

May 2016 Marriott Rewards Email Program Review

Ted Kim & Mitch Bliss
July 7th, 2016

Table of contents

❖ May '16 Summary Program Review

- Key Storylines
- Program Summary & Trends
- Campaign Highlights
- Key Takeaways

❖ May '16 Email Campaign Reviews

- eNews
- Hotel Specials
- Solos
- Lifecycle
- Concierge
- Project Orange



May 2016 Summary Program Review

May 2016 Key Storylines

- ❖ Summer Bonus Announcement & Elite Benefits Solos generated 35% of May bookings & contributed to the program's highest bookings since July '14 & highest booking/delivered since Feb '15
- ❖ Featuring new and popular benefits continued to drive strong click engagement
 - Core eNews generated the 2nd highest click engagement* in the past year featuring Member rates (* In a non-MegaBonus featured month)
 - Bonus point rewards that come with Elite status generated high click engagement in Benefits
- ❖ eBreaks continued to drive incremental click and booking engagement in Hotel Specials/Offerings & can be featured more
- ❖ As we continue to evolve Destinations, slight variations across segments are inhibiting actionable learning
- ❖ There are opportunities to focus SL & image testing on either optimizations or learnings

Executive Summary: May 2016 YoY overview

		eNews + Program	HS + Benefits	Offers	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Audience*	17.2 M +2.3%							
	Total Delivered	85.4 M 59.2%	12.0 M 11.2%	10.1 M -3.1%	11.1 M 58.9%	29.2 M 314.7%	4.4 M 93.9%	13.0 M 32.7%	5.7 M 3.0%
	Unsub Rate	0.30% 0.1 pts	0.28% 0.2 pts	0.10% -0.1 pts	0.29% 0.1 pts	0.30% 0.2 pts	0.69% 0.1 pts	0.42% 0.2 pts	0.12% -0.0 pts
	Delivery Rate	98% -1.5 pts	99% 0.5 pts	96% -3.5 pts	100% 0.1 pts	98% -1.1 pts	96% 0.5 pts	97% -2.6 pts	94% -5.8 pts
Engagement	Open Rate	24.7% 1.6 pts	24.2% 0.4 pts	19.4% -0.1 pts	20.2% -1.0 pts	27.9% 4.1 pts	33.7% 0.7 pts	22.5% -0.9 pts	25.7% 0.5 pts
	Opens	21.1 M 70.2%	2.9 M 13.3%	2.0 M -3.5%	2.2 M 51.7%	8.2 M 385.1%	1.5 M 97.9%	2.9 M 27.7%	1.5 M 4.9%
	Click Rate	2.6% 0.4 pts	3.5% 0.2 pts	1.8% -0.4 pts	1.0% -0.1 pts	3.5% 2.0 pts	6.3% -1.7 pts	1.0% -0.6 pts	0.8% -0.2 pts
	Unique Clicks	2.2 M 85.3%	421.9 K 17.2%	176.9 K -19.3%	105.1 K 39.1%	1.0 M 848.8%	280.1 K 52.2%	125.7 K -20.3%	44.0 K -20.9%
	Click to Open Rate	10.4% 0.8 pts	14.6% 0.5 pts	9.0% -1.8 pts	4.7% -0.4 pts	12.7% 6.2 pts	18.7% -5.6 pts	4.3% -2.6 pts	3.0% -1.0 pts
Financial	Bookings	221.7 K 105.2%	44.5 K 41.2%	15.5 K -3.4%	9.3 K 23.0%	112.6 K 809.7%	21.9 K 39.8%	12.4 K -25.7%	5.5 K -7.8%
	Revenue	\$80.8 M 97.9%	\$16.5 M 28.5%	\$5.4 M -7.3%	\$3.6 M 45.3%	\$40.8 M 787.6%	\$8.8 M 34.2%	\$3.7 M -32.2%	\$2.0 M -11.6%
	Conversion Rate	10.1% 1.0 pts	10.6% 1.8 pts	8.8% 1.4 pts	8.8% -1.2 pts	10.9% -0.5 pts	7.8% -0.7 pts	9.8% -0.7 pts	12.4% 1.8 pts
	Bookings per Delivered(K)	2.6 28.9%	3.7 26.9%	1.5 -0.3%	0.8 -22.6%	3.9 119.4%	4.9 -27.9%	1.0 -44.0%	1.0 -10.4%

Program Summary

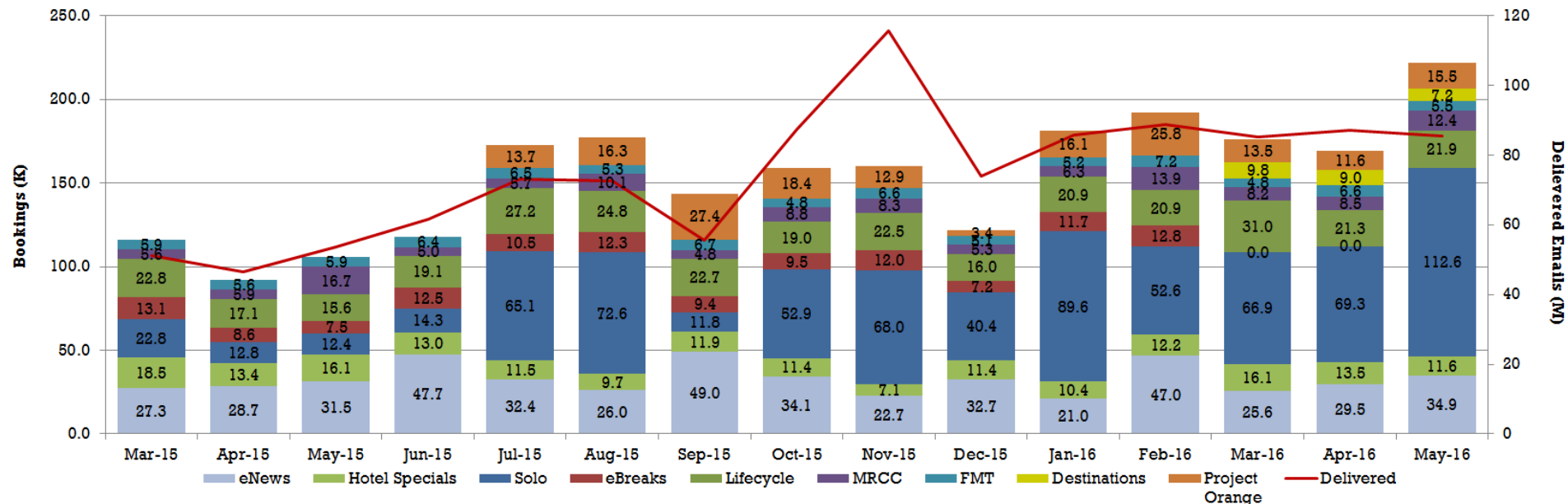
Compared to May '15, deliveries increased 59% and bookings increased 105%, resulting in an increase of 29% of booking per delivered

- Summer Bonus Announcement & Elite Benefits Solos generated 35.0% of May bookings
- eNews email KPIs & bookings generally increased YoY while Hotel Specials' slightly, but generally fell
- Note: Destinations YoY is against Concierge, a single monthly mailings vs monthly total of weekly mailings

* Calculated using Mailable Openers** from Active, Inactive, and Non Member Counts

** Total Mailable minus anyone who has not clicked/opened an email in past 15 months

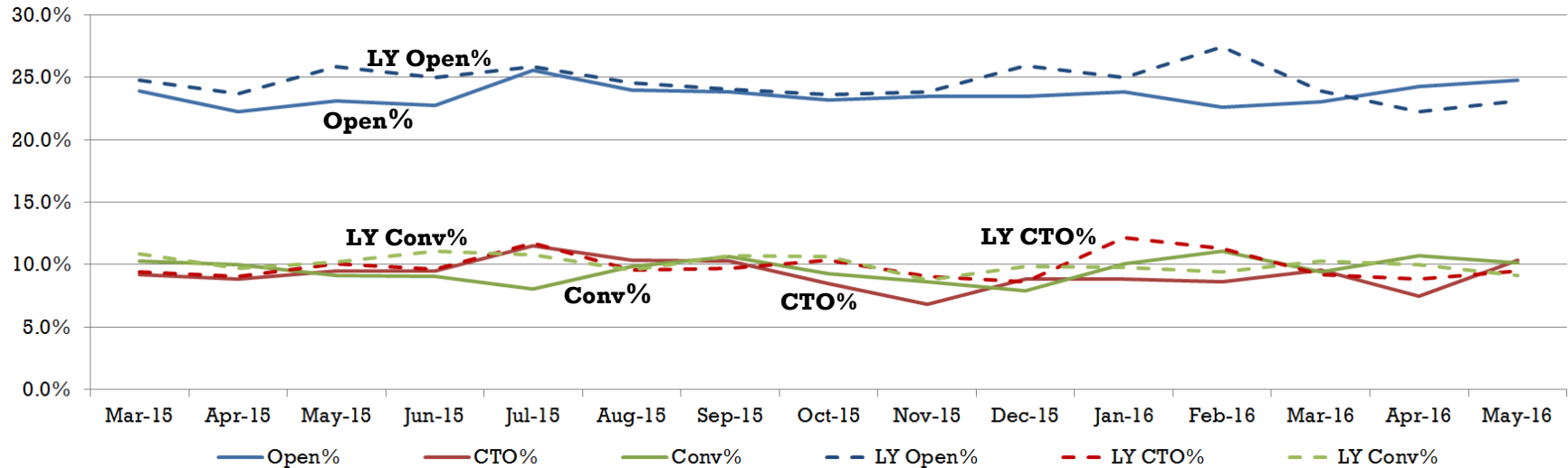
Executive Summary: MoM campaign trends



Observations:

- Elite Benefits and Summer Bonus Solos accounted for 24.0% of email deliveries and 35.0% of bookings

Program MoM & YoY KPI trends: May 2016



Observations:

May '16 Open% and CTO% were the highest since Jul '15 due to Summer Bonus Announcement & Elite Benefits Solos

Elite Benefits Solo

Program Benefit Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Elite Benefits	11.1 M	32.4 K	\$11.80 M	25.9%	8.9%	12.6%	2.9
Member Rates	14.4 M	19.8 K	\$7.65 M	23.1%	6.0%	9.9%	1.4
Fab Four	11.3 M	25.1 K	\$8.97 M	29.9%	6.7%	11.0%	2.2

Observations

Elite Benefits Solo generated at least a 33% higher CTO% than other benefit announcements; potential contributors

- Greater clickable content
- Larger CTA buttons
- Layout
- Date of launch

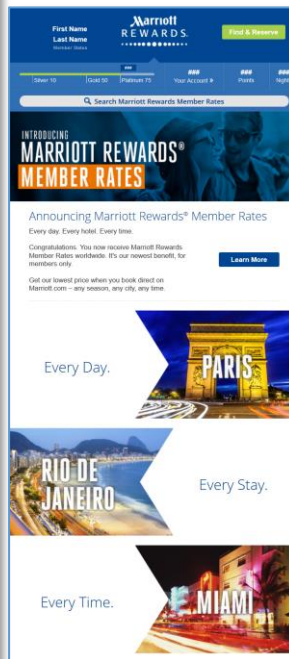
“Big Changes are Coming” subject line generated the highest Open rate, suggesting curiosity generating subject lines may be as impactful as new benefit announcements

For Subject line learning agenda: Direct benefits call out vs intrigue for one-time Solo announcements

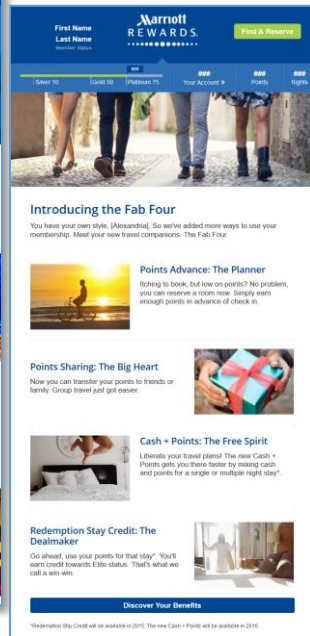
May '16 Elite Benefit Solo See Your New Member Benefits



Apr '16 Member Rates New. Yours. Now. Marriott Rewards Member Rates



Oct '15 Fab Four Big Changes are Coming...



Summer Promo Solo

Promotional Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Announcement	9.4 M	45.2 K	\$16.02 M	24.9%	19.1%	10.1%	4.8
Reg Con	265.6 K	3.2 K	\$1.02 M	59.9%	8.3%	24.3%	12.1
Summer Promo Total	9.7 M	48.4 K	\$17.0 M	25.9%	18.4%	10.5%	5.0

Observations

Summer promo featured bonus point offers after 2nd stay & registration to 100K bonus point sweepstakes (US only)

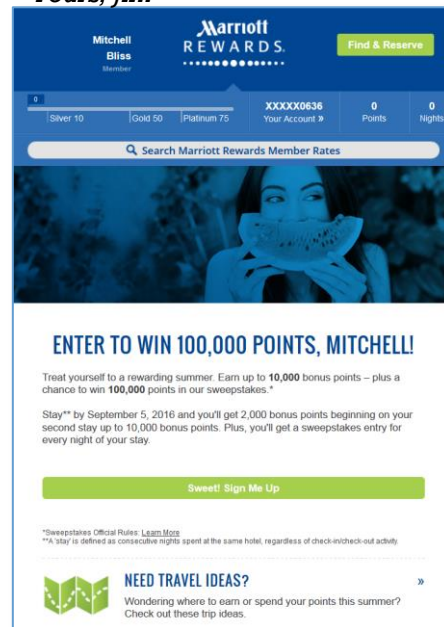
Summer Promo Announcements and Registration Confirmations generated similar **Open, Click to open and Conversion rates** as respective Spring '16 & '15, Fall '15, and Mid Year '14 **MegaBonus touchpoints**

Unique design elements:

- Blue hero treatment
- Targeted offers to TSAT & WHPH
- **Sweepstakes** to US only
- Traveler link
- Conversational CTA copy ("Sweet! Sign Me Up")
- Green CTA

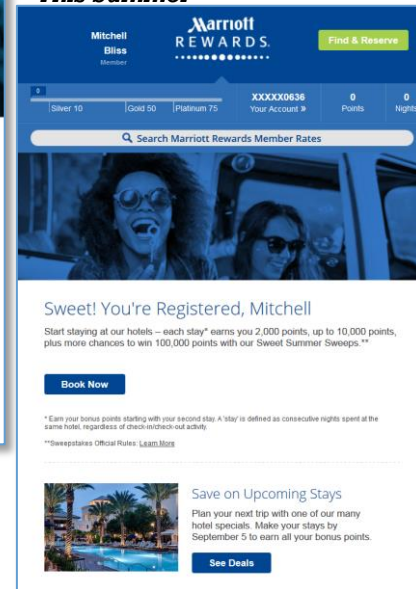
Announcement (Core)

SL: 100,000 Points Could be Yours, Jim



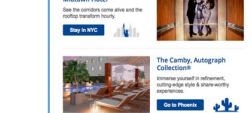
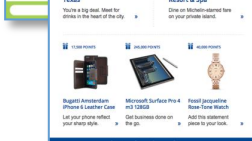
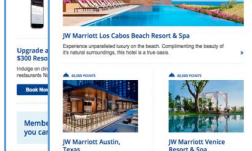
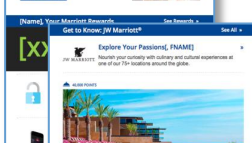
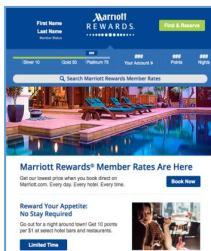
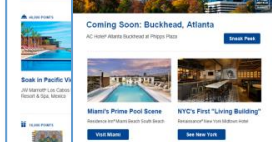
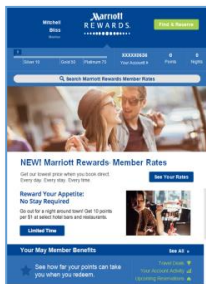
Registration Confirmation

SL: Ready. Set. Earn Points This Summer

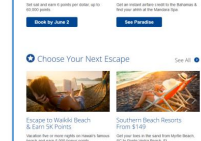
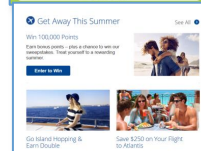
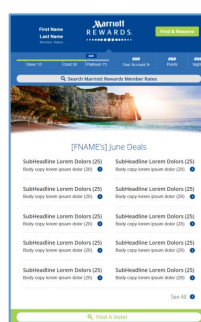
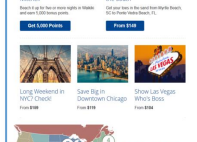
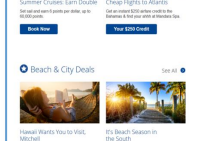
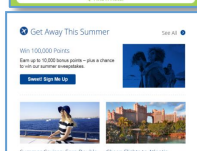
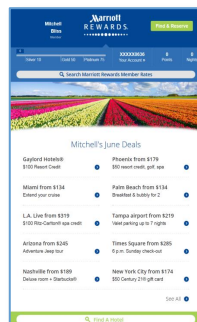


Global control experiences vs PO versions

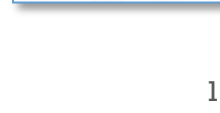
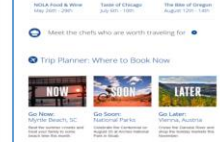
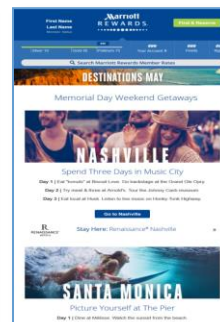
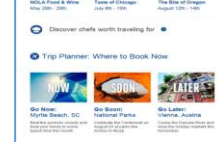
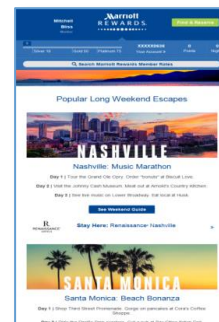
eNews/Benefits



Hotel Specials / Offers

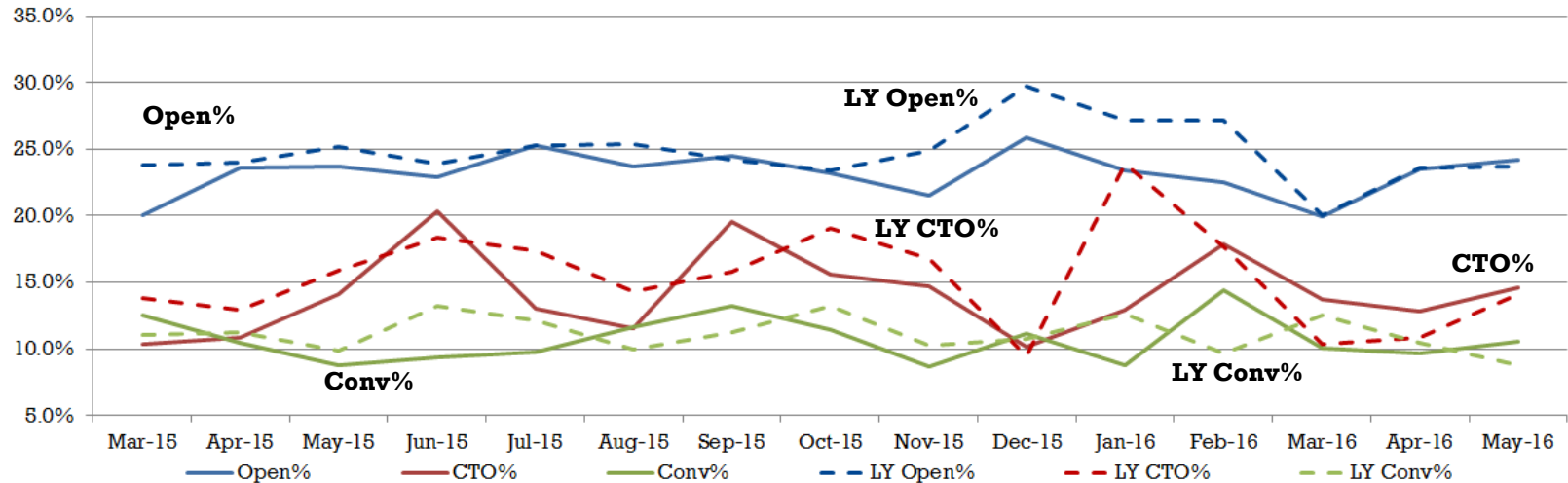


Destinations Core/PO



eNews/Benefits generated the 2nd
+ most clicks without MegaBonus in
the past year

May eNews/Benefits emails KPIs increased MoM & YoY



Observations

- May Open rate continued to be on par with LY Open rates, suggesting positive outcomes from subject line Test & Roll optimizations
- Click to open and Conversion rates increased MoM and YoY)
 - Clicks and conversion rate generally increased across all section suggesting month to month seasonality
 - Additionally the Member rate Top Offer converted above average for non-MegaBonus content

May content highlights

Observations

Highlighting member benefits continued to drive engagement

- Top Offer ft **Member Rates** received 38% of total clicks and the highest % of clicks to a non-MegaBonus Top Offer
- This placement generated a 7% Conv rate, above average for this section

Member rates should be re-iterated & highlighted as a key benefit

Notable May content

1. **Account Module** continued to generate click engagement at 9% click share
2. Earn Section was elevated above Redemption opps and generated high click engagement:
 - **Earn \$10 = 100 points** (> 1/3 of Earn section clicks)
 - **Rewards Chart** (> 1/3 of Earn section clicks) was at bottom of Rewards
3. City Scene (ft **San Antonio**) generated the 2nd highest number of clicks since Apr '15 (ft **New Orleans**)
4. eBreaks module generated 3% of eNews clicks (9% for TSAT Benefits)

eBreaks module may create incremental clicks & bookings for WHPH Benefits

Search
6% clks, 7% bks

Account Box
25% clks, 39% bks

Top Offer
38% clks, 34% bks

Top Offer 2
1% clks, 0.3% bks

Rew - Head
9% clks, 6% bks

Rew - Main
4% clks, 2% bks

Earn
6% clks, 5% bks

Redemptions
4% clks, 2% bks

eNews

Your Account: Introducing
Member Rates

City Scene
2% clks, 1% bks

Get Away to Hill Country, Mitchell

Experience the unique culture, natural beauty and deep history of the Texas Hill Country.

See: The Alamo Eat: Tex-Mex Do: River Walk

Discover the historic mission that became a center of Texas revolution. Enjoy authentic Tex-Mex food and a glimpse of local culture. Enjoy a river walk through the heart of the city.

JW Marriott San Antonio Hill Country

Find your own at the Llaneta Spa, go for a swim in the outdoor infinity pool or just enjoy the city view.

Hotel Open

2% clks, 1% bks

Coming Soon: Buckhead, Atlanta

AC Hotel Atlanta Buckhead at Phyllis Place

Miami's Prime Pool Scene

NYC's First "Living Building"

Travel Deals for This Weekend

eBreaks
3% clks, 2% bks

WHPH & TSAT click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	66.6 K	18.3 K	338	\$130.7 K	27.4%	19.6%	9.4%	5.1	0.18%
TSAT Benefits	647.2 K	189.3 K	2.6 K	\$975.1 K	29.2%	11.6%	11.8%	4.0	0.15%
%△					7%	-41%	25%	-21%	
WHPH eNews	54.2 K	20.1 K	894	\$338.8 K	37.0%	19.4%	23.0%	16.5	0.09%
WHPH Benefits	507.8 K	214.5 K	7.0 K	\$2.67 M	42.2%	11.3%	28.8%	13.8	0.13%
%△					14%	-42%	25%	-16%	

The subject line in the PO versions resonated better than Core versions

Core eNews
Your Account: Introducing Member Rates

TSAT
Get The Lowest Rate Every Time
(3rd highest Open%)

WHPH
Work Your New Member Rates
(Highest Open %)

CTO% delta was consistent with previous months with a consistent correlation to the amount of content

- Core version had ~75 links while Benefits had ~42

Segments engaged more with Top Offer in Core version than in Benefits

Top Offer had 2.5x the click engagement in Core version

1. Different Copy & CTA; Core version **leveraged “New”** with a **non-booking CTA**
2. Reward Header & Milestone for Benefits versions 2x as high as Core
 - Milestones featured **Near level nights & bonus points per elite status level** which generated high click engagement

TSAT

eNews (Core)

WHPH

Account Box
20% clicks

Feodor Kim
Marriott REWARDS
Find & Reserve

Account Box
16% clicks

Search
7% clicks

Silver 10 Gold 50 Platinum 75
XXXXXX8598 331,559 Points
Your Account »
Search Marriott Rewards Member Rates

Search
4% clicks

Top Offer
41% clicks



Top Offer
43% clicks

NEW! Marriott Rewards® Member Rates

Get our lowest price when you book direct.
Every day. Every stay. Every time.

[See Your Rates](#)

Rew - Head
9% clicks

Your May Member Benefits

★ Not enough points for a stay?
Combine cash + points to pay.

Travel Deal
Your Account Active
Upcoming Reservation



Up to \$300 Atlantis Resort Credit
Swim with dolphins, dine with celebrity chefs & play golf in the Bahamas.

[Book It](#)

Rew - Head
9% clicks

TSAT

Benefits (e.g. TSAT)

WHPH

Account Box
26% clicks

First Name Last Name
Marriott REWARDS
Find & Reserve

Account Box
24% clicks

Search
10% clicks

Silver Gold 50 Platinum 75
Your Account »
Search Marriott Rewards Member Rates

Search
6% clicks

Top Offer
17% clicks



Top Offer
18% clicks

Marriott Rewards® Member Rates Are Here

Get our lowest price when you book direct on
Marriott.com. Any season, any city, anytime.

[Book Now](#)

**Reward Your Appetite:
No Stay Required**

Go out for a night around town! Get 10 points
per \$1 at select hotel bars and restaurants.

Limited Time



Rew - Head
13% clicks

[Name], Your Marriott Rewards

[See Rewards »](#)

Rew - Head
10% clicks

Milestone
6% clicks

Basic: X nights to Silver

[XX]

You're [XX] nights to
Silver Elite Status.

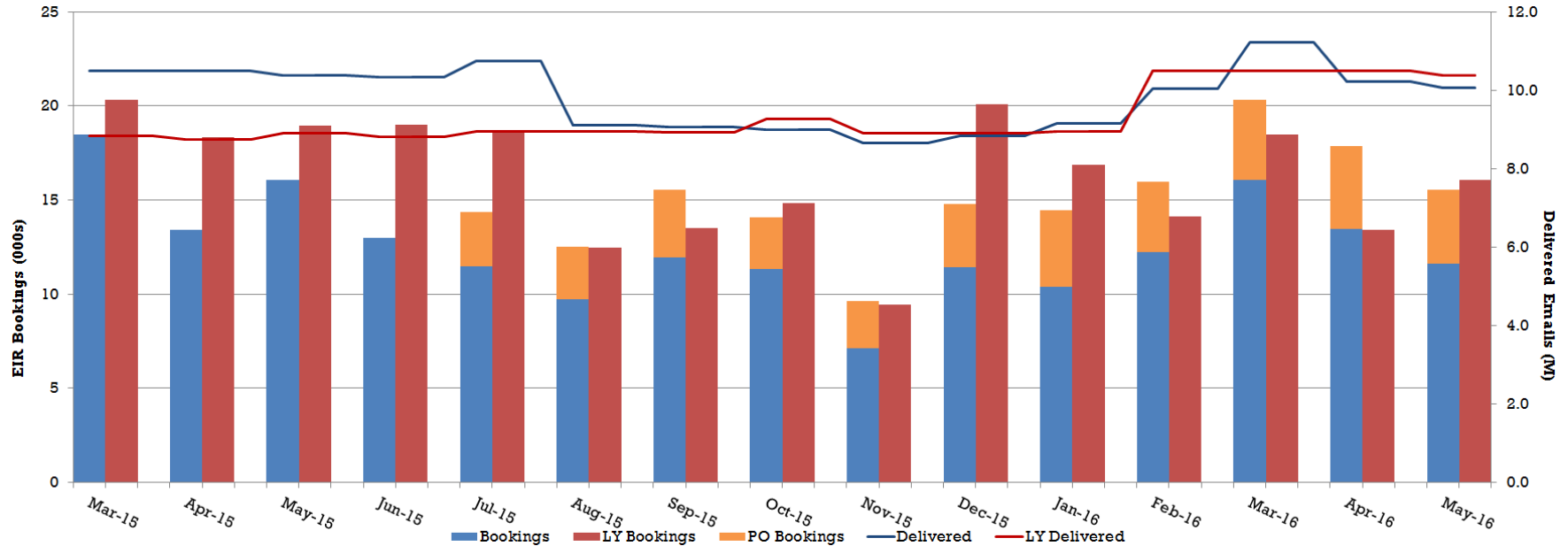
[Book Now](#)

Milestone
7% clicks

50% bonus stays to Platinum

Hotel Specials/Offers performance
+ was influenced by inclusion of
eBreaks & offer positioning

Hotel Specials/Offers bookings fell MoM & YoY



Observations

2016 Hotel Specials/Offers '16 trailed '15 bookings for the first time in 3 months:

- 3% YoY drop in emails delivered & bookings
- Click engagement with Field Offers in May '15 was the 2nd highest clicks for that section
- The Summer Promotion was featured in the top position in Getaways & did not attract the same click engagement as the previous months Hawaii/Hilton Head sweepstakes

WHPH click engagement was higher with Core versions than Offers

May HS/ Offers	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT HS	66.2 K	14.7 K	112	\$50.6 K	22.2%	11.1%	6.9%	1.7	0.11%
TSAT Offers	602.0 K	129.2 K	1.0 K	\$376.2 K	21.5%	10.8%	7.3%	1.7	0.09%
%△					-3%	-3%	6%	-1%	
WHPH HS	50.2 K	13.9 K	363	\$145.8 K	27.7%	12.2%	21.5%	7.2	0.04%
WHPH Offers	465.0 K	127.3 K	2.9 K	\$1.04 M	27.4%	10.6%	21.4%	6.2	0.04%
%△					-1%	-13%	-1%	-14%	

1. **Hotel Specials featured eBreaks while WHPH Offers did not**
2. **There were design and copy differences between featured offers**

1. eBreaks module added incremental clicks to Hotel Specials for WHPH

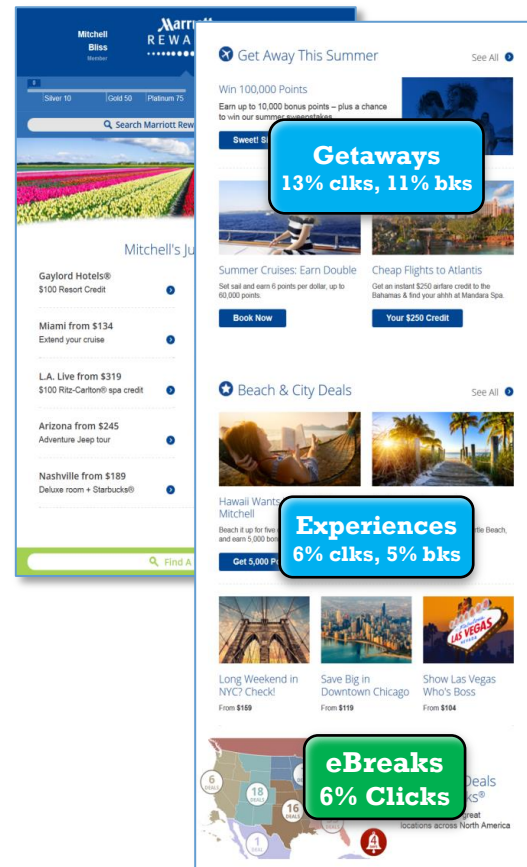
Observations

Hotel Specials featured **eBreaks** module while WHPH Offers did not and likely added incremental clicks & bookings

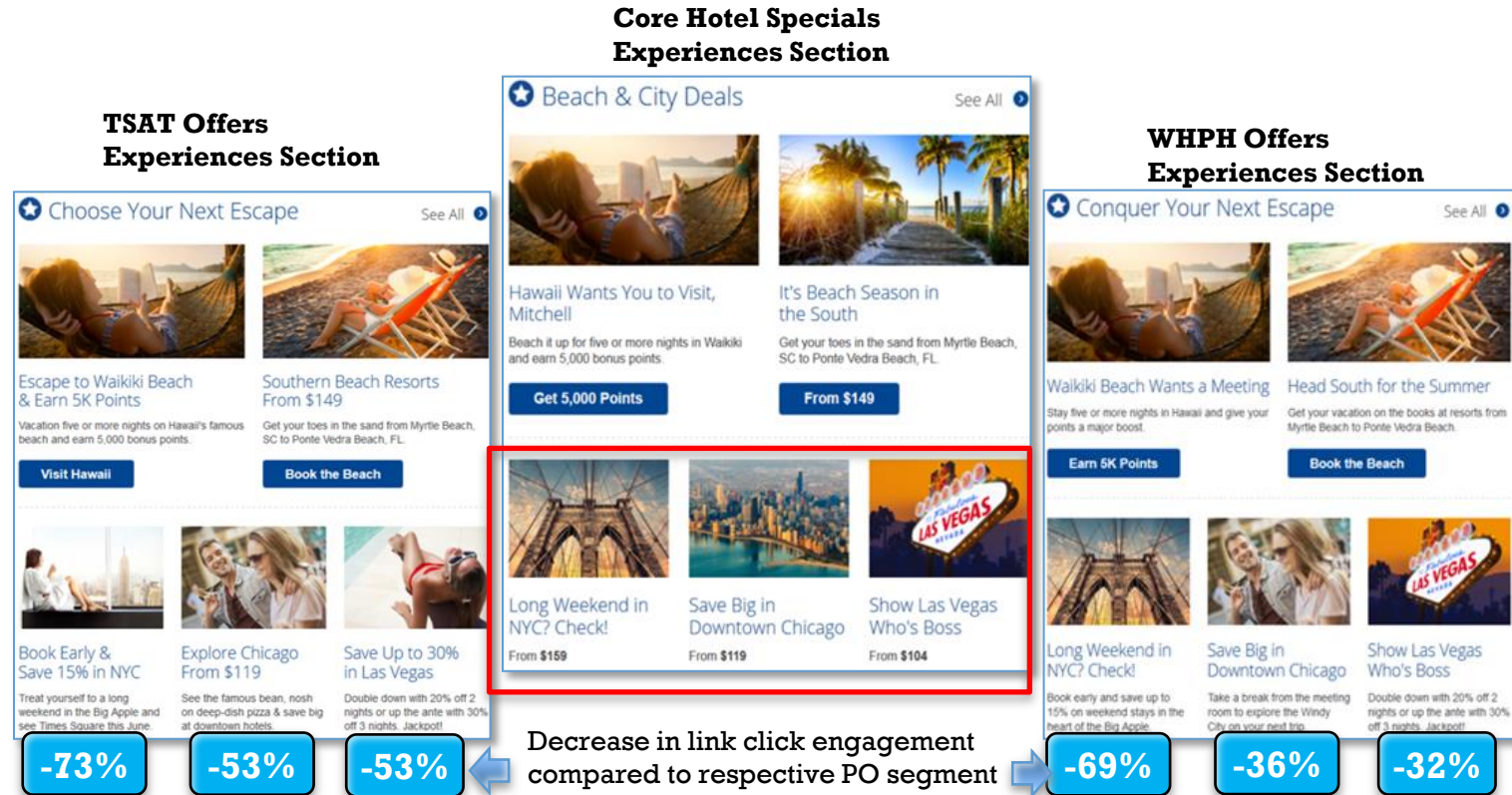
1. WHPH overall click engagement was higher with Hotel Specials than Offers
 - Hotel Specials generated a 12.2% unique Click to open rate vs 10.6% for Offers
2. eBreaks generated 6% of Hotel Specials clicks for WHPH & generated a 22% Conv%, higher than any content link
3. WHPH generated incremental bookings with Hotel Specials vs Offers
 - Hotel Specials generated 2.6% booking per open rate vs 2.3%; statistically significant

Add eBreaks to WHPH Offers to generate incremental value; consider testing alternate module to identify value of eBreaks

WHPH Hotel Specials



2. Offer price may have increased click engagement for both segments over body copy



Impact of design & copy treatments were unclear

Observations

Summer Promo Sweeps in Hotel Specials generated over **10x** the click engagement Core version to WHPH

Variations in how this promotion was featured inhibit actionable learning

- Section headline & body copy CTA
- Image color hue
- Positioning of surrounding offers
- Audience size of Global control WHPH

There may be beneficial learning by serving segments with identical treatments

WHPH Hotel Specials Getaways Section

This screenshot shows the 'WHPH Hotel Specials Getaways Section'. At the top is a banner titled 'Get Away This Summer' with a 'See All' link. The banner text says 'Win 100,000 Points' and 'Earn up to 10,000 bonus points – plus a chance to win our summer sweepstakes.' Below the banner is a blue button labeled 'Sweet! Sign Me Up'. A blue callout box highlights a '1.37% link CTO%'. Below the banner are two promotional cards. The first card is titled 'Summer Cruises: Earn Double' and features an image of a woman on a ship deck. The second card is titled 'Cheap Flights to Atlantis' and features an image of the Atlantis resort. Both cards have 'Book Now' buttons.

WHPH Offers Getaways Section

This screenshot shows the 'WHPH Offers Getaways Section'. At the top is a banner titled 'Earn More This Summer' with a 'See All' link. The banner text says 'Win 100,000 Points' and 'Earn bonus points – plus a chance to win our sweepstakes. Treat yourself to a rewarding summer.' Below the banner is a blue button labeled 'Enter to Win'. A blue callout box highlights a '.012% link CTO%'. Below the banner are two promotional cards. The first card is titled 'Earn 60,000 Points While Island Hopping' and features an image of a woman on a ship deck. The second card is titled 'Save \$250 on Your Flight to Atlantis' and features an image of a hotel room. Both cards have 'Book Now' buttons.

Destinations template continued to
+ evolve

- 1) Overall WHPH click engagement increased
- 2) Segment engagement changed with slight changes in Core vs PO versions

1) Overall WHPH interaction with new template changed significantly compared to TSAT

WHPH Observations

Greater visual emphasis on featured destinations than previous months may have contributed to:

- Highest overall CTO% (5.6%) YTD
- Section generated 62% of email clicks; previous months sections typically generate ~21%

This treatment appeared to successfully engage WHPH

Note: overall conversion rate negatively impacted (not campaign objective)

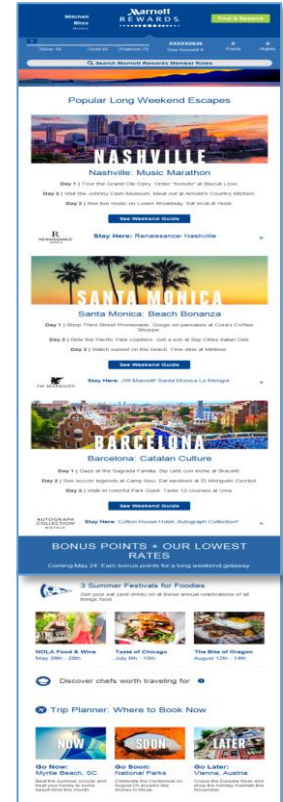
- YTD Conv% average: 22%
- May Conv% ~15%*

* Includes Core and WHPH version

While a number of factors may have caused greater WHPH click engagement that should be leveraged, bookings may have been increased by directly linking to site

TSAT engagement was less drastic than WHPH

- Near YTD lowest CTO% at 5.4%
- Highest Conversion rate, +16% against YTD average



2) WHPH & TSAT engagement varied against Core vs PO specific versions

May Destinations	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/Dlvd	Unsub%
TSAT Core	66.6 K	14.9 K	77	\$22.0 K	22.3%	6.0%	8.6%	1.2	0.16%
TSAT PO	647.0 K	143.4 K	729	\$272.0 K	22.2%	5.4%	9.3%	1.1	0.17%
%△					-1%	-10%	9%	-3%	
WHPH Core	54.2 K	14.7 K	112	\$39.0 K	27.1%	5.3%	14.5%	2.1	0.12%
WHPH PO	507.5 K	140.8 K	1.3 K	\$500.1 K	27.7%	5.6%	16.6%	2.6	0.14%
%△					2%	7%	15%	25%	

TSAT click engagement was higher overall with the Core version; they also engaged more with the body content of Core than PO (who engaged more with the header)

- Click to Open difference was statistically significant

WHPH click and conversion engagement appeared to be higher with the PO version but was not statistically significant (only Open rate)

- PO version Conv% tended to be higher across nearly all links than Core (Header, Ft, Destinations...)

These results may be due to a number of factors, consider deploying the exact same version of Destinations to all audiences for one month

Recommend running identical versions across all segments

Reduce issues with comparing PO performance against global control

- Global control small audience
- Composition may be different between two groups

Understand how much “noise” may be a factor

Better positioned to understand segment’s different response to content & ultimately preferences

Easier to execute than other options

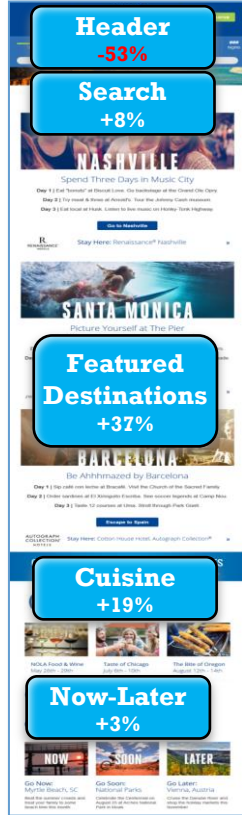
Not currently getting a clear understanding of the impact of different treatments

2 examples illustrate the challenge in generating learnings (next slides)

Example 1: Different engagements with sections

TSAT click engagement

TSAT Core vs PO
had higher **click engagement** with all links except Header



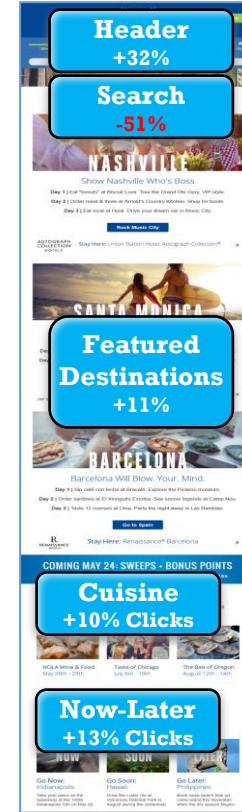
Why did these differences occur in nearly similar treatments ?

Potential reasons...

- Multiple content & copy variations
- Global control segments are small (~50 K) so results aren't significant
- Destinations is relatively new communication to Core audience
- New PO members are added to PO version audience
- Other factors more influential than PO segmentation

WHPH Conv%

WHPH PO vs Core
generated higher **Conv%** across nearly all link



Example 2: Nuances in treatments may be responsible for click engagement differences

Key content where WHPH engaged more with WHPH versions than Core

- 50% higher click engagement with Nashville
- 44% higher click engagement with Santa Monica

Differences between versions

- Image (People vs non)
- Section Headline
- Nashville title
- Order of daily activities
- CTA copy

Core to WHPH

Popular Long Weekend Escapes



NASHVILLE

Nashville: Music Marathon

Day 1 | Tour the Grand Ole Opry. Order "bonuts" at Biscuit Love.

Day 2 | Visit the Johnny Cash Museum. Meet out at Arnold's Country Kitchen.

Day 3 | See live music on Lower Broadway. Eat local at Husk.

[See Weekend Guide](#)

Stay Here: Renaissance® Nashville

1.29%
link CTO%



SANTA MONICA

Santa Monica: Beach Bonanza

Day 1 | Shop Third Street Promenade. Gorge on pancakes at Cora's Coffee Shoppe.

Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.

Day 3 | Watch sunset on the beach. Fine-dine at Mélite.

[See Weekend Guide](#)

Stay Here: JW Marriott® Santa Monica Le Merigot

0.79%
link CTO%

WHPH Version

Memorial Day Weekend Getaways



NASHVILLE

Show Nashville Who's Boss

Day 1 | Eat "bonuts" at Biscuit Love. Tour the Grand Ole Opry, VIP-style.

Day 2 | Order meat & three at Arnold's Country Kitchen. Shop for boots.

Day 3 | Eat local at Husk. Drive your dream car in Music City.

[Rock Music City](#)

AUTOGRAPH COLLECTION HOTELS Stay Here: Union Station Hotel, Autograph Collection

1.93%
link CTO%



SANTA MONICA

Take Your Weekend by The Pier

Day 1 | Dine at Mélite. Go dancing at Circle Bar.

Day 2 | Order "the Godmother" sub at Bay Cities Deli. Shop Santa Monica Place.

Day 3 | Nosh on pancakes at Cora's Coffee Shoppe. Fly on a trapeze at The Pier.

[See Santa Monica](#)

JW MARRIOTT Stay Here: JW Marriott® Santa Monica Le Merigot

1.13%
link CTO%

May testing summary

- + • Destinations, eNews & Solo subject line testing
- Destinations Header testing
- MRCC & Hotel Specials image testing

Destinations test & roll subject line testing

Core (all segments)

- **3 Trending Long Weekend Escapes**
- **Jim's 3-Day Weekend Planner**
- Your Call: Beach, Culture or Honky Tonk?

TSAT

- **Where to Spend Your Next 3-Day Weekend**
- 3 Days in Nashville, Santa Monica or Barcelona
- Jim's Memorial Day Weekend Trip Planner

WHPH

- **3 Days in Nashville, Santa Monica or Barcelona**
- **3-Day Weekends to Blow. Your. Mind.**
- Jim's Memorial Day Weekend Trip Planner

Descriptors of winning subject line

Winner TBD

May need to test for more than 1 hour

Opinionated/recommendations, Holiday energy

Winner TBD

May need to test for more than 1 hour

Consideration: Is it possible Core/TSATs prefer recommendations?

Testing identical subject lines across segments may drive additional learnings

eNews & Elite Benefits Solo test & roll subject line testing

eNews Core

- **Your Account: Introducing Member Rates (43,184)**
- Your Account: May Updates for Jim (42,486)
- Your Account: Get the Lowest Rate Every Time (35,109)

Elite Benefits

- **See Your New Member Benefits**
- 4 New Member Benefits You'll Love
- Jim's New Member Benefits

Descriptors of winning subject line

Promise of information on new benefits; simple

Action oriented, Personalized?

An A/B Hero image test did not result in any learnings



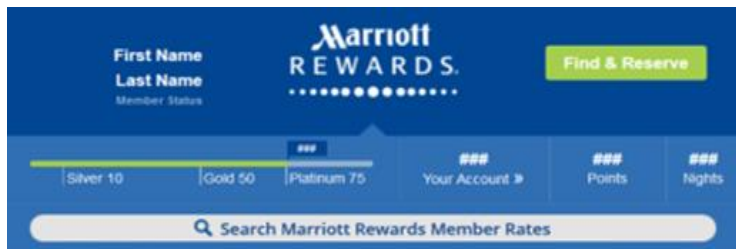
May Core Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
Template 1	5.0 M	3.6 K	\$1.44 M	19.7%	4.6%	8.0%	0.7	0.3%
Template 2	4.9 M	3.7 K	\$1.34 M	19.7%	4.6%	8.2%	0.7	0.3%
Total	9.9 M	7.2 K	\$2.8 M	19.7%	4.6%	8.1%	0.7	0.31%

Observations

An A/B test was conducted in May for Destinations hero image vs hero image with text, email branded overlay

There was not a significant difference in engagement

There may be an opportunity to test Search bar for WHPH in Destinations



Click% of Total	Core Version			PO Version	
	Core	TSAT	WHPH	TSAT	WHPH
Destinations Search	8.0%	8.3%	4.2%	8.8%	3.8%
HS/Others Search	10.0%	9.4%	5.5%	9.1%	5.8%

Observations

WHPH click engagement with Search was nearly half as other segments

Search Bar was among the lowest clicked module in May

Advantages of removal of search

- Less clutter in Header area
- Increased focus on curated content

Consider a test to see if there is incremental value in Search to WHPH in Destinations



MRCC May 2016 Hero Image Test

Key Findings

- 6.3% lift in clicks for NON segment.
- 9.1% lift in clicks for SUPER segment.
- No significant lift in clicks for CTRL-I segment.

Although lift was found in 2 out of the 3 segments, few significant patterns were defined within this test.

Contributing factors are likely due to the number of images used (5) combined with the low overall CTOR of 0.88%



MRCC May 2016 Hero Image Test

NON Segment

■ 6.3% lift in clicks for NON segment.

	Image	Opens	Clicks	CTOR	Lift	Significance
Control		39,099	250	0.64%		
	A	7,811	50	0.64%		
	B	7,888	43	0.55%		
	C	7,762	59	0.76%		
	D	7,715	56	0.73%		
	E	7,923	42	0.53%		
Optimized		352,088	2,393	0.68%	6.3%	82.8%

• Best Performing Image





MRCC May 2016 Hero Image Test

SUPER Segment

■ 9.1% lift in clicks for SUPER segment.

	Image	Opens	Clicks	CTOR	Lift	Significance
Control		14,589	162	1.11%		
	A	2,822	35	1.24%		
	B	2,993	44	1.47%		
	C	2,876	33	1.15%		
	D	2,960	30	1.01%		
	E	2,938	20	0.68%		
Optimized		132,017	1,599	1.21%	9.1%	86.4%

• Best Performing Image





MRCC May 2016 Hero Image Test

CTRL-I Segment

■ No significant lift in clicks for CTRL-I segment.

	Image	Opens	Clicks	CTOR	Lift	Significance
Control		108,103	994	0.92%		
	A	21,513	191	0.89%		
	B	21,640	182	0.84%		
	C	21,650	235	1.09%		
	D	21,798	191	0.88%		
	E	21,502	195	0.91%		
Optimized		973,619	8,826	0.91%	-1.4%	66.4%

• Best Performing Image



• Worked best when opened in the evening in the Southern US.

Takeaway: Wylei Optimization can be used to determine best overall image for PO segments to gain learning on their preferences

Hotel Specials May 2016 Image Test

US Segment

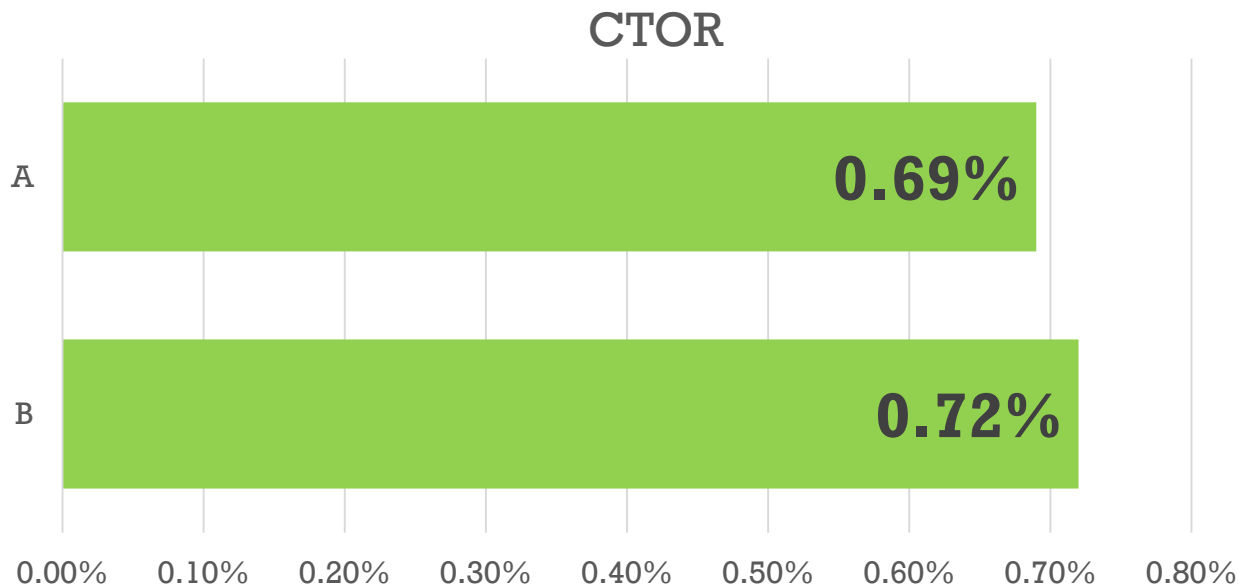


	Image	Opens	Clicks	CTOR
Control	Total	116,295	821	0.71%
	A	58,200	401	0.69%
	B	58,095	420	0.72%

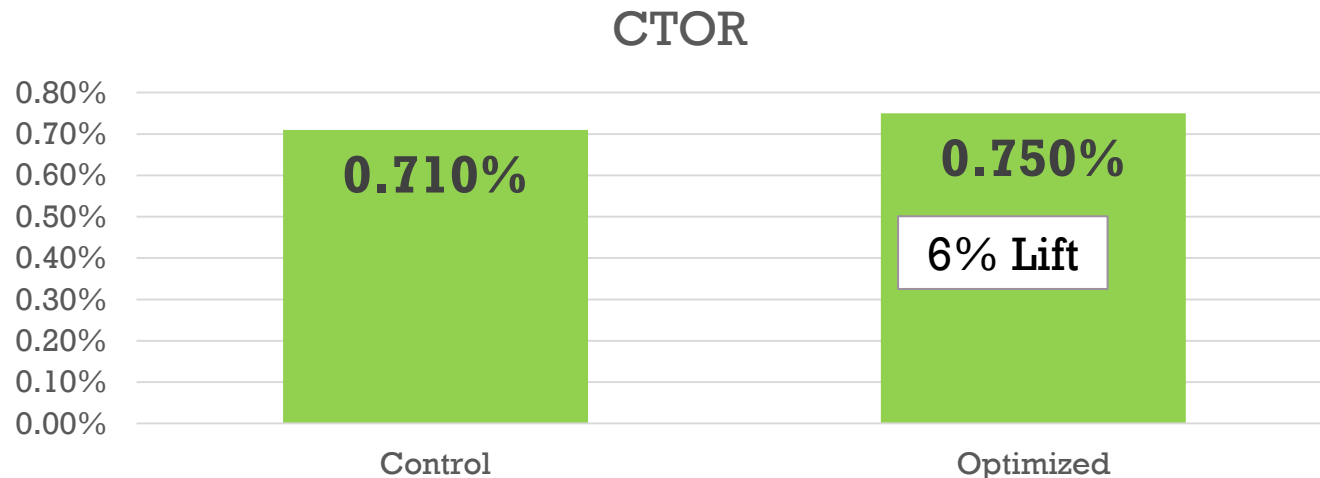
Hotel Specials May 2016 Image Test

US Segment

(A)



(B)



	Opens	Clicks	CTOR	Lift	Significance
(A) Control	116,295	821	0.71%		
(B) Optimized	1,049,238	7,888	0.75%	6%	96%

Hotel Specials May 2016 Image Test

US Segment

Ⓐ



Worked best with:

- Silver and Gold members on PC

Ⓑ



Worked best with:

- Basic members with less than 7 nights

Hotel Specials May 2016 Image Test

Non-US Segment

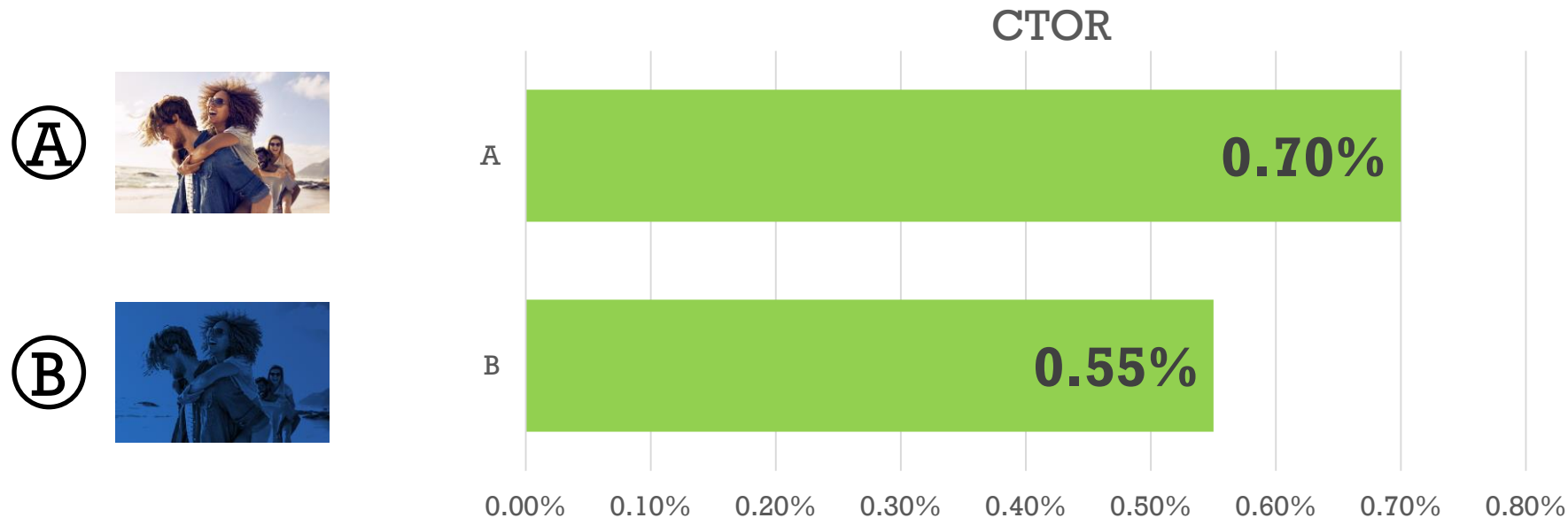


	Image	Opens	Clicks	CTOR
Control	Total	25,164	157	0.62%
	A	12,613	88	0.70%
	B	12,551	69	0.55%

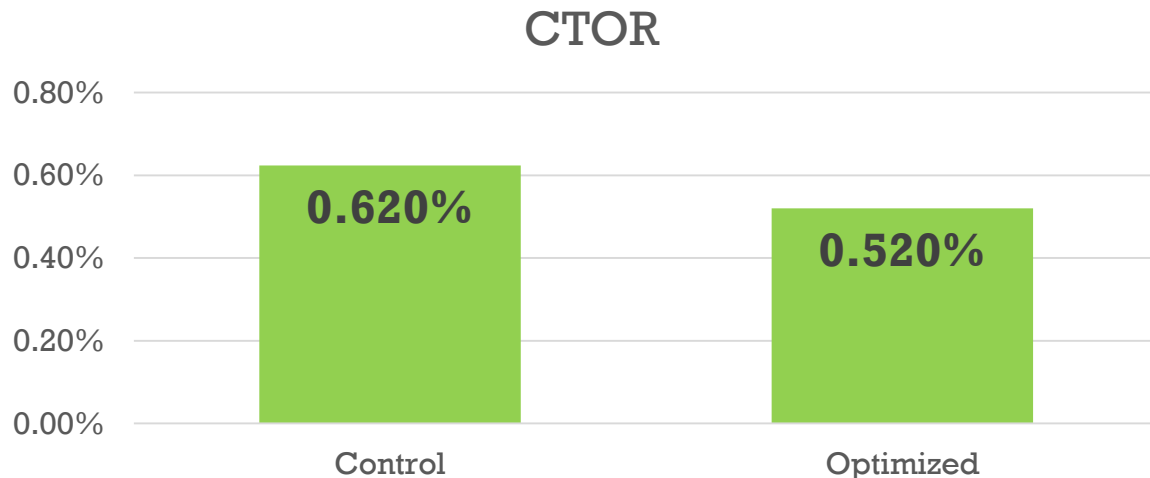
Hotel Specials May 2016 Image Test

Non-US Segment

Ⓐ



Ⓑ



	Opens	Clicks	CTOR	Lift	Significance
Control	25,164	157	0.62%		
Optimized	225,560	1173	0.52%		98%

Hotel Specials May 2016 Image Test

Non-US Segment

Ⓐ



Worked best with:

- PC users with more than 6 nights

Ⓑ



Worked best with:

- Basic members on Apple and iOS

Hypothesis from Hotel Specials Image Test:

Elite status level may be a significant attribute (more than PO segment)

Key Takeaways from May testing

May learnings

- Test & roll may need more time to find the winner for optimization
- We can reap the benefits of optimization while also learning what was the best overall image that PO segments responded to for ongoing learning
- Hypothesis: Elite status level may be a strong attribute for image preferences

Best practices

- Awareness of sample size, limit # of images
- Optimization will be maximized with prominent positions (e.g. Top Offer)
- Diversity in images tested

Next Steps

- As part of campaign kick off discuss subject line & image testing opportunities with Wylei and YLM Strategy
 - Cataloging images is a required exercise to learn PO segment preference
 - Optimize Core mailings, orient testing on PO segment mailings to learnings
- ❖ As of September, Harmony integration will allow same Wylei testing capability for subject line & pre-header as there are for images



Key Takeaways

May '16 Key Takeaways


- ❖ New member benefits continued to be highly engaging content and should be emphasized through:
 - Subject line call-outs
 - Featured & re-iterated content
 - Visually emphasized (Color)
- ❖ eBreaks module continued to add incremental clicks & bookings
 - Feature to WHPH (Benefits & Offers)
 - Consider testing to better understand value (e.g. eBreaks vs Offer-type vs extra module)
- ❖ WHPH may have responded well to the May Destinations layout and treatment & should be further explored to leverage
- ❖ Serving identical versions and subject lines of Destinations & Offers may drive additional and concrete segment learning
- ❖ Continue to evolve testing to generate PO segment insights & learnings while optimizing performance
 - Subject line A/B testing against learning agenda; Test & roll for **optimization**
 - Wylei testing to **learn** segment tendencies and image/subject line preferences



Competitive Insights

Wyndham Rewards in email

- New Account newsletter template
- Solo announcement
- Points for survey
- Visa offer
- “eBreaks” type offers



WYNDHAM
REWARDS™
You've earned this:

Hello, Mitchell

Wyndham Rewards #153091230G

0 points as of 05/12/2016

Introducing member levels.
More magical perks
than ever before.

[Explore levels](#)

As the world's most generous loyalty program, we give ALL our members the very best. Starting May 18, you'll be rewarded with exciting new perks.

After all, you've earned this.®

Introducing four new levels of magic

BLUE

GOLD


PLATINUM

DIAMOND

Stay more nights. Unlock new levels. Get more perks.¹
It's as simple as that.

Get more when you redeem
Introducing **go free™ PLUS** and **go fast™ PLUS**

For every **go free** and **go fast** award night you book in select destinations, you'll



WYNDHAM
REWARDS™
You've earned this:

Hello, Mitchell

Member #153091230G

BLUE Member | 0 points

[Download the new Wyndham Rewards App](#)

Your Wyndham Rewards Statement as of 05/27/2016

You have **0** points

go free™ 15,000 points get you a FREE NIGHT

go fast™ with 3,000 points plus some cash

[Book Now](#)

Blue Member

My Progress

0 Nights

BLUE

GOLD

PLATINUM DIAMOND

5 Nights to go and you'll be GOLD

Introducing
NEW MEMBER LEVELS
More magical perks
than ever before

As the world's most generous loyalty program, we give ALL our members the very best - from the best rooms to the best perks. So, get ready. Your new perks are yet another way to show you how much we love to give.


[Learn more](#)

Our Latest Offers


Get 5,000
Bonus Points

VISA Checkout

Pay with Visa
Checkout and earn
5,000 bonus points



Want to earn up to 3
free nights in bonus
points? Don't miss



Earn 500 bonus
points for joining
and completing your

New Account Boxes

Sub-Branded Headers

Promote and facilitate stays at other brands

about us | offers | download app

Hello Mitchell MEMBER # 277594357 YOUR POINTS 3,116 LOGIN

see what's new from Hampton by Hilton

Start earning 2X HHonors Points during your next stay

NEXT STEP

Sleep easy in Napa with 1,000 Points per night

NEXT STEP

Score National Museum of Play tickets for family fun

NEXT STEP

Top comedy club tickets in NYC - we're not joking

NEXT STEP

START SAVING MORE

Introducing the lowest price anywhere online, for members only

BOOK NOW

ABOUT US OFFERS DOWNLOAD APP

Hello Mitchell MEMBER # 277594357 YOUR POINTS 3,116 LOGIN

Bring Someone Special

Next Time You Stay with Me

AND ENJOY A SPARKLING BEVERAGE WHEN YOU ARRIVE AND BREAKFAST FOR TWO IN YOUR ROOM

COME EXPLORE

Make every night count twice at Providence Biltmore

BOOK NOW

Relax and recharge at The Sam Houston Hotel

BOOK NOW

Experience southern hospitality at The Franklin

BOOK NOW

Follow @CurioCollection and explore #CitiesByCurio

COME DISCOVER

START SAVING MORE

Introducing the lowest price anywhere online, for members only

BOOK NOW

Starwood Preferred Guest

You're not registered for our latest promotion. Don't miss out. Register now >

You are Preferred. SEE YOUR BENEFITS >

NIGHTS 2 STAYS 1

Track your progress

Save at Sheraton. RECEIVE 40% OFF EVERY 2ND NIGHT

BOOK NOW

EXPERIENCE THE SPG LIFE: Find more options on the SPG Dashboard >

Be rewarded at Design Hotels™ >

Lock in last-minute Hot Escapes >

Explore and book on spg.com >

Save up to 40% on suites >

FIND MORE OFFERS AT SPG DASHBOARD >

GET 25,000 BONUS STARPOINTS

THE STARWOOD PREFERRED GUEST CARD CREDIT CARD (AMERICAN EXPRESS)

Starwood Preferred Guest

Jennifer Jones
Member Number: *****4233

You're not registered for our latest promotion. Don't miss out. Register now >

By clicking, you're registering for this promotion.

You are Preferred. SEE YOUR BENEFITS >

NIGHTS 2 STAYS 1

Track your progress.

This information is current as of 30-APR-16. Get your most up-to-date earnings and view more personalized offers at SPG Dashboard.

GO TO SPG DASHBOARD

SPG eStatement

- SL: SPG-Your May eStatement, Redesigned
- Includes link to Benefits, SPG Dashboard, and Account Alerts

Summer Promotions

HILTON HHONORS | EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Hello Mitchell | MEMBER #: 277594357 | YOUR POINTS 3,116 | LOGIN

BLUE SILVER GOLD DIAMOND

THE BIG WORLD SALE

HHONORS MEMBERS GET UP TO 25% OFF

BOOK NOW

HILTON HHONORS | EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Hello Mitchell | MEMBER #: 277594357 | YOUR POINTS 3,116 | LOGIN

BLUE SILVER GOLD DIAMOND

THE BIG WORLD SALE

HHONORS MEMBERS GET UP TO 25% OFF

BOOK NOW

spg Starwood Preferred Guest

SPG Triple Up

— THREE GREAT WAYS TO EARN* —

3X STARPOINTS 2X STARPOINTS 1K STARPOINTS

JOIN AND REGISTER

Join SPG® today and you'll be automatically registered for our SPG Triple Up promotion. You can earn thousands of bonus Starpoints® when you book stays of two or more nights between May 9 and July 31, 2016. Earn with any or all of these three offers:

- 3X Triple Starpoints at Sheraton® hotels and resorts
- 2X Double Starpoints at all other brands
- 1K An extra 1,000 Starpoints for stays that include a Friday or Saturday night (Thursday or Friday night in the Middle East)

JOIN AND REGISTER

Mother's & Memorial Day energy moments

Memorial Day

Increased relevancy for "Big World Sale" promotion



HILTON HHONORS

EXPLORE HHONORS | DOWNLOAD APP | OFFERS

Hello Mitchell MEMBER #: 277594357 YOUR POINTS 3,116 LOGIN

BLUE SILVER GOLD DIAMOND

THE BIG WORLD SALE

Memorial Day is right around the corner. Book now and save.

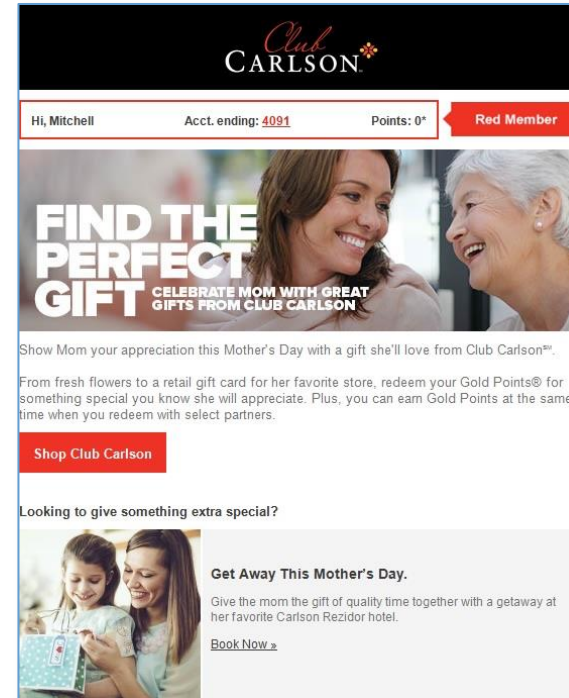
HHONORS MEMBERS GET UP TO 25% OFF

BOOK NOW

*TERMS APPLY AT HHONORS/SALE

Mothers Day

- Redeem Carlson points for Mothers Day gift
- Mothers Day offer promoting "togetherness"



Club CARLSON

Hi, Mitchell Acct. ending: 4091 Points: 0* Red Member

FIND THE PERFECT GIFT CELEBRATE MOM WITH GREAT GIFTS FROM CLUB CARLSON

Show Mom your appreciation this Mother's Day with a gift she'll love from Club Carlson®.

From fresh flowers to a retail gift card for her favorite store, redeem your Gold Points® for something special you know she will appreciate. Plus, you can earn Gold Points at the same time when you redeem with select partners.

Shop Club Carlson

Looking to give something extra special?

Get Away This Mother's Day.

Give the mom the gift of quality time together with a getaway at her favorite Carlson Rezidor hotel.

[Book Now »](#)



May 2016 MR Campaign Reviews

May '16 eNews performance summary

		eNews +			
	Program	Benefits	eNews	Benefits	
Audience	Total Delivered	85.4 M	12.0 M	10.8 M	1.2 M
	Unsub Rate	0.30%	0.28%	0.29%	0.14%
	Delivery Rate	98%	99%	99%	100%
Engagement	Open Rate	24.7%	24.2%	23.0%	35.0%
	Opens	21.1 M	2.9 M	2.5 M	403.8 K
	Click Rate	2.6%	3.5%	3.5%	4.0%
	Unique Clicks	2.2 M	421.9 K	375.6 K	46.3 K
	Click to Open Rate	10.4%	14.6%	15.1%	11.5%
Financial	Bookings	221.7 K	44.5 K	34.9 K	9.6 K
	Revenue	\$80.8 M	\$16.5 M	\$12.9 M	\$3.6 M
	Conversion Rate	10.1%	10.6%	9.3%	20.7%
	Bookings per Delivered(K)	2.6	3.7	3.2	8.3

Observations

Apr eNews+Benefits deliveries increased 11.2% YoY and bookings increased by 41.2% YoY, resulting in a 26.9% increase in booking per delivered Email (K)

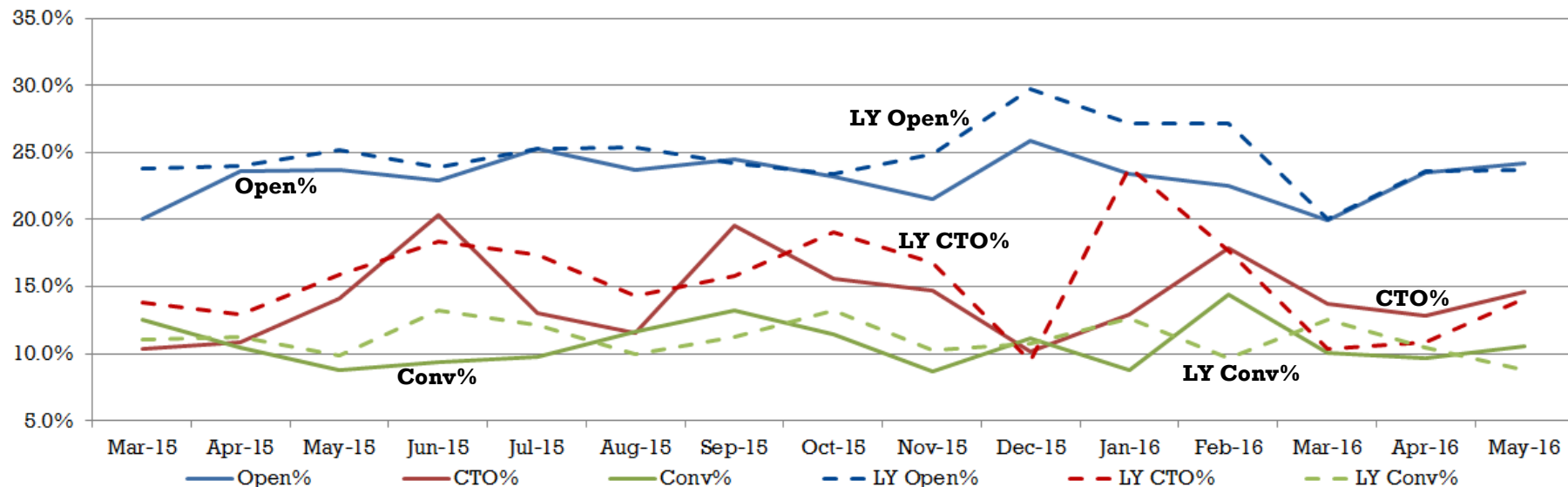
- eNews Core YoY bookings was 10.8% higher than all of May '15
- This increase was fueled by 7.0% and 6.2% increases in CTO% and Conv% respectively

Featuring member rates in Core eNews generated high click engagement and above average Conv% but not when featured in PO Benefits

A subject line test was conducted in eNews

- **Your Account: Introducing Member Rates (Winner)**
- Your Account: May Updates [for FNAME]
- Your Account: Get the Lowest Rate Every Time

May '16 eNews & Benefits email KPI trends



Observations

May Open rate continued to be on par with LY Open rates, suggesting positive outcomes from subject line Test & Roll eNews Core Subject Line Test

- Winner: Your Account: Introducing Member Rates (43,184)
- Your Account: May Updates [for FNAME] (42,486)
- Your Account: Get the Lowest Rate Every Time (35,109)

There may be month to month seasonality as clicks and conversion rate generally increased across all sections; Additionally the Member rate Top Offer converted above average for non-MegaBonus content

May '16 eNews sections

Observations

Top Offer featuring Member Rates received 38% of total clicks and the highest % of clicks to a non-MegaBonus Top Offer

- This placement generated a 7% Conv rate, above average for this section

The response to the Member rate benefits suggests this is valuable content to re-use and leverage in future instances

Notable May content

- The new Account Module continued to generated click engagement at 9% click share
- Earn Section was moved higher than Redemption opps and generated above average click share due to
 - Earn \$10 = 100 points (> 1/3 of Earn section clicks)
 - Rewards Chart (> 1/3 of Earn section clicks)
- eBreaks modules generated 3% of eNews clicks, above avg for content in that position, however clicks and bookings fell MoM so **content fatigue should be monitored**
- City Scene (Ft San Antonio) generated the 2nd highest number of clicks since Apr '15 (ft New Orleans)

Search
6% clks, 7% bks

Account Box
25% clks, 39% bks

Top Offer
38% clks, 34% bks

Top Offer 2
1% clks, 0.3% bks

Rew - Head
9% clks, 6% bks

Rew - Main
4% clks, 2% bks

Earn
6% clks, 5% bks

Redemptions
4% clks, 2% bks

eNews

Your Account: Introducing Member Rates

City Scene
2% clks, 1% bks

Get Away to Hill Country, Mitchell

Experience the unique culture, natural beauty and deep history of the Texas Hill Country.

See: The Alamo Eat: Tex-Mex Do: River Walk

Discover the historic mission that became a symbol of a Texas revolution.

Enjoy authentic Tex-Mex cuisine and a variety of live music.

Discover what's new along the river and enjoy the beautiful views.

JW Marriott San Antonio Hill Country

Find your own slice of the Texas Hill Country. For a room in the ultimate country retreat, go to the JW Marriott San Antonio Hill Country.

Hotel Open

2% clks, 1% bks

Coming Soon: Buckhead, Atlanta

AC Hotel Buckhead Atlanta at The Westin

Miami's Prime Pool Scene

NYC's First "Living Building"

Travel Deals for This Weekend

eBreaks

3% clks, 2% bks

May '16 eNews link analysis

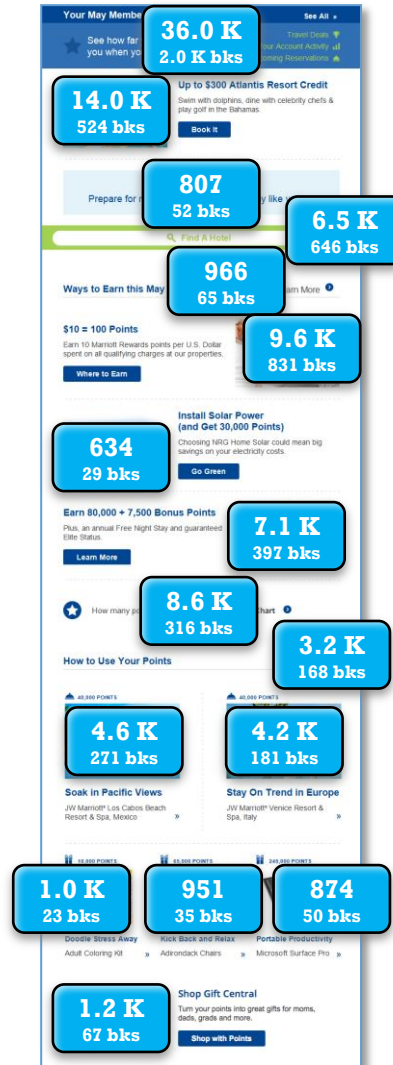
Observations

The new account module continued to generate a high number of clicks

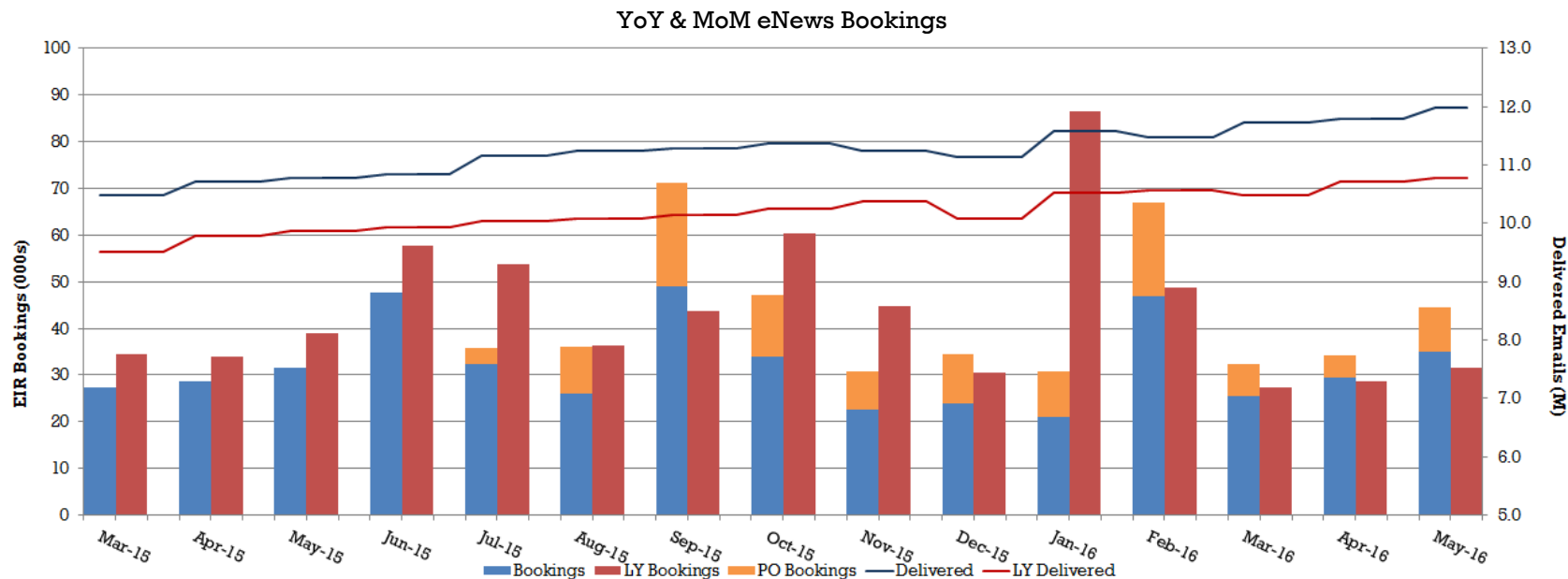
Rewards Header:	36.0 K
Earn:	26.9 K
Redemption:	16.0 K
Rewards Main:	14.9 K

Highest click generating content

Rewards Header:	36.0 K
\$300 Atlantis Credit:	14.0 K
\$10 = 100 Points:	9.6 K
Rewards Chart:	8.6 K
MRCC 80K:	7.1 K



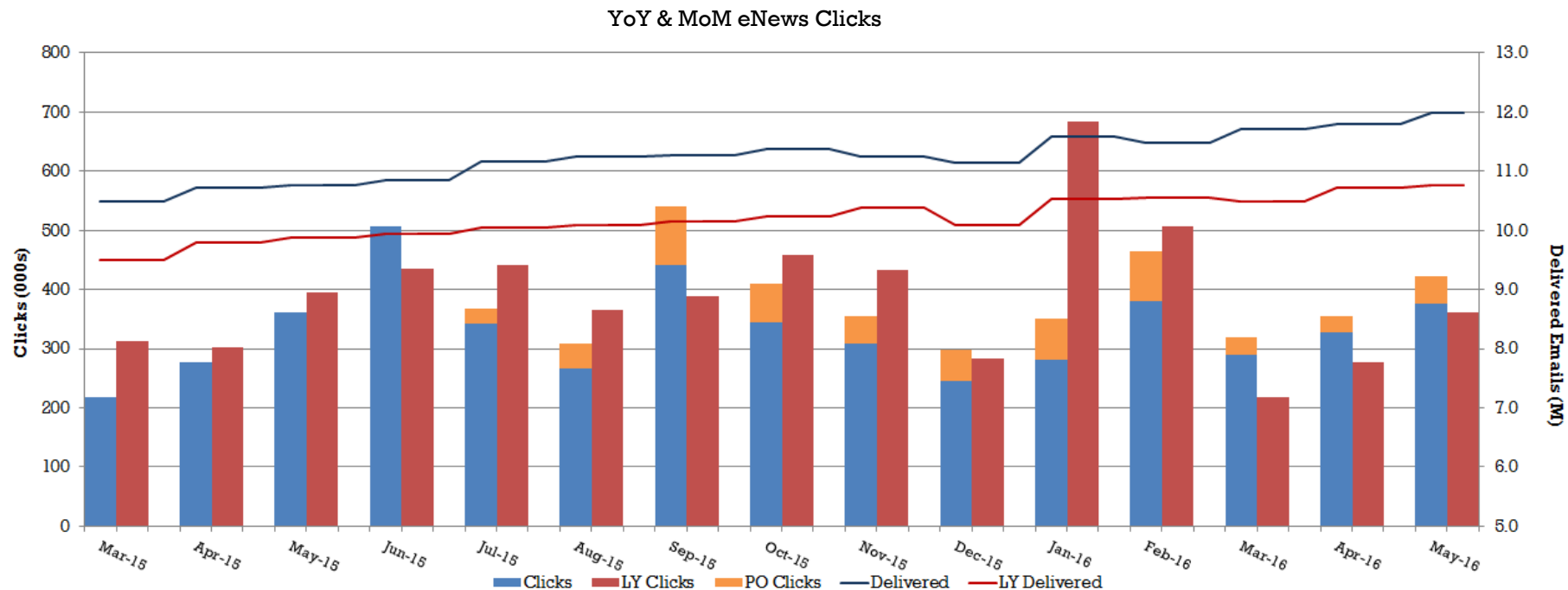
May '16 Core eNews generated 11% more bookings YoY than May '15 eNews



Observations:

- eNews Core generated more bookings than 2015 eNews did to the entire audience

May '16 Core eNews generated 4% more clicks YoY than May '15 eNews



Account Box

25%, 12.8 K bks

Search

6%, 2.3 K bks

Top Offer

38%, 11.1 K bks

NEW! Marriott Rewards Member Rates

Top Offer 2

1%, 116 bks

Your

Rew - Head

9%, 2.0 K bks

Rew - Main

4%, 576 bks

Ways

Earn

6%, 1.6 K bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

4%, 795 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

20%, 124 bks

Search

7%, 24 bks

Top Offer

41%, 141 bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0%, 0 bks

Your

Rew - Head

9%, 17 bks

Rew - Main

3%, 0 bks

Ways

Earn

7%, 9 bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

4%, 9 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

16%, 182 bks

Search

4%, 31 bks

Top Offer

43%, 430 bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0%, 0 bks

Your

Rew - Head

9%, 41 bks

Rew - Main

4%, 43 bks

Ways

Earn

9%, 62 bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

6%, 36 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

16%, 182 bks

Search

4%, 31 bks

Top Offer

43%, 430 bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0%, 0 bks

Your

Rew - Head

9%, 41 bks

Rew - Main

4%, 43 bks

Ways

Earn

9%, 62 bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

6%, 36 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

16%, 182 bks

Search

4%, 31 bks

Top Offer

43%, 430 bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0%, 0 bks

Your

Rew - Head

9%, 41 bks

Rew - Main

4%, 43 bks

Ways

Earn

9%, 62 bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

6%, 36 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

16%, 182 bks

Search

4%, 31 bks

Top Offer

43%, 430 bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0%, 0 bks

Your

Rew - Head

9%, 41 bks

Rew - Main

4%, 43 bks

Ways

Earn

9%, 62 bks

Install Solar Power (and Get 30,000 Points)

Go Down

Earn 80,000 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

6%, 36 bks

Soak in Pacific Views

Stay On Trend in Europe

Shop Gift Central

Shop with Points

Account Box

25% clks, 39% bks

Search

0% clks, 7% bks

Top Offer

38% clks, 34% bks

NEW! Marriott Rewards Member Rates

Top Offer 2

1% clks, 0.3% bks

Rew - Head

9% clks, 6% bks

Rew - Main

4% clks, 2% bks

Earn

6% clks, 5% bks

Install Solar Power
(and Get \$0.00 Points)

Learn More

Earn \$0.00 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

4% clks, 2% bks

Soak in Pacific Views

Stay On Trend in Europe

Double Stress Away

Kick Back and Relax

Portable Productivity

Shop Gift Central

Shop with Points

Core

City Scene

2% clks, 1% bks

Get Away to Hill Country, Mitchell

See San Antonio

See: The Alamo

Eat: Tex-Mex

Do: River Walk

JW Marriott San Antonio Hill Country

Visit Website

Hotel Open

2% clks, 1% bks

Coming Soon: Buckhead, Atlanta

Book Now

Miami's Prime Pool Scene

NYC's First "Living Building"

Travel Deals for This Weekend

eBreaks

3% clks, 2% bks

Account Box

20% clks, 37% bks

Search

7% clks, 7% bks

Top Offer

41% clks, 42% bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0% clks, 0% bks

Rew - Head

9% clks, 5% bks

Rew - Main

3% clks, 0% bks

Earn

7% clks, 3% bks

Install Solar Power
(and Get \$0.00 Points)

Learn More

Earn \$0.00 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

4% clks, 3% bks

Soak in Pacific Views

Stay On Trend in Europe

Double Stress Away

Kick Back and Relax

Portable Productivity

Shop Gift Central

Shop with Points

TSAT

City Scene

2% clks, 0% bks

Get Away to Hill Country, Mitchell

See San Antonio

See: The Alamo

Eat: Tex-Mex

Do: River Walk

JW Marriott San Antonio Hill Country

Visit Website

Hotel Open

2% clks, 1% bks

Coming Soon: Buckhead, Atlanta

Book Now

Miami's Prime Pool Scene

NYC's First "Living Building"

Travel Deals for This Weekend

eBreaks

4% clks, 3% bks

Account Box

16% clks, 20% bks

Search

4% clks, 3% bks

Top Offer

43% clks, 48% bks

NEW! Marriott Rewards Member Rates

Top Offer 2

0% clks, 0% bks

Rew - Head

9% clks, 5% bks

Rew - Main

4% clks, 5% bks

Earn

9% clks, 7% bks

Install Solar Power
(and Get \$0.00 Points)

Learn More

Earn \$0.00 + 7,500 Bonus Points

Learn More

How many points do you need? See Rewards Chart

Redemptions

6% clks, 4% bks

Soak in Pacific Views

Stay On Trend in Europe

Double Stress Away

Kick Back and Relax

Portable Productivity

Shop Gift Central

Shop with Points

WHPH

City Scene

2% clks, 2% bks

Get Away to Hill Country, Mitchell

See San Antonio

See: The Alamo

Eat: Tex-Mex

Do: River Walk

JW Marriott San Antonio Hill Country

Visit Website

Hotel Open

2% clks, 3% bks

Coming Soon: Buckhead, Atlanta

Book Now

Miami's Prime Pool Scene

NYC's First "Living Building"

Travel Deals for This Weekend

eBreaks

4% clks, 2% bks

May '16 Hotel Specials performance summary

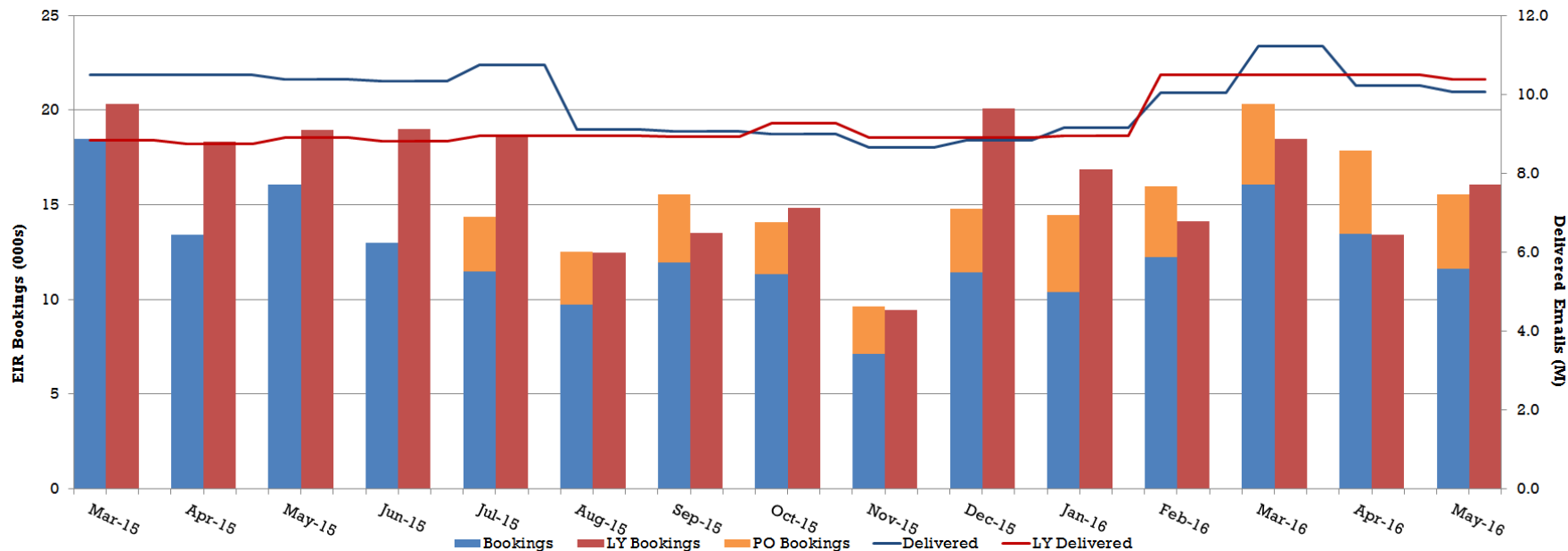
		Program	HS + Offers	Hotel Specials	Offers
Audience	Total Delivered	85.4 M 59.2%	10.1 M -3.1%	9.0 M	1.1 M
	Unsub Rate	0.30% 0.1 pts	0.10% -0.1 pts	0.10%	0.07%
	Delivery Rate	98% -1.5 pts	96% -3.5 pts	96%	95%
Engagement	Open Rate	24.7% 1.6 pts	19.4% -0.1 pts	18.9%	24.0%
	Opens	21.1 M 70.2%	2.0 M -3.5%	1.7 M	256.5 K
	Click Rate	2.6% 0.4 pts	1.8% -0.4 pts	1.7%	2.6%
	Unique Clicks	2.2 M 85.3%	176.9 K -19.3%	149.4 K	27.4 K
	Click to Open Rate	10.4% 0.8 pts	9.0% -1.8 pts	8.8%	10.7%
Financial	Bookings	221.7 K 105.2%	15.5 K -3.4%	11.6 K	3.9 K
	Revenue	\$80.8 M 97.9%	\$5.4 M -7.3%	\$4.0 M	\$1.4 M
	Conversion Rate	10.1% 1.0 pts	8.8% 1.4 pts	7.8%	14.2%
	Bookings per Delivered(K)	2.6 28.9%	1.5 -0.3%	1.3	3.7

Observations

YoY deliveries decreased by 3.1% and bookings decreased by 3.4%, leading to slight decrease in Bookings per delivered (K) by 0.3%

- 9.0% CTO was the lowest YTD, 3rd lowest since Jan '15
- Below average Conv%(8.8% vs 9.2% avg)
- The Summer Promotion was featured in the top position in Getaways
- A combination of Beach & City deals were featured in the Experiences section
- New footer launched & may have had some tracking issues

May '16 Hotel Specials performance summary

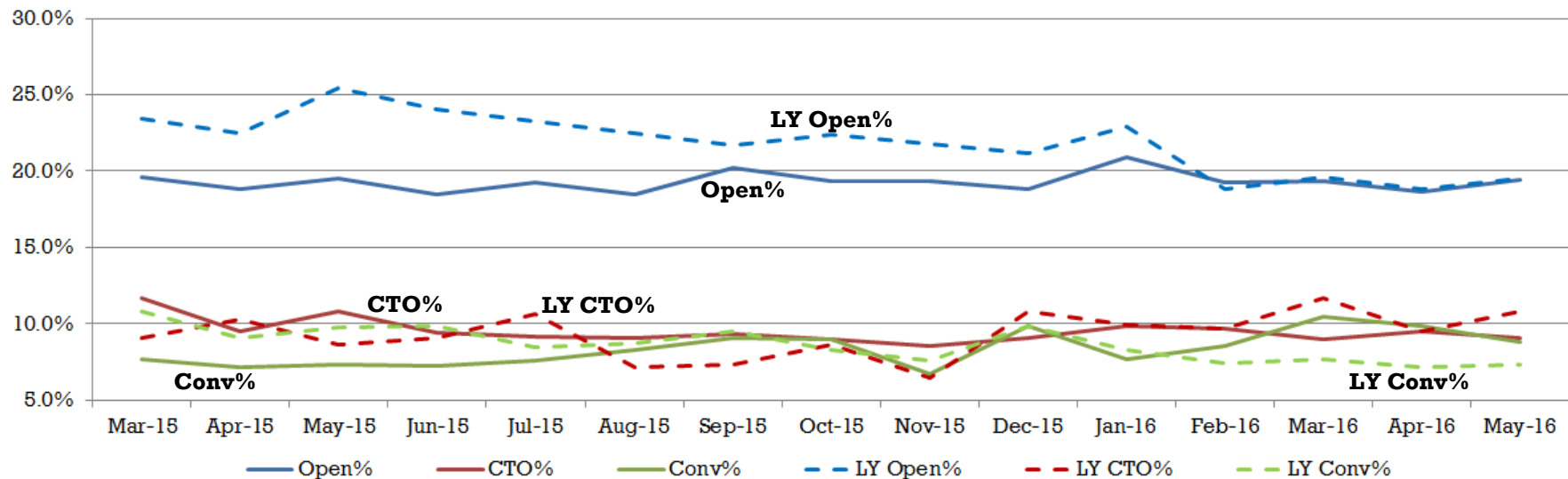


Observations

Bucking a three month trend Hotel Specials '15 bookings surpassed Hotel Specials '16 & Offers due to:

- 3% YoY drop in emails delivered & bookings
- Click engagement with Field Offers in May '15, which generated the 2nd highest clicks for that section
- Field Offers may not have been as compelling as 2015

May '16 Hotel Specials performance summary



Observations

Click to open rate fell 5% MoM and 16% YoY

Conv% fell by 11% MoM and was 20% higher YoY

May '16 Hotel Specials link analysis

Observations

May generated the 5th lowest number of clicks since Jan '13

- Header clicks was the 2nd lowest since Jan'15
- Template change introduced a new footer, which eliminated Brand icons, Popular Destinations
- There may have been an unsub tracking issue

Getaways generated an above average click share due to the feature of the Summer promo

- This offer did not generate as much click engagement as previous month's Hawaii/Hilton Head sweepstakes

Experiences generated the highest click share and 2nd most clicks since Jan '15

- Featured Beach & City offers

eBreaks section continued to attract clicks, consistently generating > 10 K per month

Hotel Specials

Mitchell's June Travel Deals

The screenshot shows the 'Hotel Specials' page for Mitchell's June Travel Deals. At the top, there's a blue header with 'Account Box' showing 23% clicks and 36% bookings. Below this is a search bar for Marriott Rewards Member Rates. The main content area features a large image of a field of colorful flowers. Below the image, there's a 'Field Offers' section with 45% clicks and 33% bookings, listing deals like Gaylord Hotels, Miami from \$134, L.A. Live from \$319, Arizona from \$245, Nashville from \$189, Palm Beach from \$134, Tampa airport from \$219, Times Square from \$285, and New York City from \$174. At the bottom, there's a 'Search' section with 10% clicks and 12% bookings.

Get Away This Summer

See All

Win 100,000 Points

Earn up to 10,000 bonus points - plus a chance to win our summer sweepstakes

Sweet! Sign Me

Getaways
8% clicks, 9% bks



Summer Cruises: Earn Double

Set sail and earn 6 points per dollar, up to 60,000 points.

Book Now



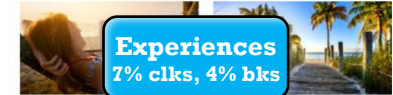
Cheap Flights to Atlantis

Get an instant \$250 airfare credit to the Bahamas & find your ahhh at Mandara Spa.

Your \$250 Credit

Beach & City Deals

See All



Experiences
7% clicks, 4% bks

Hawaii Wants You to Visit, Mitchell

Beach it up for five or more nights in Waikiki and earn 5,000 bonus points.

Get 5,000 Points

It's Beach Season in the South

Get your toes in the sand from Myrtle Beach, SC to Ponte Vedra Beach, FL.

From \$149



Long Weekend in NYC? Check!

From \$159



Save Big in Downtown Chicago

From \$119



Show Las Vegas Who's Boss

From \$104

The screenshot shows the 'eBreaks' section with a map of the United States. A blue box at the bottom right says 'eBreaks 6% clicks, 5% bks'. The map shows various states with numbers indicating deals: 6 in California, 18 in Texas, 16 in Florida, and 1 in New York. A bell icon is in the bottom right corner.

May '16 Hotel Specials link analysis

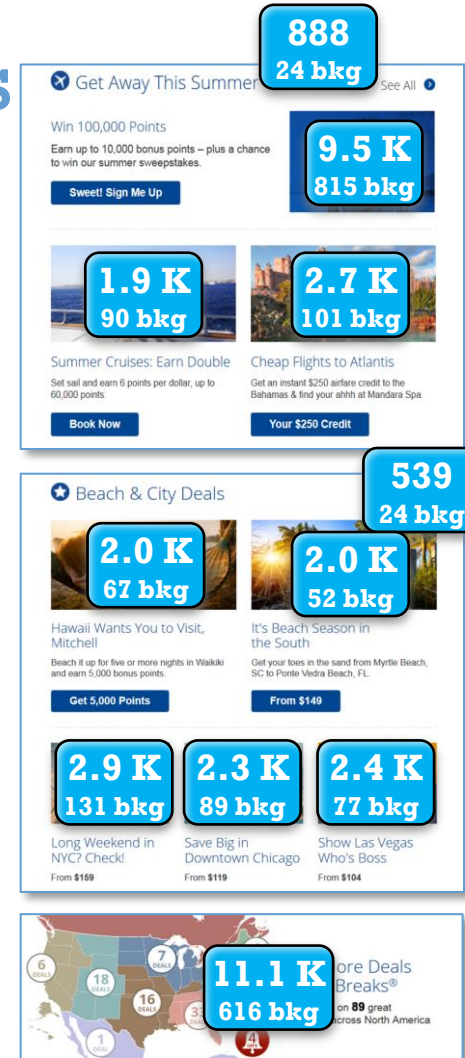
Observations

The Summer Promo Sweepstakes in the Getaways section generated 63% of the section

Experiences drew the highest % of clicks for this section

- All offers generated an above average number of clicks
- All city offers were below beach offers but generated more clicks than beach offers

eBreaks generated more clicks than any single offer and a higher Conv% than the Field Offers section



Changes to footer area may have led to a decrease in 13 K clicks

Observations

Template change introduced a new footer, which eliminated Brand logos & Popular Destinations

- There may have been an unsub tracking issue as the volume of unsubs dropped 28% to 2016 average

Before-May

Popular Destinations

New York • Hong Kong • Washington, DC • Dubai • London • Hawaii • Caribbean • Miami • Paris • Chicago • Los Angeles • Shanghai • Las Vegas • San Francisco

Our Brands		EDITION	JW MARRIOTT	AUTOGRAPH COLLECTION HOTELS	RENAISSANCE HOTELS
	MARRIOTT VACATION CLUB	GAYLORD HOTELS	AC HOTELS	COURTYARD Marriott	Residence Inn
SPRINGHILL SUITES	FAIRFIELD INN & SUITES	TOWNEPLACE SUITES	moxy	PROTEA HOTELS	DELTA HOTELS AND RESORTS

Thanks for reading! Questions? Comments? Connect with us:

Unsubscribe	Terms of Use	Privacy Policy	Guest Services	Email Preferences

To unsubscribe: Select "[Insert unsub scripting]" on our [unsubscribe](#) page.

If you unsubscribe from Marriott promotional email, we will continue to send only transactional messages such as reservation confirmation emails.

You can also unsubscribe by writing to:
[Insert physical address scripting]

[Insert disclaimer scripting]

©2015 Marriott International, Inc.

New Footer-May

Every Day. Every Stay. Every Time.
Get our lowest price when you book direct.

Our Brands Travel Ideas Mobile App

--	--	--	--

Unsubscribe	Terms of Use	Privacy Policy	Guest Services	Email Preferences

To unsubscribe: Select "Hotel Specials" on our unsubscribe page.

If you unsubscribe from Marriott promotional email, we will continue to send only transactional messages such as reservation confirmation emails.

You can also unsubscribe by writing to:
Marriott Rewards
310 Bearcat Drive Salt Lake City, UT 84115-2544 USA

©2018 Marriott International, Inc.

May '16 Solo performance summary

		Program	Solos
Audience	Total Delivered	85.4 M 59.2%	29.2 M 314.7%
	Unsub Rate	0.30% 0.1 pts	0.30% 0.2 pts
	Delivery Rate	98% -1.5 pts	98% -1.1 pts
Engagement	Open Rate	24.7% 1.6 pts	27.9% 4.1 pts
	Opens	21.1 M 70.2%	8.2 M 385.1%
	Click Rate	2.6% 0.4 pts	3.5% 2.0 pts
	Unique Clicks	2.2 M 85.3%	1.0 M 848.8%
	Click to Open Rate	10.4% 0.8 pts	12.7% 6.2 pts
Financial	Bookings	221.7 K 105.2%	112.6 K 809.7%
	Revenue	\$80.8 M 97.9%	\$40.8 M 787.6%
	Conversion Rate	10.1% 1.0 pts	10.9% -0.5 pts
	Bookings per Delivered(K)	2.6 28.9%	3.9 119.4%

Observations

Solo deliveries increased YoY by 314.7% and bookings increased by 809.7%, resulting in a net increase in Booking per delivered (K) of 119.4%

Elite Benefits Solo and Summer Bonus Promo accounted for 71% of Solo volume and 72% of Solo bookings

May Solo launches

Elite Benefits

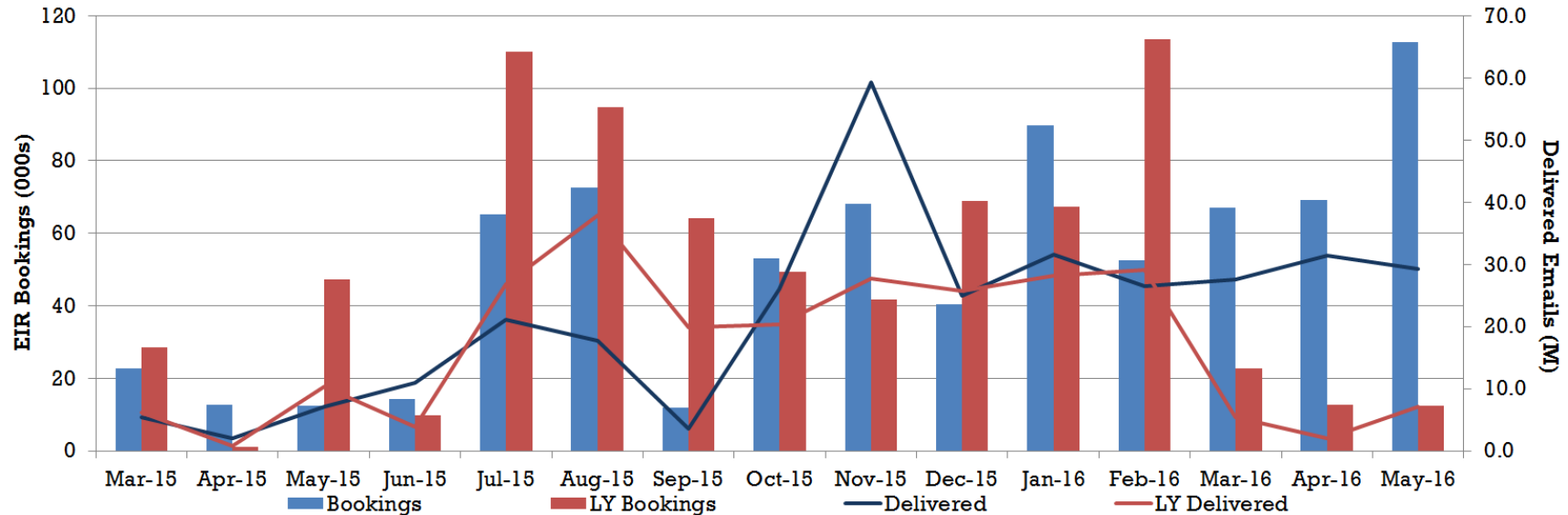
Summer Bonus Promo Announcement & Registration confirmation

Double Elite night credit (Int'l)

Elite Concierge Service

Password Change

May '16 Solo MoM performance summary



May Key Solo mailings

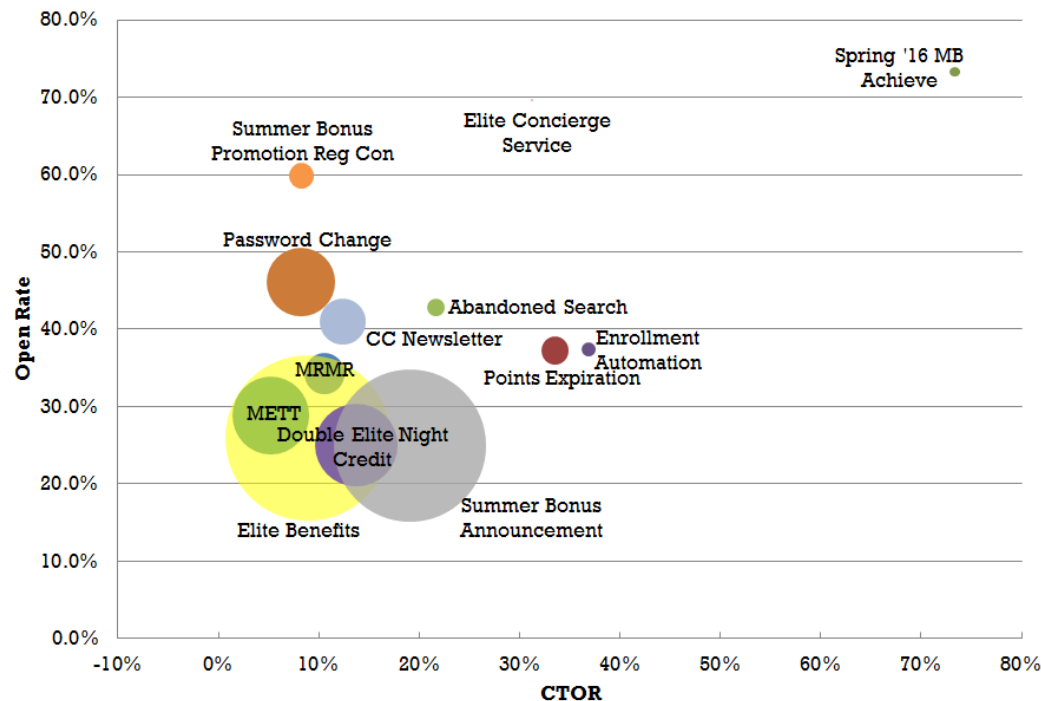
Delivered / EIR Bookings

May '16:	Elite Benefits	11 M / 32.4 K
	Summer Ann	9.4 M / 45.1 K
	Int'l 2XElite	2.8 M / 7.7 K
	METT	2.4 M / 5.2 K
	Password Change	1.9 M / 6.3 K

Delivered / EIR Bookings

May '15:	Atlantis	5.9 M / 5.0 K
	METT	753 K / 721
	MB Total Earned	243 K / 4.2 K
	Abandoned Search	76 K / 2.3 K

May '16 Solo visualization – Email engagement



Observations

Summer Bonus Announcement and Elite Benefits generated similar open rates ~25%

Recognition for activities continued to generate high interest with Spring MB achievement and Summer Bonus Reg confirmations generating above 60% Open rates

Elite Benefits Solo

Program Benefit Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Elite Benefits	11.1 M	32.4 K	\$11.80 M	25.9%	8.9%	12.6%	2.9
Member Rates	14.4 M	19.8 K	\$7.65 M	23.1%	6.0%	9.9%	1.4
Fab Four	11.3 M	25.1 K	\$8.97 M	29.9%	6.7%	11.0%	2.2

Observations

Elite Benefits Solo generated at least a 33% higher CTO% than other benefit announcements; potential contributors

- Greater clickable content
- Larger CTA buttons
- Layout

Test & Roll was conducted

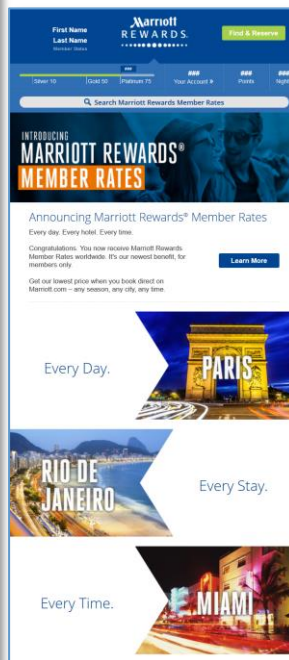
- **Winner: See Your New Member Benefits**
- 4 New Member Benefits You'll Love
- [FNAME's][Your] New Member Benefits

“Big Changes are Coming” subject line generated the highest Open rate, suggesting curiosity generating subject lines may be as impactful as new benefit announcements
For Subject line learning agenda: Direct benefits call out vs intrigue for one-time Solo announcements

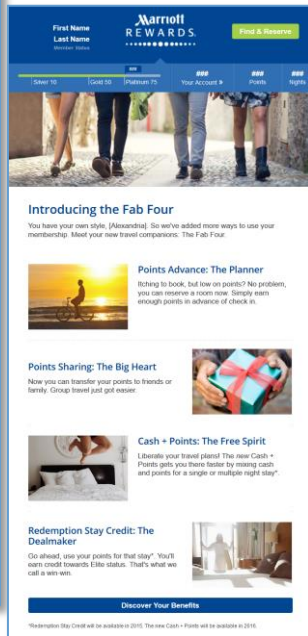
Elite Benefit Solo See Your New Member Benefits



Member Rates New. Yours. Now. Marriott Rewards Member Rates



Fab Four Big Changes are Coming...



Summer Promo Solo

Promotional Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Announcement	9.4 M	45.2 K	\$16.02 M	24.9%	19.1%	10.1%	4.8
Reg Con	265.6 K	3.2 K	\$1.02 M	59.9%	8.3%	24.3%	12.1
Summer Promo Total	9.7 M	48.4 K	\$17.0 M	25.9%	18.4%	10.5%	5.0

Observations

Summer promo featured bonus point offers after 2nd stay & registration to 100K bonus point sweepstakes (US only)

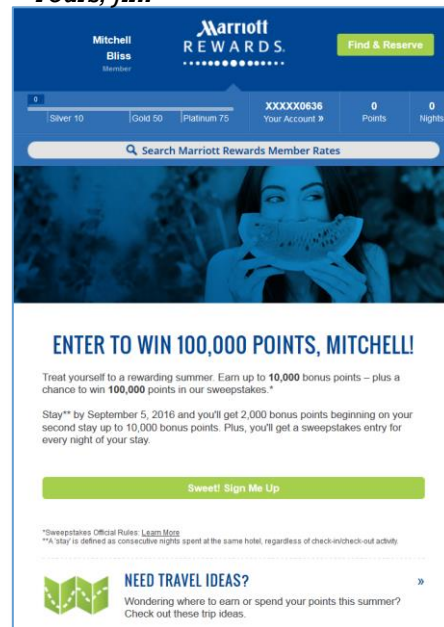
Summer Promo Announcements and Registration Confirmations generated similar Open, Click to open and Conversion rates as respective Spring '16 & '15, Fall '15, and Mid Year '14 touchpoints

Unique design elements:

- Blue hero treatment
- Targeted offers to TSAT & WHPH
- Sweepstakes to US only
- Traveler link
- Conversational CTA copy ("Sweet! Sign Me Up")
- Green CTA

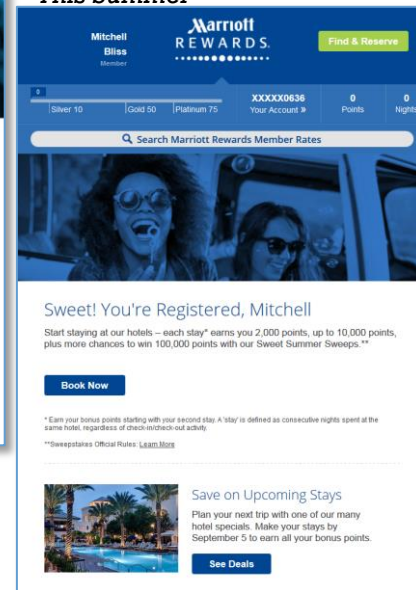
Announcement (Core)

SL: 100,000 Points Could be Yours, Jim



Registration Confirmation

SL: Ready. Set. Earn Points This Summer



Double Elite Night Credit Solo

You're Invited: Boost Your Status

The screenshot shows the Marriott Rewards website interface. At the top, there's a header with 'First Name', 'Last Name', and 'Member Status'. Below this is a progress bar for elite status: Silver 10, Gold 50, Platinum 75. A search bar with 'Find A Hotel' is visible. The main content area features a large image of Big Ben in London at night. Below the image, the text reads 'Boost Your Elite Status Twice as Fast'. A sub-header says 'Get ready – you've been selected to join the fast track. For a limited time, you'll earn Double Elite Night Credits when you stay.' A 'Register Now' button is present. Below this, a section titled 'Act Fast to Earn Fast' lists three steps: 1. Register by 30 September 2016*, 2. Earn Double Elite Night Credits from 6 June through 31 December 2016, and 3. Get Elite benefits twice as fast – from late checkout to extra points. A footnote at the bottom states: '*Must be a Marriott Rewards member prior to 8 April 2016 and reside outside of the United States in order to be eligible for this promotion.'

Double Elite Night Credit Solo	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
2X Elite Night	2.8 M	7.7 K	\$3.44 M	25.0%	13.7%	8.1%	2.8

Observations

International-only promotion offered double elite night credits

Portuguese and Spanish versions were created for Double Elite Night Credit, Summer Bonus Promo & Member Rates Solo

- In comparison, Double Elite Night Credit open rates were well below the other two Solos in these languages

May '16 Lifecycle performance summary

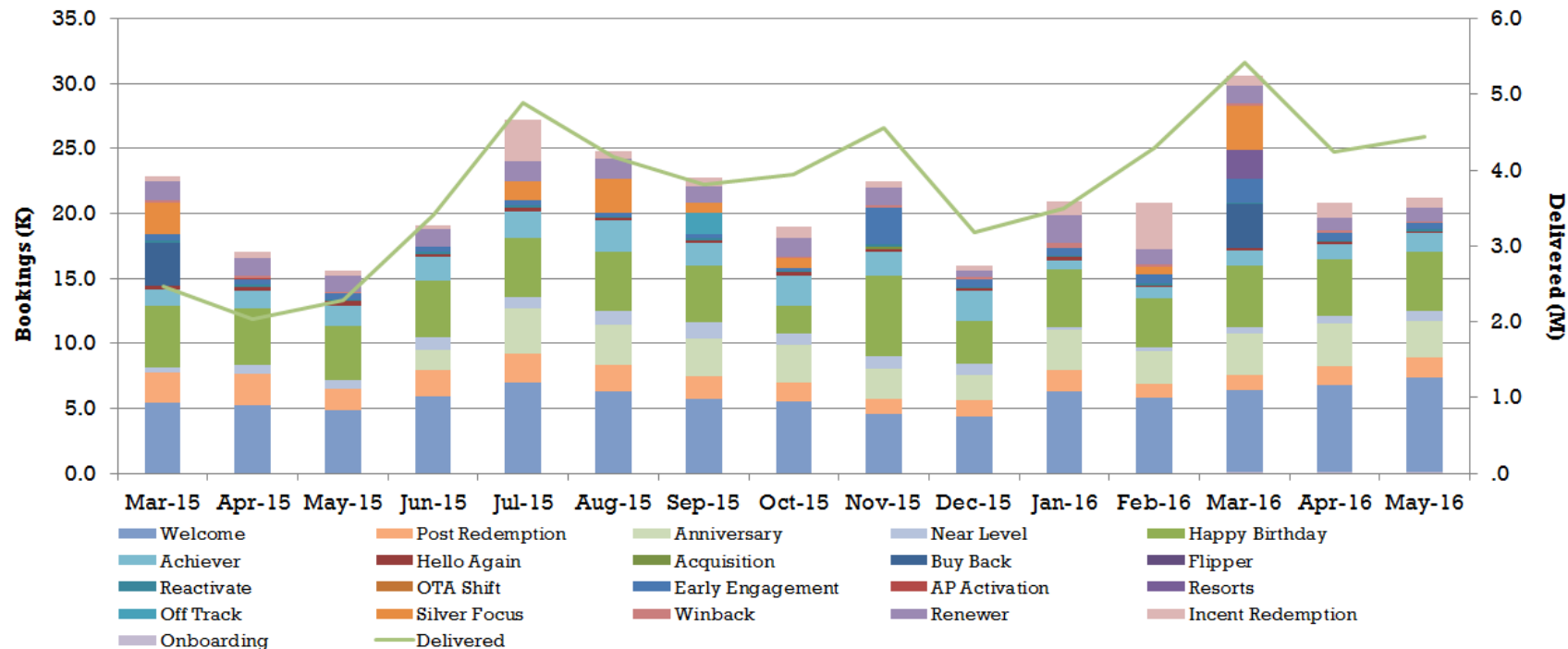
		Program	Lifecycle
Audience	Total Delivered	85.4 M 59.2%	4.4 M 93.9%
	Unsub Rate	0.30% 0.1 pts	0.69% 0.1 pts
	Delivery Rate	98% -1.5 pts	96% 0.5 pts
Engagement	Open Rate	24.7% 1.6 pts	33.7% 0.7 pts
	Opens	21.1 M 70.2%	1.5 M 97.9%
	Click Rate	2.6% 0.4 pts	6.3% -1.7 pts
	Unique Clicks	2.2 M 85.3%	280.1 K 52.2%
	Click to Open Rate	10.4% 0.8 pts	18.7% -5.6 pts
Financial	Bookings	221.7 K 105.2%	21.9 K 39.8%
	Revenue	\$80.8 M 97.9%	\$8.8 M 34.2%
	Conversion Rate	10.1% 1.0 pts	7.8% -0.7 pts
	Bookings per Delivered(K)	2.6 28.9%	4.9 -27.9%

Observations

Delivery increased YoY by 93.3% and bookings increased by 39.8%, resulting in a decrease in Bookings per Delivered (K) of 27.9%

- YoY decreases in click to Open rate and Booking per delivered have been BAU performance since the launch of Anniversary and Onboarding campaigns
- Both campaigns generate high Lifecycle campaign volume and lower than average Click to open and Conversion rate

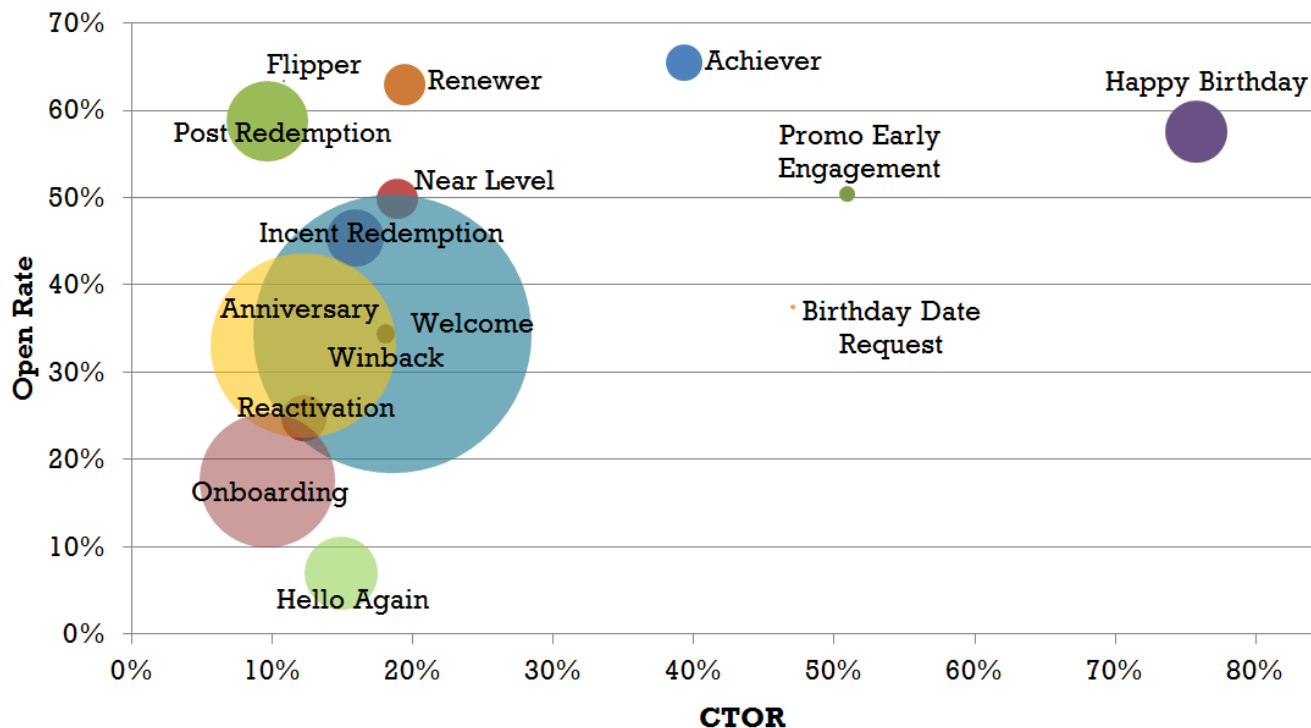
May '16 Lifecycle MoM performance summary



Observations

- Bookings are up 6.9% from 2015 average; Bookings/Delivered are down 24.6%
- New campaigns Anniversary and Onboarding series increased overall Lifecycle delivery but email KPIs were below category average

May '16 Lifecycle visualization – Engagement



Observations

Onboarding campaign after three months has shown consistent Open and Click to open rates

- Welcome campaign provides a target Open and Click to Open rate as Happy Birthday does for Anniversary

Lifecycle: Membership Anniversary

Happy [number of years] anniversary!

First Name
Last Name
Member Status

Marriott
REWARDS.

Find & Reserve

Silver 10 Gold 50 Platinum 75

Your Account » ### Points ### Nights

Congratulations!

Celebrate [XXX] Years with Marriott Rewards

[Alexandria], we appreciate your loyalty and thank you for your membership!

Make your experience even more rewarding by updating your profile.

[My Account](#)

We also recommend you [update your member password](#) each year.

"Travel is the only thing you buy that makes you richer."

— Unknown

Anniversary Lifecycle	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Jun '15	404.4 K	1.5 K	\$563.3 K	35.6%	15.4%	6.7%	3.7
Jul '15	909.2 K	3.5 K	\$1.2 M	35.5%	14.6%	7.4%	3.9
Aug '15	867.3 K	3.1 K	\$1.2 M	35.8%	14.0%	7.2%	3.6
Sep '15	816.6 K	2.9 K	\$1.1 M	34.4%	14.4%	7.3%	3.6
Oct '15	817.8 K	2.9 K	\$991.1 K	34.9%	14.1%	7.1%	3.5
Nov '15	750.3 K	2.4 K	\$826.0 K	34.8%	14.1%	6.5%	3.2
Dec '15	618.8 K	1.9 K	\$706.7 K	32.3%	13.0%	7.5%	3.1
Jan '16	820.9 K	3.1 K	\$1.2 M	36.1%	13.0%	8.1%	3.8
Feb '16	812.1 K	2.5 K	\$924.0 K	32.0%	13.0%	7.5%	3.1
Mar '16	922.0 K	3.1 K	\$1.1 M	34.8%	12.4%	7.8%	3.4
Apr '16	890.0 K	3.3 K	\$1.1 M	35.2%	12.9%	8.2%	3.7
May '16	970.5 K	2.9 K	\$1.0 M	33.1%	12.2%	7.3%	2.9

Observations

Anniversary campaign is 43% of Lifecycle campaign volume and Click to open & Conversion rate are below Lifecycle campaign average

Click to open rate has been declining since launch which may be due to % of basics receiving Anniversary has been increasing

Onboarding

Onboarding generated ~11% of Lifecycle volume and Open, click to open and Conversion rate are all well below Lifecycle campaign average

May performance has been consistent since launch

- Open rate after the first message tapers to ~ 16%, below program average
- Click to Open rate starts at program avg, steadily falls with each message
- Conversion rate trended upward with each message

Welcome (Points) email series kpis follow similar trends with each progressive message

Continue to monitor and connect to longer term engagement KPI's after 6 months

- Drive new member loyalty at a faster rate
- Increase # of new members booking their 2nd stay

Future considerations

- Connecting the series together: themed subject lines, less than 10 days between mailings

May Onboarding	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)
Account Tips	384.3 K	621	\$207.0 K	20.3%	11.2%	7.1%	1.6
Earning Points	332.3 K	396	\$147.8 K	16.9%	10.2%	6.9%	1.2
Travel Inspiration	282.7 K	242	\$101.3 K	16.3%	7.8%	6.8%	0.9
Community	231.0 K	167	\$60.3 K	15.2%	5.4%	8.8%	0.7
Total	\$1.2 M	1.43 K	\$516.3 K	17.5%	9.3%	7.1%	1.2

How to Use Your Rewards Account



How to Earn Points: No Travel Required



Let's Plan Your Next Trip



You Have 50 Million New Friends



May '16 Destinations performance summary

		Program	Dest.	Core	PO
Audience	Total	85.4 M	11.1 M	9.9 M	1.2 M
	Delivered	59.2%	1.3%	1.4%	0.3%
	Unsub Rate	0.30% 0.1 pts	0.29% 0.0%	0.31% 0.0%	0.16% 0.0%
	Delivery Rate	98% -1.5 pts	100% 0.3 pts	100% 0.3 pts	100% -0.1 pts
Engagement	Open Rate	24.7% 1.6 pts	20.2% -1.3 pts	19.7% -1.3 pts	24.6% -1.1 pts
	Opens	21.1 M 70.2%	2.2 M -4.8%	1.9 M -4.9%	284.2 K -3.9%
	Click Rate	2.6% 0.4 pts	1.0% -0.2 pts	0.9% -0.2 pts	1.4% -0.2 pts
	Unique Clicks	2.2 M 85.3%	105.1 K -13.1%	89.4 K -13.4%	15.7 K -11.3%
	Click to Open Rate	10.4% 0.8 pts	4.7% -0.4 pts	4.6% -0.4 pts	5.5% -0.5 pts
Financial	Bookings	221.7 K 105.2%	9.3 K -19.1%	7.2 K -19.3%	2.0 K -18.6%
	Revenue	\$80.8 M 97.9%	\$3.6 M -18.0%	\$2.8 M -17.0%	\$.8 M -21.3%
	Conversion Rate	10.1% 1.0 pts	8.8% -0.7 pts	8.1% -0.6 pts	13.0% -1.2 pts
	Bookings per Delivered(K)	2.6 28.9%	0.8 -20.2%	0.7 -20.4%	1.8 -18.9%

Observations

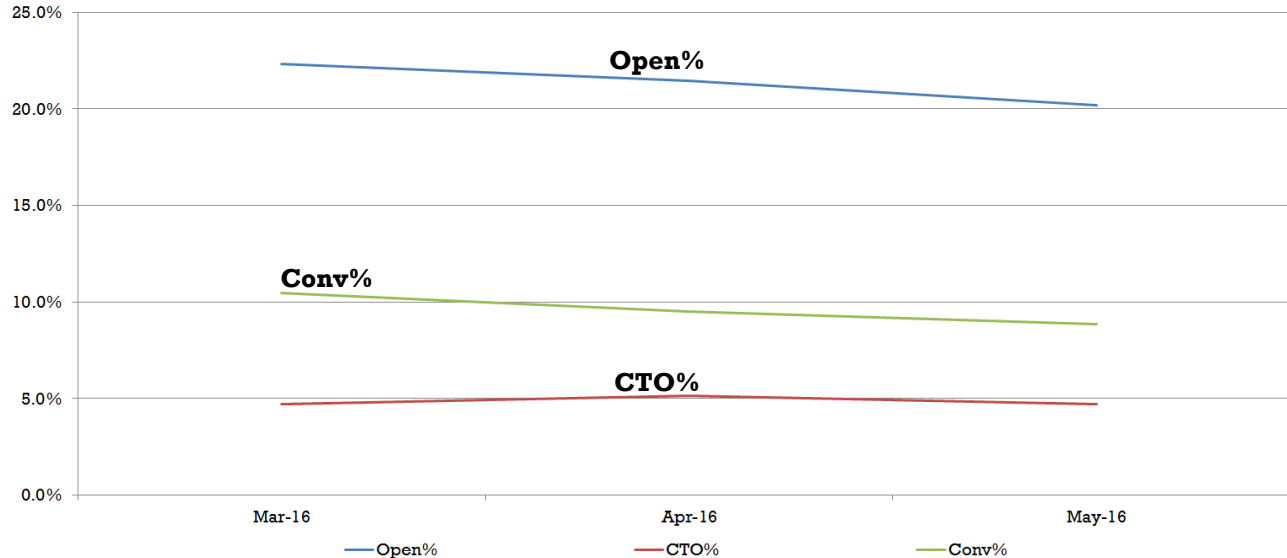
Destinations deliveries increased MoM by 1.3% and bookings decreased by 19.1%, resulting in an overall decrease in Booking per delivered (K) of 20.2%

Note: Dashboard % changes & % pt changes are **Month over Month**, not Year over Year

Generally, most email KPIs decreased MoM and engagement appeared to be agnostic of segmentation

May Destinations focused on three destinations as long-weekend travel inspiration

May '16 Destinations (Core+PO) Email KPI trends



Observations

- Despite overall delivery volume increasing 1.3% MoM clicks decreased 13% due to decreases in Open rate and Click to open rate
- Subject Line Test:
 - Winner: 3 Trending Long Weekend Escapes**
[FNAME's][Your] 3-Day Weekend Planner
Your Call: Beach, Culture or Honky Tonk?
- The new template had less clickable content than April & March versions

May '16 Core Destinations

Observations

May Destinations focused on three destinations as long-weekend travel inspiration

The Account box generated 36% of clicks, slightly above Core Destinations avg

The Main section generated 36% of clicks with the Nashville article generate nearly 50% of the section's clicks

The Middle section focused on festivals for foods and generated 10% of clicks which may not have attracted as many clicks as April's TSA message in the same position

The Bottom section featured Myrtle Beach, national parks and Vienna Austria and generated roughly the same % of clicks as April's section

Overall conversion rate fell to 8.8% from April's 9.8% with decreases happening mostly in all section except the header, search & footer

Destinations

3 Trending Long Weekend Escapes

Account Box
36% clks, 61% bks

Search
8% clks, 10% bks

Popular Long Weekend Escapes

NASHVILLE
Nashville: Music Marathon
Day 1 | Tour the Grand Ole Opry. Order "bonito" at Beccat Love.
Day 2 | Visit the Johnny Cash Museum. Meet out at Arnold's Country Kitchen.
Day 3 | See live music on Lower Broadway. Eat local at Husk.
[See Weekend Guide](#)

Stay Here: Renaissance Nashville

Top Offer
36% clks, 15% bks

Santa Monica: Beach Bonanza
Day 1 | Shop Third Street Promenade. Gorge on pancakes at Cora's Coffee Shoppe.
Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.
Day 3 | Watch sunset on the beach. Fine-dine at Milrose.
[See Weekend Guide](#)

Stay Here: JW Marriott Santa Monica Le Meridien

BARCELONA
Barcelona: Catalan Culture
Day 1 | Gaze at the Sagrada Família. Sip café con leche at Bracalli.
Day 2 | See soccer legends at Camp Nou. Eat sardines at El Xiringuito Escorial.
Day 3 | Walk in colorful Park Güell. Taste 12 courses at L'Alba.
[See Weekend Guide](#)

Stay Here: Cotton House Hotel, Autograph Collection

BONUS POINTS + OUR LOWEST RATES
Coming May 24. Earn bonus points for a long weekend getaway.

3 Summer Festivals for Foodies
Get your eat (and drink) on at these annual celebrations of all things food.

Middle Offer
10% clks, 4% bks

NOLA Fest
May 26th - 28th | July 5th - 7th | August 12th - 14th

Discover chefs worth traveling for

Trip Planner: Where to Book Now

Bottom Offer
7% clks, 2% bks

Go Now: Myrtle Beach, SC
Read the summer travel guide and treat your family to some beach time this month.

Go Soon: National Parks
Celebrate the Centennial on August 25 at parks like Antelope Island.

Go Later: Vienna, Austria
Celebrate the Centennial on August 25 at parks like Antelope Island.

Account Box

36% clks, 67% bks

Search

8% clks, 10% bks

Popular Long Weekend Escapes

NASHVILLE

Nashville: Music Marathon

Day 1 | Tour the Grand Ole Opry. Order "bonndr" at Boncat Love.

Day 2 | Visit the Johnny Cash Museum. Meet out at Annals's Country Kitchen.

Day 3 | See live music on Lower Broadway. Eat local at Husk.

See Weekend Guide

Stay Here: Renaissance Nashville

SANTA MONICA

Santa Monica: Beach Bonanza

Day 1 | Shop Third Street Promenade. Gorge on pancakes at Coria's Coffee Shoppe.

Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.

Day 3 | Watch sunset on the beach. Fine-dine at Millrose.

See Weekend Guide

Stay Here: JW Marriott Santa Monica Le Merigot

BARCELONA

Barcelona: Catalan Culture

Day 1 | Gaze at the Sagrada Família. Sip café con leche at Bracali.

Day 2 | See soccer legends at Camp Nou. Eat sandwiches at El Xorreguillo Escorbà.

Day 3 | Walk in colorful Park Güell. Taste 12 courses at Ums.

See Weekend Guide

Stay Here: Cotton House Hotel, Autograph Collection

BONUS POINTS + OUR LOWEST RATES

Coming May 24. Earn bonus points for a long weekend getaway.

Core

3 Summer Festivals for Foodies

Get your eat (and drink) on at these annual celebrations of all things food.

Middle Offer

10% clks, 4% bks

Discover chefs worth traveling for

Trip Planner: Where to Book Now

Bottom Offer

7% clks, 2% bks

Go Now: Myrtle Beach, SC

Beat the summer crowds and treat your family to some beach time this month.

Go South: National Parks

Celebrate the Centennial on August 25 at parks like Arches in Utah.

Go Later: Vienna, Austria

Crave the Casanova Rose and shop the holiday markets this November.

Account Box

27% clks, 73% bks

Search

8% clks, 8% bks

Popular Long Weekend Escapes

NASHVILLE

Nashville: Music Marathon

Day 1 | Tour the Grand Ole Opry. Order "bonndr" at Boncat Love.

Day 2 | Visit the Johnny Cash Museum. Meet out at Annals's Country Kitchen.

Day 3 | See live music on Lower Broadway. Eat local at Husk.

See Weekend Guide

Stay Here: Renaissance Nashville

SANTA MONICA

Santa Monica: Beach Bonanza

Day 1 | Shop Third Street Promenade. Gorge on pancakes at Coria's Coffee Shoppe.

Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.

Day 3 | Watch sunset on the beach. Fine-dine at Millrose.

See Weekend Guide

Stay Here: JW Marriott Santa Monica Le Merigot

BARCELONA

Barcelona: Catalan Culture

Day 1 | Gaze at the Sagrada Família. Sip café con leche at Bracali.

Day 2 | See soccer legends at Camp Nou. Eat sandwiches at El Xorreguillo Escorbà.

Day 3 | Walk in colorful Park Güell. Taste 12 courses at Ums.

See Weekend Guide

Stay Here: Cotton House Hotel, Autograph Collection

BONUS POINTS + OUR LOWEST RATES

Coming May 24. Earn bonus points for a long weekend getaway.

TSAT

3 Summer Festivals for Foodies

Get your eat (and drink) on at these annual celebrations of all things food.

Middle Offer

11% clks, 3% bks

Discover chefs worth traveling for

Trip Planner: Where to Book Now

Bottom Offer

8% clks, 0% bks

Go Now: Myrtle Beach, SC

Beat the summer crowds and treat your family to some beach time this month.

Go South: National Parks

Celebrate the Centennial on August 25 at parks like Arches in Utah.

Go Later: Vienna, Austria

Crave the Casanova Rose and shop the holiday markets this November.

Account Box

26% clks, 40% bks

Search

4% clks, 10% bks

Popular Long Weekend Escapes

NASHVILLE

Nashville: Music Marathon

Day 1 | Tour the Grand Ole Opry. Order "bonndr" at Boncat Love.

Day 2 | Visit the Johnny Cash Museum. Meet out at Annals's Country Kitchen.

Day 3 | See live music on Lower Broadway. Eat local at Husk.

See Weekend Guide

Stay Here: Renaissance Nashville

SANTA MONICA

Santa Monica: Beach Bonanza

Day 1 | Shop Third Street Promenade. Gorge on pancakes at Coria's Coffee Shoppe.

Day 2 | Ride the Pacific Park coasters. Get a sub at Bay Cities Italian Deli.

Day 3 | Watch sunset on the beach. Fine-dine at Millrose.

See Weekend Guide

Stay Here: JW Marriott Santa Monica Le Merigot

BARCELONA

Barcelona: Catalan Culture

Day 1 | Gaze at the Sagrada Família. Sip café con leche at Bracali.

Day 2 | See soccer legends at Camp Nou. Eat sandwiches at El Xorreguillo Escorbà.

Day 3 | Walk in colorful Park Güell. Taste 12 courses at Ums.

See Weekend Guide

Stay Here: Cotton House Hotel, Autograph Collection

BONUS POINTS + OUR LOWEST RATES

Coming May 24. Earn bonus points for a long weekend getaway.

WHPH

3 Summer Festivals for Foodies

Get your eat (and drink) on at these annual celebrations of all things food.

Middle Offer

13% clks, 11% bks

Discover chefs worth traveling for

Trip Planner: Where to Book Now

Bottom Offer

7% clks, 5% bks

Go Now: Myrtle Beach, SC

Beat the summer crowds and treat your family to some beach time this month.

Go South: National Parks

Celebrate the Centennial on August 25 at parks like Arches in Utah.

Go Later: Vienna, Austria

Crave the Casanova Rose and shop the holiday markets this November.

May '16 Project Orange performance summary

		Program	Project Orange
Audience	Total Delivered	85.4 M 59.2%	3.4 M 277.9%
	Unsub Rate	0.30% 0.1 pts	0.12% -0.0 pts
	Delivery Rate	98% -1.5 pts	98% -1.3 pts
Engagement	Open Rate	24.7% 1.6 pts	28.0% 1.3 pts
	Opens	21.1 M 70.2%	944.5 K 296.4%
	Click Rate	2.6% 0.4 pts	2.6% 0.3 pts
	Unique Clicks	2.2 M 85.3%	89.4 K 331.5%
	Click to Open Rate	10.4% 0.8 pts	9.5% 0.8 pts
Financial	Bookings	221.7 K 105.2%	15.5 K 587.5%
	Revenue	\$80.8 M 97.9%	\$5.8 M 613.1%
	Conversion Rate	10.1% 1.0 pts	17.4% 6.5 pts
	Bookings per Delivered(K)	2.6 28.9%	4.6 81.9%

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	11.2 K	\$4.2 M	32.6%	9.5%	24.5%	7.6	0.10%
Benefits	507.8 K	7.0 K	\$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%
Destinations	507.5 K	1.3 K	\$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
Offers	465.0 K	2.9 K	\$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%
TSAT	1.9 M	4.3 K	\$1.6 M	24.4%	9.5%	9.9%	2.3	0.14%
Benefits	647.2 K	2.6 K	\$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%
Destinations	647.0 K	729	\$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Offers	602.0 K	1.0 K	\$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%
Total	3.4 M	15.5 K	\$5.8 M	28.0%	9.5%	17.4%	4.6	0.12%

Observations

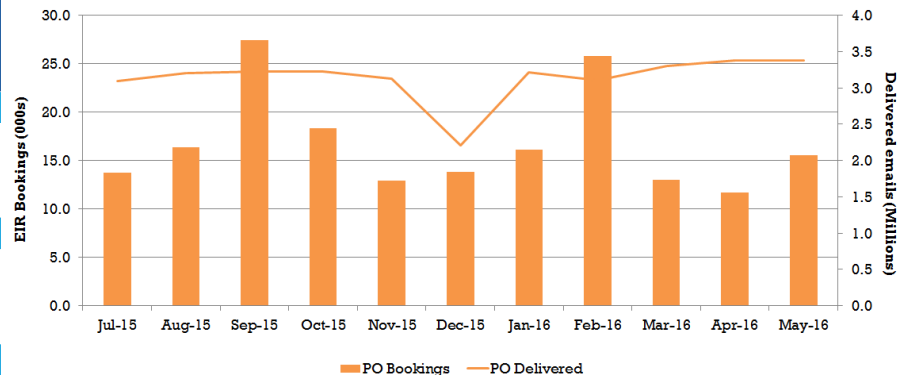
- YoY comparisons are based on a single PO-targeted Solo (Recommendations) sent in May
- Program wide CTO% and Booking/Delivered were below the to-date average by 9.5% & 6.1% respectively
- **TSAT:** CTO% and Conv% beat YTD averages by 15.0%
- **WHPH:** CTO and Conv% were under YTD averages 15.9% & 11.6% respectively

Compared to the base email program, PO-dedicated campaigns: Generated +3.4% Open%, -8.6% CTO% +71.7% higher Conv%

May '16 Email overview & MoM trends

May Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	11.2 K	\$4.2 M	32.6%	9.5%	24.5%	7.6	0.10%
Benefits	507.8 K	7.0 K	\$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%
Destinations	507.5 K	1.3 K	\$500.1 K	27.7%	5.6%	16.6%	2.6	0.1%
Offers	465.0 K	2.9 K	\$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%
TSAT	1.9 M	4.3 K	\$1.6 M	24.4%	9.5%	9.9%	2.3	0.14%
Benefits	647.2 K	2.6 K	\$975.1 K	29.2%	11.6%	11.8%	4.0	0.2%
Destinations	647.0 K	729	\$272.0 K	22.2%	5.4%	9.3%	1.1	0.2%
Offers	602.0 K	1.0 K	\$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%
Total	3.4 M	15.5 K	\$5.8 M	28.0%	9.5%	17.4%	4.6	0.12%

Bookings by Month



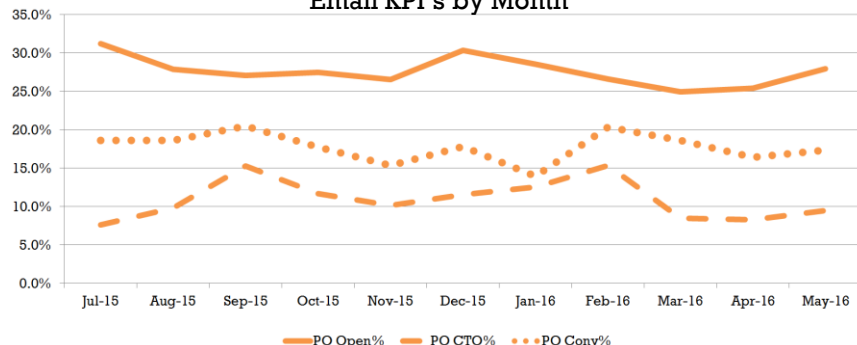
Observations

PO campaigns generated the highest number of clicks in a non-Megabonus support month and 4th highest number of opens all-time

- Benefits Open rate was the highest all-time
- Offers maintained click engagement with slight decreases in Conversion rate
- Destinations content focused on long-weekend travel inspiration and WHPH Conv% fell below recent trends while TSAT Conv% increased

Compared to the base email program, PO-dedicated campaigns:
Generated +3.4% Open%, -8.6% CTO% +71.7% higher Conv%

Email KPI's by Month



Benefits overview and MoM trends

Observations

Overall

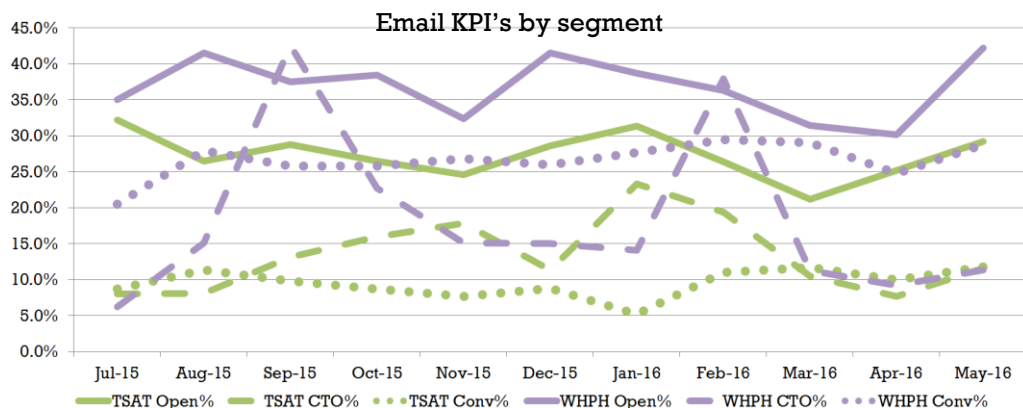
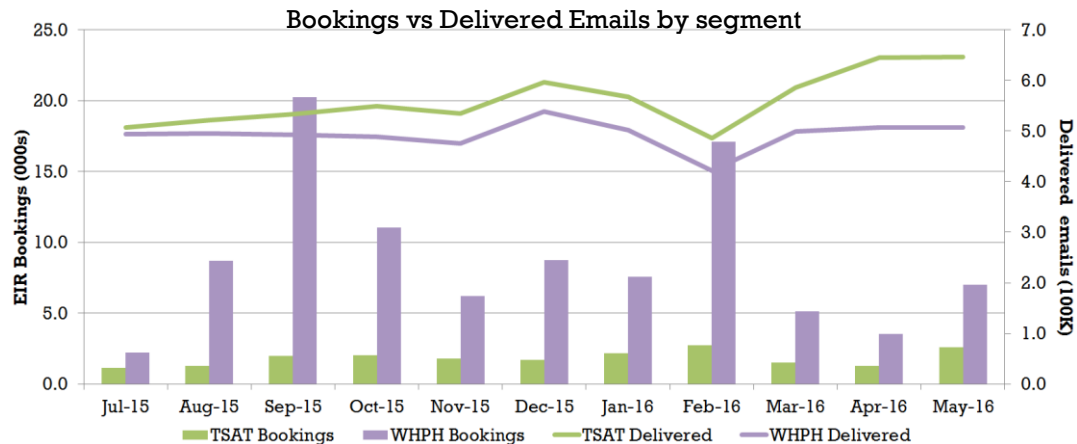
- Open rate was an all time high (35%) with WHPH generating the highest & TSAT the 3rd highest; Campaign conversion rate was also above average, especially for not promoting MegaBonus

TSAT

- Open% was the 3rd highest since PO launch
- *Your Account: Get The Lowest Rate Every Time*
- CTO% was down 14.1% from to-date average
- Conv% was the highest of all time at 11.8%

WHPH

- Highest Open% all-time
- Your Account: Work Your New Member Rate
- CTO was down 40.2% from to-date average
- 3rd highest Conv% since PO launch



WHPH & TSAT click engagement was higher with Core versions than Benefits

May eNews/ Benefits	Delivered	Opens	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd	Unsub%
TSAT eNews	66.6 K	18.3 K	338	\$130.7 K	27.4%	19.6%	9.4%	5.1	0.18%
TSAT Benefits	647.2 K	189.3 K	2.6 K	\$975.1 K	29.2%	11.6%	11.8%	4.0	0.15%
%△					7%	-41%	25%	-21%	
WHPH eNews	54.2 K	20.1 K	894	\$338.8 K	37.0%	19.4%	23.0%	16.5	0.09%
WHPH Benefits	507.8 K	214.5 K	7.0 K	\$2.67 M	42.2%	11.3%	28.8%	13.8	0.13%
%△					14%	-42%	25%	-16%	

The subject line in the PO versions resonated better than Core versions

Core eNews:

- **Your Account: Introducing Member Rates**
- Your Account: May Updates [for FNAME]
- Your Account: Get the Lowest Rate Every Time

TSAT

Get The Lowest Rate Every Time
(3rd highest Open rate)

WHPH

Work Your New Member Rates
(Highest Open rate)

CTO delta was consistent with previous months

- Core version had ~X links while Benefits had ~ Y

May WHPH Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)	Unsub%
WHPH	507.8 K	7.0 K	\$2.7 M	42.2%	11.3%	28.8%	13.8	0.1%

Observations

Top Offer featuring Member Rates experienced 3rd lowest % of clicks (18%) for this section all-time

- 2nd highest Conv% (29.3%) since PO launch

Rewards section generated the largest share of clicks to date (165.2% above 2016 avg), and 3rd highest Conv%(23%); top click-generating content:

- Section Header = 29.1% of Rewards Clicks; 19.8% Conv%
- Milestone = 22.9% of Rewards Clicks; 35.1% Conv%
 - 50% bonus stays to Platinum = 9.7% of Rewards Clicks; 44.7% Conv%
- JW @ Los Cabos redemption = 14.6% of Rewards Clicks; 20.1% Conv%
- Venice = 11.4% of Rewards Clicks; 17.2% Conv%

Hotel Openings had a 54.7% higher % of clicks than to-date average

- NYC Renaissance = 43.8% of section clicks
- Atlanta AC = 25.8% of section clicks
- Camby Autograph = 23.0% of section clicks

Benefits

Your Account: Work Your New Member Rates

The screenshot displays the Marriott Rewards website interface. At the top, there's a navigation bar with 'Get to Know: JW Marriott' and a 'See All' link. Below this, a large blue banner features several promotional boxes: 'Account Box' (24% clicks, 26% bookings), 'Search' (6% clicks, 5% bookings), 'Top Offer' (18% clicks, 21% bookings), and 'Top Offer 2' (1% clicks, 1% bookings). A section titled 'Marriott Rewards® Member Rates Are Here' includes a 'Book Now' button. Below that, a 'Rewards' section shows a '30% clicks, 30% bookings' offer. Further down, there's a 'Go Mobile With Marriott' section with a 'Get the App' button. The bottom of the page features a 'Find A Hotel' search bar.

This screenshot shows another part of the Marriott Rewards website. At the top, there's a 'Get to Know: JW Marriott' link and a 'See All' link. Below this, a large blue banner features a 'Redeem - Hotel' offer (14% clicks, 11% bookings) for JW Marriott Los Cabos Beach Resort & Spa. Below this, there are two smaller hotel opening announcements: 'JW Marriott Austin, Texas' and 'JW Marriott Venice Resort & Spa'. A 'Redeem - Prod' offer (2% clicks, 3% bookings) is also visible. The bottom section features a 'Hotel Openings' offer (4% clicks, 3% bookings) for AC Hotel Atlanta Buckhead at Phipps Plaza. The page also includes a 'Renaissance® New York Midtown Hotel' announcement and a 'The Camby, Autograph Collection®' announcement.

May Non-Member WHPH Benefits

May Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	5.9 K	2	\$1.0 K	25.4%	1.6%	8.3%	0.3	0.5%

Observations

The Non-Member version of Benefits featured Member Rates
Enrollments were not tracked towards this effort

Non-Member Benefits

Don't Work so Hard to Find Low Rates

The screenshot displays a Marriott website interface with several promotional banners and offers. At the top, there's a navigation bar with links like 'Silver 10', 'Gold 50', 'Platinum 75', 'Your Account', 'Points', and 'Hotels'. Below this, a series of blue banners highlight specific benefits:

- Account Box**: 29%, 0 bks
- Search**: 4%, 0 bks
- Top Offer**: 21%, 0 bks
- Top Offer 2**: 7%, 0 bks
- Top Offer 3**: 14%, 0 bks
- City Scene**: 21%, 0 bks

Below these banners, there's a section titled 'City Scene: San Antonio' with a 'See San Antonio' button. Further down, a 'Get Away to Hill Country' section features three cards: 'See: The Alamo', 'Eat: Tex-Mex', and 'Do: River Walk'. At the bottom, a 'JW Marriott San Antonio Hill Country' section promotes the Lantana Spa and a new waterslide.

May TSAT Benefits

May Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	647.2 K	2.6 K	\$1.0 M	29.2%	11.6%	11.8%	4.0	0.2%

Observations

Top Offer featuring Member Rates drew the 2nd largest % of clicks compared to months that did not feature MegaBonus and had it's best Conv% of all time at 11.4%

Rewards saw the greatest % of clicks (29.5%) and Conv% (7.8%) since PO launch

- Section Header = 44.8% of Rewards Clicks; 4.9% Conv%
- Milestone = 24.7% of Rewards Clicks; 18.6% Conv%
 - Basic; X nights to Silver = 6.3% of Rewards Clicks; 10.0% Conv%
 - Earn 25% with Gold = 6.1% of Rewards Clicks; 25.2% Conv%

9% ebreaes generated 9% of email clicks, well above average of sections low below the fold

Account Box
26% clks, 37% bks

Search
10% clks, 11% bks

Top Offer
17% clks, 19% bks

Top Offer 2
1% clks, 0.4% bks

Rewards

26% clks, 22% bks

Your Account: Get the Lowest Rate Every Time

Hotel Openings
4% clks, 2% bks

AC Hotel Atlanta Buckhead at Phipps Plaza
Unwind in sleek sophistication after a day of premier shopping at Lenox Square.

City Scene
3% clks, 1% bks

Get Away to Hill Country[. FNAME]
Experience the unique culture, natural beauty and deep history of this Texas town.

Redeem - Hotel
4% clks, 2% bks

JW Marriott Los Cabos Beach Resort & Spa
Settle in by the pool and soak up some beach views. Then, treat yourself to the ultimate relaxation at our Jasha Spa.

eBreaks
9% clks, 5% bks

May Non-Member TSAT Benefits

May Non-Member Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	43.8 K	1	\$418	24.3%	1.8%	0.5%	0.0	0.4%

Observations

The Non-Member version of Benefits featured Member Rates
Enrollments were not tracked towards this effort

Non-Member Benefits

Stop Price Shopping & Get Our Lowest Rate

The screenshot displays a travel website interface with several promotional banners and offers:

- Account Box:** 31%, 0 bks
- Search:** 8%, 1 bks
- Top Offer:** 24%, 0 bks
- Top Offer 2:** 7%, 0 bks
- Top Offer 3:** 5%, 0 bks
- City Scene:** 20%, 0 bks
- Get Away to Hill Country:** Experience the unique culture, natural beauty and deep history of this Texas town. [See San Antonio](#)
- See: The Alamo:** Explore the Spanish mission that became a symbol of a Texas revolution.
- Eat: Tex-Mex:** Order take-made guacamole, tacos and a margarita at Acapulco downtown.
- Do: River Walk:** Cruise or stroll along the 15-mile waterway through the heart of the city.
- JW Marriott San Antonio Hill Country:** Find your ath at the Laritana Spa, go for a swim in the adults-only infinity pool or float along the lazy river.

Offers overview and MoM trends

Observations

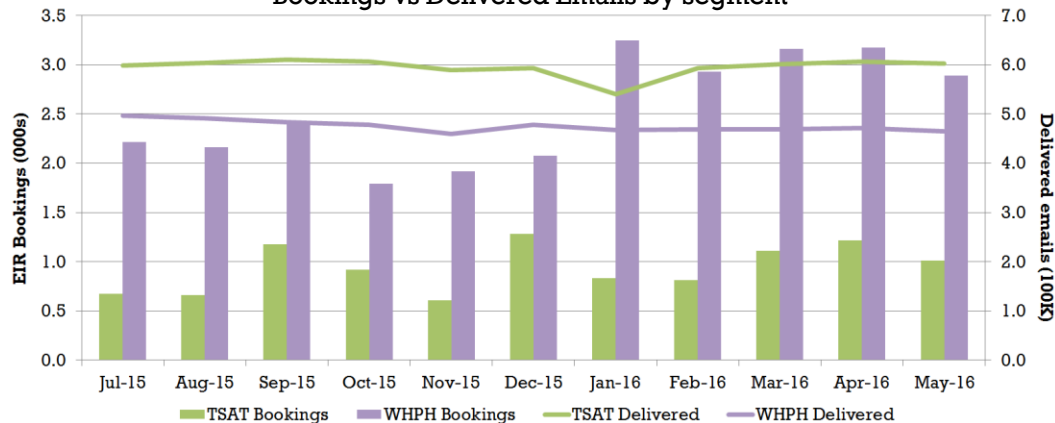
Overall

Open% for both segments was the 2nd highest in 2016, still below 2015 average

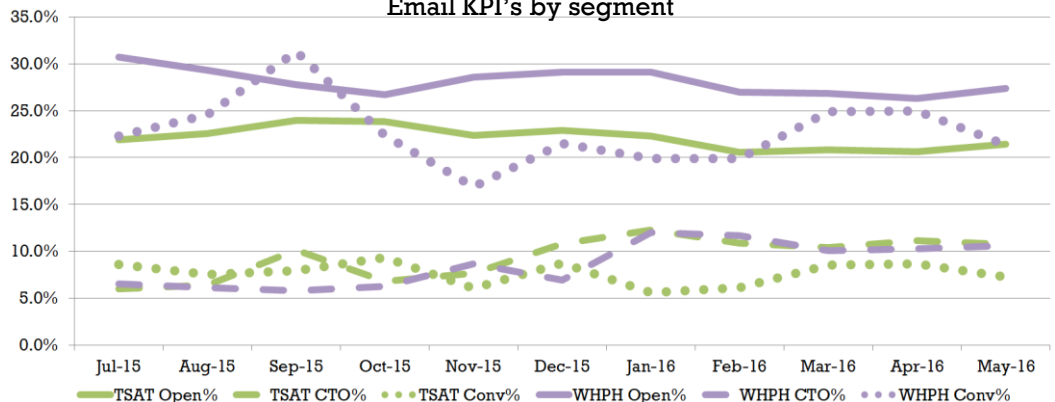
MoM bookings for both segments fell due to decreases in Conv%

Both segments featured the Summer Promo offer & sweepstakes, which did not appear to create the same click engagement as April's Hawaii/Hilton Head sweepstakes

Bookings vs Delivered Emails by segment



Email KPI's by segment



May WHPH Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	465.0 K	2.9 K	\$1.0 M	27.4%	10.6%	21.4%	6.2	0.0%

Observations

Field Offers generated the highest click share YTD but also generated a below average Conv% compared YTD

Getaways generated above average click share due to the Summer Promo offer & sweepstakes

Experiences featured Beach & City destinations but did not appear to attract more engagement than previous month's offer categories

- City destinations generated the most clicks, Chicago, NYC & Las Vegas over Hawaii and Southern Beach Destinations

Offers

[FNAME's]June Travel Deals

May TSAT Offers

May Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	602.0 K	1.0 K	\$376.2 K	21.5%	10.8%	7.3%	1.7	0.1%

Observations

Field Offers attracted over 50% of clicks since February

Getaways generated above average click share due to the Summer Promo offer & sweepstakes

- Summer Promo Sweepstakes had the highest Conv% in this section and accounted for 71.8% of section clicks

Though Experiences generated an average % of clicks, the section saw it's highest Conv% (5.5%)

- Southern Beach Destinations, Hawaii and Chicago generated the most click engagement over NYC & Las Vegas

eBreaks continued to attract clicks consistent with previous months, ~ 6%

Offers

[FNAME's June Travel Deals

Destinations overview and MoM trends

Observations

Template continued to evolve as May Destinations focused on three destinations as long-weekend travel inspiration

TSAT

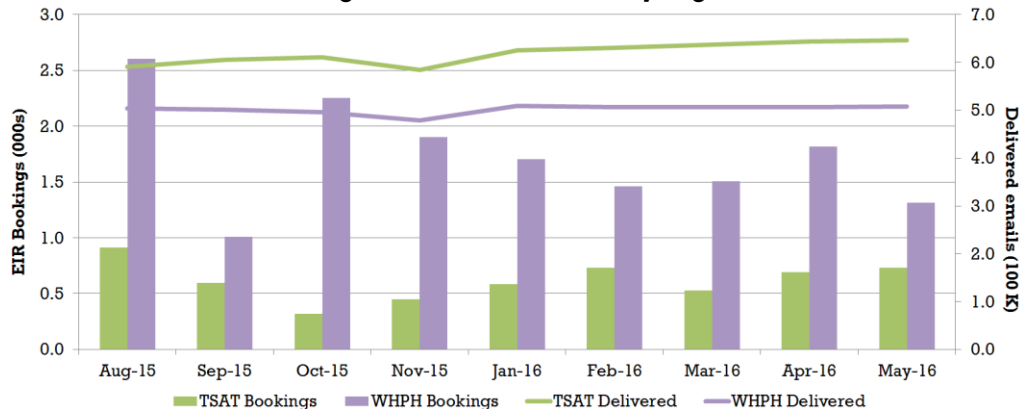
- Booking/Delivered was slightly above to-date average in May
- Conv% was the highest since PO launch at 9.3%

WHPH

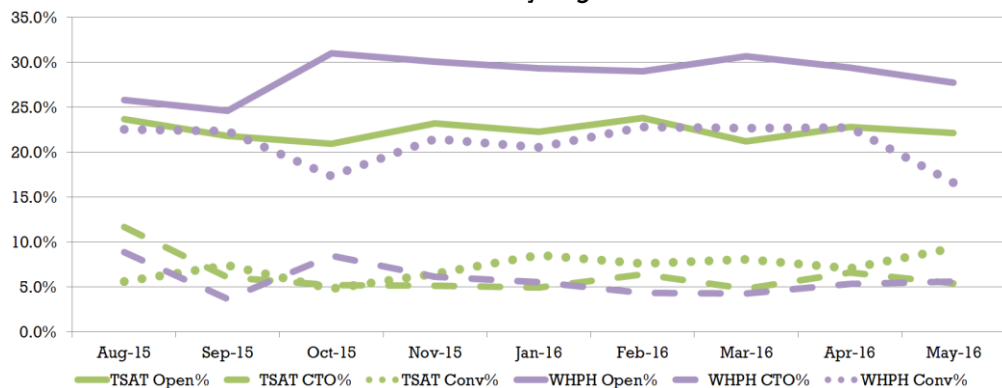
- Booking/Delivered was the 2nd lowest due to lowest Conv% since PO launch
- Conv% decreased across all sections

Subject line testing centered around Memorial Day long weekend travel inspiration

Bookings vs Delivered Emails by segment



Email KPI's by segment



TSAT *Where to Spend Your Next 3-Day Weekend* **WHPH** *3 Days in Nashville, Santa Monica or Barcelona*

Account Box
33% clks, 66% bks

Account Box
22% clks, 39% bks

Search
9% clks, 14% bks

Search
4% clks, 4% bks

sub%

Top Offer
61% clks, 48% bks

- 
- ## SANTA MONICA
- Take Your Weekend by The Pier
- Day 1 | Dive at Malibu: Go diving at Santa Monica Pier
- Day 2 | Order "The Goodfather" sub at Ray Cokes Deli, Shop Santa Monica Pier
- Day 3 | Nosh on pieroles at Conny's Culter Shoppe. Fly on a biplane at The Pier
- [See Santa Monica](#)
-  Stay Here: 30 Marriott's Santa Monica La Mer®



BARCELONA

Barcelona Will Blow Your Mind.

Day 1 | Sip caña con friends at El Born. Explore the Picasso museum.

Day 2 | Order seafood at El Abogado Español. See ocean legends at Camp Nou.

Day 3 | Taste 12 courses of Urra. Party the night away in Las Ramblas.

- Go to Spain**
- R**
RENAISSANCE
- Stay Here: Renaissance® Barcelona
- COMING MAY 24: SWEEPS - BONUS POINTS**
- Earn bonus points plus a chance to win our summer escapeaways.
- Middle Offer**
- 8% elite, 6% elite**

Middle Offer
11% clks, 4% bks

Market	Price	Time of Origin
NOLA & Food	May 2001 - 2001	July 01 - 1901
The Blue of Oregon	August 1200 - 1400	

Meet the chefs who are worth traveling for

Middle Offer
8% clks, 6% bks

Market	Price	Time of Origin
NOLA & Food	May 2001 - 2001	July 01 - 1901
The Blue of Oregon	August 1200 - 1400	

Meet the chefs who are worth traveling for

Bottom Offer
8% cllks, 3% bks

[Go Now: Malaysia](#)
 High season rates for 10 days
 from \$1,099 per person
 (taxes & fees included)
 Ends 11/15/16

Go Now: Malaysia
 High season rates for 10 days
 from \$1,099 per person
 (taxes & fees included)
 Ends 11/15/16

Go Soon: Hawaii
 High season rates for 10 days
 from \$1,099 per person
 (taxes & fees included)
 Ends 11/15/16

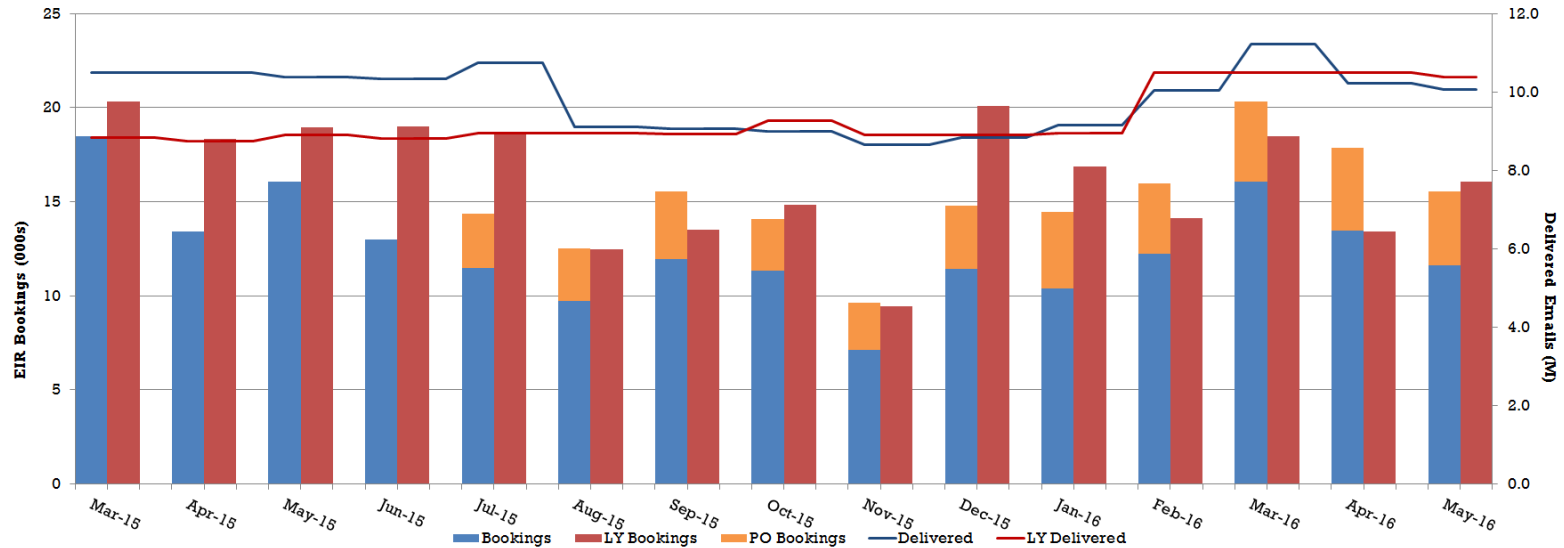
Go Later: Philippines
 High season rates for 10 days
 from \$1,099 per person
 (taxes & fees included)
 Ends 11/15/16

+ Thank You!



Appendix

2016 Hotel Specials/Offers YoY bookings fell by 3% while booking/delivered stayed flat



MegaBonus results to date

MegaBonus First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	43.2 K	1.2 K	\$452.0 K	28.6
No Stays Progress Check In	307.9 K	5.7 K	\$1.89 M	18.6
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	590.8 K	7.5 K	\$2.66 M	12.6
Registration Reminder	1.7 M	6.5 K	\$2.46 M	3.9
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	48.6 M	165.2 K	\$48.6 M	3.4
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	95.4 K	2.2 K	\$780.6 K	23.1
No Stays Progress Check In	130.8 K	1.4 K	\$488.0 K	10.5
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	640.7 K	8.0 K	\$3.01 M	12.5
Registration Reminder	1.9 M	4.3 K	\$1.58 M	2.3
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	48.6 M	147.3 K	\$48.9 M	3.0
Achievement	107.0 K	14.2 K	\$5.10 M	132.6
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	413.8 K	6.0 K	\$2.16 M	14.5
Registration Reminder	1.5 M	6.5 K	\$2.21 M	4.3
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
Spring '16	62.2 M	191.0 K	\$48.7 M	2.4

MegaBonus First 4 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	140.9 K	4.4 K	\$1.68 M	31.0
No Stays Progress Check In	411.0 K	6.9 K	\$2.23 M	16.8
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	658.8 K	8.5 K	\$3.00 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	49.8 M	174.5 K	\$48.9 M	3.3
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	181.0 K	4.3 K	\$1551.0 K	23.8
No Stays Progress Check In	171.5 K	1.6 K	\$551.9 K	9.1
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	678.8 K	8.4 K	\$3.15 M	12.4
Registration Reminder	2.5 M	6.1 K	\$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	59.7 M	152.6 K	\$50.8 M	2.6
Achievement	191.3 K	26.0 K	\$9.24 M	136.1
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	487.3 K	6.9 K	\$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Spring '16	74.5 M	173.8 K	\$56.6 M	2.3

MegaBonus First 5 Months	Delivered	EIR Bookings	EIR Revenue	Bkngs/ Divd
Announcement	7.8 M	35.6 K	\$13.54 M	4.5
Corrected Info	605.2 K	22.3 K	\$8.20 M	36.9
First Hurdle Progress Check In	233.3 K	7.3 K	\$2.78 M	31.2
No Stays Progress Check In	470.3 K	7.4 K	\$2.37 M	15.6
Preview	6.0 M	9.8 K	\$3.38 M	1.6
Registration Confirmation	662.3 K	8.5 K	\$3.02 M	12.9
Registration Reminder	2.6 M	10.6 K	\$3.86 M	4.1
eNews Jan '15	10.5 M	56.2 K	\$9.30 M	5.3
eNews Feb '15	10.6 M	18.1 K	\$2.80 M	1.7
eNews Mar '15	10.5 M	2.1 K	\$916.5 K	0.2
Spring '15	49.9 M	178.0 K	\$50.2 M	3.6
Announcement	8.7 M	50.0 K	\$18.09 M	5.7
First Hurdle Progress Check In	252.0 K	6.0 K	\$2105.9 K	23.7
No Stays Progress Check In	195.0 K	1.6 K	\$578.0 K	8.4
Plus Up	1.3 M	1.8 K	\$526.6 K	1.3
Preview	6.7 M	15.2 K	\$5.57 M	2.3
Registration Confirmation	695.9 K	8.7 M	\$3.20 M	12.3
Registration Reminder	2.5 M	6.1 K	\$2.17 M	2.4
eNews Sep '15	10.2 M	27.2 K	\$4.50 M	2.7
PO-Benefits Sep '15	1.0 M	18.1 K	\$6.96 M	17.6
eNews Oct '15	10.3 M	12.9 K	\$4.86 M	1.2
PO-Benefits Oct '15	1.0 M	7.9 K	\$3.01 M	7.6
eNews Nov '15	10.2 M	822	\$321.1 K	0.1
Hotel Specials Dec '15	7.8 M	95	\$34.4 K	0.0
Fall '15	61.1 M	156.3 K	\$51.9 M	2.6
Achievement	232.9 K	32.2 K	\$11.32 M	138.3
Announcement	7.8 M	45.9 K	\$16.21 M	5.9
Preview	7.9 M	25.6 K	\$9.85 M	3.3
Registration Confirmation	487.3 K	6.9 K	\$2.43 M	14.1
Registration Reminder	3.0 M	13.4 K	\$4.69 M	4.5
eNews Feb '16	10.6 M	29.3 K	\$4.38 M	2.8
Hotel Specials Feb '16	9.0 M	294	\$92.6 K	0.0
PO-Benefits Feb '16	907.2 K	16.8 K	\$6.37 M	18.5
PO-Offers Feb '16	1.1 M	79	\$27.7 K	0.1
eNews Mar '16	10.6 M	4.2 K	\$1.47 M	0.4
Hotel Specials Mar '16	10.1 M	440	\$164.1 K	0.0
PO-Benefits Mar '16	1.1 M	1.4 K	\$578.2 K	1.3
PO-Offers Mar '16	1.1 M	189	\$71.9 K	0.2
eNews Apr '16	10.7 M	3.1 K	\$991.3 K	0.3
Spring '16	74.6 M	179.9 K	\$58.6 M	2.4