

Email Channel Performance: Q3 2020

October 27, 2020

MARRIOTT
BONVOY | data axle



JW Marriott Scottsdale Camelback Inn Resort & Spa

TODAY'S AGENDA

1. Performance Summary
2. Campaign Highlights & Trends
3. Testing and Optimization
4. Actionable Insights
5. Industry Insights

KEY STORYLINES

- Q3 2020 email engagement returned to previous year levels
- QoQ shifts from sending fewer corporate update solos (high opens and low clicks); activity was consistent across all member levels
- Solos continue to be the primary driver of bookings; low engagement for some campaigns show opportunities to refine targeting
- Re-launch of Abandoned Search and launch of Activation Series contributed heavily to Solo category bookings
- Inbox volume declined MoM, but content mix was over-indexed on sell



Q3 2020

PERFORMANCE SUMMARY

Q3 2020 YoY Performance

518.9 M

Delivered Emails

-19.3% YoY

15.8%

Open Rate

+0.57 pts. YoY

7.1%

CTOR

+0.15 pts. YoY

0.18%

Unsub. Rate

-0.04 pts. YoY

Performance Drivers

(% of Delivered)

- Solos (41%)
- MAU (17%)
- Promotions (12%)
- Cobrand Acquisition (9%)

Most Improved KPIs

Traveler: 22.7%

Open Rate +9.8 pts. YoY

Cobrand ECM: 23.5%

Open Rate +4.8 pts. YoY

Lifecycle: Welcome (1)

CTOR +7.9 pts. YoY

56.2 K

Bookings

-57.9% YoY



123.7 K

Room Nights

-58.7% YoY

\$17.2 M

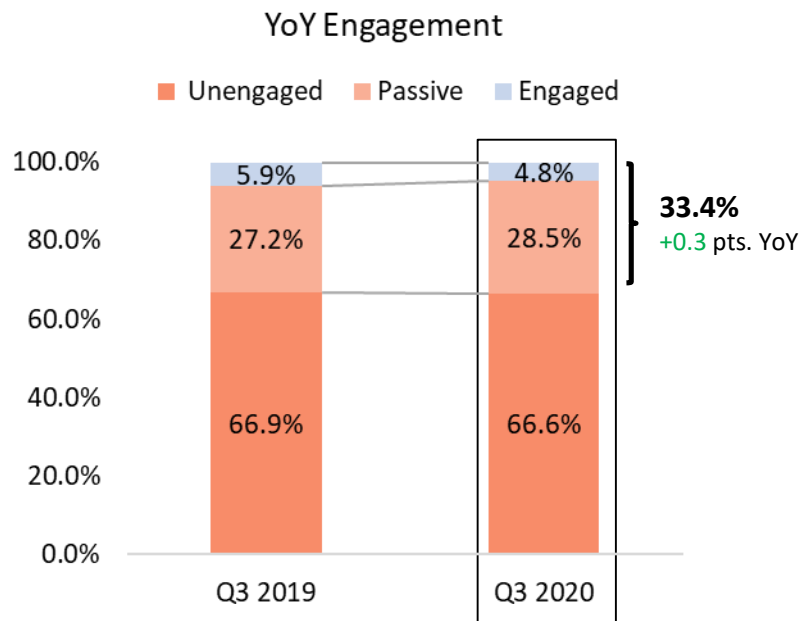
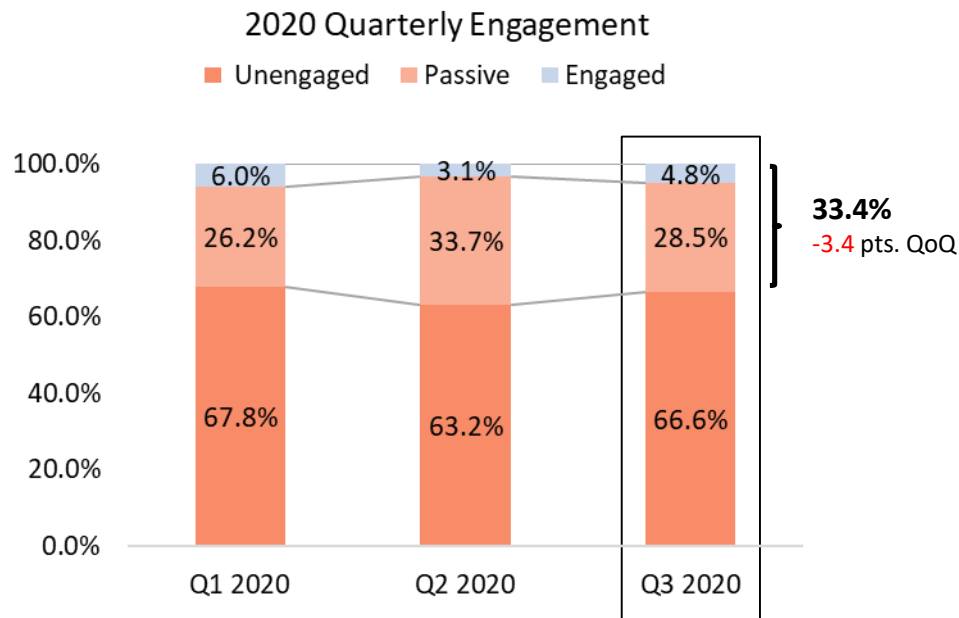
Revenue

-65.3% YoY

Q3 2020 Email Engagement Down QoQ, But Returned To YoY Levels

ALL MEMBERS

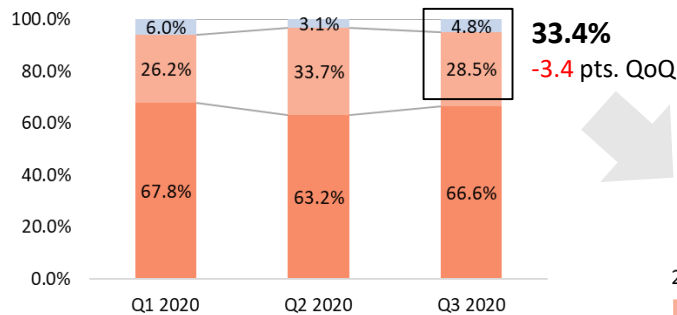
Corporate update emails in Q2 drove high open rates; campaigns were not repeated in Q3 driving QoQ decline



QoQ Engagement Declines Consistent Across All Levels

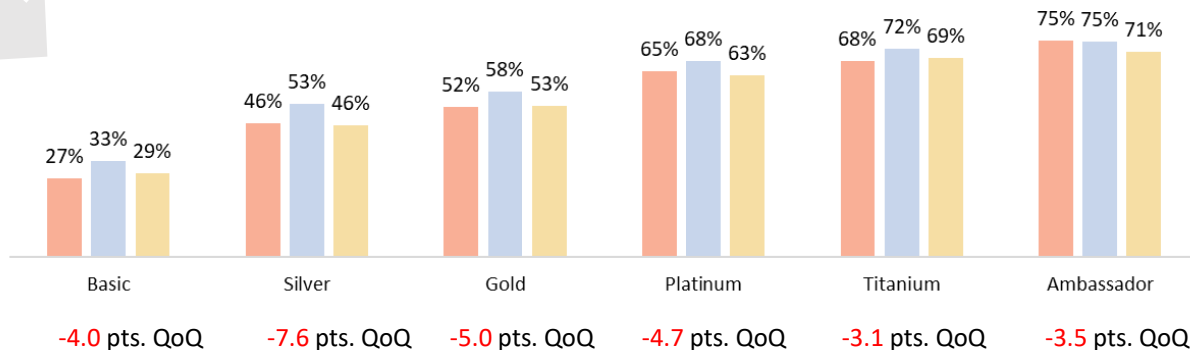
2020 Quarterly Engagement

Unengaged Passive Engaged



2020 Quarterly Engagement: Engaged + Passive

Q1 2020 Q2 2020 Q3 2020



Avg. # received at least 1 email in Q3	24.9 M	2.0 M	2.2 M	534.2 K	526.7 K	73.0 K
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Engaged = Opened and clicked

Passive = Opened, but did not click

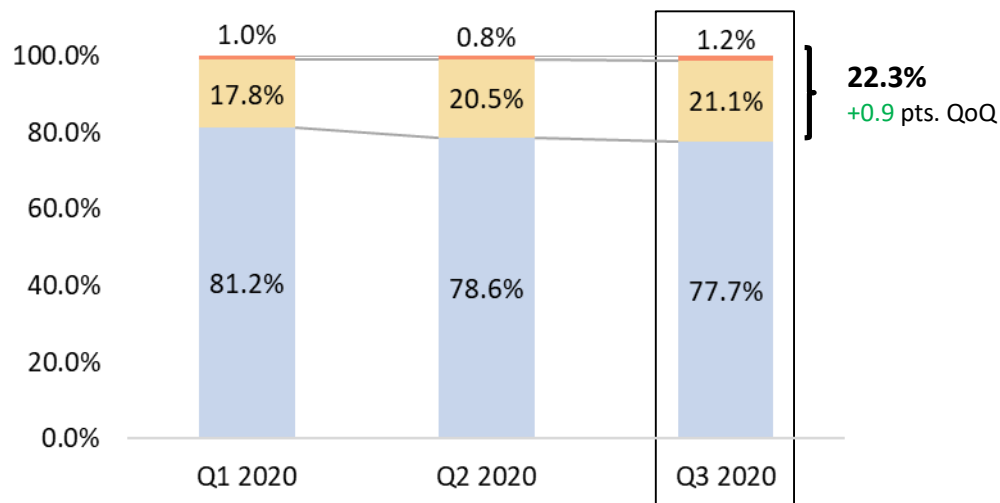
Unengaged = Did not open and did not click

Q3 2020 Email Engagement Improved Since Q1, Aligning With 2019 Levels

NON-MEMBERS

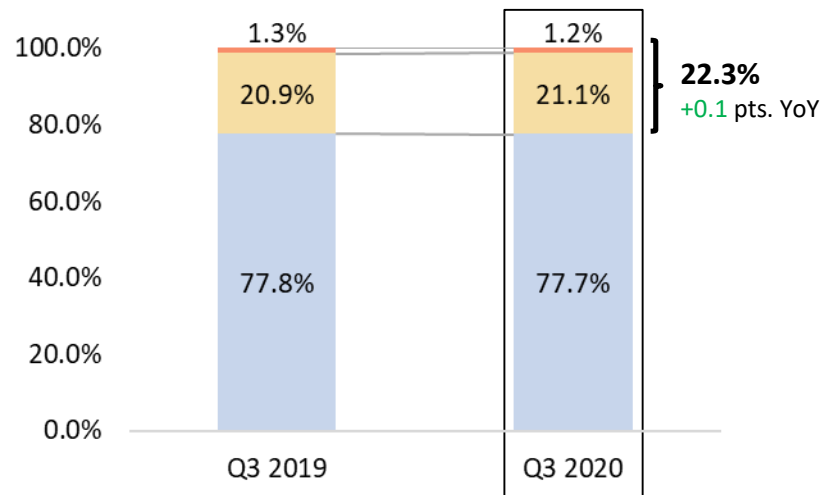
2020 Quarterly Engagement

Unengaged Passive Engaged



YoY Engagement

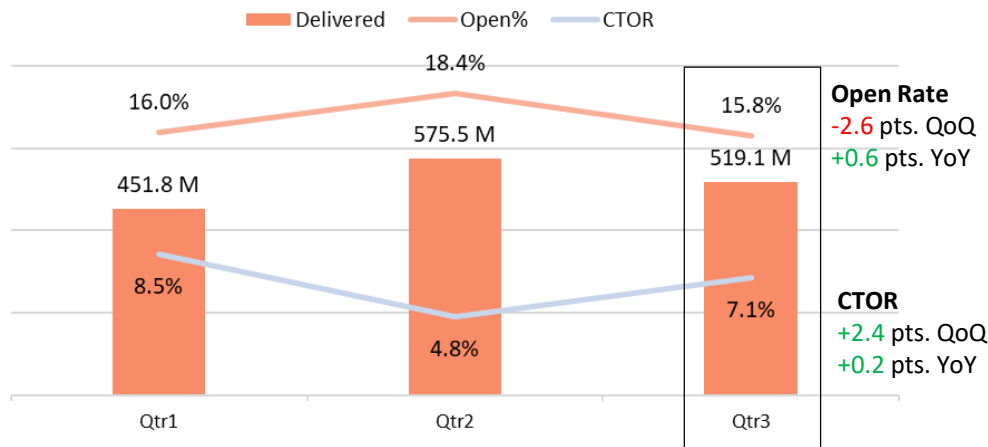
Unengaged Passive Engaged



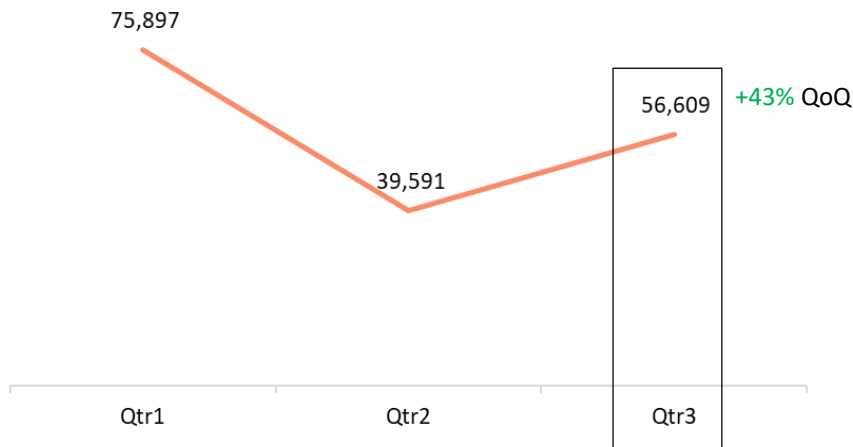
Positive YoY Engagement Trends

- Open & click rates stabilized in Q3 from sending fewer broadly targeted emails (COVID-19 loyalty updates)
- Rates align with previous year levels
- Bookings started to rebound from Q2 lows; +43% QoQ

2020 Quarterly Engagement Trends

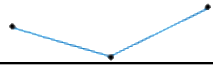
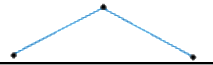
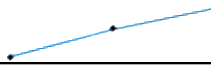
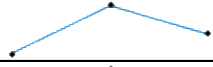
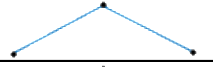
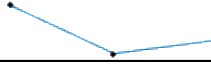
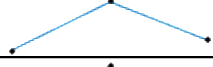

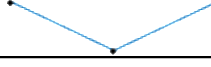
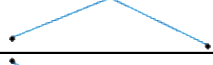

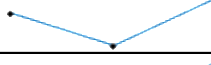
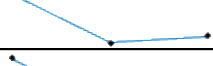

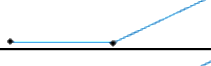
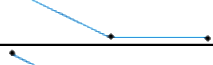

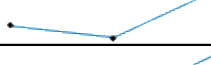





2020 Quarterly Booking Trends



Consistent Member Level KPI Trends, Except For Non-Members & Basics

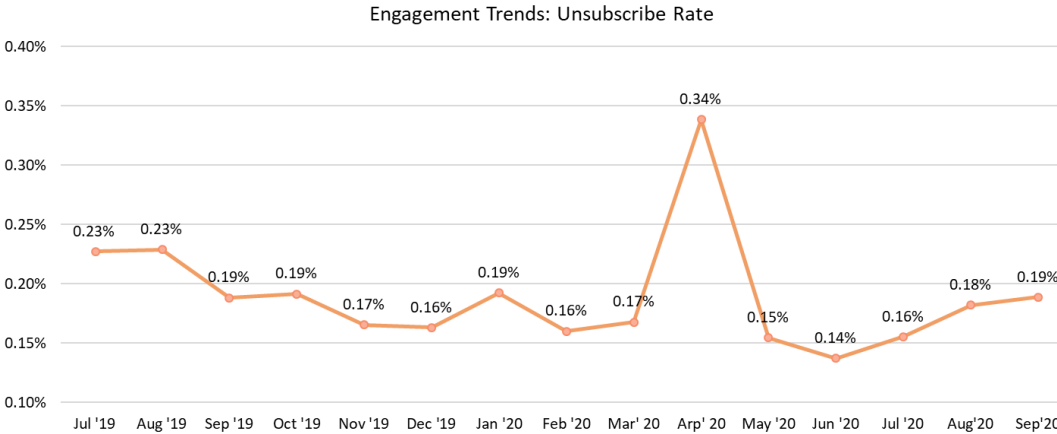
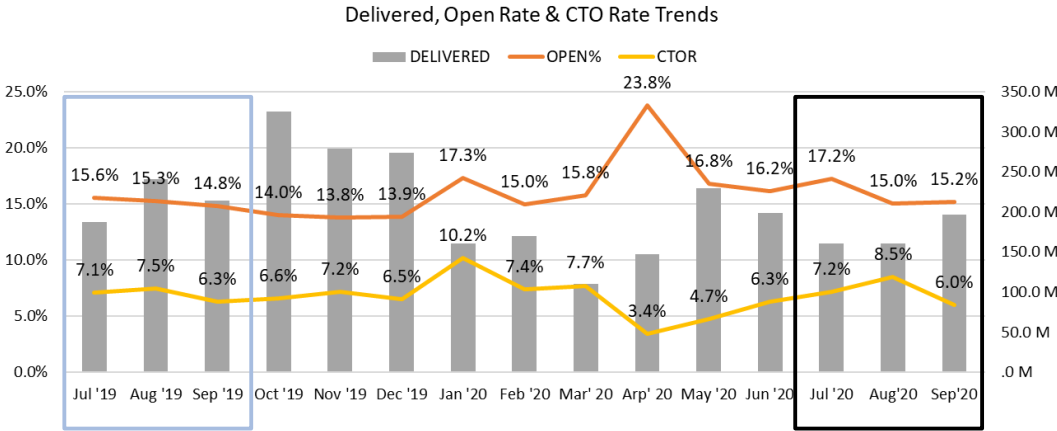
- Delivered more non-member emails QoQ; open rate declines were consistent with members but CTORs grew stronger each quarter
- Basic CTOR did not rebound in Q3 as much as non-members and Elites

Segment	Delivered	Q1-Q3 2020 Delivered Trends	Open Rate	Q1-Q3 2020 Open Rate Trends	CTOR	Q1-Q3 2020 CTOR Trends
NON-MEMBER	60.3 M		12.7%		4.1%	
BASIC	322.7 M		14.3%		4.7%	
SILVER	48.1 M		16.8%		9.2%	
GOLD	53.7 M		20.7%		11.0%	
PLATINUM	16.9 M		24.1%		14.1%	
TITANIUM	15.1 M		27.4%		17.2%	
AMBASSADOR	2.1 M		26.9%		19.1%	

Consistent Seasonal Engagement Trends

Open and CTO rates dropped to YoY engagement levels

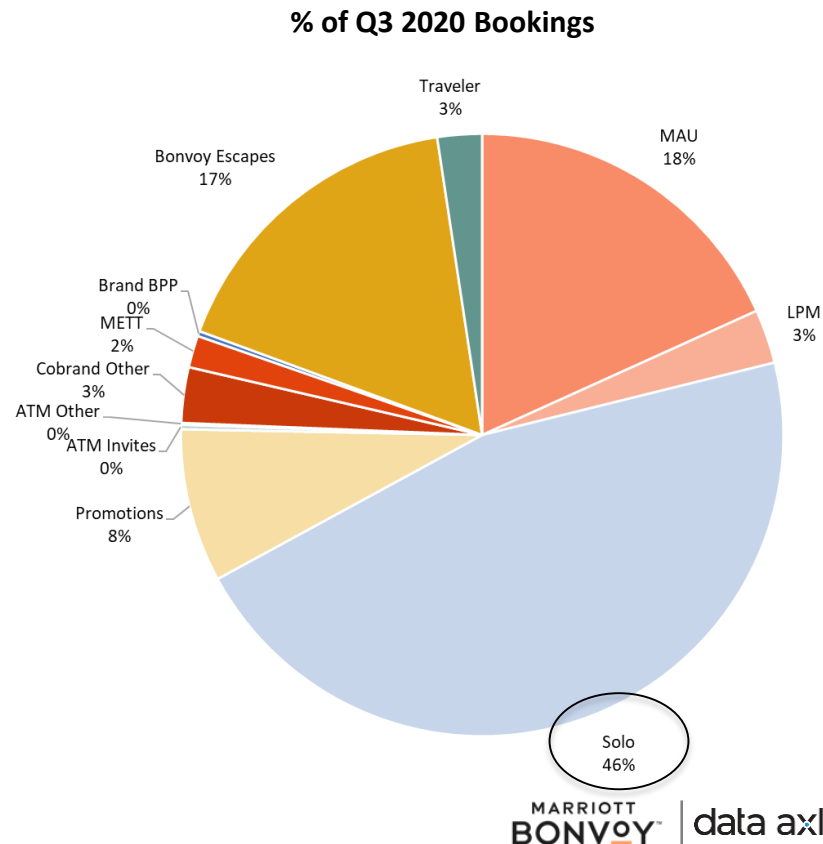
Unsub. rate steadily returning to previous year rates



Solos Continue To Have The Biggest Effect On Bookings

- 46% of Q3 2020 bookings were from Solos
- Solos and Escapes booking activity improved vs. Q3 '19
- Global Promotions showing least decline

Q3 2020	Bookings	YoY
Solo	25.4 K	+1.5%
MAU	10.1 K	-74.9%
Bonvoy Escapes	9.4 K	+106.0%
Global Promotions	4.6 K	-41.4%
Cobrand Other	1.7 K	-78.8%
LPM	1.6 K	-68.6%
Traveler	1.3 K	-40.7%
METT	946	-66.0%
Cobrand Acquisition	896	-85.2%
Brand BPP	150	-97.9%
ATM Invites	136	-84.5%
ATM Other	51	-61.7%



Biggest Decline in Q3 2020 From Non-Booking Solos

- Non-booking solo delivery +132% YoY, but generated fewer bookings and lower engagement
- 55% of non-booking delivered solos was from Gift Card Sale, EAT, & Project Wanderlust
- Boutiques delivery +53% emails YoY, but bookings were -59% (-772 bookings)

	Delivered	Δ	Bookings	Δ	BPK	Δ	Open Rate	Δ	CTR	Δ	Unsub Rate	Δ
Q3 2020	214.3 M		25.4 K		0.12		16.0%		1.1%		0.21%	
Booking	91.7 M	+105%	17.0 K	+10%	0.19	-47%	16.2%	+0.0 pts.	1.4%	+0.1 pts.	0.19%	-0.03 pts.
Non-Booking	122.6 M	+132%	8.4 K	-12%	0.07	-62%	15.9%	-1.3 pts.	0.9%	-0.4 pts.	0.22%	+0.06 pts.
Q3 2019	97.5 M		25.0 K		0.26		16.7%		1.3%		0.19%	
Booking	44.8 M		15.5 K		0.35		16.2%		1.3%		0.22%	
Non-Booking	52.8 M		9.5 K		0.18		17.2%		1.3%		0.16%	

Emails included:

- **Booking Solos:** Abandoned Search, Activation, HVMI, Elite Night Credit, Regional Solos (Americas, CALA, EMEA)
- **Non-Booking:** Buy Points, EAT, Project Wanderlust, Boutiques, YWR

Solo Recommendations

- Look for opportunities to streamline targeting for non-booking solos to lift engagement rates
- Activate audiences that engaged with non-booking solos, like Gift Card Sale, with follow-up engagement messages
 - Dynamic content in MAU, Incent Redemption, and/or in a follow-up solo
 - Example Gift Card messages:
 - Where to use your GC/it never expires (local re-openings or brand recommendations)
 - Work anywhere and use GC at onsite spa
 - Add on an extra night with your GC
- Use 2020 engagement to set benchmarks and 2021 goals
- Establish ongoing communication plans and consistent tracking across emails

Inbox Mix in Q3 '20 Was Over Indexed On Sell

(Elite Platinum Member Inbox)

- Emails focused on things like driving bookings, retail purchases, new card accounts filled the inbox in Q3 (Sell messages)
- Launch of Project Wanderlust in Sep provided additional inspiration content
- Over 65% of received emails were Loyalty-driven emails vs. non-loyalty each month

of Emails

Email Type*	July	Aug	Sep
Sell	18	14	14
Inspire	1	1	2
Recognize	1	0	0
Inform	3	3	3
Inbox Total	23	18	19
Loyalty Emails	15	12	13
Non-Loyalty	8	6	6

*Email Types

- **Sell:** Cobrand Acquisition, Promo, Boutiques, etc.
- **Inspire:** Traveler, Project Wanderlust
- **Recognize:** Elite Night Credit
- **Inform:** MAU, EAT

Elite Member Inbox: 7/1 – 7/31/2020

Key: Inspire/Inform/Recognize

Marriott Bonvoy 7/1/2020
Earn 75,000 Bonus Points with a Boundless...
 Earn 30,000 bonus points with a no-annual-fee Bold Card. My Account Find & Reserve

Shop Marriott 7/4/2020
Oh Say Can You Save (Up to 30%)
 Celebrate Independence Day with positively patriotic savings. Save \$500 on the Marriott

Eat Around Town by Marriott ... 7/7/2020
Planning on Ordering in Tonight?
<http://view.email.rewardsnetwork.com/?qs=a07a40bfa0ecbdb91ce24c08470a26e3>

Courtyard Boston Copley 7/8/2020
Experiencing a New Normal
 During this COVID-19 Pandemic, it is easy to identify those things we have lost...

Marriott Bonvoy 7/8/2020
Save 25% This Summer with Marriott Bonv...
 You don't have to go far for great deals. my account Find & Reserve Save 25% on our

Marriott Bonvoy 7/8/2020
Be Rewarded with More Points and Skywa...
 Fly, stay and earn with Your World Rewards. My Account Find & Reserve Join in Enrol in

Marriott Bonvoy 7/9/2020
You Choose: 2 Great Credit Card Offers
 Earn bonus points: 75,000 Boundless. 30,000 Bold. My Account Find & Reserve Earn Now.

Shop Marriott 7/11/2020
This Just In: New Outdoor Furniture
 Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 7/14/2020
Find Your Perfect Private Home to Rent Th...
 Get 10% off a spacious private home rental. My Account Find & Reserve SAVE NOW, STAY

Shop Marriott 7/15/2020
Summer's Here (And So Is Our Sale)
 Enjoy up to 30% off all your Marriott favorites including the Marriott bed, linens, pillows,

Marriott Bonvoy 7/15/2020
Save 25% This Summer with Marriott Bonv...
 You don't have to go far for great deals. my account Find & Reserve Save 25% on our

Marriott Bonvoy 7/16/2020
Earn 75,000 Bonus Points
 Get the Marriott Bonvoy Business American Express Card. My Account Find & Reserve

Marriott Bonvoy Traveler 7/18/2020
Are you ready for a summer road trip, Bry...
 Including tips, routes, detours and more to help you make the most of the season.

Marriott Bonvoy 7/21/2020
Save 15% on Marriott Bonvoy eGiftCards
 Buy now. Redeem later for rooms and more. My Account Find & Reserve Marriott's

Eat Around Town by Marriott... 7/21/2020
Get Rewarded With Marriott Bonvoy Points
<http://view.email.rewardsnetwork.com/?qs=0b718bf2f90a4693b61c755d8f5fa200b>

Marriott Bonvoy Boutiques 7/21/2020
Shop Wellness Essentials from Your Favi...
 Plus, save 15% on eGiftCards to use on bedding, bath, and soothing scents. My

Shop Marriott 7/22/2020
Discover Your Best Sleep | \$500 Off Beds ...
 Last chance to save up to 30% on outdoor furniture, signature linens, Bourbon bar

Marriott Bonvoy 7/22/2020
Save 25% This Summer with Marriott Bonv...
 You don't have to go far for great deals. my account Find & Reserve Save 25% on our

Marriott Bonvoy 7/23/2020
We've Added 25 Elite Night Credits to You...
 We look forward to welcoming you back to a rewarding stay. My Account Find & Reserve

Marriott Bonvoy 7/24/2020
You Choose: 2 Great Credit Card Offers
 Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Marriott Bonvoy 7/28/2020
Your Marriott Bonvoy Account Update: Sp...
 See What's New in July My Account Find & Reserve Platinum | 187516 Points Your Elite

Marriott Bonvoy 7/29/2020
Palm Springs Perfection: 10% Off
 Swanky vibes and cool pools for your Rat Pack. My Account Find & Reserve Palm

Marriott Bonvoy 7/30/2020
Earn 75,000 Bonus Points
 Get the Marriott Bonvoy Business American Express Card. My Account Find & Reserve

23 Total Campaigns

# Loyalty	# Non-Loyalty
15	8

Elite Member Inbox: 8/1 – 8/31/2020

Key: Inspire/Inform/Recognize

Eat Around Town by Marriott ... 8/4/2020
Planning on Ordering in Tonight?
<http://view.email.rewardsnetwork.com/?qs=2e91da220dcd31198e1afaee062d454aa>

Marriott Bonvoy 8/5/2020
Savor Summer Savings — 25% Off
 Find your getaway with Marriott Bonvoy Escapes. my account Find & Reserve Save

Shop Marriott 8/7/2020
Dive Into Summer Fun with 30% Off Outdo...
 Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/8/2020
We Miss You, Bryan
 Take a look at these great deals on summer travel – including staycations and more. My

Marriott Bonvoy 8/10/2020
You Choose: 2 Great Credit Card Offers
 Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Marriott Bonvoy 8/11/2020
Bryan, Book by September 6 to Save 10%
 Get 10% off a spacious private home rental. My Account Find & Reserve Work. School.

Marriott Bonvoy 8/12/2020
Savor Summer Savings — 25% Off
 Find your getaway with Marriott Bonvoy Escapes. my account Find & Reserve Save

Marriott Bonvoy 8/15/2020
Save on Marriott patio furniture, bedding, ...
 Upgrade your home with products from your favorite hotel brands. my account Find &

Shop Marriott 8/20/2020
Build Your Most Comfortable Bed. Ever.
 Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/21/2020
Earn 2,500 Bonus Points per Stay
 Register now, then start earning. My Account Find & Reserve Views are even better with

Courtyard Newark Silicon Va... 8/21/2020
Relief Rate For Those Affected By Californ...
 HEADING 1 (ALL CAPS) This is where your most exciting news goes. This is the part that

Marriott Bonvoy Traveler 8/22/2020
5 U.S. Summer Weekend Destinations
 Plus, tips to help you travel with peace of mind. BRYAN Find & Reserve Make Summer

Marriott Bonvoy 8/25/2020
You Choose: 2 Great Credit Card Offers
 Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Eat Around Town by Marriot... 8/25/2020
Get Rewarded With Marriott Bonvoy Points
<http://view.email.rewardsnetwork.com/?qs=787eb14719ad33a6b4ebc8d0e0d92b7fi>

Marriott Bonvoy 8/27/2020
Your Marriott Bonvoy Account Update: Sp...
 See What's New in August My Account Find & Reserve Platinum | 187516 Points Face

Marriott Bonvoy 8/27/2020
Save 25% on 4,900+ Hotels and Resorts
 Extend summer with our largest sale! my account Find & Reserve Our largest sale of

Shop Marriott 8/27/2020
30% Off Pillows for the Most Discriminatin...
 Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 8/29/2020
Vacation Misses You, Bryan
 Save on staycations, road trips, resort vacations and more. My Account Find &

18 Total Campaigns

# Loyalty	# Non-Loyalty
12	6

Elite Member Inbox: 9/1 - 9/30/2020

Key: Inspire/Inform/Recognize

Hannah from Courtyard New... 9/2/2020
Flash Sale: Discover To The Bay Area With...
 HEADING 1 (ALL CAPS) This is where your most exciting news goes. This is the part that

Shop Marriott 9/8/2020
Soak In The Day With 30% Off Bath
 Web Version:
<https://view.em.shopmarriott.com>

Eat Around Town by Marriott ... 9/8/2020
Planning on Ordering in Tonight?
<http://view.email.rewardsnetwork.com/?qs=703d858b32db3568d433e38c26b1755>

Marriott Bonvoy 9/9/2020
Announcing the Latest in Luxury
 Indulge with up to a \$300 credit. my account Find & Reserve Book by Sunday to receive up

Marriott Bonvoy 9/11/2020
You Can Still Earn 2,500 Bonus Points per ...
 Don't forget to register now, then earn. My Account Find & Reserve Views are even

Marriott Bonvoy 9/11/2020
Relax. Refresh. Repeat.
 Get 15% on quick escapes and long-term stays. My Account Find & Reserve Turn over a

Marriott Bonvoy on Behalf of... 9/14/2020
Reserve Now, Travel Later
 Stay 5 nights in Hawaii from \$799*, with 12 months to travel. My Account Find & Reserve

Marriott Bonvoy 9/15/2020
You Choose: 2 Great Credit Card Offers
 Boundless = 100,000 points. Bold = 50,000 points. My Account Find & Reserve You

Shop Marriott 9/16/2020
This Is It. 30% Off Ends Tomorrow
 Web Version:
<https://view.em.shopmarriott.com>

Marriott Bonvoy 9/17/2020
Your Marriott Bonvoy Account Update: Sp...
 See What's New in September My Account Find & Reserve Platinum | 187516 Points

Marriott Bonvoy Traveler 9/19/2020
Tips to Travel Slower
 Plus, staycation ideas for when you want to get away—close to home. BRYAN Find &

Marriott Bonvoy 9/21/2020
Get a 50% Bonus for Your Next Vacation
 Buy or gift points now. My Account Find & Reserve More to dream about Buy points and

Marriott Bonvoy 9/22/2020
2,500 Bonus Points per Stay Await You
 You're registered to earn through October 18. My Account Find & Reserve You're registered

Eat Around Town by Marriott... 9/22/2020
Change Is in the Air
<http://view.email.rewardsnetwork.com/?qs=9f4fec163cfa4bd06ba887dc6a46c5a5a>

Marriott Bonvoy 9/24/2020
Trending in Travel: The Great Outdoors
 Bryan, discover 10 hotels that get you closer to nature My Account Find & Reserve What's

The Ritz-Carlton Yacht Colle... 9/28/2020
New 5-Night Tropical Island Escape
 View online
<http://view.e.ritzcarltonyachtcollection.com>

Marriott Bonvoy 9/28/2020
Two Special Bonus Offers End 9/30
 100,000 bonus points with Boundless. 50,000 bonus points with Bold. My Account Find &

Marriott Bonvoy 9/28/2020
Points + Miles on Stays. Miles + Points on ...
 Register for Your World Rewards. My Account Find & Reserve Your World Rewards: More

Marriott Bonvoy 9/30/2020
Get Away with 25% Off
 Book by Sunday to save more. my account Find & Reserve Take a weekend break and

19 Total Campaigns

Loyalty

13

Non-Loyalty

6

Inbox Recommendations

- Plan for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings
- Consider how these messages will compliment the daily automated emails
- Use data to improve the experience
 - Which days are high engagement days (opens, clicks, bookings)?
 - When do key segments respond?



KEY INITIATIVES & CAMPAIGNS

- Activation Email Series (Emails 1, 2)
- Project Wanderlust
- Abandoned Search (Emails 3 thru 6)
- MAU Q3 Trends
- Traveler Q3 Trends

2 of 6 Activation Emails Launched in Q3 2020

Primary Goals

Increase engagement

Drive bookings

Targeting 4 Segments

Basic Members (New, Active, Inactive)

Non-Members (Active)

Contribution (Email 1 & 2)

4.2K Bookings

\$1.2M Revenue

Travel Deals

Offers

Peace of Mind

Travel Tips

Email 1

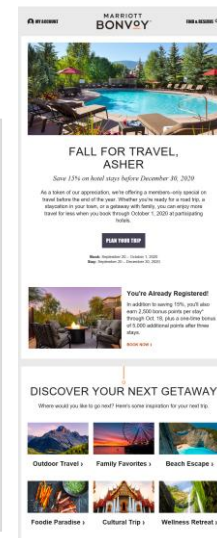
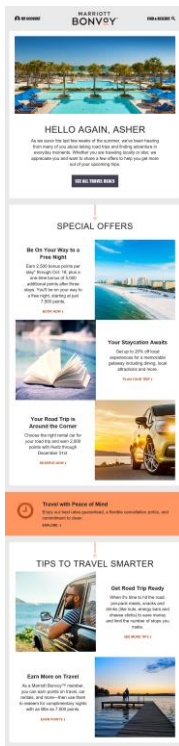
Launched 9/4/20

Delivered	13.5M
Open Rate	12.3%
CTOR	4.9%
Unsub. Rate	0.25%
Bookings	856
Revenue	\$241.1K
BPK	0.06

Email 2

Launched 9/20/20

Delivered	13.4M	(vs. Email 1)
Open Rate	12.3%	0.0 pts.
CTOR	6.1%	+1.2 pts.
Unsub. Rate	0.21%	-0.04 pts.
Bookings	3.4K	+297%
Revenue	\$938.2K	+289%
BPK	0.25	+300%



Exclusive Offer
15% off

GloPro Reminder
(dynamic)

Travel Ideas

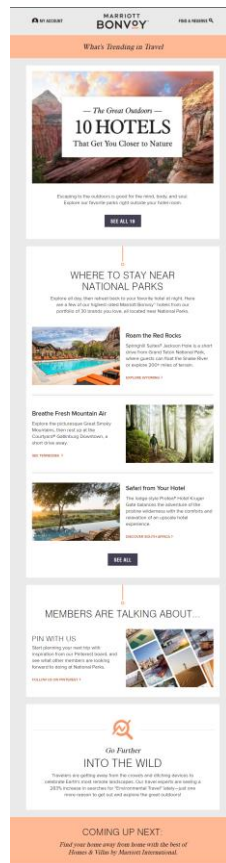
Segments Responded Favorably To Fall Travel Offer (Email 2)

- Engagement showed that segments were interested in an exclusive booking offer
- Total bookings and BPK increased significantly for all segments with Email 2 Fall Travel offer of 15% off
- Full analysis is underway to measure email audience engagement vs. control segments

Segments	Email 1 (Travel Deals) 9/4/20					Email 2 (Exclusive Fall Travel Offer) 9/20/20				
	Delivered	Open Rate	CTOR	Bookings	BPK	Delivered	Open Rate	CTOR	Bookings	BPK
New Members	1.6 M	9.1%	9.4%	153	0.10	1.6 M	8.8%	12.5%	659	0.40
Engaged Tenured (has at least 1 stay and/or opens email)	3.2 M	8.4%	7.0%	350	0.11	3.1 M	8.3%	9.4%	1,232	0.40
Inactive Tenured (non-stayer and opens email)	5.8 M	16.6%	3.6%	324	0.06	5.7 M	17.0%	4.4%	1,272	0.22
Active Non-Members	3.0 M	9.9%	5.3%	29	0.01	2.9 M	9.3%	5.8%	234	0.08

New Travel Inspiration Launched: Project Wanderlust

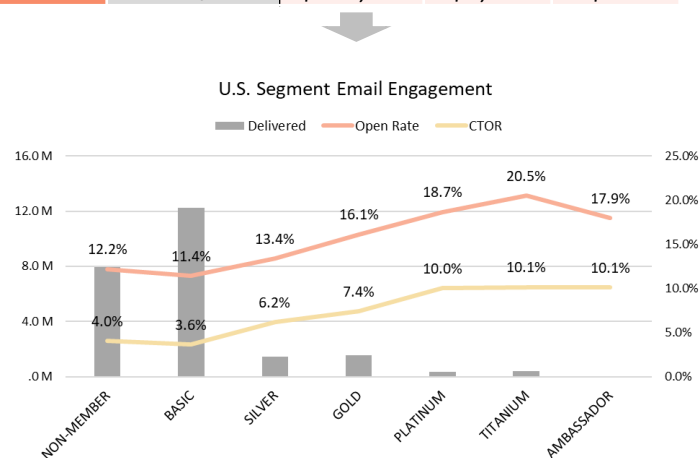
- Launched 9/24/20 targeting residents in the U.S., Canada, and CALA
- First email in a series featuring the latest travel trends and inspirational content
- U.S. made up 94% of delivered emails and upper Elites were highly engaged with 10% CTRs
- Recommend subject line testing with each deployment to help lift rates



Subject line: Trending in Travel: The Great Outdoors

Pre-header: Cindy, discover 10 hotels that get you closer to nature

Segments	TOTAL	US	CANADA	CALA
Delivered	25.4 M	23.9 M	1.3 M	239.5 K
Open Rate	12.6%	12.4%	16.7%	14.7%
CTR	0.6%	0.6%	0.5%	0.4%
CTOR	4.5%	4.6%	3.1%	2.8%
Unsub Rate	0.30%	0.30%	0.37%	0.22%
Bookings	745	707	33	5
Revenue	\$226,929	\$220,654	\$5,315	\$960

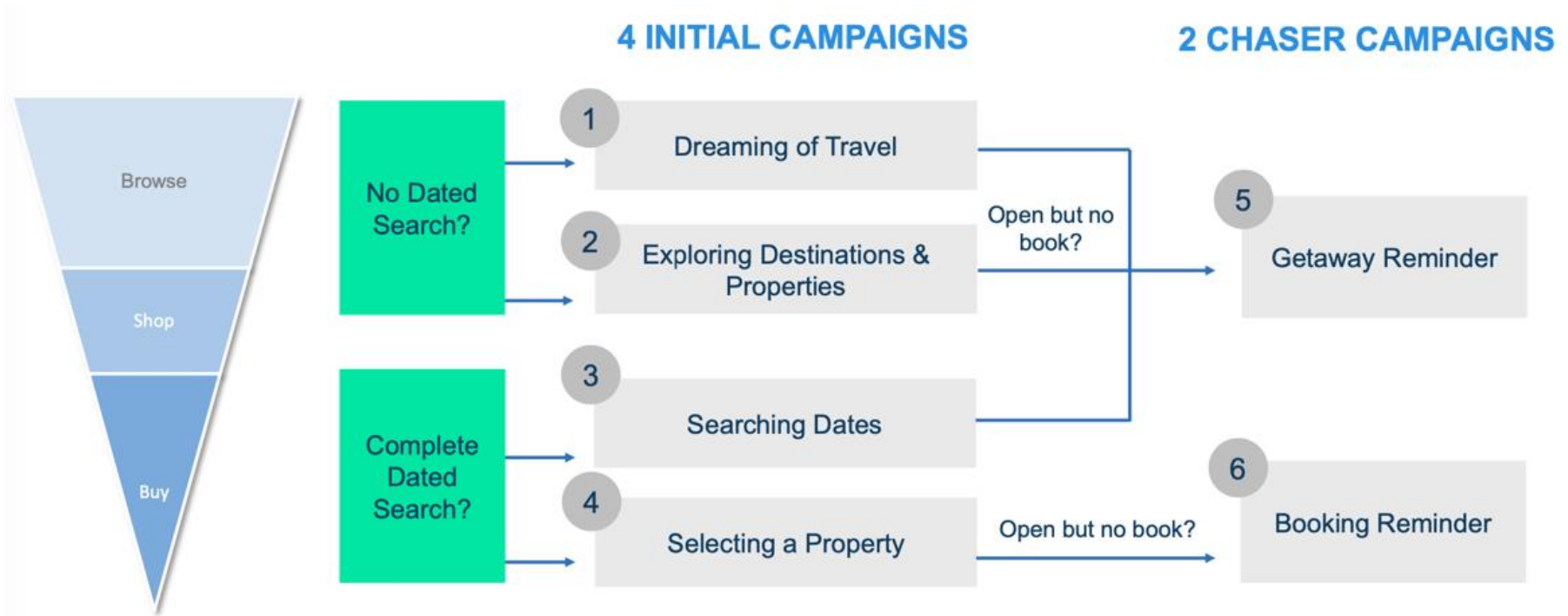


How Did Travel Inspiration Content Compare?

- Establish campaign goals for Project Wanderlust to track engagement success
 - Recommend using open rate (awareness)
- Consider targeting audiences with the likelihood of engaging in travel inspiration content to lift KPIs
 - Target audiences like: Traveler openers, MAU openers, promo registrants, etc.
- Use interactive email polls to gauge response to content and determine future travel needs

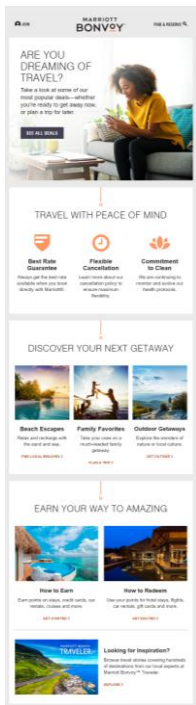
	Project Wanderlust 9/24	Sept. Traveler 9/19	vs. Traveler
DELIVERED	25.4 M	10.9 M	132.6%
OPEN	3.2 M	2.9 M	9.1%
OPEN%	12.6%	26.9%	-14.3 pts.
CLICK	142.6 K	95.8 K	48.9%
CTR	0.6%	0.9%	-0.3 pts.
CTOR	4.5%	3.3%	+1.2 pts.
UNSUB	76.4 K	18.8 K	305.5%
UNSUB%	0.30%	0.17%	+0.13 pts.
BOOKINGS	745	238	213.0%
RMNTS	1.6 K	621	149.8%
REVENUE	\$226.9 K	\$78.7 K	188.5%
CONV%	0.52%	0.25%	+0.3 pts.
BPK	0.03	0.02	34.6%

Abandoned Search Re-Launch: Six campaigns that reach M.com visitors in the browse, shop, and buy stages



Re-Launched Abandoned Search, Now 6 Campaign Series

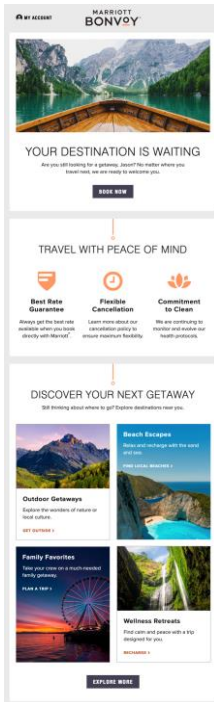
Email #1 Getaway Travel (9/21)



Email #2 Exploring Destinations & Prop (8/27)



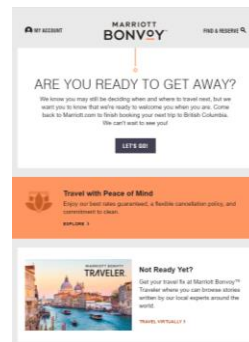
Email #3 Dated Search (8/4)



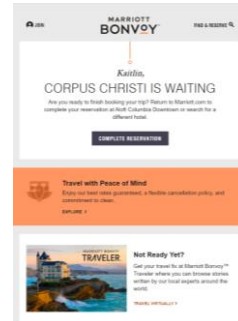
Email #4 Selecting a Property (8/27)



Email #5 Getaway Reminder (9/22)

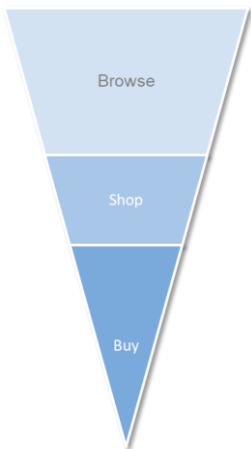


Email #6 Booking Reminder (9/21)



\$1.2M Generated From Abandoned Search Emails in Q3 2020

- Targeted emails generated above average open and click rate engagement
- Emails sent during the buy phase had higher revenue value compared to other messages
- Reminders drove additional value, especially the booking reminder with over \$2 in revenue per delivered email
- As of 10/10, over 3M emails were delivered resulting in \$1.4M (an avg. of \$0.47 in incremental revenue per email)



Emails	Delivered	Open Rate	CTOR	Bookings	Rmnts	Revenue	Rev/Dlvd.
1. DREAMING OF TRAVEL	109,050	23.9%	8.2%	94	219	\$ 29,657	\$ 0.27
2. EXPLORING DESTINATIONS	206,984	31.6%	13.5%	537	1,233	\$ 169,789	\$ 0.82
3. DATED SEARCH	1,667,460	32.9%	8.8%	2,228	4,890	\$ 682,331	\$ 0.41
5. GETAWAY REMINDER	71,121	47.8%	4.9%	68	159	\$ 23,940	\$ 0.34
4. BOOK YOUR VACATION	127,608	31.5%	18.4%	670	1,566	\$ 245,272	\$ 1.92
6. BOOKING REMINDER	6,690	46.9%	9.8%	26	86	\$ 14,587	\$ 2.18
TOTAL	2,188,913	32.7%	9.6%	3,623	8,153	\$ 1,165,575	\$ 0.53

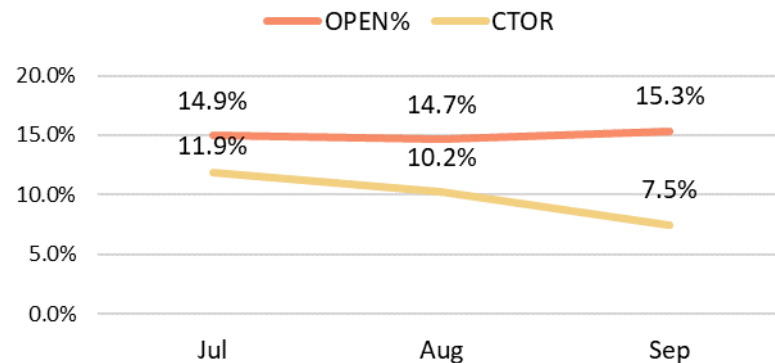
2019 Abandoned Search (Aug & Sep 2019)			
	Total	Dest.	Prop.
Delivered	853.3 K	87.6 K	765.7 K
Open Rate	39.3%	30.5%	40.3%
CTOR	9.7%	13.1%	9.4%
Rev/Dlvd	\$1.17	\$1.44	\$1.13

MAU Q3 Trends

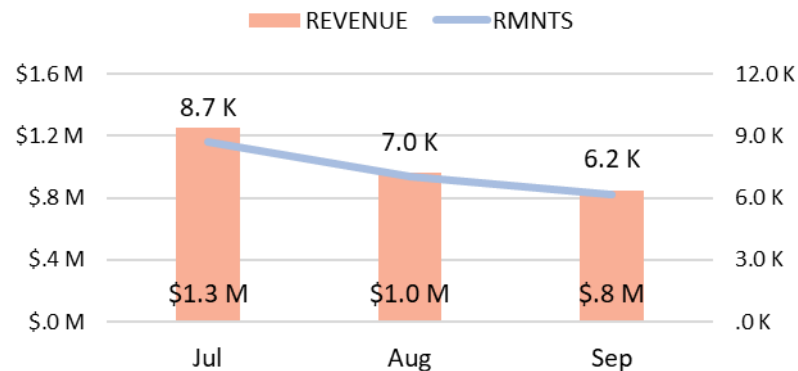
- Positive QoQ email engagement, but open rate declines may be signal for greater personalization to excite & attract ongoing readership MoM
- Financial metrics rebounded from Q2 lows, but continue to be down overall due to the current market state

	MAU Q3 2020	QoQ	YoY
DELIVERED	86.8 M	0.1%	-6.2%
OPEN%	15.0%	-1.5 pts.	-2.0 pts.
CTR	1.5%	+0.2 pts.	-0.5 pts.
CTOR	9.9%	+2.0 pts.	-2.0 pts.
UNSUB%	0.13%	-0.0 pts.	-0.1 pts.
BOOKINGS	10.1 K	13.1%	-74.9%
RMNTS	21.9 K	6.5%	-75.9%
REVENUE	\$3.1 M	8.6%	-79.8%
CONV%	0.8%	-0.0 pts.	-1.4 pts.
BPK	0.12	13.0%	-73.3%

MAU Q3 2020 Engagement Trends



MAU Q3 2020 Financial Trends



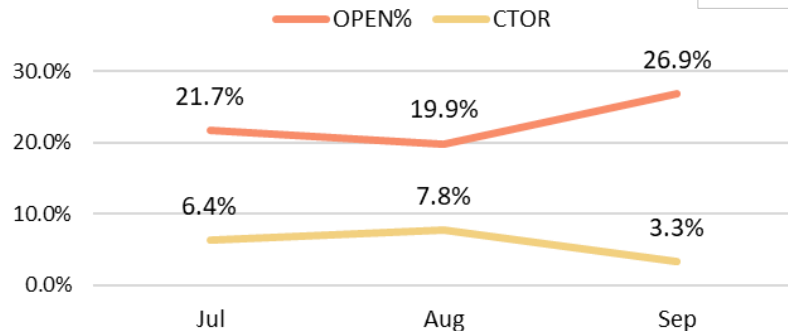
Traveler Q3 Trends

- Positive QoQ and YoY engagement with Traveler content
- Returning to targeted email criteria from broader targeting in Q2 led to QoQ declines
- Plans are in place to continue refining the email audience
- Slow travel theme was introduced in Sep; response was not as strong as summer getaway theme in Aug

	Traveler Q3 2020	QoQ	YoY
DELIVERED	34.3 M	-46.5%	15.7%
OPEN%	22.7%	+1.1 pts.	+9.8 pts.
CTR	1.3%	+0.4 pts.	+0.4 pts.
CTOR	5.6%	+1.6 pts.	-1.1 pts.
UNSUB%	0.16%	-0.0 pts.	+0.0 pts.
BOOKINGS	1.3 K	4.6%	-40.7%
RMNTS	2.9 K	-3.1%	-38.5%
REVENUE	\$425.1 K	-11.8%	-43.0%
CONV%	0.3%	+0.1 pts.	-0.6 pts.
BPK	0.04	95.6%	-48.8%

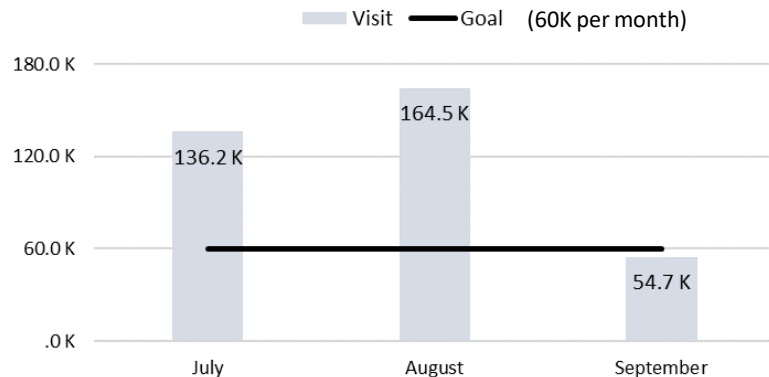
Traveler Q3 2020 Engagement Trends

Email Goals:
Open Rate: 15%
CTOR: 6%



Traveler Q3 2020 Site Visit Trends

(Traffic source: Traveler Newsletter)





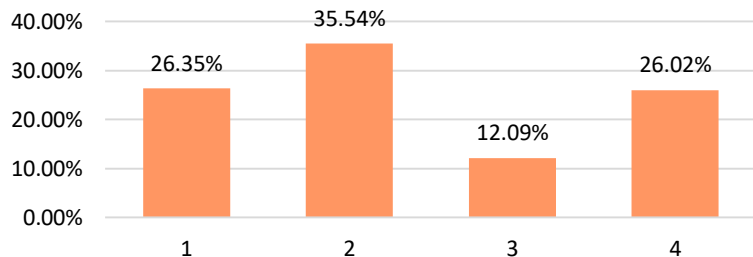
TESTING & OPTIMIZATION

More Readers Were Interested In Traveling Than Not

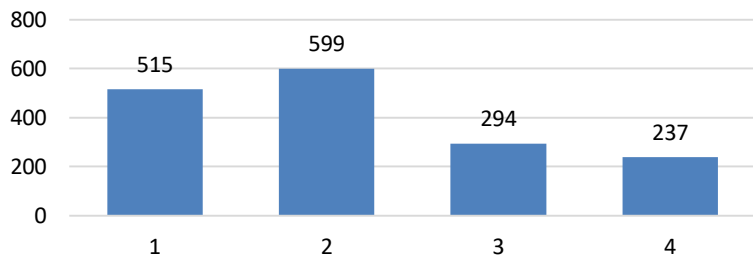
Traveler July 2020 | INTERACTIVE POLL (WYLEI)

1 – Staycation in my town | 2 – I'm ready for a road trip
3 – My next big getaway | 4 – I'm still not ready

OVERALL RESULTS (% of Clicks)



LANDING PAGE CLICKS (# of Clicks)



- Overall, **(2) I'm ready for a road trip** performed best. This was consistent across almost all audience segments.
- **(1) Staycation in my town** and **(4) I'm still not ready** were 2nd and 3rd respectively, but variations occurred across different audience segments.
- **(3) My next big getaway** was the lowest performing answer across all audience segments.

60% of Responders Need A Change Of Scenery Or Want To Visit Family

Traveler Sept 2020 | INTERACTIVE POLL (WYLEI)



Take Our Poll

What's driving your future travel plans?

Visiting family

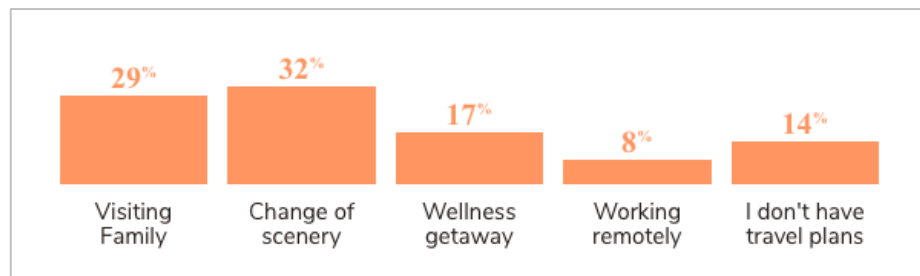
Change of scenery

Wellness getaway

Working remotely

I don't have travel plans

Poll Results



19.4% Hero CTR Lift From CTA Optimization

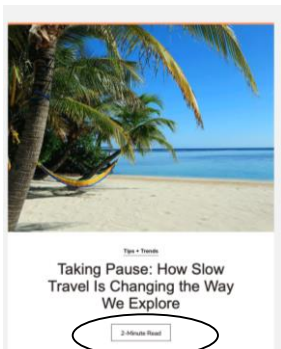
Traveler July 2020 | DYNAMIC CONTENT ASSEMBLY (WYLEI)

Test Overview

- Use Wylei's optimization platform to test 4 distinct call-to-action buttons.

Variants:

- CTAs:

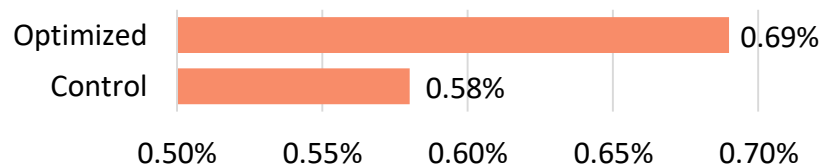


- 1 2-Minute Read ← **2-Minute Read** was the top performer across all segments.
- 2 Read Article
- 3 Travel Slower
- 4 Learn How

Overall Results

- Wylei produced a 19.4% lift over control.
- Results were statistically significant.

Optimization Results – CTR %



	Unique Opens	Unique Clicks	CTR %	Lift	SS
Optimized	3,027,135	21,023	0.69%	19.36%	99.5%
Control	337,024	1,961	.58%		

Summer Misses You Solo – Wylei Dynamic Content Assembly Optimization Test

Overview: MBV utilized Wylei's Dynamic Content Assembly to optimize the hero image and CTA button for the August Summer Misses You solo campaign

Variants:

5 Hero's featuring 4 brands & associated headlines

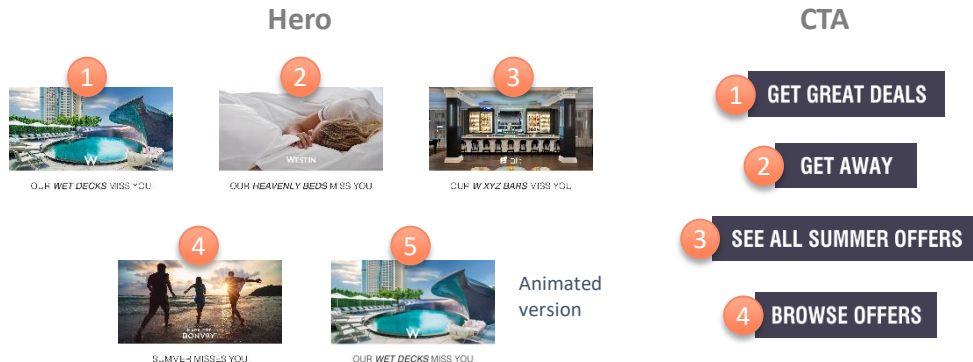
- W – Our Wet Decks Miss You
- Westin – Our Heavenly Beds Miss You
- Aloft – Our WXYX Bars Miss You
- Marriott Bonvoy – Summer Misses You
- Animated GIF of all images

4 Call-To-Action Buttons

- Get Great Deals
- Get Away
- See All Summer Offers
- Browse Offers

Results: Wylei's optimization platform was able to produce a **24.8%** lift over the control

Variants



Optimization Results

	Unique Opens	Unique Clicks	Unique CTOR	LIFT	SS
Optimized	2,015,674	87,662	4.35%	24.80%	Yes
Control	224,512	7,824	3.48%		

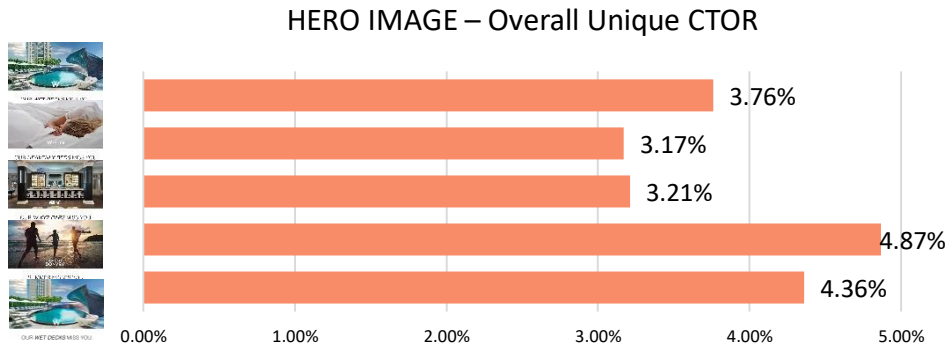
Summer Misses You Solo – Dynamic Content Assembly – Hero Image Results

Hero Image:

Overall, the **(#4) MBV Summer Misses You** hero image had the highest CTOR and drove significant lift over the control group with Gold and Platinum+ members, and members with higher point totals.

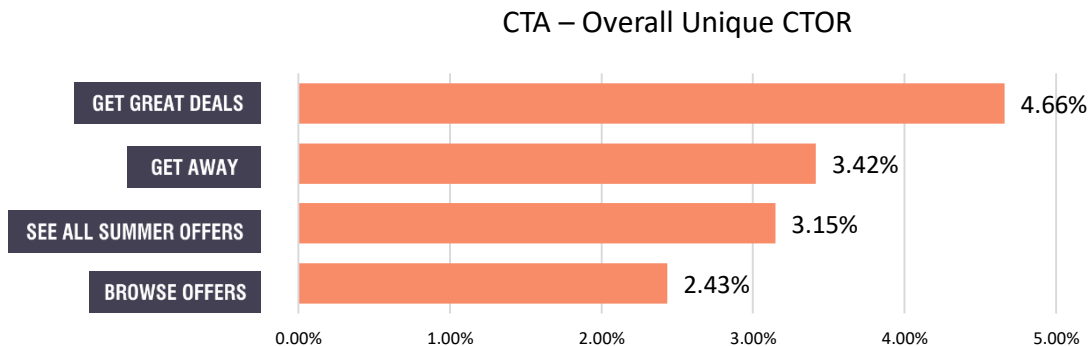
(#1) W – Our Wet Decks Miss You performed very well with Basic, Low Points, and Low-Nights members.

The **Animated Hero (#5)** saw the most consistent lift over control for all segments above the lowest lever of those segments.



CTA:

CTA **(#1) Get Great Deals** was the clear winner across all segments and levels.





ACTIONABLE INSIGHTS

Solo Recommendations

- Look for opportunities to streamline targeting for non-booking solos to lift engagement rates
- Activate audiences that engaged with non-booking solos, like Gift Card Sale, with follow-up engagement messages
 - Dynamic content in MAU, Incent Redemption, and/or in a follow-up solo
 - Example Gift Card messages:
 - Where to use your GC/it never expires (local re-openings or brand recommendations)
 - Work anywhere and use GC at onsite spa
 - Add on an extra night with your GC
- Use 2020 engagement to set benchmarks and 2021 goals
- Establish ongoing communication plans and consistent tracking across emails

Inbox Recommendations

- Establish campaign goals for Project Wanderlust campaigns to track engagement success
 - Consider open rate (awareness)
 - Add reader poll to measure response/engagement with content
- Plan for a weekly inbox mix of desired outcomes: inspire, educate, and drive bookings
- Consider how these messages will compliment the daily automated emails
- Use data to improve the experience
 - Which days are high engagement days (opens, clicks, bookings)?
 - When do key segments respond?

Additional Recommendations

- Recommend subject line testing with almost every mailing to help lift open rates; starting to use AIQ with some emails, but suggest using Harmony's test & roll and/or traditional A/B testing methods in the meantime
- Continue refining segmentation and personalization efforts that improve content relevancy; leverage additional data and past email activity to help identify audiences that have a higher likelihood of engaging
- Consider targeting audiences for Project Wanderlust that have a high likelihood of engaging in travel inspiration content to lift engagement; target audiences like: Traveler openers, MAU openers, promo registrants, etc.
 - Use interactive email polls to gauge response to content and determine future travel needs
- For MAU, look for opportunities for greater authenticity & personalization to excite, attract, and reassure members
 - Point expiration: static reminder about the pause until Feb 2021 for those with a balance
 - Cobrand Acquisition: remind me to earn now to redeem later, or to keep account active since I'm not traveling
 - Abandoned Search: booking reminder (high placement in the email)
 - Flexible cancellation: benefit reminder that shows understanding of last-minute changes & provides booking peace of mind

INDUSTRY EXAMPLES

Pre-Header: Hotel of the Week

When you buy something using the links on our site, we may earn a small affiliate commission. We do not intend to include all available companies or products. The editorial content is for the user not provided by any of the

Industry Example:

Low Point Balance Members

Potential MAU content around the holidays


Subject Line: You've got points, we've got more gift card options.

Pre-Header: Enjoy more gift card choices this season. Explore Now.


Win/win positioning in the subject line

Merchandising

Contextual relevancy



Erica | 7,539 points
8344772861 | [My Account](#)









JUST IN:
MORE GIFT CARDS

Enjoy more choices when it comes to [redeeming](#) your Amtrak Guest Rewards® points for gift cards. Now you can complete all your shopping in just a few clicks with new offerings from Target®, Amazon®, Apple® and more. Along with these new retailers, you'll also enjoy lower gift card amounts starting at \$15, so you can start redeeming with just 1,500 points.

We realize you may not be traveling as much, so we hope you enjoy this special redemption offer through December 31. Thank you for being an Amtrak Guest Rewards member.

[EXPLORE REWARDS](#)



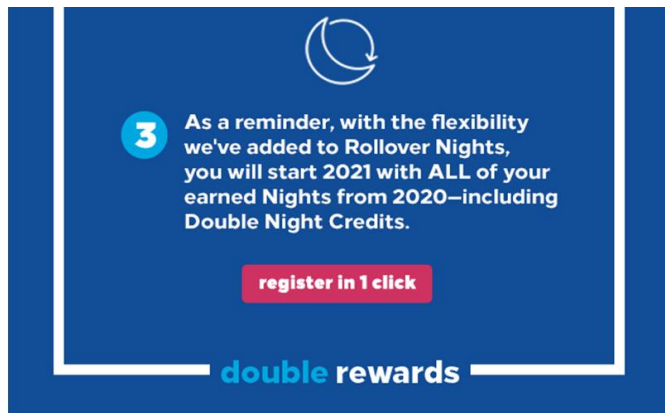


Industry Example:

Relevant, program reassurance reminder

Seed these program messages into booking related emails to provide (status extension, point expiration, SNAs)

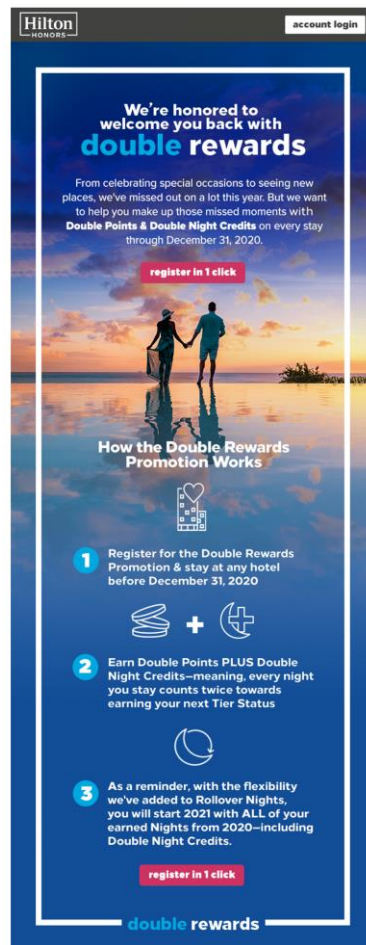
Subject line: Enjoy Double Points + Double Night Credits on every stay
Pre-Header:



3 As a reminder, with the flexibility we've added to Rollover Nights, you will start 2021 with ALL of your earned Nights from 2020—including Double Night Credits.

register in 1 click

double rewards



Hilton HONORS account login

We're honored to welcome you back with **double rewards**

From celebrating special occasions to seeing new places, we've missed out on a lot this year. But we want to help you make up those missed moments with **Double Points & Double Night Credits** on every stay through December 31, 2020.

register in 1 click

How the Double Rewards Promotion Works

- 1 Register for the Double Rewards Promotion & stay at any hotel before December 31, 2020
- 2 Earn Double Points PLUS Double Night Credits—meaning, every night you stay counts twice towards earning your next Tier Status
- 3 As a reminder, with the flexibility we've added to Rollover Nights, you will start 2021 with ALL of your earned Nights from 2020—including Double Night Credits.

register in 1 click

double rewards



Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

And after the work day make time to get-out and play. Enjoy the adult-only or family pool, dine under the stars with a \$50 dining credit, or take advantage of the numerous resort activities curated to satisfy every whim.

Your package includes:

- A \$50 Dining Credit (per stay)
- Complimentary Executive Assistant Services for print, copy, or zoom call setups
- Wi-Fi, High-Speed Internet Access
- Unlimited Driving Range Use

[BOOK NOW](#)

Drive In and Park for Free. No Resort Fees.
Cancellation fees are waived with a minimum of 24 hours notice.

*Offer Terms and Conditions apply. Click for complete offer information.



Get Out to Play After the School & Work Day

This is the return to a life well lived. Where personal luxury meets playful freedom. A haven for the adventurer, the wanderer and the endlessly curious.

Get-out to play after the school and work day - It's a golden time to rediscover Southern California's greater outdoors. Golf in the crisp mornings. Movie night at the pool. Lawn games on repeat. And if slow is your travel setting, there are new opportunities to downshift mindfully. Reserve private yoga on the terrace; Bond with an owl; Gaze at a canopy of stars from your balcony. Take the walkway less traveled.

[RESORT ACTIVITIES](#)

Getaway or Get-Out and Play Packages



- 4th Night FREE:** Stay 4 nights - From our time at the resort, we'll give you the 4th night free. Book 1 night and get the 4th night free. [Click for details.](#)
- Stay in Safari Adventure:** Take a walk on the wild side, enjoy a complimentary safari tour, and a complimentary breakfast. [Click for details.](#)
- Up to Par! All Play, No Pay:** A day's a golfing moment, don't miss it. Enjoy a complimentary golf cart and a complimentary golf lesson. [Click for details.](#)

[BOOK A PACKAGE](#)

Work Anywhere Marketing: Stay, Play, Work Package

Subject Line: A Haven for the Work Week

Pre-Header: Stay, Play, Work in San Diego

Stay, Play, Work Package

A haven for the work week – escape the work-at-home and enjoy the luxuries of executive assistant services and private workspace sanctuaries. Check your email under a poolside cabana. Take Zoom calls on your private balcony. Find a cozy spot in one of the resort's gardens and focus on your project list.

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Drive In and Park for Free. No Resort Fees.
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*Offer Terms and Conditions apply. [Click for complete offer information.](#)

Practical application
and reason to stay

Appeals to families
juggling work &
school



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[RESORT ACTIVITIES](#)

Personalization, Authentic: Hilton Newsletter

Subject Line: Your Hilton Honors Monthly Statement



We see a trip in your future, Diana.

When you're ready to travel again, we'll be waiting for you. In the meantime, get the inside scoop on your Hilton Honors membership, travel tips & exclusive offers here.

Your Account Overview
Activity as of 31-Aug-2020

CURRENT TIER
Member

POINT BALANCE
0
View Points Activity

VIEW ACCOUNT

Hilton's Commitment to You During COVID-19 [Learn more >>](#)

Your Tier Progress

You need **10 more nights** to achieve **Silver Status**

Your 2020 Nights
Just a reminder that all nights you earn this year will automatically be rolled over to the 2021 calendar year and count towards your 2021-2023 Tier Status. [Learn more >>](#)

What's New?

PLAN YOUR FUTURE TRIP
We know it's a challenging time to plan travel, but we've got you covered with our flexible cancellation policy. Book an individual reservation by **September 30*** (for any stay date in the future) and you can change or cancel for free up to 24 hours before arrival. [Book now, decide later >>](#)

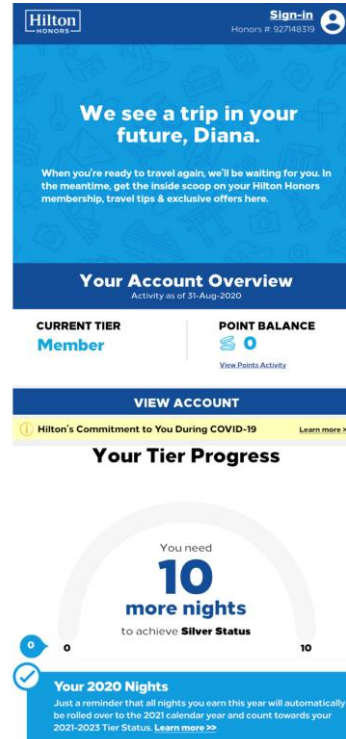
Earn Double Points & Double Night Credits on every stay
[register now](#)

EARN NOW, TRAVEL LATER
Earn 150k Bonus Points with the Hilton Honors Surpass® Card
[act now](#)

Enjoy on-property credits to use on dining, spa treatments & more.
[book now](#)

Stay with confidence.
We're delivering an even cleaner stay from check-in to check-out.

[f](#) [t](#) [i](#)



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Your Account Overview
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CURRENT TIER
Member

POINT BALANCE
0
View Points Activity

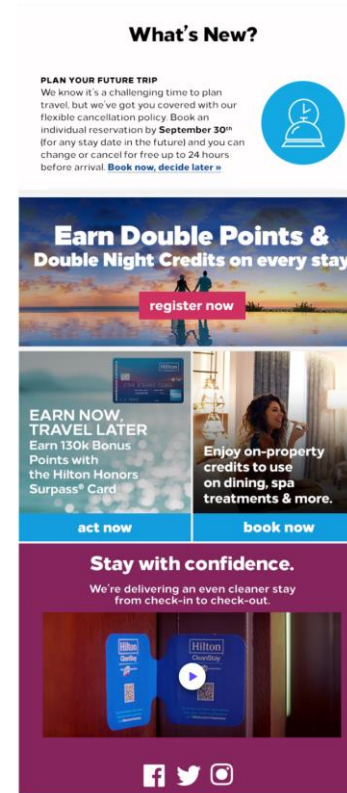
VIEW ACCOUNT

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PLAN YOUR FUTURE TRIP
We know it's a challenging time to plan travel, but we've got you covered with our flexible cancellation policy. Book an individual reservation by **September 30*** (for any stay date in the future) and you can change or cancel for free up to 24 hours before arrival. [Book now, decide later >>](#)

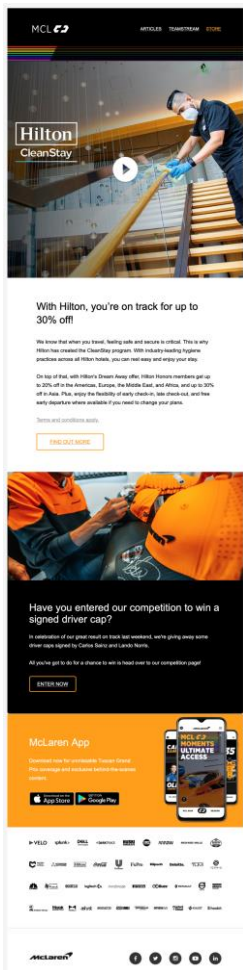
Earn Double Points & Double Night Credits on every stay
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EARN NOW, TRAVEL LATER
Earn 150k Bonus Points with the Hilton Honors Surpass® Card
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Enjoy on-property credits to use on dining, spa treatments & more.
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Stay with confidence.
We're delivering an even cleaner stay from check-in to check-out.

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Authentic, Friendly Tone: Hilton Partner Solo

Subject Line: Exclusive offer with Hilton Honors

With Hilton, you're on track for up to 30% off!

We know that when you travel, feeling safe and secure is critical. This is why Hilton has created the CleanStay program. With industry-leading hygiene practices across all Hilton hotels, you can rest easy and enjoy your stay.

On top of that, with Hilton's Dream Away offer, Hilton Honors members get up to 20% off in the Americas, Europe, the Middle East, and Africa, and up to 30% off in Asia. Plus, enjoy the flexibility of early check-in, late check-out, and free early departure where available if you need to change your plans.

[Terms and conditions apply.](#)

[FIND OUT MORE](#)

Recognizes current needs

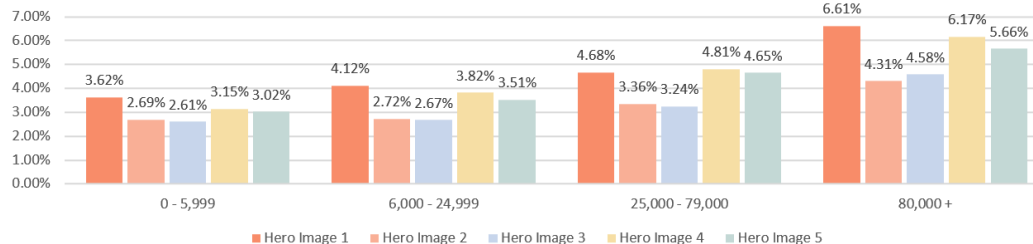
Provides reasons to book that reassure reader

Thank You!

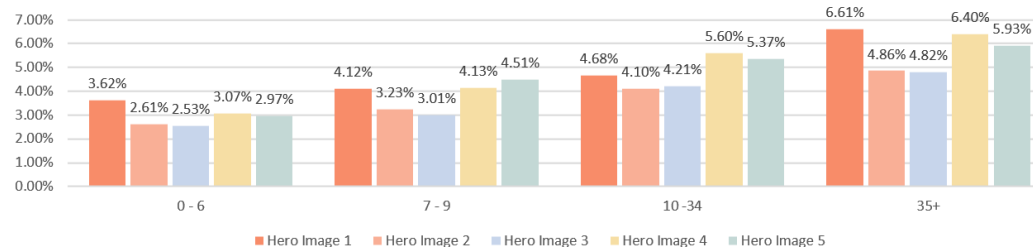
APPENDIX

Summer Misses You Solo – Dynamic Content Assembly – Hero Image by Segment

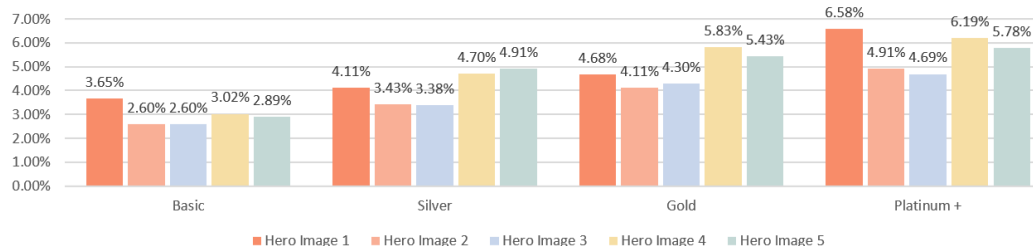
HERO - CTR by POINTS



HERO - CTR by NIGHTS



HERO - CTR by TIER



OUR WET DECKS MISS YOU



OUR HEAVENLY BEDS MISS YOU



OUR XYZ BARS MISS YOU



SUMMER MISSES YOU



OUR WET DECKS MISS YOU

Summer Misses You Solo – Dynamic Content Assembly – CTA by Segment

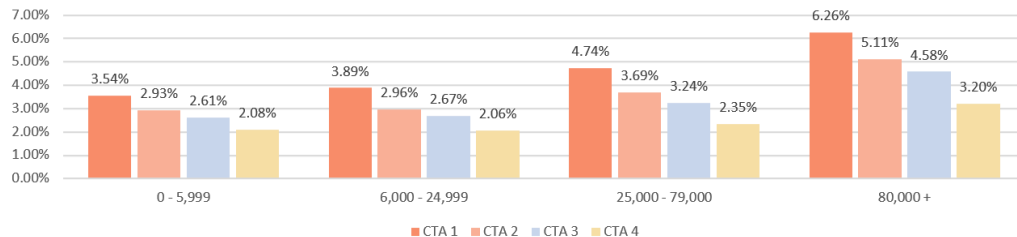
1 GET GREAT DEALS

2 GET AWAY

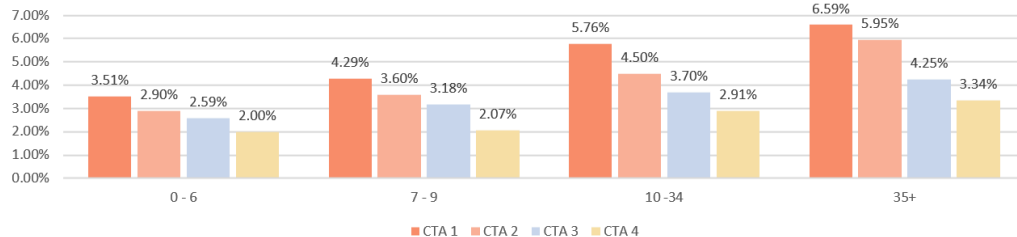
3 SEE ALL SUMMER OFFERS

4 BROWSE OFFERS

CTA - CTOR by POINTS



CTA - CTOR by NIGHTS



CTA - CTOR by TIER

