



# **Marriott Bonvoy Eat Around Town *October 2023 Campaign Analysis***

December 1, 2023



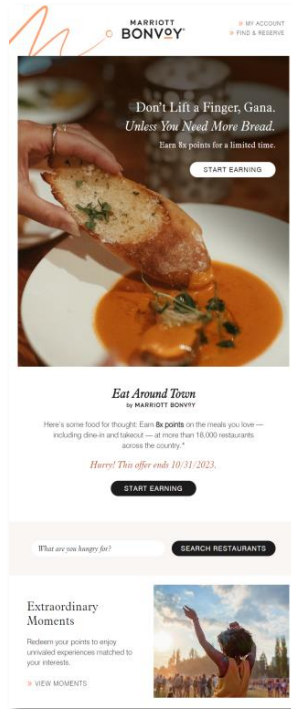


## Today's Agenda

- Creative Review
- Performance Summary
- Heatmap Insights
- Subject Line Testing
- Core MAU Placements
- Recommendations

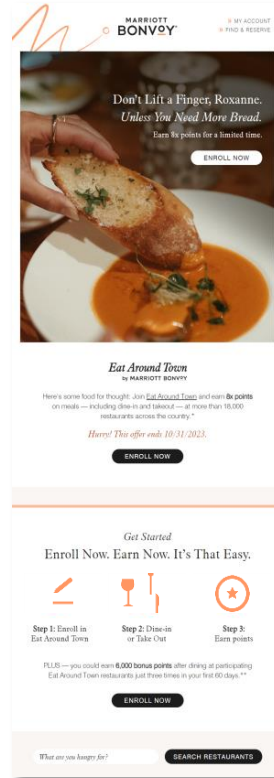
# October 2023 EAT LTO Solo

Launch Date: 10/2



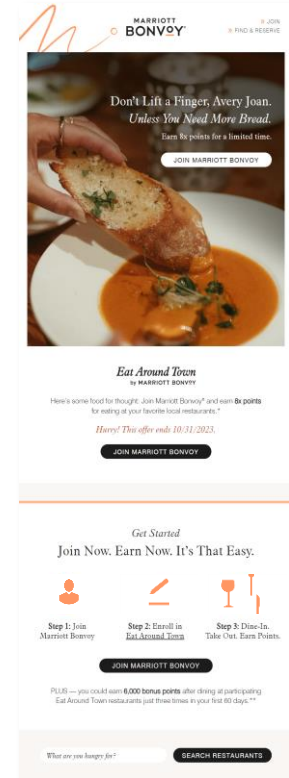
## MBV Members Enrolled in EAT

- SL: For Members Only: Christie, Earn 8x Pts On Local Eats
- PH: HURRY! This offer ends 10/31/2023!



## MBV Members Not Enrolled in EAT

- SL: Christie, Here's The Dish On This Member-Only Offer...
- PH: HURRY! This offer ends 10/31/2023!

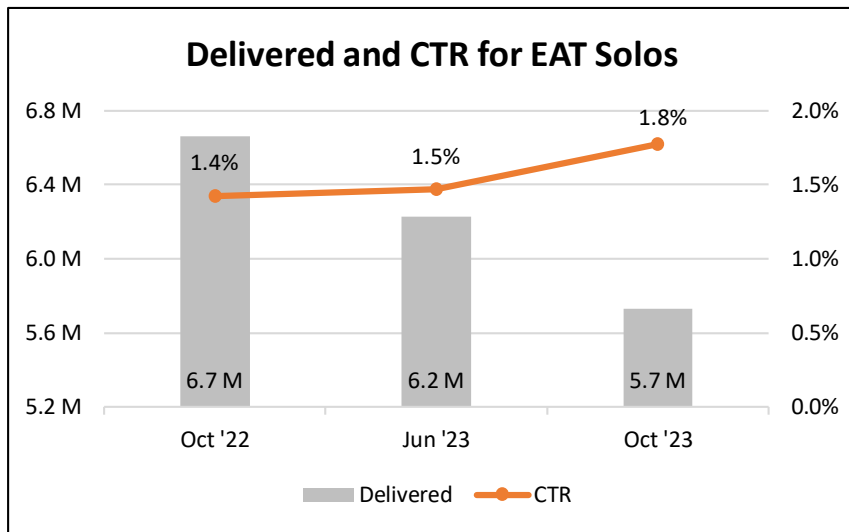


## Non-Members

- SL: Famished Christie? Earn 8x Points on Your Favorite Eats!
- PH: HURRY! This offer ends 10/31/2023!

# October 2023 EAT LTO Solo Performance Summary

- Strong engagement with the October solo; drove the highest CTR out of the previous solos
- Deliveries declined from each of the last two solos; higher engagement in October
  - Increase in clicks highlights strong continued interest with 8x Points Offer, driven mostly from Enrolled Members
- Overall unsub rate of 0.19% is below the Bonvoy unsub rate benchmark of 0.20%



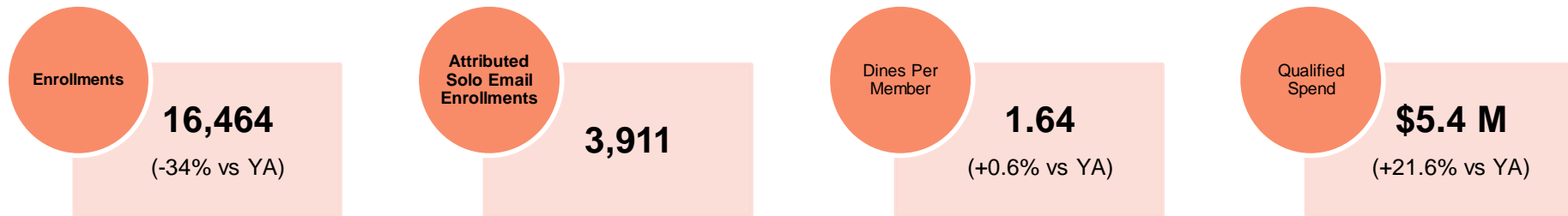
Overall	Oct-23	vs. Jun-23	vs. Oct-22
Delivered	5.7 M	-8.0% (-496.0 K)	-14.0% (-930.3 K)
Clicks	101.7 K	+11.3% (+10.3 K)	+7.9% (+6.7 K)
CTR	1.8%	+0.3 pts.	+0.3 pts.
Unsub Rate	0.19%	-0.10 pts.	+0.03 pts.

\*Two deployments in Oct '22, initial and resend. These metrics are from the initial mailing on 10/4/22

# October 2023 EAT LTO KPIs

- There was a dip in monthly enrollments, down 34% compared to a year ago
  - Low enrollments can be attributed to a decline in the Non-Member audience size
- Qualified Spend reached \$5.4 M, marking the first time it has reached over the \$5 M milestone
  - Rising costs of eating out at restaurants might attribute to the increase in Qualified Spend while Dines Per Member remained consistent

KPIs	Oct-22	Jun-23	Oct-23
Enrollments	24,836	17,452	16,464
Dine per member	1.63	1.63	1.64
Qualified Spend	\$4.4 M	\$4.9 M	\$5.4 M



# October 2023 EAT LTO Solo Performance Summary

- 12.6% CTR for Enrolled in EAT segment with an increase in clicks compared to the previous two solos; top performing segment in October
- Not Enrolled in EAT saw an increase in delivery totals compared to the June solo with consistent engagement
- Non-Member deliveries decreased significantly compared to both time periods which impacted click counts; engagement remained around 0.2% CTR, consistent with numbers seen in June and slightly lower than 2022

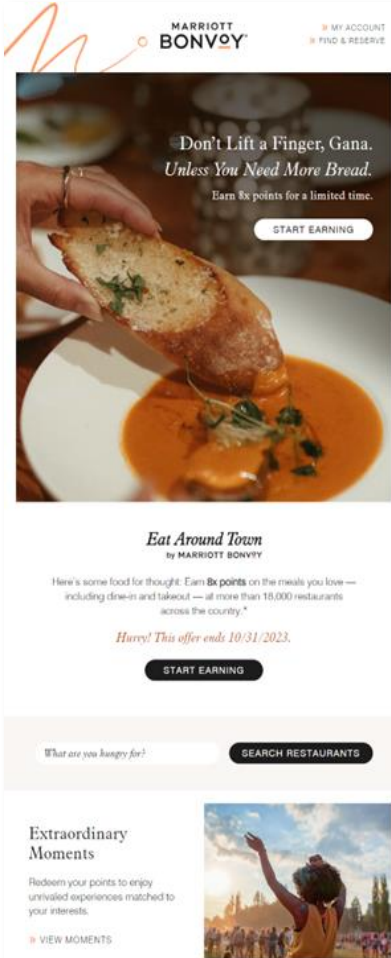
	Enrolled	Oct-23	vs. Jun-23	vs. Oct-22 *
Delivered		<b>247.4 K</b>	-7.1% (-18.9 K)	+136.9% (+142.9 K)
Clicks		<b>31.2 K</b>	+61.4% (+11.9 K)	+126.1% (+17.4 K)
CTR		<b>12.6%</b>	+5.4 pts.	-0.6 pts.
Unsub Rate		<b>0.22%</b>	-0.24 pts.	+0.20 pts.

	Not Enrolled	Oct-23	vs. Jun-23	vs. Oct-22 *
Delivered		<b>5.1 M</b>	+5.6% (+273.0 K)	-11.3% (-650.9 K)
Clicks		<b>69.9 K</b>	+0.98% (+677)	-12.1% (-9.6 K)
CTR		<b>1.4%</b>	-0.1 pts.	-0.01 pts.
Unsub Rate		<b>0.19%</b>	-0.10 pts.	+0.03 pts.

	Non-Members	Oct-23	vs. Jun-23	vs. Oct-22 *
Delivered		<b>345.3 K</b>	-68.5% (-750.0 K)	-55.0% (-422.4 K)
Clicks		<b>592</b>	-79.3% (-2.3 K)	-64.2% (-1.1 K)
CTR		<b>0.2%</b>	-0.1 pts.	-0.04 pts.
Unsub Rate		<b>0.27%</b>	-0.03 pts.	+0.03 pts.

\*Two deployments in Oct '22, initial and resend. These metrics are from the initial mailing on 10/4/22

# October 2023 Heat Map



- Hero drove strong engagement overall; Enrolled Members drove the most engagement out of the three segments
  - CTA featured in October was Start Earning, compared to Search Restaurants in June
- October's creative featured bread dipped in soup, June featured pizza; both featured first name personalization in the headline and a CTA on the image
  - Offer expiration date highlighted in orange below the Hero compared to in the headline like June
- Members Not Enrolled in EAT drove 11.79% of clicks to the Enroll Now module
- Non-Members received two modules featuring a "Join Marriott Bonvoy" CTA, combined these drove 18.09% of clicks
- Search bar copy in October was "What are you hungry for?" this drove strong engagement overall, building on the new inclusion of this module in June

Modules	% of Clicks	MBV Member Enrolled	MBV Member Non-Enrolled	Non-Member
<b>Header</b>	<b>10.63%</b>	<b>1.88%</b>	<b>13.51%</b>	<b>32.09%</b>
<b>Hero</b>	<b>68.23%</b>	<b>89.87%</b>	<b>61.12%</b>	<b>15.10%</b>
Start Earning	24.31%	89.87%	--	--
Enroll Now	43.70%	--	61.12%	--
Join Marriott Bonvoy	0.22%	--	--	15.10%
<b>Enroll/Join Module</b>	<b>8.52%</b>	<b>--</b>	<b>11.79%</b>	<b>5.86%</b>
Enroll Now	8.43%	--	11.79%	--
Join Marriott Bonvoy	0.04%	--	--	2.99%
Enroll in EAT	0.04%	--	--	2.87%
<b>Search Restaurants</b>	<b>5.54%</b>	<b>6.66%</b>	<b>5.19%</b>	<b>1.66%</b>
<b>Moments</b>	<b>0.28%</b>	<b>1.03%</b>	<b>--</b>	<b>--</b>
<b>Footer</b>	<b>6.81%</b>	<b>0.56%</b>	<b>8.39%</b>	<b>45.29%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



# 2023 LTO Creative Comparison

Oct 2023

Vs.

Jun 2023

MARRIOTT BONVOY

MY ACCOUNT  
FIND & RESERVE

Don't Lift a Finger, Gana.  
Unless You Need More Bread.  
Earn 8x points for a limited time.

START EARNING

**Eat Around Town**  
by MARRIOTT BONVOY

Here's some food for thought: Earn 8x points on the meals you love — including dine-in and takeout — at more than 18,000 restaurants across the country.\*

Hurry! This offer ends 10/31/2023.

START EARNING

What are you hungry for? SEARCH RESTAURANTS

Extraordinary Moments

Redeem your points to enjoy unrivaled experiences matched to your interests.

VIEW MOMENTS

MARRIOTT BONVOY

MY ACCOUNT  
FIND & RESERVE

Don't Lift a Finger, Roxanne.  
Unless You Need More Bread.  
Earn 8x points for a limited time.

ENROLL NOW

**Eat Around Town**  
by MARRIOTT BONVOY

Here's some food for thought: Join **Eat Around Town** and earn 8x points on meals — including dine-in and takeout — at more than 18,000 restaurants across the country.\*

Hurry! This offer ends 10/31/2023.

ENROLL NOW

Get Started  
Enroll Now. Earn Now. It's That Easy.

Step 1: Enroll in Eat Around Town

Step 2: Dine-in or Take Out

Step 3: Earn points

PLUS — you could earn 6,000 bonus points after dining at participating Eat Around Town restaurants just three times in your first 60 days.\*\*

ENROLL NOW

What are you hungry for? SEARCH RESTAURANTS

MARRIOTT BONVOY

MY ACCOUNT  
FIND & RESERVE

Craving More Points, Avery Joan?  
Don't let this deal get cold. Earn 8x points until 6/30/2023!

SEARCH RESTAURANTS

**Eat Around Town**  
by MARRIOTT BONVOY

Earn more while you eat! Now you can earn 8x points on meals — including takeout — at more than 18,000 restaurants across the country.\*

What are you hungry for? SEARCH RESTAURANTS

Earn 3 Points Per Dollar with Uber!

Need a ride around town? Marriott Bonvoy members can now earn 3 points per dollar on premium rides with Uber!

BOOK YOUR RIDE

MARRIOTT BONVOY

MY ACCOUNT  
FIND & RESERVE

Craving More Points, Roxanne?  
Don't let this deal get cold. Earn 8x points until 6/30/2023!

ENROLL NOW

**Eat Around Town**  
by MARRIOTT BONVOY

Earn more while you eat! Enroll in Eat Around Town and you can earn 8x points on meals — including takeout — at more than 18,000 participating restaurants.\*

ENROLL NOW

How to Enroll  
Enroll Now to Earn 8X Points at Your Local Restaurants

Enroll now to earn 8x points per dollar now through June 30, 2023. PLUS—you could earn up to 6,000 bonus points after dining at participating Eat Around Town restaurants just three times in your first 60 days.

ENROLL NOW

What are you hungry for? SEARCH RESTAURANTS



# Subject Line Test Performance Summary

- Used Subject Line Test & Roll to optimize the best option to send each audience
- For both Member segments, SLs tagged with Exclusivity performed the best and driving the highest open rates

## • Version 1: MBV Members Enrolled in EAT

- SL 1: Famished, Christie? Earn 8x Points On Your Favorite Meals  
(Personalization, Offer, Question 29.19% Open Rate)

- SL 2: For Members Only: Christie, Earn 8x Pts On Local Eats  
(Personalization, Offer, Exclusivity 33.33% Open Rate) ★

- SL 3: Christie: Earn 8x Points For Not Cooking  
(Personalization, Offer 30.41% Open Rate)

## • Version 2: MBV Members Not Enrolled in EAT

- SL 1: Christie, Earn 8x the Points Just for Being Hungry  
(Personalization, Offer 42.45% Open Rate)

- SL 2: Christie, Here's The Dish On This Member-Only Offer...  
(Personalization, Offer, Exclusivity 43.51% Open Rate) ★

- SL 3: Christie, Chew On This: Earn 8x Points for Eating Out  
(Personalization, Offer, Direct 42.38% Open Rate)

## • Version 3: Non-Members

- SL 1: Mangia Christie! Join Now and Earn 8x Points On Meals  
(Personalization, Offer 44.01% Open Rate)

- SL 2: Famished Christie? Earn 8x Points on Your Favorite Eats!  
(Personalization, Offer, Question 44.18% Open Rate) ★


- SL 3: Christie, Good Things Come to Those Who Don't Cook  
(Personalization, Offer 44.45% Open Rate)

# EAT Core MAU Placement Performance

- Four EAT placements in Core MAU in April, June, September and October
  - Two CTA versions of each, one for Enrolled in EAT and Not Enrolled in EAT (outside of April, Not Enrolled only)
- Join EAT module in April generated the highest engagement; featured 6,000 bonus points offer
- Engagement consistent with other content placed in those sections and better than other dining offers in non-US regions

Placement	Delivered	Clicks	CTR
Apr '23	8,459,141	10,690	0.13%
Jun '23	17,363,098	9,039	0.05%
Sep '23	16,567,190	3,104	0.02%
Oct '23	18,772,123	8,406	0.04%

## Apr '23: Not Enrolled Version



**6,000 Reasons to Dine**

Earn 6,000 bonus points with Eat Around Town by Marriott Bonvoy™ at 16,000+ participating U.S. restaurants.

» ENROLL NOW

*Only sent to Not Enrolled in April*

## Jun '23: Not Enrolled Version



*Earn 8x Points*

**Don't Let This Deal Go Cold**

Earn 8 points per dollar at more than 16,000+ restaurants through June 30, 2023.

» ENROLL NOW

## Sep '23: Not Enrolled Version




*Earn 6x Points*

**Dine and Earn More**

Enroll in Eat Around Town by Marriott Bonvoy and earn points for dining — including takeout — at over 16,000+ restaurants.

» ENROLL NOW

## Oct '23: Enrolled Version



*Earn 8x Points*

**Don't Lift a Finger. Unless You Need Bread.**

Earn 8x points on meals — including take out — at more than 18,000 restaurants.

» SEARCH RESTAURANTS

# Recommendations

- Continue to use the current layout of the solo that includes the new Search Bar and updated Join Now module for Members Not Enrolled; look for ways to evolve in 2024
- Consider building on the Exclusivity tag in subject line testing, as well as revisiting the inclusion of emojis in future testing
  - Members Enrolled and Not Enrolled in EAT opened emails with subject lines tagged with Exclusivity at a higher rate than the others
- Incorporate image testing to the Hero; ideas include use of animation, full meals or, dinner and drinks imagery
  - Test creative treatments for Core MAU placements during non-solo months to determine if there are any relevant images to use in solos
- Explore CTA testing in the Hero to determine if segments resonate with a certain message



**Thank you!**



# YoY Creative Comparison

Oct 2023

[MY ACCOUNT](#)  
[FIND & RESERVE](#)

Don't Lift a Finger, Gana.  
Unless You Need More Bread.  
Earn 8x points for a limited time.

[START EARNING](#)

**Eat Around Town**  
by MARRIOTT BONVOY

Here's some food for thought. Earn 8x points on the meals you love — including dine-in and takeout — at more than 18,000 restaurants across the country.\*

Here! This offer ends 10/31/2023.

[START EARNING](#)

What are you hungry for?

[SEARCH RESTAURANTS](#)

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[ENROLL NOW](#)

What are you hungry for?

[SEARCH RESTAURANTS](#)

Vs.

Oct 2022

[MY ACCOUNT](#)  
[FIND & RESERVE](#)

**Eat Around Town**  
by MARRIOTT BONVOY

Turn Burger Nights Into Free Nights

First, enjoy a limited-time offer: Earn 8x points per dollar spent on dining at any of the 16,000+ restaurants participating in Eat Around Town by Marriott Bonvoy™. Go from family diners to family vacations faster. Offer ends October 31, 2022.<sup>1</sup>

[SEE DETAILS](#)

**Turn Burger Nights Into Free Nights**

First, get more from your Marriott Bonvoy® membership. Enroll in Eat Around Town by Marriott Bonvoy™ to earn on dining.

Plus, for a limited time, earn 8x points per dollar spent at any of the 16,000+ participating U.S. restaurants. Offer ends October 31, 2022.<sup>1</sup>

[ENROLL NOW](#)

**Make Dining More Rewarding**

Earn 4 points per dollar spent on qualifying dines with participating restaurants. Marriott Bonvoy Elite members earn even more.<sup>1</sup>

Plus, you can earn up to 6,000 bonus points within your first 60 days of enrollment, and another 1,000 bonus points after every 10 dines.<sup>1</sup>

[ENROLL NOW](#)

**Get Your Points to Go**

Redeem your points for getaways in thousands of extraordinary destinations worldwide. You can also use points for free flights, unrivaled experiences that match your passions, and more.

[BOOK NOW](#)

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[BOOK NOW](#)