Marriott Bonvoy
Project Wanderlust
2023 Campaign Analysis

December 20, 2023

The Cloudveil, Autograph Collection

JW Marriott® Phoenix Desert Ridge Resort & Spa

Today's Agenda

- Creative Examples

- Performance Summary

- Member Level Performance

- Lux Segment Inclusion

- Heatmaps

- Subject Line Testing

- Enrollments

Project Wanderlust 2023 Creatives

January 2023

February 2023

March 2023

May 2023

August 2023

Project Wanderlust 2023 Performance Summary

- Consistent deliveries in early 2023 with shifts in targeting impacting Mar-Aug
  - March's decrease significantly impacted by suppression of lower engaged audiences (removed lower engaged stayers which equated to 2.3 M in Feb)
  - May's increase is attributed to the inclusion of L2B and L3 which was 1.4 M
- In comparison to Traveler and Bonvoy, CTR trends were similar MoM while unsub rates were generally slightly higher
- Although CTR was the lowest YTD at 0.7% in May, the financial KPIs were the strongest through Aug '23
  - Inclusion of Luxury segments in May brought in an incremental $95.4 K in revenue and 127 bookings; which was a 68% increase in revenue MoM
- August had the strongest CTR at 1.0% and 2nd highest booking activity
- 0.23% Unsub rate slightly higher than Bonvoy average of 0.19%

2023 Project Wanderlust Delivered and CTR

	Jan	Feb	Mar	May	Aug
Delivered	12.8 M	12.9 M	10.4 M	11.6 M	9.1 M
CTR	0.8%	0.8%	0.9%	0.7%	1.0%
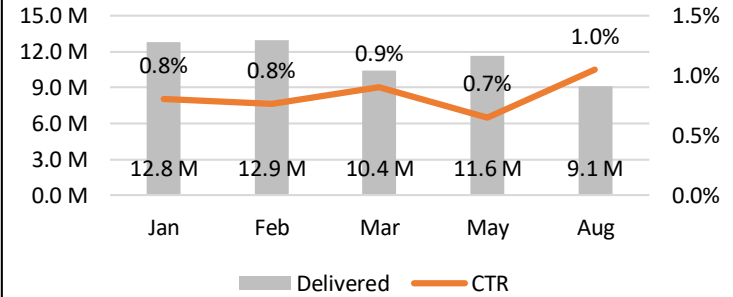
*August data is 75% of expected

2023 Project Wanderlust Bookings and Revenue

	Jan	Feb	Mar	May	Aug
Bookings	259	212	230	413	320
Revenue	$144.4 K	$98.6 K	$128.0 K	$214.8 K	$140.9 K

Project Wanderlust 2023 Averages
(Time period includes: Jan, Feb, Mar, May, Aug '23)

Avg. Monthly Deliveries: **11.4 M**

Avg. Monthly Unique Clicks: **93.4 K**

CTR: **0.8%**

Unsub Rate: **0.23%**

For comparison
(Time period includes: Jan, Feb, Mar, May, Aug '23)
- **Bonvoy:** 0.8% CTR | 0.19% Unsub Rate
- **Traveler:** 0.8% CTR | 0.15% Unsub Rate
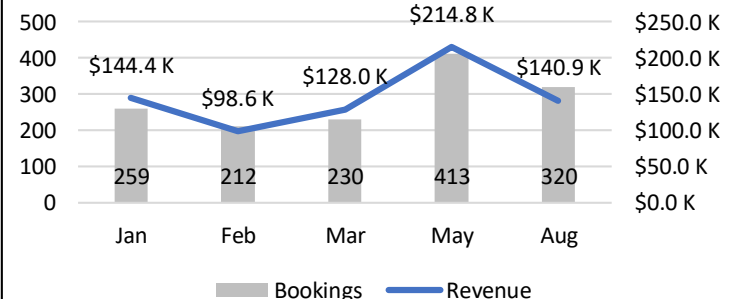
Project Wanderlust 2023 Member Level Performance

- Each Member segment saw an increase in engagement from May to August

- January, March and August were consistently the most engaged months among members

  - Non-Member engagement was consistent throughout the year with a peak in January; unsub rates saw a decline MoM until August

- Ambassadors saw a full 1 pt. increase in CTR from January to August

- Analyze October data to determine if unsub rates rising in each segment continued from August

  - If so, revisit content strategy and/or use additional 1st and 3rd party data to refine targeting criteria

		Jan '23	Feb '23	Mar '23	May '23	Aug '23	Engagement Trends
NON-MEMBER	Del.	4.1 M	4.0 M	3.1 M	3.0 M	2.0 M	MoM -31.5% (-943.4 K)
	CTR	0.5%	0.2%	0.2%	0.4%	0.3%	
	Unsub Rate	0.54%	0.42%	0.38%	0.29%	0.38%	
BASIC	Del.	6.6 M	6.7 M	6.0 M	6.3 M	5.0 M	MoM -20.7% (-1.3 M)
	CTR	0.7%	0.7%	0.7%	0.5%	0.8%	
	Unsub Rate	0.19%	0.17%	0.16%	0.15%	0.23%	
SILVER	Del.	839.0 K	840.4 K	507.2 K	721.0 K	610.7 K	MoM -15.3% (-110.2 K)
	CTR	1.2%	1.1%	1.6%	0.9%	1.3%	
	Unsub Rate	0.07%	0.06%	0.06%	0.09%	0.13%	
GOLD	Del.	852.8 K	855.7 K	527.1 K	899.8 K	784.9 K	MoM -12.8% (-114.9 K)
	CTR	1.6%	1.4%	2.0%	1.2%	1.6%	
	Unsub Rate	0.06%	0.05%	0.06%	0.11%	0.14%	

		Jan '23	Feb '23	Mar '23	May '23	Aug '23	Engagement Trends
Platinum	Del.	252.9 K	252.1 K	166.4 K	405.1 K	354.1 K	MoM -12.6% (-50.9 K)
	CTR	2.4%	1.8%	3.2%	1.7%	2.3%	
	Unsub Rate	0.04%	0.03%	0.04%	0.13%	0.17%	
Titanium	Del.	210.6 K	210.6 K	97.3 K	298.7 K	259.4 K	MoM -13.2% (-39.3 K)
	CTR	2.6%	1.8%	3.8%	2.3%	2.8%	
	Unsub Rate	0.03%	0.03%	0.04%	0.19%	0.22%	
Ambassador	Del.	29.5 K	30.1 K	6.6 K	32.7 K	29.4 K	MoM -10.1% (-3.3 K)
	CTR	1.6%	1.3%	2.6%	2.3%	2.6%	
	Unsub Rate	0.04%	0.03%	0.03%	0.22%	0.28%	
Member	Del.	8.8 M	8.9 M	7.3 M	8.7 M	7.0 M	MoM -18.8% (-1.6 M)
	CTR	0.9%	0.8%	1.0%	0.7%	1.1%	
	Unsub Rate	0.16%	0.14%	0.14%	0.14%	0.21%	

*August data is 75% of expected

Project Wanderlust 2023 Luxury Segment Inclusion

- Luxury segment inclusion of L2B and L3 began in May

- Luxury segments had higher engagement and lower unsub rates than the Non-Lux segment in both months (Lux segments combined had +0.6 pts. CTR in May and +0.5 pts. in August compared to Non-Lux)

  - Supports inclusion of Luxury segments, especially considering overall revenue was the highest when these were included

- Luxury segments had extremely high engagement with the hero in comparison to non-lux indicating strong initial interest in the email

August Hero CTR
L2B: 1.0%
L3: 1.3%

Luxury Segments	May			Aug		
	L2B	L3	Non-Lux	L2B	L3	Non-Lux
Delivered	1.1 M	303.1 K	10.2 M	929.8 K	260.2 K	7.9 M
Clicks	12.0 K	4.5 K	59.3 K	13.0 K	4.7 K	77.5 K
CTR	1.1%	1.5%	0.6%	1.4%	1.8%	1.0%
Unsub Rate	0.12%	0.11%	0.19%	0.14%	0.15%	0.26%
Bookings	87	40	286	58	22	240
Revenue	$77.7 K	$17.6 K	$119.5 K	$29.6 K	$5.5 K	$105.7 K

Project Wanderlust August 2023 Heatmap – Lux Segment View

- L2B and L3 both drove over 60% of clicks to the Hero and close to 20% of clicks in the Escape the Ordinary section

  - Combined with the Header this drove over 90% of clicks in each segment

- Both Lux segments drove higher engagement to the Travel Inspiration section compared to Non-Lux, showing continued interest in the email with lower placed content

- Non-Lux engaged more with the Header than L2B and L3 driving 25.8% of clicks and $68.2 K of its $105.7 K in total revenue

  - More engaged with the Brand Portfolio and Instagram modules than the Lux segments

August 2023	% of Clicks	% of Bookings	Non-Lux	L2B	L3
Header	23.87%	79.06%	25.75%	13.22%	11.03%
Hero	42.77%	4.69%	39.68%	60.63%	62.72%
Escape the Ordinary	15.01%	11.25%	14.14%	19.95%	20.96%
Join Marriott Bonvoy	0.50%	0.63%	0.59%	0.01%	0.00%
Brand Portfolio	1.83%	2.19%	1.93%	1.31%	1.03%
Instagram	1.22%	0.00%	1.34%	0.51%	0.50%
Travel Inspiration	1.08%	0.00%	1.02%	1.29%	1.68%
Featured Properties	0.66%	0.00%	0.76%	0.12%	0.09%
Footer	13.06%	2.19%	14.79%	2.95%	2.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%
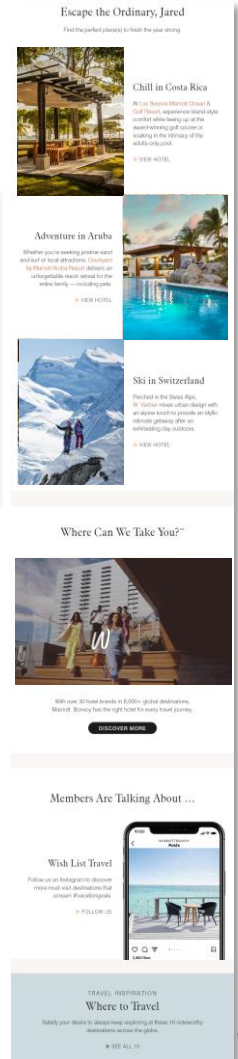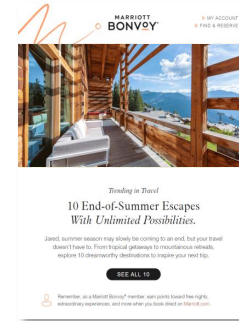
Project Wanderlust August 2023 Heatmap – Member View

- Strong Hero engagement from each segment

- Gold, Titanium and Ambassador Members drove over 20% of clicks to the Escape the Ordinary section

- Basic Members had the most engagement with lower placed modules

  - The Brand Portfolio module drove 2.5% (+ 0.9 pts. from the next highest segment – Platinum) while the Instagram module drove 1.8% (+ 1.2 pts.)

- Non-Members had slightly more engagement with the Join Marriott Bonvoy module compared to the January deployment

  - The Header drove significantly more clicks than the Hero for Non-Members

August 2023	% of Clicks	% of Bookings	Non-Member	Basic	Silver	Gold	Plat.	Titan.	Ambass.
Header	23.87%	79.06%	43.34%	21.02%	12.42%	8.17%	15.85%	8.56%	9.99%
Hero	42.77%	4.69%	22.56%	40.95%	62.35%	65.77%	59.40%	65.52%	63.00%
Escape the Ordinary	15.01%	11.25%	10.34%	14.67%	19.09%	20.99%	17.04%	21.66%	21.23%
Join Marriott Bonvoy	0.50%	0.63%	1.99%	--	--	--	--	--	--
Brand Portfolio	1.83%	2.19%	1.16%	2.54%	1.41%	1.18%	1.59%	0.97%	1.02%
Instagram	1.22%	0.00%	0.95%	1.84%	0.44%	0.50%	0.60%	0.45%	0.68%
Travel Inspiration	1.08%	0.00%	0.73%	1.07%	1.24%	1.43%	1.41%	1.55%	1.70%
Featured Properties	0.66%	0.00%	0.56%	1.06%	0.16%	0.11%	0.14%	0.07%	0.45%
Footer	13.06%	2.19%	18.36%	16.85%	2.90%	1.85%	3.98%	1.21%	1.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
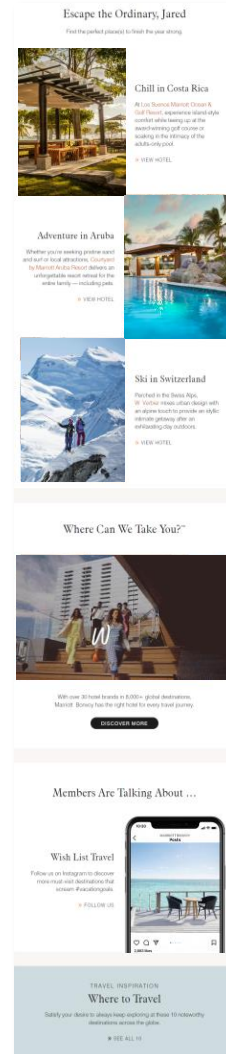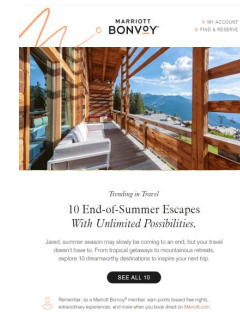
Project Wanderlust May 2023: Third Party Culinary Performance

Subscribers who had a presence of Cooking/Culinary 3P (third party) data signals were identified. The attributes we considered included Hobbies in Cooking, Gourmet Foods or Baking, along with subscribers who showed a Reading Preference of Cooking or Culinary.

Overview:

- We segmented the audience and tracked their performance by culinary vs. non-culinary 3P data signals. The campaign included culinary buzzwords and content.

Results:

- Those who had 3P Culinary signals saw a +135.4% CTR lift from Hero content compared to those who did not have the signals.

- Among all subscribers who showed 3P Culinary signals, Members saw a +124.9% CTR lift from secondary content engagement compared to Non-Members.

Secondary Content (US/CAN)	Delivered	Unique Clickers	CTR
Culinary	2.1 M	2.3 K	0.11%
Non-Culinary	6.3 M	4.2 K	0.07%
CTR Lift: Culinary over Non-Culinary			**+69.1%**
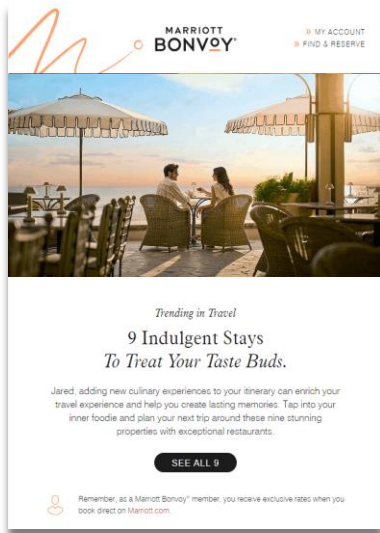
Hero Content	Delivered	Unique Clickers	CTR
Culinary Member	1.8 M	18.4 K	1.04%
Culinary Non-Member	302.7 K	1.4 K	0.46%
Total	*2.1 M*	*19.7 K*	*0.95%*
Non-Culinary Member	6.9 M	32.1 K	0.47%
Non-Culinary Non-Member	2.7 M	6.7 K	0.25%
Total	*9.6 M*	*38.8 K*	*0.40%*
CTR Lift: Culinary over Non-Culinary			**+135.4%**
CTR Lift: Culinary Member over Culinary Non-Member			**+124.9%**

Project Wanderlust 2023 Subject Line Test Results

- Model outperformed Random segment with the Authority tag in both August (+20% lift for ML1 and ML 2 against the baseline) and October (+27% lift for both Models)

- Both Model groups outperformed the Random with the Listicle tag in October as well (+33% lift for M1 and +34% for M2)

- All Model lifts vs the Baseline in August and October are statistically significant at a 99% confidence level

Launch Date	Subject Line	Tags from JT	Random (Baseline) Delivered	Open Rate	ML1 Delivered	Open Rate	Lift vs. Baseline	ML2 Delivered	Open Rate	Lift vs. Baseline
26-Aug	[Fname's][Your] Guide to a Great Escape	(Authority)	1,313,199	27.98%	1,272,988	33.50%	20%	1,273,870	33.46%	20%
	11 End-of-Year Escapes With Unlimited Possibilities	(Listicle)	1,313,314	27.87%	1,500,686	25.61%	-8%	1,500,507	25.57%	-8%
	Still in Vacation Mode[, Fname]?	(Intrigue)	1,312,868	27.92%	1,053,158	24.34%	-13%	1,053,488	24.27%	-13%
			3,939,381	27.92%	3,826,832	27.89%	-0.12%	3,827,865	27.84%	-0.29%

Launch Date	Subject Line	Tags from JT	Random (Baseline) Delivered	Open Rate	ML1 Delivered	Open Rate	Lift vs. Baseline	ML2 Delivered	Open Rate	Lift vs. Baseline
28-Oct	[Fname's][Your] Guide to Picture-Perfect Getaways	(Authority)	1,840,115	25.97%	1,218,176	33.06%	27%	1,216,029	33.09%	27%
	8 Picturesque Hotels Worth Posting	(Listicle)	1,839,150	25.97%	1,633,868	34.63%	33%	1,633,811	34.71%	34%
	📸 Picture Perfect and Worth a Post...	(Intrigue)	1,839,287	25.91%	2,502,675	16.84%	-35%	2,502,793	16.86%	-35%
			5,518,552	25.95%	5,354,719	25.96%	0.02%	5,352,633	26.00%	0.17%

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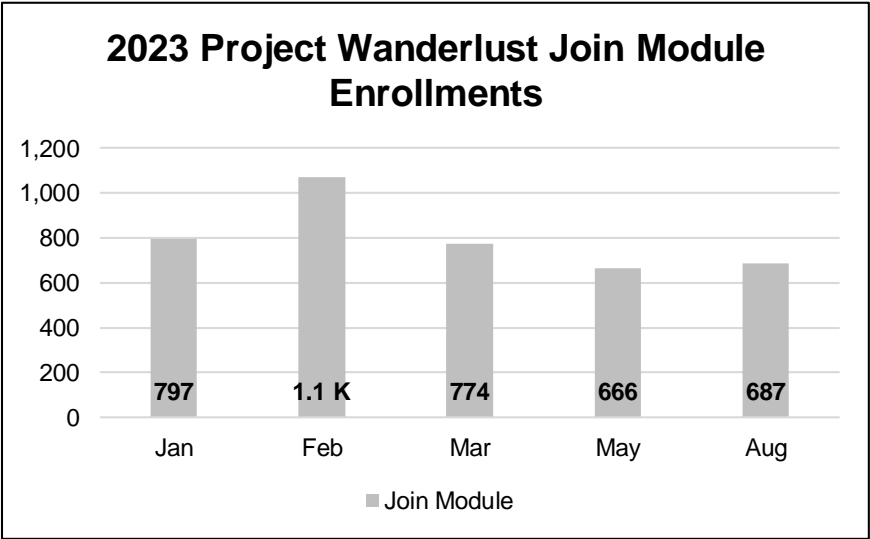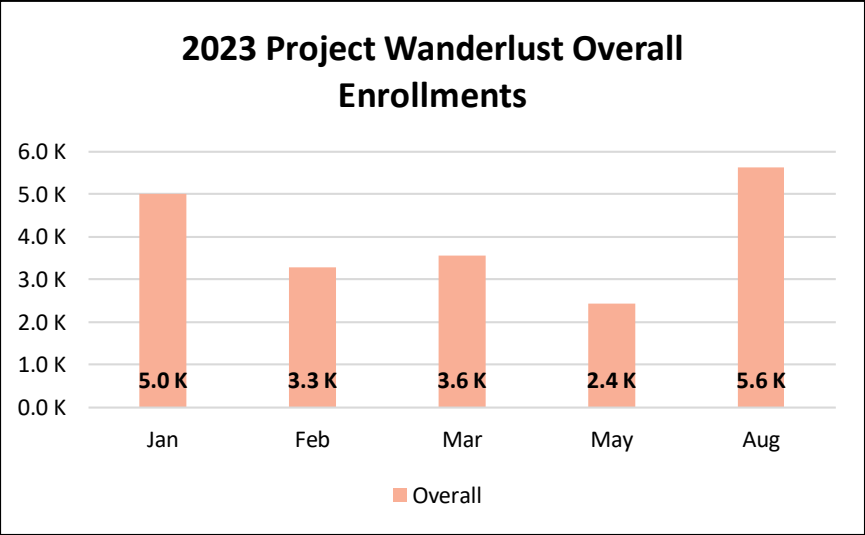# Project Wanderlust 2023 Subject Line Test Results

- Authority tag drove highest open rate in two out of the three deployments in Q1

- Subject Line with the highest Open Rates were statistically significant at a 99% confidence level compared to the lowest Open Rate in all three months

- Dual tagging used in January; Subject Line with only one tag (Authority) had the highest open rate

  - Consider using dual tags against single tagging, but this time try using Authority as one of the tags as this has been a top performer throughout the year

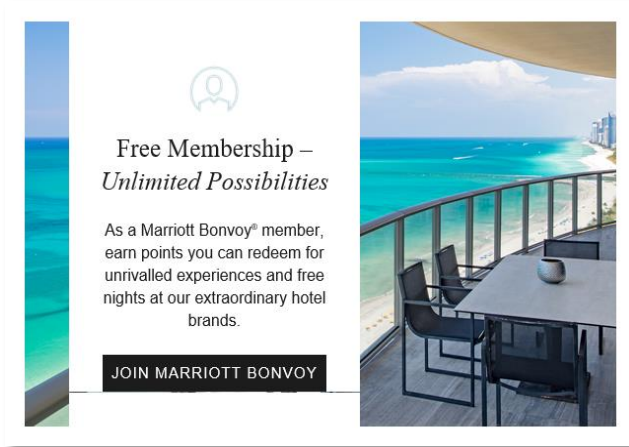| Launch Date	Subject line	Tags	Delivered	Open Rate
1/28/2023	Your Guide to Hitting Your 2023 Travel Goals	(Authority)	4,278,202	26.92%
1/28/2023	10 Enchanting Hotels to Reset, Connect and Travel Better	(List)(Intrigue)	4,275,000	26.29%
1/28/2023	10 Hotels to Check Off Your Travel Goals Wishlist ☑	(Direct)(Emoji)	4,273,232	26.17%
2/25/2023	Inside: The Spa Retreat of Your Dreams	(Intrigue)	4,314,641	25.61%
2/25/2023	7 Enchanting Spas to Visit in 2023	(Listicle)	4,320,097	25.25%
2/25/2023	Your Guide to a Dreamy Spa Getaway	(Authority)	4,318,046	25.21%
3/25/2023	Your Guide to Picturesque Pools Around the Globe	(Authority)	3,479,384	30.08%
3/25/2023	Prepare to Be Wowed by These Pools	(Intrigue)	3,478,031	30.05%
3/25/2023	6 Stunning Pools in [Destination] and Beyond	(Listicle)	3,479,724	29.95%

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Project Wanderlust 2023 Enrollments

- August and January had over 5.0 K total enrollments

- Majority of enrollments attributed to the Header each month

- Consider 50/50 testing Join Now module's current creative treatment with other options shown in different campaigns

2023 Enrollments	Jan	Feb	Mar	May	Aug
Header	4.2 K	2.2 K	2.8 K	1.8 K	4.9 K
Join Module	797	1.1 K	774	666	687
Overall	**5.0 K**	**3.3 K**	**3.6 K**	**2.4 K**	**5.6 K**

2023 Project Wanderlust Overall Enrollments

Month	Overall
Jan	5.0 K
Feb	3.3 K
Mar	3.6 K
May	2.4 K
Aug	5.6 K

2023 Project Wanderlust Join Module Enrollments

Month	Join Module
Jan	797
Feb	1.1 K
Mar	774
May	666
Aug	687

Join Now Module Examples
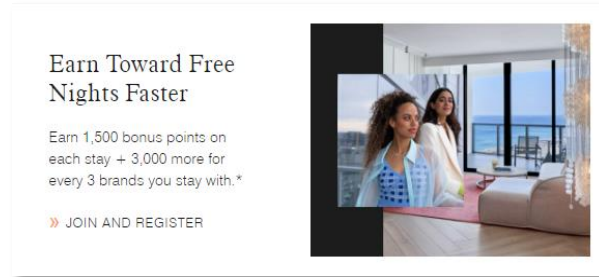
Project Wanderlust – February 2023

US/CA Demand Gen – Nov 2023

Escape to Luxury – Dec 2023

Recommendations

- Continue with inclusion of L2B and L3 Luxury segments; consider A/B Hero testing creative treatment to see engagement differences between Luxury and Non-Lux segments

  - Consider testing animation vs static images, or property vs lifestyle

- Leverage 3P data to further support optimization/testing efforts and targeting criteria

- Consider 50/50 testing the App vs Instagram module

  - Or incorporate as an ongoing placement including as evergreen content to support App downloads

- Inclusion of other engagement content such as strong performing Quiz by You Traveler feature to support driving lift in engagement

- Consider using dual tags against single tagging, but this time try using Authority as one of the tags as this has been a top performer throughout the year

- Consider 50/50 testing Join Now module's current creative treatment with other options shown in different campaigns

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Thank you!

Sheraton Dubrovnik Riviera Hotel

Project Wanderlust 2023 Overall Performance

2023	Jan	Feb	Mar	May	Aug
Delivered	12.8 M	12.9 M	10.4 M	11.6 M	9.1 M
Clicks	103.1 K	98.7 K	94.3 K	75.8 K	95.2 K
CTR	0.80%	0.76%	0.90%	0.65%	1.05%
Unsubs	35.5 K	29.1 K	22.4 K	21.2 K	22.2 K
Unsub Rate	0.28%	0.22%	0.21%	0.18%	0.24%
Bookings	259	212	230	413	320
Revenue	$144.4 K	$98.6 K	$128.0 K	$214.8 K	$140.9 K

Project Wanderlust 2023 Overall Unsub Rate

2023 Project Wanderlust Unsub Rate

Project Wanderlust 2023 Member Level Performance

2023 Project Wanderlust Delivered by Member Level
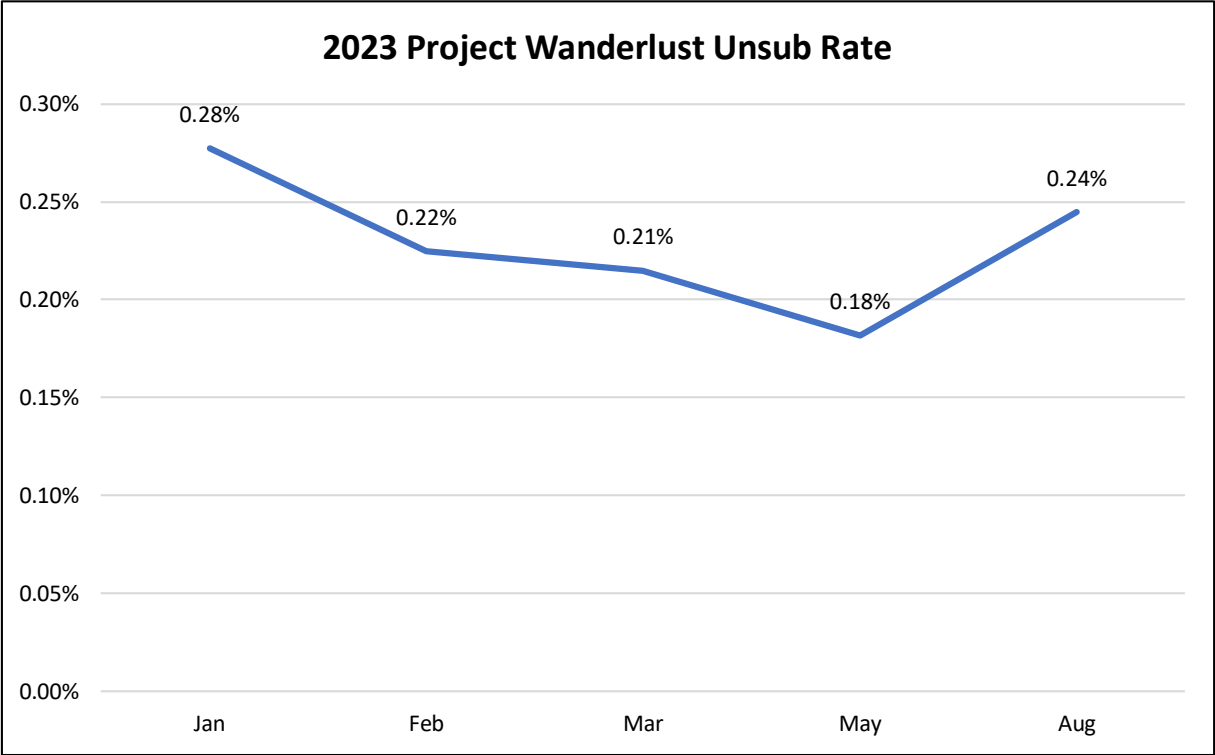
2023 Project Wanderlust CTR by Member Level
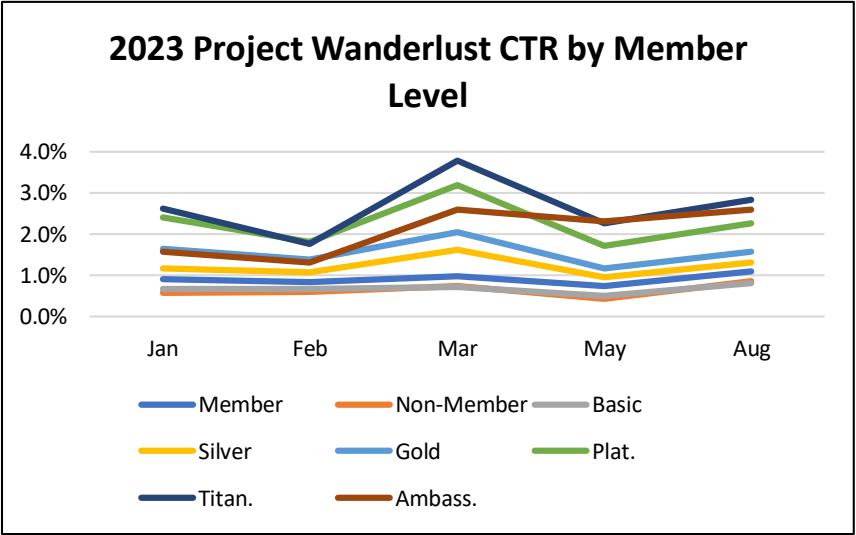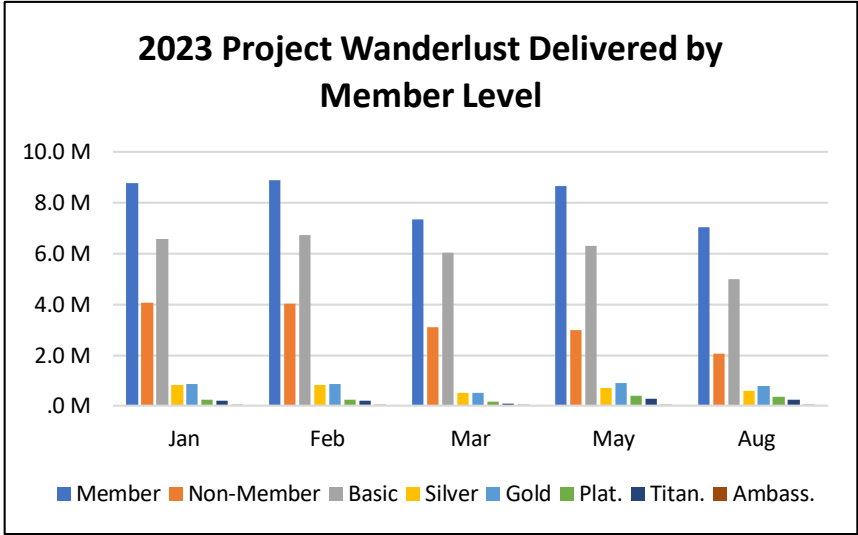
Project Wanderlust January 2023 Heatmap

- January's deployment featured 10 Dreamy Destinations in the Hero and regional tailored content in the Escapes section
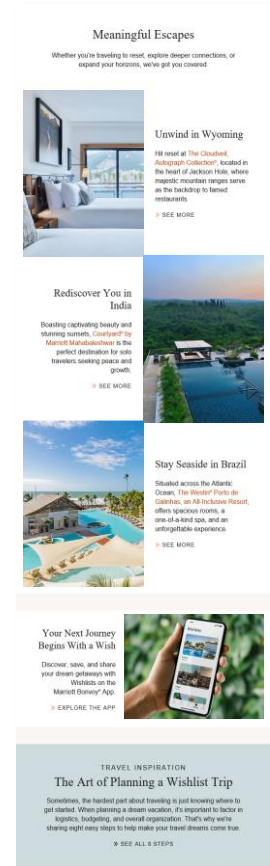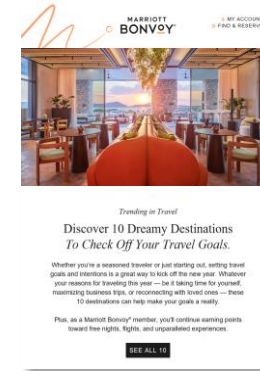
- All Member segments were most engaged with the Hero, more than the overall % of clicks

  - Gold through Ambassador Members engaged with the Escapes section more than the Header, opposite of Basic and Silver Members

- Non-Members were most engaged with the Header with the Hero being the second most

- Basic and Ambassador Members were the most engaged with the App module

January 2023	% of Clicks	% of Bookings	Non-Member	Basic	Sliver	Gold	Plat.	Titan.	Ambass.
Header	21.74%	84.69%	26.86%	23.18%	17.54%	12.54%	9.01%	9.97%	17.83%
Hero	44.45%	5.10%	26.04%	45.13%	61.26%	67.35%	71.06%	71.66%	56.51%
Meaningful Escapes	11.59%	2.30%	8.47%	12.36%	13.50%	14.29%	15.73%	14.07%	20.50%
Join Marriott Bonvoy	0.51%	2.81%	1.52%	--	--	--	--	--	--
App	0.55%	0.00%	0.41%	0.73%	0.50%	0.47%	0.28%	0.44%	0.71%
Travel Inspiration	1.34%	0.00%	0.96%	1.39%	1.68%	1.68%	1.90%	1.90%	1.07%
Footer	19.81%	5.10%	35.74%	17.21%	5.52%	3.68%	2.01%	1.97%	3.39%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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