



Marriott Bonvoy

Q2 2024 Email Performance Review

July 31, 2024

MARRIOTT
BONVOY



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



Agenda

- Q2 2024 Initiatives Supported
- Emailable Audience Summary
- Channel Dashboard & Engagement Trends
- Quarterly Campaign Highlights
- Testing & Optimization Insights
- Actionable Insights

Q2 2024 INITIATIVES SUPPORTED

Q2 2024 Initiatives Supported

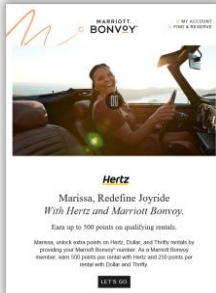
Starbucks Partnership Launch



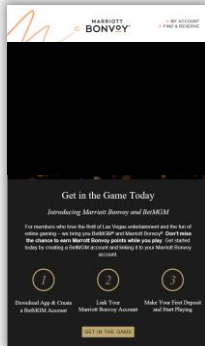
EAT LTO



Hertz Partnership



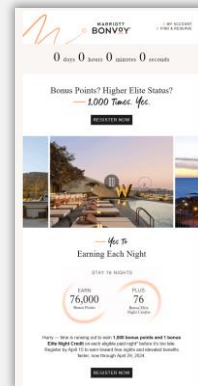
BetMGM



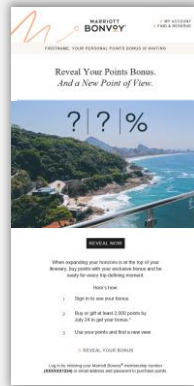
Taylor Swift Sweeps



Q1 2024 Global Promo Last Chance



Q2 2024 Points Purchase Promotion



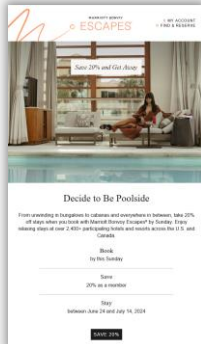
Ritz-Carlton Yacht Collection



Moments Including two 1-Point Drops



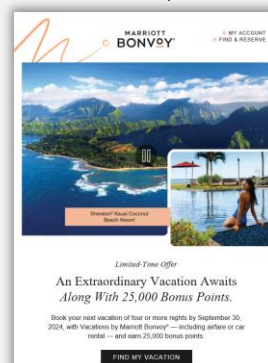
Bonvoy Escapes



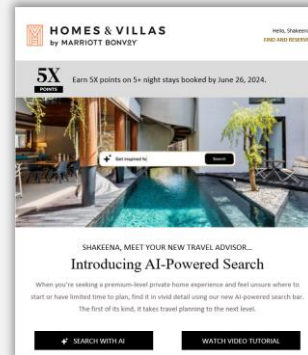
US/CAN Demand Gen: New and Recently Renovated Hotels



Vacations by Marriott with 25K bonus points offer



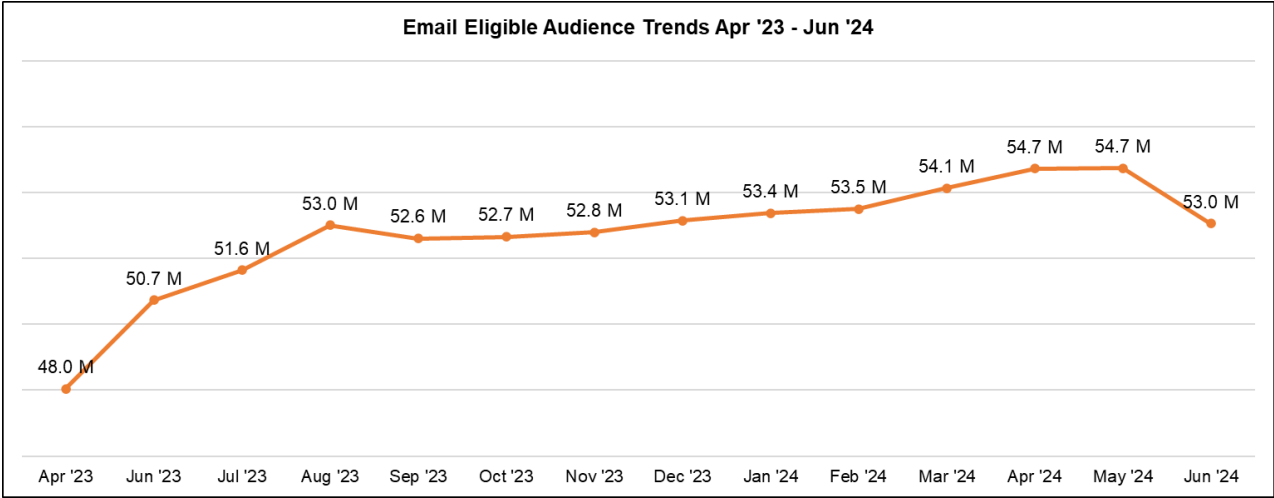
Homes & Villas Intro'd AI-powered search



EMAILABLE AUDIENCE SUMMARY

Even with a MoM decrease in total emailable customers, we maintained an increase in emailable members

- Total net decrease MoM of -1.7 M
 - Members increased by +517.8 K (+1.3%)
 - Non-Members decreased by -2.2 M (-14.1%); this was mostly expected, as work was done last month to clean up bad records from OTA bookings, many of which were non-members.



Email Eligible (total)	53.0 M
MoM	-3.1% -1.7 M
Members	39.6 M
MoM	+1.3% +517.8 K
Non-Members	13.5 M
MoM	-14.1% -2.2 M

Report Date = July 1, 2024
May '23 reporting was not available due to MDP data issues; therefore, it is not shown on the chart.

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

CALA was the only region to see an increase in both emailable members and non-members compared to May; all other regions except Greater China had an increase in members and a decrease in non-members.

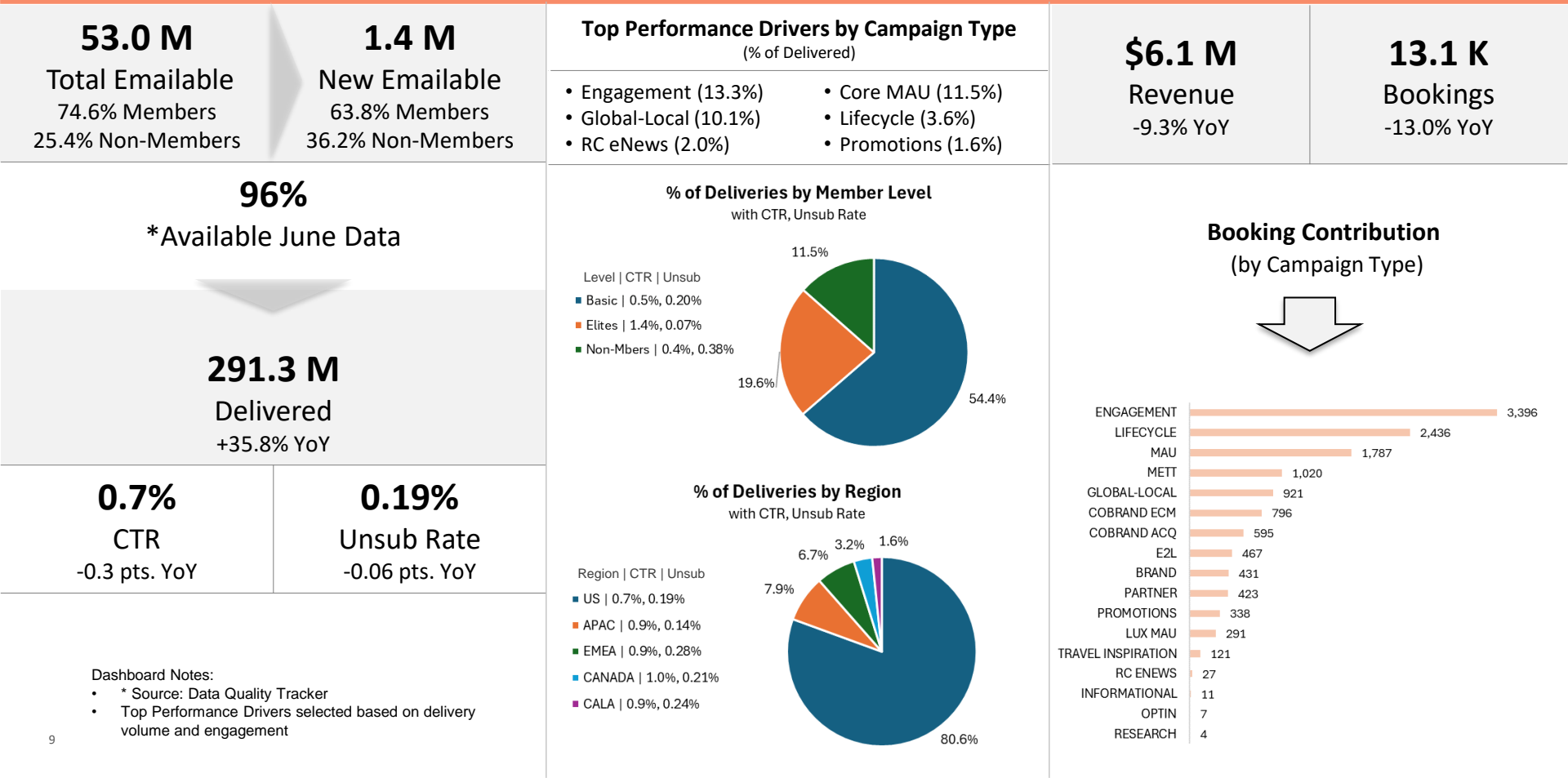
June 2024 Emailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	35.7 M 67.4%	6.8 M 12.8%	4.3 M 8.1%	3.8 M 7.2%	2.3 M 4.4%	*53.0 M -3.1%
Members MoM	23.2 M +1.5%	6.4 M +0.7%	4.2 M +2.3%	3.7 M -0.1%	2.0 M +2.6%	39.6 M +1.3%
Non-Members MoM	12.5 M -14.9%	372.6 K -3.4%	123.9 K -3.9%	62.9 K -3.2%	350.1 K +2.1%	13.5 M -14.1%

Report Date: July 1, 2024

*Not shown: 72.4 K email eligible customers who did not have an identified region in the reporting.

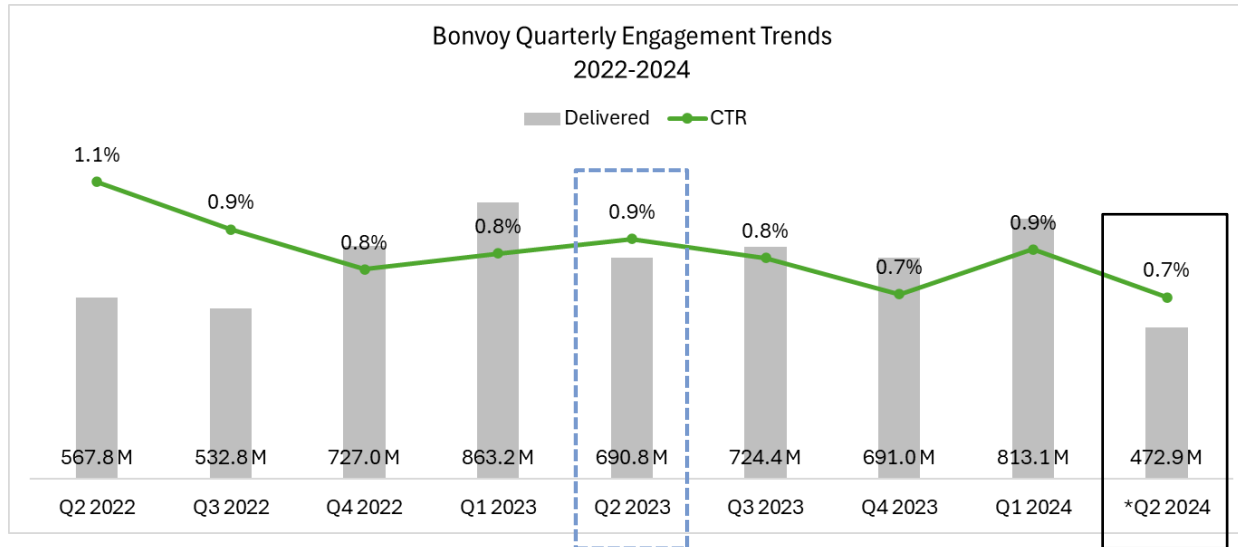
CHANNEL DASHBOARD & ENGAGEMENT TRENDS

June 2024 Bonvoy Email Performance Dashboard

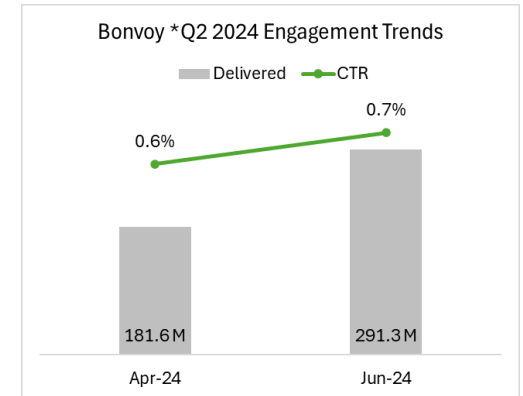


June saw more overall deliveries and a higher CTR compared to April

- Compared to April, June saw a +60.4% increase in deliveries and a +0.01 pt. lift in CTR
- Overall top click drivers included –
 - Core MAU, First 100 Days (April and June)
 - RCYC (April); Bonvoy Escapes, RC eNews, EAT LTO, Moments and Hawaii Demand Gen (June)

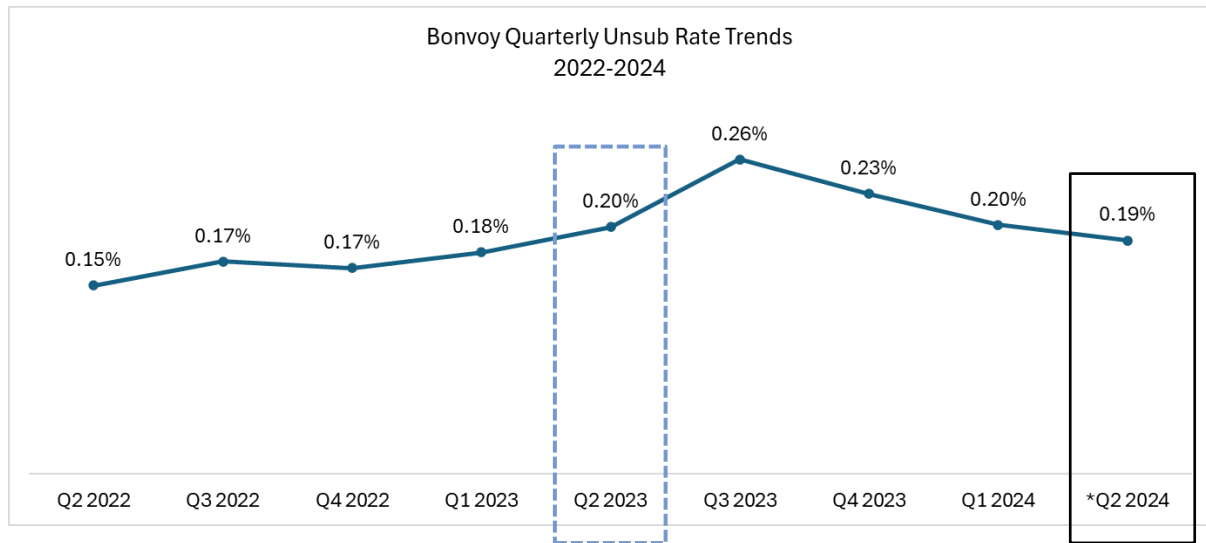


*Excludes May '24 due to <75% of data threshold.

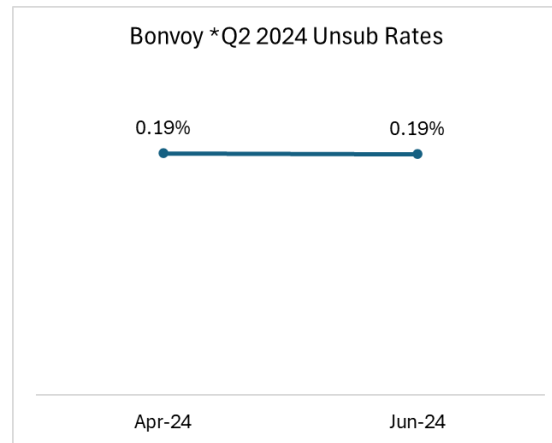


*Q2 unsub rate of 0.19% was a positive decline compared to Q1

- We held a steady unsub rate across April and June.
- We have seen an overall decline in unsub rate since Q3 2023.



*Excludes May '24 due to <75% of data threshold.



QUARTERLY CAMPAIGN HIGHLIGHTS

Elite Inbox

Core MAU

Starbucks Partnership Launch

Homes & Villas

Moments

EAT LTO June Solo

Elite Inbox: Q2 2024 Highlights

Luxury Member (L2B)

- The volume of overall emails fluctuated within the quarter – ranging from a total of 17 emails in April to 31 emails in May.
- Increase in non-loyalty emails in May came from Upcoming Stay, Marriott Vacation Club, Portfolio and Recent Stay Survey emails
- The ‘Sell’ email type was the most frequently delivered Type each month.
- Increase in ‘Inspire’ email types in May was from Wanderlust, Ritz-Carlton Reserve and EMEA Destinations. These emails were not included in April or June.
- No ‘Recognize’ email types delivered this quarter.

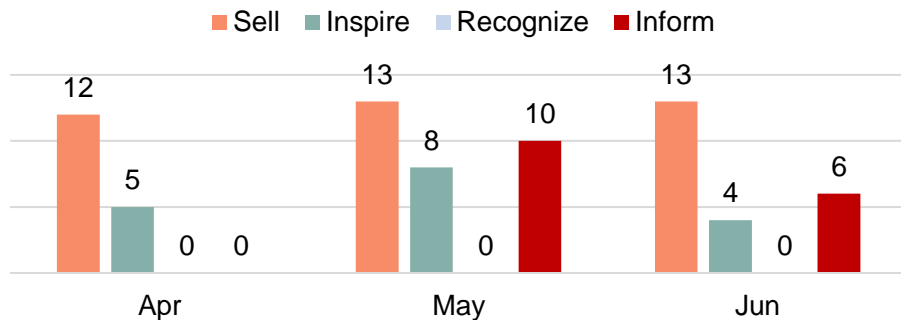
of Emails

Email Type	Apr	May	Jun
Loyalty	12	14	12
Non-Loyalty	5	17	11
Inbox Total	17	31	23

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

See following slides for sample emails delivered by month.

Monthly Loyalty Email Types



Key: Email Types

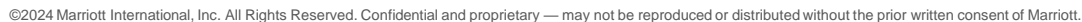
- **Sell**: HVMB, Promo, Boutiques, Cobrand ACQ
- **Inspire**: Moments, Ritz eNews, Lux MAU
- **Recognize**: Program Acknowledgement, Downgrade
- **Inform**: MAU, Cobrand ECM Newsletter, Program Update

Elite Inbox: April 2024 Snapshot

Luxury Member (L2B)

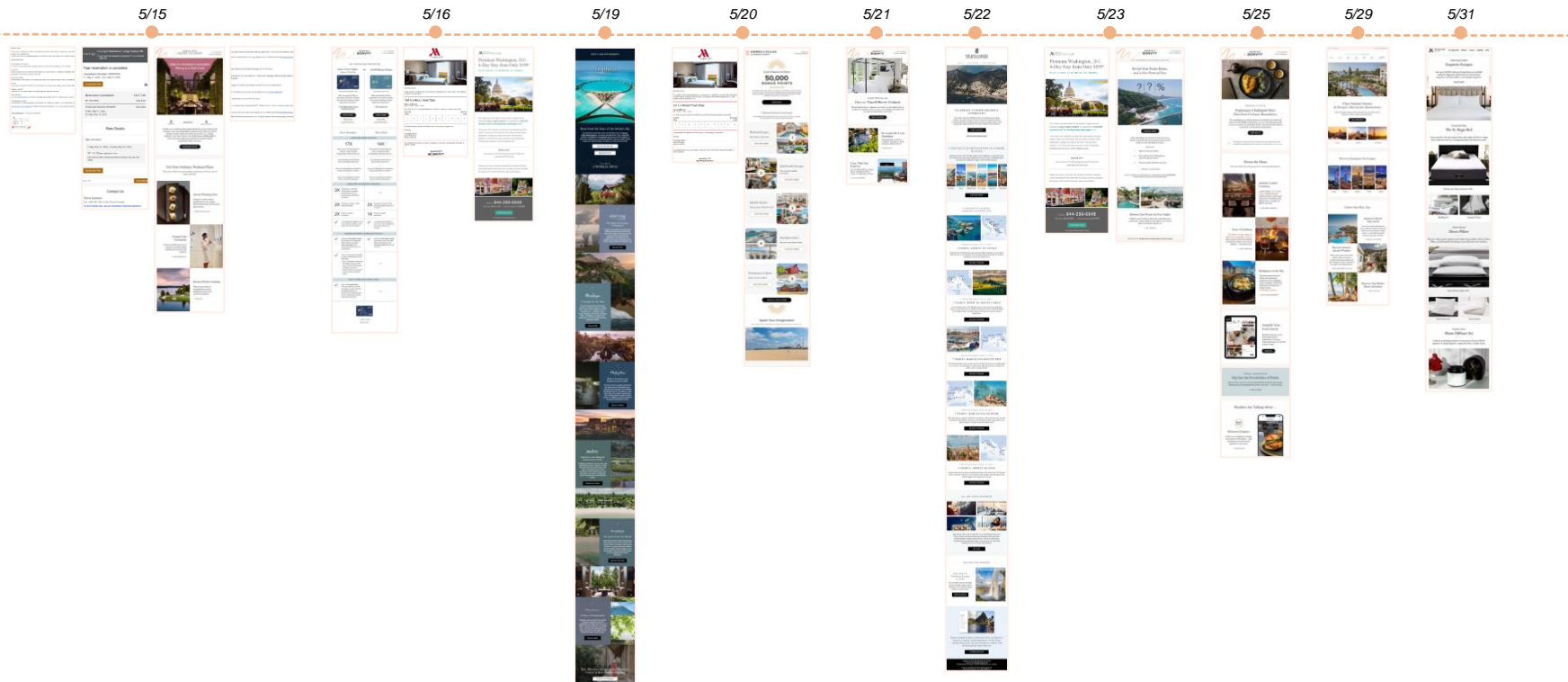


Luxury Member (L2B)



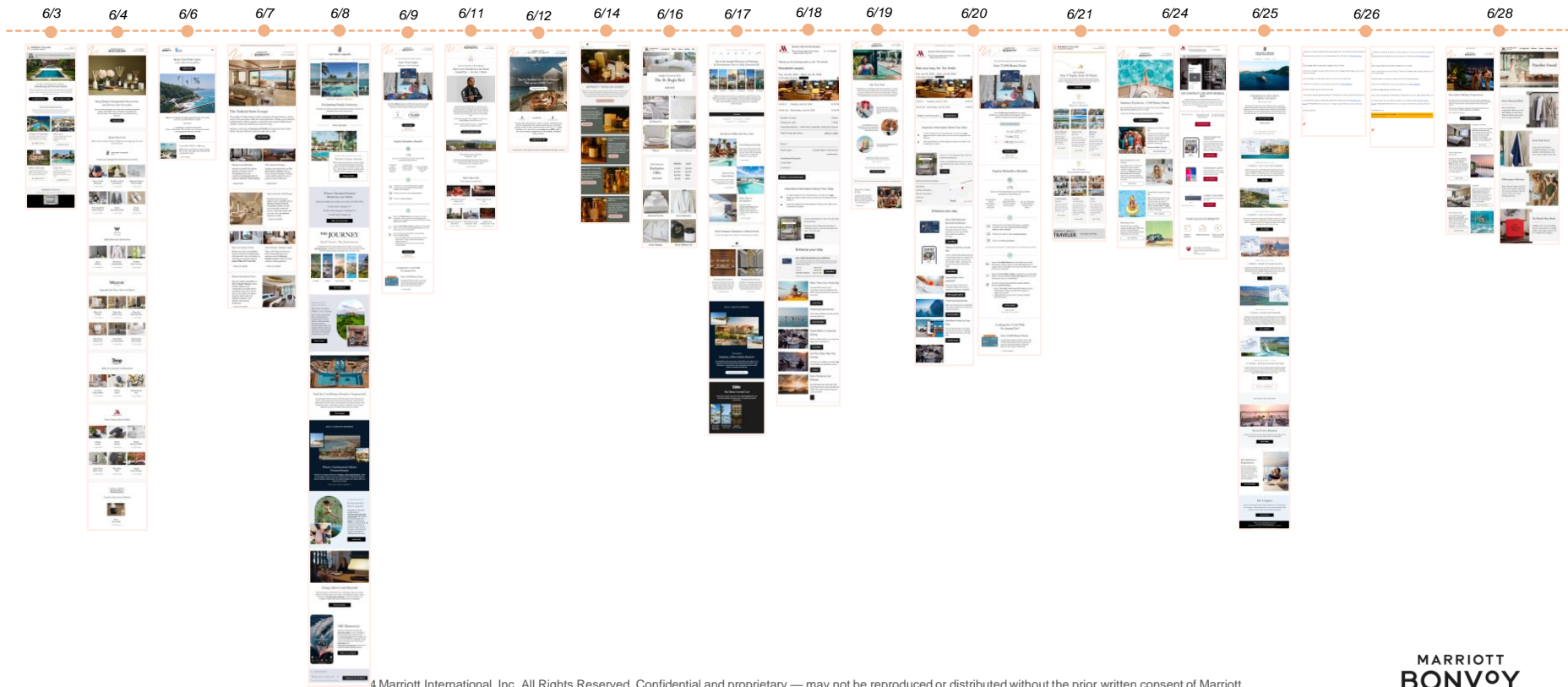
Elite Inbox: May 2024 Snapshot (contd.)

Luxury Member (L2B)



Elite Inbox: June 2024 Snapshot

Luxury Member (L2B)



Core MAU Quarterly Engagement Dashboard

(Apr – Jun 2024)

Engagement Summary:

- CTR continued to see strong performance into Q2 (CTR 1.0%)
- As with January and February in Q1, May and June saw some of the strongest engagement levels when looking at monthly performance in the last 12 months
- Unsub rate of 0.13% was a positive decline of -0.04 pts. QoQ, remaining below Bonvoy benchmark of 0.20%

Quarterly Notes:

- May data limited to summary level performance
- Standard Member Module reinstated in Q2 which included member tier level
- Points Purchase mystery offer featured in June Hero which was a new offer and more targeted than historical Points Purchase promotions

Q2 Engagement Metrics

QoQ Comparisons

Deliveries:

99.3 M (+7.5%)

Unique Clicks:

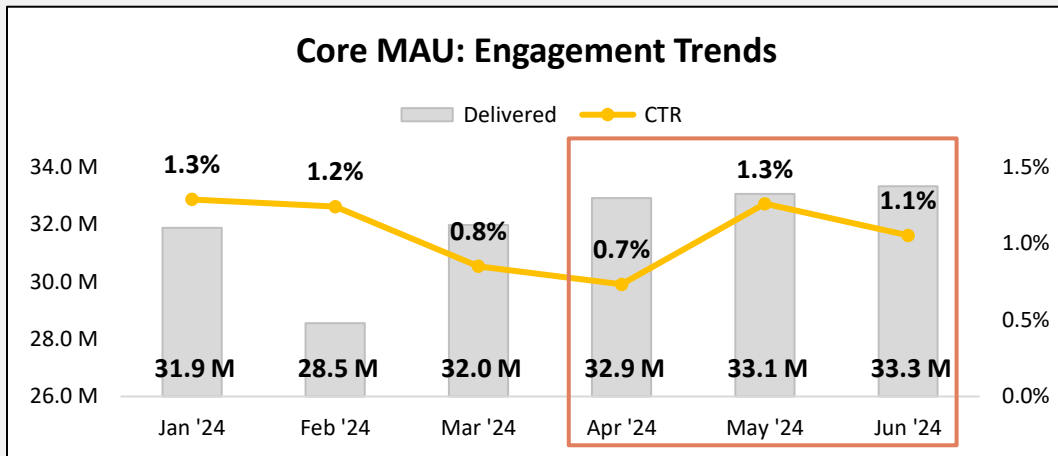
1.0 M (-2.7%)

CTR:

1.0% (-0.1 pts.)

Unsub. Rate:

0.13% (-0.04 pts.)



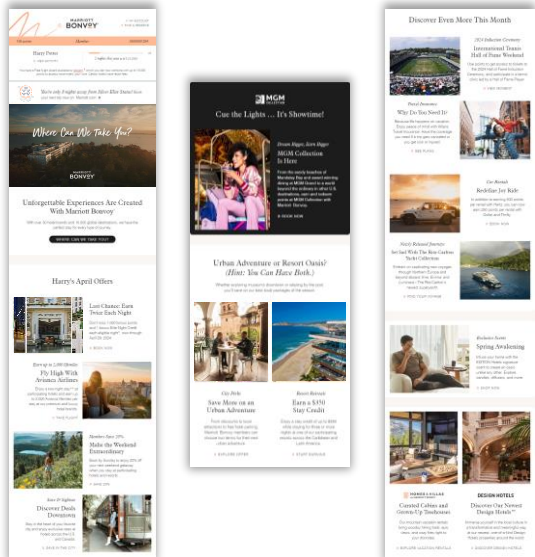
79 Modules Developed

Supported Initiatives

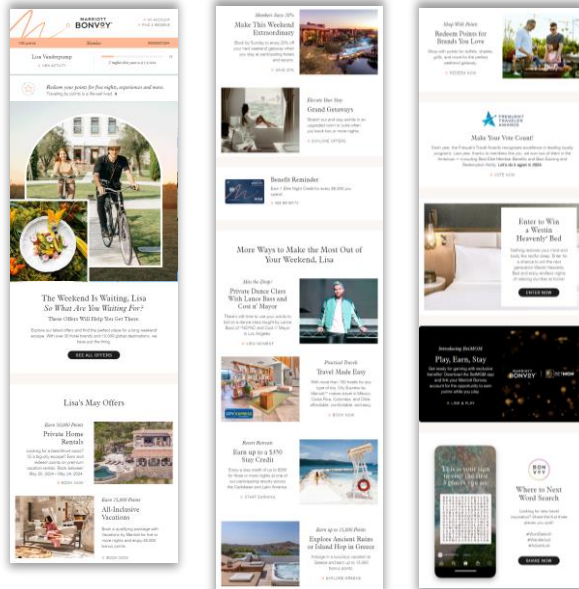
- Q2 Points Purchase
- Q1 Last Chance GloPro
- MGM Collection and Bet MGM
- Brand Portfolio
- Vacations by Marriott
- Rappi
- RCYC
- Eat Around Town

Core MAU: Q2 2024 Creative (ENG Versions)

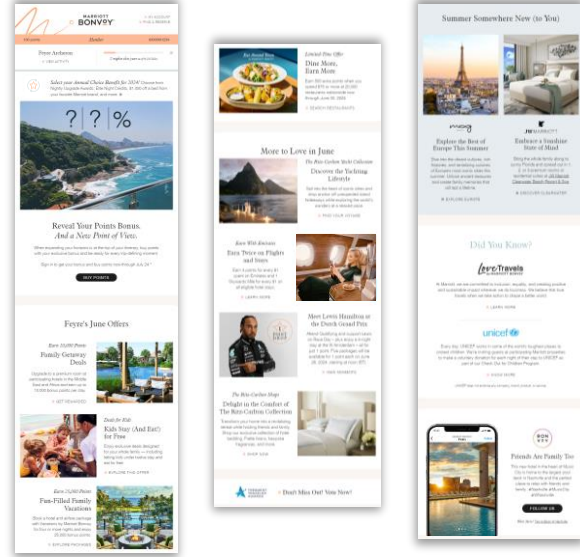
April 2024
City vs. Outdoors



May 2024
Weekend Getaways



June 2024
Family Vacations



Subject Line and Preheader Optimization

SL: Jessica's Account Update: We've Found the Perfect Getaway Just For You!

PH (Glo Pro): Last chance! Earn 1,000 bonus points + 1 Bonus Elite Night Credit each night

PH (Holdout): More member-only offers where to go in April, and more.

Test and Roll Subject Line and Preheader Optimization

SL 1: Jessica's [Your] Account Update: Extraordinary Weekend Escapes Inside...

PH 1: Surprising ways to earn more points, stay in awe at Design Hotels, and more.

SL 2: Jessica's Account Update: Where to Go for a Long Weekend (We Know Just the Place)

PH: Also inside: New monthly offers, more ways to earn points, and more.

SL: Jessica's Account Update: We Think You Deserve a Long Weekend

PH: We know just the place. And we have just the offers to make it happen.

Test and Roll Subject Line and Preheader Optimization (Points Purchase)

SL 1: Jessica's Account Update: Mystery Bonus Points Revealed

SL 2: Jessica's Account Update: Mystery Bonus Points Inside!

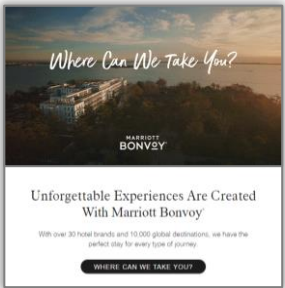
SL 3: Jessica's Account Update: You'll Want to See This! Mystery Points Unveiled...

PH: Plus: top family vacation destinations. June member-only offers and more ways to earn points

Core MAU: Apr/Jun 2024 Top-Performing Content

- June received the most **Hero engagement** in Q2, driven heavily from the Points Purchase feature which generated a 1.9% CTR
- The Ritz-Carlton Linen Set and Maritz Global in the **Member Benefits** section were sent to 3M and each drove a 0.09% CTR
- Among **offers**, the Q1 Last Chance Global Promotion was the most popular offer in April, while Family Offers drove strong interest in June.
- Strong engagement with the **Member Module** continued into Q2 when the standard module was reinstated in April.
- Continue to optimize content** across audience types to drive additional engagement while testing into new design concepts to understand what resonates best.
- Versioning for Basic members to begin in Sept** with the goal of driving increased engagement for this audience.

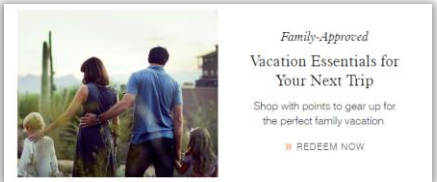
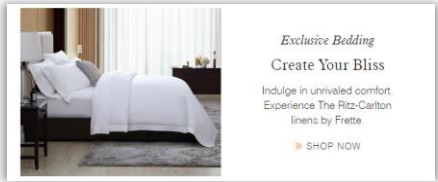
Apr: 11.2% of clks
City vs. Outdoors



Jun: 29.3% of clks
Q2 Points Purchase



Member Benefits (Apr/Jun) CTR: 0.09%



Top Monthly Offers (Apr/Jun)

Hermonie Granger

XXXXXX1234

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

VIEW ACTIVITY

Last Chance: Earn Twice Each Night

Dont miss 1,000 bonus points and 1 bonus Elite Night Credit each eligible night*, now through April 29, 2024.

BOOK NOW

Family Travel

Get 50% Off Your Second Room

Bring the family on your next adventure! Enjoy 50% off of your second room at participating hotels across Europe, the Middle East, and Africa.

BOOK NOW

Deals for Kids

Kids Stay (And Eat!) for Free

Enjoy exclusive deals designed for your whole family — including letting kids under twelve stay and eat for free

EXPLORE THIS OFFER

Member Module	Apr-24	Jun-24
	26.7%	20.8%

CTR: 0.18%

CTR: 0.13%

CTR: 0.10%

Starbucks Partnership Launch: Email Creative

Announcement

Jun 18 – 22

Sweepstakes
Jun 18 – Jul 7

messaging featured in the Member Version and featured in the Hero messaging in the Non-Member Version.

Add to Calendar
feature –
Opportunity to earn 100 MBV points during first **Marriott Bonvoy Week**:
Jul 8 – 14

Member Version



Non-Member Version



How Members Get More

Available in the U.S. only, customers enrolled in both programs will be able to link their accounts and start earning benefits from both brands.



Earn Double Starbucks Stars

On qualifying U.S. Starbucks purchases during eligible stays at hotels participating in Marriott Bonvoy.



Earn 100 Marriott Bonvoy Points

After three qualifying purchases at participating U.S. Starbucks stores* during any Marriott Bonvoy Week | Sip, Dream, Go™.



Unlock Exclusive Experiences

For access to unforgettable and exciting events.

Announcement (Members)

SL: New! Earn Points at Starbucks and More

PH: Because sips and stays just go together.

Announcement (Non-Members)

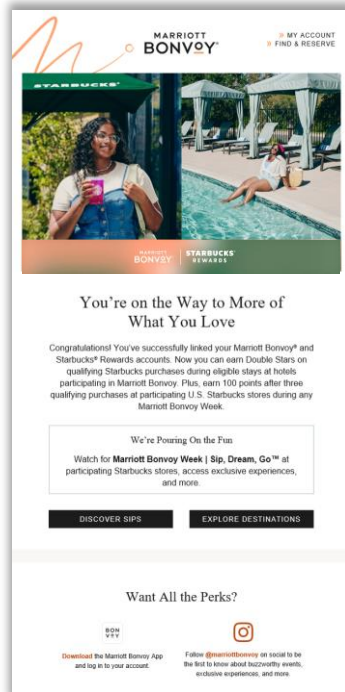
SL: Earn Big With Starbucks Rewards and Marriott Bonvoy

PH: Get Double Stars, points, and more.

Starbucks Partnership Launch: Email Creative

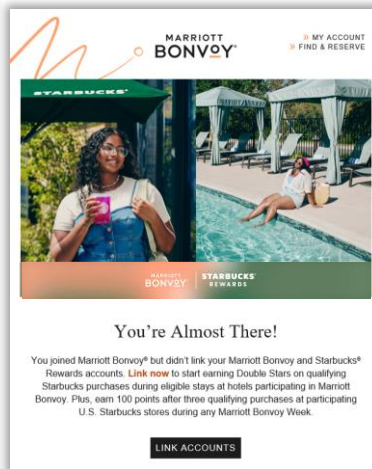
Link Confirmation and Link Reminder

Link Confirmation Trigger



Jun 20 – current

Link Reminder Trigger



Jul 1 – current

Link Confirmation was sent about 2-3 days after linking their MBV and Starbucks accounts.

SL: Your Accounts Are Linked!

PH: Now earn more with Marriott Bonvoy and Starbucks Rewards.

Link Reminder was sent to enrollees 5 days after joining MBV via Starbucks enrollment code but had not yet linked their accounts.

SL: Thank You for Joining Marriott Bonvoy

PH: Now link your Marriott Bonvoy and Starbucks Rewards accounts.

Starbucks Partnership Launch: Email Engagement Summary

- For the **Announcement**, as expected, engagement was stronger from members with a 0.5% CTR and a 0.11% unsub rate compared to 0.2% CTR and 0.30% unsub rate from non-members.
- The **Link Reminder** and **Link Confirmation** trigger emails each saw **strong CTRs** at 5.0% and 1.9%, respectively; indicates an effective communication strategy approach.
 - Most Link Reminder deliveries (99%) went to Basic members with a 4.9% CTR; Silver and Gold members received the remaining deliveries.
 - Link Confirmation deliveries ranged from 1.1% for Ambassadors to 41.7% for Basic members.

Starbucks Email Launch	Delivered	Clicks	CTR	Unsub Rate	Site Visits
Announcement Total Jun 18 - 22	32,046,649	140,126	0.4%	0.17%	93,673
<i>Members</i>	<i>20,673,285</i>	<i>112,401</i>	<i>0.5%</i>	<i>0.11%</i>	<i>84,359</i>
<i>Non-Members</i>	<i>11,373,364</i>	<i>27,725</i>	<i>0.2%</i>	<i>0.30%</i>	<i>9,314</i>

For comparison (partner campaigns):

Campaignlette (Aug '23): CTR 0.2% | Unsub rate 0.14%
 Uber (Mar '24): CTR 0.4% | Unsub rate 0.15%
 Hertz (May '24): CTR 0.4% | Unsub rate 0.05%
 EAT (Jun '24): CTR 1.3% | Unsub rate 0.08%



Link Reminder Trigger (new enrollees) Jul 1 – Jul 8	43,924	2,197	5.0%	0.69%	2,088
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Link Confirmation Trigger Jun 20 – Jul 8	214,328	4,098	1.9%	0.01%	2,321
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Starbucks Partnership Launch: Announcement Heat Map Insights

Member Version



Hero Image
0.07% CTR
Clicks: 8.6% | 7,451

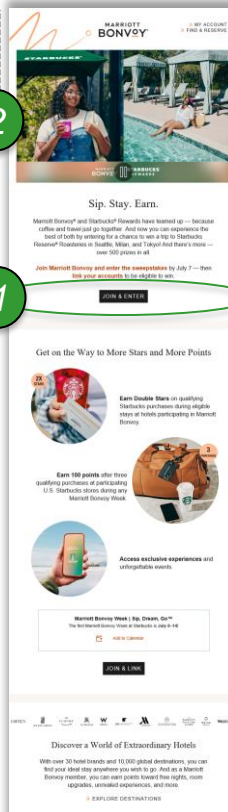
"Link Your Accounts" Hero Text
0.22% CTR
Clicks: 24.2% | 44,559

Join & Enter Hero CTA
0.15% CTR
Clicks: 19.9% | 17,299

Link Accounts CTA Button
0.32% CTR
Clicks: 36.4% | 67,028

Members were mostly engaged with the "Link Accounts" CTA button, just below Add to Calendar.

Non-Member Version



Hero Image
0.07% CTR
Clicks: 8.6% | 7,451

"Link Your Accounts" Hero Text
0.22% CTR
Clicks: 24.2% | 44,559

Join & Enter Hero CTA
0.15% CTR
Clicks: 19.9% | 17,299

Link Accounts CTA Button
0.32% CTR
Clicks: 36.4% | 67,028

Non-Members were mostly engaged with the "Join & Enter" Hero CTA button.

In future Member versions, consider placing the Link Accounts CTA button up to be just below Hero messaging so that it does not compete with other CTAs (like Add to Calendar in Module 2) and help drive first click faster.

Create RABs targeting those who linked vs not linked in other communications. Use enrollment code and Starbucks linked file to help with targeting audiences & content.

Announcement Module - % of Clicks	Members	Non-Members	Total
HEADER	0.4%	0.8%	0.5%
HERO	30.7%	36.7%	58.0%
Hero Image	6.5%	8.6%	4.4%
Join Marriott Bonvoy and enter the sweepstakes text	---	3.8%	1.2%
Join and Enter Sweeps CTA button	---	19.9%	6.4%
InText_Link Accounts	24.2%	4.5%	16.4%
MODULE 2	38.4%	10.3%	4.0%
Bonvoy App Download	1.0%	---	0.7%
Add to Calendar	1.0%	4.6%	1.5%
Link Accounts CTA button	36.4%	---	24.7%
Join and Link CTA button	---	5.7%	1.8%
SWEEPS "ENTER NOW" CTA Text	9.1%	---	6.2%
"EXPLORE DESTINATIONS" CTA Text	---	2.9%	0.9%
FEATURED PROPERTIES	0.4%	3.2%	1.3%
FOOTER	0.9%	3.4%	1.7%
undefined	20.2%	42.8%	27.4%
Total	100.0%	100.0%	100.0%

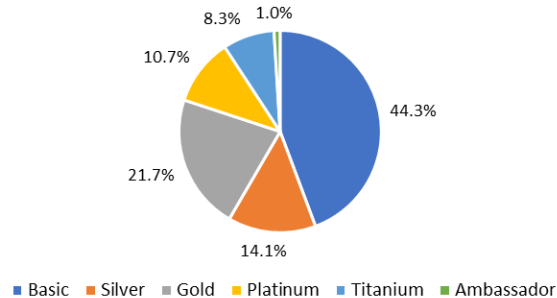
Total Clicks 184,146 86,940 271,086

Launch Campaign Generated 638.2K Linked Accounts, 266.2K Sweeps Registrations and 82.7K Enrollments

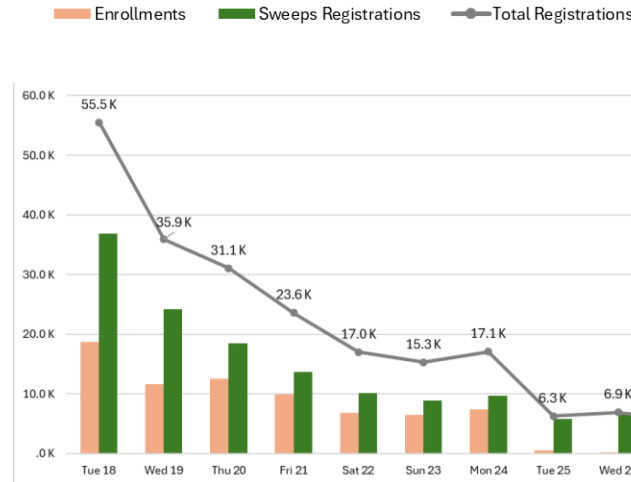
Linked Accounts Jun 18 – Jul 7	Total Enrollments Jun 18 – Jul 7	Enrollment Rate Jun 18 – Jul 7	Enrollments Microsite	Enrollments Sweeps
638,240	82,778	0.73%	6,729	76,049

- Basic members generated 44.3% of the total linked accounts through July 7th, followed by Gold members at 21.7%.
- Strong activity from Basic members shows strength of brand partnership and future engagement potential in RABs & solos.

% of Total Linked Accounts by Member Level



Starbucks Partnership Launch: Sweeps Tracking

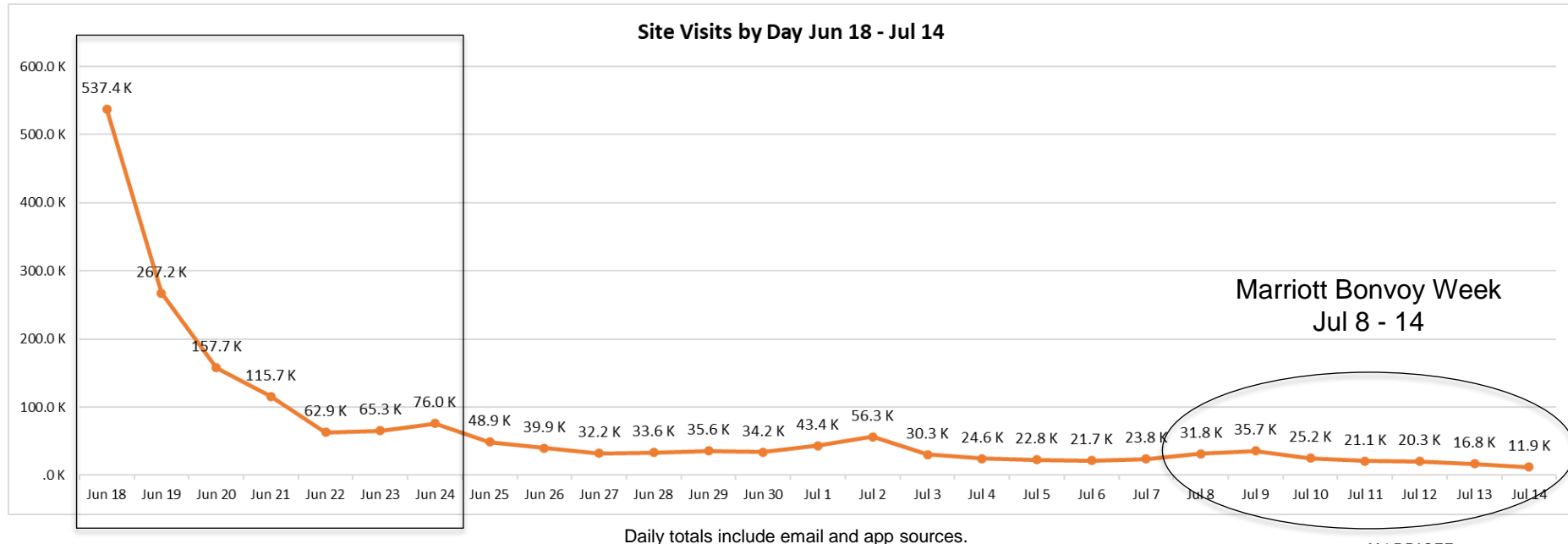


- Marriott Bonvoy Week (July 8-14) generated an additional **34,762** linked accounts and **217** enrollments, outside of the email campaign
- Email campaign generated a total of **266,231** sweeps registrations and **76,030** enrollments at a rate of 0.67%
- Most of the sweep's activity occurred in first 7 days

Starbucks Partnership Launch: Total Site Visits by Day

Jun 18 – Jul 14

- As would be anticipated, we saw most daily site visits during the first week of launch (Jun 18 – Jun 24); a daily average of 183.2 K
 - Between Jun 25 – Jul 7, daily site visits averaged 34.4 K
 - During MBV Week Jul 8 – 14, site visits averaged 22.3 K per day



Homes & Villas Q2 2024

Creative – U.S. Default Version

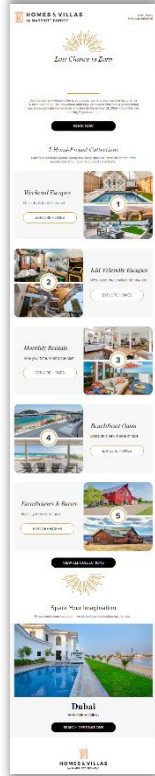
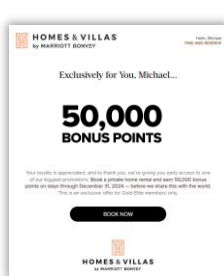
Apr 2024

4/9 Solo 1 (and 4/17 Resend) | 4/25 Solo 2



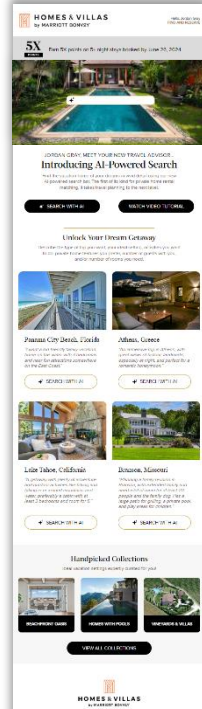
May 2024

5/2 Elite Pre-Sale | 5/6 Solo 1 | 5/20 Solo 2



Jun 2024

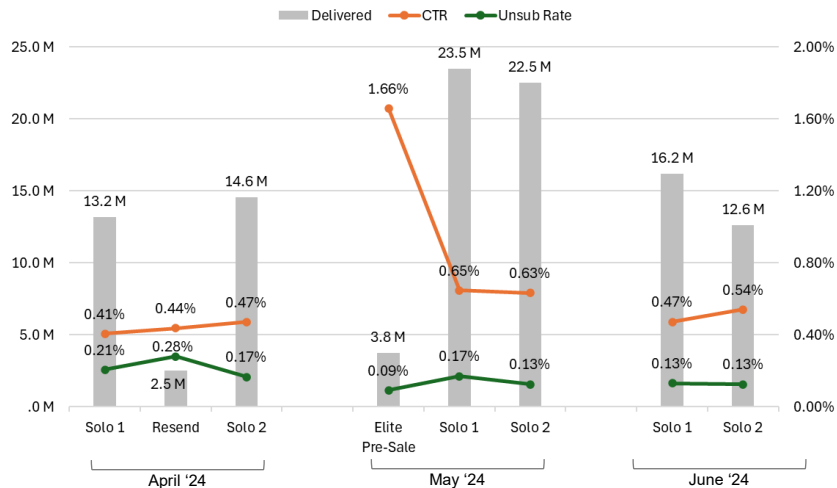
6/3 Solo 1 | 6/24 Solo 2



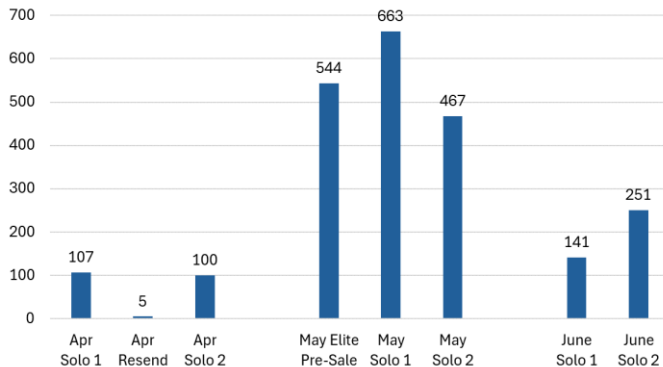
Generated 2.3K HVMB Bookings From Q2 2024 Solos

- 108.9M total Q2 deliveries supported several HVMB initiatives from key promos to celebrating 5-year anniversary to AI Powered Searches
- 0.58% CTR lower than '23 avg. of 0.67%, but 0.15% unsub avg. was -0.14 pts YoY showing strong audience health for the quarter
- 11.0 K additional clicks from April resend with minimal impacts to engagement was a result of targeting active customers
 - Continue testing this targeting approach for future HVMB resends and consider testing with other recurring Bonvoy solos
- April Solo 2 did not have an offer but included a teaser to the anniversary sale, and engagement was just as strong as some of the offer emails
- May Elite Pre-Sale solo gave members Silver and above early access to the 50K bonus points offer . Solo engagement was the highest for Q2
- Overall, the 50K bonus points offer in May drove the highest engagement & bookings of all Q2 emails; followed by June 5x bonus points offer

Homes & Villas: Q2 2024 Email Performance



Homes & Villas: Q2 2024 Email Bookings



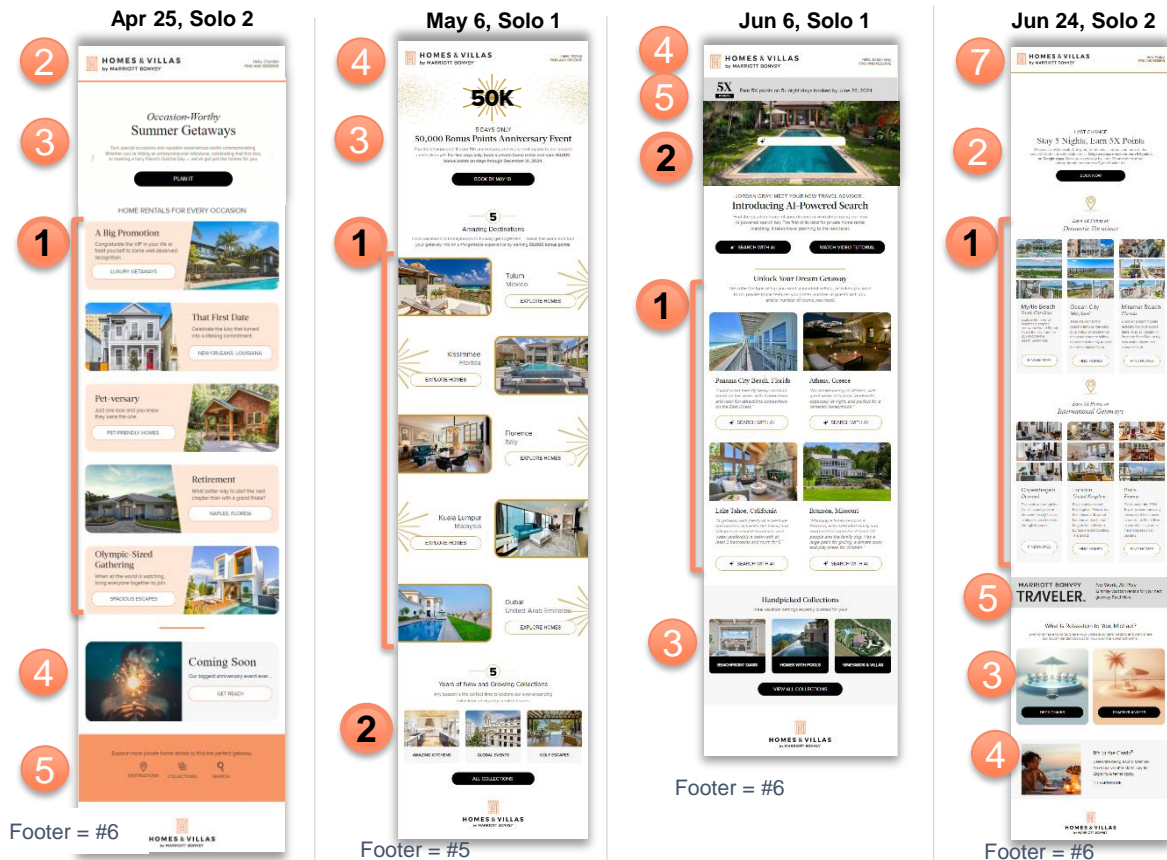
For comparison:

Q2 2023 HVMB: Deliveries: 111.8M | CTR: 0.67% | Unsub: 0.29%

Bonvoy unsub benchmark: 0.20%

#1 Most Clicked Module Featured Destinations & Home Collections in Q2

Creative for US Default Segment. Modules Ranked by % of Clicks



Q2 '24 Content Highlights:

- Secondary modules consistently drove most of the click activity in Q2 solos (30-60% of clicks)
- New content captured the attention of readers and garnered additional clicks:
 - April 25th** tested a catch-all banner at the end of the email (0.8% of clicks, 1.3K clicks)
 - April 25th** also included an anniversary sale teaser called 'Coming Soon' (5% of clicks, 7.8K clicks)
 - May 6th** featured curated collections module and catch-all CTA (20% of clicks, with 1 in 5 module clicks going to the catch-all CTA)
 - June 6th** solo launch AI Powered Search on the website and the hero pulled clicks from the secondary module (hero jumped to 26% of clicks and the secondary module at 30%)
 - June 24th** new creative module with pool vs beach locations (2.5% of clicks, 3.0K clicks)
- Continue testing catch-all banner creative to increase clicks. Include click friendly AI Powered Search reminder banners to non-openers & new readers.

Moments Q2 2024

Creative – U.S. Versions

April 8

SL: [Fname,] It's the Moments You've Been Waiting For

PH: Make unforgettable memories with Marriott Moments

May 1

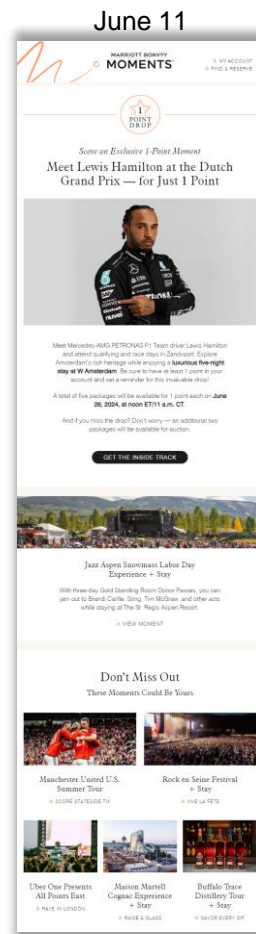
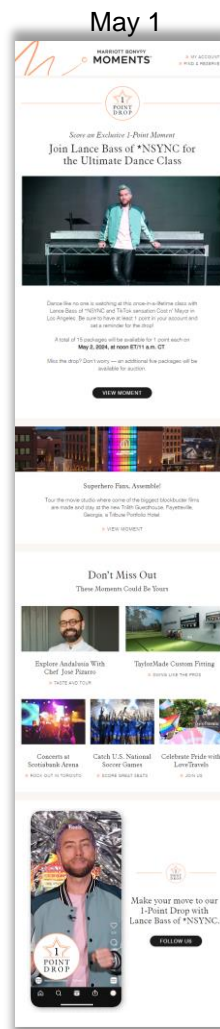
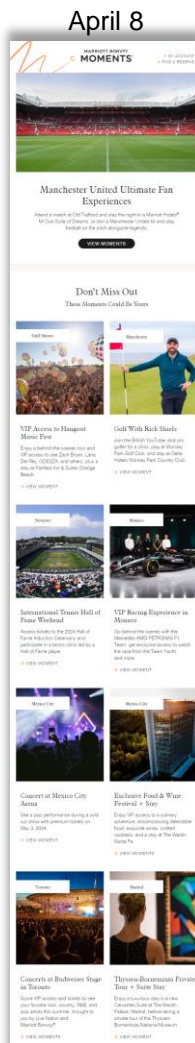
SL: It's Gonna Be May! 🌻

PH: Dance with Lance Bass of *NSYNC; for just 1 point

March

SL: 1-Point Drop Coming In Hot: Meet Lewis Hamilton

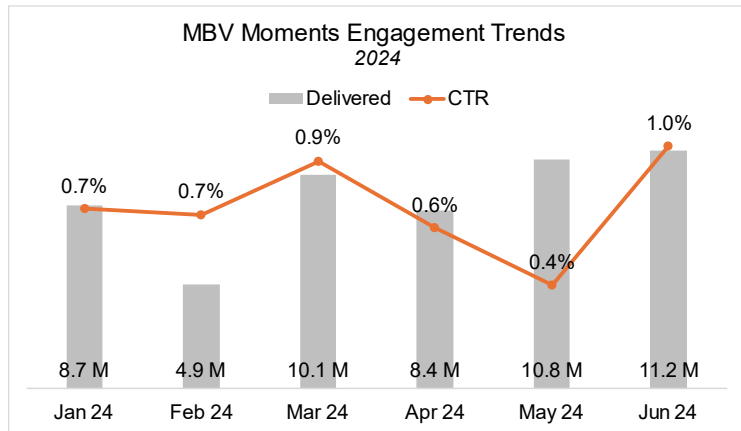
PH: Attend the Dutch Grand Prix, summer music festivals, and more.



Moments Q2 2024

Performance Insights

- The inclusion of 502.4K non-members in June '24 helped drive increases in deliveries both QoQ and YoY.
 - Additionally, niche targeting in February '24 resulted in lower-than-usual deliveries for that month, which contributed to an overall QoQ increase in deliveries.
- Clicks saw a -8.0% decrease (-17.8 K) YoY
 - 23 moments this quarter compared to 28 moments last year
- YTD 2024 Moments have amassed more points redeemed and packages launched compared to same time last year.



Q2 '24 Moments Solos	Q2 '24 Total	QoQ	YoY
Delivered	30.4 M	+28.8%	+7.1%
Clicks	203.6 K	+10.4%	-8.0%
CTR	0.7%	-0.1 pts.	-0.1 pts.
Unsub	0.10%	+0.02 pts.	-0.02 pts.

Q1/Q2 2024 compared to Q1/Q2 2023

Time Frame	No. Of Packages Launched	Total Points Redeemed
YTD 2023	3,747	277.9M
YTD 2024	5,007	362.0M
% Change	↑ 34%	↑ 30%

Moments June 2024: Heat Map Insights

by Luxury Segment and Member Level

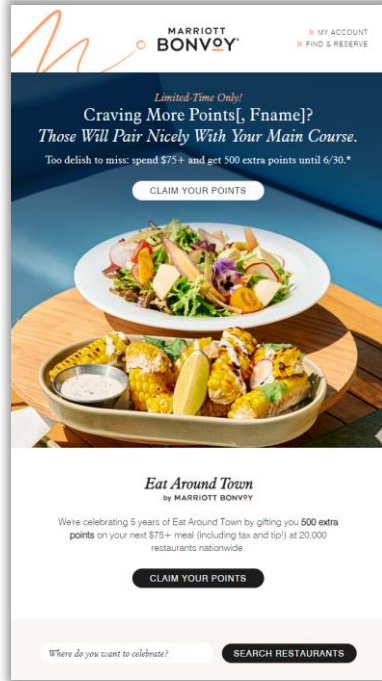
June '24 Moments Solo % of clicks	L1	L2A	L2B	L3	Non-Lux	Total
Header	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%
Hero	24.06%	41.22%	47.04%	44.32%	19.10%	21.36%
Jazz Aspen Experience	5.94%	5.19%	7.58%	8.66%	7.25%	7.28%
Module 3 - Moments	19.89%	16.79%	23.16%	27.19%	26.88%	26.55%
Manchester United Tour	5.23%	5.68%	5.72%	6.63%	6.46%	6.41%
Rock in Seine Festival	4.68%	2.45%	2.73%	2.71%	5.59%	5.35%
Uber One Moment	3.21%	1.49%	1.36%	1.35%	4.04%	3.81%
*Maison Martell Cognac Experience	3.40%	2.55%	2.64%	2.61%	4.39%	4.24%
*Buffalo Trace Tour	3.37%	4.62%	10.71%	13.90%	6.39%	6.75%
undefined	50.11%	36.80%	22.22%	19.79%	46.77%	44.81%
Total Clicks	3,117	2,079	22,603	6,907	348,095	382,801

June '24 Moments Solo % of clicks	Non-Mem	Basic	Silver	Gold	Plat.	Titan.	Ambass.	Total
Header	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%
Hero	12.88%	18.26%	38.72%	46.41%	48.50%	46.78%	47.68%	21.36%
Jazz Aspen Experience	8.72%	4.98%	6.47%	6.98%	8.37%	8.07%	8.40%	7.28%
Module 3 - Moments	34.47%	16.07%	19.63%	23.22%	26.57%	27.87%	25.46%	26.55%
Manchester United Tour	7.83%	4.28%	5.89%	6.64%	6.25%	5.99%	6.44%	6.41%
Rock in Seine Festival	8.04%	3.06%	2.36%	2.43%	2.68%	2.94%	3.25%	5.35%
Uber One Moment	6.04%	2.11%	1.15%	1.29%	1.17%	1.41%	1.70%	3.81%
*Maison Martell Cognac Experience	6.07%	2.51%	2.18%	2.60%	2.67%	2.96%	3.40%	4.24%
*Buffalo Trace Tour	6.49%	4.12%	8.04%	10.27%	13.79%	14.57%	10.67%	6.75%
undefined	43.93%	60.69%	35.19%	23.39%	16.57%	17.26%	18.45%	44.81%
Total Clicks	183,934	117,099	21,396	29,171	15,814	13,447	1,940	382,801

- Among all luxury and member levels, the Hero was the top performer.
 - Non-luxury, Non-members and Basics had more interest with Module 3 – Moments compared to the Hero.
- Non-luxury** and **non-member audiences** had similar click activity on most moments highlighted in Module 3, indicating that these moments resonated well with the audience.
- The Buffalo Trace Tour moment** was popular among lower luxury levels (L2B/L3) and among all member levels except Basic.
 - Including more culinary moments could further increase redemptions among lower luxury audiences (92% redeemed in June).
- Incorporate personalization** for members (within specific point buckets) to display starting bids for moments within the email content.
- Consider tracking non-member segments** from the Fact Base in future solos. Use insights to help personalize join messaging and target content.

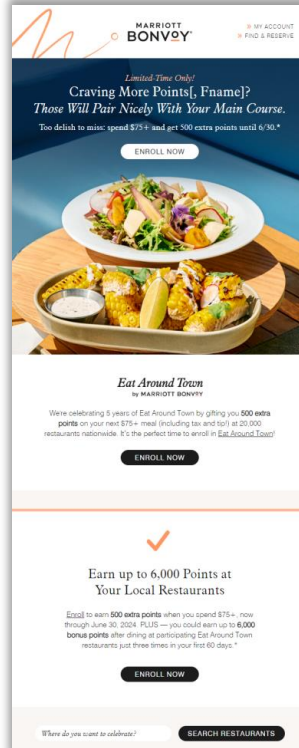
June 2024 EAT LTO Solo

Launch Date: 6/1



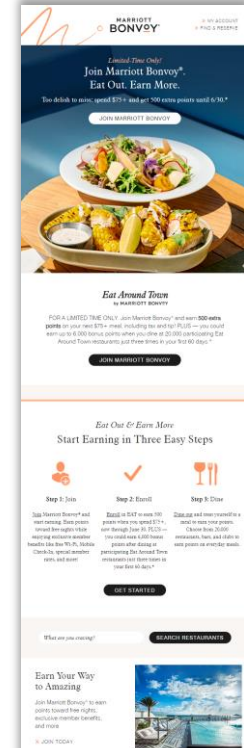
MBV Members Enrolled in EAT

- SL: On the Menu, Christie: 500 Extra Points on Your Next \$75+ Meal 🍷
- PH: HURRY! Offer ends June 30th.



MBV Members Not Enrolled in EAT

- SL: On the Menu, Christie: 500 Extra Points on Your Next \$75+ Meal 🍷
- PH: Enroll now while this deal is hot! Offer ends June 30th.



Non-Members

- SL: Deciding on dinner, Christie? Spend \$75+ and Get 500 Extra Points
- PH: HURRY! Offer ends June 30th.

June 2024 EAT LTO Solo: Performance Summary by Segment

- 10.8% CTR for Enrolled in EAT is a 1.8 pt. decrease compared to Oct 2023, but a 3.5 pt. increase compared to Jun 2023
- Members Not Enrolled in EAT had a +51% increase to its audience size compared to Oct 2023 (CTR 1.2%)
- Non-Member deliveries also increased by +184% (CTR 0.2%)
- For Members Not Enrolled in EAT and Non-Members, click engagement was similar to what was seen in the last two solos
- Unsub rate decreased across all segments, with the lowest at 0.02% for enrolled members

Enrolled Jun-24 vs. Oct-23 vs. Jun-23

Delivered	174.9 K	-29.3% (-72.5 K)	-34.3% (-91.4 K)
Clicks	18.9 K	-39.5% (-12.3 K)	-2.4% (-463)
CTR	10.8%	-1.8 pts.	+3.5 pts.
Unsub Rate	0.02%	-0.20 pts.	-0.44 pts.

Not Enrolled Jun-24 vs. Oct-23 vs. Jun-23

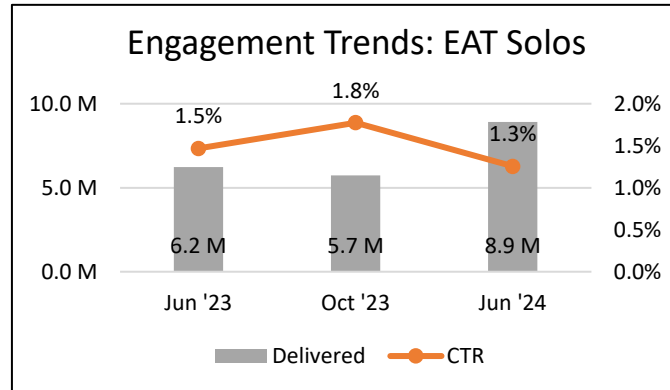
Delivered	7.8 M	+51.0% (+2.6 M)	+59.4% (+2.9 M)
Clicks	91.4 K	+30.8% (+21.5 K)	+32.1% (+22.2 K)
CTR	1.2%	-0.2 pts.	-0.2 pts.
Unsub Rate	0.06%	-0.13 pts.	-0.22 pts.

Non-Members Jun-24 vs. Oct-23 vs. Jun-23

Delivered	981.2 K	+184.1% (+635.9 K)	-10.4% (-114.1 K)
Clicks	1.5 K	+151.9% (+899)	-47.7% (-1.4 K)
CTR	0.2%	+0.0 pts.	-0.1 pts.
Unsub Rate	0.21%	-0.07 pts.	-0.10 pts.

June 2024 EAT LTO Solo: Performance Summary

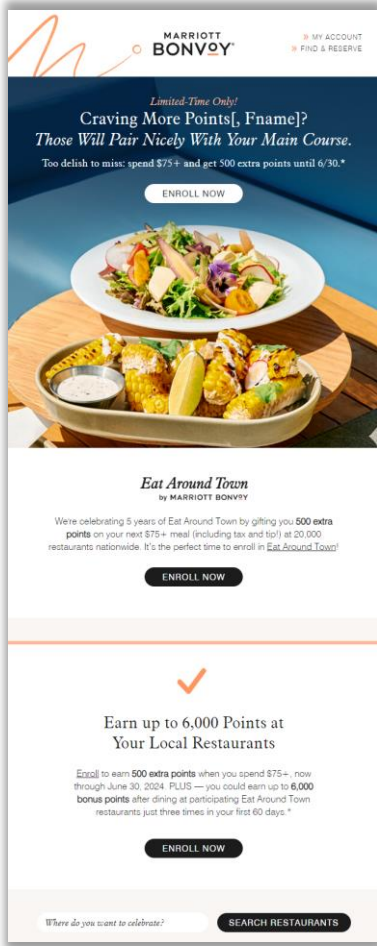
- Compared to the previous solo in Oct 2023, June audience size of 8.9M was a +55% increase, mostly due to the 'Not Enrolled in EAT' and Non-Member segments.
- CTR of 1.3% was -0.2 pts. lower than June 2023. *Note: June 2023's offer was 8X points with this year being a bonus point offer if spending \$75 or more.*
- Overall unsub rate of 0.08% was a steady positive decline compared to the previous solos in Oct and Jun 2023.
- June solo email drove nearly 5.0 K EAT enrollments, an increase of 1.0 K enrollments compared to the Oct 2023 deployment
- Qualified spend continued to rise, reaching \$5.6 M compared to \$5.4 M in October
 - Rising costs of eating out at restaurants might attribute to the increase in qualified spend, while dines per member remained consistent.
- For future mailings, determine which offers resonate at each segment level and if this can be customized



KPIs	Jun-24	Jun-23	Oct-23
Overall Enrollments	13,346	17,452	16,464
Solo Email Enrollments	4,962	--*	3,911
Dine per member	1.6	1.6	1.6
Qualified Spend	\$5.6 M	\$4.9 M	\$5.4 M

*Enrollment data not available for June 2023

June 2024 EAT LTO Solo: Heat Map Insights



- Hero drove the most engagement overall and across all segments
 - Enrolled members had the highest % of clicks to the Hero at 91%, members not enrolled at 72%
 - Members not enrolled and non-members were more engaged in this Hero than in October
- Secondary content drove strong engagement with members not enrolled and non-members
 - 20% of non-member clicks were attributed to join modules (**Enroll or Join + Join Marriott Bonvoy**)
 - 14% of members not enrolled clicks were to the **Enroll module**
- Search Bar received between 4-7% of clicks in all segments; similar performance to the clicks it received in the October '23 solo
- Consider testing new ways to feature the Search Bar, including education of what this feature will provide and/or visual examples.

June 2024 EAT LTO	% of Clicks	Member Enrolled	Member Not Enrolled	Non-Member
Header	0.00%	0.00%	0.00%	0.00%
Hero	73.93%	91.03%	72.39%	23.32%
Enroll or Join	11.82%	--	13.97%	15.57%
Join Marriott Bonvoy	0.12%	--	--	4.28%
Search Bar	4.43%	6.67%	3.98%	4.99%
Footer	1.35%	0.33%	1.18%	11.86%
*Undefined	8.35%	1.97%	8.48%	39.99%
Total	100.00%	100.00%	100.00%	100.00%

**Undefined may include clicks for any module in this email, but it is unclear in the reporting. Issue currently affecting campaigns across the Marriott Bonvoy portfolio*

TESTING & OPTIMIZATION INSIGHTS

Q2 2024 Testing & Optimizations Highlights

Offer / Content Testing

- **Core MAU:** image vs. text-based secondary module creative test
- **Cobrand Acq.:**
 - (US, ENG, Chase Bold) 30K points vs. 1 Free Night Offer
 - (India card) split test of secondary card benefits
- **RCYC:**
 - Static vs. Animated Hero Image
- **Traveler:**
 - Static vs. Animated Hero Image
 - Video vs. Slideshow Hero Image
 - LiveIntent Ad Content

Subject Line Testing

Various test and roll tactics across multiple email campaigns. Resuming RTI optimizations where applicable beginning in July.

- **Escape to Luxury**
- **Traveler**
- **RC eNews**
- **CALA & EMEA Destinations Solos**
- **Boutiques**
- **The Ritz-Carlton Reserve**
- **Project Wanderlust**

CTA Testing

- **Homes & Villas:** Recovery banner with bottom placement
- **Points Purchase Reminder:** CTA button above vs. below Hero image
- **RCYC:**
 - Find a Voyage vs. View E-Brochure Hero CTA copy

Core MAU: Member Benefits Section Layout Test Overview

Test Overview: Layout testing was conducted in May and June Member Benefit sections for ENG members – 70% of the audience received the BAU version with alternating image and copy modules against 30% of the audience who received a text-based module.

The text-based solution helps with reducing overall code weight while allowing for flexibility in content curation and modifications. **The goal is to assess the impact on overall engagement to determine if the text-based layout is a viable option moving forward while showing no impact or a positive lift in engagement for this audience.**

Test A: BAU

More to Love in June

The Ritz-Carlton Yacht Collection
Discover the Yachting Lifestyle

Sail into the heart of iconic cities and drop anchor off unexpected island hideaways while exploring the world's wonders at a relaxed pace.

[FIND YOUR VOYAGE](#)

Earn With Emirates
Earn Twice on Flights and Stays

Earn 3 points for every \$1 spent on Emirates and 1 Skywards Mile for every \$1 on all eligible hotel stays.

[LEARN MORE](#)

Meet Lewis Hamilton at the Dutch Grand Prix

Attend Qualifying and support Lewis on Race Day – plus enjoy a 5-night stay at the W Amsterdam – all for just 1 point. Five packages will be available for 1 point each on June 26, 2024, starting at noon (ET).

[VIEW MOMENTS](#)

The Ritz-Carlton Shops
Delight in the Comfort of The Ritz-Carlton Collection

Transform your home into a revitalizing retreat while hosting friends and family. Shop our exclusive collection of hotel bedding, Frette linens, bespoke fragrances, and more.

[SHOP NOW](#)

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Earn 3 points for every \$1 spent on Emirates and 1 Skywards Mile for every \$1 on all eligible hotel stays. »

Marriott Bonvoy Moments™
Meet Lewis Hamilton at the Dutch Grand Prix

Attend his qualifying session and the grand prix race — plus enjoy a 5-night stay at the W Amsterdam — all for just 1 point. Five packages will be available for 1 point each on June 2, 2024, starting at noon (ET). »

The Ritz-Carlton Shops
Delight in the Comfort of The Ritz-Carlton Collection

Transform your home into a revitalizing retreat while hosting friends and family. Shop our exclusive collection of hotel bedding, Frette linens, bespoke fragrances, and more. »

Test B: Text-Based List Solution

Core MAU Member Benefit Layout Test: June 2024

ENG Language

- Second month of layout testing for the member benefits section in ENG version
 - First month of a performance readout due to lack of data availability in May
- 70% of the total audience received the BAU approach while 30% received the list test version
 - This was done to minimize any potential negative impact on performance
- The BAU test (A) saw a higher CTR at 0.10% compared to the list test (B) which generated a 0.06% CTR
 - These results were statistically significant at a 99% confidence interval
- Revenue continues to not be a key driver for this section showing no statistical significance in results for June's test

Recommendation: Determine the next month to test in, such as November 2024 or early 2025, to get additional months for assessing overall test performance.

Member Benefit Layout Test	Test A (BAU)	Test B (List)
Delivered	14,631,621	6,271,759
Clicks	14,155	3,901
CTR	0.10%	0.06%
Bookings	6	1
Revenue	\$3,017	\$752
Statistical Significance	99% (Click Engagement)	

Test A: BAU

More to Love in June

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Discover the Yachting Lifestyle

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» FIND YOUR VOYAGE

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Earn Twice on Flights and Stays

Earn 3 points for every \$1 spent on Emirates and 1 Skywards Mile for every \$1 on all eligible hotel stays.

» LEARN MORE

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» SHOP NOW

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» VIEW MOMENTS

Test B: Text-Based List Solution

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Delight in the Comfort of The Ritz-Carlton Collection

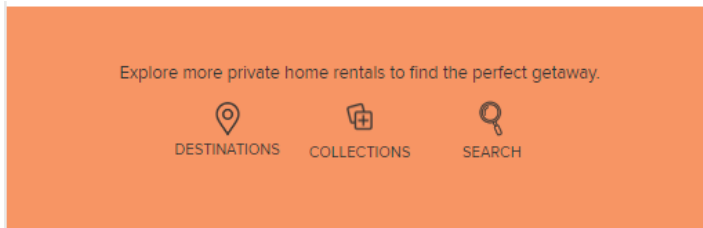
Transform your home into a revitalizing retreat while hosting friends and family. Shop our exclusive collection of hotel bedding, Frette linens, bespoke fragrances, and more. »

Homes & Villas: Recovery Banner Retest

April 25th Solo 2



- **Objective:** Determine whether a catch-all CTA within a banner at the end of the message has any impact on engagement, and whether it is worth appending to all future Solos while being mindful of email length
- **Results:** The recovery banner captured an additional ~850 clicks.
- **Learnings/Next Steps:** The use of a footer banner successfully captures additional clicks. We recommend implementing into all campaigns unless it is crowded with content modules (promos, partnerships, editorial, etc.) to ensure email isn't clipped.



Module Clicks = 1.3K | 0.80% of email clicks

Destinations = 948 | 0.56%

Collections = 153 | 0.09%

Search = 247 | 0.15%

RCYC Hero CTA Test

April & May '24

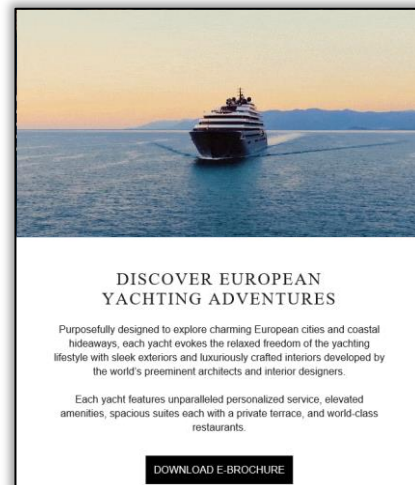
Overview: Conducted an A/B CTA test within the hero to determine best lead strategy moving forward. “Download E-Brochure” drove audiences to a lead capture landing page while “Find Your Voyage” drove them to an itinerary search landing page.

- After two months of testing, the **Find Your Voyage** CTA drove more clicks and a higher CTR
- Historically, the **Download E-Brochure** CTA drove more overall email leads but working to establish UTM tracking parameters within CTA testing links for deeper insights on lead generation.

Example of April Creative



“Find Your Voyage”



“Download E-Brochure”

April '24

Delivered: **5.4 M**
Hero Clicks: **11.7 K (+53.3%)**
Hero CTR: **0.22% (+0.08 pts)**

Delivered: **5.4 M**
Clicks: **7.7 K**
CTR: **0.14%**

May '24

Delivered: **3.7 M**
CTA Clicks: **11.9 K (+26.7%)**
CTR: **0.32% (+0.06 pts)**

Delivered: **3.7 M**
CTA Clicks: **9.4 K**
CTR: **0.26%**

ACTIONABLE INSIGHTS

Q2 2024 Actionable Insights

- For Elite Inbox, look for opportunities to send “Recognize” email communications, as this type was not included in the mix this quarter.
- For Core MAU –
 - Continue to optimize content across audience types to drive additional engagement while testing into new design concepts to understand what resonates best.
 - Continue working with the team to launch the Basic member MAU version set to launch in September with the goal of driving increased engagement for this audience.
 - Determine the next month in which to test the Member Benefit Layout, such as November 2024 or early 2025, to get additional months for assessing overall test performance.
- For partner emails like this quarter’s Starbucks Launch –
 - In Member versions, consider placing a Link Accounts CTA button to be just below Hero messaging so that it does not compete with other CTAs (like Add to Calendar in Starbucks Announcement Module 2) and help drive first click faster.
 - Create RABs targeting those who linked vs not linked in other communications. Use enrollment code and Starbucks linked file to help with targeting audiences & content.
- For Homes & Villas –
 - Continue testing catch-all banner creative to increase clicks. Include click friendly AI Powered Search reminder banners to non-openers & new readers.
 - Continue testing an active customer targeting approach for future HVMB (and other recurring Bonvoy solos) resends.

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

Q2 2024 Actionable Insights

- For Moments –
 - Incorporate personalization for members within specific point buckets to display starting bids for moments within the email content.
 - Continue to look for opportunities to pull through minimum point balance as a part of targeting.
 - Consider tracking non-member segments from the Fact Base in future solos. Use insights to help personalize join messaging and target content.
- For EAT –
 - Determine which offers resonate at each segment level and if this can be customized.
 - Consider testing new ways to feature the Search Bar, including education of what this feature will provide and/or visual examples.
- Now that RTI capabilities have resumed, look for ways to reincorporate RTI optimizations in subject lines, headlines and secondary content.

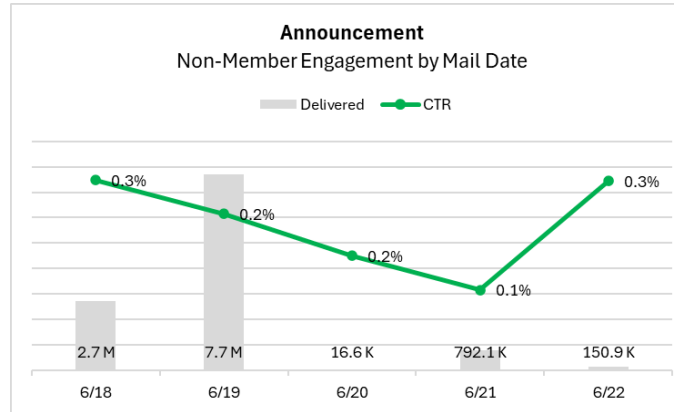
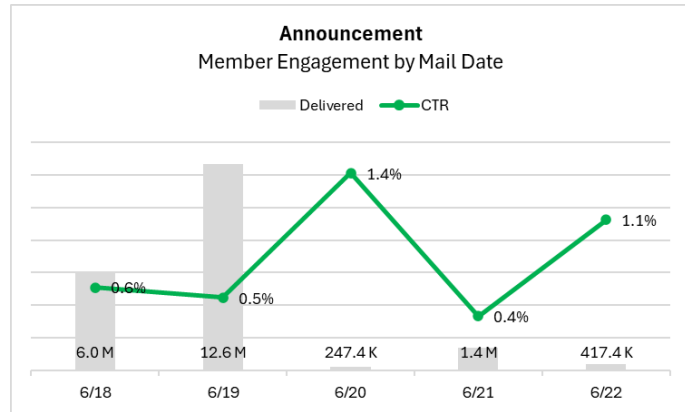
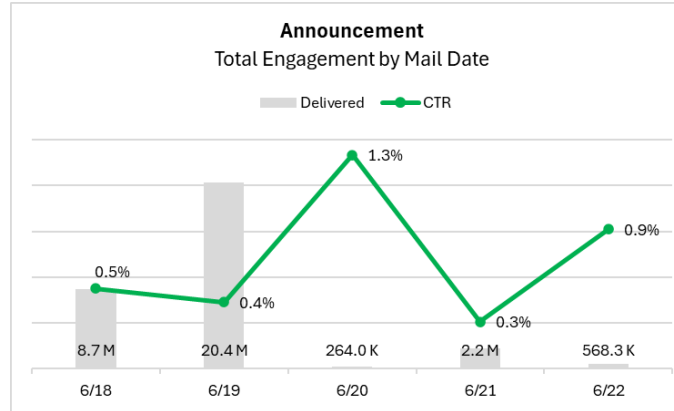
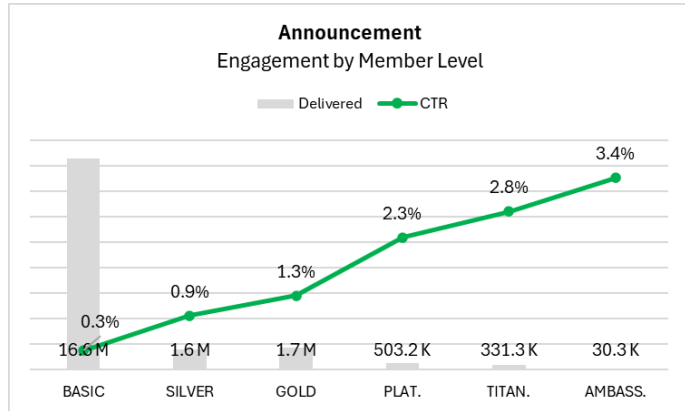
Thank You!

MARRIOTT
BONVOY®



APPENDIX

Starbucks Partnership Launch: Announcement Engagement Trends



- The Announcement saw increasing CTRs as member levels progressed, ranging from 0.3% CTR for Basics to 3.4% for Ambassadors.
- Member and non-member deliveries were highest on 6/19 (*day 2 of launch) – 12.6 M deliveries for members and 7.7 M deliveries for non-members; daily CTRs fluctuated for members and non-members and were mostly correlated with the daily delivery volume.

*Data delays at the time of launch impacted delivery increases on 6/19 compared to 6/18.