

# Points Purchase Promotion Campaigns Email Performance Review

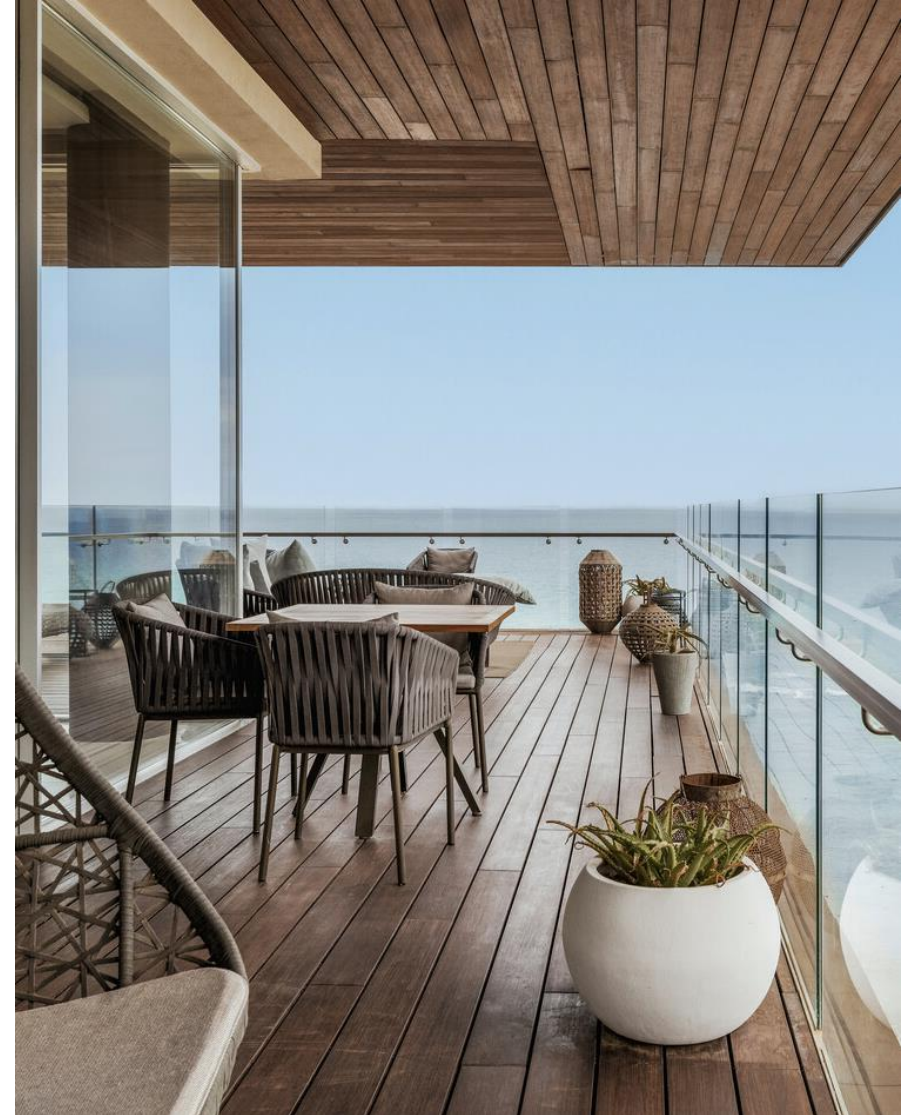
*December 17, 2025*

MARRIOTT  
BONVOY™

THE RITZ-CARLTON, VIENNA



- 
- Quarterly Promo Insights (Q3 '23 – Q3 '25)
    - Mystery
    - Mass
    - Segmented
    - Aggregated View
  - Audience Insights
  - Recommendations
- 



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# Quarterly Promo Insights

## ‘Mystery’

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# Email Overview:

## Mystery Promotions

ENG Versions

### Q2 2024

Promo Period: 5/23/24 – 7/24/24 (63 days)

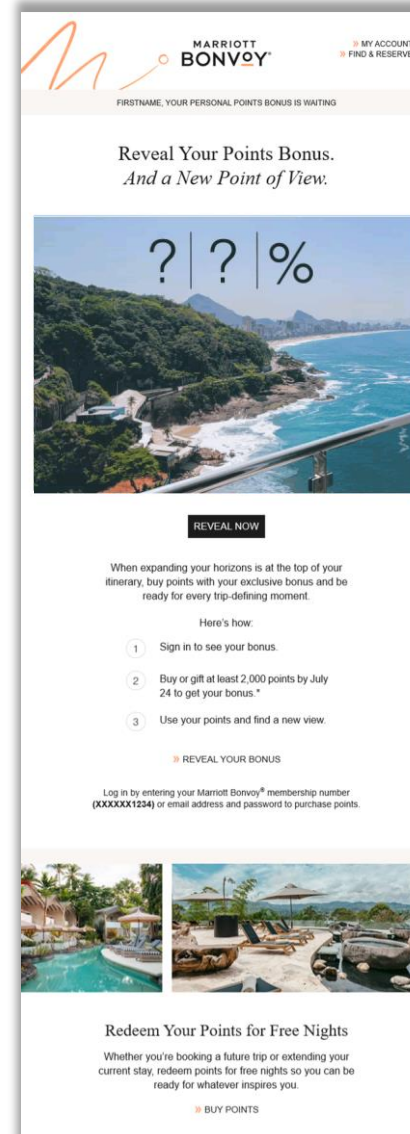
- **Offer Details:** After logging in to Points.com, destination landing page revealed a mystery bonus points offer – purchase or gift 2k – 9k points = 15% bonus; purchase or gift 10k+ points = 25% bonus
- **Hero CTA button placement test** – above vs. below Hero image

### Q3 2025

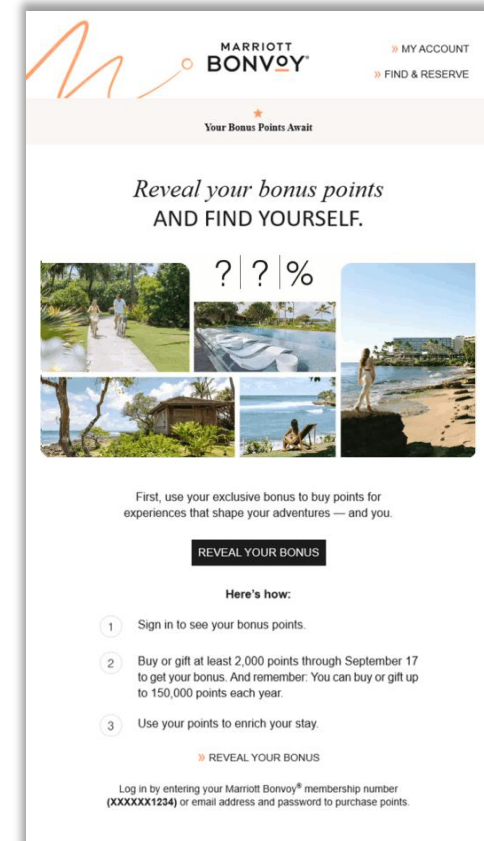
Promo Period: 8/19/25 – 9/17/25 (30 days)

- **Offer Details:** After logging in to Points.com, destination landing page revealed a mystery bonus points offer – purchase or gift 2k+ points = 40% bonus, 45% bonus or 50% bonus

Q2 2024



Q3 2025



**SL: Don't Miss Out: Discover Your Bonus Points Now**

**SL: Ready to See Your Points Bonus?**

# Mystery Promotions Performance Highlights

Q2 2024 | Q3 2025

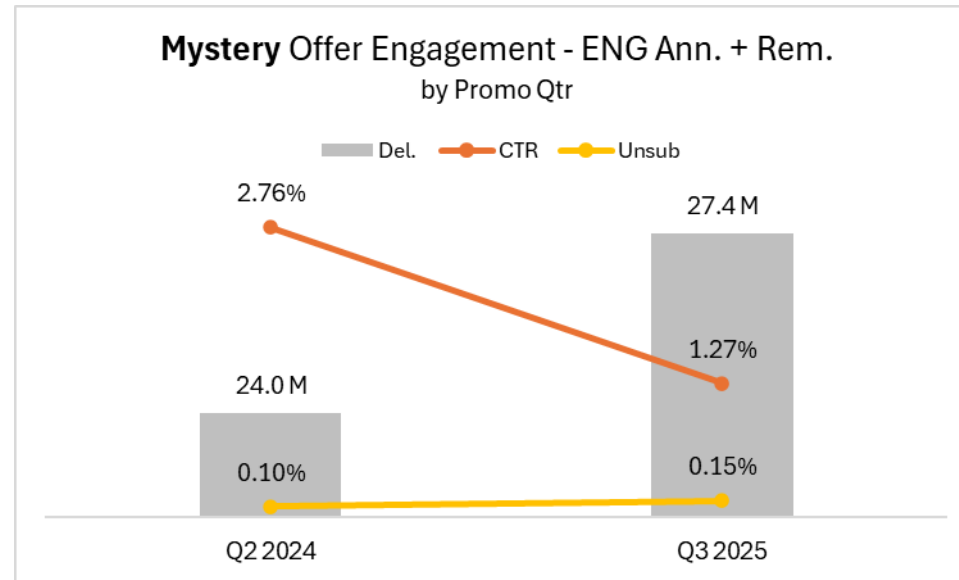
- Comparing the two mystery promos, overall email engagement was stronger in Q2 2024 with a higher 2.76% CTR and lower unsub at 0.10%.
  - The Q2 2024 Hero drove higher module CTRs at 2.54% for the Announcement and 2.68% for the Reminder compared to the Q3 2025 Hero at 1.48% for the Announcement and 0.63% for the Reminder.
  - The secondary module in the Q2 2024 creative also helped drive overall interest – compared to the Q3 2025 creative, which did not have a secondary module, the Q2 2024 Announcement and Reminder saw more Hero activity with less header and footer activity.
- Announcement vs. Reminder CTRs were similar for the Q2 2024 promo – 2.68% and 2.84%, while the Q3 2025 Announcement CTR was +0.90 pts. higher vs. the Reminder.
- For both promos, we saw consistent spikes in points purchase revenue at the time Announcement and Reminder emails were in market.
- Q2 2024 campaign and click engagement results showed that the email version with the Hero CTA placed above the Hero image outperformed the version with the Hero CTA placed below the Hero image.

# Mystery Promotions: Email Engagement Summary

## ENG Versions

- Comparing the two mystery promos, overall email engagement was stronger in Q2 2024 with a higher 2.76% CTR and lower unsub at 0.10%.
- Announcement vs. Reminder CTRs were similar for Q2 2024 promo – 2.68% and 2.84%, while the Q3 2025 Announcement CTR was +0.90 pts. higher vs. the Reminder.
- Compared to MBV quarterly averages, CTRs were higher and unsub rates were lower for all mailings.

### All Mailings



#### Mail Dates:

Q2 '24 Ann: 5/23 – 5/25 | Rem: 7/9 – 7/10  
Q3 '25 Ann: 8/20 – 8/23 | Rem: 9/3 – 9/7  
*FloLo for Points Promo began May 2024.*

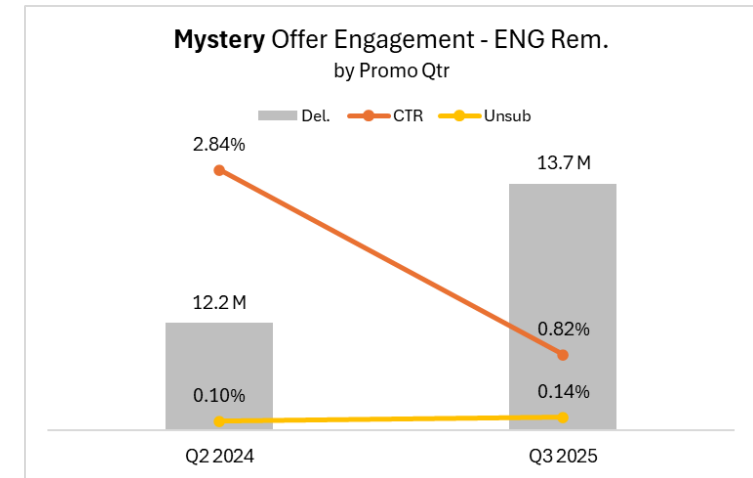
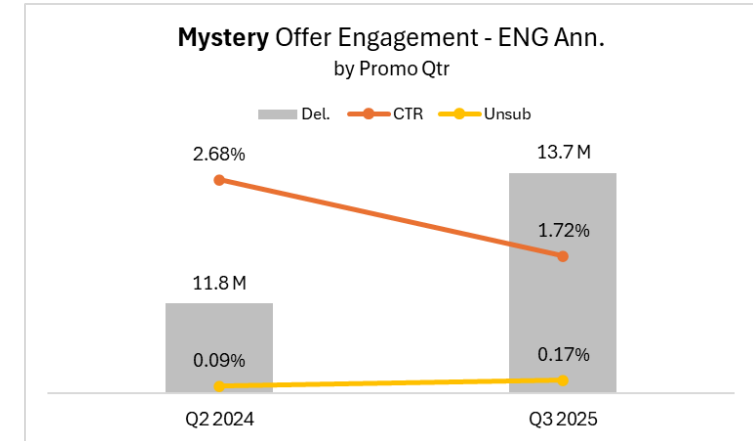
#### For Comparison – Points.com Emails

Q3 '25: 8.7M Del. | 1.65% CTR | 0.07% Unsub

#### MBV Avgs

Q2 '24: 0.68% CTR | 0.19% Unsub  
Q3 '25: 0.61% CTR | 0.20% Unsub

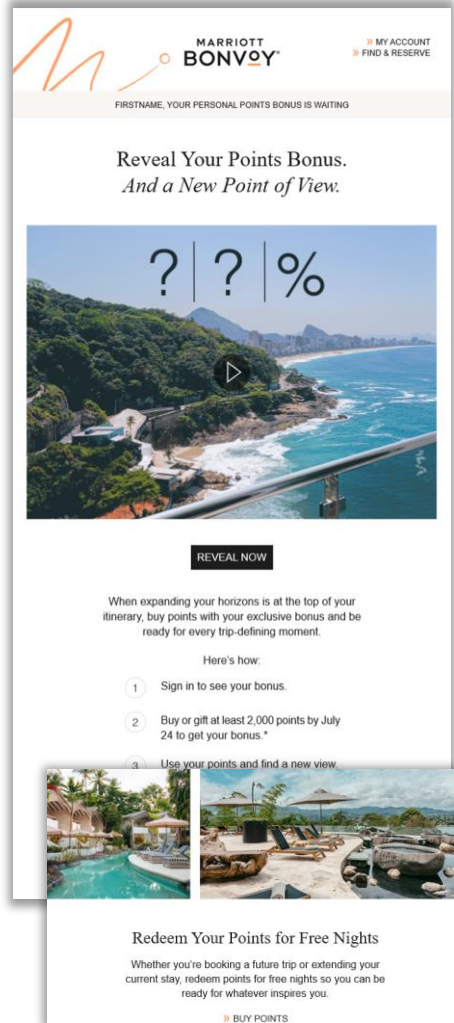
### Ann. vs. Rem.



# Mystery Promotions: Click Engagement Comparisons

## ENG Versions

### Q2 2024 ENG Ann. & Rem. Solos



#### Header % of clicks

Ann: 4.4%  
Rem: 7.9%

2

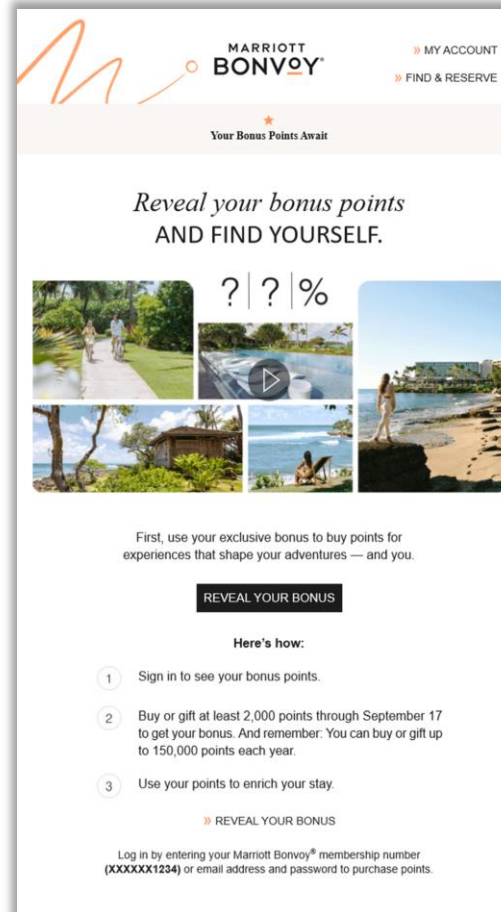
Announcement Hero  
% of Clicks: 88.7%  
Module CTR: 2.54%

1

Reminder Hero  
% of Clicks: 85.1%  
Module CTR: 2.68%

**Secondary module** helped drive overall interest; compared to the Q3 2025 creative, **Q2 2024 Ann. and Rem. saw more Hero activity & less header and footer activity.**

### Q3 2025 ENG Ann. & Rem. Solos



#### Header % of clicks

Ann: 26.3%  
Rem: 42.1%

**The Header in Q3 2025 saw more activity vs. Q2 2024,** which pulled clicks away from the Q3 2025 Heroes.

3

Announcement Hero  
% of Clicks: 71.7%  
Module CTR: 1.48%

4

Reminder Hero  
% of Clicks: 55.9%  
Module CTR: 0.63%

No secondary module

#### Recommendations:

Based on Q2 2024 performance, consider testing single vs. collage Hero images.

A/B test including vs. not including a secondary redemption-focused module to better understand overall engagement influence.

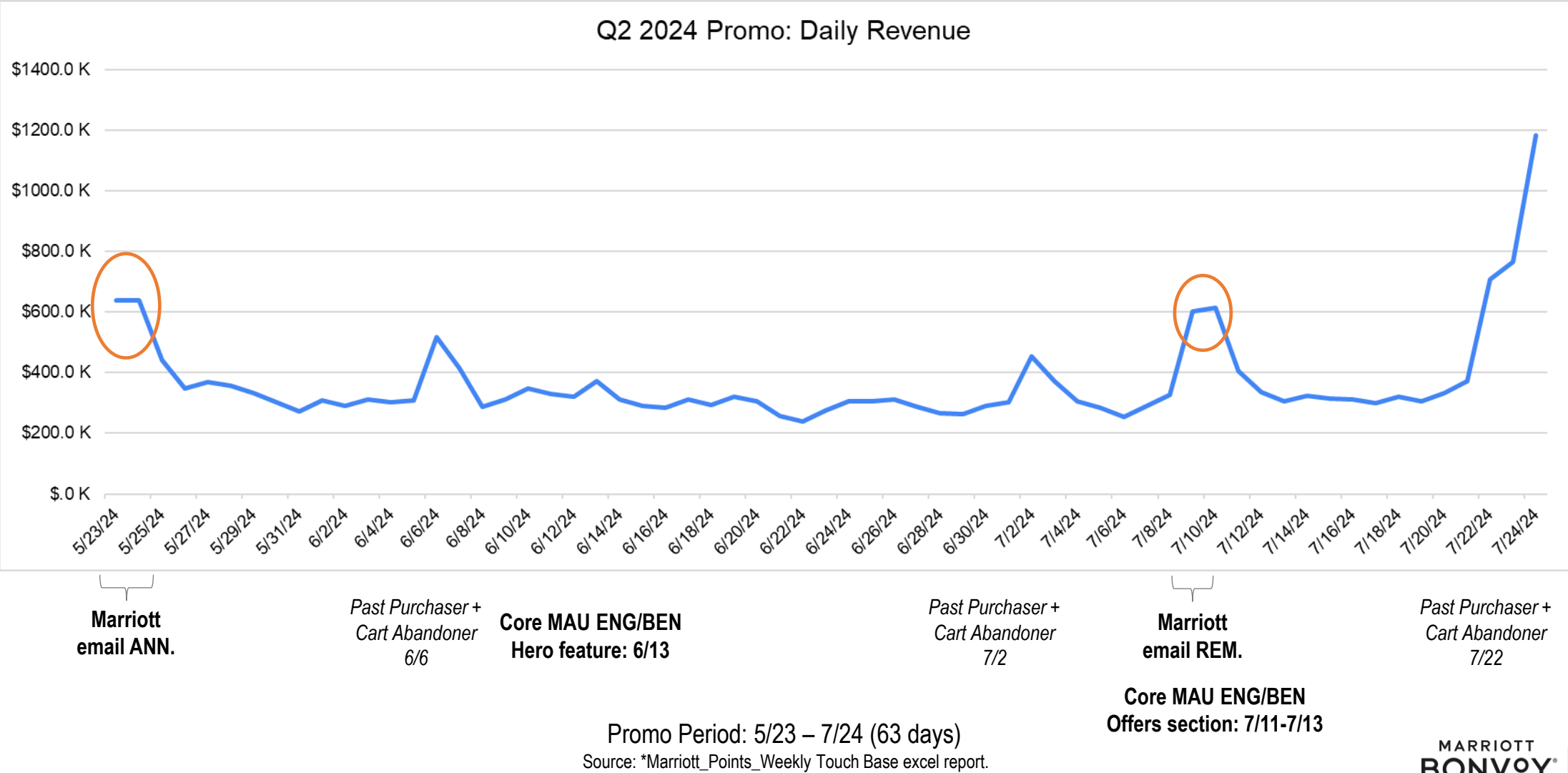
Also test using pointable activity data to help personalize redemption module targeting & messaging.

Utilize countdown messaging more often in Reminder Heroes & SL/PH to help drive sense of urgency and optimal Hero activity.

# Mystery Promotions: Q2 2024 Promotion Daily Revenue Trend

Points.com Reporting

Comparing the Marriott emails, the announcement had the larger revenue spike at just over \$600 K.

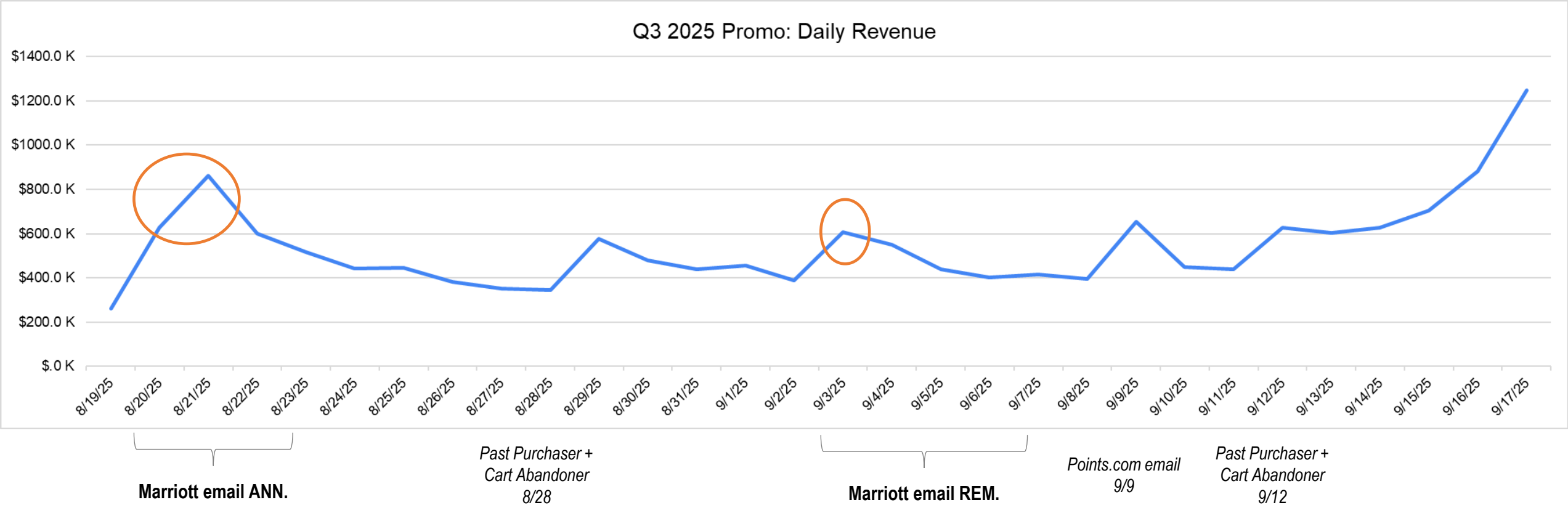




# Mystery Promotions: Q3 2025 Promotion Daily Revenue Trend

Points.com Reporting

Like we saw in the Q2 2024 promo, the Marriott announcement had the larger revenue spike compared to the Marriott reminder; the announcement spike was about +\$200 K more vs. the Q2 2024 announcement.



Promo Period: 8/19 – 9/17 (30 days)  
Source: \*Marriott\_Points\_Weekly Touch Base excel report.

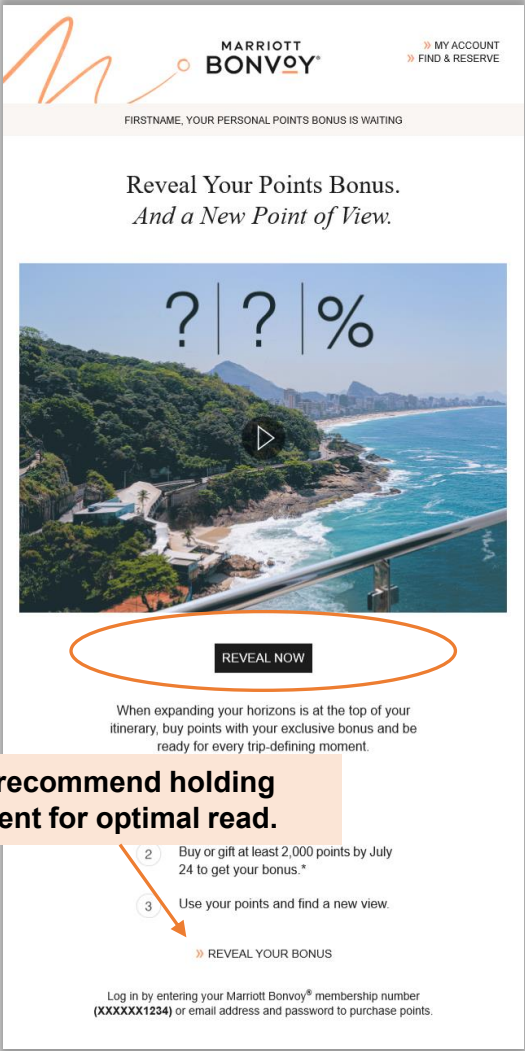
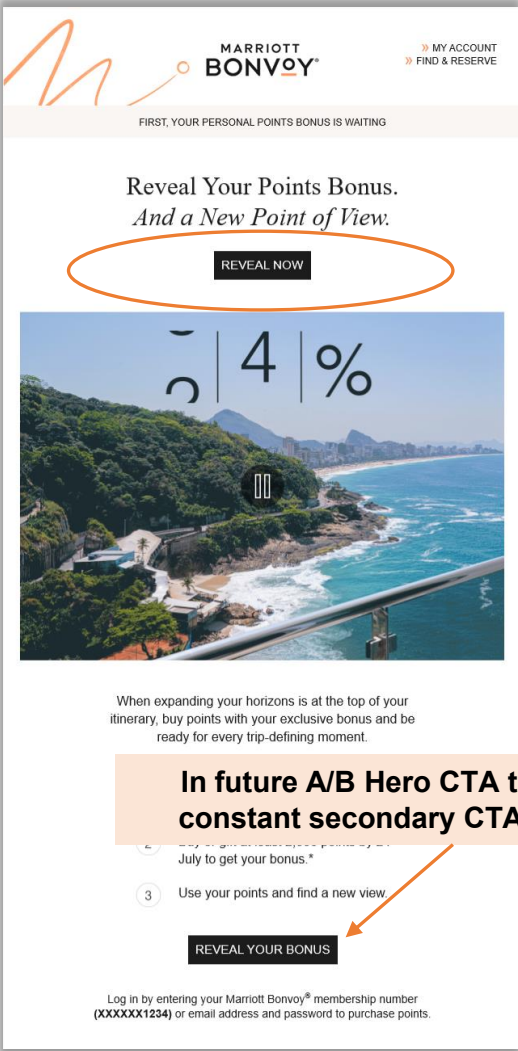
# Q2 2024 Hero CTA Placement Insights

Mystery Promo | ENG

Above Hero image  
winner

vs.

Below Hero image



**Results Summary:** The version with the CTA button placed above the Hero image had stronger engagement.

**Recommendation:** Lean into higher placement for the Hero CTA for mystery and other promo offers; also look for opportunities to A/B test CTA copy approaches and with and without a secondary Hero CTA.

### Engagement Results –

- CTR of 2.95% for the CTA ABOVE version was +0.54 pts. higher compared to the CTA BELOW version.
- Unsub rate of 0.09% was consistent for both versions.

Q2 2024 Ann. A/B Hero CTA Test	Del.	Clicks	CTR	CTR Lift	Unsub	Unsub Decline
CTA_ABOVE	5.9 M	174.0 K	2.95%	+0.54 pts.	0.09%	same result
CTA_BELOW	5.9 M	142.1 K	2.41%		0.09%	
Total	11.8 M	316.1 K	2.68%		0.09%	

Q2 2024 Ann. A/B Hero CTA Test % of Clicks	CTA ABOVE	CTA BELOW	Total
HEADER	3.4%	5.6%	4.4%
HERO CTA	93.9%	82.3%	88.7%
HERO REVEAL YOUR BONUS	0.0%	8.1%	3.6%
BUY POINTS	1.5%	2.4%	1.9%
FOOTER	1.2%	1.7%	1.4%
Total	100.0%	100.0%	100.0%
Total Clicks	224,003	182,405	406,408

Click engagement for CTA ABOVE version was also strong –

Less header & footer activity

More overall Hero activity, even without activity on secondary CTA

Higher total click volume

# Mystery Promotions Recommendations

Q2 2024 | Q3 2025

- Based on Q2 2024 performance, consider testing single vs. collage Hero images.
- A/B test including vs. not including a secondary redemption-focused module to better understand overall engagement influence.
- Test using pointable activity data to help personalize redemption module targeting & messaging.
- Utilize countdown messaging more often in Reminder Heroes & SL/PH to help drive sense of urgency and optimal Hero activity.
- Based on the CTA test results from the Q2 2024 Hero, lean into higher placement for the Hero CTA for mystery and other promo offers.
- In future A/B Hero CTA testing –
  - Look for opportunities to test CTA copy approaches;
  - Consider testing with and without a secondary Hero CTA;
  - Hold constant the secondary Hero CTA treatment.

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# Quarterly Promo Insights

‘Mass’

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# Email Overview: Mass Promotions

## ENG Versions

### Q3 2023

Promo Period: 8/10/23 – 9/8/23 (30 days)

- **Offer Details:** “The more points you buy, the bigger your bonus.” Received bonus amounts up to 30%, 35% and 40% when members purchased or gifted 2k+ points. Members’ exclusive bonus structure was revealed on the storefront.
- **ENG Announcement** was mailed in Core MAU Hero
- Geo-targeted red. module; **Boutiques** promoted in U.S. ENG versions

### Q4 2023

Promo Period: 11/1/23 – 12/20/23 (50 days)

- **Offer Details:** *Limited-time Early Access* Received 40% bonus if purchased or gifted points between 11/1 – 11/8. Received 30% bonus if purchased or gifted points between 11/9 – 12/20.
- **HVMB** Cash & Points redemption module

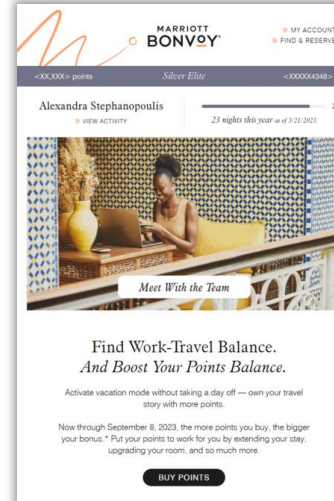
### Q4 2024

Promo Period: 11/5/24 – 12/23/24 (49 days)

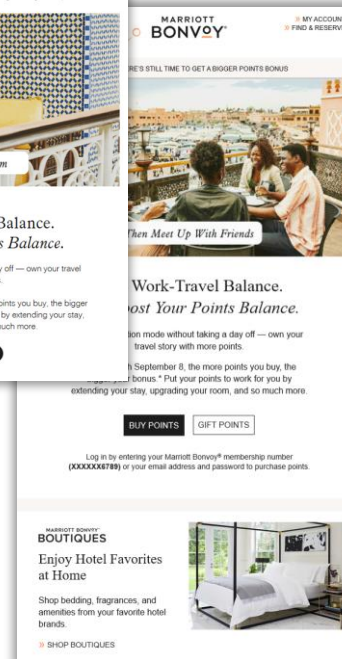
- **Offer Details:** Personal Points Bonus when members purchased or gifted 2k+ points & gift of 1k points when they purchased or gifted 20k+ points. Once signed in, members saw their bonus.
- Targeted **Starbucks** redemption module

### Q3 2023

Announcement  
Core MAU Hero

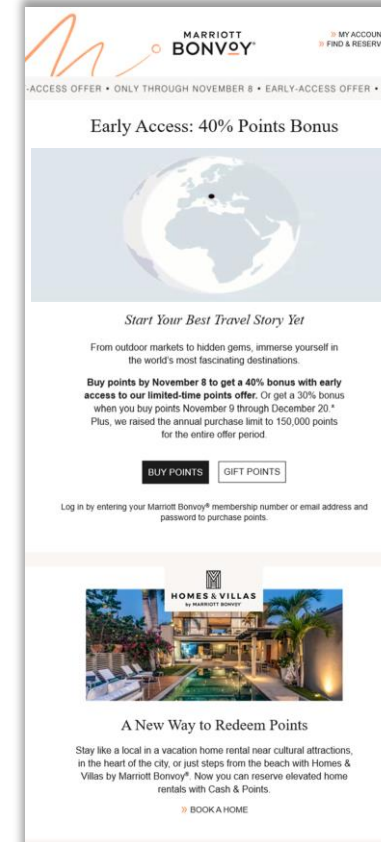


Reminder  
Solo



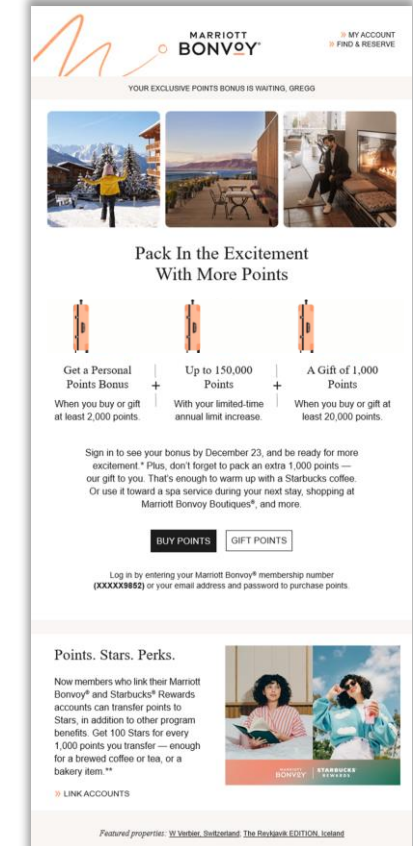
### Q4 2023

Early Access Ann. Solo



### Q4 2024

Ann. Solo



**MAU SL:** Fname, Your Marriott Bonvoy Account: How to Boost Your Points Balance

**Rem. Solo SL:** Last Chance: Get a Bigger Points Bonus

**SL:** Early Access! 40% More Points Only Through November 8

**SL:** Pack In More: Your Points Bonus Is Here, Fname

# Mass Promotions Performance Highlights

Q3 2023 | Q4 2023 | Q4 2024

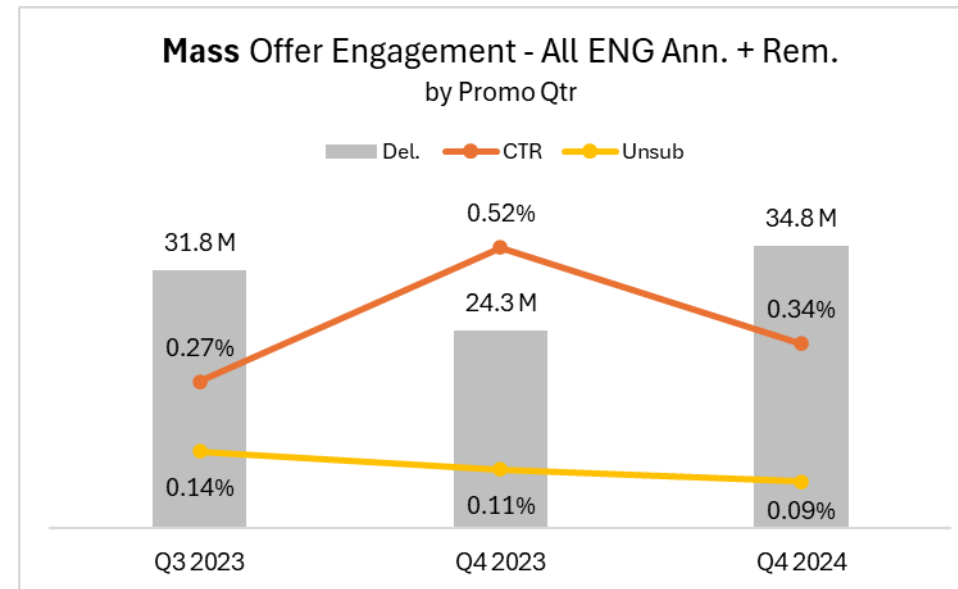
- Compared to each mass promo, overall email engagement was strongest in Q4 2023 at a 0.52% CTR, driven primarily by the Early Access Announcement mailing.
  - Urgency and feeling of exclusivity in the Q4 2023 Early Access Hero messaging helped make it the top performer among the mass offers.
  - Compared to all other Heroes across the mass promotions, the Early Access Hero also saw the highest percentage of Hero CTA clicks to Buy Points vs. Gift Points.
- Among Reminder mailings, Q3 2023 saw the highest CTR at 0.48%; Q4 2024 had 2 reminders, and the second mailing drove the higher CTR at 0.37% and lower unsub at 0.08%.
- A bit off trend, in the Q4 2024 promo the first Marriott email reminder did not see a typical points purchase revenue spike; however, the second reminder mailing did see an increase.
- Compared to all redemption modules used in the mass promos, the more general “Redeem Points Your Way” module had the highest CTR of 0.12% from the Q4 2024 Announcement solo.
  - CTRs for other redemption modules were mostly consistent across mailings, ranging from 0.02% to 0.05%.

# Mass Promotions: Email Engagement Summary

## ENG Versions

- Compared to each mass promo, overall email engagement was strongest in Q4 2023 at a 0.52% CTR, driven primarily by the Early Access Ann. mailing.
- Among reminder mailings, Q3 2023 saw the highest CTR at 0.48%; Q4 2024 had 2 reminders, and the second mailing drove the higher CTR at 0.37% and lower unsub at 0.08%.
- Compared to MBV quarterly averages, overall unsub rates were much lower; QoQ/YoY unsub trend saw a steady positive decline, in line with averages; CTRs were lower than averages.

### All Mailings



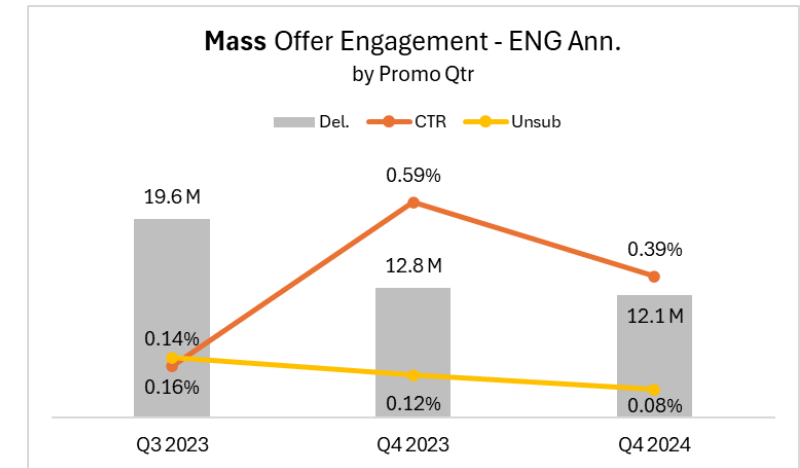
#### Mail Dates:

Q3 '23 Ann. (MAU): 8/10 | Rem: 8/27  
 Q4 '23 Ann: 11/1 | Rem: 12/7  
 Q4 '24 Ann: 11/5 – 11/10 | Rem. 1: 12/2 – 12/7 | Rem. 2: 12/18 – 12/21  
*FloLo for Points Promo began May 2024.*

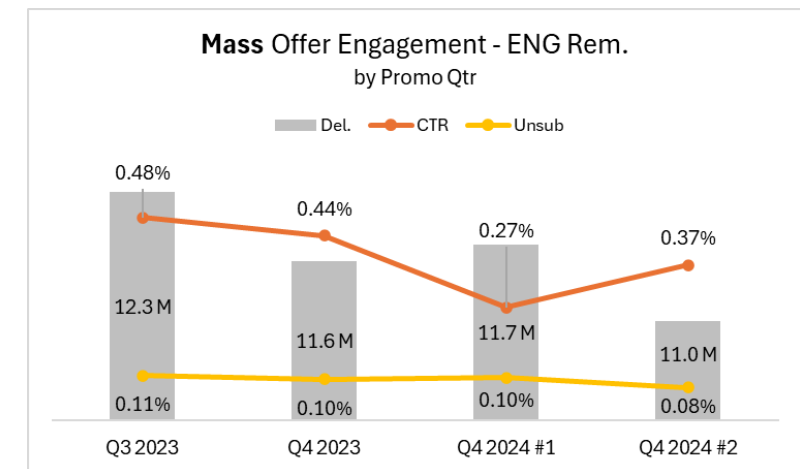
#### MBV Avgs

Q3 '23: 0.82% CTR | 0.26% Unsub  
 Q4 '23: 0.69% CTR | 0.23% Unsub  
 Q4 '24: 0.56% CTR | 0.16% Unsub

### Ann. vs. Rem.



Core MAU  
Hero



2 reminder mailings  
Q4 2024

# Mass Promotions: Hero Engagement Comparisons

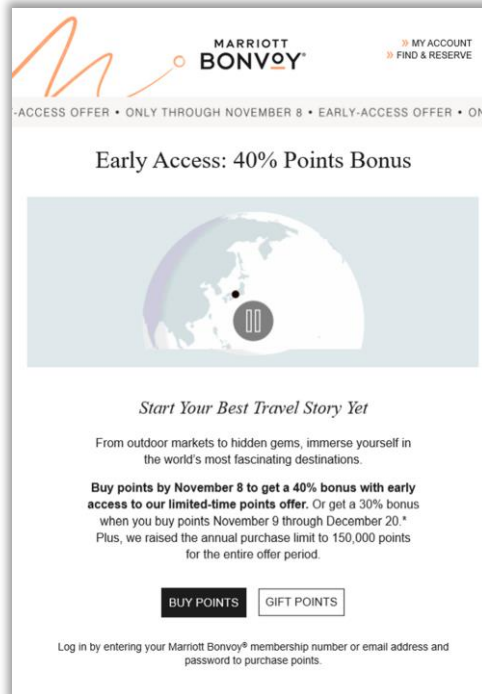
## ENG Versions

Urgency and feeling of exclusivity in the Q4 2023 Early Access Hero messaging helped make it the top performer among mass offers.

**Recommendation:** Test the Early Access messaging approach against other bonus % tiers for deeper insights as to whether a smaller bonus offer would yield the same results.

1

### Q4 2023 ENG Early Access Ann. Solo Hero



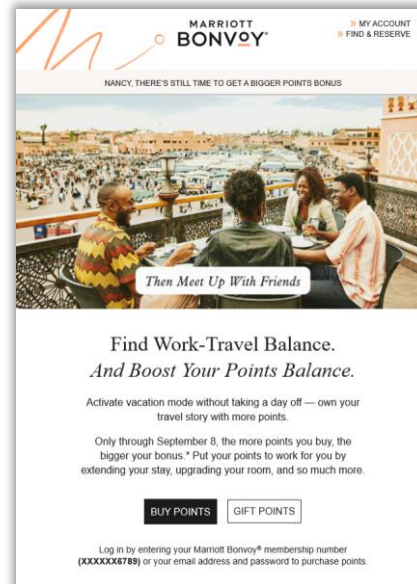
% of Clicks: 66.3%  
Module CTR: 0.47%

96% of Hero CTA clicks went to Buy Points vs. Gift Points

Click reporting was not available for the Q4 2023 ENG Reminder mailing; Main Period mailing is not shown because only INL versions were sent.

2

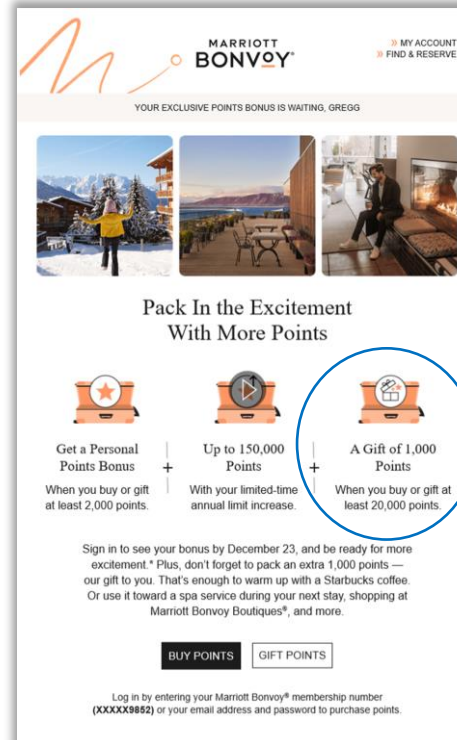
### Q3 2023 U.S. ENG Reminder Solo Hero



% of Clicks: 55.4%  
Module CTR: 0.30%

90% of Hero CTA clicks went to Buy Points vs. Gift Points

### Q4 2024 ENG Ann. & Rem. Solo Hero



76% of Hero CTA clicks went to Buy Points vs. Gift Points in the Announcement and Reminder 1

Click reporting was not available for the Q4 2024 ENG Reminder 2 mailing.

3

Announcement Hero  
% of Clicks: 38.6%  
Module CTR: 0.24%

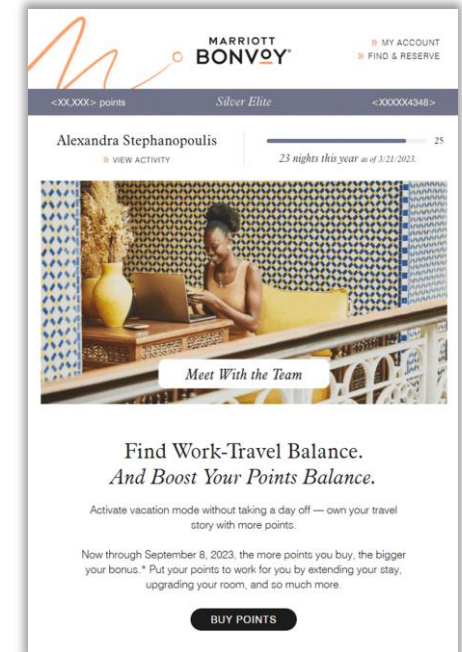
4

Reminder 1 Hero  
% of Clicks: 38.7%  
Module CTR: 0.16%

Smaller % of CTA clicks to Buy Points compared to the other Heroes; some customers may have assumed Gift Points CTA was an activation of 'A Gift of 1,000 Points' in Hero creative.

5

### Q3 2023 U.S. ENG Core MAU Hero Ann.



% of Clicks: 11.6%  
Module CTR: 0.14%

Of those who received Points Promo Hero version; activity consistent with MAU Q3 2022 Points Promo Hero.

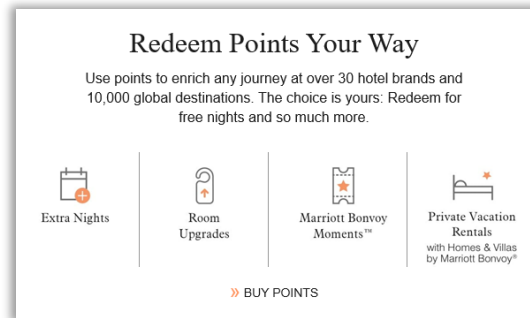


# Mass Promotions: Redemption Module Engagement Comparisons

## ENG Versions

- Compared to all modules, the more general “Redeem Points Your Way” had the highest CTR of 0.12% from the Q4 2024 Announcement solo.
- CTRs for other modules were mostly consistent across mailings, ranging from 0.02% to 0.05%.
- Consider using past stay, upcoming stay or M.com activity to dynamically serve secondary redemption content; A/B test against “Redeem Points Your Way”; track at the audience level to trend engagement patterns and to inform future personalized approaches.

### Q4 2024 ENG Ann. & Rem. Solos General

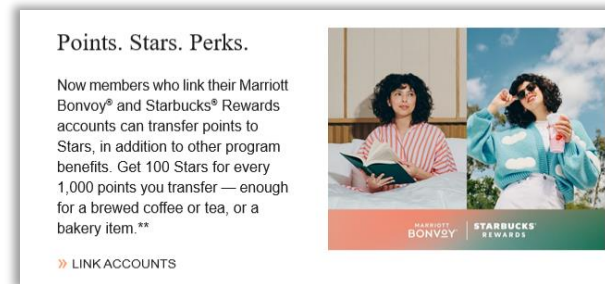


① % of Clicks: Ann. 6.8% | Rem. 6.3%  
Module CTR: Ann. 0.12% | Rem. 0.06%

Targeted to those who did not have a Starbucks account.

Click reporting was not available for the Q4 2024 ENG Reminder 2 mailing.

### Q4 2024 ENG Ann. & Rem. Solos Starbucks



Targeted by linked vs. unlinked  
*Linked MBV/SB CTA >> Transfer Points*  
*Unlinked MBV/SB CTA >> Link Accounts*

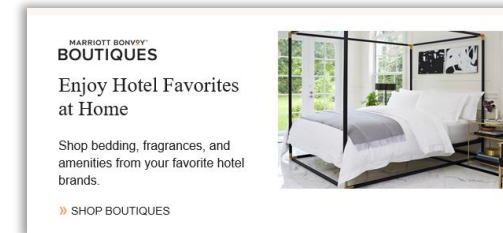
#### Linked MBV/SB

③ % of Clicks: Ann. 3.9% | Rem. 4.6%  
Module CTR: Ann. 0.05% | Rem. 0.04%

#### Unlinked MBV/SB

⑦ % of Clicks: Ann. 4.9% | Rem. 6.7%  
Module CTR: Ann. 0.02% | Rem. 0.02%

### Q3 2023 ENG Reminder Solo Boutiques



④ % of Clicks: 8.6%  
Module CTR: 0.05%

Targeted to U.S./CAN only.

### Q4 2023 Early Access ENG Ann. Solo HVMB (Cash & Points)



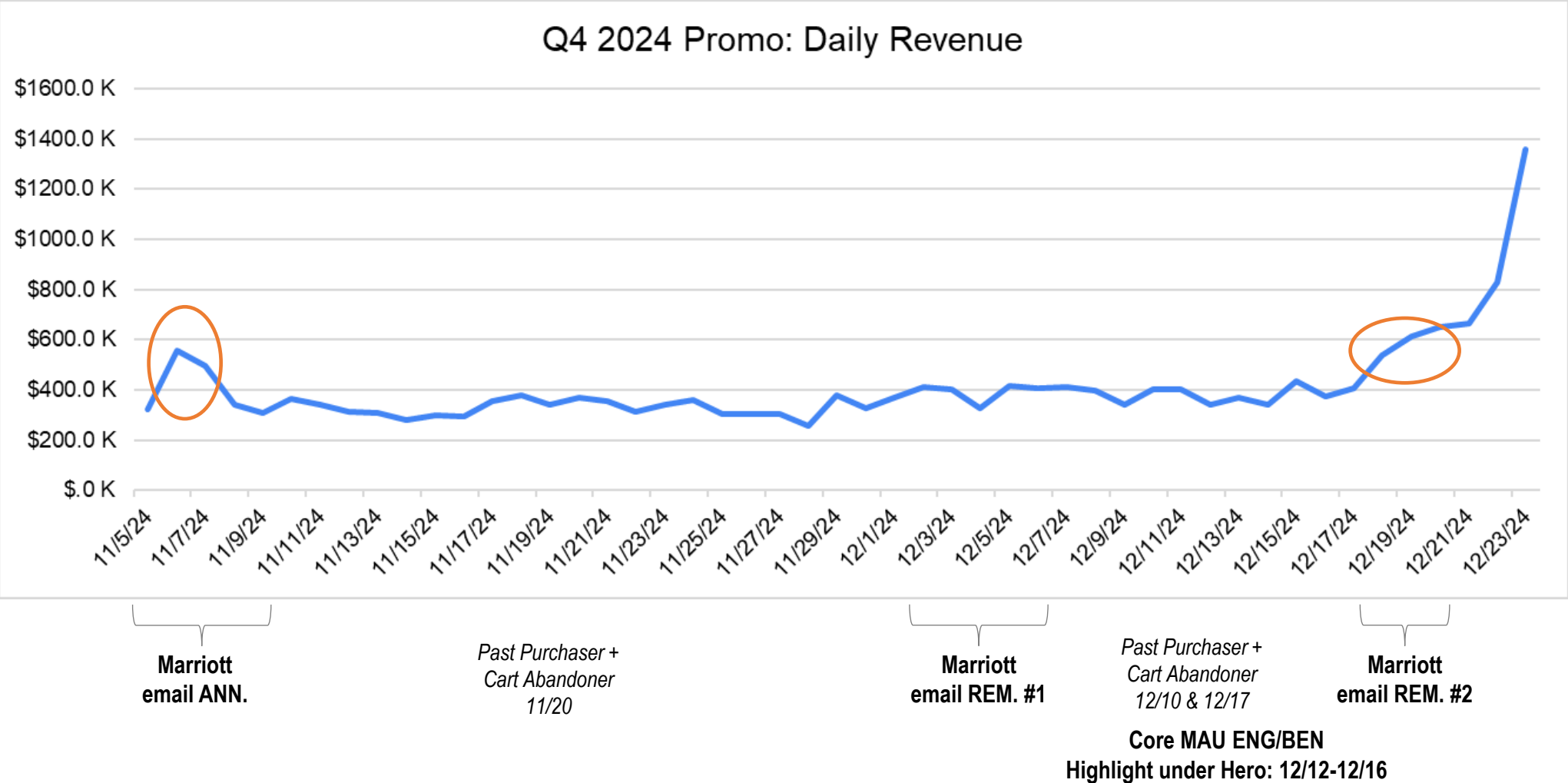
⑤ % of Clicks: 5.2%  
Module CTR: 0.04%

Targeted to all. Click reporting was not available for the Q4 2023 ENG Reminder mailing; only INL versions of the Main Period mailing were sent.

# Mass Promotions: Q4 2024 Promotion Daily Revenue Trend

Points.com Reporting

A bit off trend, the first Marriott email reminder did not see a typical revenue spike; however, the second reminder mailing did see an increase.



Promo Period: 11/5 – 12/23 (49 days)

Source: \*Marriott\_Points\_Weekly Touch Base excel report.

# Mass Promotions Recommendations

Q3 2023 | Q4 2023 | Q4 2024

- Test the Early Access messaging approach against other bonus % tiers for deeper insights as to whether a smaller bonus offer would yield the same results.
- Based on Hero performance in Q4 2024, A/B test single Hero image vs. collage; also consider testing short vs. long Hero creative and messaging approaches.
- Track members who have previously bought points vs. gifted points to gain deeper insights on Hero engagement trends.
- Consider using past stay, upcoming stay or M.com activity to dynamically serve secondary redemption content.  
Additionally –
  - A/B test against the general “Redeem Points Your Way” redemption module;
  - Track stay and M.com data at the audience level to trend engagement patterns and to inform future personalized approaches.

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# Quarterly Promo Insights

‘Segmented’

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# Email Overview: Segmented Promotions

## ENG Versions

### Q1 2024

Promotion Period: 2/8/24-3/31/24 (53 days)

- **Offer Details:** Active members who had a stay between 10/1/23 and 12/31/23 were eligible for a 40% bonus; all other eligible members received a 35% bonus
- **Redemption Module Test** – winner applied to the remaining '24 emails

### Q3 2024

Promotion Period: 8/15/24-9/23/24 (40 days)

- **Offer Details:** Active eligible members received a 30-50% bonus point offer after buying or gifting at least 2K points

### Q1 2025

Promotion Period: 2/11/25-3/30/25 (48 days)

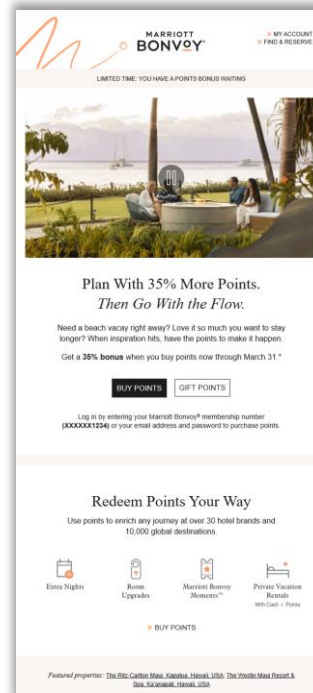
- **Offer Details:** Up to 45% Bonus Points on eligible purchases; buy 2-9K and receive 35%, test in market for number of points for 45% bonus
- **Bonus Point Purchase Offer Test** – Audience split 50/50 across Offers A and B; A required 10-39K points purchased for 45%, B needed 10-19K

### Q2 2025

Promotion Period: 5/14/25-7/16/25 (64 days)

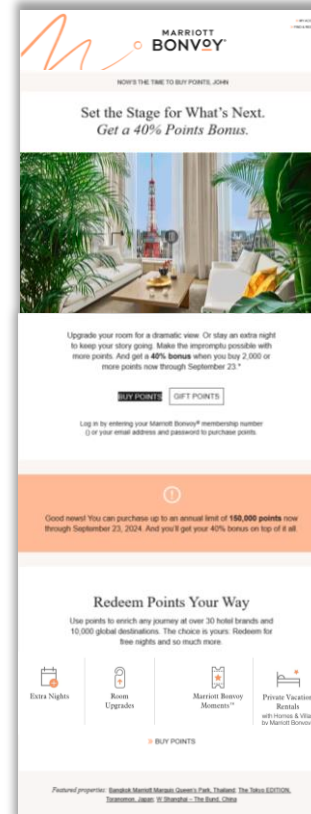
- **Offer Details:** Active eligible members received a 30%, 40% or 50% bonus point offer after buying or gifting at least 2K points

### Q1 2024



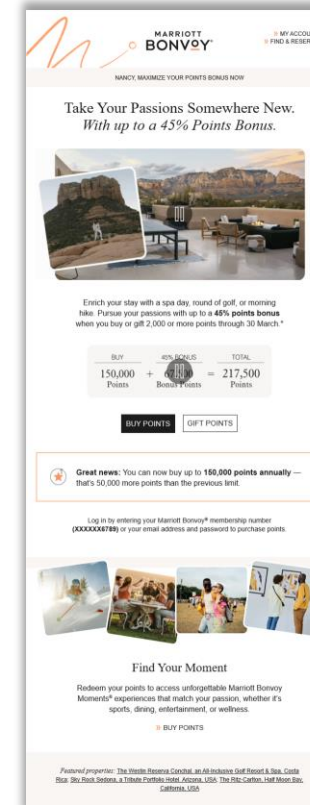
**SL:** Get a Points Bonus for a Limited Time

### Q3 2024



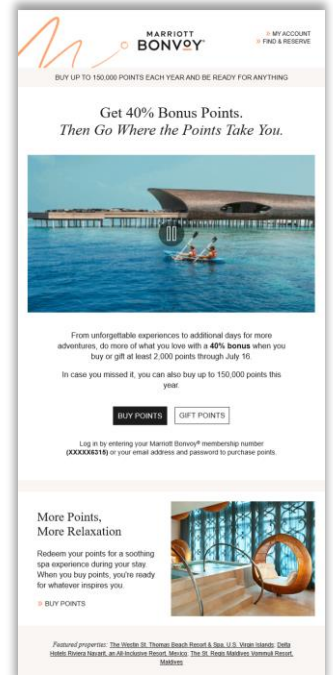
**SL:** [Fname,] Dream Big With a [30/35/40/45/50%] Points Bonus

### Q1 2025



**SL:** Get up to a 45% Bonus Points to Pursue Your Passions

### Q2 2025



**SL:** Get [30/40/50]% More Points to Do What You Love

# Segmented Promotions Performance Highlights

Q1 2024 | Q3 2024 | Q1 2025 | Q2 2025

- Compared to 2025 promos, engagement for 2024 Announcement and Reminder mailings was +0.16 pts. higher, at a 0.54% CTR
  - 2024 offers were more targeted, Q1 featured a higher points purchase bonus for recent stayers, while Q3 included five levels of potential points bonuses.
- The Q1 2024 Points Purchase Promotion included a 35% bonus for points purchasers for most of the audience; members who had a stay in Q4 '23 were eligible for a 40% bonus, and this drove nearly 3xs the engagement in the Reminder mailing with a 0.85% CTR compared to 0.32% generated from the 35% bonus group
- Q3 2024 Announcement and Reminder emails drove the highest CTR among the four promotional periods at a 0.55% CTR; there were five bonus point percentage options, 30% bonus sent to 192K and generated the highest engagement across the promotions with a 1.55% CTR and a low 0.02% unsub rate
- Q1 2025 featured an offer structure similar to Q3 2024, and this version had three groups compared to five in the previous promotion; engagement rose as the bonus percentage grew, the highest CTR of 0.47% was driven from the 50% bonus offer group

# Segmented Promotions: Email Engagement Summary

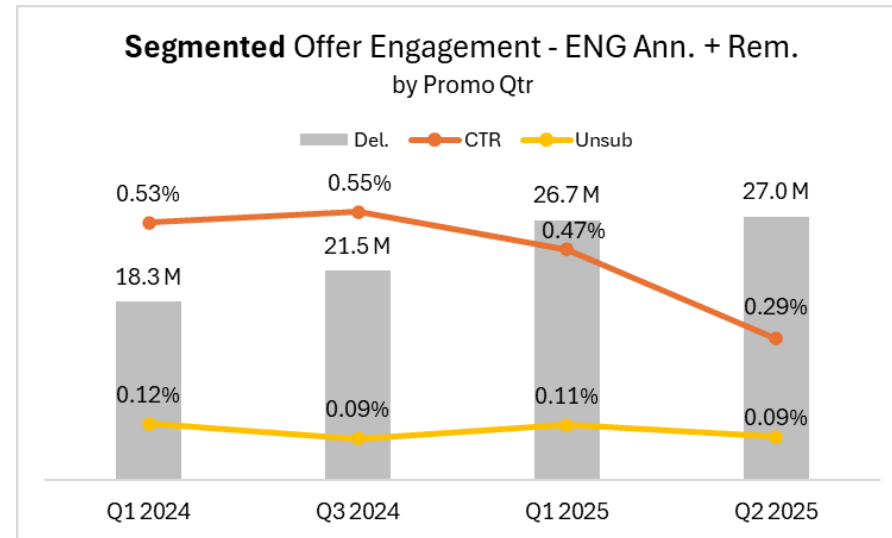
## ENG Versions

- Q3 2024 drove the most overall engagement at a 0.55% CTR, consistent across both Announcement and Reminder mailings

- For the other promotions, engagement dipped slightly from the Announcement to the Reminder but remained consistent

- 2024 segmented offers generated more engagement than 2025, possibly attributed to the offer segmentation

### All Mailings



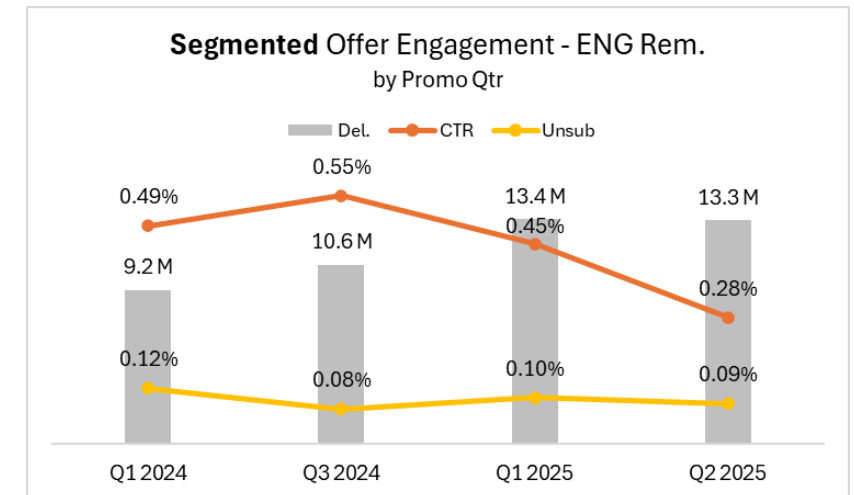
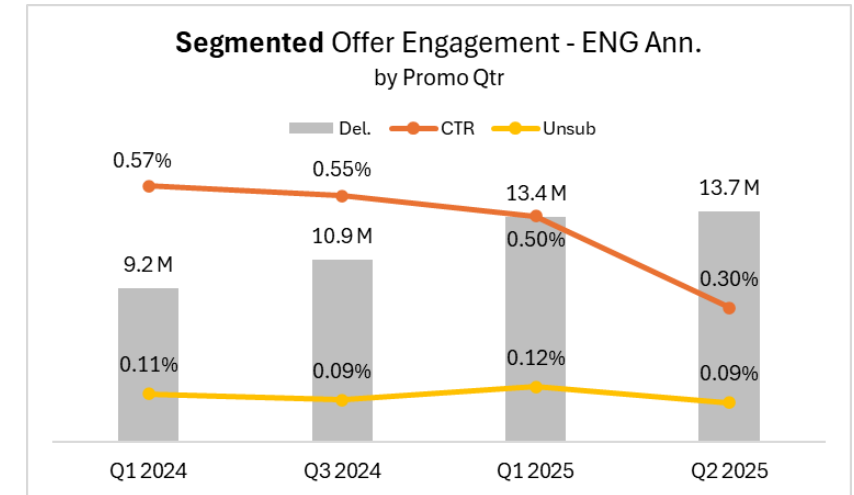
#### Mail Dates:

Q1 '24 Ann: 2/8 | Rem: 3/24  
Q3 '24 Ann: 8/15 – 8/23 | Rem: 9/10  
Q1 '25 Ann: 2/12 – 2/15 | Rem: 3/12 – 3/15  
Q2 '25 Ann: 5/14 – 5/17 | Rem: 6/24 – 6/28  
*FloLo for Points Promo began May 2024.*

#### MBV Avgs

Q1 '24: 0.86% CTR | 0.20% unsub  
Q3 '24: 0.71% CTR | 0.19% unsub  
Q1 '25: 0.69% CTR | 0.18% unsub  
Q2 '25: 0.59% CTR | 0.15% unsub

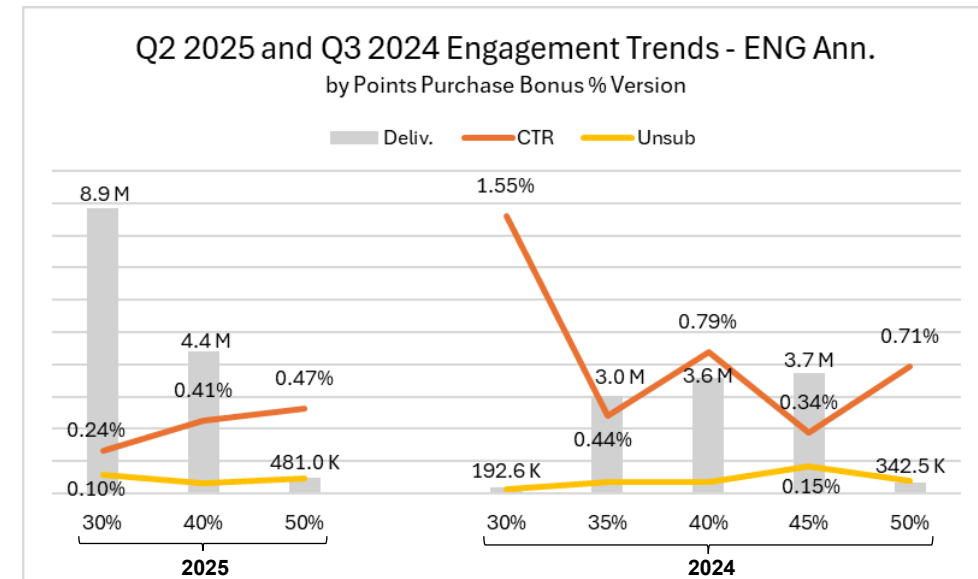
### Ann. vs. Rem.



# Segmented Promotions: Email Engagement Summary cont.

## ENG Versions

- Two promotions included multiple levels of bonus points, audiences received separate versions of the email based on their offer group
- Engagement climbed as the bonus point % rose in Q1 '25, but varied in Q3 '24 with the most engagement generated from the 30% bonus group with a 1.55% CTR and an unsub rate of 0.02%
  - Overall CTR – Q3 '24: 0.55% | Q2 '25: 0.30%
- For future promotions structured like these, lean into point education and personalization to drive lifts in engagement with the broader targeted offers
  - Targeting of offers based on previous customer activity can provide opportunities for personalization



Unsub Rates  
without a label  
were below 0.10%

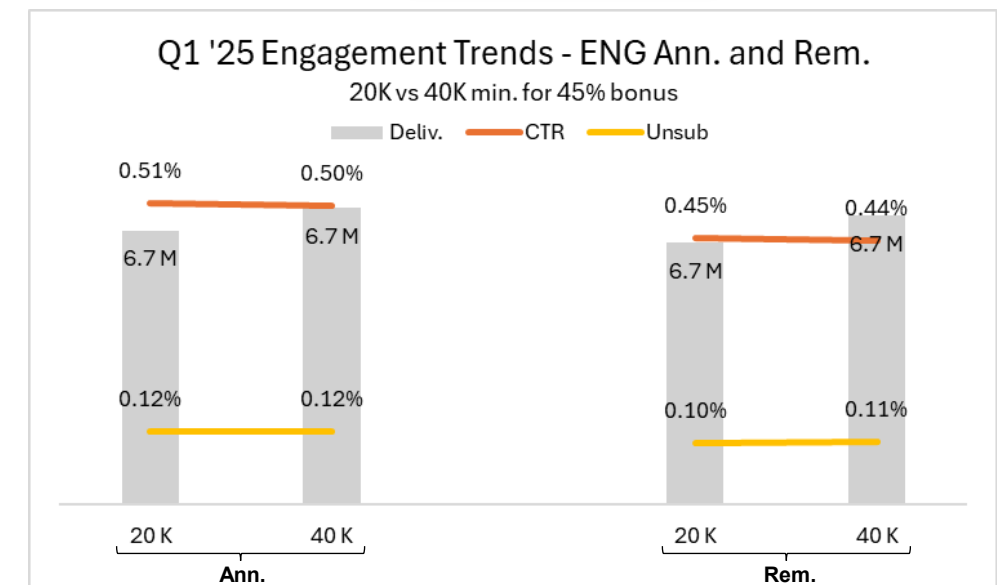
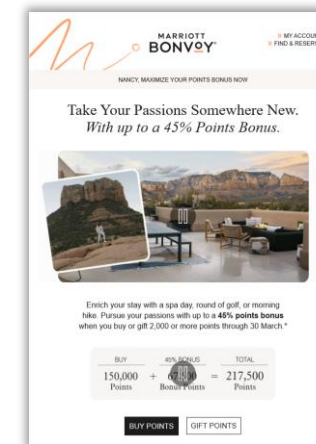


# Segmented Promotions: Email Engagement Summary cont.

## ENG Versions

- Q1 2025 Points Purchase offered members up to 45% bonus points with a test in market based on the minimum purchase requirements
- To reach the maximum bonus points (45%), half of the audience was targeted with a minimum purchase of 20K points, compared to 40K for the other half
- Results indicate engagement was consistent across offer groups in both Announcement and Reminder mailings
  - The group with a 20K minimum generated a slightly higher CTR, +0.01 pts. for both mailings, but the results were not statistically significant
- Recommend testing this type of offer again due to limitations in click reporting and the lack of statistically significant results in email engagement/CTR

Q1 2025



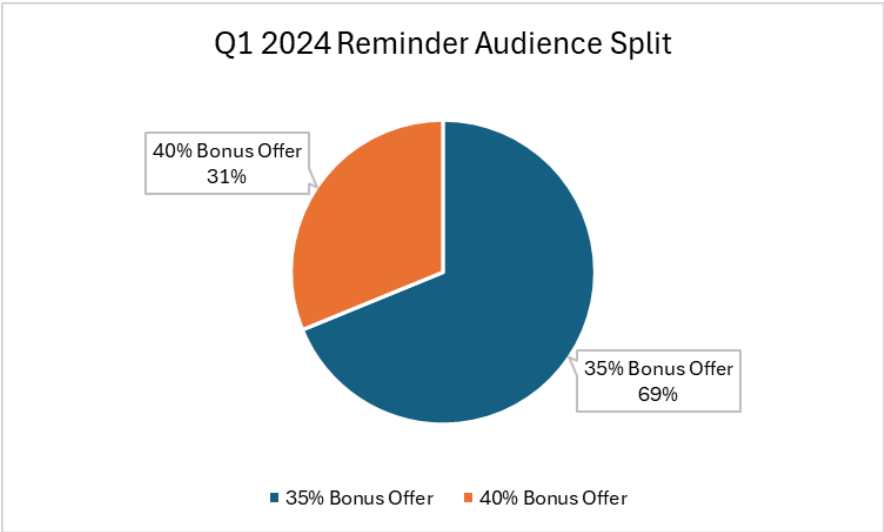
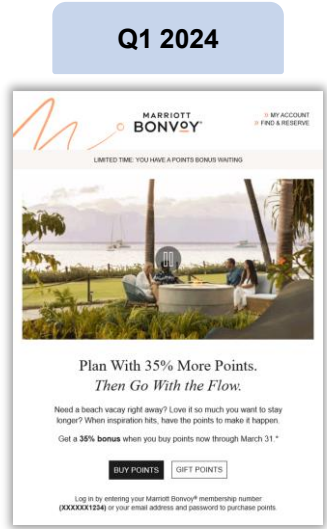
Click engagement differences in both deployments not statistically significant

Click reporting unavailable for Q1 '25

# Segmented Promotions: Email Engagement Summary cont.

## ENG Versions

- Recent Stayers targeted with the 40% bonus offer, with an audience of nearly 2.9M; all other members received a 35% bonus – around 6.3M delivered
  - Note: Recent stayers defined as someone who had a stay between 10/1/23-12/31/23
- Engagement higher among recent stayers with a 0.85% CTR, overall engagement at 0.49%
  - This is nearly 3xs the engagement generated from the rest of the audience at a 0.32% CTR
- Consider tracking recent stayers in future Points Purchase Promotions to determine if a targeted offer test should be designed for this audience



Click and segment-level reporting unavailable for Q1 '24 Announcement

Q1 2024 Engagement by % Bonus	CTR	Unsub Rate
35% Bonus Offer	0.32%	0.15%
40% Bonus Offer	0.85%	0.07%

# Segmented Promotions: Optimization Insights

## 30% Bonus Groups

### 30%

Q3 '24 – Highly targeted, generated highest CTR across promotions at 1.55%

Q2 '25 – Less engagement than Q3 '24 at a 0.24% CTR, but this offer was sent to the majority of the audience (8.9M) this quarter

### 35%

Q1 '24 – Mass targeted offer for this promotion generating a 0.32% CTR

Q3 '24 – 3.0M received this percent bonus in the ladder style promotion; about 1/3 of the audience generated a 0.44% CTR

## 40% Bonus Groups

### 40%

Q1 '24 – Targeted to recent stayers from Q4 '23 and generated the second highest CTR across promotions at 0.85%

Q3 '24 – 3.6M received this percent bonus in the ladder style promotion; 2<sup>nd</sup> most engaged group at a 0.78% CTR

Q2 '25 – Highly targeted offer, but drove more engagement than the previous step of the offer ladder at a 0.41% CTR

### 45%

Q3 '24 – Largest audience for the percent bonuses at 3.7M, but drove the lowest engagement at a 0.34% CTR

Q1 '25 – See box to the right, overall engagement at 0.47% across the Announcement and Reminder

## 50% Bonus Groups

### 50%

Q3 '24 – Highly targeted offer which drove the third highest engagement with a 0.71% CTR

Q2 '25 – Highly targeted offer which drove the most engagement at a 0.47% CTR

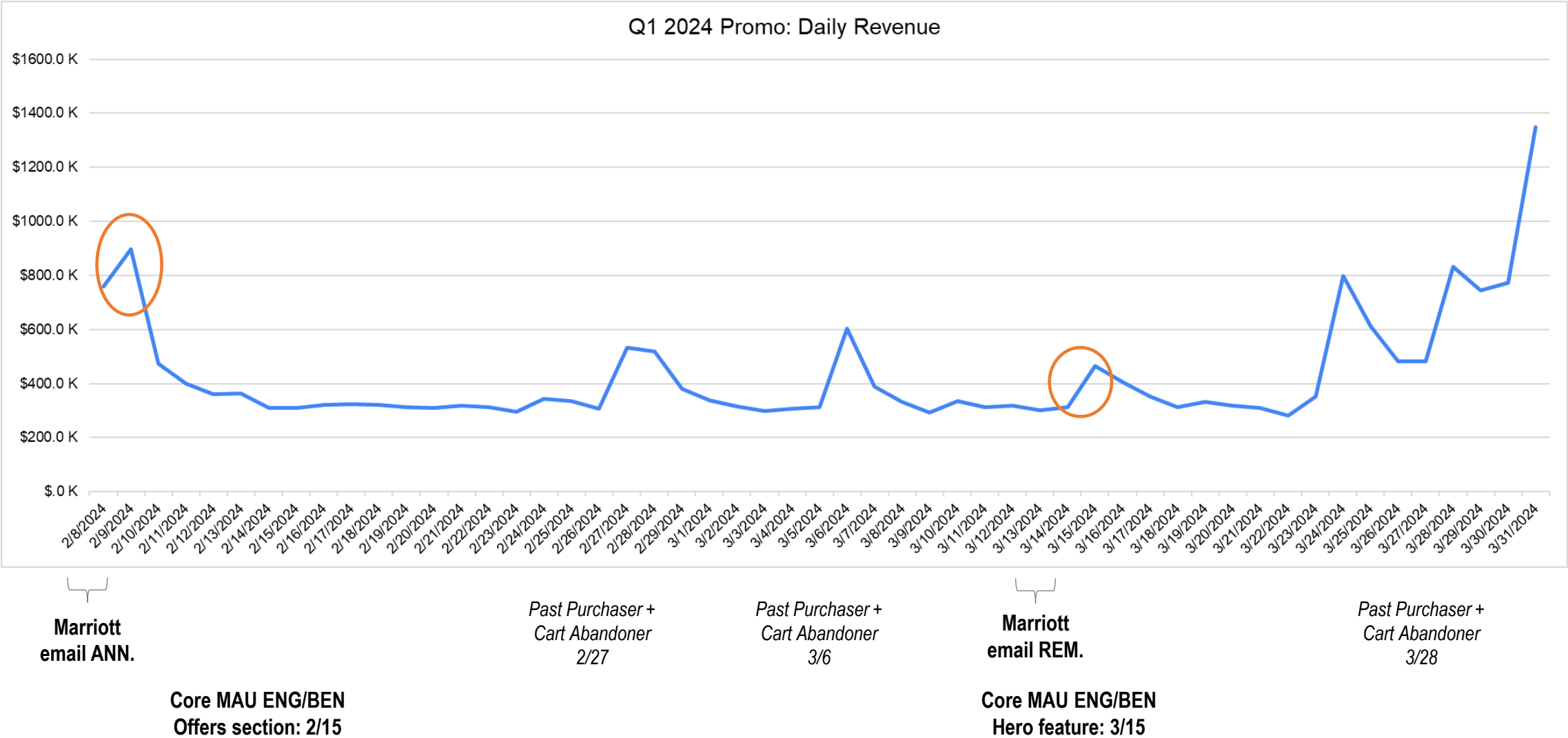
Q1 '25 – Featured offer up to 45% bonus points, but the percent a member received was based on the minimum points purchased.

Half of the audience received an offer of a 20K minimum for a 45% bonus, the other half needed to purchase a minimum of 40K.

The email was not versioned by the offer, and engagement was consistent in both the Announcement and Reminder mailings when comparing the two groups.

# Segmented Promotions: Q1 2024 Promotion Daily Revenue Trend

Points.com Reporting

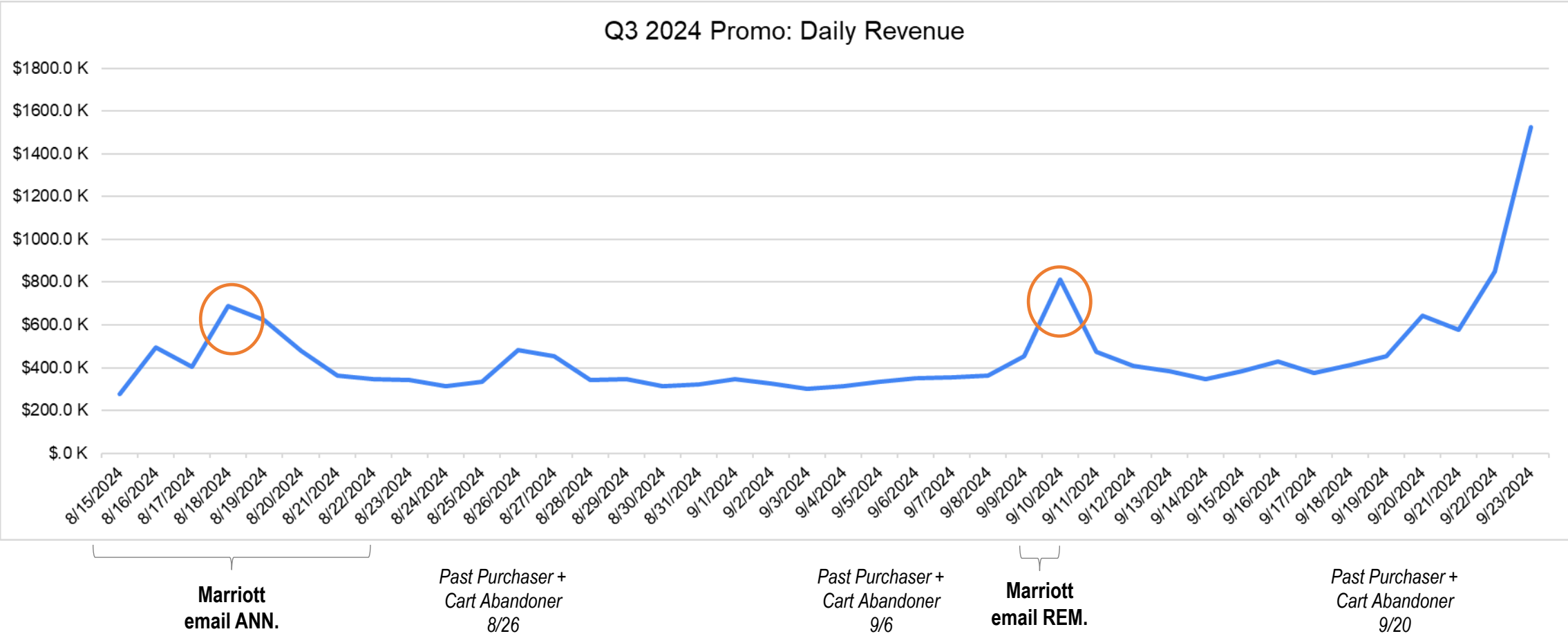


Promo Period: 2/8 – 3/31 (53 days)

Source: \*Marriott\_Points\_Weekly Touch Base excel report.

# Segmented Promotions: Q3 2024 Promotion Daily Revenue Trend

Points.com Reporting



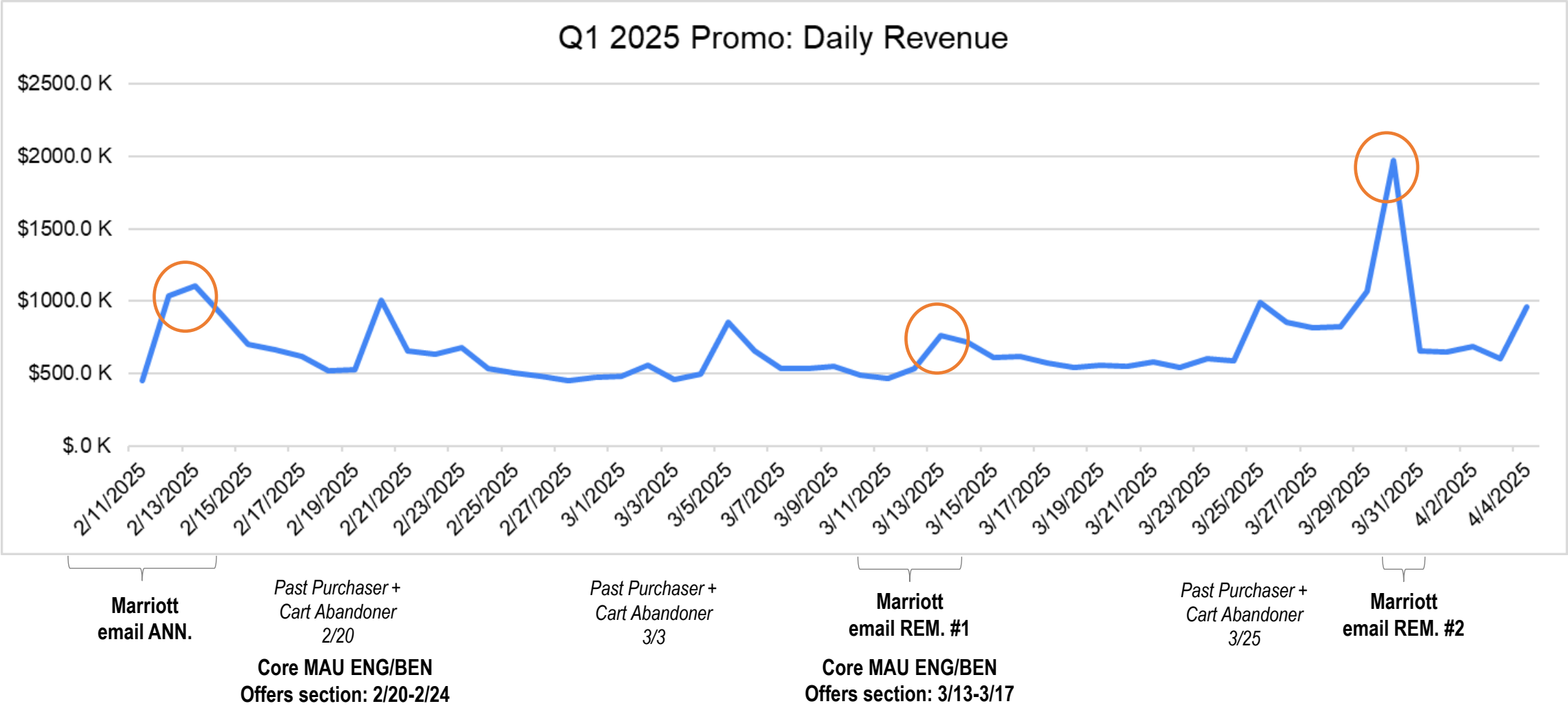
Promo Period: 8/15 – 9/23 (40 days)

Source: \*Marriott\_Points\_Weekly Touch Base excel report.



# Segmented Promotions: Q1 2025 Promotion Daily Revenue Trend

Points.com Reporting

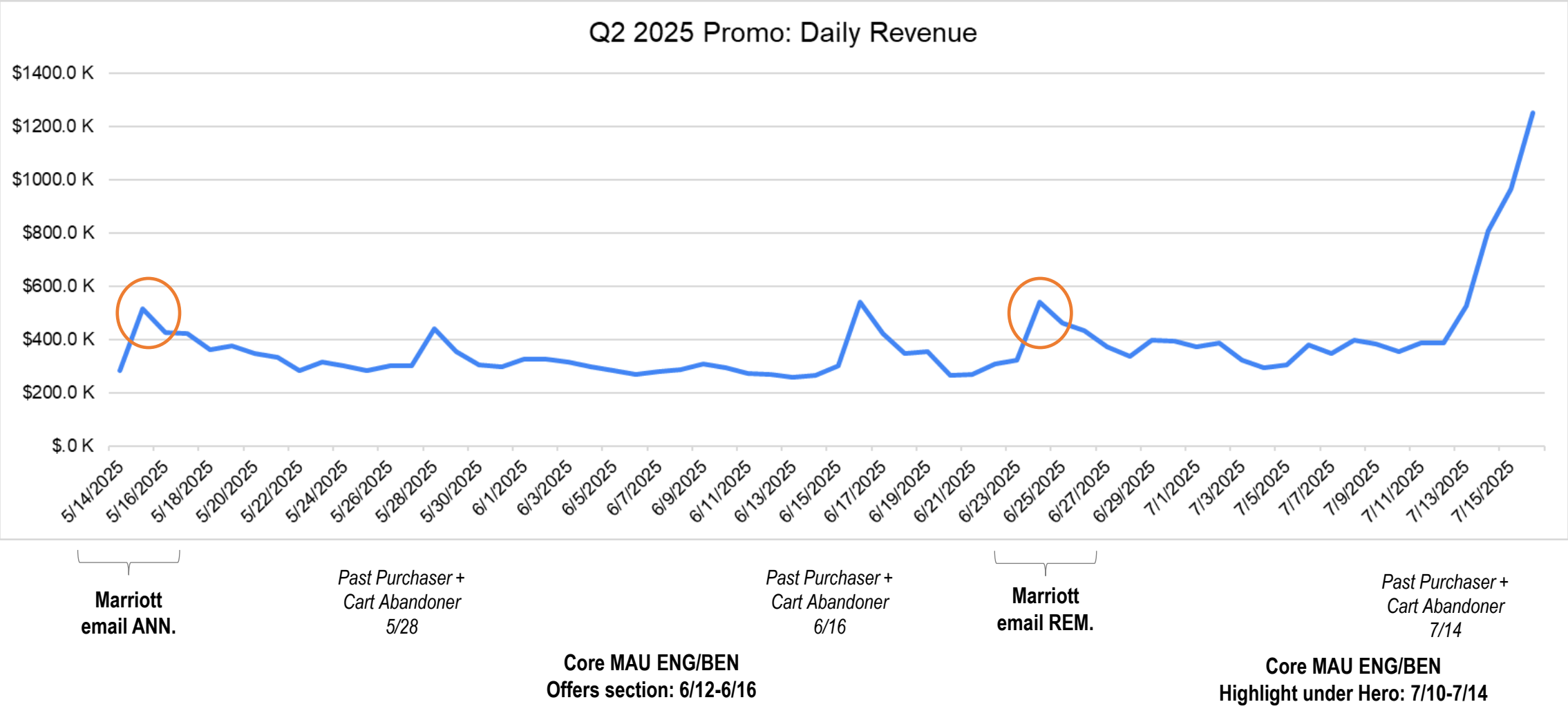


Main Promo Period: 2/11 – 3/30 (48 days). “Surprise extension dates added additional days of revenue end of Mar/early Apr.

Source: \*Marriott\_Points\_Weekly Touch Base excel report.

# Segmented Promotions: Q2 2025 Promotion Daily Revenue Trend

Points.com Reporting



Promo Period: 5/14 – 7/16 (64 days)

Source: \*Marriott\_Points\_Weekly Touch Base excel report.

# Segmented Promotions Recommendations

Q1 2024 | Q3 2024 | Q1 2025 | Q2 2025

- Track engagement of recent stayers across upcoming Points Purchase promotions to determine if future promotions should have bonus point offers targeted to this segment
- Consider re-testing the offer structure featured in Q1 2025, a minimum points purchase amount for the maximum bonus
  - A second round provides the opportunity to version the email based on the offer groups
- Lean into personalization and point education to drive lifts in engagement compared to the broader targeted offers
  - Consider tracking previous purchasers and create a secondary module encouraging members to purchase and get their largest points purchase bonus to date (when applicable)

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# Quarterly Promo Insights

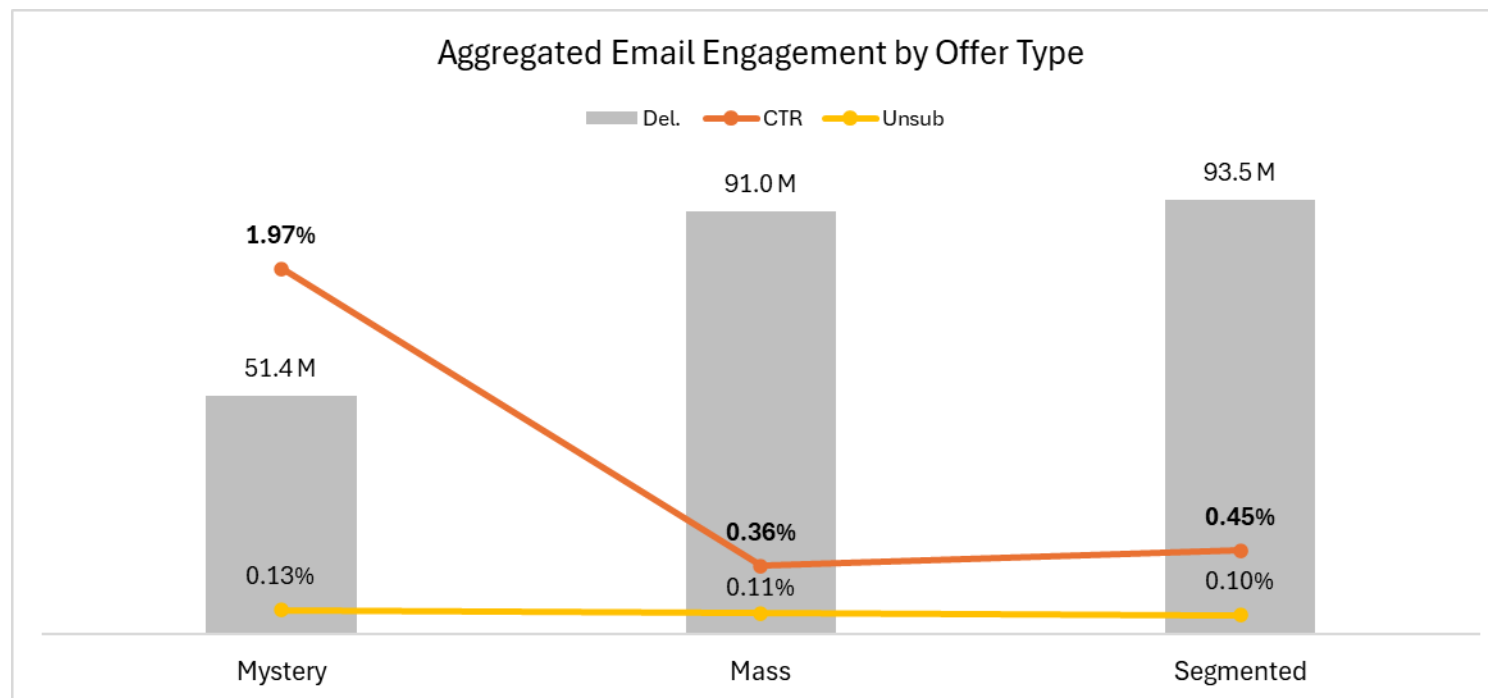
## Aggregated View

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# Aggregated View: Email Engagement Summary

ENG Mailings | Q3 '23 – Q3 '25

- Comparing the three offer types –
  - **Segmented promos saw the most total deliveries at 93.5 M**, while Mystery promos had the fewest at 51.4 M.
  - **Mystery promos generated the highest overall CTR at 1.97%**, followed by Segmented at 0.45% and Mass at 0.36%.
  - **Unsub rates were low across all offer types** and ranged from 0.10% overall for Segmented promos to 0.13% for Mystery promos.





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# Audience Insights

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# Executive Summary: Member Level Engagement

ENG Mailings | All Promos

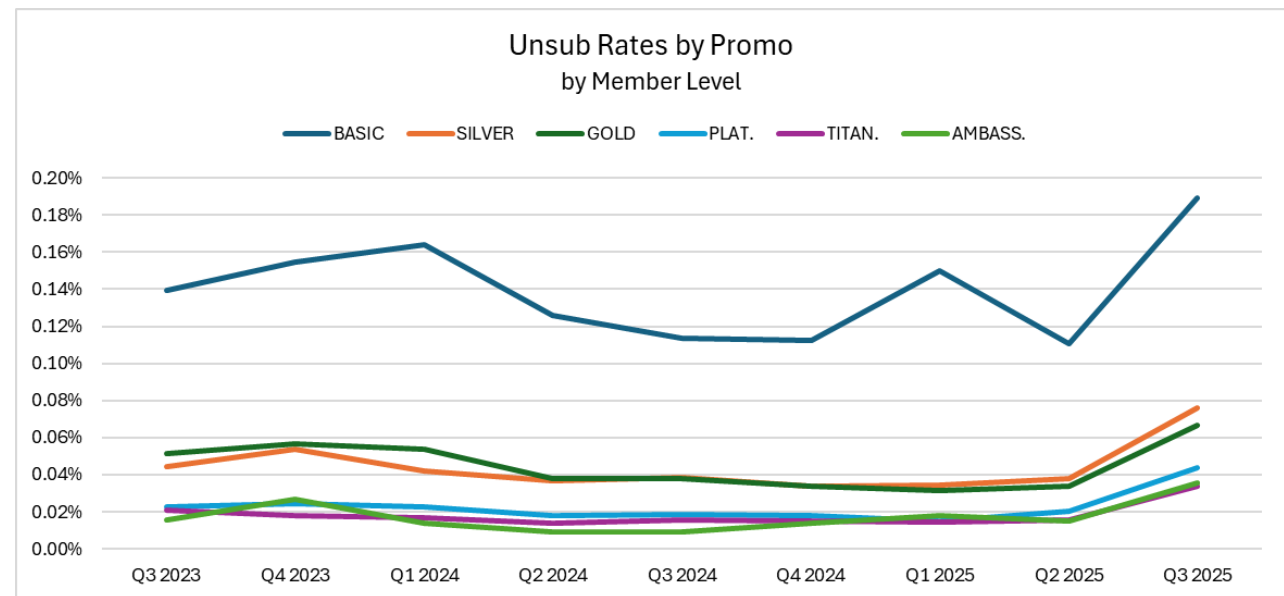
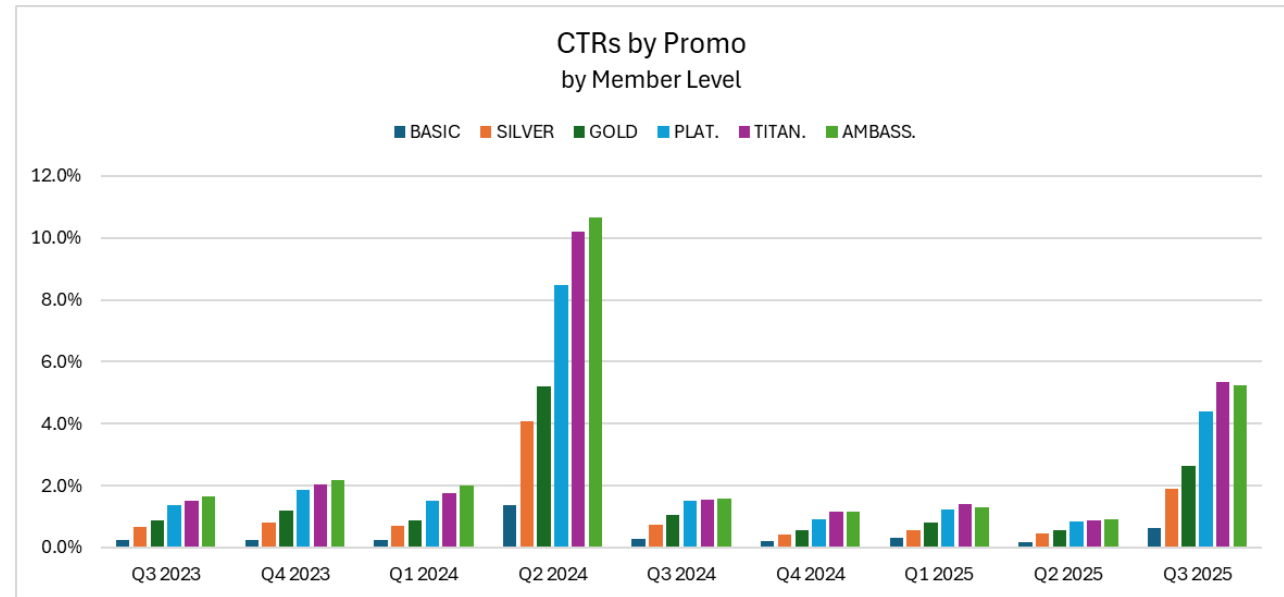
- **On average** across all promos, **deliveries** were ~70% Basics, ~25% Silver/Gold and ~5% upper elites.
- **Highest CTRs** for all levels were generated from the two mystery promos – **Q2 2024** and **Q3 2025**.
  - All levels saw decreased Hero activity in Q3, which impacted lower overall CTRs compared to Q2; as Basics made up most deliveries, they had higher impact vs. other levels – Basics Hero activity went from an avg. of 80% in Q2 to 38% in Q3.
- \*In the Mass and Segmented promo mailings for which we had data, module activity overall was mostly consistent for each level.
- **Unsub rates** fluctuated for Basics, while other levels saw more consistency across promos; Q3 2025 saw the highest unsub rate for all levels – ranged from 0.03% for Titanium to 0.19% for Basics. All unsub rates were below MBV benchmark of 0.20%.

Mystery Promos: Q2 '24 | Q3 '25

Mass Promos: Q3 '23 | Q4 '23 | Q4 '24

Segmented Promos: Q1 '24 | Q3 '24 | Q1 '25 | Q2 '25

\*Click reporting was not available for some Mass and Segmented promos.



# Executive Summary:

## Member Level Engagement cont.

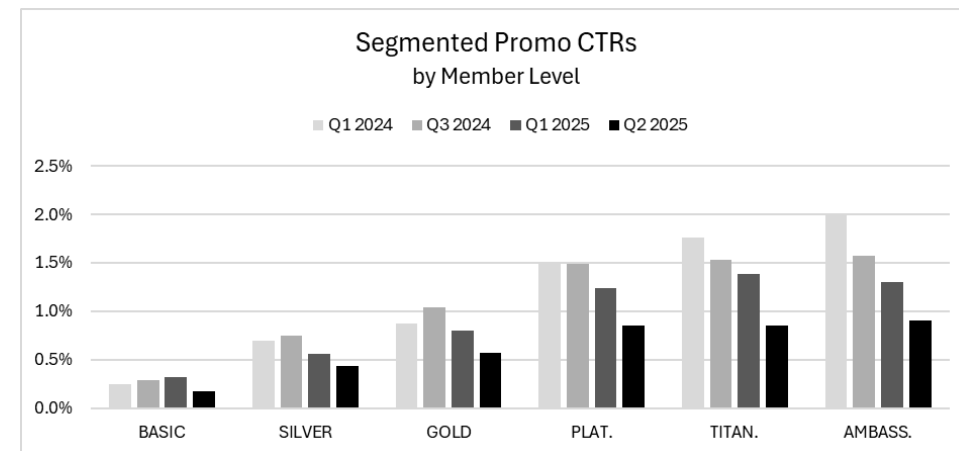
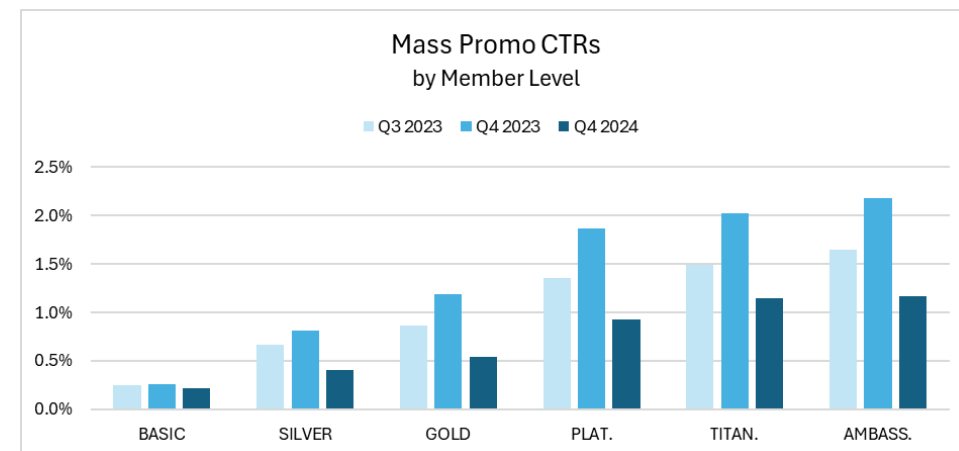
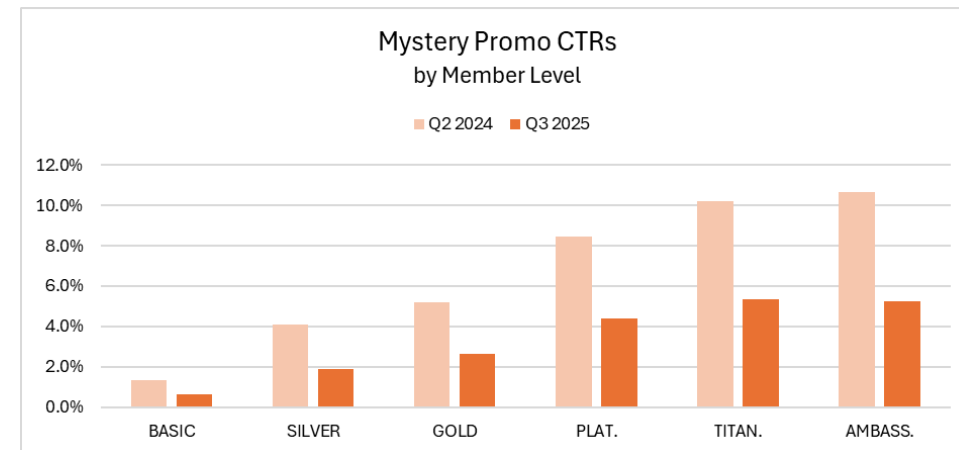
ENG Mailings | All Promos

- As expected, **upper elites were the most engaged** across all offer types; overall CTRs increased as levels progressed.
- Among the popular **mystery** offers, overall CTRs ranged from 0.62% in Q3 2025 for Basics to 10.68% in Q2 2024 for Ambassadors.
- Comparing the **mass** offers, all levels saw more engagement in **Q4 2023** vs. Q3 2023 and Q4 2024 – **CTRs** in Q4 2023 ranged from 0.25% for Basics to 2.18% for Ambassadors.
- **Interest in the segmented offers was varied** across levels – Silver through Ambassador levels were most engaged with the 2024 promos, while Basics saw a higher CTR with the Q1 2025 promo.

Mystery Promos: Q2 '24 | Q3 '25

Mass Promos: Q3 '23 | Q4 '23 | Q4 '24

Segmented Promos: Q1 '24 | Q3 '24 | Q1 '25 | Q2 '25



# Audience-Level Recommendations

- For optimal insights and to trend audience-level engagement and performance, track in each mailing –
  - Members who have previously purchased points vs. those who have not purchased
  - Members who have redeemed points vs. those who have not redeemed
  - Points tiers
  - Prior Points Purchase Promotion email engaged members vs. not engaged
  - Member tenure
- Consider adding secondary brand or member benefits content for Basic members, especially Basics who have shorter tenure, to help drive education around earning and using points.
- When it makes sense, test points-led messaging to further drive personalization tactics, especially for Basic members.
  - Ex: “For as little as 2,000 points, you can get xyz...” in redemption module messaging.

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# Recommendations

## Consolidated

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# Consolidated Recommendations

## Mystery Promotions

- Based on Q2 2024 performance, consider testing single vs. collage Hero images.
- A/B test including vs. not including a secondary redemption-focused module to better understand overall engagement influence.
- Test using pointable activity data to help personalize redemption module targeting & messaging.
- Utilize countdown messaging more often in Reminder Heroes & SL/PH to help drive sense of urgency and optimal Hero activity.
- Based on the CTA test results from the Q2 2024 Hero, lean into higher placement for the Hero CTA for mystery and other promo offers.
- In future A/B Hero CTA testing –
  - Look for opportunities to test CTA copy approaches;
  - Consider testing with and without a secondary Hero CTA;
  - Hold constant the secondary Hero CTA treatment.

# Consolidated Recommendations cont.

## Mass Promotions

- Test the Early Access messaging approach against other bonus % tiers for deeper insights as to whether a smaller bonus offer would yield the same results.
- Based on Hero performance in Q4 2024, A/B test single Hero image vs. collage; also consider testing short vs. long Hero creative and messaging approaches.
- Track members who have previously bought points vs. gifted points to gain deeper insights on Hero engagement trends.
- Consider using past stay, upcoming stay or M.com activity to dynamically serve secondary redemption content.

Additionally –

- A/B test against the general “Redeem Points Your Way” redemption module;
- Track stay and M.com data at the audience level to trend engagement patterns and to inform future personalized approaches.

# Consolidated Recommendations cont.

## Segmented Promotions

- Track engagement of recent stayers across upcoming Points Purchase promotions to determine if future promotions should have bonus point offers targeted to this segment
- Consider re-testing the offer structure featured in Q1 2025, a minimum points purchase amount for the maximum bonus
  - A second round provides the opportunity to version the email based on the offer groups
- Lean into personalization and point education to drive lifts in engagement compared to the broader targeted offers
  - Consider tracking previous purchasers and create a secondary module encouraging members to purchase and get their largest points purchase bonus to date (when applicable)

# Consolidated Recommendations cont.

## Audience-Level

- For optimal insights and to trend audience-level engagement and performance, track in each mailing –
  - Members who have previously purchased points vs. those who have not purchased
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  - Points tiers
  - Prior Points Purchase Promotion email engaged members vs. not engaged
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- When it makes sense, test points-led messaging to further drive personalization tactics, especially for Basic members.
  - Ex: “For as little as 2,000 points, you can get xyz...” in redemption module messaging.

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# Appendix

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# Points Promotions Reviewed Q3 2023 – Q3 2025

From Alignment Meeting 12/11/25

Requested  
offer construct

Year	Quarter	Offer	Promo Start	Promo End
2023	Q3	30%, 35% or 40% bonus when you buy or gift at least 2k points.	8/10/2023	9/8/2023
2023	Q4	40% bonus = 11/1 - 11/8 buy; 30% bonus = 11/9 - 12/20 buy or gift	11/1/2023	12/20/2023
2024	Q1	40% bonus = had a stay between 10/1/23 - 12/31/23 & purchase points; 35% bonus = all others eligible when they purchase between 2/8/24 - 3/31/24	2/8/2024	3/31/2024
2024	Q2	Mystery bonus offer after logging in to Points.com; purchase 2k - 9k points, get a 15% bonus, purchase 10k+ points, get a 25% bonus	5/23/2024	7/24/2024
2024	Q3	30%, 35%, 40%, 45% or 50% bonus when you buy or gift at least 2k	8/15/2024	9/23/2024
2024	Q4	Personal Points Bonus when buying or gifting at least 2k points; when you buy or gift at least 20k, get 1k points as a Gift	11/5/2024	12/23/2024
2025	Q1	35%, 40% or 45% bonus when you buy or gift at least 2k points	2/11/2025	3/30/2025
2025	Q2	30%, 40% or 50% bonus when you buy or gift at least 2k points	5/14/2025	7/16/2025
2025	Q3	Mystery bonus offer after logging in to Points.com; 40%, 45% or 50% bonus	8/19/2025	9/17/2025
		Comparing all offers above:	# promos:	
		Mystery	2	
		Mass	3	
		Targeted/Segmented	4	
			9	

# Confirmed Campaign Analysis Approach

From Alignment Meeting 12/11/25

## Channel

- Marriott emails

## Time Period

- Q3 2023 – Q3 2025 (last 2 years)
  - ✓ Offers – 2 Mystery, 3 Mass, 4 Segmented

## Email Performance & Insights

- Compare Performance **Between Same Offer Constructs**: Delivered, CTR, Unsub Rate
- Compare Performance **Across All Offer Constructs**: Delivered, CTR, Unsub Rate
  - **Announcement & Reminder Trends** –
    - Marriott Email Engagement
    - Purchase Revenue & Points.com Delivered Emails
- **Influences** to engagement & performance: targeting, offers & positioning, promo periods & durations, testing/optimizations
- **Member Level** Audience Insights
- **Click Engagement** Highlights

## Considerations

- Q3 2023 ENG/BEN Ann. delivered in Core MAU Hero will be incorporated
- Annual purchase limit was increased to 150K in 2023