0.1 pts.	+0.01 pts.	-10.1%	-6.1%	-0.01 pts.
YoY		48.6%	+8.0 pts.	36.1%	-0.1 pts.	+0.03 pts.	-19.4%	-4.3%	-0.38 pts.
Brand	*HVMB, MVC, RCYC, RC Reserve*	114.8 M	16.6%	859.8 K	0.7%	0.27%	1.0 K	$597.1 K	0.12%
Engagement	*Re-Engage Series, Escapes, Moments, Boutiques, Decision Engine*	107.8 M	15.6%	710.7 K	0.7%	0.11%	9.2 K	$3.8 M	1.29%
Travel Inspiration	*Wanderlust, Traveler*	48.7 M	7.1%	471.7 K	1.0%	0.17%	1.3 K	$609.8 K	0.27%
RC Enews	--	17.0 M	2.5%	226.5 K	1.3%	0.25%	58	$60.5 K	0.03%
Lux MAU	--	6.9 M	1.0%	149.4 K	2.2%	0.14%	2.0 K	$1.2 M	1.31%
E2L	--	4.9 M	0.7%	119.2 K	2.4%	0.24%	1.2 K	$951.3 K	1.00%
Informational	*Personal Ambassador, Enrollment, Address Update*	2.6 M	0.4%	224.0 K	8.5%	0.70%	794	$540.4 K	0.35%
OPTIN	--	402.3 K	0.1%	23.3 K	5.8%	2.55%	51	$26.9 K	0.22%
Research	*Survey*	332.6 K	0.0%	17.4 K	5.2%	0.26%	28	$13.3 K	0.16%
MBV Q2 '23 Total		**690.8 M**	**100.0%**	**6.2 M**	**0.9%**	**0.20%**	**41.4 K**	**$18.8 M**	**0.67%**

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

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Platinum Elite Inbox: Q2 2023 Snapshot

Luxury Member (L2B)

- As mailings stayed consistent each month in Q2, most of the received emails were loyalty messages (29 in total)
- Apr was the only month with Non-Loyalty after receiving a booking confirmation and a Buy Points promotion
- Inbox mix mostly sell, followed by inspiration
- Most times, email frequency was 1 to 3 emails per week; there was only 1 week in June that showed 4 mailings
- Continue planning for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings

# of Emails

Email Type*	Apr	May	Jun
Loyalty	**8**	**11**	**10**
Non-Loyalty	2	0	0
Inbox Total	**10**	**11**	**10**

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

Monthly Loyalty Email Types

■ Sell ■ Inspire ■ Recognize ■ Inform

	Apr	May	Jun
Sell	3	7	7
Inspire	5	3	2
Recognize	0	0	0
Inform	0	1	1
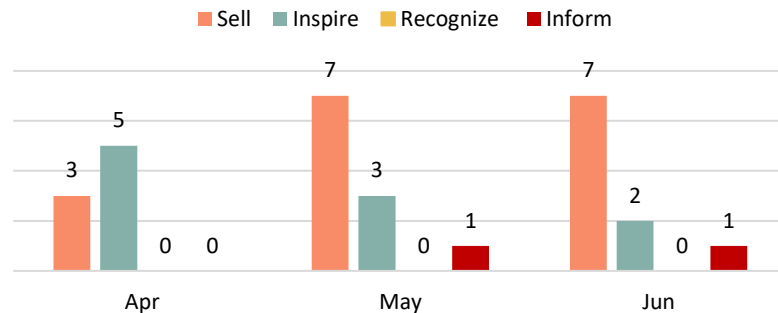
Key: Email Types
- **Sell**: Promo, Boutiques, Cobrand ACQ, METTs
- **Inspire**: Traveler, Wanderlust, Moments, Ritz eNews, Lux MAU
- **Recognize**: Program Acknowledgement, Suite Night Award
- **Inform**: MAU, Cobrand ECM Newsletter, Program Update

April 2023

4/1	4/4	4/5	4/6	4/11	4/12	4/19	4/28	4/21	4/28

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May 2023

5/1	5/3	5/4	5/7	5/13	5/13	5/15	5/17	5/19	5/26	5/27

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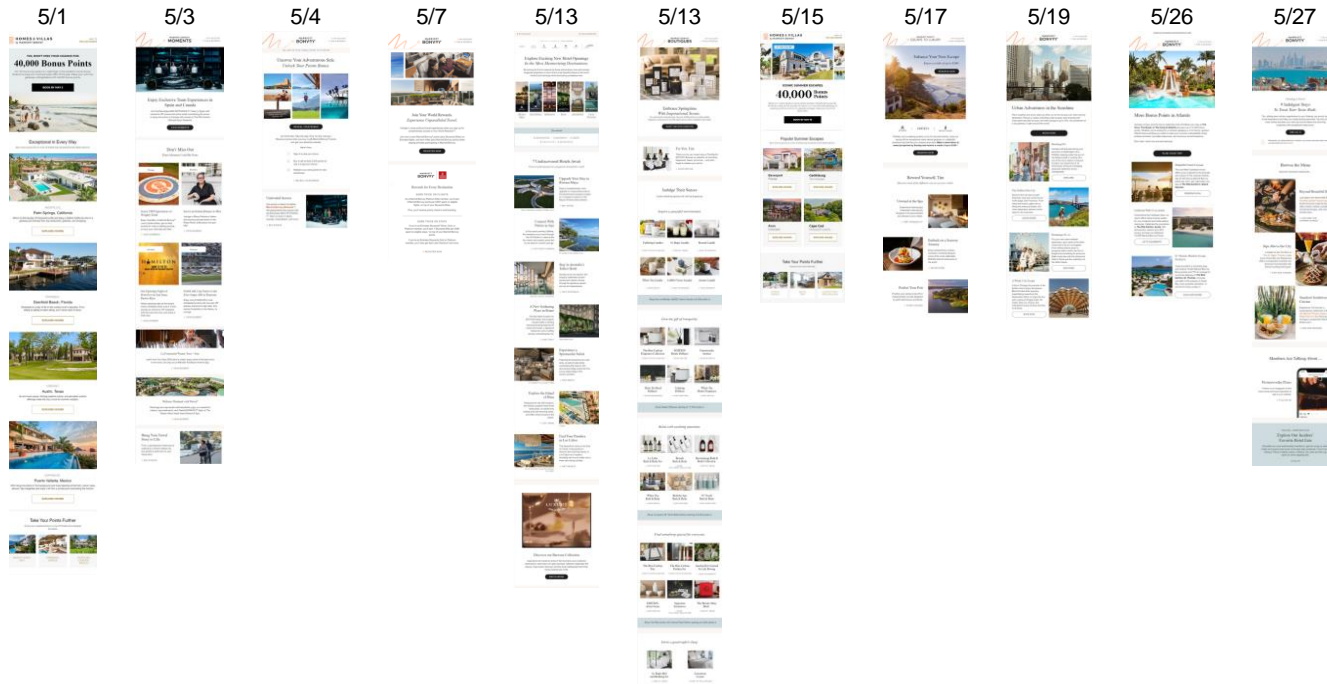
June
2023

6/2   6/2   6/3   6/5   6/6   6/8   6/9   6/14   6/23   6/26

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QUARTERLY CAMPAIGN HIGHLIGHTS

3P Data Use Cases

Core MAU

Lux MAU

RCYC (Ritz-Carlton Yacht Collection)

HVMB (Homes & Villas)

E2L (Escape to Luxury)

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Third Party Data (3P): Overview

In Q2 2023, we began tracking audience engagement by 3P travel segments and culinary signals for several campaign types.
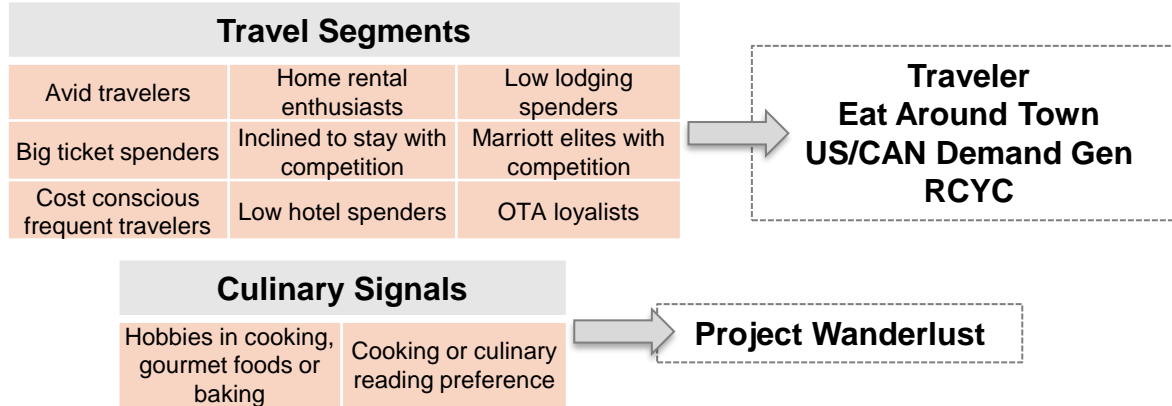
Our Plan:
- Track segments to understand audience size and engagement differences
- Submit user stories describing business needs and purpose
- Test into content personalization

What we were looking for:
- Understand audience coverage
- Measure engagement differences / lifts
- Validate and quantify the value of utilizing 3P data for audience selection and personalization

Travel Segments		
Avid travelers	Home rental enthusiasts	Low lodging spenders
Big ticket spenders	Inclined to stay with competition	Marriott elites with competition
Cost conscious frequent travelers	Low hotel spenders	OTA loyalists

**Traveler
Eat Around Town
US/CAN Demand Gen
RCYC**

Culinary Signals	
Hobbies in cooking, gourmet foods or baking	Cooking or culinary reading preference

Project Wanderlust

**Coming in Q3
(attributes we will add to tracking):**

Pet Owners
Family
Cruisers
High Net Worth

**Coming in Q3
(campaigns we will add to tracking):**

Core MAU
Traveler
Escape to Luxury
RCYC

Third Party Data (3P) Travel Segments: Performance Summary by Campaign Type June 2023

Initial Results:

- 7% -15% of email deliveries were for audiences scored for Travel Segments

- Overall, Travel Segment audiences saw higher CTRs and mostly lower unsub rates than Everyone Else who did not fall into a Travel Segment; engagement continues to support leveraging 3P data

- Most engaged travel segments in June by campaign:
  - **Traveler** – "Cost Conscious Frequent Travelers" 2.6% CTR
  - **RCYC** – "Avid Travelers" and "Big Ticket Spenders" both 1.2% CTR
  - **EAT LTO Solos** – "Cost Conscious Frequent Travelers" 5.8% CTR

- The segment to watch would be "Marriott Elites with Competition", which had unsub rates well above the Bonvoy 0.20% - up to 0.63%; consider ways we could personalize content for them differently in key campaigns

- Continue to identify and find more of the most engaged travel segments by campaign type; leverage Travel Segments and other relevant 3P data to elevate content and audience targeting efforts

- Look for opportunities to personalize content to these travel segments with the goal of impacting overall engagement lifts.

Travel Inspiration	TRAVELER June 2023	Delivered	CTR	Unsub%
	inclined_to_stay_with_competition	405.3 K	1.8%	0.16%
	low_lodging_spenders	380.4 K	1.5%	0.14%
	avid_travelers	270.3 K	2.0%	0.17%
	low_hotel_spenders	190.2 K	2.1%	0.16%
	home_rental_enthusiasts	145.7 K	1.7%	0.15%
	ota_loyalists	78.1 K	1.7%	0.17%
	marriott_elites_with_competition	66.1 K	3.3%	0.31%
	cost_conscious_frequent_travelers	59.6 K	2.6%	0.18%
	big_ticket_spenders	14.1 K	1.5%	0.13%
	Total Travel Segments (14.1%)	**1.6 M**	**1.8%**	**0.16%**
	EVERYONE_ELSE (85.9%)	9.8 M	1.4%	0.21%
	TOTAL	**11.4 M**	**1.5%**	**0.21%**

Luxury	RCYC June 2023	Delivered	CTR	Unsub%
	inclined_to_stay_with_competition	270.2 K	1.0%	0.24%
	avid_travelers	265.0 K	1.2%	0.26%
	low_lodging_spenders	173.8 K	0.9%	0.25%
	marriott_elites_with_competition	160.9 K	1.1%	0.24%
	low_hotel_spenders	152.1 K	1.0%	0.26%
	home_rental_enthusiasts	101.4 K	1.0%	0.28%
	cost_conscious_frequent_travelers	63.5 K	1.1%	0.24%
	ota_loyalists	56.2 K	1.1%	0.23%
	big_ticket_spenders	11.7 K	1.2%	0.33%
	Total Travel Segments (15.3%)	**1.3 M**	**1.1%**	**0.25%**
	EVERYONE_ELSE (84.7%)	6.9 M	0.9%	0.34%
	TOTAL	**8.2 M**	**0.9%**	**0.33%**

Partner	EAT LTO June 2023	Delivered	CTR	Unsub%
	inclined_to_stay_with_competition	107.0 K	3.2%	0.26%
	low_lodging_spenders	94.3 K	1.9%	0.19%
	avid_travelers	81.8 K	4.1%	0.34%
	low_hotel_spenders	51.4 K	4.4%	0.27%
	marriott_elites_with_competition	45.4 K	7.2%	0.63%
	home_rental_enthusiasts	39.2 K	2.9%	0.26%
	ota_loyalists	20.4 K	3.2%	0.24%
	cost_conscious_frequent_travelers	17.4 K	5.8%	0.33%
	big_ticket_spenders	3.9 K	2.6%	0.39%
	Total Travel Segments (7.4%)	**460.7 K**	**3.7%**	**0.30%**
	EVERYONE_ELSE (92.6%)	5.8 M	1.3%	0.29%
	TOTAL	**6.2 M**	**1.5%**	**0.29%**

Core MAU: Q2 2023 Creative (ENG Versions)

April 2023
Vacations by Marriott

May 2023
Q2 Points Purchase Promo

June 2023
Brand Portfolio
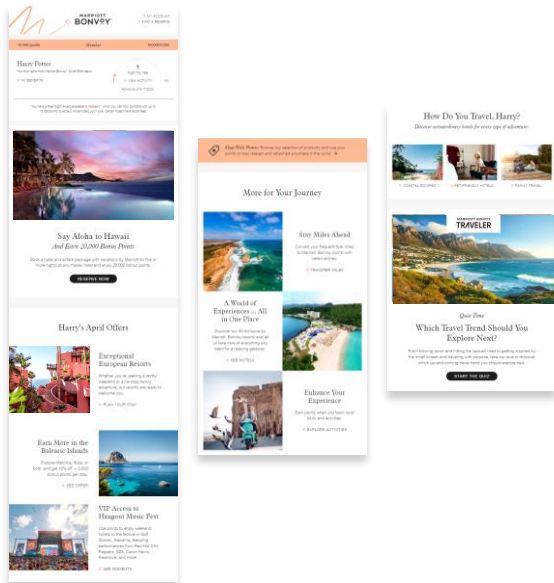
SL - Vacations by Marriott: Your Marriott Bonvoy Account Update: Earn 20K Bonus Points in Hawaii
SL - Stay Longer on Us: [Fname's][Your] Account Update: Stay Longer and Save
SL - Generic Spring: Your Marriott Bonvoy Account Update: Special Offers, Benefits, and More
April Pre-header: Reward yourself with a spring or summer getaway to remember.
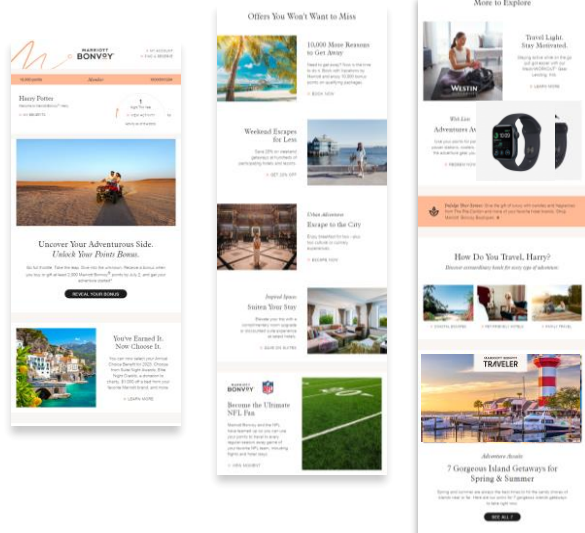
SL - Q2 Points Purchase Promo: [Fname's][Your] Marriott Bonvoy Account Update: Unlock Your Points Bonus
Pre-header: Redeem points for hotel stays, experiences, shopping, and more.
SL - Generic Booking: [Fname's][Your] Marriott Bonvoy Account Update: So Many Reasons to Travel this Spring & Summer
Pre-header: Plus, discover our latest offers and member benefits.

SL - Brand Portfolio: [Fname's][Your] Marriott Bonvoy Account Update: Find Your Perfect Match
Pre-header: Plus, save on weekend escapes, earn while you eat, and more.
SL - EMEA Escapes: [Fname's][Your] Marriott Bonvoy Account Update: Weekend Escapes for Less
Pre-header: Plus, earn while you eat, shop with points, and more.
SL - Generic Summer: [Fname's][Your] Marriott Bonvoy Account Update: Celebrate Summer Someplace New
Pre-header: Save on weekend escapes, earn while you eat, and more.

Core MAU: Q2 2023 Performance Summary

- Delivered volume increased in Q2 by 4.4 M, impacted by the increase in our number of emailable members in Q2.

- QoQ increases across all engagement and financial metrics; CTR increased +0.3 pts. and revenue +117.5%

- In 2022, the Hero in April and June drove high engagement; each had a unique creative treatment

  - April GloPro Hero included a last chance countdown

  - June Points Promo featured a Spin for Points CTA

  - Creative treatment for the Hero in these months contributed to QoQ lifts in engagement in 2022; now driving the -0.08 pts. YoY decrease

	Q2 '23	QoQ	YoY
Delivered	**90.2 M**	+5.1% (+4.4 M)	+13.1% (+10.4 M)
Clicks	**876.2 K**	+54.7% (+309.8 K)	-37.4% (-524.2 K)
CTR	**1.0%**	+0.3 pts.	-0.8 pts.
Unsub Rate	**0.17%**	+0.03 pts.	+0.05 pts.
Bookings	**7.9 K**	+125.1%	-44.4%
Room nights	**16.9 K**	+108.0%	-46.1%
Revenue	**$3.5 M**	+117.5%	-42.1%

Revenue and Room Nights KPIs have been impacted by current reporting issues. Ongoing data delays and attribution issues with Omniture reporting; financials potentially understated

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Core MAU: Q2 2023 Top-Performing Content

- Hero performance varied throughout Q2.

  - May saw the most significant number of clicks in the Hero overall; mainly attributed to the Q2 Points Promo.

- European Resort Experiences, Marriott Bonvoy Escapes and Q2 Points Promo were the most clicked offers each month for secondary content; each drove over 10K clicks and had similar CTRs.

- Other top-performing content included All-Inclusive in April's News module and RCYC in June's Member Benefits section.

  - Yacht was the most clicked piece of secondary content in Q2, driving 14K clicks.

Apr: 16.7% of clks
Generic Spring
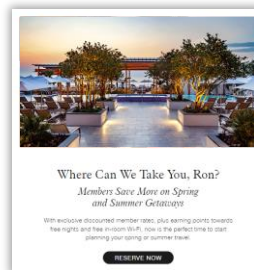
May: 38.0% of clks
Q2 Points Promo

Jun: 11.1% of clks
Brand Portfolio
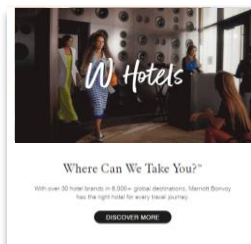
Top News and Member Benefits (Apr/Jun)

CTR: 0.04%   **CTR:** 0.05%

Top Offers (Apr/May/Jun)
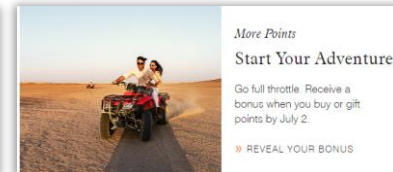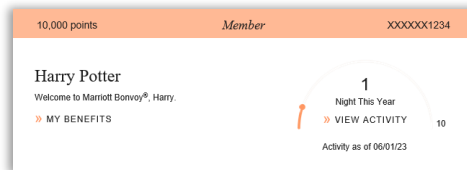
Member Module	Apr-23	May-23	Jun-23
	33.2%	20.8%	27.1%

CTR: 0.06%   **CTR:** 0.05%   **CTR:** 0.04%

Lux MAU: Q2 2023
Sample Creative

April 2023
Long Weekends

May 2023
New Hotels

June 2023
Summer Destinations

Lux MAU
Q2 2023 Performance Dashboard

Q2 2023 Engagement Summary:
- CTR increased 0.1 pts. QoQ with strong performance in Q2
- Similar performance YoY with Apr' 22 Reserve announcement and May '23 New Hotel openings driving most engagement
- Delivered volume saw slight decrease of 0.9% QoQ
- Unsub rate seeing increase across all campaign types beginning in May

Quarterly Impacts:
- Luxury segment rescoring driving slight variances in delivered volume QoQ
- Newly introduced theme in May focused solely on New hotel openings impacting quarterly engagement patterns
- Luxury version testing for L1/L2A driving varied engagement and revenue totals

Q2 Engagement Metrics:
QoQ Comparisons

Deliveries:
6.9 M (-0.9%)

Unique Clicks:
138.9 K (+7.1%)

CTR:
2.0% (+0.1 pts.)

Unsub. Rate:
0.12% (+0.06 pts.)

Luxury MAU: Engagement Trends

Delivered — CTR

	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23
CTR	1.9%	2.0%	1.6%	1.9%	2.2%	1.9%
Delivered	2.3 M	2.3 M	2.3 M	2.3 M	2.3 M	2.3 M
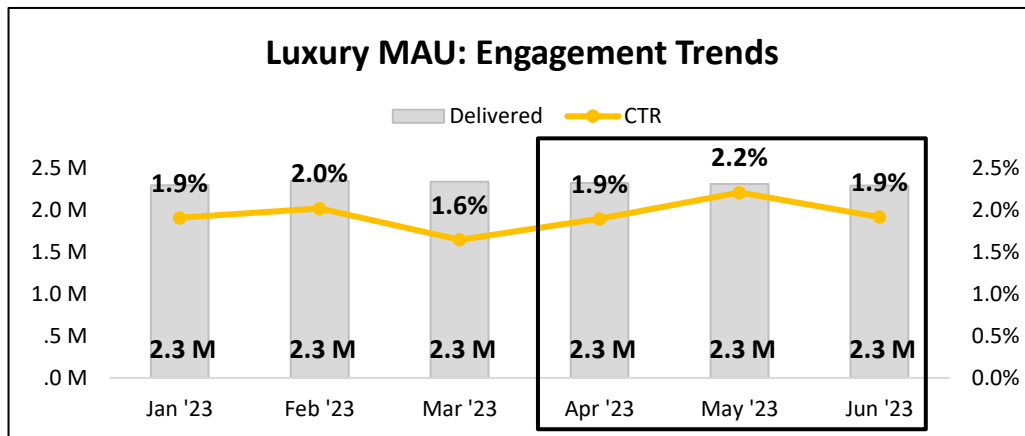
Top- Performing Content:

- 6-across brand hero featured throughout Q2 with June hero generating 45.7% of clicks and May New Hotel hero feature driving 42.5% of clicks
- JW Marriott Clearwater Beach Resort & Spa June
- The St. Regis Kanai Resort offer in May

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Lux MAU: Q2 2023 Top-Performing Content

- 6-Across hero treatment continues to drive strong engagement with June and May having 2nd/3rd most engagement for hero section in the last 12 months

- Account box (member module) continues to draw interest

- For secondary content JW Marriott Clearwater Beach Resort & Spa and The St. Regis Kanai Resort, Riviera Maya offer were two of the most-clicked modules in June and May

- Yacht drove interest in June; Escape to Luxury offer also drove interest when featured in April

Apr: 30.8% of clks
Long Weekends

May: 42.5% of clks
New Hotels
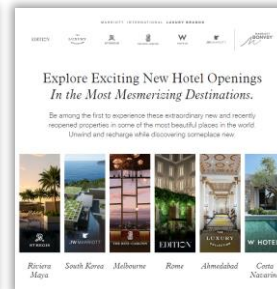
Jun: 45.7% of clks
Summer Destinations
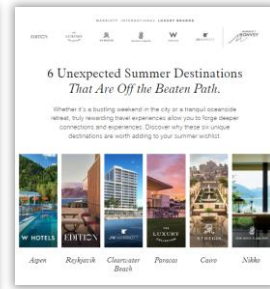
Top Offers (May/Apr)

CTR: 0.18%

CTR: 0.15%

Member Module	Apr-23	May-23	Jun-23
	30.3%	26.9%	31.0%

May/June New Hotels and June Yacht
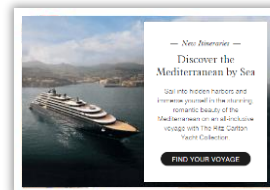
CTR: 0.14%

CTR: 0.12%

CTR: 0.10%

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RCYC June 2023: Performance Summary

8.2 M
+1.1% MoM (+90.4 K)
Delivered

77.7 K
-23.8 % MoM (-24.3 K)
Clicks

0.9%
-0.3 pts. MoM
CTR

0.33%
+0.06 pts. MoM
Unsub Rate

- We saw 0.9% overall CTR for the June deployment; slightly down MoM by -0.3 pts.

- L2B and L3 drove above-average CTRs at 1.2% compared to other Lux segments; also drove a higher unsub rate at 0.25%.

Metrics	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	459.9 K	234.1 K	1.1 M	305.7 K	6.1 M	**8.2 M**
MoM	*-2.1%*	*-1.3%*	*-0.9%*	*-0.9%*	*2.0%*	*1.1%*
Clicks	3.4 K	2.5 K	13.1 K	3.6 K	55.1 K	**77.7 K**
MoM	*-15.8%*	*-16.2%*	*-23.5%*	*-28.6%*	*-24.35%*	*-23.8%*
CTR	0.7%	1.1%	1.2%	1.2%	0.9%	**0.9%**
MoM	*-0.1 pts.*	*-0.2 pts.*	*-0.3 pts.*	*-0.5 pts.*	*-0.3 pts.*	*-0.3 pts.*
Unsub%	0.21%	0.24%	0.25%	0.25%	0.36%	**0.33%**
MoM	*+0.02 pts.*	*+0.05 pts.*	*+0.08 pts.*	*+0.08 pts.*	*+0.06 pts.*	*+0.06 pts.*

Yacht bookings attributed to this email were not available.
Hero was animated. Not shown.
See heat maps by segment in the Appendix.

Q2 2023 Homes & Villas (HVMB) Solos: Creative Examples

April 5 & 17
Solo 1 | Solo 2

May 1 & 15 & 17
Solo 1 | Solo 2 | Solo 3

June 6
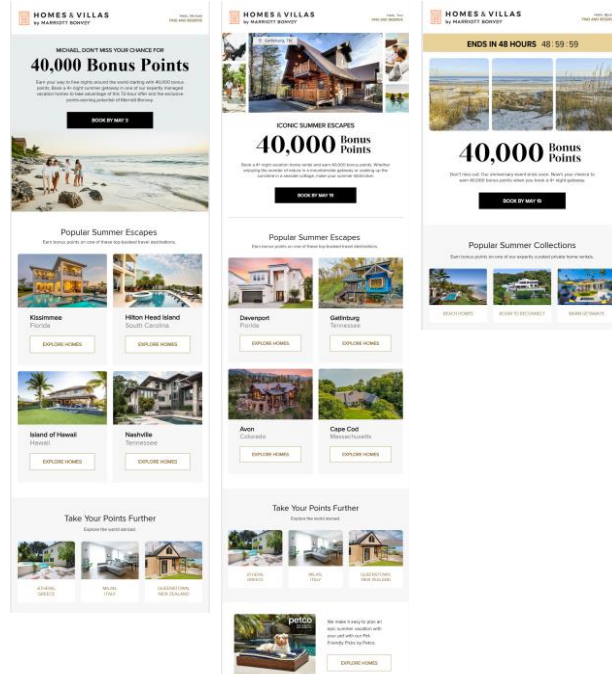### Solo 1: Non-Lux | Lux
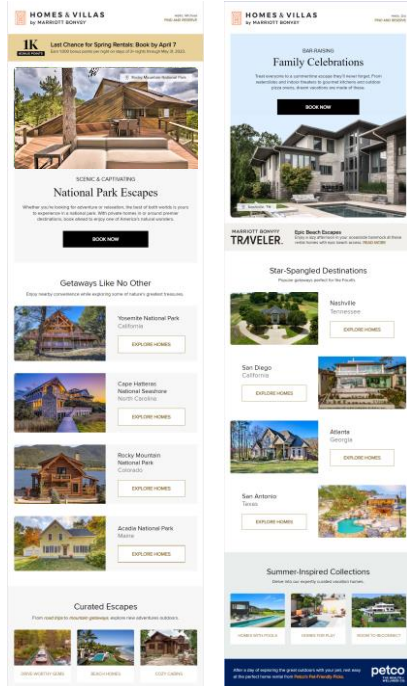
April 5 SL: Stay close to the action in a national park
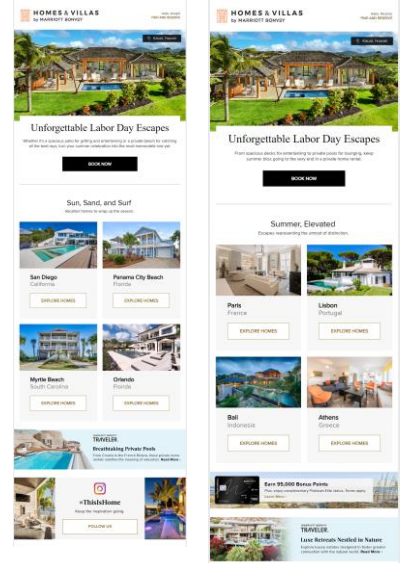
April 17 SL: Turn summer into a star-spangled affair

May 1 SL: 72-hour summer bonus event

May 15 SL: 40,000 bonus points sale continues
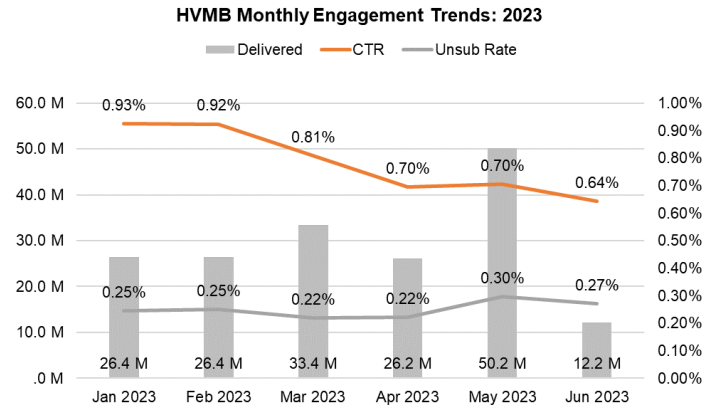
May 17 SL: 2 extra days to earn 40,000 bonus points

June 6
SL: Labor Day getaways you'll never forget

*Missing data for the
June 26 Solo 2*

Q2 2023 Homes & Villas (HVMB): Performance Insights

- Q2 delivery volume was +2.8% QoQ with the addition of promo retargeting/reminder email in May
  - Slight change in engagement from this additional mailing with an increased in unsub rate
  - Review segment level targeting criteria and engagement for deeper insights on the reminder mailing; unsub rate was the highest at 0.36%
- Click counts were -19.0% QoQ which impacted CTR (-0.2 pts QoQ)
- Unsub rate was slightly higher by +0.03 pts, aligning with Bonvoy quarterly trends
- QoQ performance comparisons were impacted by the missing 23.7M deliveries from June 26th solo
  - Data is currently being loaded into the system

HVMB 2023	Q2	Q1	QoQ
Delivered	88.6 M	86.2 M	+2.8%
Clicks	614.7 K	758.8 K	-19.0%
CTR	0.69%	0.88%	-0.19 pts.
Unsub Rate	0.27%	0.24%	+0.03 pts.

HVMB Monthly Engagement Trends: 2023

Legend: Delivered, CTR, Unsub Rate

CTR: Jan 0.93%, Feb 0.92%, Mar 0.81%, Apr 0.70%, May 0.70%, Jun 0.64%

Unsub Rate: Jan 0.25%, Feb 0.25%, Mar 0.22%, Apr 0.22%, May 0.30%, Jun 0.27%

Delivered: Jan 26.4 M, Feb 26.4 M, Mar 33.4 M, Apr 26.2 M, May 50.2 M, Jun 12.2 M

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Q2 2023 Homes & Villas (HVMB): Additional Insights

- **March 20th promo offer was continued in the April 5th last chance solo which successfully captured additional customer engagement**; the unsub rate declined 0.03 pts showing positive overall audience health; April engagement differed MoM with 39% fewer deliveries and 50% fewer clicks; CTR of 0.82% was slightly lower MoM by 0.2 pts

- **Two last chance mailings to US audiences on April 5th and May 17th generated over 150K clicks driving additional traffic to the website**; engagement was stronger for the April campaign, but both successfully drove more awareness
  - Continue looking for ways to refine targeting to those more likely to respond

- **April 17th and June 6th US mailings were meant to drive traffic and awareness during two holidays (July 4 and Labor Day) and did not include an offer**; June engagement was nearly flat in comparison with 6% more deliveries; performance was among the regions top 2

- **June 6th US solo was versioned for luxury audiences and had the highest CTR of 0.80% and lowest unsub of 0.18% compared to non-luxury segment**; continue luxury versioning and monitor luxury segment level performance as L1's tend to having lower CTRs and high unsub rates
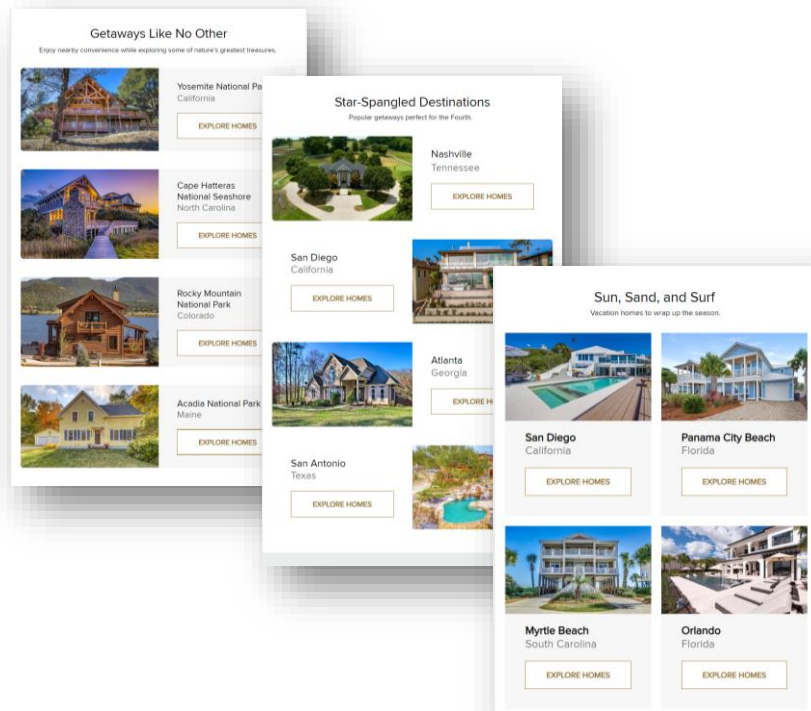
Emails by Region	Delivered	Clicks	CTR	Unsub Rate
0405_SOLO_1_US	10.5 M	85.9 K	0.82%	0.22%
0417_SOLO_2_US	10.6 M	69.5 K	0.65%	0.22%
0501_SOLO_1_US	11.4 M	97.9 K	0.86%	0.22%
0515_SOLO_2_US	17.7 M	112.9 K	0.64%	0.35%
0517_SOLO_Retargeting	11.0 M	68.3 K	0.62%	0.36%
0606_SOLO_1_US	11.3 M	68.7 K	0.61%	0.26%
0405_SOLO_1_EU	923.4 K	9.6 K	1.04%	0.28%
0501_SOLO_1_EU	942.1 K	16.0 K	1.70%	0.30%
0515_SOLO_2_EU	981.4 K	9.5 K	0.97%	0.38%
0606_SOLO_1_EU	928.2 K	9.9 K	1.07%	0.40%
0417_SOLO_2_CHINA	111.6 K	.2 K	0.14%	0.06%
0417_SOLO_2_APEC	4.0 M	16.8 K	0.42%	0.21%
0501_SOLO_1_APEC_CHINA	4.1 M	28.0 K	0.69%	0.17%
0515_SOLO_2_APAC_CHINA_2	4.1 M	21.5 K	0.52%	0.23%

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Q2 2023 Homes & Villas (HVMB): Top Content
U.S. Version

Secondary Modules
Up to 38% of Clicks

- Majority of email clicks went to the property feature module under the hero instead of the hero like in other campaigns; consistent trend each month regardless of creative treatment
  - Consider testing a minimal hero module to give room for more personalized content and property features

- Test a search bar or placement of a 'See More Homes' CTA to capture activity typically picked up by the hero module (creative design and module size are additional test areas)
  - Header click activity was up to 27% of clicks this quarter

- Consider using 3rd party data to target and/or elevate pet-friendly messages like Petco to audiences who are known to have pets

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Q2 2023 HVMB Email Heat Maps: US Versions

% of Email Clicks

Modules	Apr 5
Header	14.8%
1K Points Promo Banner	3.0%
Hero (National Park Escapes)	**17.2%**
Getaways Like No Other	**37.8%**
Curated Escapes	16.0%
Footer	11.2%
Grand Total	**100.0%**

Modules	Apr 17
Header	22.1%
Hero (Family Celebrations)	**22.6%**
Traveler Beach Escapes	3.5%
Star-Spangled Destinations	**25.8%**
Summer-Inspired Collections	12.4%
Petco Banner	0.5%
Footer	13.1%
Grand Total	**100.0%**

Modules	May 1
Header	23.09%
Hero (40K Bonus Pts)	**22.28%**
Top-Booked Destinations	**33.31%**
Take Your Points Further	11.94%
Footer	9.37%
Grand Total	**100.00%**

Modules	May 15
Header	18.35%
Hero (40K Bonus Pts)	**21.30%**
Top-Booked Destinations	**31.89%**
Take Your Points Further	9.48%
Petco (bigger module)	1.92%
Footer	17.07%
Grand Total	**100.00%**

Modules	May 17
Header	27.57%
Hero (40K Bonus Pts)	**21.82%**
Popular Summer Collections	**27.87%**
Beach Homes	17.31%
Room to Reconnect	3.47%
Warm Getaways	7.09%
Footer	22.74%
Grand Total	**100.00%**

Modules	June 6 Non-Lux	June 6 Lux
Header	19.2%	22.9%
Hero (Labor Day Escapes)	**21.2%**	**30.7%**
Sun, Sand, and Surf Homes	**38.7%**	-
Summer, Elevated Homes	**-**	**33.4%**
Amex 96K Pts ACQ Offer Banner	-	5.2%
Traveler Luxe Retreats	1.9%	1.3%
Instagram	1.7%	-
Footer	17.5%	6.5%
Grand Total	**100.0%**	**100.0%**

Q2 2023 Escape to Luxury Solos: Creative Examples

April 19

May 17

June 14

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Q2 2023 Escape to Luxury: Performance Insights

- Performance was positive across key engagement & booking metrics each month in Q2 as well as QoQ

- Deliveries were +26% QoQ and click was stronger +53%; CTR was +0.43 pts higher compared to Q1 and bookings were +275%

- May and June were the strongest months with a CTR up to 2.7% and bookings over 500 each month

- April leveraged Lux MAU to promote the E2L offer to luxury segments, which was reflected in the solo delivery volume shown below

- Compared to Lux MAU, CTRs were stronger each month for E2L solos (increases were up to 0.5 pts higher); both campaigns had similar monthly trends with May driving the highest CTR

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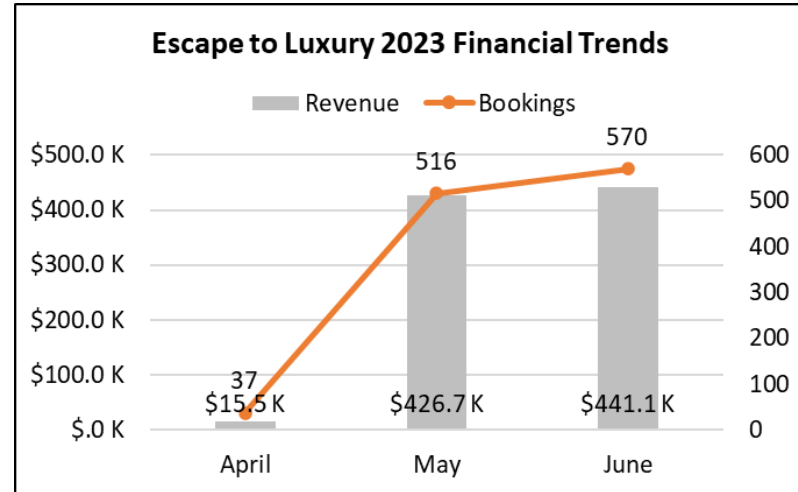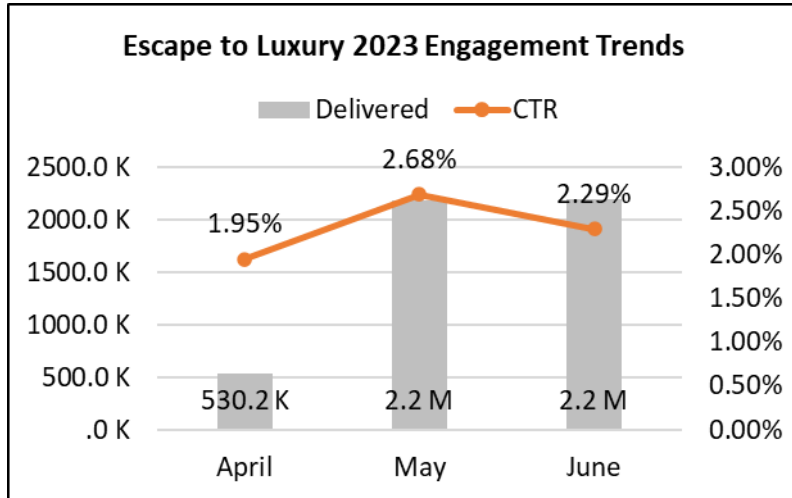
Q2 2023 Escape to Luxury: Top Content

- April leveraged Lux MAU to promote the E2L offer to luxury segments and the module generated 6.34% of email clicks (4th most clicked module outside of header/footer); engagement was strong across all segments resonating the most with L2B and L3 with up to 7% of clicks

- May creative approach was longer and included credit-specific content (e.g., Spa, Dining and Golf); outside of the Hero, which generated 87% of clicks, Golf drove the second most at 2.4%
  - June creative was shorter and the hero drove the same percent of clicks
  - Performance for June shows that additional content may not be needed

- Plans are in place to test short vs long creative in July again and CTA hero copy in future mailings

April

May

June

Golf

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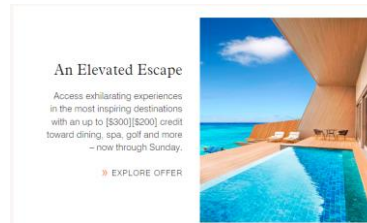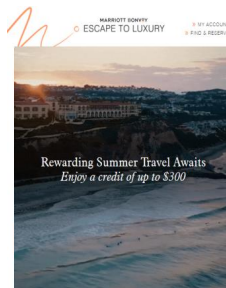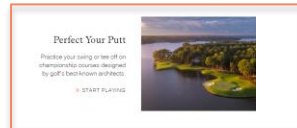
TESTING & OPTIMIZATION

Lux MAU: Short vs. Tall Creative Test

RCYC A/B Departure Date Test

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

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

Summer Destinations
June 8th, 2023

50% of L1 and L2A audiences received shorter version

50% received BAU (longer version)
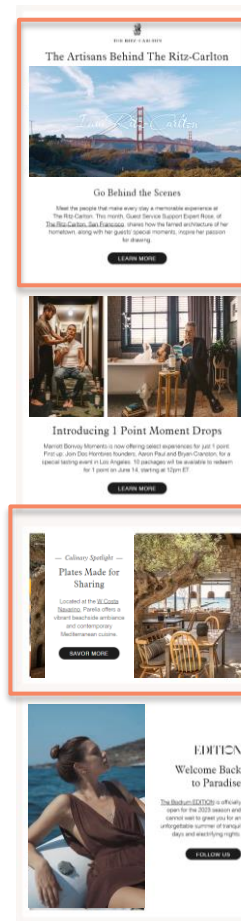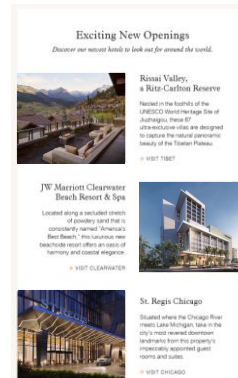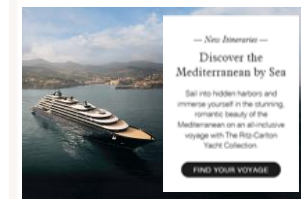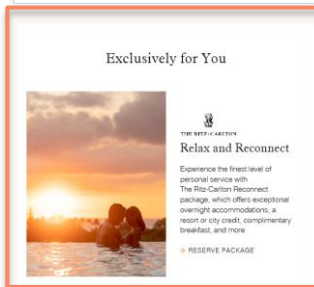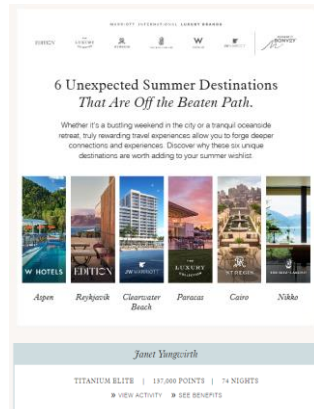
Additional modules shown to those who received longer version

Creative: Version A – Longer
Non-Boundless cardmembers

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Lux MAU: L1 Long vs Short Version Test Results (June)

- CTR was within 0.01 pts. for the short and long version for L1 in June

- Unsub rate did a see slight decrease of 0.03 pts. for the long version

- Overall engagement metrics for the three tests remain similar in comparison to long versus short; no clear test winner when looking at engagement and by measuring statistical significance

- Recommend continuing with longer version and testing new content personalization tactics to increase click activity

Metrics	March (Initial test)		April (Test 2 of 3)		June (Test 3 of 3)	
	L1 Short	L1 Long	L1 Short	L1 Long	L1 Short	L1 Long
Delivered	300.7 K	300.5 K	296.6 K	296.5 K	290.4 K	290.3 K
Clicks	2.1 K	2.0 K	2.5 K	2.5 K	2.1 K	2.1 K
CTR	0.71%	0.67%	0.85%	0.85%	0.73%	0.74%
Unsub Rate	0.10%	0.11%	0.12%	0.10%	0.15%	0.12%
Revenue	$7,565	$12,983	--	--	--	--
Rev/Del	$0.03	$0.04	--	--	--	--

Engagement results not statistically significant

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Lux MAU: L2A Long vs Short Version Test Results (June)

- CTR was 0.08 pts. higher for the long version for L2A in June
- Unsub rate did a see slight decrease of 0.01 pts. for the short version
- Long version drove slightly higher click activity in comparison to short version when looking at 3 months of engagement; for June longer version did outperform short with the highest variance in CTR
- Same recommendation as L1; continue with longer version and test new content personalization tactics to lift click activity

Metrics	March (Initial test)		April (Test 2 of 3)		June (Test 3 of 3)	
	L2A Short	L2A Long	L2A Short	L2A Long	L2A Short	L2A Long
Delivered	131.7 K	131.8 K	130.8 K	130.8 K	129.2 K	129.1 K
Clicks	1.6 K	1.7 K	2.0 K	2.0 K	1.8 K	1.9 K
CTR	1.22%	1.26%	1.51%	1.54%	1.37%	1.45%
Unsub Rate	0.07%	0.06%	0.07%	0.06%	0.12%	0.13%
Revenue	$9,324	$30,487	--	--	--	--
Rev/Del	$0.07	$0.23	--	--	--	--

Engagement results show long version will perform better than short with a 90% confidence interval

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RCYC June 2023: A/B Departure Date Test Results & AmEx Banner Results

UPCOMING VOYAGES

— DEPARTING MAY 17, 2024 —

5 NIGHTS: VALLETTA TO NICE

Contrast the modern capital of Valletta with the ancient capital of Siracusa. Trade the archaeological riches of Sicily for the glamour of Sardinia's pink sands and the colorful villages of Corsica.

REQUEST PRICING
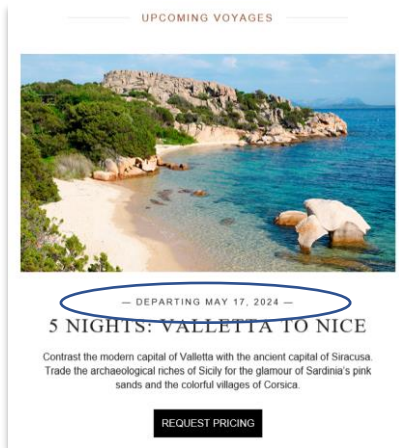
- Overall, there was not a significant difference in click activity between those who received a Departure Date and those who did not receive it.
  - No Departure Date version did receive more overall clicks at 37,390, but this version also had slightly higher click activity on the unsub link at 10.5%.

- AmEx cardholders saw a higher CTR from the email at 1.5% compared to Everyone Else at 0.9%; cardholders also had a lower unsub rate at 0.21% compared to 0.33%.

Metrics	AMEX BRILLIANT CARDHOLDERS	EVERYONE ELSE
Delivered	118.0 K	8.1 M
Clicks	1.7 K	75.9 K
CTR	1.5%	0.9%
Unsub%	0.21%	0.33%

% of clicks Module	AMEX BRILLIANT CARDHOLDERS	EVERYONE ELSE
HEADER/LOGO	2.6%	3.5%
HERO	34.1%	21.0%
AMEX RAB	2.3%	0.0%
MODULE 3	35.2%	40.4%
REQUEST PRICING	35.2%	40.4%
MODULE 4	21.7%	23.7%
FIND YOUR VOYAGE	10.6%	10.2%
VIEW EBROCHURE	11.1%	13.5%
FOOTER	4.1%	11.4%
Unsubscribe	3.8%	10.5%
Grand Total	100.0%	100.0%
Total Clicks	2,235	113,583

AmEx Banner CTR: 0.04%

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EXPLORE VOYAGES ›

% of clicks Module	A/B Test Group DEPARTURE DATE	NO DEPARTURE DATE
HEADER/LOGO	3.4%	3.3%
HERO	23.6%	23.3%
AMEX RAB	0.1%	0.1%
MODULE 3	38.3%	37.4%
REQUEST PRICING	38.3%	37.4%
MODULE 4	23.7%	24.8%
FIND YOUR VOYAGE	10.4%	11.3%
VIEW EBROCHURE	13.3%	13.5%
FOOTER	10.9%	11.1%
Unsubscribe	10.3%	10.5%
Grand Total	100.0%	100.0%
Total Clicks	36,652	37,390

Metrics	A/B Test Group Departure Date	No Departure Date
Delivered	2.9 M	2.9 M
Clicks	25.2 K	25.3 K
CTR	0.9%	0.9%
Unsub%	0.29%	0.29%

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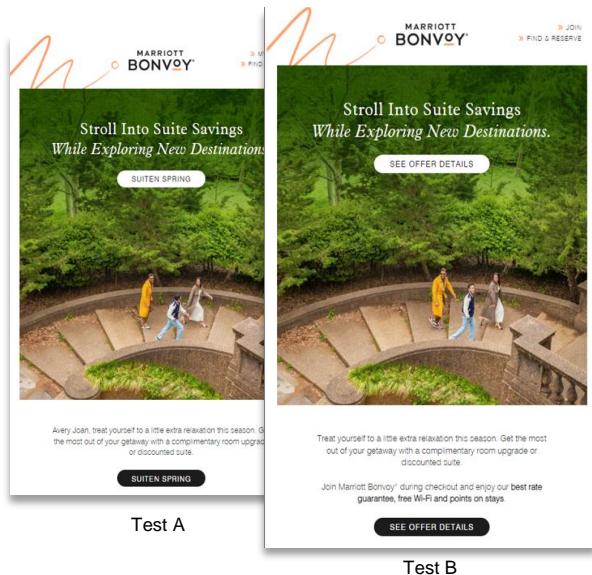
Test A

Test B

CTA Test Overview: 50% of the member and non-member audience received the "Suiten Spring" CTA option and 50% of the member and non-member audience received the "See Offer Details" 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:

- "See Offer Details" CTA drove higher engagement at a +165.8% lift in hero clicks, a +0.26 pts. lift in hero CTR and a lift in total clicks of +20.9%
  - "See Offer Details" CTA also drove more overall bookings and revenue compared to "Suiten Spring" CTA

Recommendation – Move forward with "See Offer Details" approach for CTA copy.

OVERALL ENGAGEMENT

Hero CTA A/B Test	Delivered	Clicks	CTR	Unsub%
SUITEN SPRING (Test A)	5.8 M	30,018	0.52%	0.17%
SEE OFFER DETAILS (Test B)	5.8 M	40,033	0.70%	0.17%

ON MODULE

Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift	Total Email Clicks	Total Clicks Lift
8,925		0.15%		47,291	
23,720	**165.8%**	0.41%	**+0.26 pts.**	57,193	**20.9%**

BOOKINGS/REVENUE

Bkgs	Bkgs Lift	Revenue	Revenue Lift
256		$81.2 K	
265	**3.5%**	$104.6 K	**28.8%**

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ACTIONABLE INSIGHTS

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Q2 2023 Actionable Insights: Core MAU

- Recommend continuing to test a generic seasonally-focused hero versus more specified offer hero to validate test results

- Test milestone member placement in August Core MAU to assess which placement drives higher click engagement; above or below the hero

- Continue to evaluate engagement differences for various member levels and regions; consider offer placement and CTA testing to drive lift in click activity for lower engaged segments

- Look for opportunities to test different offers and messaging strategies for the Standard Booking hero version to help lift engagement

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Q2 2023 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 3P Data Use Cases:

  - Monitor the higher unsub rates for the "Marriott Elites with Competition" travel segment seen initially and consider ways we could personalize content for them differently in key campaigns.

  - Continue to identify and find more of the most engaged travel segments by campaign type; leverage Travel Segments and other relevant 3P data to elevate content and audience targeting efforts.

  - Look for opportunities to personalize content to 3P travel segments with the goal of impacting overall engagement lifts.

  - Continue to evaluate differences in engagement across regions; utilize third party attributes where available to optimize offers/messaging for given audiences

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Q2 2023 Actionable Insights

- For Lux MAU:

  - Recommend continuing with the new/recently reopened hotel properties approach for Lux MAU 2x/year. This includes the opportunity to newly design the communication for the next launch.

- For future HVMB mailings:

  - Consider testing a minimal hero module to give room for more personalized content and property features
  - Test a search bar or placement of a 'See More Homes' CTA to capture activity typically picked up by the hero module (creative design and module size are additional test areas)
  - Consider using 3P data to target and/or elevate pet-friendly messages like Petco to audiences who are known to have pets

- Considering ways to further utilize PCIQ optimization – such as with imagery -- within secondary content to help support personalization tactics.

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Thank You!

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APPENDIX

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Financial Trends

Bonvoy Financial Trends 2022 - 2023

Bookings ▬ Revenue ●

	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23	Apr '23	May '23	Jun '23
Revenue	$9.5 M	$8.4 M	$10.2 M	$10.5 M	$8.4 M	$5.7 M	$4.9 M	$6.2 M	$6.2 M	$6.2 M	$6.7 M	$6.1 M	$7.3 M	$7.5 M	$9.5 M	$5.6 M	$6.5 M	$6.7 M
Bookings	21.0 K	18.4 K	23.8 K	26.3 K	18.8 K	12.9 K	11.3 K	14.8 K	15.3 K	14.8 K	16.6 K	15.7 K	16.1 K	16.1 K	20.6 K	12.7 K	13.6 K	15.0 K
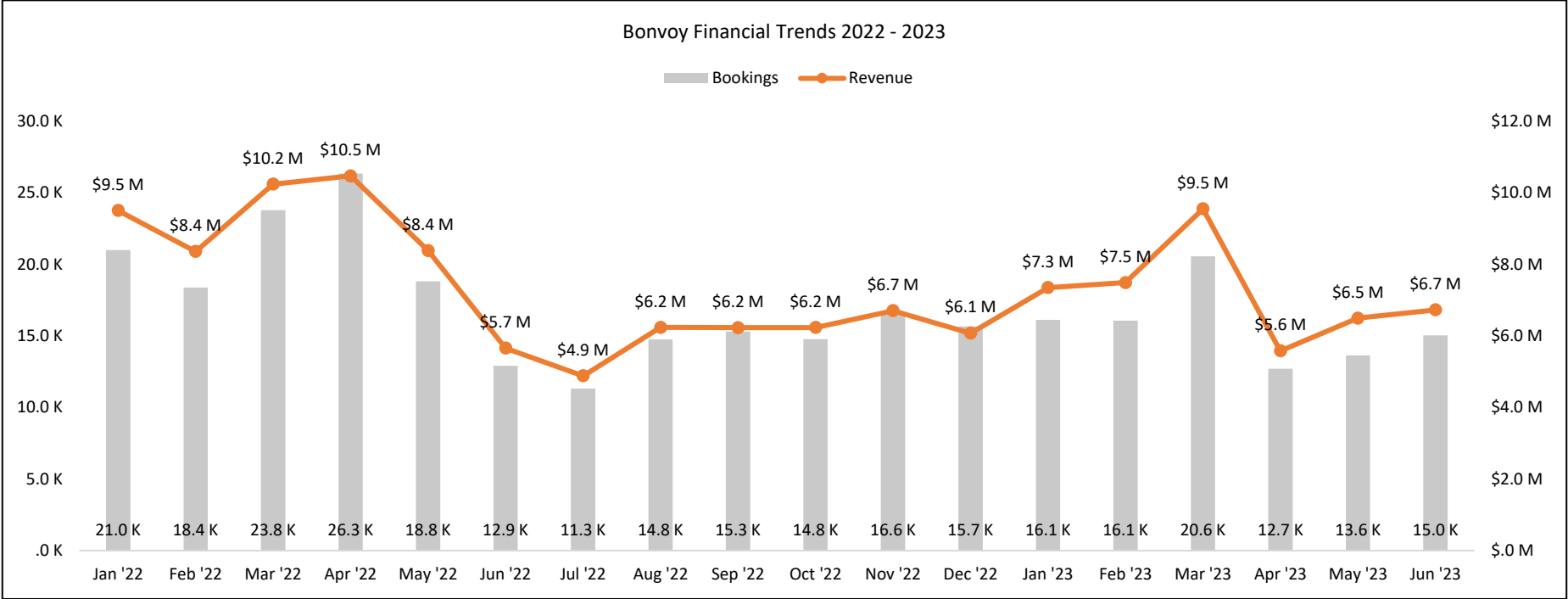
Financial data: Omniture 7-day cookie

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Engagement Trends

Bonvoy Monthly Engagement Trends 2022-2023
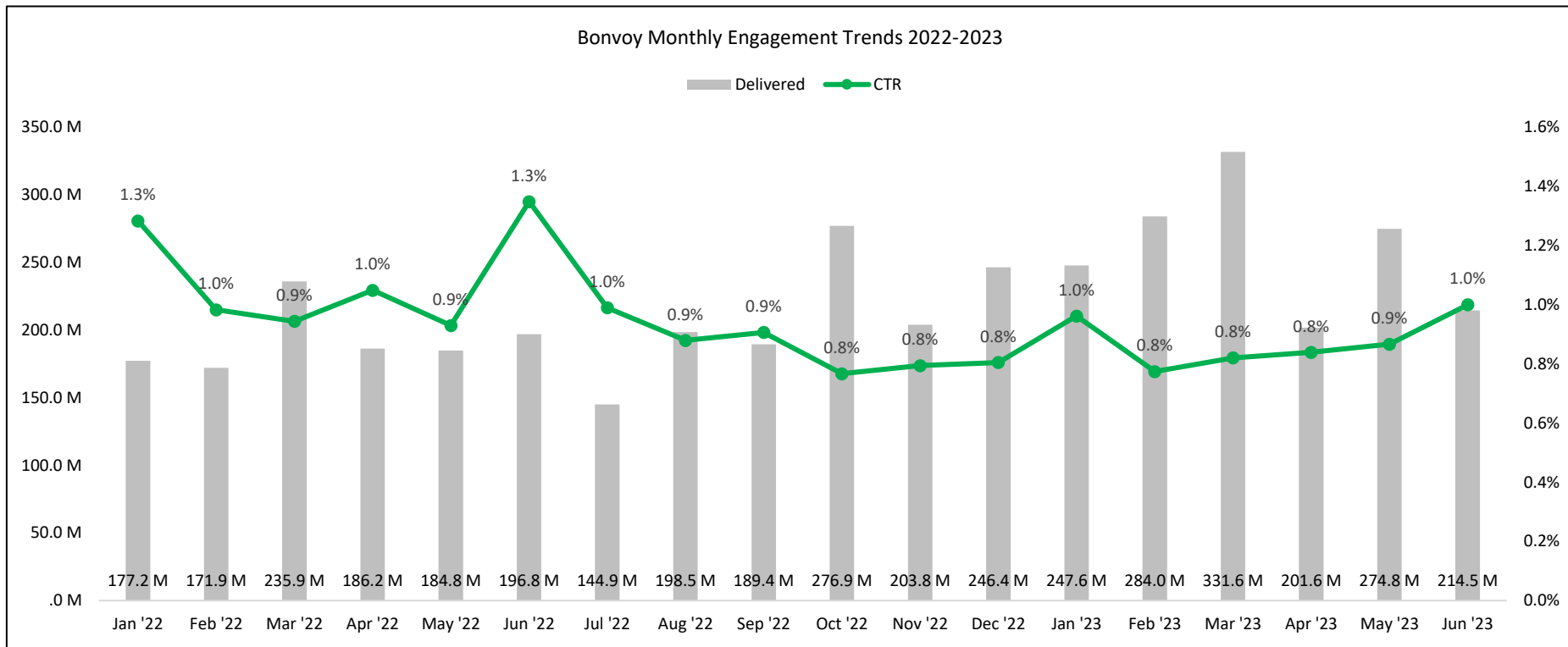
Unsubscribe Rate Trends

Bonvoy Monthly Unsub% Trends 2022-2023
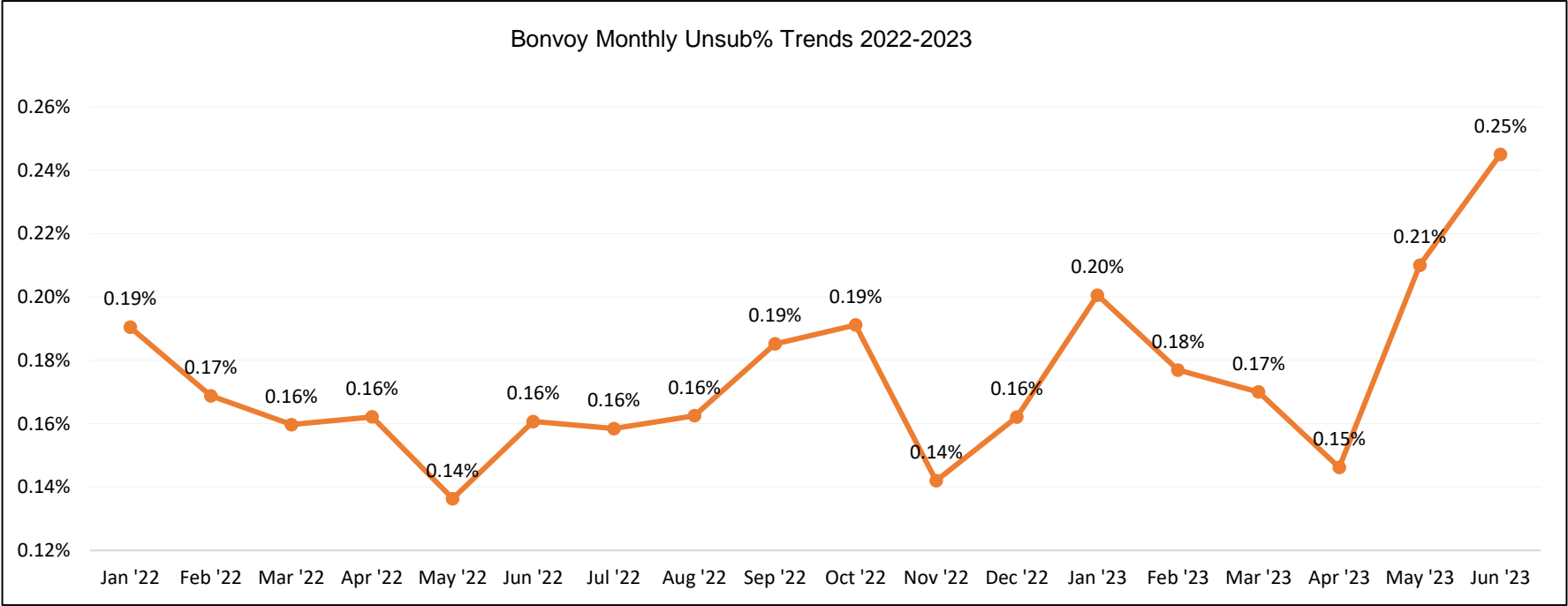
Project Wanderlust May 2023: Third Party Culinary Performance

Subscribers who had a presence of Cooking/Culinary 3P (third party) data signals were identified. The attributes we considered included Hobbies in Cooking, Gourmet Foods or Baking, along with subscribers who showed a Reading Preference of Cooking or Culinary.

Overview:

- We segmented the audience and tracked their performance by culinary vs. non-culinary 3P data signals. The campaign included culinary buzzwords and content.

Results:

- Those who had 3P Culinary signals saw a +135.4% CTR lift from Hero content compared to those who did not have the signals.

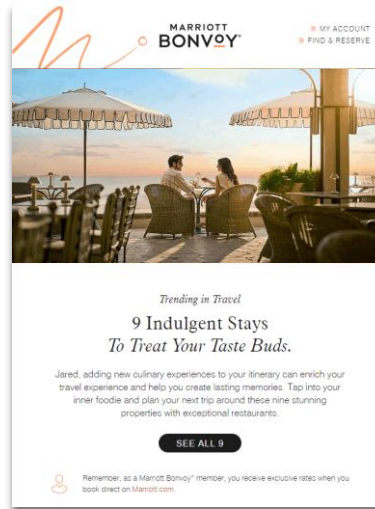- Among all subscribers who showed 3P Culinary signals, Members saw a +124.9% CTR lift from secondary content engagement compared to Non-Members.

Secondary Content (US/CAN)	Delivered	Unique Clickers	CTR
Culinary	2.1 M	2.3 K	0.11%
Non-Culinary	6.3 M	4.2 K	0.07%
CTR Lift: Culinary over Non-Culinary			**+69.1%**

Hero Content	Delivered	Unique Clickers	CTR
Culinary Member	1.8 M	18.4 K	1.04%
Culinary Non-Member	302.7 K	1.4 K	0.46%
Total	*2.1 M*	*19.7 K*	*0.95%*
Non-Culinary Member	6.9 M	32.1 K	0.47%
Non-Culinary Non-Member	2.7 M	6.7 K	0.25%
Total	*9.6 M*	*38.8 K*	*0.40%*
CTR Lift: Culinary over Non-Culinary			**+135.4%**
CTR Lift: Culinary Member over Culinary Non-Member			**+124.9%**

53
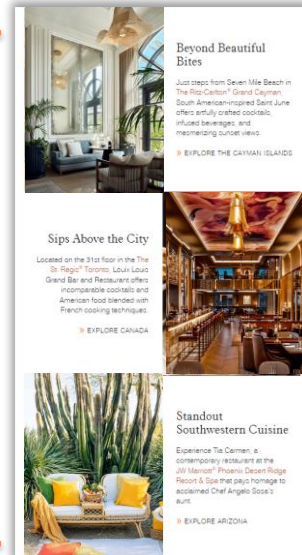
RCYC June 2023: Heat Maps by Segments

% of Clicks Module	L1	L2A	L2B	L3	Everyone Else
HEADER/LOGO	**3.9%**	**2.6%**	**3.0%**	**2.7%**	**3.6%**
HERO	**20.5%**	**19.6%**	**22.0%**	**24.2%**	**21.0%**
AMEX RAB	**0.0%**	**0.0%**	**0.1%**	**0.2%**	**0.0%**
MODULE 3	**42.3%**	**43.8%**	**41.9%**	**40.1%**	**39.7%**
REQUEST PRICING	42.3%	43.8%	41.9%	40.1%	39.7%
MODULE 4	**24.5%**	**27.2%**	**27.2%**	**26.3%**	**22.6%**
FIND YOUR VOYAGE	10.0%	11.2%	12.2%	11.7%	9.7%
VIEW EBROCHURE	14.6%	16.0%	15.0%	14.5%	12.8%
FOOTER	**8.7%**	**6.9%**	**5.9%**	**6.5%**	**13.0%**
Unsubscribe	7.8%	6.0%	5.4%	6.1%	12.1%
Grand Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**5,052**	**3,500**	**18,065**	**5,089**	**84,112**

% of Clicks Module	LUX SEGMENTS	LUXURY STAYS	PREVIOUS RC ENEWS	RCYC OPENERS	TOTAL
HEADER/LOGO	**3.4%**	**3.8%**	**4.0%**	**3.3%**	**3.5%**
HERO	**21.7%**	**19.4%**	**25.3%**	**21.8%**	**21.2%**
AMEX RAB	**0.1%**	**0.0%**	**0.2%**	**0.0%**	**0.0%**
MODULE 3	**39.9%**	**37.0%**	**38.4%**	**42.0%**	**40.3%**
REQUEST PRICING	39.9%	37.0%	38.4%	42.0%	40.3%
MODULE 4	**25.6%**	**20.4%**	**22.9%**	**24.9%**	**23.7%**
FIND YOUR VOYAGE	11.3%	9.3%	10.5%	10.5%	10.3%
VIEW EBROCHURE	14.3%	11.1%	12.5%	14.4%	13.4%
FOOTER	**9.2%**	**19.4%**	**9.2%**	**8.0%**	**11.3%**
Unsubscribe	8.5%	18.3%	8.5%	7.2%	10.4%
Grand Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
Total Clicks	**10,721**	**31,343**	**3,768**	**69,986**	**115,818**