



SEPTEMBER 2018 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

November 8, 2018

yes

TODAY'S AGENDA:

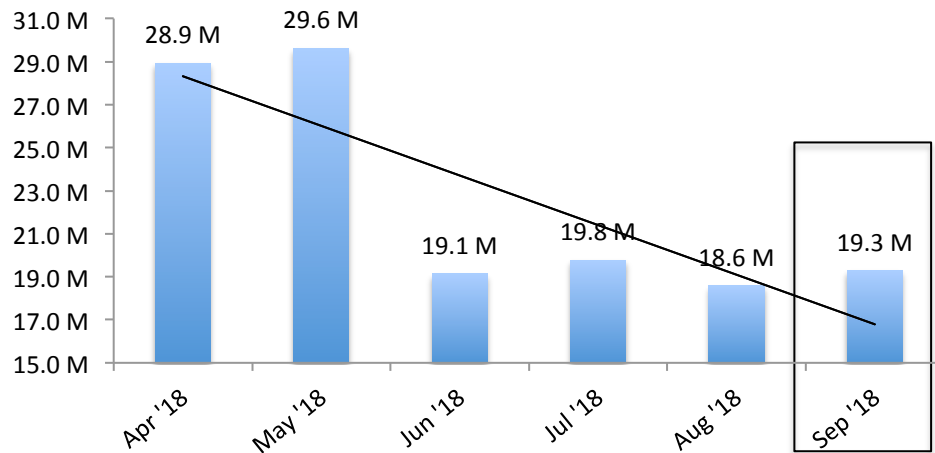
- 📍 Program Summary & Trends
- 📍 Key Storylines
- 📍 Testing Summary
- 📍 Actionable Insights

SEPTEMBER 2018 EMAIL PROGRAM SUMMARY

EMAIL ENGAGEMENT REPORT

- Increased frequency contributed to an uptick in audience engagement, driving more members to open
- 44% of audience engaged in Sep emails (2nd strongest activity in past 6 months)

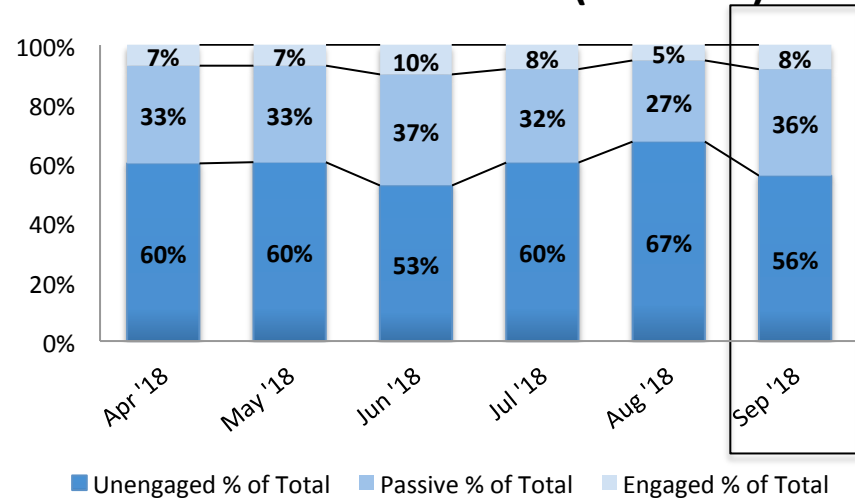
of MR Members Received 1+ Emails



*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

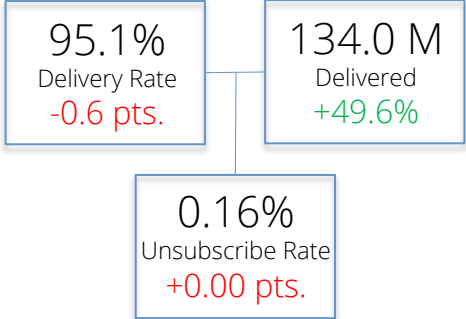
% of Email Interaction (MR Mbr)



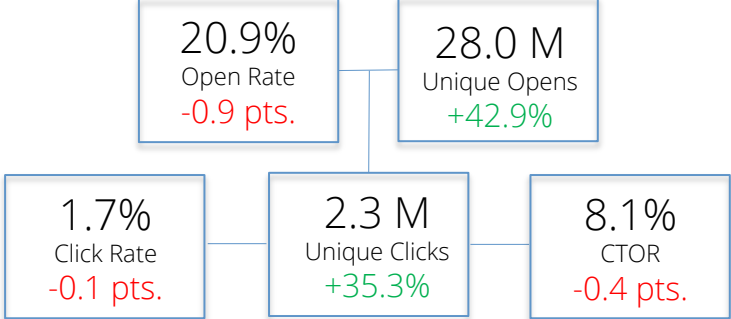
SEPTEMBER 2018 EMAIL PROGRAM PERFORMANCE

- Increased volume led to higher open & click volumes that translated into increased financial KPI's
- For each communication that sent doubles, the second message drove lower opens, clicks and CTO
- First time using Omniture data to report financial campaign results; building full year view for EOY performance reporting

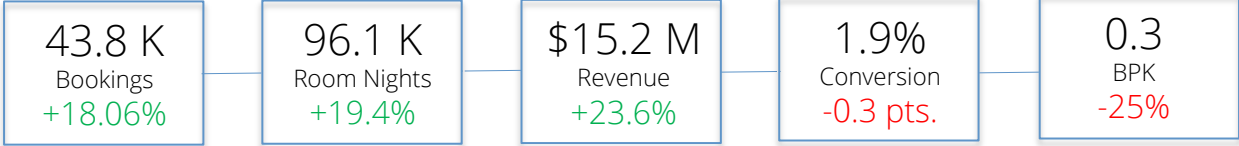
Audience



Engagement



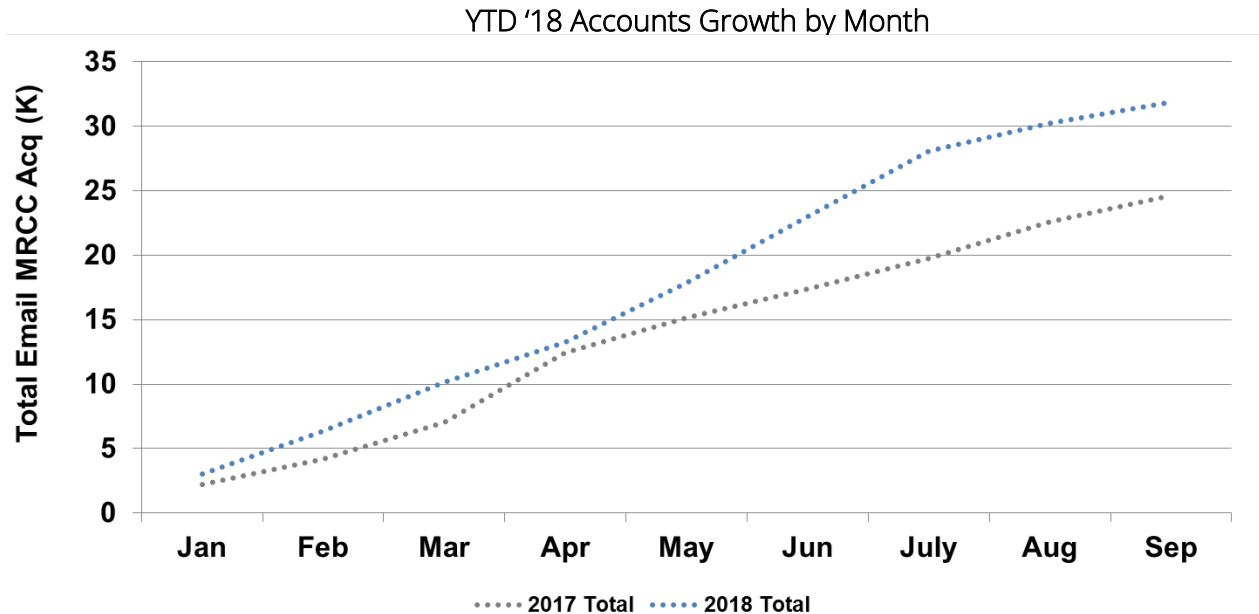
Financial



Comparison against 3-month average
Using Omniture Financial Data

MRCC ACQUISITIONS 10% AHEAD OF GOAL

- September concluded at 82% of 38K goal
- Acquired 1.6K new credit card accounts (up 33.7% YoY)

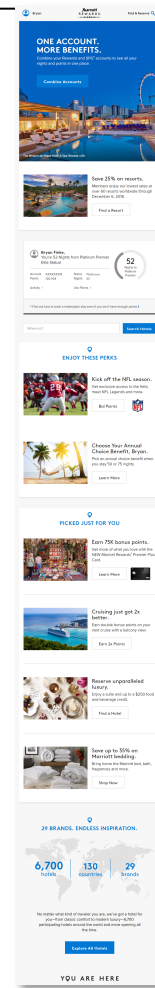


KEY STORYLINES

- No significant impact to KPIs from sending two Destinations and Hotel Specials
 - Key differences in metrics came from inclusion of promo in both emails
- Personalization and optimization efforts lift campaign performance: NFL Moments and Targeted Offers Solo

GLOBAL ENEWS

- Above average open rate of 27.5%
 - Targeted subject lines used delight, personalization, and had a clear CTA
 - Your Account: It's Finally Here, Erica
 - Your Account: Combine Your Accounts for Even More Benefits
- CTOR of 12.1% is slightly below 13% average; campaign focused on program messaging in hero and bottom module
 - Impacts of not having destination or new hotel opening content; consider as staple, click catching content
- Targeted hero featured TBOP messaging drove 46% of clicks; higher than other months with similar messages
 - 64% of section clicks from linked members - combine account messaging
- Nearly 1 in 4 clicks in MVP/Rewards section went to MRCC upgrade and acquisition messaging; same level of engagement for ShopMarriott



HEADER

8.3% clks, 19.2% bks

HERO

45.7% clks, 66.9% bks

TOP OFFER

7.6% clks, 3.6% bks

ACCOUNT

21.1% clks, 9.1% bks

MIDDLE OFFERS

0.3% clks, 0.0% bks

MVP/REWARDS

5.8% clks, 0.6% bks

BRAND EDUCATION

2.2% clks, 0.0% bks

DESTINATIONS

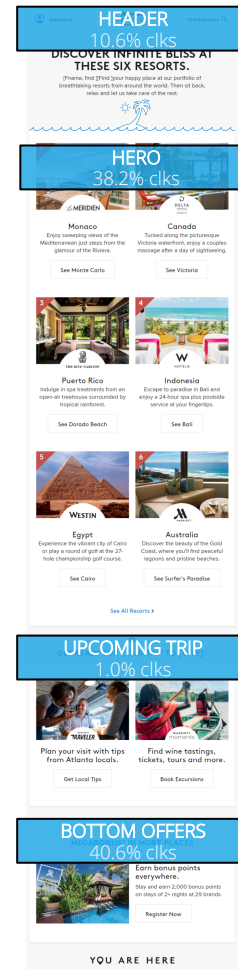
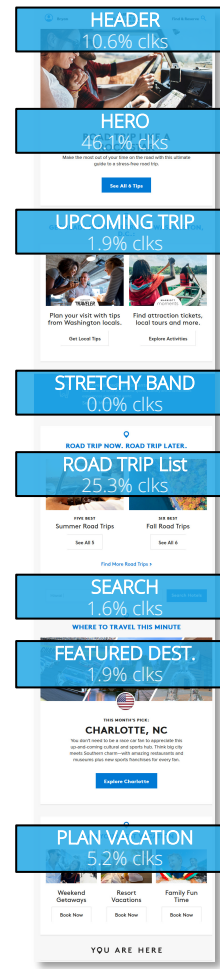
- Mixed engagement from sending two emails in the same month; Aug moved to early Sep (10 days apart)

	Day	Delivered	Open %	CTR	CTOR	Unsub %
Send 1: "Aug"	Thu	13.5 M	19.6%	1.40%	7.2%	0.15%
Send 2: "Sep"	Sat	13.5 M	19.3%	1.14%	5.9%	0.14%
Combined Total		27.0 M	19.4%	1.27%	6.5%	0.15%
12-Month Avg.			19.8%	1.3%	6.6%	0.14%

- Above avg. engagement with Aug email; last of 3-part road trip series
- Significant declines in Sep engagement; top resorts hero % of clicks down 19% vs. Aug and 49% YoY
- MegaBonus included in Sep drew 40% of clicks & 66% of bookings in spite of lowest position

August

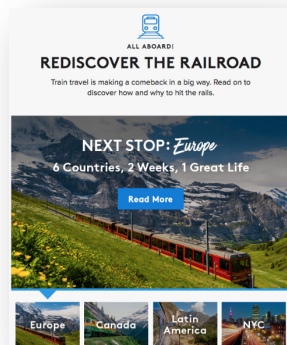
September



DESTINATIONS AUGUST

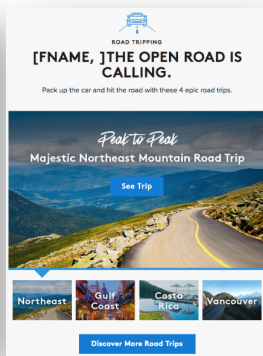
Hero generated lower engagement than carousels in two previous months

Jun '18



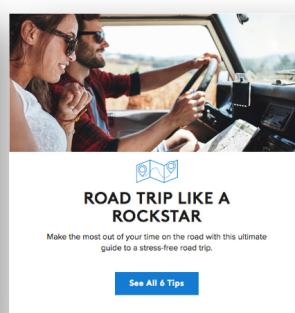
78% clicks

Jul '18



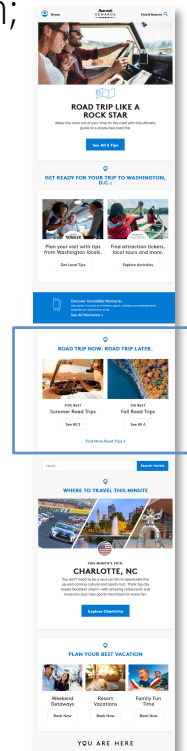
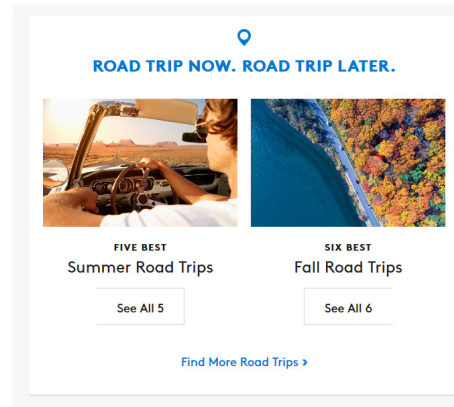
64% clicks

Aug '18



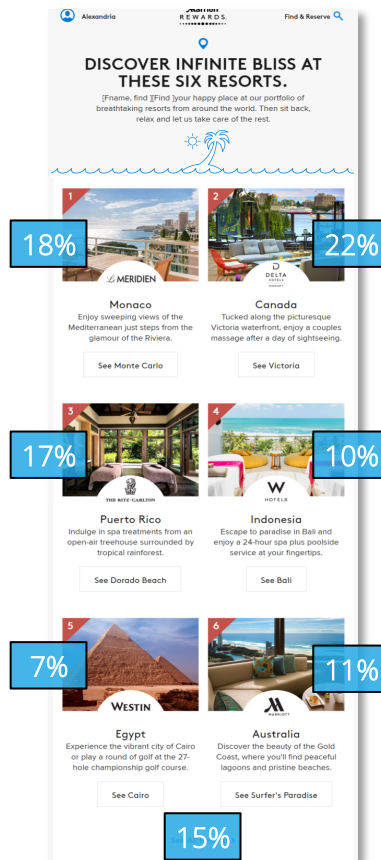
46% clicks

25% of clicks on listicle-style content in middle section;
2nd most clicked



DESTINATIONS SEPTEMBER: TOP 6 RESORTS

Top 6 Resorts	Clicks	Open %
Canada	13,080	22%
Monaco	10,815	18%
Puerto Rico	10,335	17%
See All Resorts	9,289	15%
Australia	6,346	11%
Indonesia	6,102	10%
Egypt	4,344	7%
Total	60,311	100%



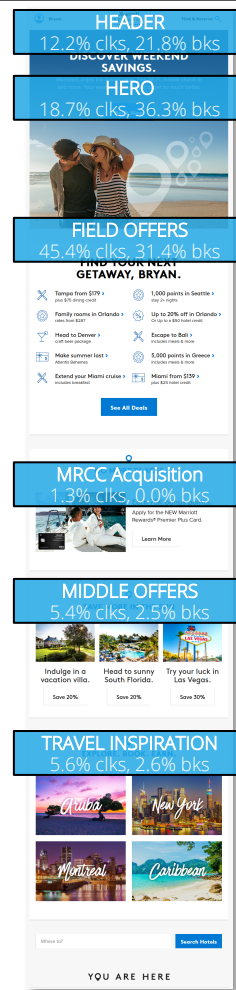
Hero module featuring six resort destinations drew 38.2% of total clicks

HOTEL SPECIALS

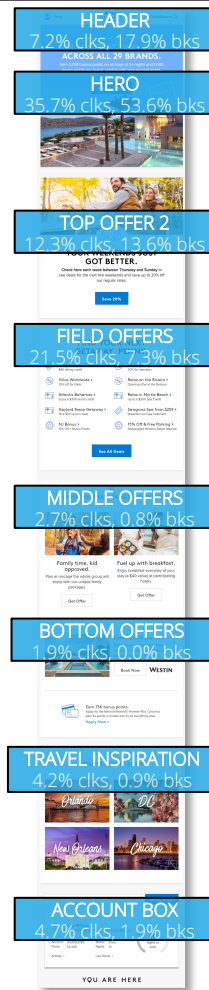
- Sent two emails in the same month; Aug moved to early Sep (24 days apart)
- Sep subject line optimization was not enough to lift open rate – 20% fewer opens impacted down-funnel metrics
- Promotional hero drove more clicks than generic 'savings' content; 36% of clicks on Sep hero with MegaBonus vs. 18% of clicks on Aug savings hero

	Day	Delivered	Open %	CTR	CTOR	Conv. %	Bookings	Rm. Nts.	Revenue
Send 1: "Aug"	Tue	9.9 M	19.2%	1.13%	5.9%	2.1%	2,376	5,077	\$793 K
Send 2: "Sep"	Fri	10.0 M	15.0%	1.11%	7.4%	2.2%	2,430	5,233	\$781 K
Combined Total		19.8 M	17.0%	1.12%	6.6%	2.2%	4,806	10,310	\$1.6 M

August



September

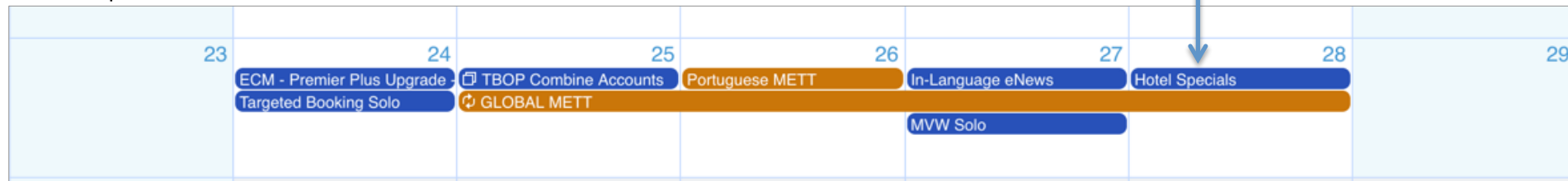


HOTEL SPECIALS OBSERVATION

Sending two Hotel Specials within the same month did not have impact on KPIs (enough days apart)

Possible impact of being a busy week for the second deployment

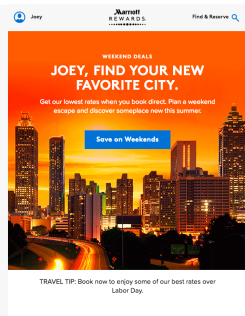
Sep '18 calendar



Hotel Specials:

Field Offers section still captures clicks for deal seekers

Engagement level tied to the type of hero content



LAST-MINUTE DEALS FROM \$87

Get away this weekend and save up to 20% with 171 deals across the US.

Save 20%

FIND YOUR NEXT GETAWAY, JOEY.

- | | |
|---|---|
| Atlanta Bahamas > \$300 Resort Credit | San Diego from \$399 > Included insider |
| 30% off Las Vegas > stay more, save more | 15% off Southwest > just from 4 seats |
| Extend your Miami cruise > Insider included | Caribbean > Latin America > Members Get More |
| Costa Rica resort > up to \$10,000 credit | Luxury Suite Experiences > up to \$200 off each |
| Santa Cruz from \$195 > 20% off Friday | Portland from \$209 > plus \$50 gift card |

See All Deals

GET MORE OF WHAT YOU LOVE



Upgrade to earn 6x points.
Get more of what you love with the NEW Marriott Rewards® Premier Plus Card.

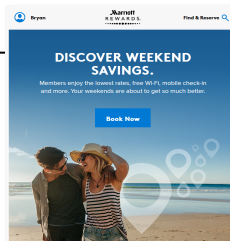
Upgrade

EXPLORE. BOOK. EARN.



No Promo

30%



FIND YOUR NEXT GETAWAY, BRYAN.

- | | |
|---|--|
| Tampa from \$179 > plus \$75 airport credit | 1,000 points in Seattle > plus 21 nights |
| Family rooms in Orlando > from \$207 | Up to 20% off in Orlando > Or up to a \$50 travel credit |
| Head to Denver > credit from savings | Escape to Bali > includes meals & more |
| Make summer last > Atlanta Bahamas | 5,000 points in Greece > includes meals & more |
| Extend your Miami cruise > includes insider | Miami from \$139 > plus \$25 travel credit |

See All Deals

GO MORE PLACES



Earn 75K bonus points.
Apply for the NEW Marriott Rewards® Premier Plus Card.

Learn More

SAVE MORE IN THE SUN



Indulge in a vacation villa.
Save 20%

Head to sunny South Florida.
Save 20%

Try your luck in Las Vegas.
Save 30%

EXPLORE. BOOK. EARN.



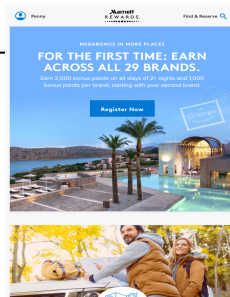
Where to?

Search Hotels

YOU ARE HERE

No Promo

45%



YOUR WEEKENDS JUST GOT BETTER.

Check here each week between Thursday and Sunday to see deals for the next two weekends and save up to 20% off our regular rates.

Save 20%

FIND YOUR NEXT GETAWAY, PENNY.

- | | |
|---|--|
| Long Beach adventure > \$40 travel credit | Villas Worldwide > 20% off resort |
| Villas Worldwide > 20% off resort | Relax on the Riviera > 20% off resort |
| Atlanta Bahamas > \$300 Resort Credit | Relax in Myrtle Beach > up to a \$200 Resort Credit |
| Disney World Getaway > Plus \$100 travel credit | Disney World Getaway > Plus \$100 travel credit |
| NJ Bonus > \$1000 bonus credit | 15% Off & Free Parking > 15% Off & Free Parking > 15% Off & Free Parking |

See All Deals

CHOOSE YOUR FALL FAMILY ADVENTURE.



Family time, kid approved.
Plan an escape for the whole group will enjoy with our unique family packages.

Get Offer



Fuel up with breakfast.
Enjoy breakfast everyday of your stay in \$45 value of participating hotels.

Get Offer



Earn 10,000 points.
Reserve an exceptional Westin vacation package with Westlins by Marriott before October 5.

Book Now

WESTIN



Earn 75K bonus points.
Apply for the NEW Marriott Rewards® Premier Plus Card and earn 75,000 bonus points on hotels and in our everything else.

Apply Now

EXPLORE. BOOK. EARN.



Promo

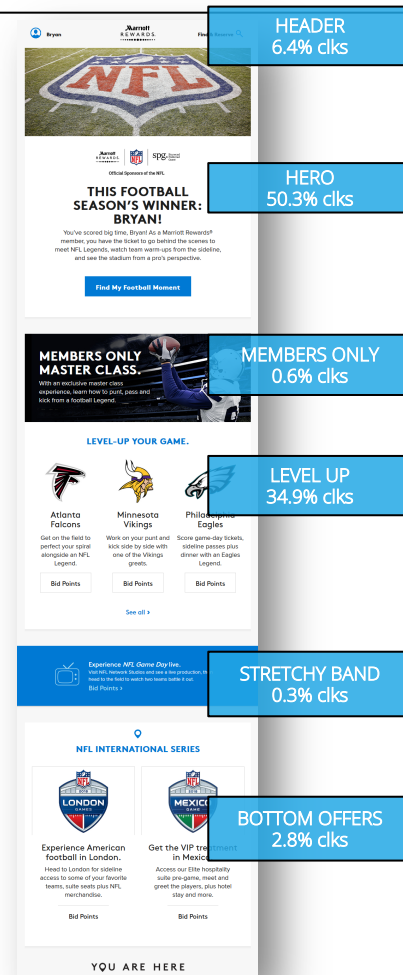
22%

NFL MOMENTS SOLO

- Email targeted to members in the US, UK, Canada, and Mexico with 15K+ points
- Campaign drove YoY KPI improvements
 - 19% higher open rate & 53% higher CTR YoY
 - Highly targeted segmentation, plus personalization

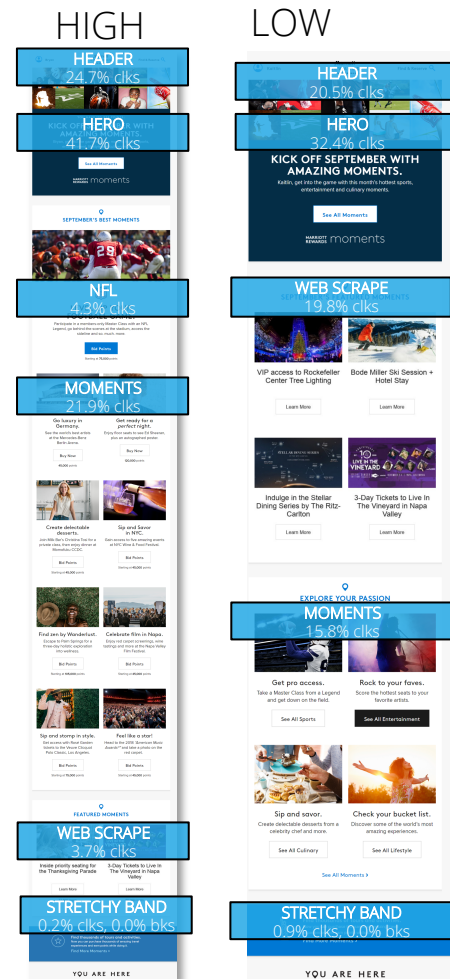
Campaign	Delivered	Open %	CTR	CTOR
NFL Solo Sep 2017	13.4 M	18.0%	0.7%	4.1%
NFL Solo Sep 2018	3.2 M	21.4%	1.3%	6.3%

- CTR for international content (bottom module) was over indexed for relevant regions
 - Mexico had 0.35% CTR on Mexico Moments vs. 0.01% (CN, UK, US)
 - UK had 0.24% CTR on London Moments vs. 0.03% (CN, UK) & 0.02% (US)



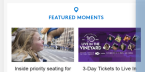
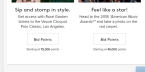
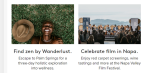
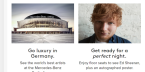
MOMENTS SOLO

- Consistent campaign performance MoM
 - Open rates are still on decline (at 27.3% which is 5% MoM); testing the use of celebrity names in Nov Solo
 - CTO rate is slightly higher than Aug at 4.8% (up 3%)
- Solo contributed to monthly redemptions total of 380 (up 28% MoM)
- Hero "See All Moments" CTA resonated more with High segment (42% of clicks)

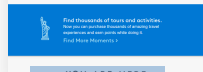
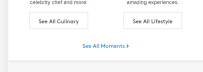
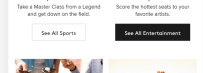
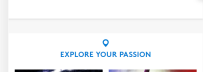
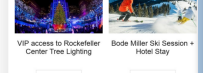
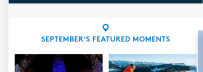
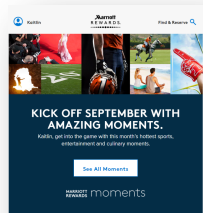


SEPTEMBER TESTING & OPTIMIZATION SUMMARY

- MOMENTS: Web scrape drove more clicks for Low segment
- TARGETED BOOKING SOLO: 10% offer drove more clicks
 - Lifestyle image of female traveler drove the most clicks.
- SUBJECT LINE TESTS:
 - Promotional or engagement based messages benefited from usage of trendy key words and web-article tone/style
 - ECM status updates benefit from straight forward SL format



4%



19%

MOMENTS: WEB SCRAPE

Placement of Wylei web scrape is a factor in supporting engagement of featured experiences

Content resonated better with Low segment, most likely due to higher positioning within message

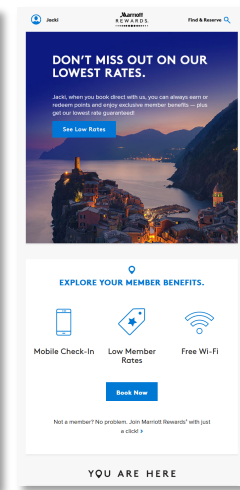
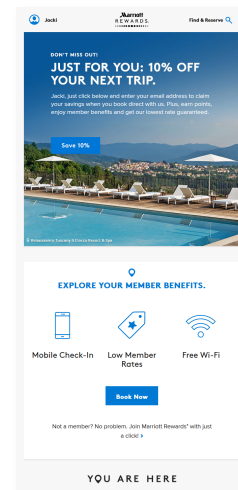
Possible testing consideration for 2019

TARGETED OFFERS SOLO

- Book direct campaign targeted 966K members & non-members
- Performance closely aligned with email program averages
- Linked to new Targeted Offers Platform (Sabre) to manage offer
- Optimized hero using Wylei Dynamic Content Assembly

Offer

Book Direct



Audience

99.6%
Delivery Rate
+3.9 pts.

0.15%
Unsub. Rate
-0.01 pts.

Engagement

21.6%
Open Rate
-0.2 pts.

1.6%
CTR
-0.2 pts.

7.6%
CTOR
-0.9 pts.

10% DISCOUNT VS. BOOK DIRECT

- Offer version drove higher CTR and CTOR when compared to the book direct version
- In spite of having higher total opens and clicks, customers unsubscribed at a higher rate from the offer message.

	10% Discount	Book Direct	Offer vs. Book Direct (%Change)	TOTAL
# Delivered	609.6 K	356.6 K	+71%	966.2 K
# Opens	119.9 K	88.6 K	+35%	208.4 K
Open Rate	19.7%	24.8%	-21%	21.6%
# Clicks	11.5 K	4.4 K	+161%	15.8 K
CTR	1.8%	1.23%	+52%	1.6%
CTOR	9.5%	5.0%	+93%	7.6%
Unsubscribe Rate	0.17%	0.10%	+80%	0.15%

31% CTOR LIFT WITH DCA OPTIMIZATION

OFFER (10% OFF) VERSION

Top optimized performers




Headline

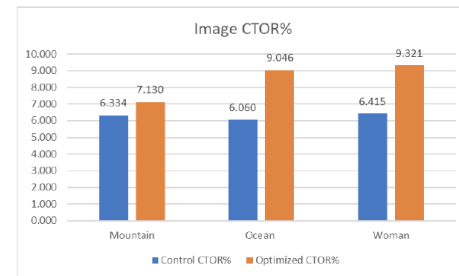
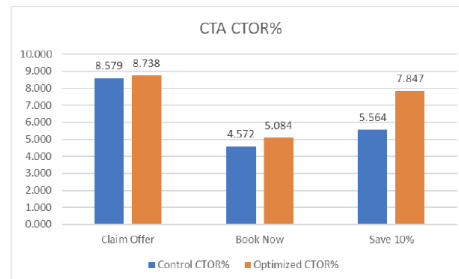
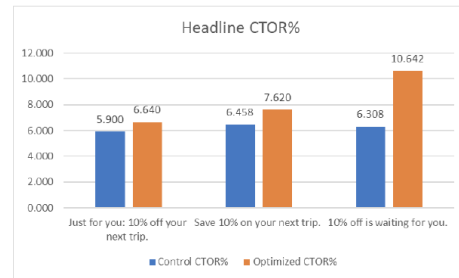
- 1 JUST FOR YOU: 10% OFF YOUR NEXT TRIP.
- 2 SAVE 10% ON YOUR NEXT TRIP.
- ★ 10% OFF IS WAITING FOR YOU.

CTA

- ★ Claim Offer
- 2 Book Now
- 3 Save 10%

Image

- 1 
- 2 
- ★ 



31% CTOR LIFT WITH DCA OPTIMIZATION

NO OFFER (BOOK DIRECT) VERSION

Top optimized performers by CTOR

Headline

1

GET OUR LOWEST RATES, GUARANTEED.

★

2

DON'T MISS OUT ON OUR LOWEST RATES.

3

IT PAYS TO BOOK DIRECT.

CTA

1

Find a Hotel

2

Book Now

★

3

See Low Rates

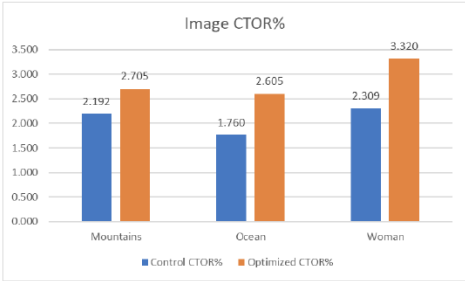
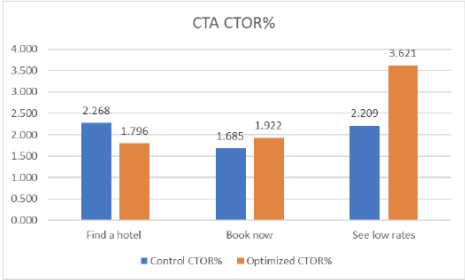
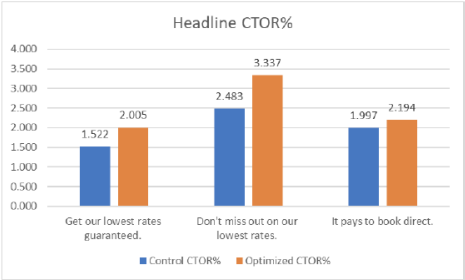
Image

1

2

★

3



INCONCLUSIVE RESULTS FOR ECM UPGRADE SOLO

- Leveraged Wylei image optimization in first upgrade Solo
- Send size was significantly smaller than estimated number in original brief; 400K down to 200K
- Change resulted in low response and negative lift (-5%)
- Homogenous audience was also a contributing factor; need variation
- Recommend using dynamic content assembly in next email

Image 1



Image 2



Image 3



SUBJECT LINE TESTING

Campaign/Subject Lines	Winner (% Pts. Inc.)	Description of Winner
Hotel Specials (September): <ul style="list-style-type: none"> • We Picked These Just for You • Your October Travel Deals • Explore, Discover, Save: This Month's Hottest Travel Deals 	Winner +0.3 pts. +1.2 pts.	Personalized, promises relevance
Destinations (August) <ul style="list-style-type: none"> • Ultimate Guide to a Stress-Free Road Trip • 6 Road Trip Tips • It's Time for a Road Trip! 	Winner +2.3 pts. +4.8 pts.	"Ultimate", "Guide" and "Stress-Free" are catchy web-article title words
Destinations (September) <ul style="list-style-type: none"> • Find your happy place • 6 Resorts Around the World • 6 Countries. 6 Resorts. 	Winner +1.2 pts. +1.1 pts.	Trendy wording, positive and fun
ECM Solo <ul style="list-style-type: none"> • Upgrade and Earn Points • Earn Points • Points Could Be Yours 	Winner +1.6 pts. +5.5 pts.	Clear CTA, sets expectations

SUBJECT LINE TESTING

Campaign/Subject Lines	Winner* (%Points. Inc./Dec.)	Description of Winner
Targeted Offers Solo: Book Direct <ul style="list-style-type: none">• You May Be Missing Out[, Fname]• Don't Miss Out[, Fname]!• The Secret to Low Rates on Hotels	Winner + 3.0 pts. + 5.0 pts.	<ul style="list-style-type: none">• Personalized, FOMO, curiosity/intrigue
Targeted Offers Solo: 10% Discount <ul style="list-style-type: none">• Don't Miss Out[, Fname]!• Save 10% On Your Next Hotel Stay• Just for You: 10% Off	Winner + 1.0 pts. - 1.0 pts.	<ul style="list-style-type: none">• Sense of urgency, short, personalized

*Results reflect subject line performance as of 9/27 (3 days post-deployment)

ACTIONABLE INSIGHTS

RECOMMENDATIONS

- List-style content performs well as a click-catcher in low modules
- Strong supporting modules are key to maintaining strong engagement during months where promo is not featured
 - Consider using MVP to pull in offers/deals into campaigns like Hotel Specials (e.g. lifecycle promotions for select audiences)
- Get Trendy: Continue to test trendy key-word driven, web article style subject lines for Destinations, Hotel Specials and Solos
- Consider retesting the usage of Claim Now CTA in promotion/offer messages; Book Now and Save X% are commonly used challengers
- Continue personal approach along with targeted segmentation for Solo's like NFL Moments to drive higher engagement



THANK YOU!