



Marriott Bonvoy

Q3 2024 Email Performance Review

November 5, 2024

MARRIOTT
BONVOY



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

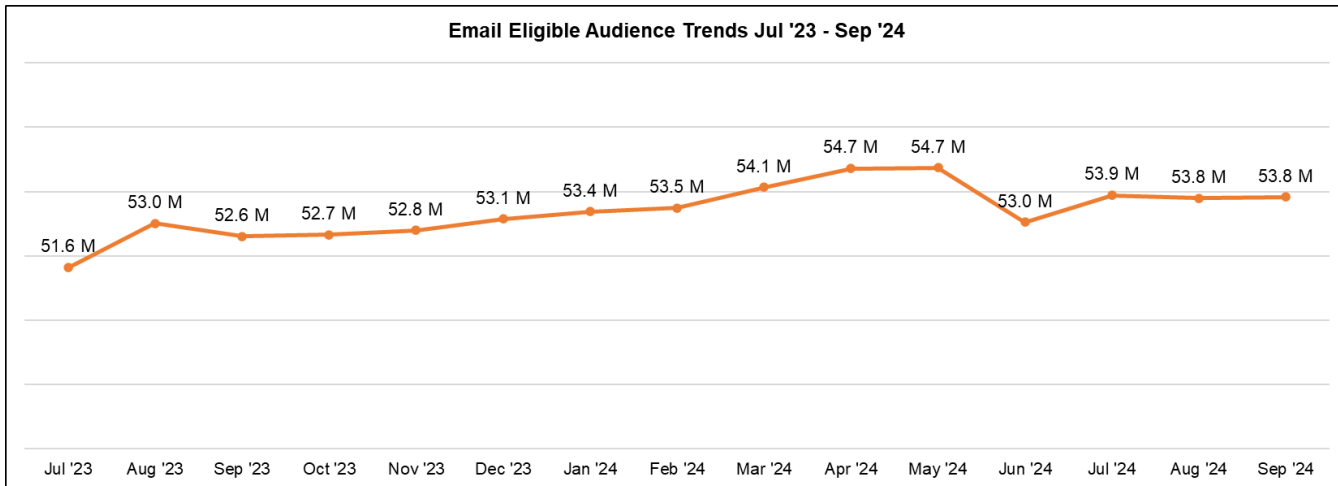
Agenda

- E-mailable Audience Summary
- Q3 2024 Performance Summary
- Q3 2024 Campaign Highlights
- Testing & Optimization Highlights
- Industry Examples
- Actionable Insights

EMAILABLE AUDIENCE SUMMARY

Emailable customer counts were flat across Q3

- Slight increase September MoM of +0.1% (+33.7 K)
 - Members increased by +0.2% (+98.2 K)
 - Non-Members decreased by -0.5% (-64.5 K)



Email Eligible (total)	53.8 M
MoM	+0.1% +33.7 K
Members	40.5 M
MoM	+0.2% +98.2 K
Non-Members	13.3 M
MoM	-0.5% -64.5 K

Report Date = Oct 1, 2024

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

MoM growth was steady for all regions

- Compared to August, APEC, EMEA and CALA saw an increase in members and a decrease in non-members, while North America and Greater China saw slight decreases in members and non-members.
- CALA continues to see the highest MoM growth rate in members compared to all regions; this month we saw +2.7% (+57.8 K).

Sep 2024 Emailable Audience by Region	North America	APEC	EMEA	Greater China	CALA	Total
Total % of total	36.2 M 67.2%	7.0 M 13.0%	4.4 M 8.2%	3.6 M 6.7%	2.5 M 4.6%	53.8 M +0.1% MoM
Members MoM	23.8 M -0.1%	6.6 M +0.8%	4.3 M +0.6%	3.6 M -0.9%	2.2 M +2.7%	40.5 M +0.2%
Non-Members MoM	12.4 M -0.4%	340.0 K -2.8%	119.9 K -1.6%	61.2 K -0.8%	357.7 K -0.4%	13.3 M -0.5%

Report Date: Oct 1, 2024

Q3 2024 PERFORMANCE SUMMARY



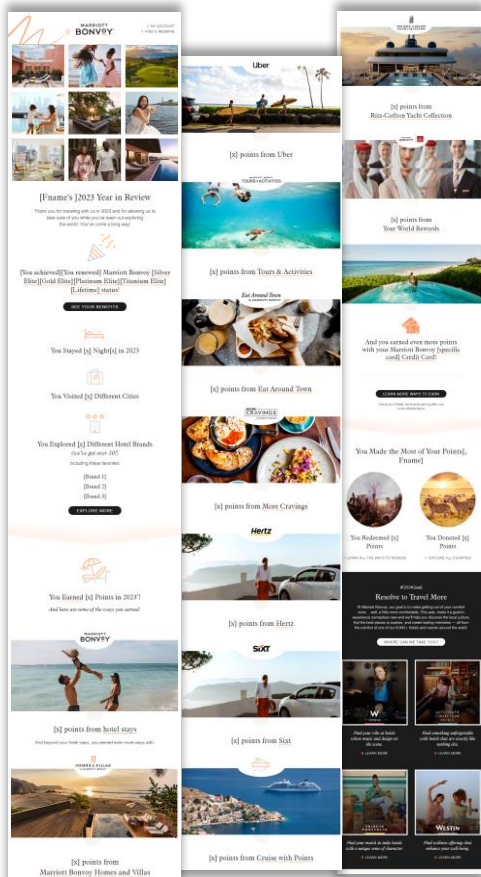
ONLINE
MEDIA
MARKETING &
ADVERTISING

Award-Winning & Finalists 2023-2024 Email Communications

WINNER

MAU Personal YIR
January 2024
**Best Use of Dynamic
Email Content**

*Marriott's Year in Review
Perfects Personalization*



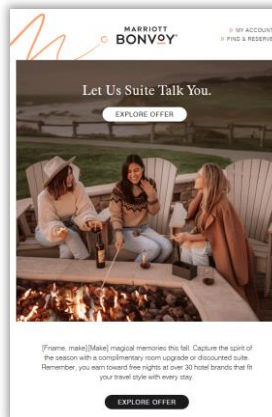
Announced Oct 2024.

To be eligible, the campaign
needed to deploy between
Aug 1, 2023 – Jul 31, 2024.

FINALIST

US/CAN Demand Gen
October 2023
Wildcard

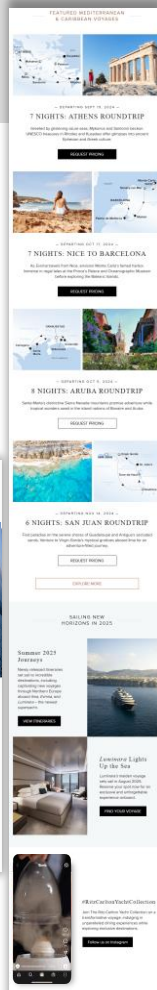
*Marriott Bonvoy "Suite Talks"
Subscribers with Autumn Offers*



FINALIST

RCYC
January 2024
Best Email Newsletter

*The Ritz-Carlton Yacht Collection
Inspires Travelers to Set Sail*



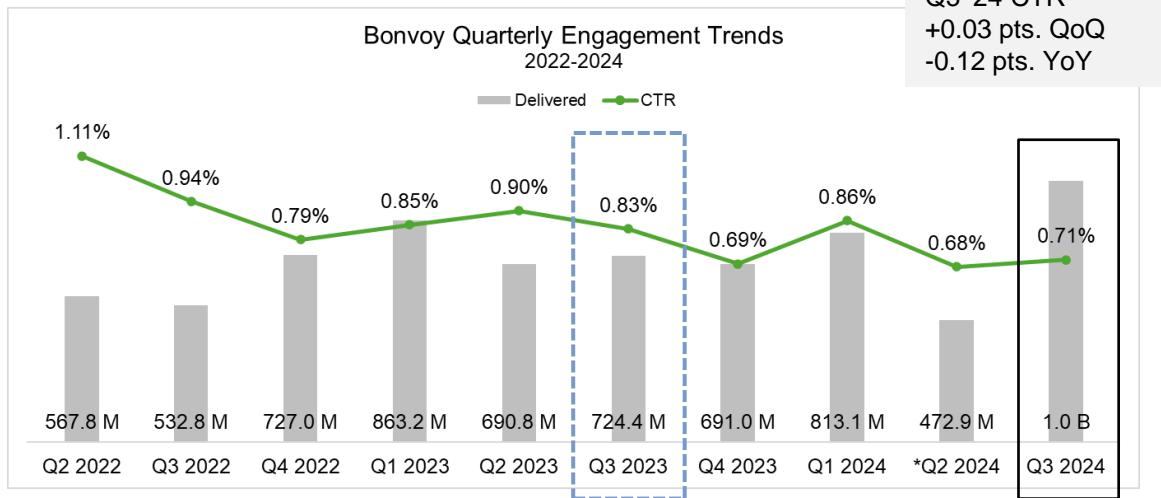
Q3 2024 Bonvoy Email Performance Dashboard

<div>53.8 M</div> <div>*Total Emailable</div> <div>+2.3 % YoY</div>		<div>1.3 M</div> <div>New Emailable</div> <div>2.4% of Total Emailable</div>	<div>Top Performance Drivers by Campaign Type</div> <div>(Delivered CTR)</div> <div><div><div>Cobrand ECM (11.7 M 3.7%)</div><div>Promotions (55.2 M 1.4%)</div><div>MAU (108.8 M 0.8%)</div></div><div><div>Lifecycle (24.1 M 2.3%)</div><div>E2L (4.9 M 1.2%)</div><div>Global-Local (71.8 M 0.7%)</div></div></div>		<div>\$18.5 M</div> <div>Revenue</div> <div>-2.8% YoY</div>	<div>41.6 K</div> <div>Bookings</div> <div>-3.5% YoY</div>	<div>0.58%</div> <div>Conv Rate</div> <div>-0.14 pts. YoY</div>
<div>92%</div> <div>**Available Q3 Delivery and Click Data</div>			<div>% of Deliveries by Member Level</div> <div>with CTR, Unsub Rate</div> <div><div>Level CTR Unsub</div><div><div>Basic 0.5% 0.19%</div><div>Elites 1.4% 0.07%</div><div>Non-Mbers 0.5% 0.41%</div></div></div> <div><div>% of Deliveries by Region</div><div>with CTR, Unsub Rate</div><div><div>Region CTR Unsub</div><div><div>US 0.7% 0.19%</div><div>EMEA 0.9% 0.28%</div><div>APAC 0.8% 0.15%</div><div>CANADA 1.2% 0.23%</div><div>CALA 0.7% 0.20%</div></div></div></div>		<div>Booking Contribution</div> <div>by Campaign Type</div> <div><div></div><div><div>ENGAGEMENT</div><div>LIFECYCLE</div><div>MAU</div><div>GLOBAL-LOCAL</div><div>COBRAND ECM</div><div>PARTNER</div><div>PROMOTIONS</div><div>COBRAND ACQ</div><div>METT</div><div>INFORMATIONAL</div><div>TRAVEL INSPIRATION</div><div>E2L</div><div>BRAND</div><div>LUX MAU</div><div>RC ENEWS</div><div>RESEARCH</div><div>OPTIN</div></div><div><div>8,207</div><div>6,659</div><div>5,492</div><div>3,333</div><div>3,209</div><div>2,994</div><div>2,892</div><div>2,498</div><div>1,711</div><div>1,671</div><div>1,195</div><div>779</div><div>658</div><div>238</div><div>68</div><div>21</div><div>20</div></div></div>		
<div>1.0 B</div> <div>Delivered</div> <div>+40.3% YoY</div>			<div>0.7%</div> <div>CTR</div> <div>-0.1 pts. YoY</div>		<div>0.19%</div> <div>Unsub Rate</div> <div>-0.07 pts. YoY</div>		
<div>Dashboard Notes:</div> <div><div><div></div><div>* As of Oct 1, 2024</div></div><div><div></div><div>**Source: Data Quality Tracker</div></div><div><div></div><div>Top Performance Drivers selected based on delivery volume and engagement</div></div></div>							

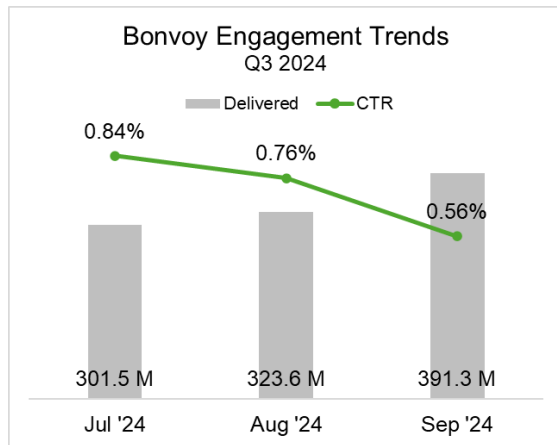
9

Q3 CTR of 0.71% with increased YoY deliveries

- The delivery increase was mostly driven by several large campaigns not in market last year – Taylor Swift Sweeps (79.2 M), MGM Collection solo (34.5 M), Starbucks Benefits solo (32.6 M) and BetMGM solos (10.3 M).
- Top click drivers this quarter included Q2 Points Purchase Reminder in July (CTR 3.0%), First 100 Days (CTR 1.1%), Taylor Swift Sweeps Reminder in Aug (CTR 1.2%) + Last Chance in Sep (CTR 0.7%) and Q3 Core MAU (CTR 0.8%).



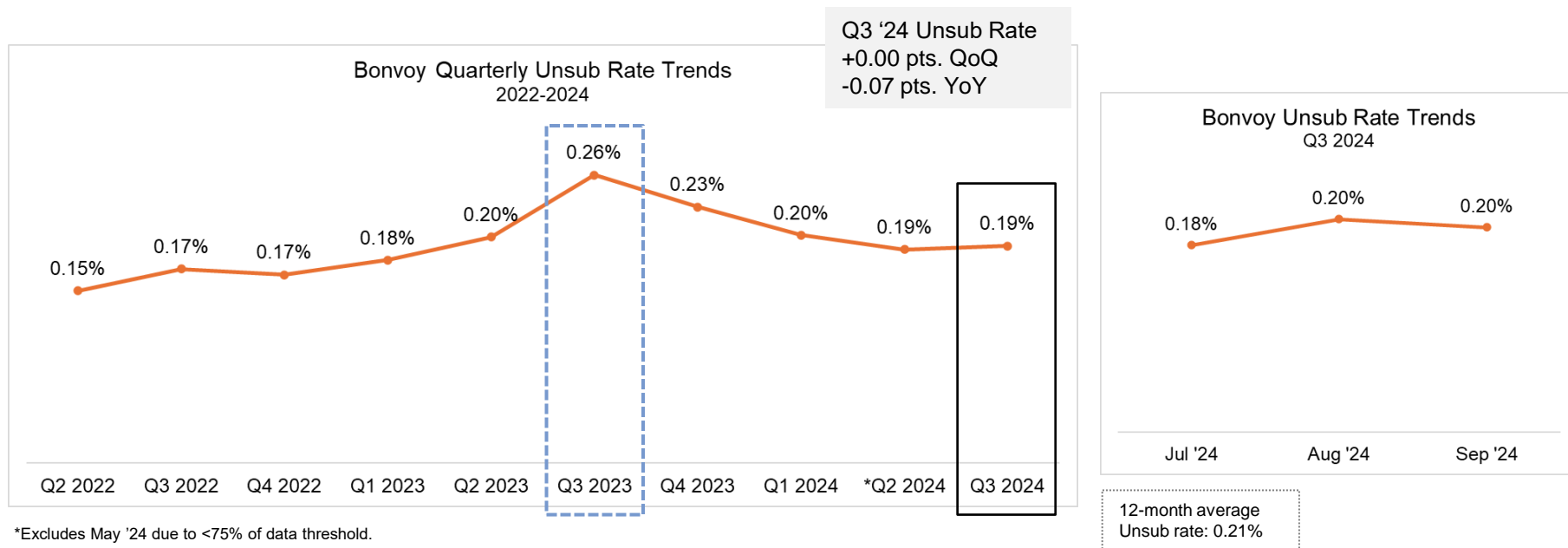
*Excludes May '24 due to <75% of data threshold.



12-month averages
Delivered: 249.2 M
CTR: 0.77%

Unsub rate of 0.19% was below Bonvoy benchmark of 0.20%

- Since Q3 2023, our unsub rate has continued to see an overall positive decline QoQ
- This quarter, July saw the lowest unsub rate at 0.18% while August and September were both at 0.20%



Q3 2024 Performance Summary

by Campaign Type

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkgs	Revenue	Conv%
Cobrand ACQ	ACQ AMEX, ACQ CHASE, Credit Card DOM, etc.	184.9 M	18.2%	448.3 K	0.2%	0.17%	2.5 K	\$1.0 M	0.56%
YoY		+92.6%	+4.9 pts.	+105.3%	+0.0 pts.	-0.1 pts.	+18.3%	+19.9%	-0.41 pts.
Partner	MGM, Starbucks, Project Red, Uber, Airlines, Hertz	175.1 M	17.2%	1.1 M	0.7%	0.21%	3.0 K	\$1.4 M	0.26%
YoY		+318.5%	+11.4 pts.	+918.7%	+0.4 pts.	+0.1 pts.	+194.1%	+256.8%	-0.65 pts.
MAU	Core MAU	108.8 M	10.7%	828.9 K	0.8%	0.14%	5.5 K	\$2.6 M	0.66%
YoY		+20.6%	-1.7 pts.	-11.2%	-0.3 pts.	-0.1 pts.	-30.6%	-22.1%	-0.19 pts.
Global-Local	Demand Gen, EMEA Points Activation, etc.	71.8 M	7.1%	500.3 K	0.7%	0.19%	3.3 K	\$1.6 M	0.67%
YoY		+73.3%	+1.3 pts.	+145.8%	+0.2 pts.	-0.0 pts.	+61.6%	+47.6%	-0.35 pts.
Promotions	ATM, Buy Points, NHO, *Global Promo	55.2 M	5.4%	795.5 K	1.4%	0.13%	2.9 K	\$1.3 M	0.36%
YoY		-44.2%	-8.2 pts.	-11.3%	+0.5 pts.	-0.2 pts.	-32.9%	-28.1%	-0.12 pts.
METT	BPP, METT, METT MR MIXED	49.8 M	4.9%	306.2 K	0.6%	0.30%	1.7 K	\$832.8 K	0.56%
YoY		-3.1%	-2.2 pts.	-32.1%	-0.3 pts.	-0.1 pts.	-44.4%	-47.4%	-0.12 pts.
Lifecycle	First 100 days, Redemption, Non-member Acq., etc.	24.1 M	2.4%	553.7 K	2.3%	0.48%	6.7 K	\$3.0 M	1.20%
YoY		+271.8%	+1.5 pts.	+60.5%	-3.0 pts.	-0.3 pts.	+36.1%	+48.8%	-0.22 pts.
Cobrand ECM	Cobrand Newsletter, ECM Card Days, Global Promo Kicker, etc.	11.7 M	1.1%	429.4 K	3.7%	0.03%	3.2 K	\$1.0 M	0.75%
YoY		-8.2%	-0.6 pts.	+35.4%	+1.2 pts.	-0.1 pts.	-18.3%	-12.4%	-0.49 pts.
Other Comms	All other campaign types	335.2 M	33.0%	2.2 M	0.7%	0.19%	12.9 K	\$5.6 M	0.58%
YoY		+17.4%	-6.4 pts.	-12.7%	-0.2 pts.	-0.1 pts.	-7.2%	-16.5%	+0.03 pts.
MBV Q3 '24 Total		1.0 B	100.0%	7.2 M	0.7%	0.19%	41.6 K	\$18.5 M	0.58%
YoY		+40.3%	--	+20.1%	-0.1 pts.	-0.07 pts.	-3.5%	-2.8%	-0.14 pts.

*Reporting did not include deliveries for Q3 Global Promo Announcement.

- The highest YoY delivery increase came from Partner campaigns at +318.5% due to the Taylor Swift Sweeps, Starbucks and MGM Collection solos that were not in market last year.
 - Lifecycle campaigns also had a notable YoY increase at +271.8% primarily due to more deliveries for First 100 Days.
- Compared to last year, Global-Local and Cobrand ECM each saw an overall increase in CTR with a positive decline in unsub rate.
- Other Comms generated the most overall revenue at \$5.6 M, followed by Lifecycle at \$3.0 M and Core MAU at \$2.6 M.

Q3 2024 Performance Summary

by Campaign Type – Other Communications

- Other Comms made up the largest proportion of Q3 deliveries at 33.0%
 - Most deliveries were from Brand (139.3 M), Engagement (116.6 M) and Travel Inspiration (35.1 M).
- Even with a +17.4% YoY increase in overall deliveries we saw a positive decline in unsub rate of -0.05 pts.
- The overall CTR of 0.7% was a -0.2 pts. decline compared to last year, impacted by less engagement this year with the larger Bonvoy Escapes and Moments campaigns, as well as Re-Engage Series; also some YoY engagement decline in Travel Inspiration.

Campaign Type	Ex. Emails	Delivered	% of Del	Clicks	CTR	Unsub%	Bkngs	Revenue	Conv%
Other Comms	All other campaign types	335.2 M	33.0%	2.2 M	0.7%	0.19%	12.9 K	\$5.6 M	0.58%
YoY		+17.4%	-6.4 pts.	-12.7%	-0.2 pts.	-0.05 pts.	-7.2%	-16.5%	+0.03 pts.
Brand	RCYC, HVMB, MVC	139.3 M	41.6%	756.0 K	0.5%	0.19%	658	\$368.6 K	0.09%
Engagement	Escapes, Bout., ReEngage Srs, Campaignlette, Moments	116.6 M	34.8%	727.4 K	0.6%	0.16%	8.2 K	\$3.2 M	1.13%
Travel Inspiration	Traveler, Project Wanderlust	35.1 M	10.5%	234.8 K	0.7%	0.11%	1.2 K	\$509.4 K	0.51%
Informational	Account Security, Streamline Enrollment	22.6 M	6.7%	268.2 K	1.2%	0.40%	1.7 K	\$675.5 K	0.62%
Ritz-Carlton eNews	--	12.7 M	3.8%	83.6 K	0.7%	0.28%	68	\$46.3 K	0.08%
E2L	Escape to Luxury	4.9 M	1.5%	61.0 K	1.2%	0.06%	779	\$617.3 K	1.28%
Lux MAU	--	2.4 M	0.7%	20.7 K	0.9%	0.05%	238	\$158.6 K	1.15%
Research	Relational, Luxury, Member, Ambassador	817.7 K	0.2%	27.1 K	3.3%	0.46%	21	\$5.9 K	0.08%
OPTIN	--	773.3 K	0.2%	27.1 K	3.5%	2.33%	20	\$14.5 K	0.07%
MBV Q3 '24 Total		1.0 B	100.0%	7.2 M	0.7%	0.19%	41.6 K	\$18.5 M	0.58%
YoY		+40.3%	--	+20.1%	-0.1 pts.	-0.07 pts.	-3.5%	-2.8%	-0.14 pts.

QUARTERLY CAMPAIGN HIGHLIGHTS

Elite Inbox

MAU

Passions Collection Initiative

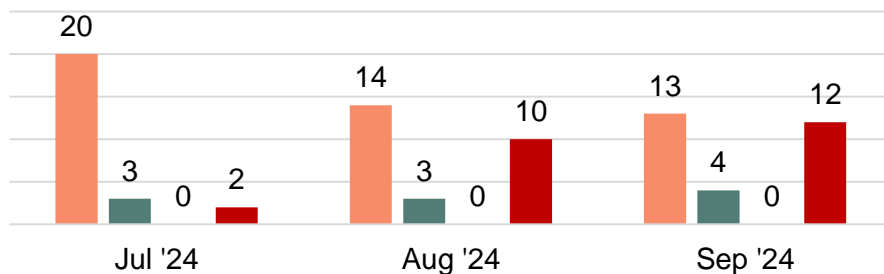
Elite Inbox: Q3 2024 Highlights

Luxury Member (L2B)

- Overall Q3 email volume saw an upward trend, from 25 emails delivered in July to 29 emails delivered in September.
 - MoM increase driven by number of Non-loyalty emails each month.
- The “Sell” email type remained the most frequently delivered each month, which is typical.
- Most months in Q3 maintained an email frequency of 1 email per day. There were times throughout the quarter where non-loyalty emails made for a second or third touch in a day. Those messages were either reservation related or from retail sites, Marriott Vacation Club or Points.com.

Monthly Loyalty Email Style

■ Sell ■ Inspire ■ Recognize ■ Inform



of Emails

Email Type	Jul	Aug	Sep
Loyalty	13	12	12
Non-Loyalty	12	15	17
Inbox Total	25	27	29

Non-Loyalty Msg = Res. confirmation, Retail sites, MVW, Ritz-Carlton
See following slides for sample emails delivered by month.

Key: Email Types

- Sell**: Promo, Boutiques, Cobrand ACQ, Core MAU
- Inspire**: Moments, Ritz eNews, Lux MAU
- Recognition**: Program Acknowledgement, Achievers
- Inform**: Cobrand ECM Newsletter, Program Update, T. Swift Sweeps

Elite Inbox: July 2024 Snapshot

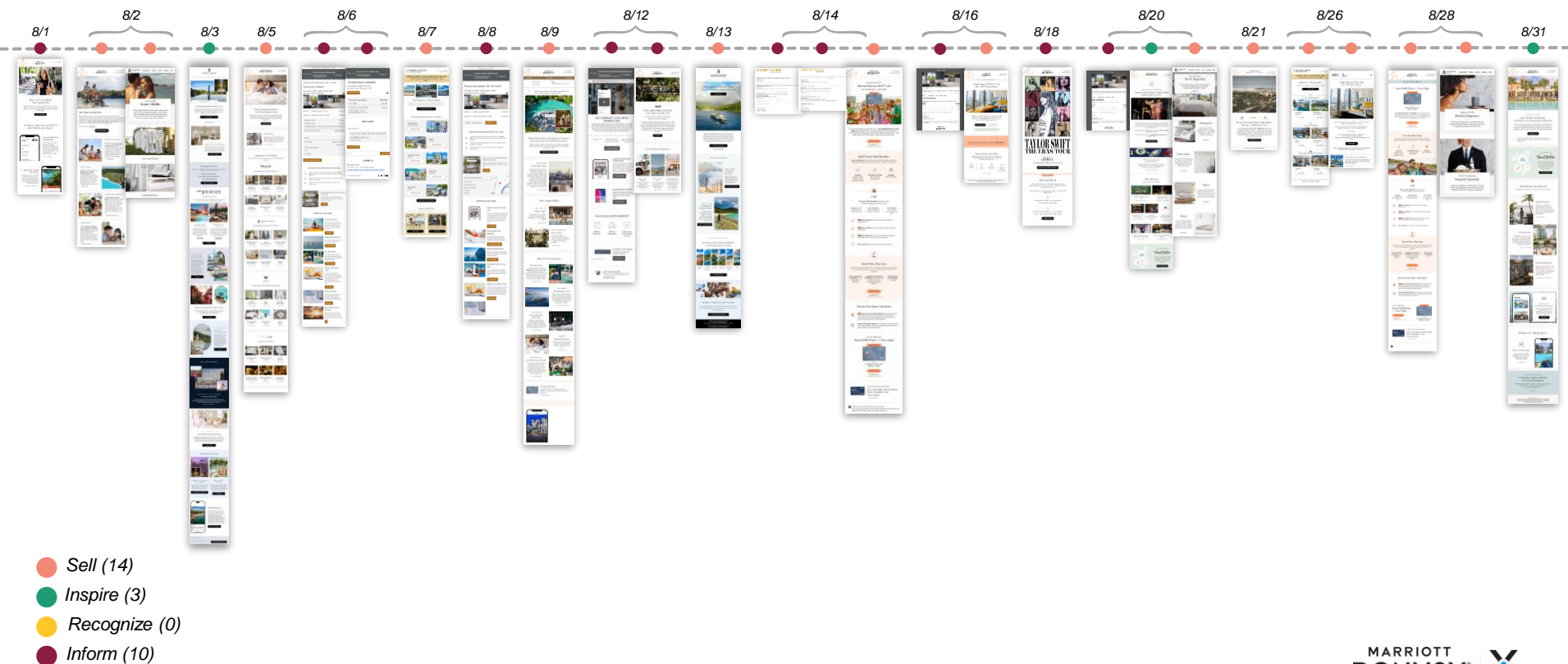
Luxury Member (L2B)



- Sell (20)
- Inspire (3)
- Recognize (0)
- Inform (2)

Elite Inbox: August 2024 Snapshot

Luxury Member (L2B)



Elite Inbox: September 2024 Snapshot

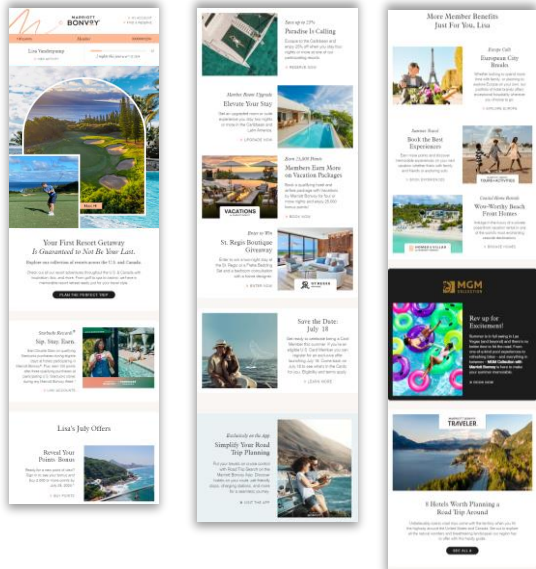
Luxury Member (L2B)



- Sell (13)
- Inspire (4)
- Recognize (0)
- Inform (12)

Core MAU: Q3 2024 Creative Examples (ENG Versions)

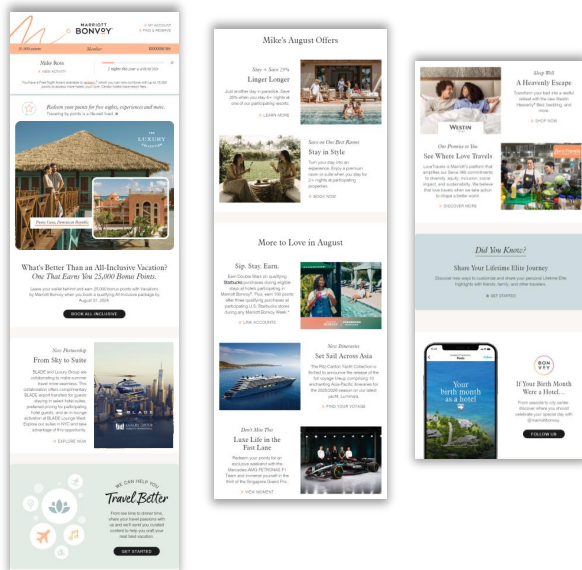
July 2024 Road Trips



SL: Jessica's [Your] Account Update: Save on Resort Stays

PH: Plus: Road trip deals, July member-only offers, and more.

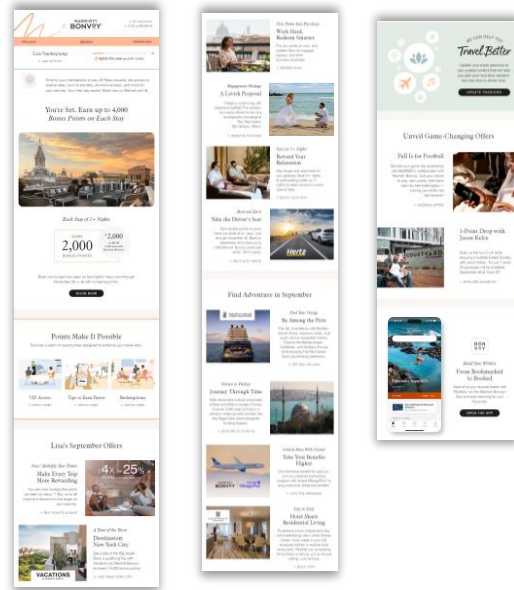
August 2024 Smart Travel Tips



SL: Jessica's [Your] Account Update: Earn 25,000 Bonus Points on an All-Inclusive Adventure

PH: Plus: Savvy travel tips, August member-only offers, and more.

September 2024 Work From Anywhere



SL: Earn Points to Spend on Your Next Trip, Jessica

PH: Save & splurge later to cross that dream trip off your list

Core MAU Quarterly Performance Dashboard

(Jul 2024 – Sep 2024)

Engagement Summary:

- Deliveries +8% QoQ after inclusion of lux segments in Aug
- QoQ click comparison impacted by May PCM reporting differences but 0.8% CTR was still aligned with monthly trends
- 0.14% unsub was flat QoQ and below Bonvoy avg. of 0.20%
- Additional deliveries contributed to increase in QoQ financials, also reflects missing May'24 data

Quarterly Roadmap Actions:

- Incorporated global ENG luxury segments in MAU program strategy; L2B/L3 now in Core and L1/L2A stayed in Lux MAU
- Versioned secondary content for Basic members to encourage program activity
- Created new milestone messages for Residence owners and Basic members
- Conducted CTA copy test in generic road trip hero message using 'See All Offers' as challenger for 'Book Now' copy to understand click and booking impacts

Q3 Engagement Metrics

QoQ Comparisons

Deliveries:
107.3 M (+8.0%)

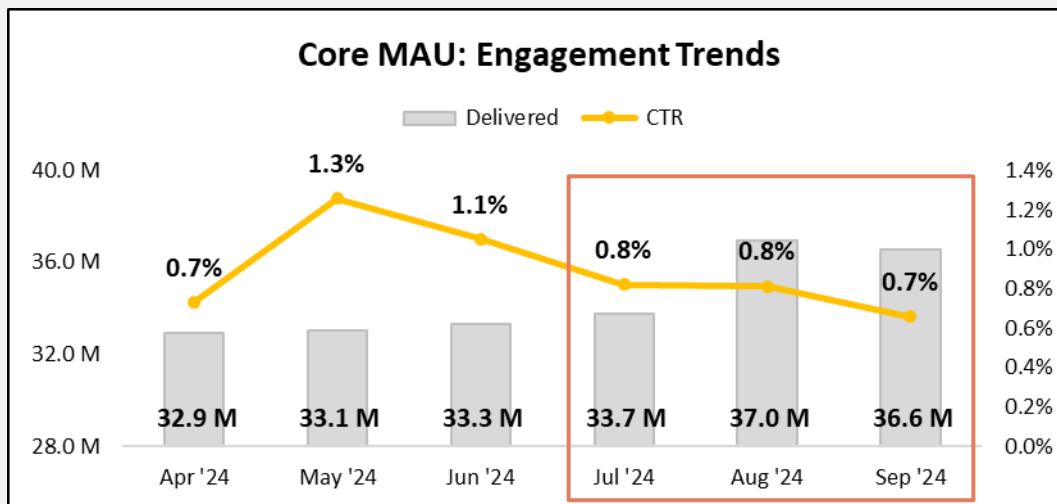
Unique Clicks:
816.5 K (-18.8%)

CTR:
0.8% (-0.3 pts.)

Unsub. Rate:
0.14% (+0.00 pts.)

Bookings:
5.4 K (+66.6%)

Revenue:
\$2.6 M (+82.4%)



May '24 click data sourced from PCM. Click metrics are slightly overstated in comparison. Also, May performance is not included unsub data and Omniture in QoQ comparisons.

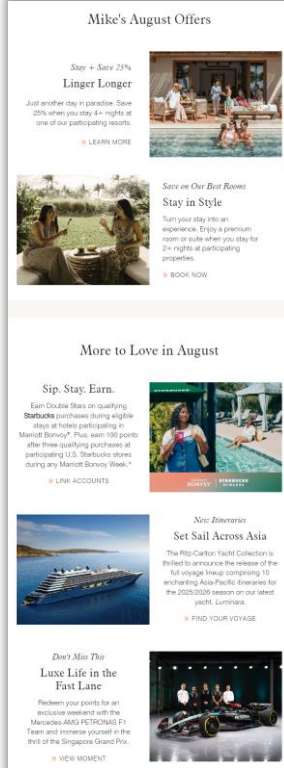
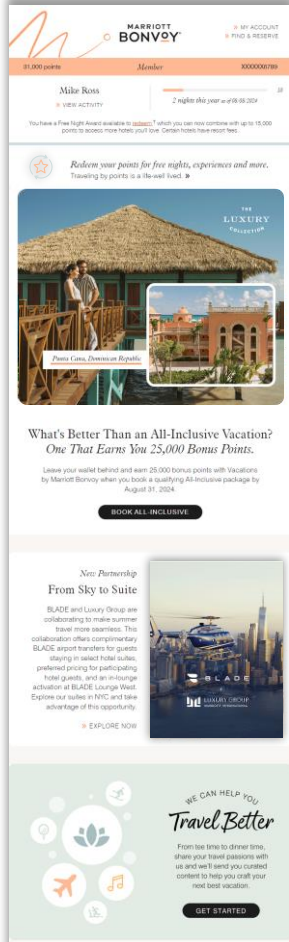
76 Modules Developed

Supported Initiatives

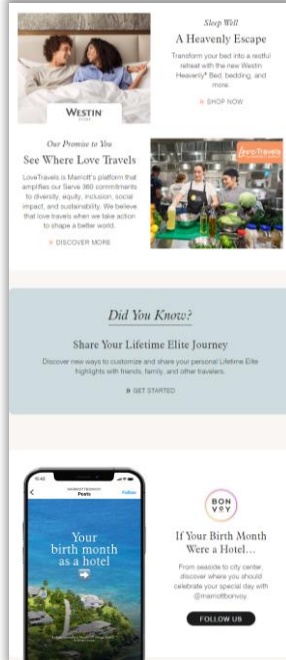
- Q3 Points Purchase
- Q3 Global Promotion
- MGM Collection and Bet MGM
- Vacations by Marriott Bonvoy
- BLADE x The Luxury Group
- Rappi (CALA only)
- RCYC
- Passions
- Starbucks
- App Wishlist

MAU Creative Examples

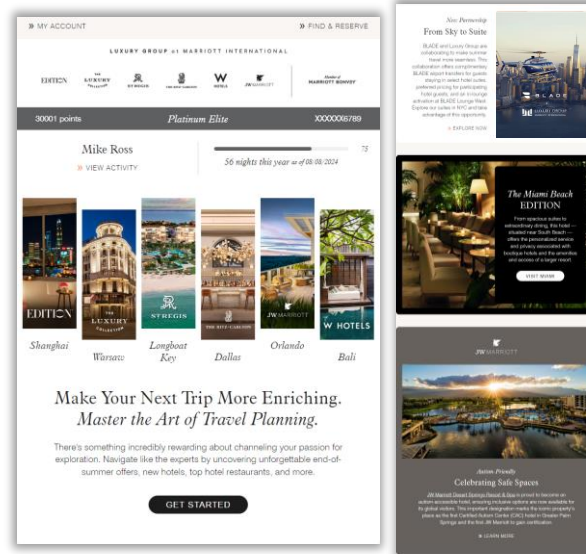
August 2024 Global English



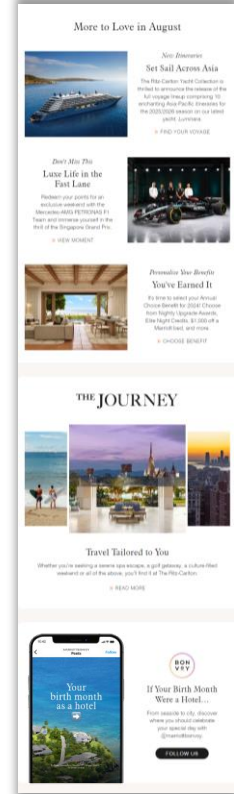
Subject Line: Jessica's [Your] Account Update:
Earn 25,000 Bonus Points on an All-Inclusive
Adventure



Luxury



Subject Line: Jessica's [Your] August Account Update: Wrap Up Summer With a Smart Getaway



Core MAU: Q3 2024 Top-Performing Content

- Hero content with strong offers generated the highest engagement (Aug & Sep)
- Points Promotions and highly targeted EMEA focused content drove the most engagement out of the offers featured in that section
- Extend the Bliss resort stay offer from August drove the most revenue in Q3 at \$64.8 K; it also drove the most revenue for the month of July
- Annual Choice Benefit was featured in the August Member Benefits, it was sent to around 190 K, generating a 0.73% CTR
- August's HVMB drove a 0.20% CTR and generated \$43.8 K in revenue
- The Basic member highlight in September was sent to over 30 M and it drove a 0.12% CTR; will use as benchmark for measuring engagement
- Other highly targeted highlights like July's AMEX Cobrand (0.39% CTR) and BLADE x The Luxury Group (0.13% CTR) drove strong engagement as well

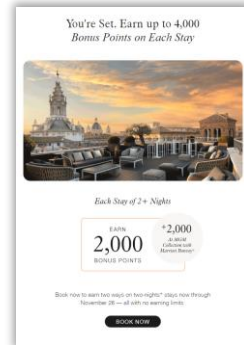
Jul: 11.0% of clicks
Hero: Resorts



Aug: 23.5% of clicks
Hero: Vacations by MBV
25K Bonus Pts.

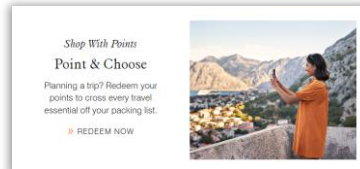


Sep: 25.3% of clicks
Hero: Q3 2024
Global Promotion



Q3 Pts. Promo (Sep):
CTR: 0.25% | % of clicks: 0.6%

Extended Bliss (Aug):
CTR: 0.08% | % of clicks: 0.6%



HVMB (Aug): CTR: 0.20% | % of clicks: 2.3%

Maritz (Aug): CTR: 0.21% | % of clicks: 2.4%

For Basic only (Sep): CTR: 0.12% | % of clicks: 6.3%

Core MAU: Recommendations and Next Steps

Recommendations

- Continue to lead with strong offers in the hero and leverage previous high performing offers to drive engagement, such as Vacations by Marriott Bonvoy 25,000 Bonus Points and Q3 Global Promotions
- Continue to look for opportunities to include luxury-specific content for L2B/L3 in future Core MAU mailings; consider including up to three targeted modules for these segments
- Assess Basic member engagement and continue to look for ways to show relevant content to this audience

Next Steps

- Launch first non-member MAU in October '24
- Introduce new language versions for luxury MAU (CHS and SPA) in November
- Launch Year-In Review campaigns: December includes MBV in Core and January personal YIR solo
- Schedule 2025 MAU planning session to understand upcoming key initiatives and outline new strategies

Q3 2024 Passions Collection Module Overview

Summary: In Q3, we introduced a Passions collection module as part of a MAPA initiative to collect and then activate messaging that communicates the breadth of Marriott Bonvoy.

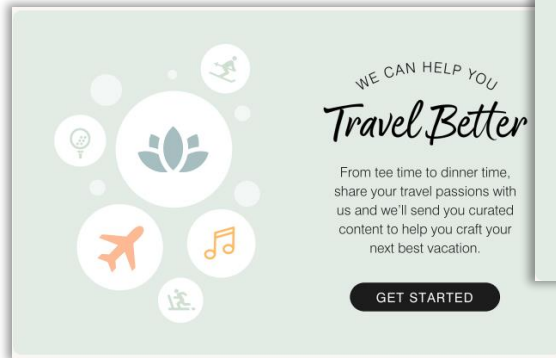
Targeting: U.S. English-speaking members, excluding Ambassadors.

- 70/30 audience split in July and August – profile vs. Jebbit
- 50/50 audience split in September

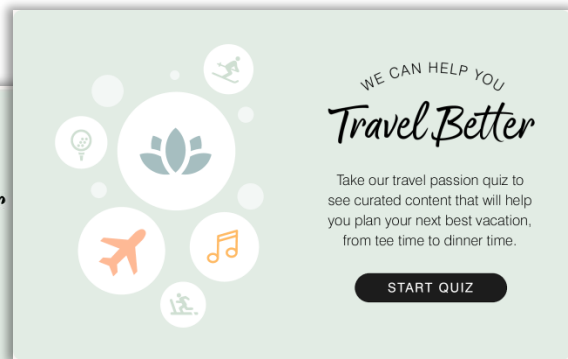
Experiment: A/B test the existing passions collection method (**MI profile**) and a **Jebbit interactive survey**.

Hypothesis: We can collect more passions data by giving users a more interactive way to engage.

MI profile version



Jebbit Quiz version



In Q3, we tested the module in the following email campaigns:

Jul

- Traveler
- US/CAN Demand Gen

Aug

- Core MAU
- Moments
- Project Wanderlust
- Traveler
- US/CAN Demand Gen

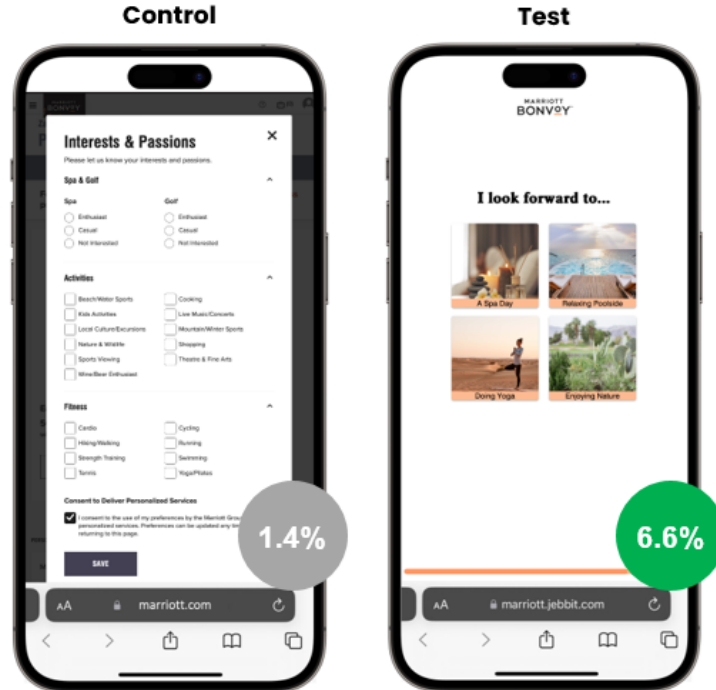
Sep

- Core MAU
- Moments
- Traveler
- US/CAN Demand Gen

Q3 results showed more users submitted passions preferences through the Jebbit quiz compared to the profile

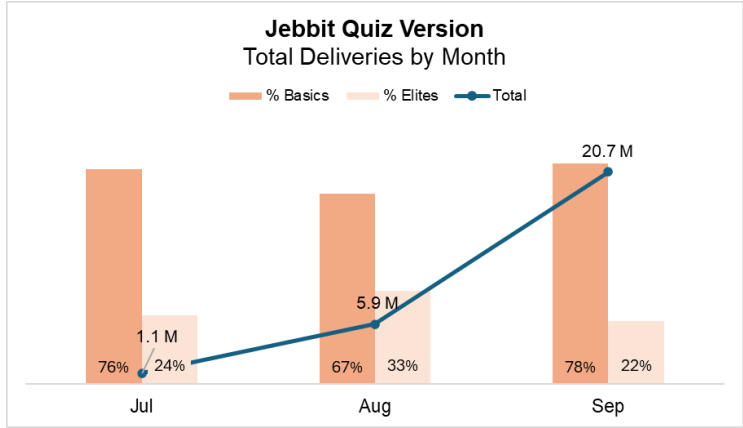
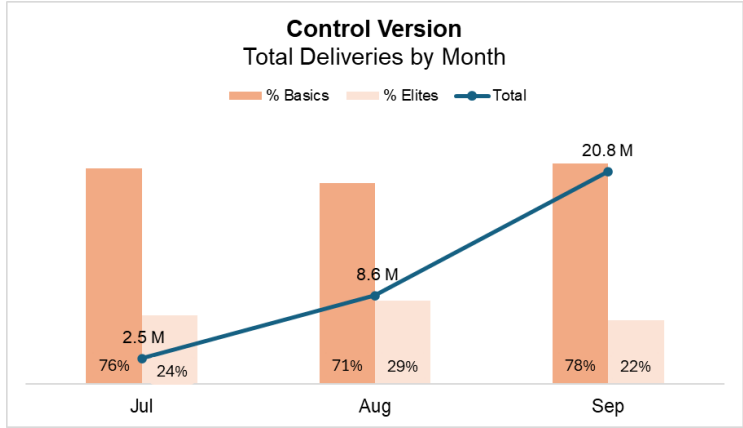
Hypothesis: We can collect more passions data by giving users a more interactive way to engage.

Results: Users going to the Jebbit interactive quiz (test) were over **4X more likely** to submit Passion updates to their profile.



Passions Collection Module

Engagement Summary



Module CTRs by Campaign

US/CAN Demand Gen	Jul	Aug	Sep
Control - Profile	0.04%	0.03%	0.01%
Basics	0.04%	0.03%	0.01%
Elites	0.04%	0.02%	0.02%
Test - Jebbit Quiz	0.03%	0.03%	0.01%
Basics	0.04%	0.03%	0.01%
Elites	0.03%	0.02%	0.02%

Moments	Jul	Aug	Sep
Control - Profile	-	0.02%	0.03%
Basics	-	0.03%	0.04%
Elites	-	0.01%	0.01%
Test - Jebbit Quiz	-	0.02%	0.02%
Basics	-	0.03%	0.04%
Elites	-	0.01%	0.00%

Core MAU	Jul	Aug	Sep
Control - Profile	-	0.01%	0.01%
Basics	-	0.01%	0.01%
Elites	-	0.02%	0.00%
Test - Jebbit Quiz	-	0.01%	0.01%
Basics	-	0.01%	0.01%
Elites	-	0.02%	0.00%

Traveler	Jul	Aug	Sep
Control - Profile	0.01%	0.00%	0.00%
Basics	0.01%	0.00%	0.00%
Elites	0.01%	0.00%	0.00%
Test - Jebbit Quiz	0.01%	0.01%	0.00%
Basics	0.01%	0.00%	0.00%
Elites	0.01%	0.01%	0.01%

• Basic members accounted for most monthly deliveries for each version, ranging from 67% to 78%, while Elite members accounted for 22% to 33%.


• Passions module CTRs for the control and test modules were mostly consistent each month for each mailing.

• Basics and Elites saw strongest CTRs in Jul US/CAN Demand Gen at 0.04% and 0.03% respectively; Basics also had higher interest in each module version in Sep Moments at 0.04%.

Project Wanderlust Aug mailing was missing >75% of data in the reporting; therefore, it's not included in the charts.

Passions Collection Module Next Steps

Collection:

- Determining Q4 placements
 - Planning app takeover test and designing creative
 - Continuing audience expansion of 100% vs initial 20% (still U.S. audience only)
 - Planning another email test using winning Jebbit quiz vs challenger 
-

Challenger for email test:

- Shows multiple options with the goal of collecting more passions
- Leading with an assumed passion
- Derived passion model will help drive the leading passion

Activation:

- Developed a content and creative approach with concepts for upper, middle and lower funnel messages
- Upper funnel: working on mapping Traveler inspiration content to priority passions
- Middle funnel: mapped always-on content to priority passions and working through process and coding to activate

TESTING & OPTIMIZATION HIGHLIGHTS

Q3 2024 Testing & Optimizations Highlights

Offer / Content Testing

- **Cobrand Acq.:** A/B/C creative layout
 - BAU
 - test version A with stacked secondary content
 - test version B with side-by-side secondary content
- **BetMGM (unlinked member version):** A/B sub-headlines
- **Traveler:**
 - Basics vs. Elites hero approach
 - Hero headlines
 - LiveIntent ad content

Audience Testing

- **Global Promotion:** 'Stay Inactive' Member targeting
 - Eligible for promo with no stay in past 24 months
- **Moments:** members who have 15,000-point balance minimum
 - ties to the lowest-valued Moment in the respective email

CTA and Other Testing

- **Core MAU:** A/B generic booking hero CTA
- **Passions Collection Module (select emails):** tested URLs leading to profile vs. Jebbit quiz
- **Project Wanderlust:** Join module headline and CTA
- **E2L:** A/B hero landing page
 - AEM vs. Wordpress
- **Points Purchase:** CTA button above vs. below hero image

Q3 LiveIntent Ad Testing

Traveler Newsletter Engagement Insights

Sample Creative and
ad placements:
Traveler August, U.S. version

Targeting: LiveIntent ads were shown to 30% of the U.S. Traveler newsletter audience.

Results: We observed comparable CTRs and unsub rates between the audience who received LiveIntent ads and the audience who did not receive ads.

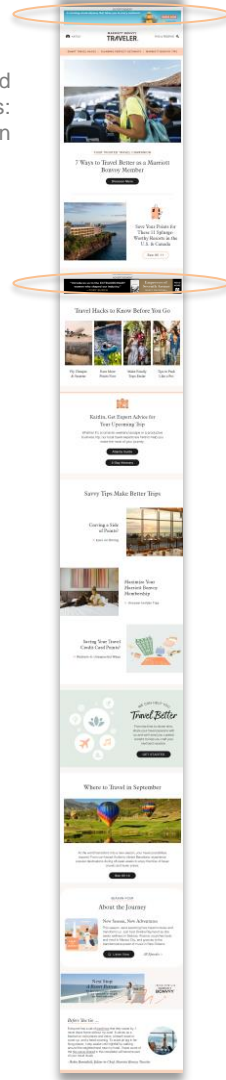
Next Steps:

- We increased LiveIntent targeting to 45% in Traveler September given favorable engagement after launch
- Planning to increase LiveIntent audience to 50% in Traveler December and will continue to evaluate engagement trends.

MARRIOTT BONVOY
TRAVELER

LiveIntent Engagement Comparison

JUL	Jul 2024 - U.S.	Del.	% of Del.	CTR	Unsub%
	LIVEINTENT	2.9 M	30.0%	0.76%	0.08%
	NO_LIVEINTENT	6.8 M	70.0%	0.77%	0.08%
	Total	9.7 M	100.0%	0.77%	0.08%
AUG	Aug 2024 - U.S.	Del.	% of Del.	CTR	Unsub%
	LIVEINTENT	1.5 M	30.0%	0.43%	0.09%
	NO_LIVEINTENT	3.5 M	70.0%	0.44%	0.08%
	Total	5.0 M	100.0%	0.44%	0.08%
SEP	Sept 2024 - U.S.	Del.	% of Del.	CTR	Unsub%
	TOP	3.7 M	40.0%	0.27%	0.08%
	BOTTOM	4.1 M	45.0%	0.27%	0.08%
	NO_LIVEINTENT	1.4 M	15.0%	0.27%	0.08%
	Grand Total	9.2 M	100.0%	0.27%	0.08%



BetMGM NFL Solo: Sep'24

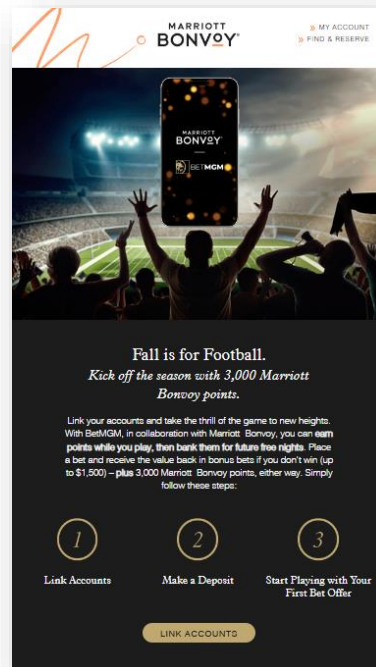
Sub-Headline A/B Test Performance

Sample Creative:
Non-Linked Members

Targeting: U.S. members with ENG language preference residing in eligible states that have not linked their Marriott Bonvoy account to their BetMGM account. The non-linked members were split 50/50 and shown different sub-headlines.

Results: The sub-headline leading with the offer of earning 3,000 Marriott Bonvoy points drove more hero clicks and a higher hero CTR.

Next Steps: Continue to test seasonal vs. offer-driven copy in future mailings for engagement patterns. Consider testing CTA copy as well, for example: “Link and Earn Points”.



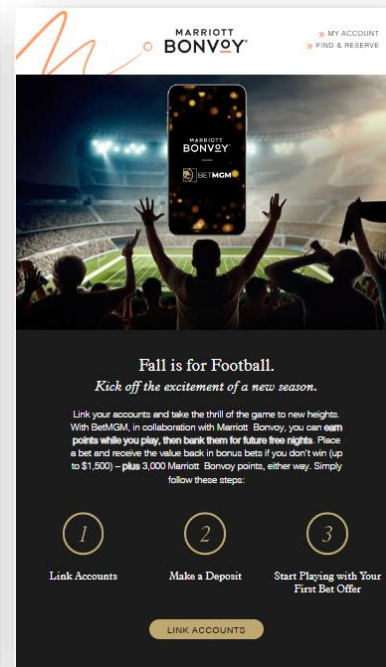
Winner

Offer-driven sub-headline

Hero CTR: **0.29%**

Lift: **+0.09 pts.**

Results were statistically significant.



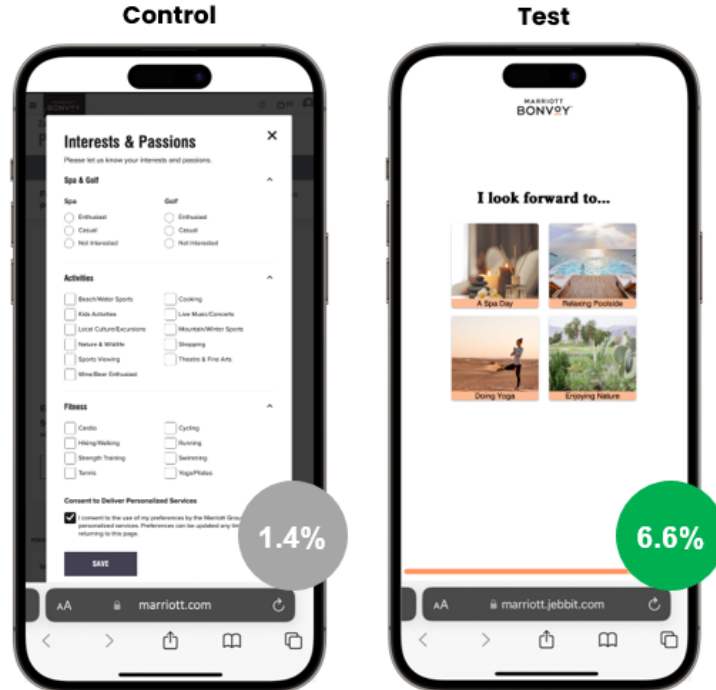
Seasonal sub-headline

Hero CTR: **0.21%**

Q3 results showed more users submitted passions preferences through the Jebbit quiz compared to the profile

Hypothesis: We can collect more passions data by giving users a more interactive way to engage.

Results: Users going to the Jebbit interactive quiz (test) were over **4X more likely** to submit Passion updates to their profile.



INDUSTRY EXAMPLES

Industry Example: Birthday Recognition


WHBM REWARDS+

**HAPPY HALF BIRTHDAY,
SHANNON!**

Don't forget to use your **Half Birthday Reward**
before it expires.


\$25¹

[REDEEM NOW](#)


9648172955632

VALID THROUGH 07/31/2024

NEW ARRIVALS	DRESSES
DENIM	WORKKIT
SALE	WHBMREWARDS+™

GET AN EXTRA 20% OFF YOUR PURCHASE  [SIGN UP](#) [DETAILS](#)

Brand: White House Black Market

SL: Shannon, Last Chance to Treat Yourself to \$25 off!

PH: Your Half Birthday Reward expires soon.

Highlights:

- “Half Birthday Reward” messaging is attention-grabbing and creates another member touch point.
- Also includes an offer for text sign up that feels personalized – “Get an extra 20% off your purchase”.
- Could be a new content pantry module used to encourage travel prior to birthday.
 - Placement could be in MAU, Demand Gen and a redemption version added to Incent Redemption.

Industry Example: Customer Experiences (similar to Tours & Activities)

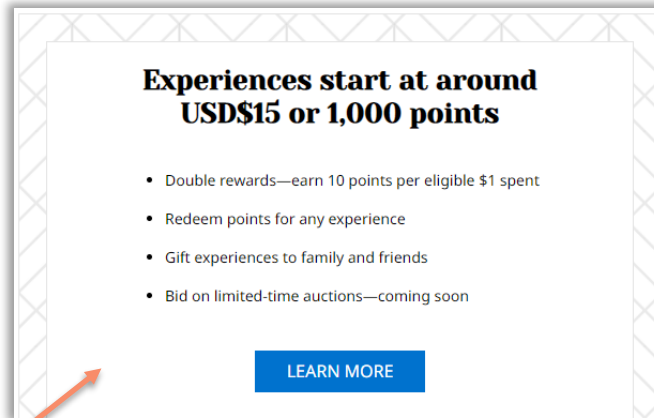


Brand: World of Hyatt

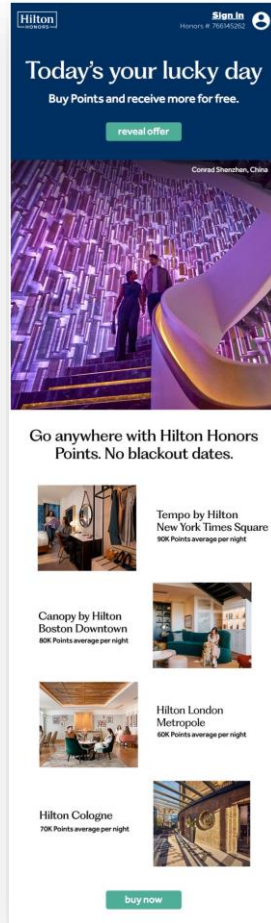
SL: Introducing FIND. See What It's All About.

Highlights:

- Experiences option that customers can buy, redeem, bid on or gift
- Email content targeted to non-members with “join today” CTA in the hero
- Bottom module helps set the expectation around purchasing experiences indicating “starting at” amounts
- Consider creating a similar module for Tours & Activities and Moments for banner placements in other emails
- Consider using an enrollment play for non-members as a quick way to earn for upcoming stays



Industry Example: Redemption Education



The screenshot shows the Hilton Honors mobile app interface. At the top, there's a 'Sign In' button and a user profile icon. Below that, a banner reads 'Today's your lucky day' with the subtext 'Buy Points and receive more for free.' and a 'reveal offer' button. The main visual is a large, illuminated staircase in a modern building, with the text 'Covered Shenzhen, China' at the bottom. Below this, the text 'Go anywhere with Hilton Honors Points. No blackout dates.' is displayed. A list of hotel properties is shown, each with a small image and text: 'Tempo by Hilton New York Times Square' (90K Points average per night), 'Canopy by Hilton Boston Downtown' (80K Points average per night), 'Hilton London Metropole' (60K Points average per night), and 'Hilton Cologne' (70K Points average per night). At the bottom, there is a 'buy now' button.

Go anywhere with Hilton Honors Points. No blackout dates.



Tempo by Hilton
New York Times Square
90K Points average per night

Canopy by Hilton
Boston Downtown
80K Points average per night



Hilton London
Metropole
60K Points average per night

Hilton Cologne
70K Points average per night



buy now

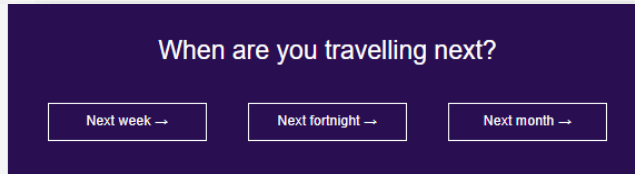
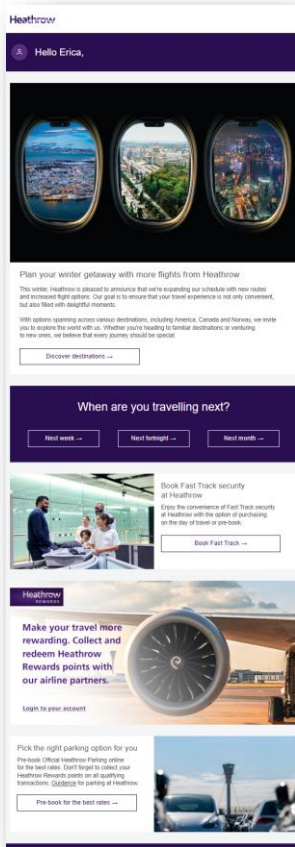
Brand: Hilton Honors

SL: Turn your travel dreams into reality with Bonus Points.

Highlights:

- This is a buy points promotion that showcases how many points it will take to redeem for stays at various properties in the secondary module
- Properties could be geo-targeted based on feeder markets, brand/property propensity, or based on previous stay history
- Consider including “starting at” [point balance] for each property; also include new hotels
- Include member point balance to help the member know how many points they currently have and what they need to purchase for the redemption
- Could also include points + cash messaging to make buying opportunities more attainable

Industry Example: Polling Customers



Brand: Heathrow Airport

SL: Plan your winter getaway with more flights from Heathrow

Highlights:

- Email encourages customers to plan a winter getaway with flights from Heathrow airport
- Poll asks subscribers when they plan on traveling next: Next Week, Next Fortnight, or Next Month
- Consider testing a module like this one in Demand Gen or travel-related emails
- Use click activity to retarget customers in future mailings with relevant content.
- Example landing pages for poll options:
 - Deals landing page on M.com
 - Road trip planner in app
 - MBV Traveler or Ritz Journey articles for inspirational content

ACTIONABLE INSIGHTS

Q3 2024 Actionable Insights

- For Core MAU –
 - Continue to lead with strong offers in the hero and leverage previous high performing offers to drive engagement, such as Vacations by Marriott Bonvoy 25,000 Bonus Points and Q3 Global Promotions
 - Continue to look for opportunities to include luxury-specific content for L2B/L3 in future Core MAU mailings; consider including up to three targeted modules for these segments
 - Assess Basic member engagement and continue to look for ways to show relevant content to this audience
- For mailings that include the Passions collection module –
 - Expand the audience who receives the module to 100% vs initial 20% (still U.S. audience only).
 - Continue testing in email using the winning Jebbit quiz experience vs. a challenger.
- For mailings that include LiveIntent ads, continue to evaluate engagement trends between the test audiences who receive the ads compared to the control audiences who do not receive ads.
- For BetMGM solos –
 - Continue to test seasonal vs. offer-driven copy in future mailings for engagement patterns.
 - Consider testing CTA copy as well, for example: “Link and Earn Points”.

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

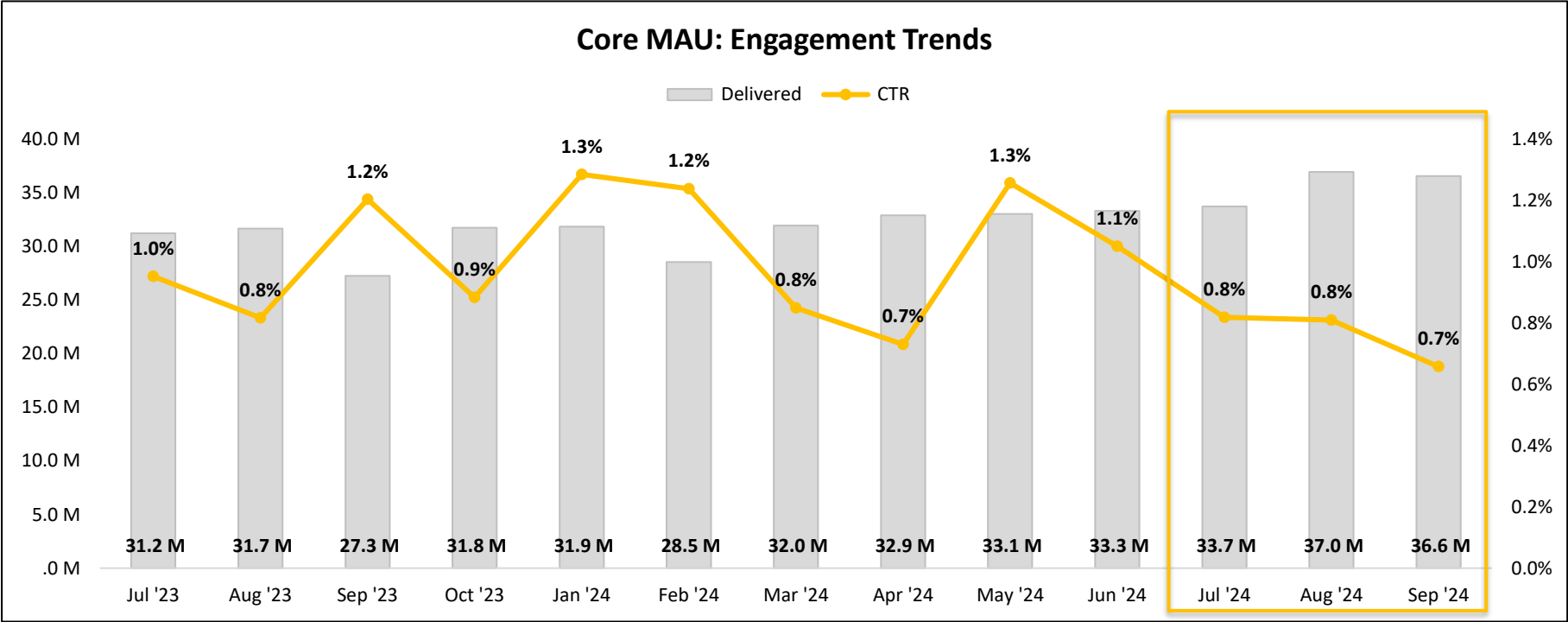
Thank You!

MARRIOTT
BONVOY®



APPENDIX

Core MAU Engagement Trends: Q3 2024



Asterisk (*) indicates months with Promotional hero features
Aug '24 featured Points Purchase in INL Hero

May '24 click data sourced from PCM. Click metrics are slightly overstated in comparison.



Refreshed Incent Redemption Trigger

Sample Creative

Free Night Award
Banner

Launched 8/12

This is a Global ENG email, and the ENG template was the version that was refreshed at this time.

Targeting:

- Members who have at least 10,000 points available for redemption.

SL: [FirstName], What Will You Do With Your [30,000] Points?

PH: Redeem for free nights, extraordinary experiences and more.

