



NOVEMBER 2018 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

February 5, 2018

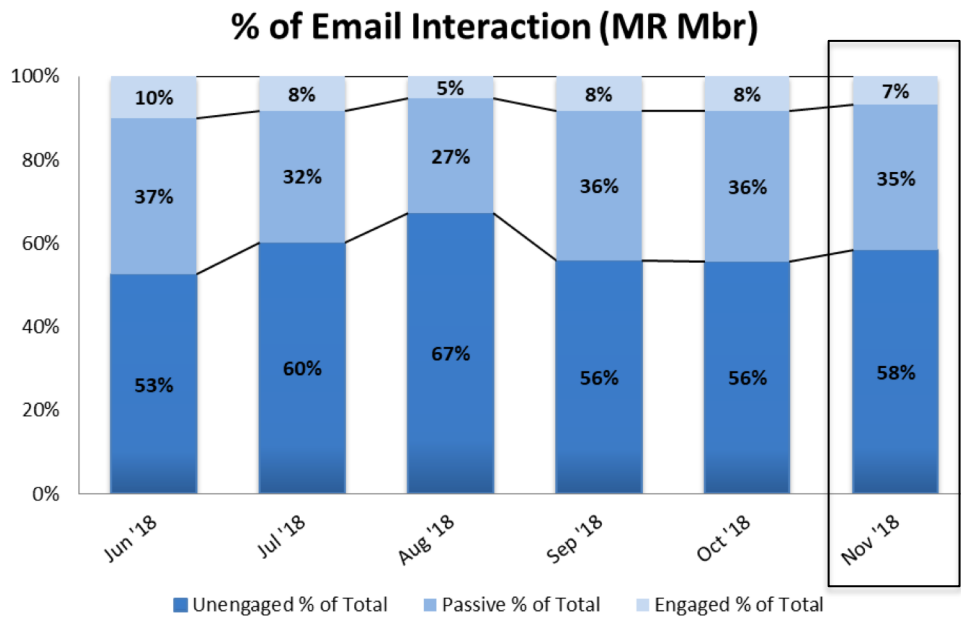
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TODAY'S AGENDA:

- 📍 Program Summary & Trends
- 📍 Key Storylines
- 📍 Testing Summary
- 📍 Actionable Insights

PROGRAM SUMMARY & TRENDS

42% OF MEMBERS ENGAGED IN NOVEMBER '18 EMAILS; CONSISTENT MoM TREND

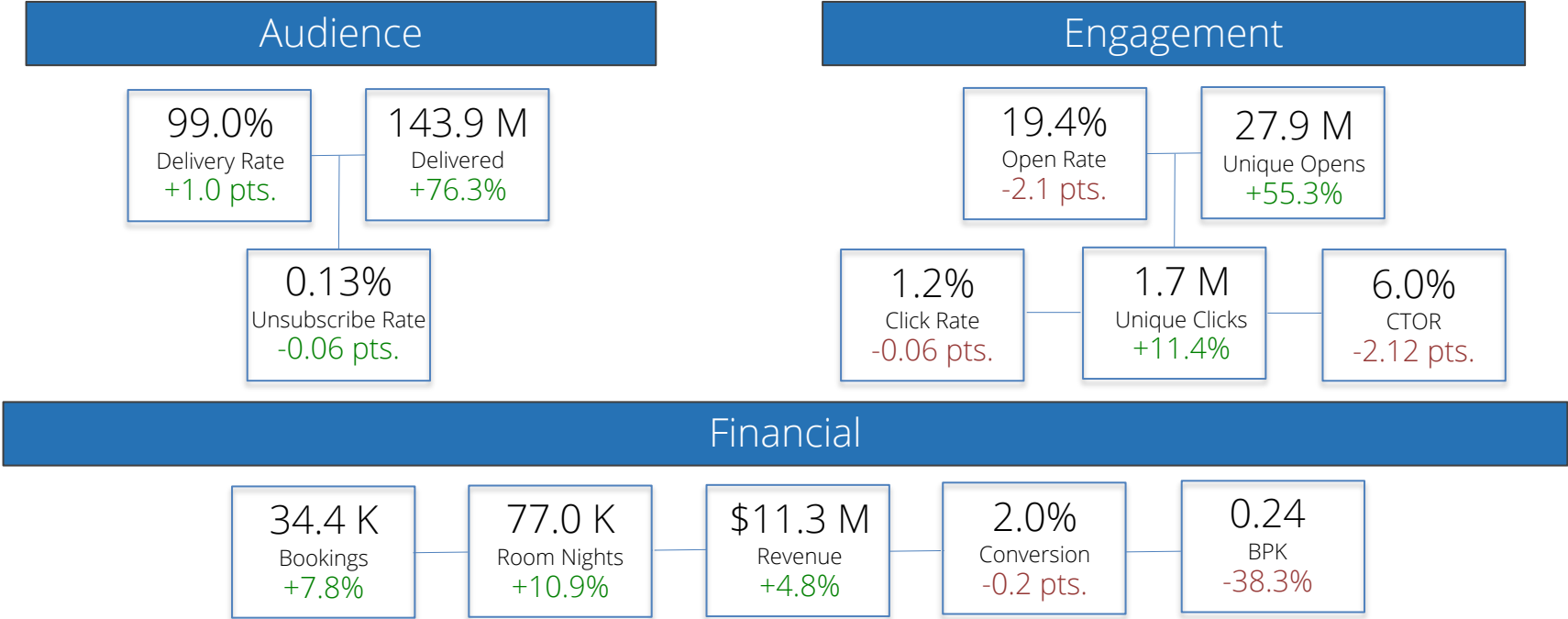


***Report Key:**

- Received: # of emails received during time period
- Engaged: Received Opened and Clicked + Received not Opened but Clicked
- Passive: Received Opened but not Clicked
- Unengaged: Received not Opened and not Clicked

NOVEMBER 2018 EMAIL PROGRAM PERFORMANCE

- Delivery of 30.7M field marketing emails contributed to 76% increase in # of Delivered emails for the month
- Open & click counts up from increased delivered; rates slightly down vs. 12-month average
- Additional Solo's and 2nd Hotel Specials deployment gave boost to financial KPI's for the program



November 2018 vs 12 Month Avg.										
	Overall	eNews	H.S. 11/02	H.S. 11/26	Dest.	Solo	Lifecy.	MRCC	METT	
Aud.	# Delivered	76.3%	57.7%	37.2%	36.7%	41.0%	103.4%	-51.0%	28.1%	104.3%
	Unsub Rate	-0.06 pts	-0.03 pts	-0.05 pts	-0.02 pts	-0.03 pts	-0.11 pts	0.31 pts	-0.01 pts	-0.01 pts
	Delivery Rate	1.0 pts	0.8 pts	1.05 pts	1.22 pts	0.8 pts	1.1 pts	-3.6 pts	2.2 pts	-0.4 pts
Engagement	Open Rate	-2.1 pts	-1.6 pts	-1.6 pts	-2.0 pts	-0.6 pts	-4.0 pts	8.9 pts	3.1 pts	-2.5 pts
	# Open	55.3%	37.7%	20.6%	16.7%	34.6%	63.7%	-34.8%	46.9%	84.0%
	Click Rate	-0.6 pts	-0.4 pts	-0.2 pts	-0.3 pts	-0.6 pts	-0.9 pts	4.7 pts	-0.1 pts	-0.1 pts
	# Click	11.4%	25.7%	13.1%	-2.9%	-32.6%	2.6%	-12.1%	54.0%	80.0%
	CTO Rate	-2.12 pts	-1.3 pts	-0.3 pts	-1.1 pts	-2.7 pts	-2.9 pts	7.5 pts	0.2 pts	-0.1 pts
Financials	# Bookings	7.8%	56.5%	5.7%	12.4%	-15.4%	-2.4%	-72.2%	-45.6%	20.1%
	# Room Nights	10.9%	57.0%	11.1%	16.7%	-15.9%	-1.9%	-63.9%	-38.5%	29.2%
	Revenue	4.8%	43.9%	2.5%	8.3%	-21.4%	-6.7%	-66.2%	-42.0%	28.8%
	Bkngs/Divd (K)	-38.3%	-3.0%	-23.8%	-18.7%	-34.0%	-50.1%	-46.9%	-59.2%	-46.3%
	Conversion Rate	-0.2 pts	0.5 pts	-0.3%	0.23%	0.3 pts	-0.2 pts	-1.0 pts	-1.9 pts	-1.5 pts

39% of program revenue from Solos

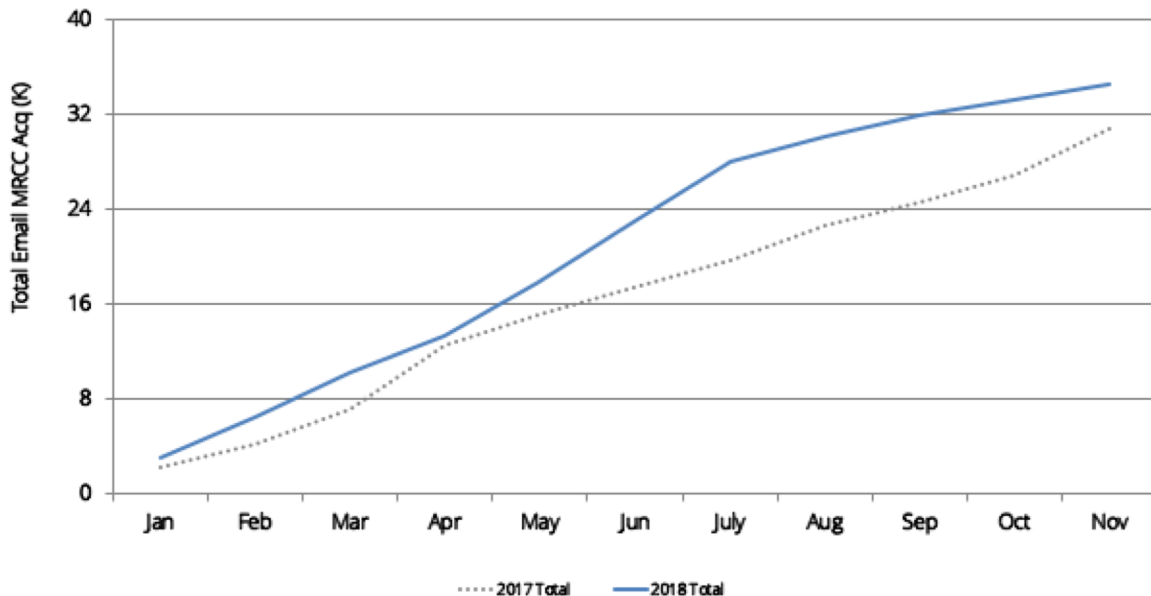
Support for several non-booking Solo's had impact on financials:

- Holiday Retail
- Moments
- Distressed Inventory
- Regional Support for America's

OFF PACE TO REACH MRCC ACQUISITIONS GOAL OF 38.8K

- 3% behind where we should be at 34.5K, but up 12% YoY
- November reminder solo canceled; plans to ramp up in Dec

YTD '18 Accounts Growth by Month



November considerations that influenced efforts towards goal:

- Points Expiration still paused
- Offer testing in Solo
- Reminder canceled
- Email blackout (Nov. 30-Dec 10)
- eNews featured MegaBonus and E2+ in Top sections
- RAF Solo strategy returned to referral offer vs. upgrade

KEY STORYLINES

- Hotel Specials deployed twice and performance remains consistent
- Destinations campaign can drive revenue and inspiration
- TBOP Solo up against seasonal declines, but personalization supported engagement KPI's

GLOBAL ENEWS

- Delivered to 16.2M generating 3M impressions (up 38% vs. 12 month average)
- KPI's didn't maintain from increased exposure and are down compared to 12-month avg:
 - Open: 18.8% (-1.6 pts)
 - CTR: 2.0% (-0.4 pts)
 - CTOR: 10.6% (-1.3 pts)
 - Unsub: 0.08% (dropped from 0.10%)
- MegaBonus Top Offer led with brand/portfolio education for second month in a row; similar engagement MoM
- Wylei destinations module saw 100% lift from higher placement MoM (11K clicks, 90 bookings)
 - Consider evolving module to geo-targeted locations

Header:
6% clks. / 12% bkg.

Top Offer:
60% clks. / 70% bkg.

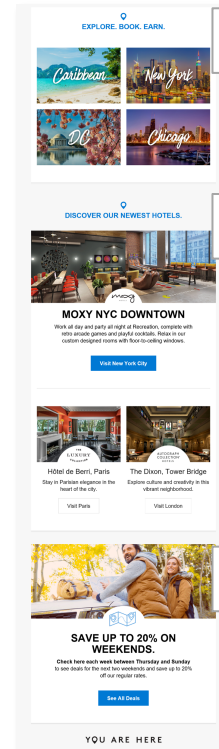
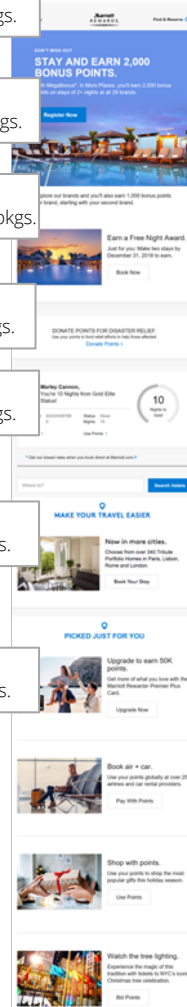
Top Offer 2:
0.02% clks. / 0.02% bkg.

Donate Points
0.1% clks. / 0% bkg.

Acct Box:
16% clks. / 8% bkg.

Middle Offer:
4% clks. / 8% bkg.

MVP/Rewards:
5% clks. / 1% bkg.



Nav Bar/Wylei:
2% clks. / 0.5% bkg.

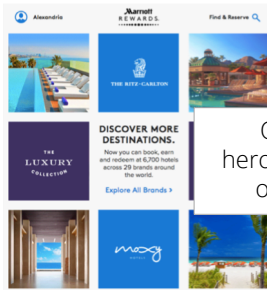
New Openings:
2% clks. / 0.6% bkg.

Weekends:
1% clks. / 0.6% bkg.

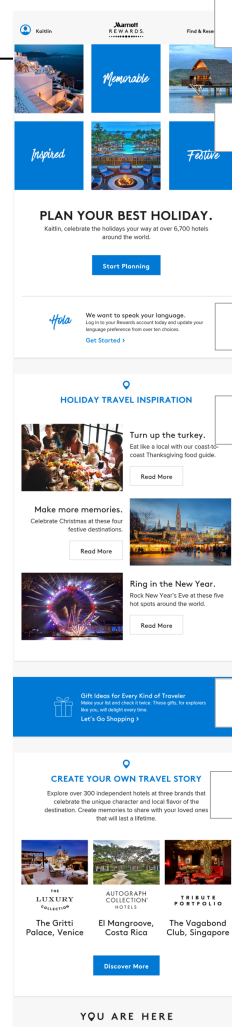
DESTINATIONS

Campaign focused on Holiday themed destinations

- Delivered 14.9M emails generating 2.8M impressions (+35% vs. avg)
- Subject line testing helped keep open rates steady MoM; success supports campaign goal of inspiring travel
 - Open: 19% (-0.6 pts)
 - CTR: 0.7% (-0.6 pts)
 - CTOR: 3.7% (-2.7 pts)
 - Unsub: 0.10% (dropped from 0.14%)
- Hero linked to M.com instead of Traveler this month generating 40% of bookings; total email revenue was \$710K (+22% MoM) & 2.2K bookings (+20% MoM)
- Visible lift in hero clicks after updating Oct. '18 version with button CTA vs. text link, plus fewer images (only 2 rows)



Oct '18
hero was 12%
of clicks



Header: 17%

Hero: 33%

Lang. Pref.: 0.5%

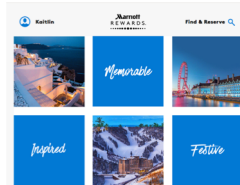
Holiday: 27%

Gift Ideas: 1%

Luxury Brands: 7%

[Link to Email](#)

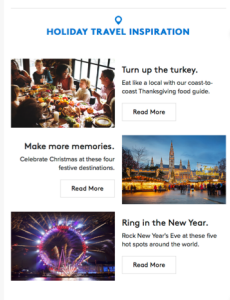
U.S.



Header: 17.0%

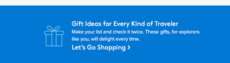
Hero: 33.2%

PLAN YOUR BEST HOLIDAY.
Kaitlin, celebrate the holidays your way at over 6,700 hotels around the world.
[Start Planning](#)

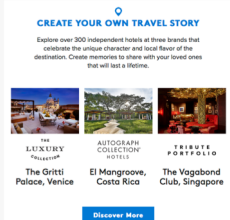


Geo-Targeted

Holiday: 30.0%



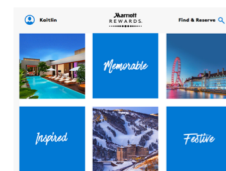
Gift Ideas: 0.9%



Luxury Brands: 6.7%

YOU ARE HERE

Rest of World

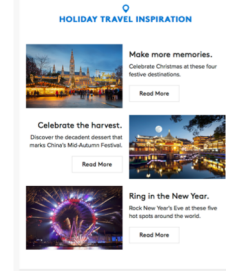


Header: 17.4%

Hero: 35.1%

PLAN YOUR BEST HOLIDAY.
Kaitlin, celebrate the holidays your way at over 6,700 hotels around the world.
[Start Planning](#)

이메일로 보내주세요
We want to speak your language.
Click to get newsletters around the world and explore your favorite destinations from our site or device.
[Get Started](#)



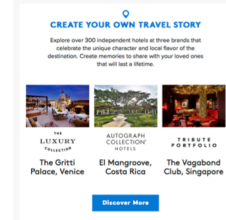
Lang. Pref.: 1.6%

Geo-Targeted

Holiday: 21.1%



Gift Ideas: 1.2%



Luxury Brands: 7.1%

YOU ARE HERE

Holiday Traveler content in middle section was geo-targeted U.S. and rest of world; 2nd most clicked in both versions

HOTEL SPECIALS

- October email deployed on November 2nd
- Consistent engagement across both mailings
- Conducted subject line tests each month but winners weren't enough to lift open rates over 12-mo avg. (both were down 2 pts)
- Open rate declines were mostly from Basics, not registered for MegaBonus
 - Made up 57% of audience and had a 13% open rate for both deployments
 - Consider testing subject lines specifically for level and vary deployment frequency (send bi-monthly or quarterly)

KPI's	2-Nov (Friday)	26-Nov (Monday)
Delivered	10.2 M	10.2 M
Opens	1.6 M	1.5 M
Open Rate	15.4%	15.0%
Clicks	108.6 K	93.3 K
CTR	1.1%	0.9%
CTOR	6.9%	6.1%
Unsub. Rate	0.09%	0.13%
Bookings	2.6 K	2.7 K
Room Nights	5.7 K	6.0 K
Revenue	\$822.4 K	\$868.6 K
Conversion Rate	2.4%	2.9%
Bookings/Dlvd. (K)	0.3	0.3

2-NOV (OCT.)

Header:
7% clks. / 16% bkg.

Hero:
25% clks. / 49% bkg.

eBreaks:
11% clks. / 0% bkg.

Field Offers:
32% clks. / 21% bkg.

[Link to Email](#)

PICKED JUST FOR YOU

Get in the holiday spirit
Plan a memorable escape to our resort and guaranteed
29 WAYS TO STAY.
Play Now

With Magellan® in West Palm, you'll earn 2,000 bonus points on stays of 2 or nights and 1,000 bonus points per night, starting with your second brand.

STAY AND EARN 2,000 BONUS POINTS.

With Magellan® in West Palm, you'll earn 2,000 bonus points on stays of 2 or nights and 1,000 bonus points per night, starting with your second brand.

Register Now

Earn 2,000 points per night.
Save 20% on Christmas packages.
Choose from over 200 "Golfport" hotels across multiple cities.

Book Now

EARN EVEN MORE.

Earn 75K bonus points
Get more of what you love
Marriott Rewards Premier Plus Card

Learn More

EXPLORE, BOOK, EARN.

Dallas
Punta del Mar
New Orleans
DC

Where to?

Penny Wilson,
Travel & Nights from Gold Elite Status

Account: 1000000000
Points: 10000
Status: Gold
Activity: 1

YOU ARE HERE

Middle Offers:
8% clks. / 7% bkg.

MRCC Acquisition:
0.7% clks. / 0% bkg.

Travel Inspiration:
3% clks. / 2% bkg.

Search:
1.0% clks. / 1.5% bkg.

Account Box:
4% clks. / 1.9% bkg.

26-NOV

Header:
9% clks. / 18% bkg.

Hero:
26% clks. / 51% bkg.

eBreaks:
18% clks. / 15% bkg.

Field Offers:
24% clks. / 12% bkg.

Middle Offers:
3% clks. / 0.7% bkg.

MRCC Acquisition:
0.5% clks. / 0% bkg.

Travel Inspiration:
3% clks. / 1.1% bkg.

Account Box:
5% clks. / 2.3% bkg.

TRAVEL MORE. TRAVEL TOGETHER.

Give the gift of travel.
Experience the holidays together with member rates from \$99.

Book Now

Upgrade your family time.
Enjoy kid-friendly pools and activities at select hotels.

Book Now

Save up to 30% on holidays.
Experience the joy of the Christmas season at our four Gaylord Hotels.

Book Now

EARN EVEN MORE.

Earn up to 100K points
Travel 20K points for each
and more when you use the Marriott Rewards® Premier Plus Card

Book Now

EXPLORE, BOOK, EARN.

New York
Caribbean
Chicago
Los Angeles

Penny Wilson,
Travel & Nights from Silver Elite Status

Account: 1000000000
Points: 10000
Status: Silver
Activity: 1

YOU ARE HERE

Header:
9% clks. / 18% bkg.

Hero:
26% clks. / 51% bkg.

eBreaks:
18% clks. / 15% bkg.

Field Offers:
24% clks. / 12% bkg.

Middle Offers:
3% clks. / 0.7% bkg.

MRCC Acquisition:
0.5% clks. / 0% bkg.

Travel Inspiration:
3% clks. / 1.1% bkg.

Account Box:
5% clks. / 2.3% bkg.

[Link to Email](#)

TBOP COMBINE ACCOUNT REMINDER

- KPI's were above current month and 12-mo averages, but below Sep '18 reminder
 - Open: 28% (-7 pts.)
 - CTOR: 16% (-6 pts.)
 - Unsub: 0.03% (flat)
- Targeted those with and without nights; higher engagement from those with nights
 - Open rate for those with nights was 15% higher and CTOR was 68% higher than the version sent to those without

Nov. '18 Subject lines:

No Nights = **Put All Your Points in One Place**

With Nights = **Don't wait! Combine accounts now to make Elite status faster.**

Sep. '18 Subject line:

All = **Combine Accounts to Go Further**

Segment	# Delivered	# Opens	Open Rate	# Clicks	CTOR	# Unsubs	Unsub Rate
NO NIGHTS	404,212	103,472	26%	11,498	11%	185	0.05%
WITH NIGHTS	628,282	185,289	29%	34,544	19%	145	0.02%

- Personalization contributed to high KPI's, plus it combats seasonality

Header: 4% clks.

Hero: 83% clks.

Video: 9% clks.

FAQ's: 2% clks.

BRING YOUR ACCOUNTS TOGETHER.

Make Elite status faster! Combine your SPG and Rewards accounts now so all your nights can count toward Elite status this year.

COMBINE NOW:

Keep Rewards Number Keep New SPG Number

HERE'S WHY YOU WANT TO COMBINE NOW:

- Simplicity**
You'll have one single account login and profile. Plus, you'll always earn in one account.
- Status**
Your combined Elite nights could add up to achieve the next level right now.
- Access**
Redeem your combined points balance for stays at any of our 29 brands.

Watch how easy it is to combine your accounts >

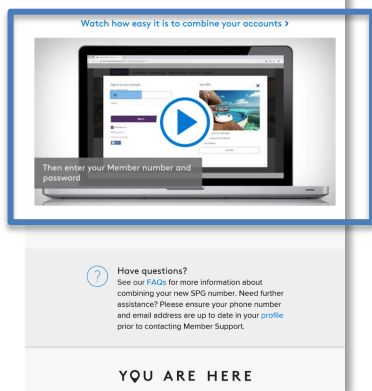
Then enter your Member number and password

Have questions? See our [FAQs](#) for more information combining your new SPG number. Please ensure your name and email address are up to date in your [profile](#) prior to contacting Member Support.

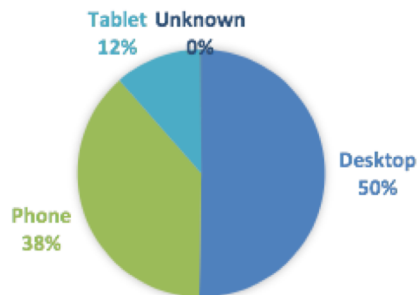
YOU ARE HERE

TBOP COMBINED ACCOUNTS: VIDEO

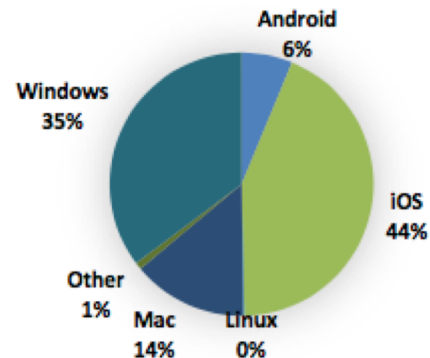
- Wylei powered video content with Enhanced Video Preview (auto play)
- Supported two fallbacks based on device type (animated gif & static)
- Results are combined (MR, SPG, and RC):
 - 40% engaged on mobile device; mostly on iOS
 - 51% played video to the end (4,733 plays & 2,421 ends)
 - 3,513 video plays at 80+ seconds



Unique Clicks by Device

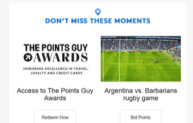
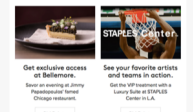
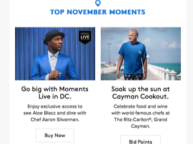
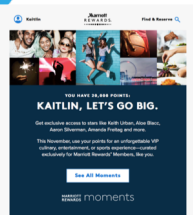
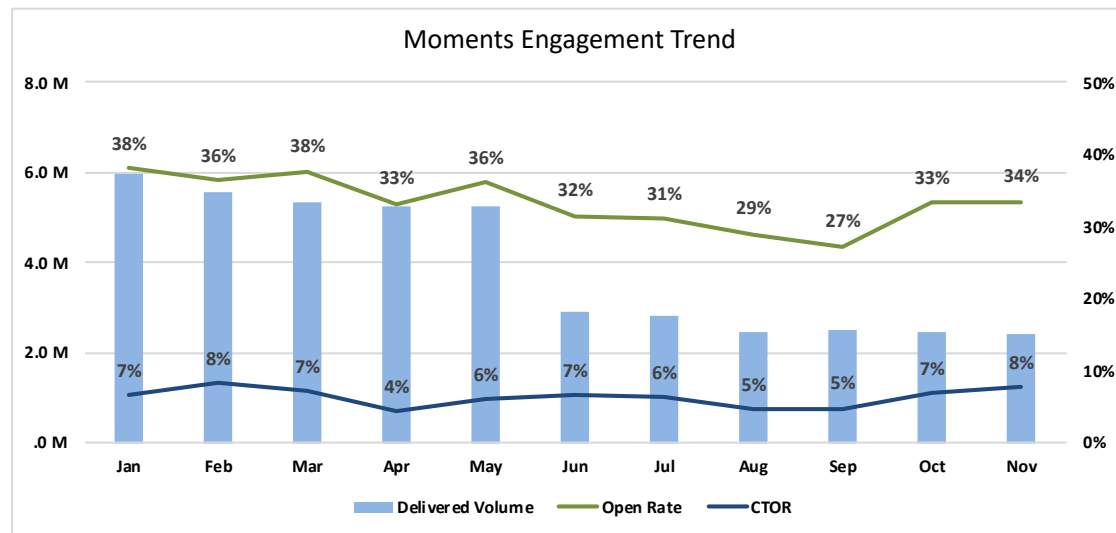


Unique Clicks by Operating System



MOMENTS SOLO ENGAGEMENT REMAINS STEADY

- Positive results from sending the same email version to both high and low points balance audiences; continue to track and monitor
- Overall engagement trends remain steady through yearlong optimization efforts



TESTING & OPTIMIZATION

- SUBJECT LINE TESTS: short and personalized worked well for 8 out of 9 mailings
- MRCC ACQ. AND E2+ SOLO's: Free nights are of interest for new and non-members, but bonus points resonate more with existing members
- TARGETED BOOKING SOLO: Successful CTOR lifts from two dynamic content assembly campaign optimizations
- WYLEI DESTINATION MODULE:
 - eNews – 16.5% CTOR section lift
 - Hotel Specials – 23% and 35% CTOR section lifts with both mailings
 - E2+ Promo

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner % Point Increase	Description of Winner
ECM Newsletter <ul style="list-style-type: none">Your Credit Card Summary: 15,000 Points EarnedYour November Credit Card Summary	Winner +6.2 pts.	Includes point earning personalization
MRCC FNACC <ul style="list-style-type: none">3 Free Night AwardsWhat Would You Do With 3 Free Night Awards?	Winner +2.1 pts.	Short and led with offer
MRCC POINTSCC <ul style="list-style-type: none">75,000 Bonus PointsWhat Would You Do With 75,000 Bonus Points?	Winner +1.0 pts.	Short and led with offer

*Results are statistically significant

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner (% Pts. Inc.)	Description of Winner
Destinations <ul style="list-style-type: none"> • It's Time to Plan • We've Got 6,700 Places to Holiday • How Do You Holiday? 	Winner +0.6 pts. +0.5 pts.	Relatable, short
Moments <ul style="list-style-type: none"> • You've got 20,000 points to spend. • Exclusive Access to Alow Blacc, Keith Urban and more 	Winner +5.5 pts.	Personalized with points balance, short
Hotel Specials 11/02 (October) <ul style="list-style-type: none"> • We Picked These Just for You • Your November Travel Deals 	Winner +0.1 pts.	Personalized using "just for you"
Hotel Specials 11/26 (November) <ul style="list-style-type: none"> • We Picked These Just for You • Your December Travel Deals 	Winner +0.2 pts.	Personalized using "just for you"

*Results are statistically significant

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner % Point Increase	Description of Winner
Targeted Booking with Book Direct (no offer) <ul style="list-style-type: none">• You May Be Missing Out• Don't Miss Out!• The Secret to Low Rates on Hotels	Winner +0.9 pts. +2.4 pts.	Capitalized on FOMO, but doesn't sound too demanding
Targeted Booking with Discount <ul style="list-style-type: none">• Don't Miss Out!• Just for You: 10% Off• Save 10% On Your Next Hotel Stay	Winner +0.6 pts. + 2.0 pts.	Capitalized on FOMO, short, very urgent tone

*Results are statistically significant

MRCC ACQUISITION OFFER TEST

Offer test with 3 Free Nights vs. 75K bonus pts; audience was split 75% / 25% respectively

Email Performance:

- Subject line test lifted campaign-level open rates; up 15% MoM
- Higher responses from all levels for Free Nights offer

Observations from Chase:

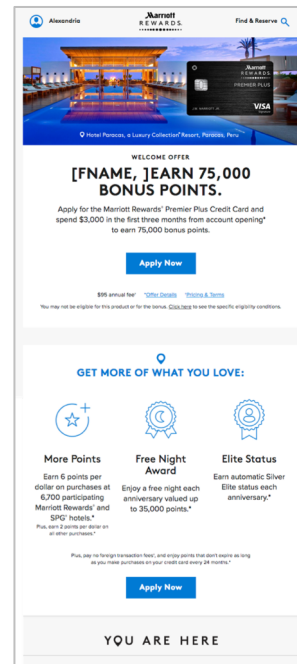
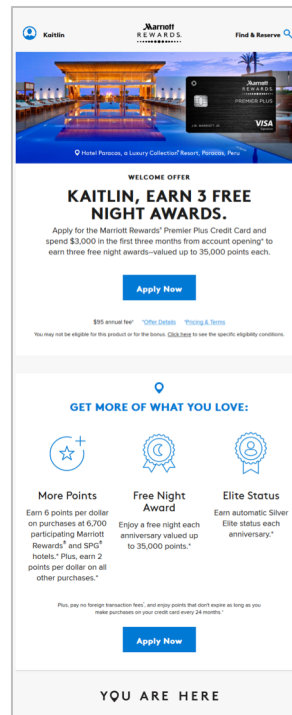
- Overall, a 23% lift to app. submission rate from Free Nights offer, but approval rate was significantly lower impacting net conversion
- Non-members saw a 36% net conversion lift with the 3 Free Nights offer; Basics and Elites saw a decrease
- Second offer test planned for Dec

3 FREE NIGHT AWD

Delivered: 10.3M
Open: 23%
CTOR: 1.7%
Unsub: 0.22%

75K BONUS PTS

Delivered: 3.4M
Open: 19%
CTOR: 1.5%
Unsub: 0.22%



E2+ PROMO BOOKING REMINDERS

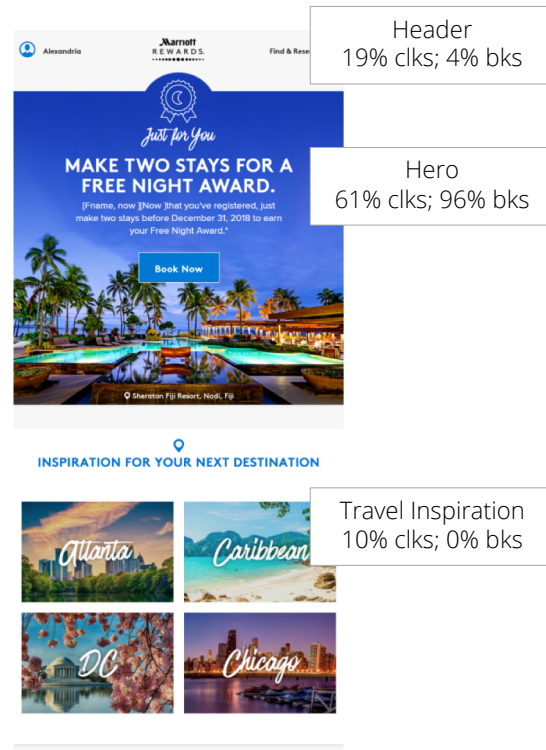
Email went to 35.4K new members:

- Open: 43%
- CTOR: 8%
- Unsub: 0.17%
- # Bookings: 79 (\$17,929 tracked revenue)

Email Performance:

- Two different offers: Free Night Award vs. 4K Points
- Email KPI's show higher engagement in Free Night offer
 - 24% higher open rate; used personalization and attainability
 - # of bookings more than double; 56 vs. 23 respectively
 - 4K Points unsubscribe rate was almost 3x higher; 0.25% vs. 0.09% respectively
- Consider Deals web scrape as another way to drive interest in travel recommendations

SL: [Fname,]Your Free Night Award Is Within Reach
 SL: [Fname,]4,000 Bonus Points Are Within Reach
 PH: You've got until December 31 to earn.

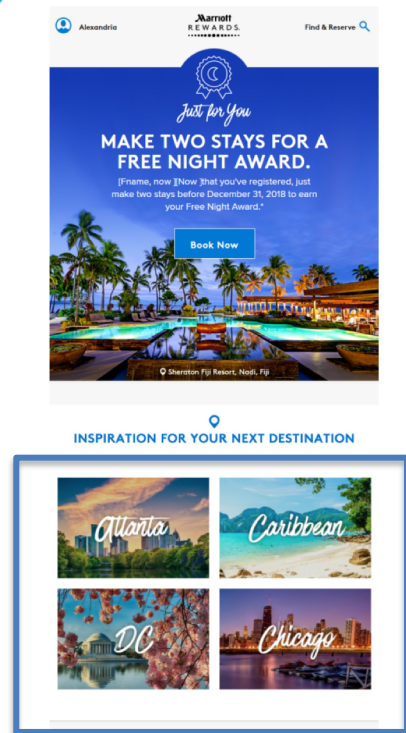


[Email Link](#)

Marriott
REWARDS.

yes

86.9% CTOR LIFT FOR SECTION E2+ BOOKING REMINDER: WYLEI DESTINATIONS MODULE



- Well optimized with 20K opens & 144 total clicks (95% sig.)
- Top 6 Locations: (#clicks & CTOR)

○ New Orleans -	10	0.464%
○ Orlando -	11	0.464%
○ Aruba -	10	0.407%
○ Barcelona -	9	0.393%
○ Istanbul -	9	0.382%
○ Los Angeles -	10	0.381%
- Consider module redesign and possibly geo-targeting openers to lift bookings

TARGETED BOOKING REMINDER SOLO

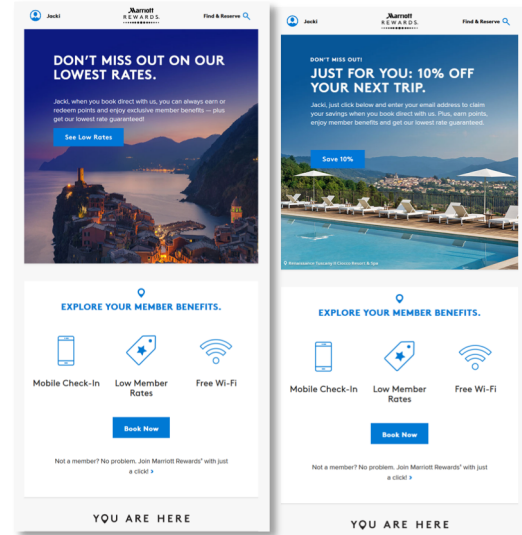
Overall performance (vs. Sep '18 initial send):

- Delivered: 1.08M
- Open: 20% (-1.6 pts)
- CTOR: 6% (-1.6 pts)
- Unsub: 0.10% (-0.5 pts)

Overview:

- Open & click rates on-par with Nov. '18 avg.
- Offer in subject line was not enough to lift open rate for Discount version; could need higher discount
- Higher click rates meant Discount version spoke to deal-seekers

Book Direct Discount



	Book Direct	10% Discount	TOTAL
Delivered	340,529	744,924	1,085,453
Open	75,328	138,206	213,534
Open Rate	22.1%	18.6%	19.7%
Click	3,086	10,587	13,673
CTR	0.9%	1.4%	1.3%
CTOR	4.1%	7.7%	6.4%
Unsub	260	826	1,086
Unsub Rate	0.08%	0.11%	0.10%

21.5% CTOR LIFT FROM WYLEI DYNAMIC CONTENT ASSEMBLY

TARGETED BOOKING SOLO: OFFER (10% OFF) VERSION

Best Performing Combination:




Headline

- ★ **JUST FOR YOU: 10% OFF YOUR NEXT TRIP.**
- 2 **SAVE 10% ON YOUR NEXT TRIP.**
- 3 **10% OFF IS WAITING FOR YOU.** Sept '18 winner

CTA

- ★ **Claim Offer** Sept '18 winner
- 2 **Book Now**
- 3 **Save 10%**

Image

- 1 
- 2 
- 3  Sept '18 winner ★

Observations:

- “Just for you” headline had largest overall impact with 12.4% lift
- Platinum & Gold members engaged the most with this combination
- Worst performing combination:
 - Headline: Save 10% On Your Next Trip
 - CTA: Book Now
 - Image: Woman
- Recommend using Claim Offer CTA judiciously as it was the worst performing asset overall; continue personalized style headline “just for you”

*Results are statistically significance

9.4% CTOR LIFT FROM DYNAMIC CONTENT ASSEMBLY

TARGETED BOOKING SOLO: BOOK DIRECT VERSION (NO OFFER)

Best Performing Combination:




Headline

★ GET OUR LOWEST RATES, GUARANTEED.
2 DON'T MISS OUT ON OUR LOWEST RATES. Sept '18 winner
3 IT PAYS TO BOOK DIRECT.

CTA

1 Find a Hotel
2 Book Now
★ See Low Rates Sept '18 winner

Image

1  2  3  Sept '18 winner ★

Observations:

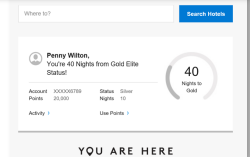
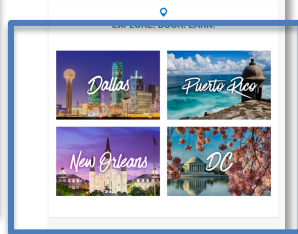
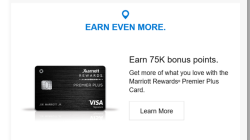
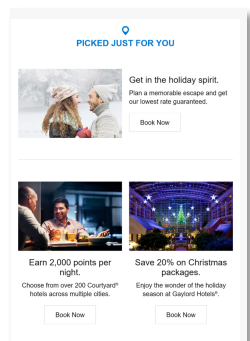
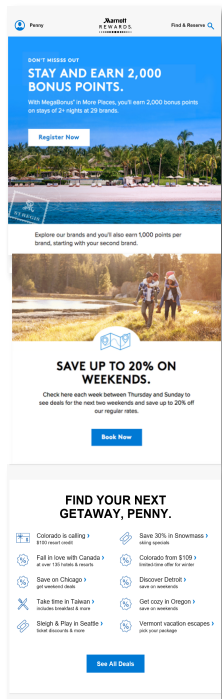
- “See Low Rates” CTA was the highest performing asset with 9.7% lift; worst was “Find a Hotel” with negative lift of -4.4%
- Basic & Platinum members engaged the most with “Don’t Miss Out...” headline, “See Low Rates” CTA, and woman image
- Worst performing combination:
 - Headline: It Pays to Book Direct
 - CTA: Book Now
 - Image: Pool

*Results are directional at a level of 85% statistical significance

23% CTOR LIFT FOR SECTION 1 1/2 HOTEL SPECIALS: WYLEI DESTINATIONS MODULE

- Consistent section CTOR lifts MoM
- Top 6 Locations: (#clicks/CTOR)

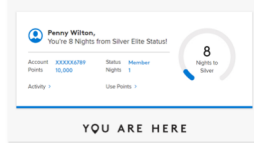
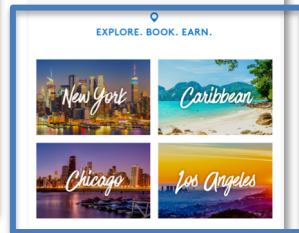
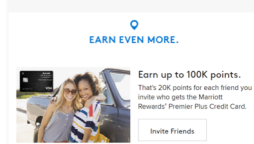
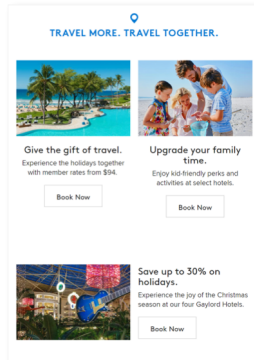
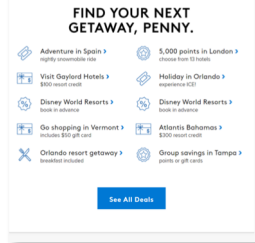
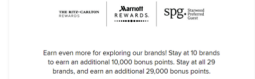
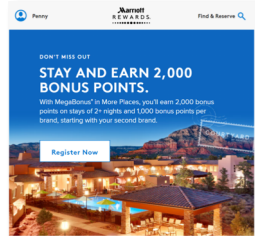
Caribbean -	1,424	0.102%
New York -	1,012	0.073%
Aruba -	110	0.067%
London -	87	0.053%
Barcelona -	84	0.052%
Orlando -	115	0.051%
- Consider developing seasonal lists and possible geo-targeting openers



35% CTOR LIFT FOR SECTION 11/26 HOTEL SPECIALS: WYLEI DESTINATIONS MODULE

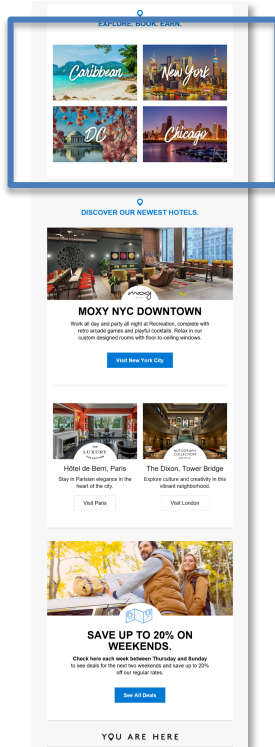
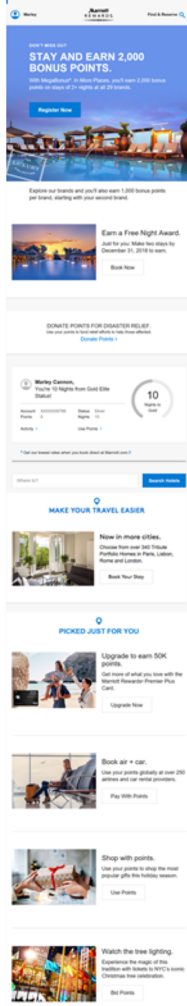
- Engagement similar to 11/2 email
- Top 6 Locations: (#clicks/CTOR)

New York -	1,571	0.112%
Caribbean -	1,428	0.102%
Aruba -	103	0.064%
London -	87	0.051%
Barcelona -	75	0.047%
Paris -	108	0.047%



16.5% CTR LIFT FOR SECTION ENEWS: WYLEI DESTINATIONS MODULE

- Top 6 Locations: (#clicks & CTR)
 - Caribbean - 1,976 0.078%
 - Aruba - 165 0.061%
 - New York - 1,206 0.048%
 - Orlando - 167 0.043%
 - Barcelona - 105 0.039%
 - New Orleans - 102 0.039%



ACTIONABLE INSIGHTS

RECOMMENDATIONS

- Keep content fresh by creating 2-3 module options for frequency used content like eBreaks, Wylei destinations optimization, and co-brand
- Short and personalized subject lines consistently performed better this month vs. slightly longer options; continue retesting for patterns
- Consider evolving Wylei destinations module to geo-targeted content and seasonal location lists to lift engagement (especially bookings)
- Test successful headlines as subject lines to lift open rate engagement; start with Wylei DCA headline winners

WYLEI DCA: 2018 HEADLINE WINNERS

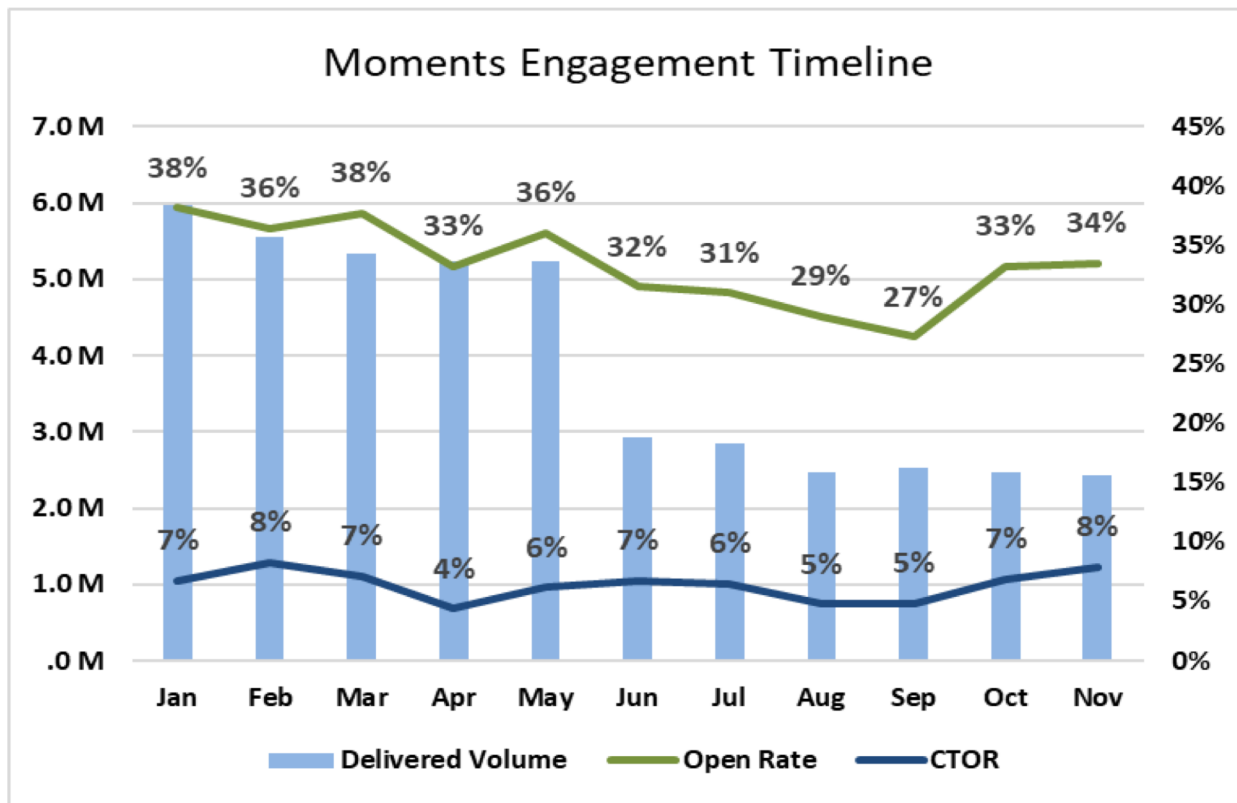
- Sep '18 Targeted Booking: **10% Off Is Waiting For You.**
- Sep '18 Targeted Booking: **Don't Miss Out On Our Lowest Rates.**
- Oct '18 MRCC Acquisition: **75,000 Bonus Points**
- Nov '18 Targeted Booking: **Get Our Lowest Rates, Guaranteed.**
- Nov '18 Targeted Booking: **Just For You: 10% Off Your Next Trip.**
- Dec '18 MegaBonus Reg. Reminder: **Don't Miss Out On 2,000 Bonus Points.**

*Get even more targeted by leveraging campaign-specific DCA results for headline engagement by member level, point balance, # of nights, and device



THANK YOU!

MR MOMENTS SOLO ENGAGEMENT YTD 2018



PERFORMANCE BY CAMPAIGN: NOV '18

	Program	eNews	Hotel Specials 11/2	Hotel Specials 11/26	Destinations	Solo	Lifecycle	MRCC	METT
Delivered	143.9 M	16.2 M	10.2 M	10.2 M	14.9 M	63.4 M	2.1 M	16.2 M	10.7 M
Opens	27.9 M	3.0 M	1.6 M	1.5 M	2.8 M	12.3 M	711.1 K	3.8 M	2.1 M
Open Rate	19.4%	18.8%	15.4%	15.0%	19.0%	19.4%	33.9%	23.5%	19.4%
Clicks	1.7 M	322.4 K	108.6 K	93.3 K	104.1 K	663.6 K	224.4 K	114.1 K	56.3 K
CTR	1.2%	2.0%	1.1%	0.9%	0.7%	1.0%	10.7%	0.7%	0.5%
CTOR	6.0%	10.6%	6.9%	6.1%	3.7%	5.4%	31.6%	3.0%	2.7%
Unsub. Rate	0.13%	0.08%	0.09%	0.13%	0.10%	0.13%	0.59%	0.20%	0.14%
Bookings	34.4 K	10.0 K	2.6 K	2.7 K	2.2 K	13.4 K	1,001	1,070	1.4 K
Room Nights	77.0 K	22.4 K	5.7 K	6.0 K	4.8 K	29.6 K	2.8 K	2.3 K	3.2 K
Revenue	\$11.3 M	\$3.3 M	\$822.4 K	\$868.6 K	\$710.1 K	\$4.4 M	\$399.9 K	\$297.7 K	\$522.9 K
Conversion Rate	2.0%	3.1%	2.4%	2.9%	2.1%	2.0%	0.4%	0.9%	2.4%
Bkngs/Divd (K)	0.24	0.62	0.25	0.27	0.15	0.21	0.48	0.07	0.13

MRCC ACQUISITION: OFFER TEST RESULTS BY LEVEL

Mail Date	Segment	Level	Mail Count	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Total	Unsub Rate
11/27/2018	Free Nights	Basic	6,297,972	6,273,741	1,229,263	19.6%	20,369	0.3%	1.7%	7,643	0.12%
11/27/2018	Bonus Points	Basic	2,101,054	2,095,507	348,305	16.6%	5,079	0.2%	1.5%	2,443	0.12%
			8,399,026	8,369,248	1,577,568	19%	25,448	0.3%	1.6%	10,086	0.12%
11/27/2018	Free Nights	Non-Mbr	2,621,826	2,583,774	698,038	27.0%	9,966	0.4%	1.4%	13,815	0.53%
11/27/2018	Bonus Points	Non-Mbr	872,722	860,885	207,154	24.1%	2,552	0.3%	1.2%	4,639	0.54%
			3,494,548	3,444,659	905,192	26%	12,518	0.4%	1.4%	18,454	0.54%
11/27/2018	Free Nights	Elite	1,408,289	1,404,743	395,753	28.2%	9,259	0.7%	2.3%	966	0.07%
11/27/2018	Bonus Points	Elite	469,134	467,937	104,888	22.4%	2,308	0.5%	2.2%	283	0.06%
			1,877,423	1,872,680	500,641	27%	11,567	0.6%	2.3%	1,249	0.07%

MRCC ACQUISITION: OFFER TEST RESULTS BY OFFER

Mail Date	Segment	Segment	Mail Count	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Total	Unsub Rate
11/27/2018	Bonus Points	Basic	2,101,054	2,095,507	348,305	16.6%	5,079	0.2%	1.5%	2,443	0.12%
11/27/2018	Bonus Points	Elite	469,134	467,937	104,888	22.4%	2,308	0.5%	2.2%	283	0.06%
11/27/2018	Bonus Points	Non-Mbr	872,722	860,885	207,154	24.1%	2,552	0.3%	1.2%	4,639	0.54%
			3,442,910	3,424,329	660,347	19%	9,939	0.3%	1.5%	7,365	0.22%
11/27/2018	Free Nights	Elite	1,408,289	1,404,743	395,753	28.2%	9,259	0.7%	2.3%	966	0.07%
11/27/2018	Free Nights	Basic	6,297,972	6,273,741	1,229,263	19.6%	20,369	0.3%	1.7%	7,643	0.12%
11/27/2018	Free Nights	Non-Mbr	2,621,826	2,583,774	698,038	27.0%	9,966	0.4%	1.4%	13,815	0.53%
			10,328,087	10,262,258	2,323,054	23%	39,594	0.4%	1.7%	22,424	0.22%

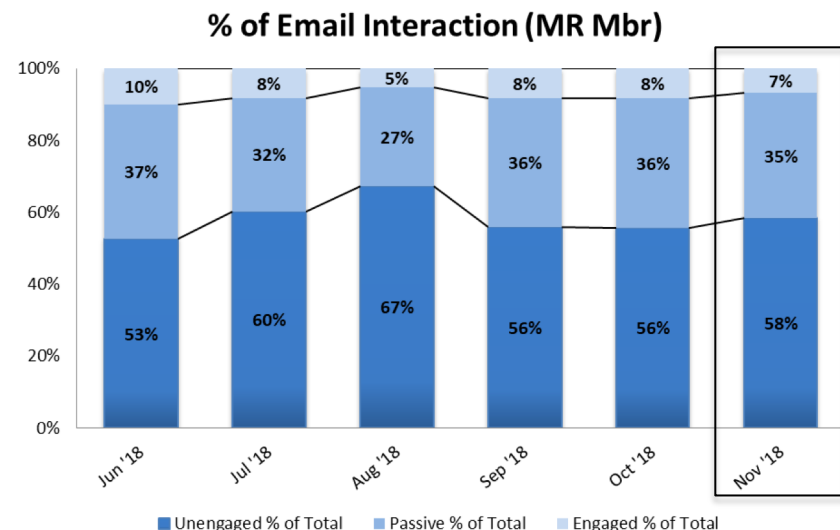
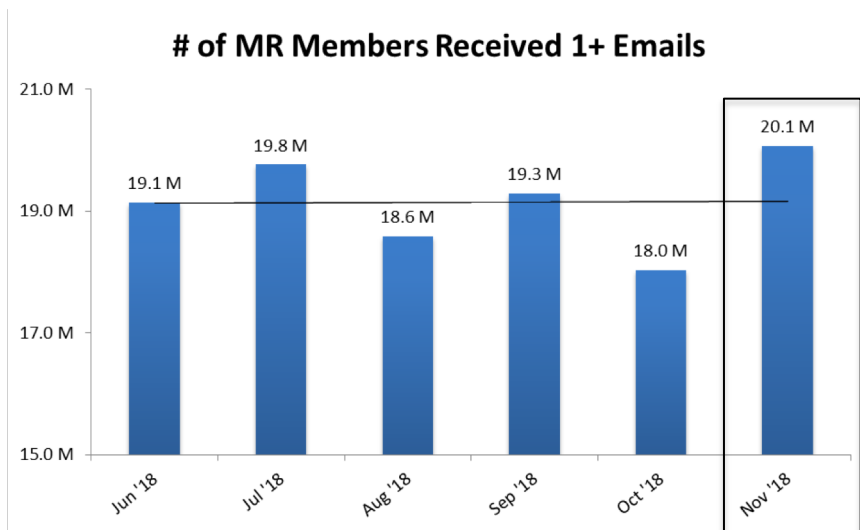
MRCC ACQUISITION: OFFER TEST RESULTS

BY # OF APPLICATIONS & NEW ACCOUNTS

Offer	MB	Apps	Accts	AR	GRR	NRR
SUPER	467,939	256	96	38%	0.05%	0.02%
SUPERT	1,404,745	658	179	27%	0.05%	0.01%
					-14%	-38%
NON	860,901	145	27	19%	0.02%	0.00%
NONT	2,583,841	589	110	19%	0.02%	0.00%
					35%	36%
CTRL	2,095,512	377	92	24%	0.02%	0.00%
CTRLT	6,273,748	1652	234	14%	0.03%	0.00%
					46%	-15%

EMAIL ENGAGEMENT REPORT

- Number of members receiving 1+ email up 12% MoM
- Engagement steady MoM despite increase in volume; watch for engagement rebounds post-OBOP



*Report Key:

- Received: # of emails received during time period
- Engaged: Received Opened and Clicked + Received not Opened but Clicked
- Passive: Received Opened but not Clicked
- Unengaged: Received not Opened and not Clicked

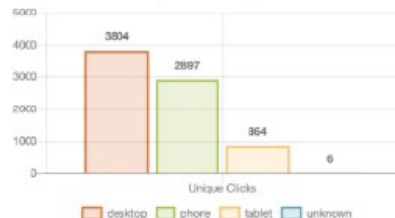
Marriott Combine Accounts Reminder Part 2 (2378)

Overall Campaign Results

Campaign Unique Counts

Unique Opens	Unique Clicks	CTOR%
600,157	7,571	1.262%

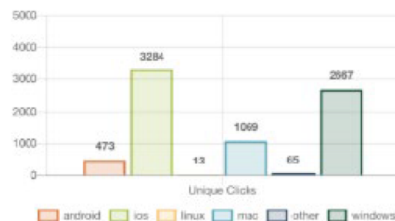
Unique Clicks by Device



Unique Clicks by Device

Device	Unique Clicks
desktop	3,804
phone	2,897
tablet	864
unknown	6

Unique Clicks by OS



Unique Clicks by OS

OS	Unique Clicks
android	473
ios	3,284
linux	13
mac	1,069
other	65
windows	2,667

Unique Embedded Version CTOR%

Unique Opens	Unique Clicks	CTOR%
401,533	3,996	0.995%

Unique Fallback Version CTOR%

Unique Opens	Unique Clicks	CTOR%
170,518	3,520	2.064%

Unique Video Event Counts

Unique Plays	Unique Ends
4,733	2,421

Unique Play Count By Duration

Position (seconds)	Unique Plays
0-10	213
11-20	209
21-30	178
31-40	87
41-50	89
51-60	171
61-70	126
71-80	143
80+	3,513
unknown	4



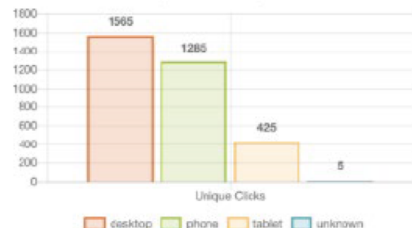
Marriott Combine Accounts Reminder Part 2 (2378)

RCR MR

Campaign Unique Counts

Unique Opens	Unique Clicks	CTOR%
262,925	3,280	1.248%

Unique Clicks by Device



Unique Clicks by Device

Device	Unique Clicks
desktop	1,565
phone	1,285
tablet	425
unknown	5

Unique Clicks by OS



Unique Clicks by OS

OS	Unique Clicks
android	213
ios	1,497
linux	3
mac	410
other	24
windows	1,133

Unique Embedded Version CTOR%

Unique Opens	Unique Clicks	CTOR%
177,354	1,748	0.986%

Unique Fallback Version CTOR%

Unique Opens	Unique Clicks	CTOR%
74,050	1,522	2.055%

Unique Video Event Counts

Unique Plays	Unique Ends
2,028	1,023

Unique Play Count By Duration

Position (seconds)	Unique Plays
0-10	88
11-20	99
21-30	71
31-40	45
41-50	36
51-60	67
61-70	54
71-80	45
80+	1,520
unknown	3



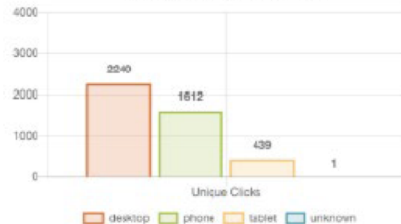
Marriott Combine Accounts Reminder Part 2 (2378)

SPG

Campaign Unique Counts

Unique Opens	Unique Clicks	CTOR%
337,232	4,292	1.273%

Unique Clicks by Device



Unique Clicks by OS



Unique Clicks by Device

Device	Unique Clicks
desktop	2,240
phone	1,612
tablet	439
unknown	1

Unique Clicks by OS

OS	Unique Clicks
android	260
ios	1,787
linux	10
mac	660
other	41
windows	1,534

Unique Embedded Version CTOR%

Unique Opens	Unique Clicks	CTOR%
224,178	2,250	1.004%

Unique Video Event Counts

Unique Plays	Unique Ends
2,705	1,298

Unique Fallback Version CTOR%

Unique Opens	Unique Clicks	CTOR%
96,468	1,968	2.071%

Unique Play Count By Duration

Position (seconds)	Unique Plays
0-10	125
11-20	110
21-30	107
31-40	42
41-50	53
51-60	104
61-70	72
71-80	98
80+	1,993
unknown	1

