Marriott Bonvoy
Q4 2022 Email Performance Review

January 31, 2023

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

JW MARRIOTT LOS CABOS BEACH RESORT & SPA, MEXICO

Today's Agenda

- Quarterly Plan and Roadmap

- Q4 2022 Performance Summary

- Campaign Highlights

- Testing & Optimizations Insights

- Actionable Insights

Quarterly Plan & Roadmap

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2022 / 2023 Email Channel/Outbound Comms Marketing Roadmap

	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Key Initiatives Support	Ongoing Email Support: Global Promo, Cobrand, Program & Brand Awareness, Partnerships, Moments			
Channel Infrastructure	Campaign Framework / Workfront Migration		Ongoing: Migrate Campaigns to ACC / MRW Sunset	Global Taxonomy / New METT Platform Launch & Activation
Channel Health & Optimization	New Segment Tracking / Finalize Opportunities Assessment / Ongoing Efforts: Email List Growth, Benchmarking, Goal Measurement, Testing & Learning, STO Optimization	2023 Test & Learn Brainstorm / Progressive Profiling / B + T Email Process Optimizations / Evaluation	Enhance Dynamic Content / Video Hero Testing / Scope New Technology: Predictive Inboxing/Epsilon, Movable Ink, Persado	Decisioning Test (Phased Approach)
Loyalty Program Led Communications	Onboarding / Everyday Earn Ph. 2 / Re-Launching Loyalty Triggers / Lifecycle Scorecard / Ongoing: New Segment Messages (e.g. Opportunity Segments)	Reusable / Freq. Used Content Modules	First 100-day Messages / Cross-Channel Message Support (e.g. Onboarding in Mobile App)	
Member & Guest Communications	Ongoing: Localization Support (e.g. Launch New Languages and Templates, Global/Local) / Retargeting Series Refresh / Expanded Re-Engagement Tactics & Comms./ Cross-Channel (e.g. Hello Again, Paid/Email Reactivation, eAppend)		Leverage 3rd Party Data (e.g. TSP, TX Spend, Onsite Signals)	
Outbound Comms & Evolution Opportunities	Scope: Email & Audience Dashboard Connections, Value of Email Address, Enhance Brand Partnerships, Landing Page Optimization, Community / Crowdsourcing		Push Marketing Strategy & Guidelines	

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Q4 Actions Taken

- Launched a new welcome email test in the U.S. to determine engagement rates with less content that is more targeted.

- Kicked-off Block and Tackle email process evaluation / optimization project.

- Relaunched Points Expiration email trigger with a reminder on ways to earn points and how to keep points from expiring.

- Scoped Phase 2 (trigger and localization) Onboarding Pathways/Everyday Earn solos targeting members globally that recently joined the program (active & inactive)

- Relaunched Near Level trigger with refreshed Marriott Bonvoy content.

- Revisited Epsilon's TSP data attributes and began scoping initial use cases.

- Evaluated progressive profiling/polling technology and began scoping initial use cases.

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Q4 Actions Taken

- Lifecycle Dashboard was created in partnership with the Customer and Member Analytics team.

- Refreshed retargeting campaign series.

- Held an email test & learn brainstorm session during October Process Summit that was meant to spark ideas for future learning opportunities.

- Provided ongoing localization support with Visual Editor and Tableau dashboard reporting.

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Looking Ahead

- Develop marketing strategy & guidelines for push messages

- Continue supporting the expansion of Global / Local regional and localization efforts

- Planning for first 100 days of member lifecycle focused on digital and points activation

- Continue to leverage 3rd party data

- Launch localized and triggered Onboarding Pathways/Everyday Earn email series in Q1 2023

- Anticipated launches of Incent Redemption and Hello Again automated triggers

- Continue setting up new segment tracking (i.e., HVT segments)

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Q4 2022
PERFORMANCE SUMMARY

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Q4 2022 Performance Summary

	Quarterly	Q4 '22	QoQ	YoY
Engagement	**Delivered**	**727.0 M**	36.4% 194.2 M	-2.2% -16.4 M
	Clicks	**5.7 M**	17.0% 831.4 K	-15.3% -1.0 M
	CTR	**0.8%**	-0.1 pts.	-0.1 pts.
	*Unsub%	**0.17%**	-0.00 pts.	---
Financials	**Bookings**	**47.0 K**	13.5% 5.6 K	-25.1% -15.8 K
	Room Nights	**103.2 K**	12.3% 11.3 K	-26.1% -36.3 K
	Revenue	**$19.0 M**	9.6% $1.7 M	-23.2% -$5.7 M
	Conv%	**0.82%**	-0.03 pts.	-0.11 pts.

*Unsub rate comparison does not include Oct '21 and Nov '21; data issues impacted rates

- Deliveries were up +36.4% QoQ due to some larger seasonal campaigns that were only delivered in Q4
- Compared to Q3, we saw a +17.0% lift in click volume, while CTR was relatively flat at 0.8%.
- Increase in click activity impacted QoQ +13.5% lift in bookings and +9.6% lift in revenue.
- Unsub rate of 0.17% was also flat compared to Q3
- Compared to Q4 2021, we saw some overall declines in engagement and fewer bookings in Q4 2022 from larger campaigns like Core MAU, Q3 Global Promo and Week of Wonders; impacted YoY revenue decrease of -23.2% (-$5.7M).
- Financials continue to be impacted by the email attribution tracking issues that are being researched.

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Q4 2022 Performance Summary by Campaign Type

Campaign Types	Delivered	Clicks	CTR	Unsub%	Bookings	Revenue
Field Marketing Tool	39.8 M	260.0 K	0.7%	0.13%	1.8 K	$946.2 K
QoQ	4.3%	-10.8%	-0.1 pts.	+0.01 pts.	-25.0%	-22.3%
Global	19.4 M	164.6 K	0.8%	0.25%	838	$478.4 K
QoQ	-5.2%	-2.3%	+0.0 pts.	+0.05 pts.	20.4%	7.8%
Lifecycle	14.4 M	861.1 K	6.0%	0.28%	6.9 K	$2.5 M
QoQ	1.6%	66.4%	+2.3 pts.	-0.04 pts.	62.3%	37.5%
MAU	88.2 M	935.9 K	1.1%	0.12%	9.7 K	$4.1 M
QoQ	1.5%	-10.1%	-0.1 pts.	-0.00 pts.	-7.7%	-13.4%
*Partner	132.7 M	568.7 K	0.4%	0.15%	5.4 K	$1.8 M
QoQ	5.8%	-6.2%	-0.1 pts.	-0.02 pts.	-32.2%	-19.7%
Promotions	191.1 M	1.1 M	0.5%	0.18%	10.0 K	$3.9 M
QoQ	217.9%	107.4%	-0.3 pts.	-0.01 pts.	114.4%	90.2%
Other Comms	241.4 M	1.9 M	0.8%	0.18%	12.3 K	$5.2 M
QoQ	28.7%	6.8%	-0.2 pts.	-0.00 pts.	13.5%	9.0%
Brand	20.2 M	232.1 K	1.1%	0.28%	.0 K	$13.8 K
Engagement	112.6 M	714.3 K	0.6%	0.17%	7.7 K	$3.1 M
DEST	38.4 M	261.7 K	0.7%	0.14%	3.2 K	$1.4 M
Research	12.9 K	1.9 K	14.9%	0.04%	0	$0
OPTIN	435.7 K	25.2 K	5.8%	1.95%	99	$67.2 K
Informational	1.4 M	104.2 K	7.2%	0.41%	340	$157.0 K
Ritz-Carlton Enews	22.7 M	248.8 K	1.1%	0.26%	63	$88.8 K
TRVLR	45.4 M	287.9 K	0.6%	0.14%	853	$357.2 K
Solo (Ambassador)	174.6 K	5.1 K	2.9%	0.04%	94	$58.8 K
Total	727.0 M	5.7 M	0.8%	0.17%	47.0 K	$19.0 M
QoQ	36.4%	17.0%	-0.1 pts.	-0.00 pts.	13.5%	9.6%

*15% of all Q4 deliveries were Cobrand ACQ emails / 1% was Cobrand ECM

Campaign Types	Delivered	Clicks	CTR	**Unsub%	Bookings	Revenue
Field Marketing Tool	39.8 M	260.0 K	0.7%	0.13%	1.8 K	$946.2 K
YoY	18.6%	11.9%	-0.0 pts.	---	-8.9%	17.7%
Global	19.4 M	164.6 K	0.8%	0.25%	838	$478.4 K
YoY	551.7%	700.2%	+0.2 pts.	---	3890.5%	5520.2%
Lifecycle	14.4 M	861.1 K	6.0%	0.28%	6.9 K	$2.5 M
YoY	77.2%	69.7%	-0.3 pts.	---	32.5%	17.6%
MAU	88.2 M	935.9 K	1.1%	0.12%	9.7 K	$4.1 M
YoY	5.1%	-5.7%	-0.1 pts.	---	-32.7%	-26.9%
*Partner	132.7 M	568.7 K	0.4%	0.15%	5.4 K	$1.8 M
YoY	28.7%	-3.2%	-0.1 pts.	---	-38.4%	-19.5%
Promotions	191.1 M	1.1 M	0.5%	0.18%	10.0 K	$3.9 M
YoY	11.2%	-24.3%	-0.3 pts.	---	-38.0%	-36.3%
Other Comms	241.4 M	1.9 M	0.8%	0.18%	12.3 K	$5.2 M
YoY	-29.0%	-37.9%	-0.1 pts.	---	-24.0%	-32.9%
Brand	20.2 M	232.1 K	1.1%	0.28%	.0 K	$13.8 K
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Total	727.0 M	5.7 M	0.8%	0.17%	47.0 K	$19.0 M
YoY	-2.2%	-15.3%	-0.1 pts.	-0.19 pts.	-25.1%	-23.2%

**Unsub rate YoY comparison does not include Oct '21 and Nov '21; data issues impacted rates

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45.1M Emailable Customers (+664.9K MoM)

- In November 2022, the 15-month inactivity suppression was updated to ignore Apple Mail users, positively impacting our total email eligible population. Since this update was made, we see continued growth among our email eligible audience.
  - Will continue to monitor the impact to those approaching the exclusion
- Net increase December MoM of +1.5% in total emailable customers
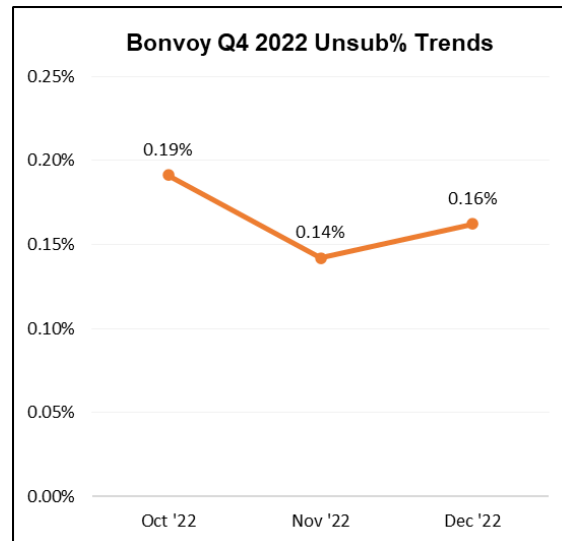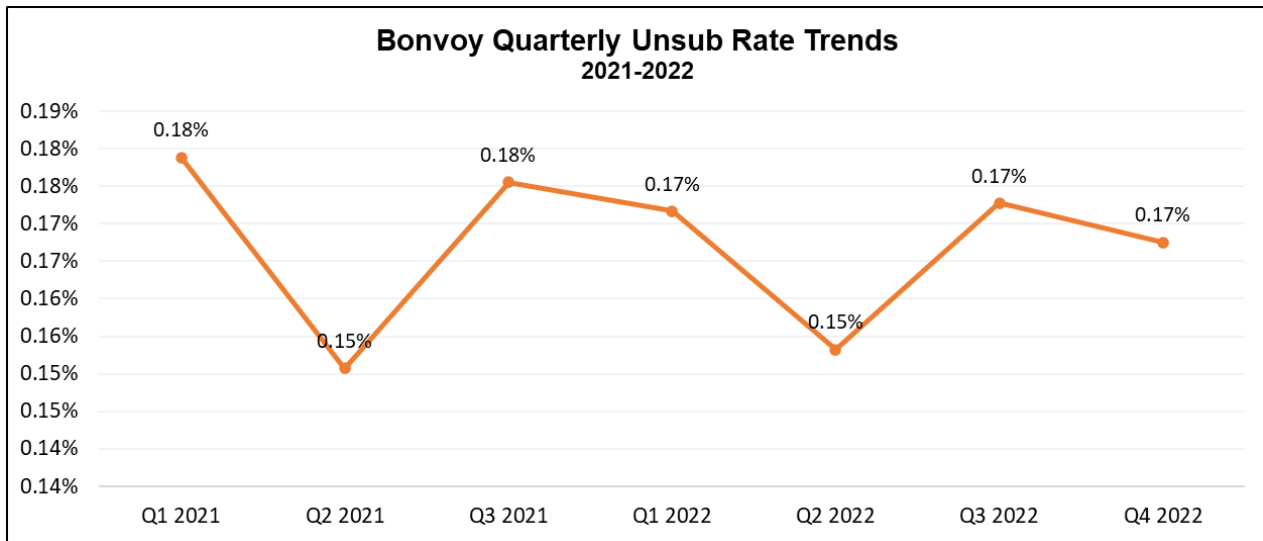 - Increase of +494.6 K (+1.6%) in Members; increase of +170.3 K (+1.3%) in Non-members

Email Eligible Audience Trends 2021-2022
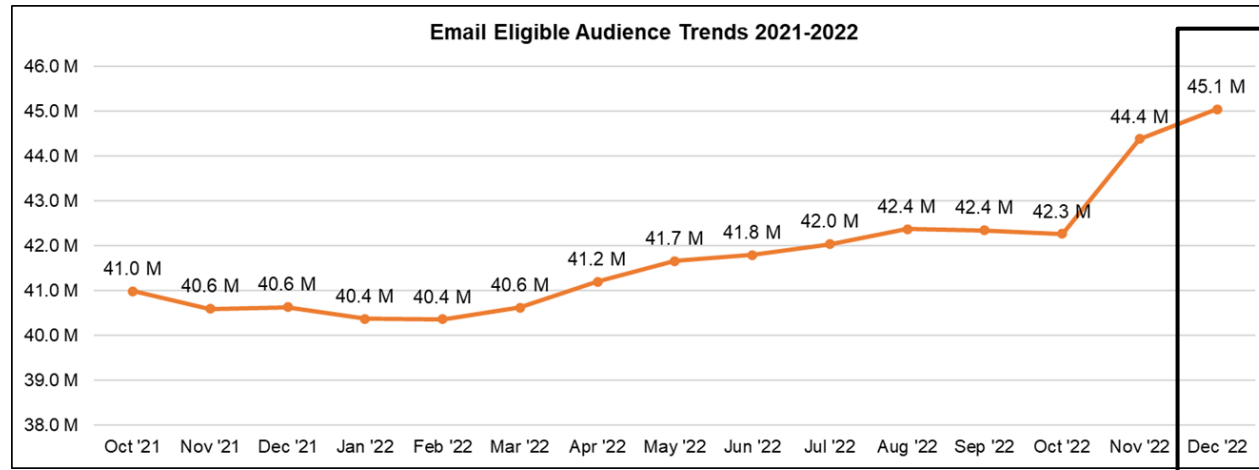
Email eligible (total)		45,050,762
	MoM	+1.5% +664.9 K
Members		**31,828,820**
	MoM	+1.6% +494.6 K
Non-Members		**13,221,942**
	MoM	+1.3% +170.3 K

Report date: January 1, 2023
Email Eligible Counts = Total emailable member & non-member counts globally; includes Welcome, China and Quebec suppression list counts

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QoQ and YoY Engagement Trends

- Compared to Q3 2022, increased deliveries in Q4 2022 were impacted by some larger seasonal campaigns only delivered in Q4, including Week of Wonders in Oct (61.7M), Q3 GloPro Registration Reminders in Oct and Nov (65.2M) and Cruise with Points in Dec (12.7M).

- Compared to Q4 2021, slight overall CTR decline of -0.1 pts. in Q4 2022 could have been impacted by engagement and timing of the larger Global Promo campaign

  - In 2021 GloPro Announcement was launched in October, but in 2022 was pushed up to September, which pulled some of its above-average engagement away from Q4 2022 and into Q3 2022.

Bonvoy Quarterly Engagement Trends 2021-2022

Delivered / CTR

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Delivered	578.1 M	597.4 M	543.0 M	743.4 M	585.1 M	567.8 M	532.8 M	727.0 M
CTR	1.1%	1.1%	1.4%	0.9%	1.1%	1.1%	0.9%	0.8%

Bonvoy Q4 2022 Engagement Trends

Delivered / CTR

	Oct '22	Nov '22	Dec '22
Delivered	276.9 M	203.8 M	246.4 M
CTR	0.8%	0.8%	0.8%

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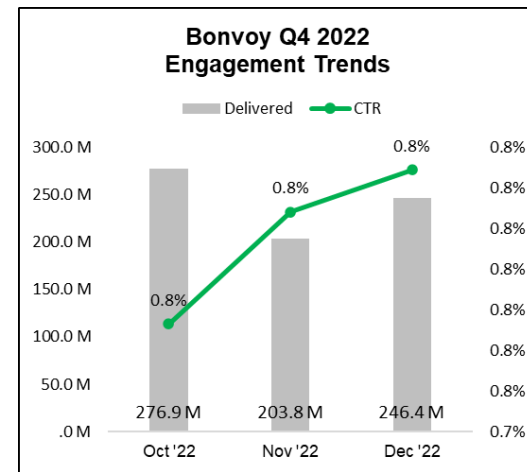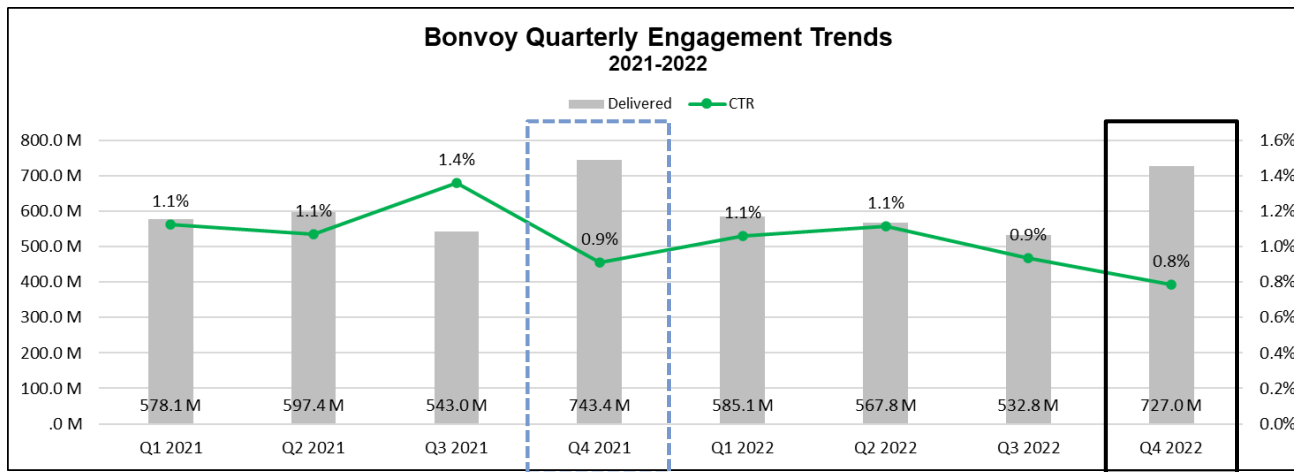
Q4 2022 Revenue of $19.0M (+ $1.7M QoQ)

- QoQ revenue increase of +9.6% (+$1.7M) impacted by Q4 lifts from Re-Engage Series and Q3 Global Promo, as well as revenue from Week of Wonders which was not delivered in Q3.

- Compared to Q4 2021, we saw fewer bookings in Q4 2022 from larger campaigns like Core MAU, Q3 Global Promo and Week of Wonders which impacted YoY revenue decrease of -23.2% (-$5.7M).

- Overall financials were impacted by the email attribution tracking issues that are still being researched.

Top 10 revenue drivers below contributed 69.3% of total Q4 revenue.

Q4 2022 Top Revenue Drivers	Delivered	Bookings	Revenue	Conv%	% of Total Rev
CORE MAU	81.7 M	8.3 K	$3.2 M	1.0%	17.0%
RE-ENGAGE SERIES	5.9 M	5.6 K	$2.2 M	4.0%	11.8%
Q3 2022 GLOBAL PROMOTION	68.1 M	3.7 K	$1.5 M	1.5%	7.8%
COBRAND	105.5 M	2.9 K	$1.1 M	0.9%	5.9%
CHOICE OF SELECTION	1.1 M	2.2 K	$964.8 K	0.6%	5.1%
BONVOY ESCAPES	24.1 M	2.5 K	$939.4 K	1.3%	4.9%
LUXURY MAU	6.5 M	1.4 K	$842.0 K	1.1%	4.4%
AMERICAS CYBER SOLO	11.6 M	1.9 K	$814.0 K	1.5%	4.3%
METT	24.6 M	1.5 K	$783.4 K	0.9%	4.1%
2022 WoW	61.7 M	1.7 K	$739.5 K	0.5%	3.9%
TOTAL	391.0 M	31.7 K	$13.2 M	1.1%	69.3%

Bonvoy Quarterly Financial Trends 2021-2022

Bonvoy Q4 2022 Financial Trends

Financial data source: Omniture 7-day

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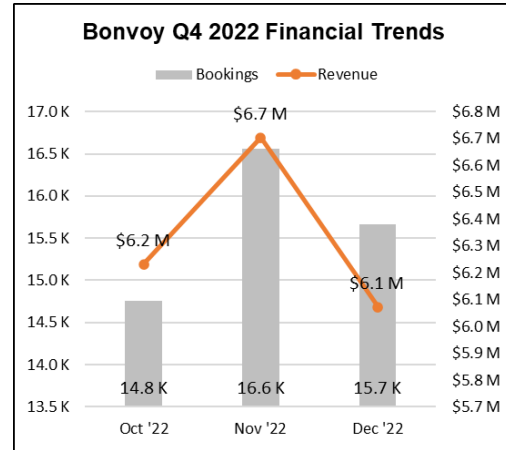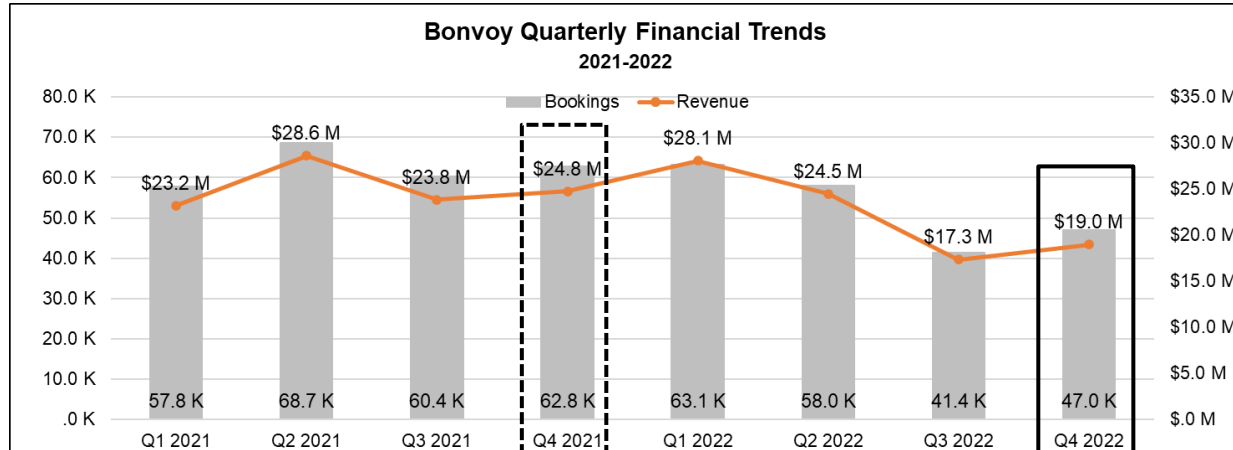
Steady Unsubscribe Rate Trend

Q4 unsub rate of 0.17% is flat compared to Q3; below unsub rate benchmark of 0.20%.

Bonvoy Quarterly Unsub Rate Trends 2021-2022

Quarter	Unsub Rate
Q1 2021	0.18%
Q2 2021	0.15%
Q3 2021	0.18%
Q1 2022	0.17%
Q2 2022	0.15%
Q3 2022	0.17%
Q4 2022	0.17%

Bonvoy Q4 2022 Unsub% Trends

Month	Unsub Rate
Oct '22	0.19%
Nov '22	0.14%
Dec '22	0.16%

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

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Member Engagement Trends Align with Q4 Averages

- Increased deliveries for all levels in Q4 compared to Q3

- CTRs were either flat or declined overall in Q4 compared to Q3 for all levels; Titanium was most engaged member level throughout Q4, followed by Ambassador.

- For all levels, overall unsub rates remained mostly flat QoQ, but saw increases in December

Trend line = Jul 2022 – Dec 2022

		Oct '22	Nov '22	Dec '22	Engagement Trends
NON-MEMBER	**Del.**	62.3 M	32.2 M	20.9 M	QoQ +53.8% (+40.4 M)
	CTR	0.29%	0.30%	0.27%	
	Unsub%	0.43%	0.32%	0.39%	
BASIC	**Del.**	152.9 M	118.4 M	154.7 M	QoQ +39.1% (+119.7 M)
	CTR	0.55%	0.53%	0.54%	
	Unsub%	0.15%	0.13%	0.16%	
SILVER	**Del.**	20.5 M	17.2 M	22.9 M	QoQ +32.0% (+14.7 M)
	CTR	1.10%	1.07%	0.98%	
	Unsub%	0.07%	0.06%	0.09%	
GOLD	**Del.**	23.8 M	20.8 M	25.9 M	QoQ +23.4% (+13.4 M)
	CTR	1.44%	1.27%	1.24%	
	Unsub%	0.07%	0.06%	0.09%	

		Oct '22	Nov '22	Dec '22	Engagement Trends
PLATINUM	**Del.**	8.3 M	7.2 M	8.8 M	QoQ +42.4% (+7.2 M)
	CTR	2.67%	2.51%	2.40%	
	Unsub%	0.05%	0.04%	0.07%	
TITANIUM	**Del.**	7.7 M	6.7 M	8.1 M	QoQ +27.5% (+4.9 M)
	CTR	3.35%	3.41%	3.24%	
	Unsub%	0.04%	0.03%	0.06%	
AMBASSADOR	**Del.**	1.4 M	1.3 M	1.6 M	QoQ +34.5% (+1.1 M)
	CTR	3.39%	2.94%	2.95%	
	Unsub%	0.04%	0.04%	0.06%	
MEMBER	**Del.**	214.6 M	171.6 M	222.0 M	QoQ +36.0% (+160.9 M)
	CTR	0.90%	0.89%	0.86%	
	Unsub%	0.12%	0.11%	0.14%	

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QUARTERLY HIGHLIGHTS

Core MAU + Year In Review

Lux MAU

Bonvoy Escapes

Q4 Points Promotion

Homes & Villas

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Core MAU: Q4 2022 Creative
(ENG Versions)

October
Subject Line:
Your Marriott Bonvoy Account Update:
Special Offers, Benefits, and More
Pre-Header:
See what's new this month.

November
Subject Line:
Your Marriott Bonvoy Account Update: Give the
Gift of Points with 25% Off
Pre-Header:
See what's new in November.

December (Year in Review)
Subject Line:
Marc, Your 2022 Year in Review
Pre-Header:
Plus, enjoy an exclusive offer from Shutterfly.

October 2022

November 2022

December 2022

17

Core MAU: Q4 2022 Engagement and Financial Trends

- Less click activity this quarter impacted overall declines compared to prior year and Q3, which included above-average engagement from the Global Promo announcement.

- October's Global Promo reminder drove the highest monthly engagement in Q4 at 1.1% CTR, followed by December YIR at 0.94% CTR.

- Monthly bookings & revenue were mostly steady each month this quarter.

- Financials continue to be impacted by the email attribution tracking issues that are being researched.

Metrics	Q4 2022	YoY	QoQ
Delivered	81.7 M	+4.2%	+1.0%
Clicks	805.7 K	-6.8%	-12.9%
CTR	1.0%	-0.12 pts.	-0.16 pts.
*Unsub. Rate	0.12%	---	0.00 pts.
Bookings	8.3 K	-26.5%	-11.2%
Room Nights	17.7 K	-26.7%	-16.1%
Revenue	$3.2 M	-17.6%	-18.1%

*Data issues impacted Oct '21 & Nov '21 unsubscribe data; excluded from YoY calculation.

Core MAU Q4 2022 Engagement Trends

Core MAU Q4 2022 Financial Trends

Core MAU (Year in Review): December 2022 Performance
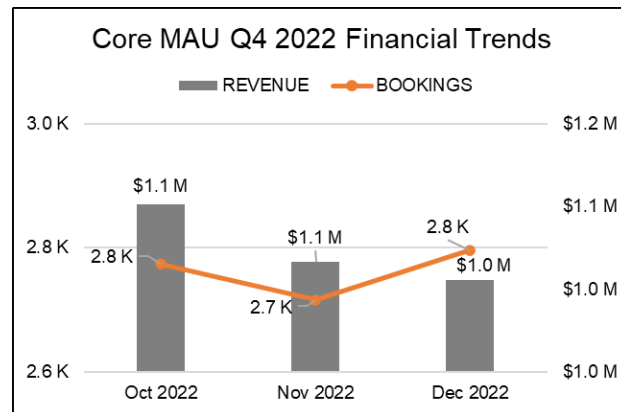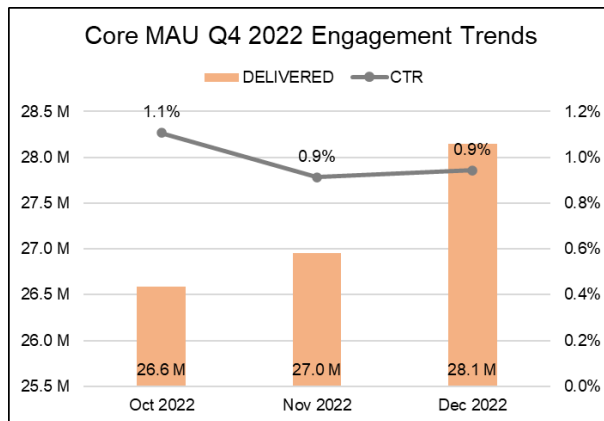
All Versions: Global English (Dec 28) + In-Lang. (Dec 28)

Metrics	YIR 2022	MoM	vs. MAU Avg.
Delivered	28.1 M	+4.4%	+5.7%
Clicks	265.3 K	+7.9%	-20.6%
CTR	0.9%	+0.0 pts	-0.3 pts.
Unsub%	0.14%	+0.01 pts	+0.02 pts.
Bookings	2.8 K	+2.9%	-26.1%
Rm Nights	6.0 K	+6.0%	-28.4%
Revenue	$1.0 M	-1.6%	-33.5%

- Year in Review (YIR) drove a +7.9% increase in click activity MoM, which also impacted the +2.9% MoM lift in bookings; content engaged readers and could be considered as an annual theme.

- The YIR Hero drove the most overall click activity at 50.2%; also drove most click activity for all member levels.

- Annual Choice Benefit messaging drove significant interest from upper elites.

- December offers had strong engagement from all levels; Shutterfly most popular at 7.4% of overall clicks; RCYC followed at 4.0%.

Modules	All Levels Combined		% of Clicks by Member Level					
ENG Version	% of Clicks	% of Bookings	BASIC	SILVER	GOLD	PLAT.	TITAN.	AMBASS.
Header	22.6%	53.3%	29.4%	17.2%	17.5%	10.6%	9.3%	7.6%
Hero - Member Year in Review	50.2%	38.1%	41.9%	64.8%	61.7%	55.3%	50.1%	48.2%
Annual Choice Benefit	2.7%	1.00%				14.3%	19.8%	22.4%
Ambassador Profile	0.02%	0.0%						1.9%
RAB - Donate Points	0.3%	0.0%	0.5%	0.2%	0.2%	0.1%	0.1%	0.1%
Offers	12.8%	0.0%	10.9%	12.6%	15.6%	15.2%	17.4%	16.5%
Shutterfly	7.4%	0.0%	5.6%	8.1%	9.8%	9.4%	11.0%	9.1%
Boutiques	1.0%	0.0%	0.9%	1.1%	1.1%	1.2%	1.1%	1.2%
Uber	0.5%	0.0%	0.8%	0.2%	0.2%	0.0%	0.0%	0.0%
RCYC	4.0%	0.0%	3.7%	3.2%	4.6%	4.6%	5.3%	6.2%
Cobrand	1.9%	0.0%	1.7%	2.2%	2.1%	3.0%	1.8%	2.1%
Explore - Where in 2023	0.5%	0.1%	0.5%	0.4%	0.4%	0.3%	0.3%	0.2%
Footer	9.0%	7.4%	15.0%	2.7%	2.5%	1.2%	1.2%	1.0%
Unsubscribe	7.0%	0.1%	12.3%	1.6%	1.4%	0.3%	0.2%	0.3%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Core MAU: Q4 2022 Top Performing Content

- Top engagement came from December's **YIR hero**, followed by October's **GloPro Reminder hero**.

- October's **EAT Promo** was the most popular among secondary content.

- **Shutterfly** and **Maldives** offers saw strong engagement and helped drive additional click activity in the Dec and Oct campaigns, respectively.

- The Member Module saw its highest engagement in Nov at 32.2% of clicks.

Member Module

	Oct-22	Nov-22	Dec-22
Clicks	25.6%	**32.2%**	N/A
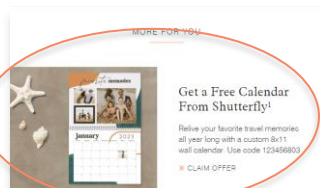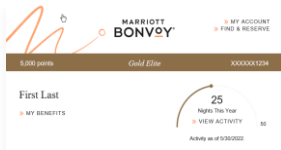
DECEMBER: Offers
12.8% clicks

Shutterfly (#1 Q4 offer):
7.4% clicks
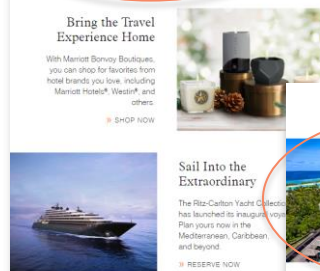
OCTOBER: Offers
7.5% clicks

Maldives (#2 Q4 offer):
4.7% clicks

Year in Review Hero
50.2% clicks

OCT: GloPro Reminder Hero
22.3% clicks

OCT: EAT Promo
8.5% clicks

Lux MAU: Q4 2022

Sample Creative

October 2022
Fall Travel/
Long Weekends

November 2022
Relaxing Holiday
Escapes/Spas/Treat Yourself
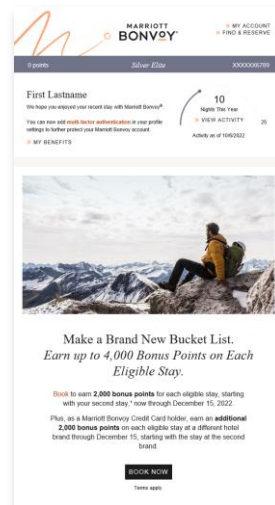
December 2022
Winter/Holiday/Family Travel
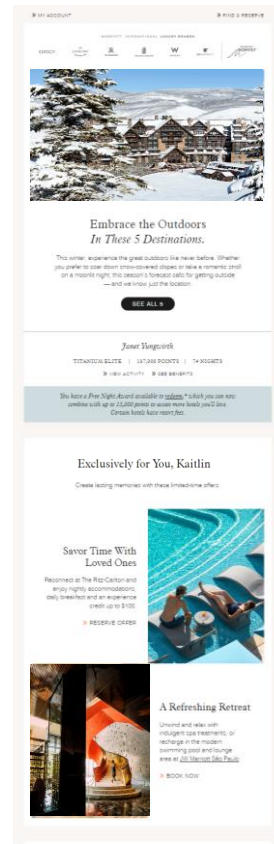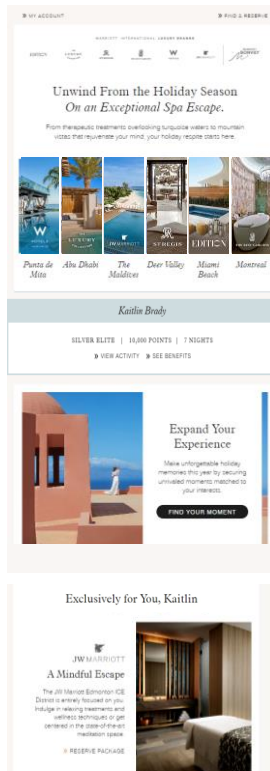
Performance Summary: Q4 2022

- Total audience reach has increased 27% YoY and 9% QoQ with control group suppression lifted and full luxury audience now receiving Lux MAU as of September

- CTR saw an increase of 0.3 pts. YoY and saw a slight uptick of 0.1 pts. QoQ
  - In 2021 the TRC Reconnect offer was featured in December with October and November not having offers
  - Q4 of 2022 had six offers overall which could be contributing to a higher CTR YoY
  - Q3 had five offers in comparison to six featured in Q4

- Unsub rate remains very low at 0.06%; showing a continuously engaged luxury audience

- Note: Since July '22 financials were impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

	Q4 '22	QoQ	YoY
Delivered	6.5 M	9.2% (+548.6 K)	27.1% (+1.4 M)
Clicks	117.4 K	14.2% (+14.6 K)	51.2% (+39.8 K)
CTR	1.8%	+0.1 pts.	+0.3 pts.
Unsub Rate	0.06%	-0.00 pts.	-0.01 pts.
Bookings	583	-27.8%	-23.1%
Revenue	$355.7 K	-33.2%	-12.3%

Financial data source: Omniture 7-day cookie

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Luxury Brand Contribution

- Revenue contribution to luxury brands was slightly higher QoQ; +2.6 pts

- Booking contribution saw slight decrease of 0.5pts. in comparison to Q3

- December was a top performing month for both click engagement and luxury brand contribution

Financial Contribution Trends

■ Jul '22   ■ Aug '22   ■ Sep '22   ■ Oct '22   ■ Nov '22   ■ Dec '22

	% Bookings to Lux Brands						% Revenue to Lux Brands					
	16%	15%	15%	15%	13%	17%	36%	30%	27%	34%	26%	42%
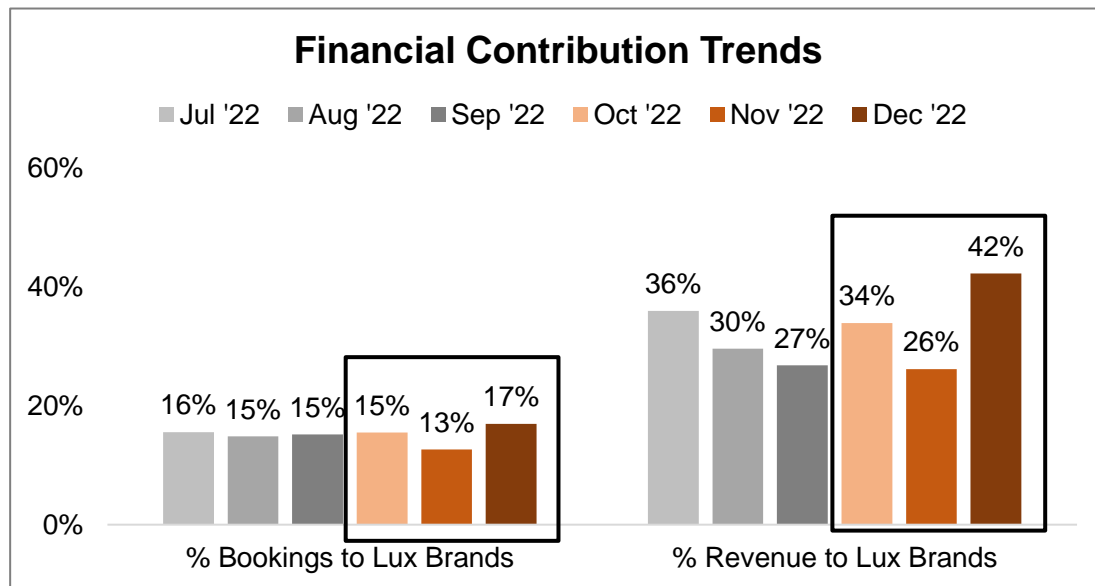
Booking Contribution
-0.5pts. QoQ

Revenue Contribution
+2.6pts. QoQ

Note: Since July '22 Financials were impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

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Lux MAU: Q4 2022 Top Performing Content

- December hero had strongest engagement, followed by October and November that were also top performers compared to secondary content modules
  - 6-Across Nav bar continues to be a top performing hero module in comparison to both Q4 of last year and Q3 of this year
  - Varied engagement across luxury segment levels for properties featured in 6-across; Dubai, Bali and Abu Dhabi drove more interest for L1/L2A in comparison to other luxury segments
- Member Module continues to draw significant click activity each month
- Offer content drove engagement across all segment levels in Q4
  - TRC Reconnect Offer in December drove most engagement followed by JW Reserve Package in November and Bermuda Suite offer in October
  - Continue to evaluate and optimize offer content at each luxury segment level
- Maldives and Yacht content continue to drive interest from readers

Oct: 28.4%
Fall Travel

Nov: 27.3%
Holiday Escapes
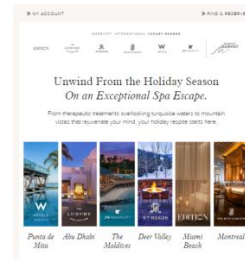
Dec: 35.6%
Holiday Travel

Top Offers (Oct/Nov/Dec)

December Inspiration and Yacht

CTR: 0.13%

CTR: 0.07%

CTR: 0.19%

CTR: 0.14%

CTR: 0.06%

Member Module	Oct-22	Nov-22	Dec-22
	37.0%	40.9%	27.1%

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Bonvoy Escapes

Q4 Core Sample Creative
U.S. & Canada Member Versions

October
Subject Line:
Kerry, Take 20% off Global Stays 🌍
Pre-Header:
Make the most of Week of Wonders.

November
Subject Line:
Michelle, Find Autumn Adventures With 20% off 🍂🚴
Pre-Header:
Book and save with Marriott Bonvoy Escapes.

November Cyber Solo
Subject Line:
Cyber Sale: 20% off at 6,000+ Hotels and Resorts 😎
Pre-Header:
Book and save with Marriott Bonvoy Escapes.

December
Subject Line:
Marc, Get 20% off a Last-Minute Winter Getaway ❄️🏔️
Pre-Header:
Book now with Marriott Bonvoy Escapes.

October 2022

November 2022

November Cyber Solo

December 2022

Bonvoy Escapes: Q4 2022 Engagement Summary

Core U.S. and Canada

Metrics	Core		Cyber Solo	Core	Q4 2022	vs. Escapes
	OCT	NOV	NOV	DEC	TOTAL	Qtrly Avg.
Delivered	5.2 M	2.6 M	5.6 M	5.2 M	**18.6 M**	+54.5%
Clicks	41.2 K	18.0 K	50.7 K	30.7 K	**140.6 K**	+23.6%
CTR	0.8%	0.7%	0.9%	0.6%	**0.8%**	-0.1 pts.
Unsub%	0.18%	0.17%	0.13%	0.16%	**0.16%**	+0.02 pts.
Halo Bookings	557	340	647	536	**2.1 K**	+32.3%
Halo Revenue	$190.1 K	$100.1 K	$232.7 K	$171.5 K	**$694.3 K**	+16.3%
Conversion%	1.4%	1.9%	1.3%	1.7%	**1.5%**	+0.1 pts.

Metrics	CANADA	U.S.	Q4 2022 TOTAL
Delivered	2.3 M	16.3 M	**18.6 M**
Clicks	32.2 K	108.5 K	**140.6 K**
CTR	1.4%	0.7%	**0.8%**
Unsub%	0.32%	0.13%	**0.16%**
Halo Bookings	421	1.7 K	**2.1 K**
Halo Revenue	$135.5 K	$558.9 K	**$694.3 K**
Conversion%	1.3%	1.5%	**1.5%**

- Compared to overall monthly engagement in Q4, the Cyber Solo had the best performance at 0.9% CTR and 0.13% unsub rate; also drove the most halo revenue at $232.7K.
- Overall unsub rate of 0.16% was below Bonvoy benchmark of 0.20% but slightly higher than the Core Escapes 2022 quarterly average of 0.14%.

- U.S. had more deliveries at 16.3M; U.S. audience also drove higher conversion rate at 1.5% compared to Canada.
- Canada drove a higher overall CTR at 1.4%; however, many of these clicks impacted a high unsub rate of 0.32%

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Bonvoy Escapes Cyber Solo: Nov 22

All Regions

Metrics	Cyber Solo	vs. Escapes Nov 9	vs. Escapes 2022 Avg.
Delivered	5.7 M	116.9%	12.1%
Clicks	52.8 K	184.4%	14.2%
CTR	0.92%	+0.22 pts.	+0.02 pts.
Unsub Rate	0.13%	-0.04 pts.	-0.04 pts.
Halo Bookings	658	89.6%	3.1%
Halo Revenue	$237.3 K	134.7%	0.9%
Conversion	1.25%	-0.62 pts.	-0.13 pts.

- Compared to the Core Escapes 11/9 solo and Core Escapes 2022 average, cyber solo delivery volume of 5.7 M was a +116.9% and +12.1% increase respectively and impacted engagement lifts

  - Exception with lower conversion at 1.25%

- The hero drove most activity at 49% of clicks and 61% of bookings

- With taller hero option, recommend additional hero CTA with higher placement (hero image; no scroll) to optimize conversions and to capture first click faster
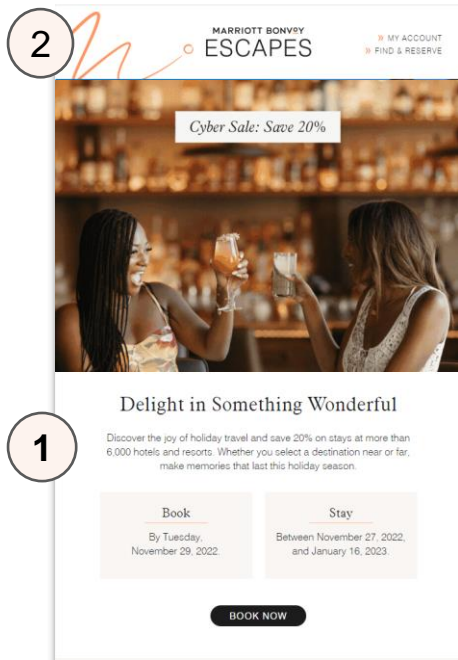
Pictured: U.S. Member version
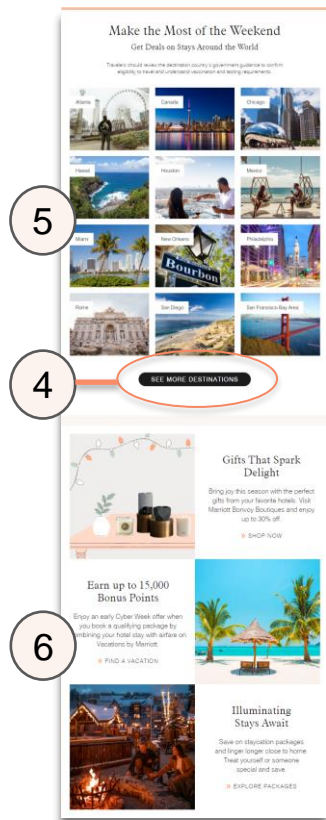
Footer #3 (not shown)

Q4 2022 Points Purchase Promo

Sample Creative

Promo Details:

- Promotion featured a 25% off points offer when you buy or gift 2,000 or more points by Dec 20, 2022

- Fun animation to imply the opening of a gift -- and the perfect gift for travelers are points to use toward upcoming travel

- SL: 25% Off Points Makes Travel the Perfect Gift -- for Anyone

- PH: Purchase 2,000 points and get 25% off, now through December 20.

*Ride along banner
50/50 split test

**Nov 2, 2022
Announcement**

**Dec 6, 2022
Reminder**

Q4 2022 Points Promo Email Engagement

- Sent two solos to support Q4 '22 promotion; also included in Core MAU hero

- Promotion engaged a point buying audience, mostly Elite members

- Positive signs of audience health with below average unsub rates

- Reminder CTR and Unsub align with Q3 promo reminder at 0.4% and 0.11% respectively (different promotions but deliveries & engagement were similar)
  - 2022 Points Promo announcements have CTRs ranging from 0.5% - 4.0% and reminders had a CTR average of 0.4%; audiences targeted for solos vary for each promo

- Core MAU module click activity was consistent with Aug '22 Q3 Points Promo
  - Only ~2,000 fewer Core MAU hero clicks in comparison to Q3 message

- Most of the clicks went to the hero Buy Points CTA in both solos

- Consider using PCIQ Content to test secondary modules that educate on ways to use points – can use same optimization effort each promotion
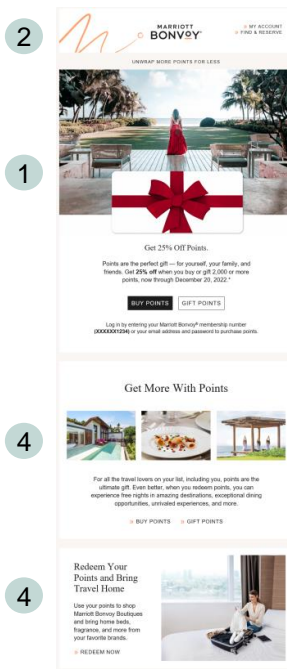
Q4 Points Promo	Nov 2 Announcement	Nov 10 Core MAU	Dec 6 Reminder
Delivered	15.4 M	27.0 M	15.7 M
Clicks *(Hero Clicks)*	71.2 K	43.5 K	60.5 K
CTR *(Hero CTR)*	0.5%	0.2%	0.4%
Unsub. Rate	0.10%	---	0.11%

Bonvoy Nov Avg:
CTR – 0.79%
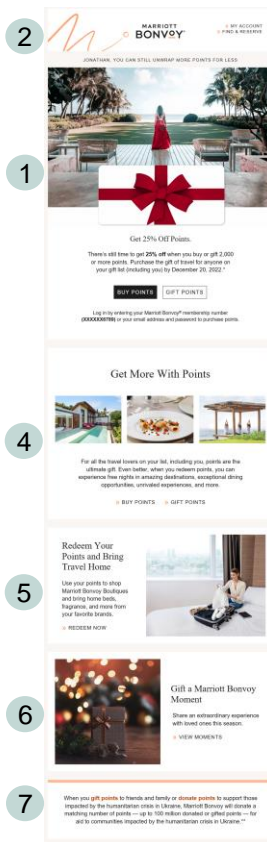Unsub% -- 0.14%

Bonvoy Dec Avg:
CTR – 0.80%
Unsub% -- 0.16%

Click Activity Ranking

Nov 2, 2022 Announcement Solo
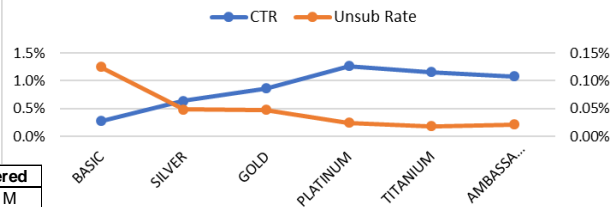

Footer = #3

Dec 6, 2022 Reminder Solo

Footer = #3

29

# Q4 2022 Points Purchase Promo Segment Level Email Engagement

Most engaged segments were Elites and luxury L2B and L3; consistent for both Announcement and Reminder solos
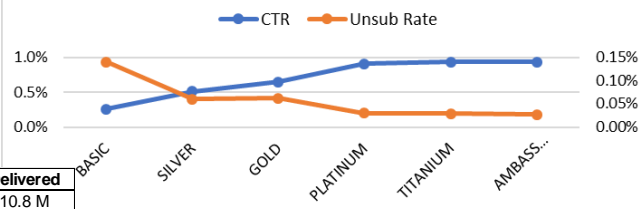
Q4 '22 Points Promo Announcement Member Engagement

| Announcement	Delivered
BASIC	10.7 M
SILVER	1.6 M
GOLD	1.9 M
PLATINUM	646.9 K
TITANIUM	539.6 K
AMBASSADOR	101.6 K

Q4 '22 Points Promo Announcement Luxury Engagement
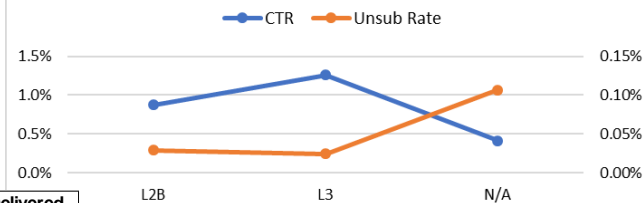
Announcement	Delivered
L2B	1.1 M
L3	335.6 K
N/A	14.0 M

Q4 '22 Points Promo Reminder Solo Member Engagement

Reminder Solo	Delivered
BASIC	10.8 M
SILVER	1.6 M
GOLD	1.9 M
PLATINUM	656.2 K
TITANIUM	558.6 K
AMBASSADOR	105.9 K

Q4 '22 Points Promo Reminder Solo Luxury Engagement
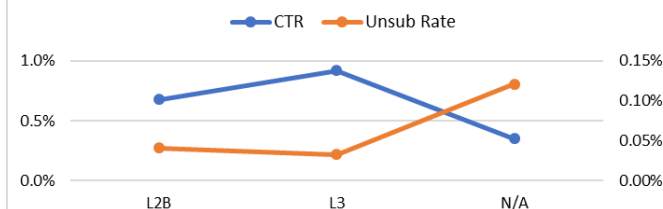
Reminder Solo	Delivered
L2B	1.1 M
L3	339.2 K
N/A	14.2 M

Oct/Nov '22 Homes & Villas

Sample Creative

October Solo 1 (10/9):
- 2X points + 2 ENC (Week of Wonders) (Elite Night Credit)
- US Only: Uber Promotion: Get $20 off your first grocery order of $50 or more

October Solo 2 (10/29):
- 2X Points Promo – Book by Nov 7 and earn 2X points on last-minute stays through Dec 31, 2022

November Solo 1 (11/14):
- Book by Nov 16 and save 10% on stays through Sep 23, 2023
- US only: Uber Promo - $20 off your first grocery order of $50 or more during your stay

November Solo 2 (11/21):
- Book by Nov 28 and earn 10K points on stays through Jan 31, 2023
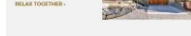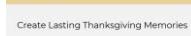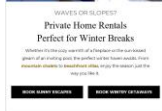- US only - Customized hero image and copy based on member tier: Non-member, Basic Silver, Gold Ambassador. Book by Nov 16 and save 10% on stays through Sep 23, 2023
- US only: Uber Promo - $20 off your first grocery order of $50 or more during your stay

Oct 2022

Nov 2022

31

Oct/Nov '22 HVMB Email Engagement Summary

- Engagement was relatively consistent most months with near 0.8% CTR and 0.2% Unsub. Rate

- CTRs aligned with Bonvoy averages; Oct 29th urgency message under the header and double CTAs in the hero helped generate more click activity compared to other months

  - HVMB 2022 CTR average is 1.8% and unsub rate average is 0.27%

- EU and APEC regions had stronger engagement compared to US audiences, although EU unsub rates were higher than monthly averages (Oct 0.24% and Nov 0.18%)

Solo Totals	10/9	10/29	11/14	11/21
Delivered	11.6 M	11.7 M	11.7 M	14.7 M
Clicks	92.3 K	105.5 K	93.2 K	112.3 K
CTR	0.79%	0.90%	0.80%	0.76%
Unsub Rate	0.23%	0.22%	0.23%	0.18%

Bonvoy Oct Avg:
CTR – 0.77%
Unsub% -- 0.19%

Bonvoy Nov Avg:
CTR – 0.79%
Unsub% -- 0.14%

Homes & Villas Oct and Nov 2022 Solos Region Performance
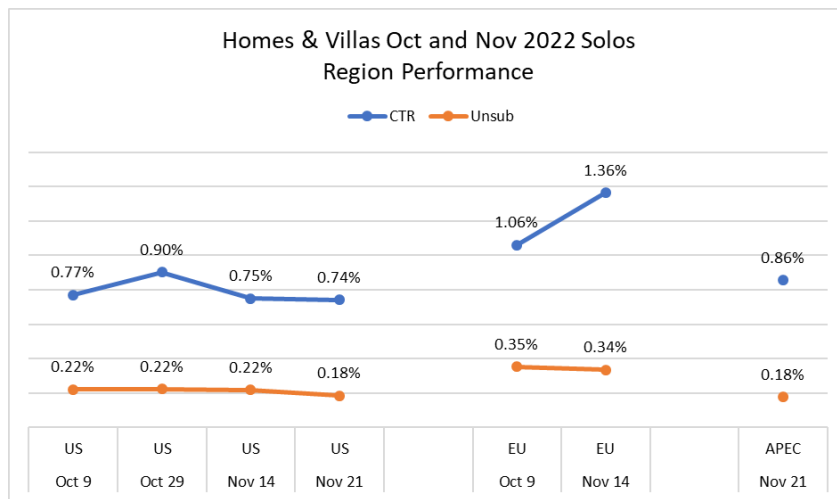
| Region	US	US	US	US	EU	EU	APEC
Delivered	10.7 M	11.7 M	10.7 M	11.7 M	1.0 M	917.9 K	3.0 M

Oct/Nov HVMB: Top Content
US Audience

- Property features under the hero drove slightly more engagement each month, followed by the hero
- Urgency content in the Oct Solo 2 plus double hero CTAs helped lift engagement compared to previous months
  - Double CTA options (Book Sunny Escapes vs Book Wintry Getaways)
  - 13.9% of email clicks went to the Sunny CTA vs. 9.9% for Wintry
  - Content options could be useful in a menu bar; test top getaway options and/or top site filtering options (i.e. Pet Friendly | Beach Homes | Homes with Pools | Waterfront)
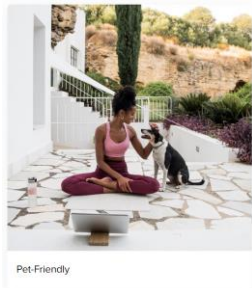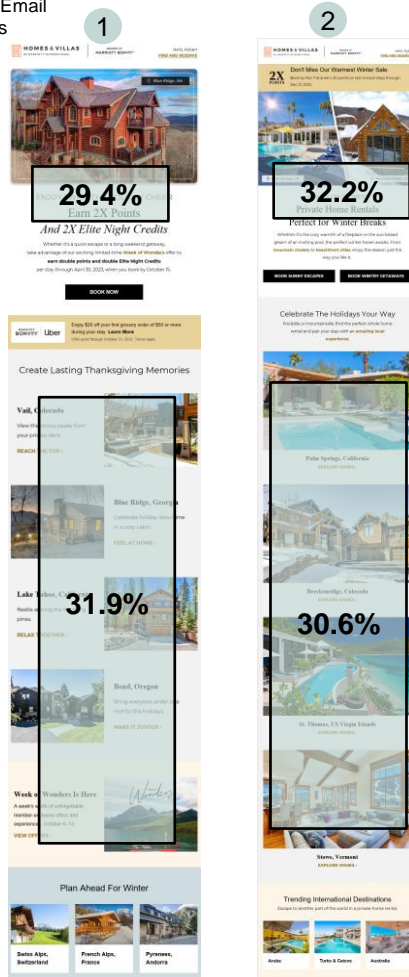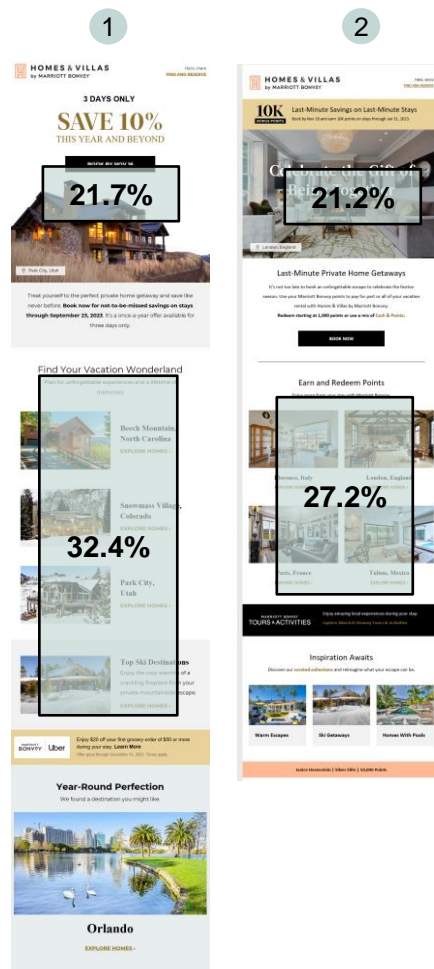

Pet-Friendly
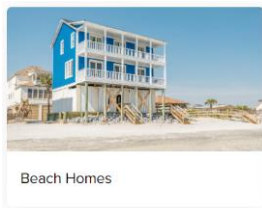
Beach Homes

Homes With Pools

% of Email Clicks

Oct 2022 Solos

1 29.4%

2 32.2%

31.9%

30.6%

Nov 2022 Solos

1 21.7%

2 21.2%

32.4%

27.2%

HVMB: Additional Recommendations

- Test moving personalized content "We found a match for you" module to higher placement higher (currently at bottom)

- Continue personalization efforts by targeting **past stayers** with book again messaging
  - For example, ask typical summer stayers to book in March for their upcoming summer travel – either same property or same city
  - Or, thank recent HVMB stayers for their last stay and encourage them to book again

- Tout point earning opportunity to Global Promo Registrants and cobrand cardholders in education modules, especially for newer members

- Consider surveying audiences to better understand timing of next trip or how far out they plan seasonal vacations; use results to personalize future mailings

Example Poll:

WE WANT TO HEAR FROM YOU

What are your summer plans?

- Staycation close to home >
- Exploring nearby destinations >
- Looking forward to traveling afar >
- I'm still deciding >

TESTING & OPTIMIZATION

PCIQ Subject Line and Pre-Header Insights

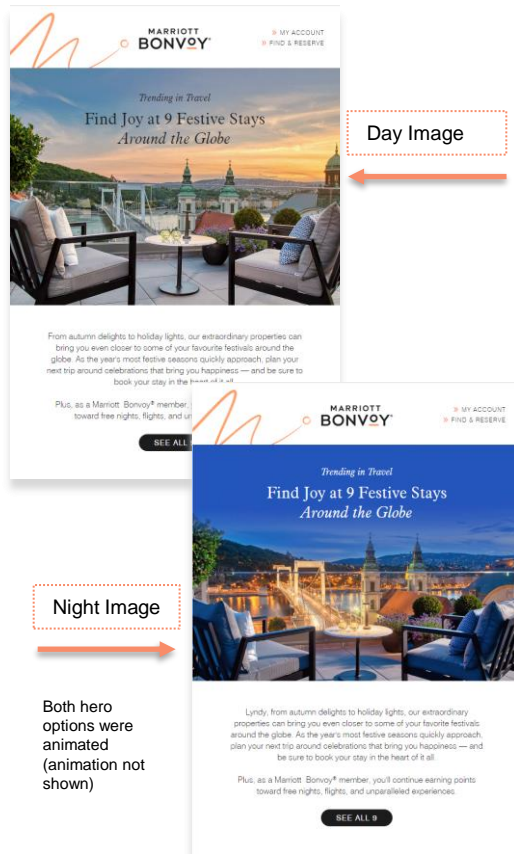Wanderlust: Hero CTA and Hero Image Tests

Cruise with Points: Hero CTA Placement Test

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PCIQ Optimization Insights

Summary of Luxury & Travel Inspiration Solos

- Lux MAU:
  - October was the last month for Subject line testing; moving forward with 'FN, Your Account Update' as established best practice
  - Started testing pre-headers in November & December using PCIQ to gain insights around what copy approaches resonate with members
    - Authority and Action-Oriented had similar performance in November outperforming Direct
    - Direct moved into top placement in December with Authority remaining in top 2

- Ritz eNews:
  - Top 3 performers continue to be mix of 'Authority', 'Direct' and 'Intrigue' tags
  - With introduction of Listicle tag in October, Listicle made top 3 in both October and November
  - Continue to evaluate "Listicle" tag performance overall with recent sunset of "How to" tag

- Traveler
  - Intrigue SL tag performed the best in November, and overall has performed well in previous months
  - Testing headlines with same tagging approach as SLs; the Listicle headline tag was the strongest performer for both the EU and US headline groups.
  - Continuing to test regional headlines to trend results; next test is planned for January

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Project Wanderlust October: Hero Image Test Results

Day Image

Night Image

Both hero options were animated (animation not shown)

Overview: 50% of the member audience received a "Day" hero image, and 50% of the member audience received a "Night" hero image (all non-members received the "Night" hero image and were not included in this test).

Results: The **"Night" image drove slightly higher engagement, but fewer bookings, for Members** compared to the "Day" hero image.

- The "Night" image generated a clicks lift of +10.0% and a CTR lift of +0.02 pts. compared to the "Day" image option. However, the "Day" image option drove slightly more bookings at 5.6%.

- If utilizing a "night" hero image in future campaigns to supplement respective theme/copy approach, these test results indicate engagement would most likely remain on par with more standard "day" hero image approaches; bookings may be negatively impacted with a "night" hero image option.

- Do not believe additional A/B testing is needed; similar engagement impact can be evaluated across individual campaigns without an A/B test set-up.

Hero Image Test	Delivered	Clicks	CTR
Members	**12.6 M**	**51.9 K**	**0.41%**
DAY	6.3 M	25.3 K	0.40%
NIGHT	6.3 M	26.6 K	0.42%

Module Clicks	Module Clicks Lift	Module CTR	Module CTR Lift	% of Clicks on Module	% of Bookings
14,167		0.23%		42.3%	**5.6%**
15,582	**10.0%**	**0.25%**	**+0.02 pts.**	**44.8%**	4.1%

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Project Wanderlust November: Hero CTA Test Results
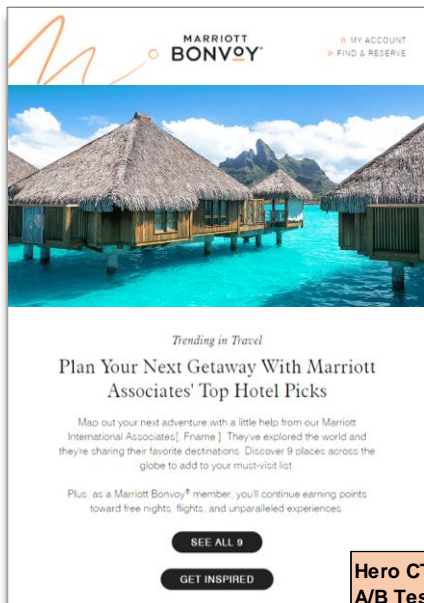
Pictured:
Member version

CTA Test Overview: 50% of the member and non-member audience received the "See All 9" CTA option and 50% of the member and non-member audience received the "Get Inspired" CTA option.

Primary goal of the test was to see which CTA copy option drove more engagement. Secondary goal was to gauge impact on bookings.

Results: The **"See All 9" (listicle) CTA drove higher engagement and bookings for Members and higher engagement for Non-members**; neither CTA drove bookings for Non-members.

- For Members, "See All 9" drove a clicks lift of +127.6% and a CTR lift of +0.21 pts. compared to the "Get Inspired" CTA. "See All 9" also drove 8.2% of bookings for this email compared to 4.3% from "Get Inspired"

- For Non-members, "See All 9" drove a clicks lift of +94.6% and a CTR lift of +0.11 pts. compared to the "Get Inspired" CTA.

- Recommend moving forward with the listicle hero CTA approach

Hero CTA A/B Test	Delivered	Clicks	CTR		Module Clicks	Module CLICKS LIFT	Module CTR	Module CTR Lift	% of Clicks on Module	% of Bookings
Member	**12.4 M**	**66.3 K**	**0.53%**							
SEE ALL 9 (listicle)	6.2 M	38.2 K	0.62%		23,750	127.6%	0.38%	+0.21 pts.	46.3%	8.2%
GET INSPIRED (booking)	6.2 M	28.2 K	0.45%		10,433		0.17%		25.3%	4.3%
Non-Member	**5.7 M**	**21.3 K**	**0.37%**							
SEE ALL 9 (listicle)	2.8 M	11.8 K	0.41%		6,441	94.6%	0.23%	+0.11 pts.	24.3%	0.0%
GET INSPIRED (booking)	2.8 M	9.6 K	0.34%		3,310		0.12%		13.5%	0.0%

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Cruise with Points December 2022

Hero CTA Test Results: Chase Cardholders

- **Test Overview:** 50% of the cardholder audience received the **On Hero CTA placement** option and 50% of the cardholder audience received the **Under Hero CTA placement** option.
  - Goal of the test was to see which CTA placement option drove more engagement

- **Test results:** Under Hero placement drove more clicks and a higher CTR than On Hero placement.

- Recommend testing again to gain more insights

	CTA Placement	
Results by Segment	**On Hero**	**Under Hero**
Total Delivered	703.4 K	704.1 K
Module Clicks	2.9 K	3.4 K
Module Clicks Lift		+17.0%
Module CTR	0.41%	**0.48%**
Module CTR Lift		+0.07 pts.
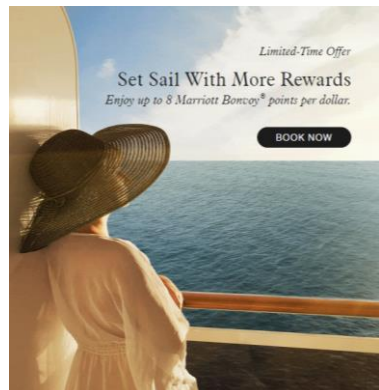
"On Hero" CTA

Both images were animated with moving water.

"Under Hero" CTA

Cruise with Points December 2022

Hero CTA Test Results: Non-Chase Cardholders

"On Hero" CTA

Both images were animated with moving water.

- **Test Overview:** 50% of the non-cardholder audience received the **On Hero CTA placement** option and 50% of the non-cardholder audience received the **Under Hero CTA placement** option.
  - Goal of the test was to see which CTA placement option drove more engagement

- **Test results:** Under Hero placement drove more clicks and a higher CTR than On Hero placement.

- Recommend testing again to gain more insights

Results by Segment	CTA Placement	
	On Hero	**Under Hero**
Total Delivered	5.6 M	5.6 M
Module Clicks	4.7 K	4.9 K
Module Clicks Lift		+4.4%
Module CTR	0.08%	**0.09%**
Module CTR Lift		+0.01 pts.
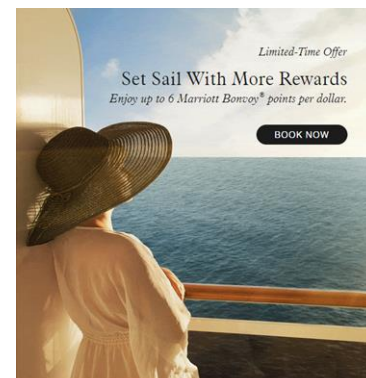
"Under Hero" CTA

ACTIONABLE INSIGHTS

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Actionable Insights

- To better understand impact of campaign results, we will break out overall channel performance and KPIs by campaign type going forward.

- Continue working with data teams on the following channel impacts:
  - Customers who are approaching the 15-month inactivity exclusion impacting emailable customer tracking
  - Adobe tracking issues that are impacting financials attributed to email
- For Core MAU:
  - Consider Year in Review content as an annual end-of-year theme to keep readers engaged during a more seasonally low time period.

- For Lux MAU:
  - Continue PCIQ preheader testing and optimization to gain insights around what copy approaches resonate with members.
  - Continue to evaluate and optimize offer content at each luxury segment level

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Actionable Insights

- Continue with Cyber solo mailings to help drive Q4 bookings and revenue, given significant lifts in engagement compared to core solos and campaign average.

- For future Q4 Points Promotion mailings, consider using PCIQ content to test secondary modules that educate on ways to use points – can use same optimization effort each promotion.

- Content options could be useful in a menu bar; test top getaway options and/or top site filtering options:

  Pet Friendly | Beach Homes | Homes with Pools | Waterfront

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INDUSTRY EXAMPLES

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Industry Examples: Loyalty Benefit (Money + Miles)

United Airlines Mileage Plus

SL: Save on your next vacation with Money + Miles

- Dedicated solo to promote loyalty member benefit of using cash and miles to

- Good hero animation

Industry Examples: **Birthday Recognition (Ride-A-Long Banner)**
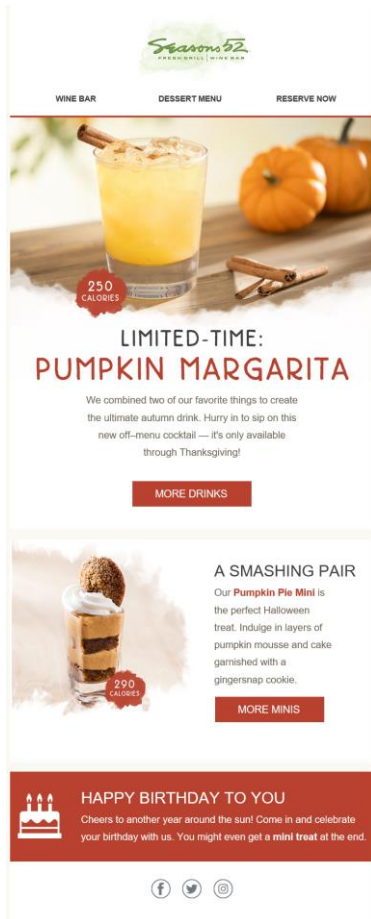
Seasons 52

SL: November is all about you

- Acknowledged customer's birthday with personalized banner message and subject line

- Consider for Core MAU, even if there is not an offer tied to it – a nice member surprise

HAPPY BIRTHDAY TO YOU

Cheers to another year around the sun! Come in and celebrate your birthday with us. You might even get a **mini treat** at the end.

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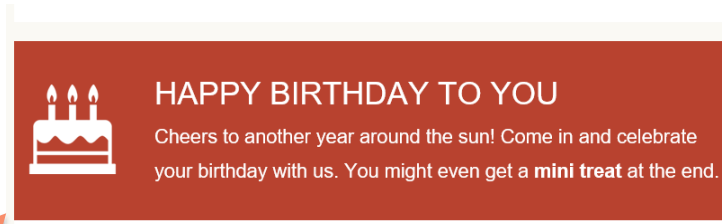
Industry Examples: Customer Experiences (similar to Tours & Activities)
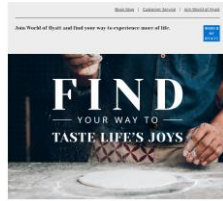
World of Hyatt

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

- Launched new experiences option that customers can buy, redeem, bid on or gift

- Email content targeted to non-member with join now CTA in hero
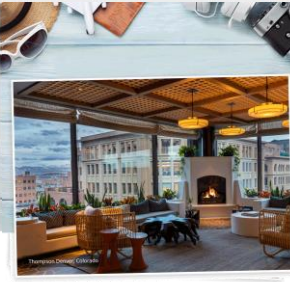
- Bottom module helps set the expectation around purchasing experiences showing starting at amounts

- Consider creating a similar module for Moments

- Consider sending an email or including in a combined email with Moments

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Industry Examples: **Promotional Content**

World of Hyatt

SL: A Limited-Time Offer with Endless Possibilities

- Offer targeted to non-member with a special offer code "UNLOCK" to use when booking

- Usage of "lock it in" language drives a slight sense of urgency

- Scannable offer details and lower modules

- Join module suggests easy of joining during booking process

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Industry Examples: **Email Re-Engagement Message (dynamic module)**

Email Module
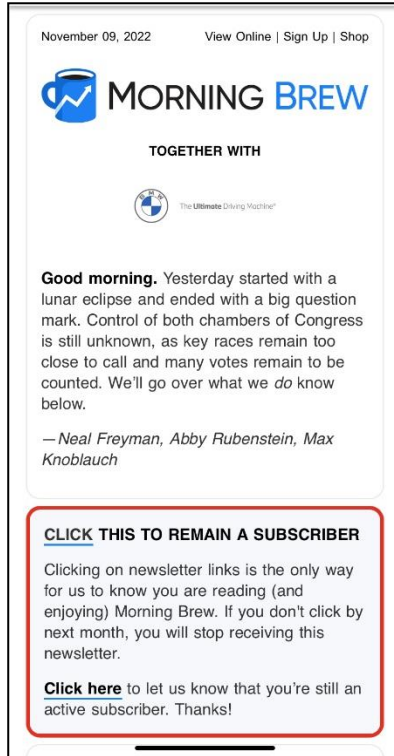
Landing page confirmation
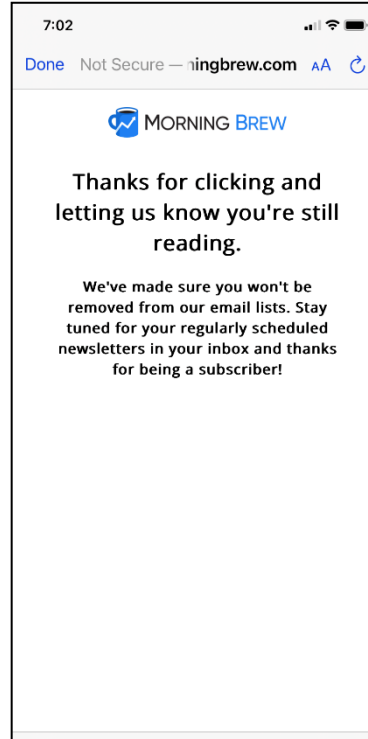
Morning Brew

- Example email with targeted re-engagement module similar to Hello Again series

- Message seeks to confirm readers interest in receiving emails prior to going on a suppression list

- Consider including Hello Again messaging in other emails and channels
  - For 3 month inactive – profile update alert
  - For 6+ inactive – stronger 'click here' alert

Industry Examples: **Seasonal Energy Moment (Member Thank You Message)**
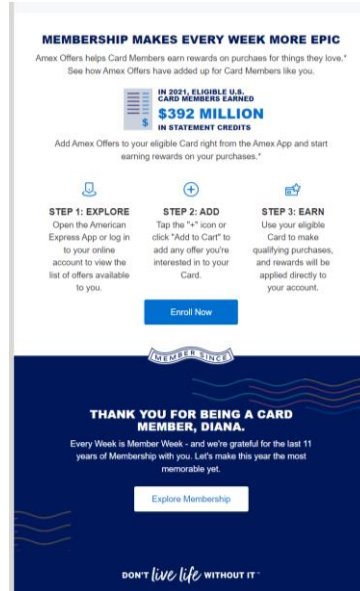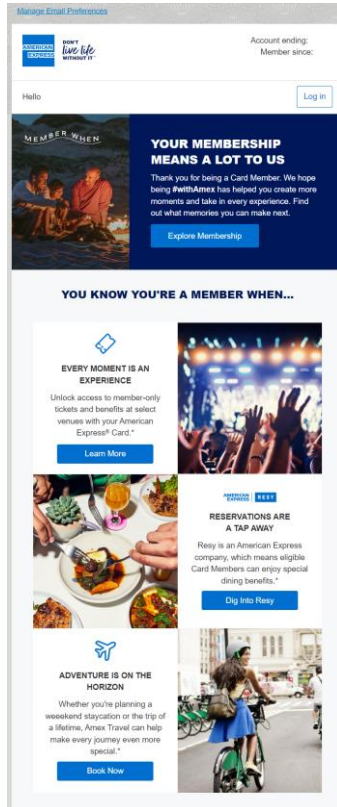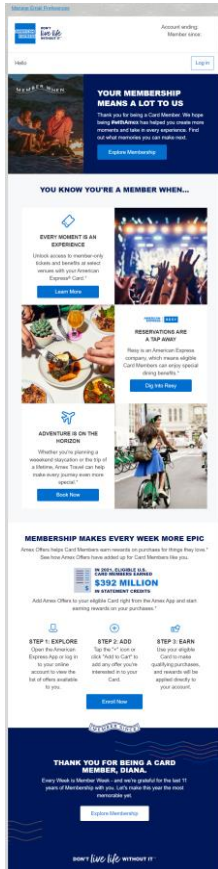
American Express

SL: Thank you for your Card Membership

- Using relevant energy moment (Thanksgiving) to show appreciation to members without overt seasonal look & feel

- Message can actually be sent at any time of the year

- Clever phrasing to tout member benefits: "You Know You're A Member When…"

- Features one earning opportunity, step by step

- Acknowledges years of membership

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Industry Examples: Cross-Channel Messages
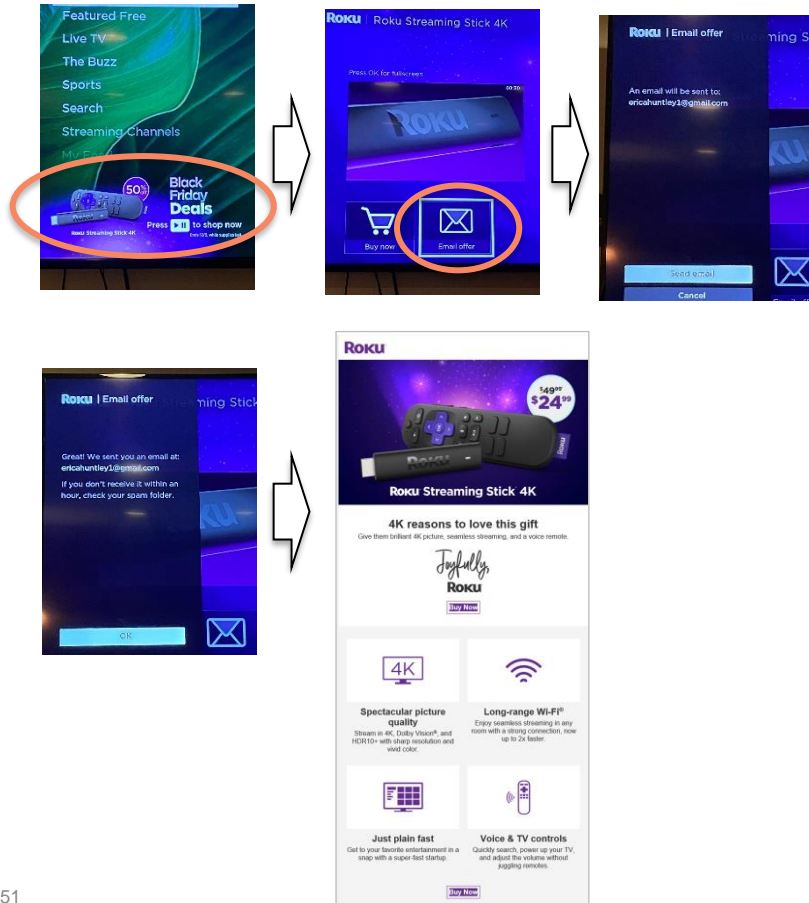
Roku TV

SL: Here's the deal on a Roku® Streaming Stick® 4K you wanted

- Email was sent in real-time (seconds) after engaging with an offer on Roku TV

- Consideration for in-app or in-room content
    - Email collection
    - Re-engagement confirmation
    - Sending more offers/deals
    - Send new reader / welcome to Traveler email version

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Thank You!

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APPENDIX

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December 2022 Performance

	Monthly	Dec-22	MoM	YoY	vs. Avg.
Engagement	**Delivered**	**246.4 M**	20.9% 42.6 M	21.4% 43.4 M	24.8% 49.0 M
	Clicks	**2.0 M**	22.5% 363.7 K	13.1% 229.1 K	3.9% 73.9 K
	CTR	**0.8%**	+0.0 pts.	-0.1 pts.	-0.2 pts.
	Unsub%	**0.16%**	+0.02 pts.	-0.02 pts.	+0.01 pts.
Financials	**Bookings**	**15.7 K**	-5.4% -897	-12.4% -2.2 K	-11.2% -2.0 K
	Room Nights	**33.7 K**	-8.4% -3.1 K	-12.3% -4.7 K	-15.0% -5.9 K
	Revenue	**$6.1 M**	-9.4% -$631.2 K	-10.2% -$687.4 K	-18.7% -$1.4 M
	Conv%	**0.79%**	-0.23 pts.	-0.23 pts.	-0.13 pts.

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Financial Trends

Bonvoy Financial Trends 2021-2022

Bookings / Revenue

Month	Bookings	Revenue
Oct '21	26.7 K	$11.2 M
Nov '21	18.2 K	$6.8 M
Dec '21	17.9 K	$6.8 M
Jan '22	21.0 K	$9.5 M
Feb '22	18.4 K	$8.4 M
Mar '22	23.8 K	$10.2 M
Apr '22	26.3 K	$10.5 M
May '22	18.8 K	$8.4 M
Jun '22	12.9 K	$5.7 M
Jul '22	11.3 K	$4.9 M
Aug '22	14.8 K	$6.2 M
Sep '22	15.3 K	$6.2 M
Oct '22	14.8 K	$6.2 M
Nov '22	16.6 K	$6.7 M
Dec '22	15.7 K	$6.1 M
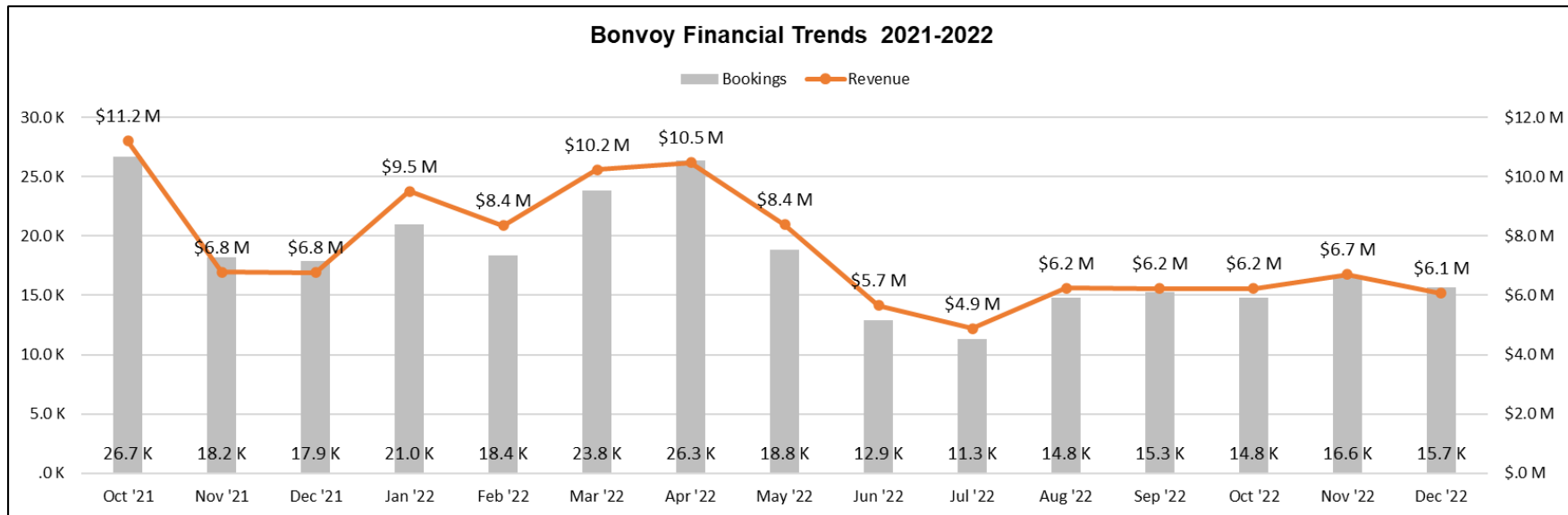
Financial data: Omniture 7-day cookie

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Lux MAU Subject Line PCIQ: October 2022

- October was the last month for Subject line testing; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags

- Began PCIQ testing in November to continue to gain insights around what copy approaches resonate with members:
  - Initial test will focus on Direct, Authority and Action-Oriented tags

Date	Subject Line	Tags	Unique Open Rate
	[Fname's][Your]Account Update	**Personalization, Short**	**13.26%**
	[Fname's][Your]Account Update: Idyllic Pools	Personalization, Intrigue	**11.12%**
8/11/2022	[Fname's][Your]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	**11.12%**
	[Fname's][Your]Account Update	**Personalization, Short**	**24.13%**
	[Fname's][Your]Account Update: Weekend Getaways	Personalization, Intrigue	**20.34%**
9/8/2022	[Fname's][Your]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	**19.99%**
	[Fname's][Your]Account Update	**Personalization, Short**	**23.68%**
	[Fname's][Your]Account Update: Autumn Travel Guide	Personalization, Intrigue	**20.38%**
10/13/2022	[Fname's][Your]Account Update: 6 Autumn-Inspired Escapes	Personalization, Listicle	**20.17%**

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Lux MAU Pre-header PCIQ: November and December 2022

- Began Preheader PCIQ testing in November. This replaced SL PCIQ testing now that the top performing SL has been established and is being used moving forward for members ([FN] [Your] Account Update)

- Authority and Action-Oriented had similar performance in November outperforming Direct

- Direct moved into top placement in December with Authority remaining in top 2

- Evaluate preheader performance into Q2 and determine opportunity to test new tags and sunset lower performing tags

Campaign Date	Preheader	Tags	Open Rate
11/10/2022	Plus, your guide to the perfect gifts	Authority	23.11%
11/10/2022	Open to find gift inspiration, offers, and a classic cocktail recipe	Action-Oriented	23.10%
11/10/2022	Discover the perfect getaways and gifts for the holidays	Direct	22.79%

Campaign Date	Preheader	Tags	Open Rate
12/8/2022	Discover inspiring itineraries, luxury culinary experiences, and more	Direct	22.74%
12/8/2022	Your guide to stunning outdoor destinations, festive getaways, and luxury culinary moments	Authority	22.73%
12/8/2022	Discover 5 breathtaking destinations to embrace the outdoors	Listicle	21.98%

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Ritz Subject Line PCIQ: October 2022

- Top 3 performers continue to be mix of 'Authority', 'Direct' and 'Intrigue' tags
  - With introduction of Listicle tag in October (replaced with "How to") Listicle made top 3
  - Continue to evaluate "Listicle" tag performance overall with recent sunset of "How to" tag

- Note: Currently looking into ability to report out PCIQ results for Subject Line in conjunction with PCIQ Headline for ability to:
  - Assess performance for those that have the same tag for both Subject Line and Headline versus those that have a different tags for Subject Line versus Headline to gain insights around optimal PCIQ/SL mix

Campaign Date	Subject line	Tag	Unique Open Rate
8/6/2022	INSIDE THE RITZ-CARLTON: Your Countryside Getaway Guide	Authority	12.58%
	INSIDE THE RITZ-CARLTON: The Countryside Is Calling...	Intrigue	12.52%
	INSIDE THE RITZ-CARLTON: Looking for a Dreamy Rural Retreat?	Question	12.49%
	INSIDE THE RITZ-CARLTON: How to Plan a Dreamy Rural Retreat	How To	12.44%
	INSIDE THE RITZ-CARLTON: Explore 4 Dreamy Countryside Escapes	Direct	12.12%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.46pts*
9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.21pts*
10/1/2022	INSIDE THE RITZ-CARLTON: Your Mountain Escape Awaits	Intrigue	12.57%
	INSIDE THE RITZ-CARLTON: Exquisite Mountain Escapes	Direct	12.39%
	INSIDE THE RITZ-CARLTON: 4 Slopeside Sanctuaries	Listicle	12.34%
	INSIDE THE RITZ-CARLTON: Your Guide to Getting Away Mountainside	Authority	12.27%
	INSIDE THE RITZ-CARLTON: Do you have a mountain escape on your mind?	Question	12.20%
	Difference in Top Performing Tag vs. Bottom Performing:		*+.37pts*

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Ritz Subject Line and Headline PCIQ: November 2022

- Top performers mix of 'Authority', 'Direct', 'Intrigue' and 'Listicle' tags
  - With introduction of Listicle tag in October, Listicle made top 3 in both October and November

- Question tag continues to be bottom performer, 0.2pts. to nearly 0.4pts. less than top tag; continue to evaluate and determine opportunity to sunset tag and replace with new tag (e.g., combo tag- pair top performing)

- Awaiting next steps to report out PCIQ results for Headline testing overall as well in conjunction with Subject Line testing for ability to optimize across both levels

Deployment Date	Subject line	Tag	Unique Open Rate
9/3/2022	INSIDE THE RITZ-CARLTON: Your Guide to Exquisite Autumn Escapes	Authority	11.83%
9/3/2022	INSIDE THE RITZ-CARLTON: Celebrate Fall With an Unforgettable Escape	Direct	11.76%
9/3/2022	INSIDE THE RITZ-CARLTON: Here's Where to Escape This Fall	Intrigue	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: How to Determine Your Next Fall Destination	How To	11.73%
9/3/2022	INSIDE THE RITZ-CARLTON: Venturing somewhere this fall?	Question	11.62%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.21 pts.
10/1/2022	INSIDE THE RITZ-CARLTON: Your Mountain Escape Awaits	Intrigue	12.57%
10/1/2022	INSIDE THE RITZ-CARLTON: Exquisite Mountain Escapes	Direct	12.39%
10/1/2022	INSIDE THE RITZ-CARLTON: 4 Slopeside Sanctuaries	Listicle	12.34%
10/1/2022	(INSIDE THE RITZ-CARLTON: Your Guide to Getting Away Mountainside	Authority	12.27%
10/1/2022	INSIDE THE RITZ-CARLTON: Do you have a mountain escape on your mind	Question	12.20%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.37pts.
11/5/2022	INSIDE THE RITZ-CARLTON: Extraordinary Holiday Getaways	Direct	12.80%
11/5/2022	INSIDE THE RITZ-CARLTON: Your Guide to Magical Holiday Escapes	Authority	12.75%
11/5/2022	INSIDE THE RITZ-CARLTON: 5 Magical Holiday Getaways	Listicle	12.57%
11/5/2022	INSIDE THE RITZ-CARLTON: 'Tis the Season for These Magical Escapes	Intrigue	12.55%
11/5/2022	INSIDE THE RITZ-CARLTON: Searching for holiday travel inspiration?	Question	12.48%
Difference in Top Performing Tag vs. Bottom Performing Tag			+0.32 pts.

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Traveler 2022 PCIQ Headline Results

- Tested hero headlines in June, August and November 2022.
  - In June and November, tested headline variations for Europe and U.S. regions only; in August same headlines were tested across all regions.
- Listicle headlines had highest overall CTR each month of testing.
  - Exception -- in June and November, Europe Engaged audience showed higher CTR from the Question, Intrigue headline compared to the Listicle and Action-Oriented headlines. Test this variation again for Europe to see if pattern continues.
- Regions included in headline testing saw overall engagement lifts during months of testing.
- Consider testing headlines for the other regions. Also consider using PCIQ headlines during months that have typically seen lower engagement to help drive overall lifts.

Deployment Date	Region	Headline	Tag	Rest			Engaged			TOTAL		
				Delivered	Clicks	CTR	Delivered	Clicks	CTR	Delivered	Clicks	CTR
6/18/2022	EU	6 Fun-Filled Family Getaways Across Europe	Listicle	7,763	90	1.16%	2,242	74	3.30%	10,005	164	1.64%
		Planning a Family Trip in Europe? Add These Top Spots.	Question, Intrigue	7,601	77	1.01%	2,199	83	3.77%	9,800	160	1.63%
		Discover Europe's Top Family Holidays	Action-Oriented	7,437	62	0.83%	2,201	68	3.09%	9,638	130	1.35%
	US	7 Kid-Friendly U.S. Trips the Whole Gang Will Love	Listicle	192,246	1,328	0.69%	86,980	1,163	1.34%	279,226	2,491	0.89%
		Taking the Kids on a Trip? Add These Top U.S. Spots.	Question, Intrigue	189,698	1,203	0.63%	85,823	1,116	1.30%	275,521	2,319	0.84%
		Discover Quick, Kid-Friendly Trips in the U.S.	Action-Oriented	187,168	1,100	0.59%	84,152	1,048	1.25%	271,320	2,148	0.79%
8/20/2022	All	11 Travel Hacks Our Experts Swear By	Listicle	3,343,299	37,187	1.11%	560,806	13,654	2.43%	3,904,105	50,841	1.30%
		Want to Travel Like a Pro? These Tips Will Get You There.	Question, Intrigue	3,341,623	32,617	0.98%	558,556	12,078	2.16%	3,900,179	44,695	1.15%
		Save Time and Money With Our Travel Expert Tips	Action-Oriented	3,340,821	32,155	0.96%	559,473	11,512	2.06%	3,900,294	43,667	1.12%
11/19/2022	EU	5 European Getaways to Find Holiday Cheer	Listicle	132,136	945	0.72%	33,016	591	1.79%	165,152	1,536	0.93%
		Craving Holiday Cheer? Visit These Cheery European Cities.	Question	131,930	878	0.67%	32,698	595	1.82%	164,628	1,473	0.89%
		Savour Unique Holiday Traditions on a European Getaway	Intrigue	131,834	825	0.63%	32,603	521	1.60%	164,437	1,346	0.82%
	US	4 U.S. Getaways to Find Holiday Cheer	Listicle	2,940,382	16,739	0.57%	796,268	8,618	1.08%	3,736,650	25,357	0.68%
		Hit These U.S. Cities for a Cheery Holiday Vacay	Intrigue	2,936,039	15,169	0.52%	798,573	7,932	0.99%	3,734,612	23,101	0.62%
		Craving a Holiday Getaway? Visit These Cheery U.S. Cities.	Question	2,935,826	15,139	0.52%	797,291	7,767	0.97%	3,733,117	22,906	0.61%