

Marriott & Data Axle

MAU Foundation Final Presentation

March 29, 2023

RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA



Today, we will discuss ...

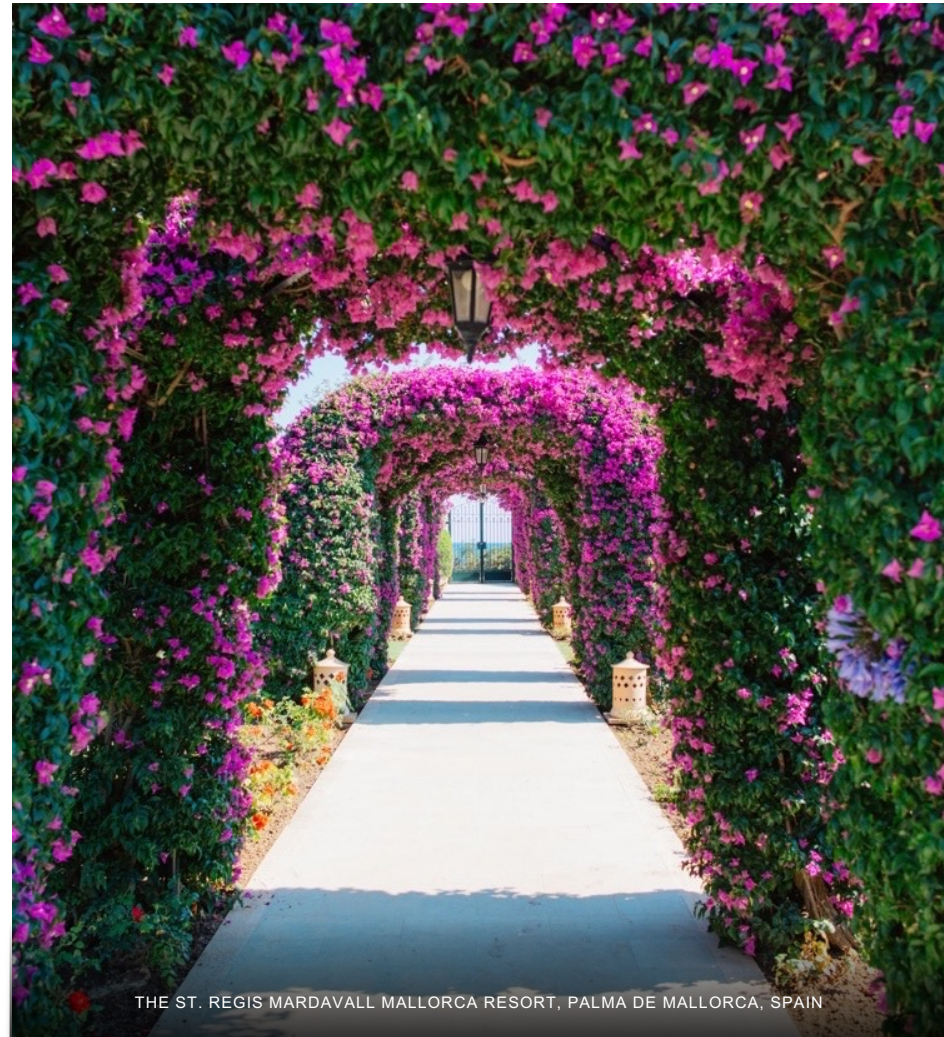
- Strategy - Business objectives, program goals, and test & learn agenda
- Creative - New creative concepts
- Process – Workflow go-forward approach
- Next steps



Strategy

Strategy Overview


- Business Objectives
- Campaign Strategy Pillars
- New Key Segment Opportunities
- Test & Learn Agenda
- Program Goals & Baseline KPIs
- Program Roadmaps



THE ST. REGIS MARDAVALL MALLORCA RESORT, PALMA DE MALLORCA, SPAIN

Business Objectives

Building pride and growing engagement by utilizing personalization and dynamic content via a test and learn approach in order to deepen loyalty and drive revenue.



THE ST. REGIS MARDAVALL MALLORCA RESORT,
PALMA DE MALLORCA, SPAIN

Campaign Strategy Pillars

Key Campaign Strategy Pillars For 2023



New Key Segment Opportunities

- We will leverage third party data to learn more for select segments
- Strategy will collaborate to develop segments

1

New Members: Joined
The Program 0-100 |
101+ Days Ago

2

Inactive Members:
Has Not Earned Points
Or Redeemed In The
Last 3, 6, 9, Months

3

High ADR Audience,
High Value Targets (HVT)
& Opportunity Segments

4

Cobrand Acquisition |
Cobrand Cardholder
vs. Non-Cardholder

Test & Learn Agenda | Approach

- **Explore:** Identify what we want to know and learn
 - What information is currently missing?
 - What have we wondered about?
 - What assumptions would we like to confirm?
- **Vet:** Make sure we are seeking the right knowledge, in the right order
 - Will the acquired knowledge be useful in developing future strategy?
 - Is the acquired data or learning map to business objectives and goals?
 - What's first? De-prioritize the ideas that do not meet above criteria
- **Construct:** Develop iterative test plan focused on key test areas
 - Identify the appropriate learning approach
 - Prioritize tests based on whether it is impactful, executable, and measurable
- **Document:** Document learnings and recent recommendations
 - Refer to past learnings to develop strategies as well as inform future learning initiatives
 - Update test section on campaign roadmap quarterly

Test & Learn Opportunities | For Building Pride & Growing

IQ & Segmentation

- Leisure Modules
- Moments
- Brand Propensity
- Lifestyle Data / Personas
- Condensed Version For New Members
- **Tailored Content By Segment**
 - **Inactive Members**
 - **Ambassadors**
- Incrementality
- Active Member - Propel To New Product / Brand
- **New Key Segment Opportunities**
 - **Cobrand Acquisition**

Scalable Content & Layout

- **Inclusion Of Videos**
- Module Hierarchy
- Countdown Timer
- Polling
- **Milestone Messaging**
- Themed Editions
 - Seasonal Drivers
 - Brand Activations
- 'Did You Know' Content
- **Brand Education & Content**
- **App Downloads**

Offers & Localization

- **Targeted Offers**
 - **Gated Offers**
 - **ATM**
- **Region Specific Modules**

Test & Learn Prioritization | For Building Pride & Growing

IQ & Segmentation

1. Tailored Content By Segment
 - Inactive Members
 - Ambassadors
3. New Key Segment Opportunities
 - Cobrand Acquisition

Scalable Content & Layout

4. Milestone Messaging
5. Brand Education & Content
6. App Downloads
7. Inclusion Of Videos

Offers & Localization

2. Targeted Offers
 - Gated Offers
 - ATM

Tailored Content By Segment | Testing Opportunities

Testing Opportunities:

- Test tailored content for Inactive Members
 - Test various CTAs and messaging within Points Expiration modules to propel activation
 - Incorporate a More Ways To Engage module - test messaging, module design and creative elements
- Test tailored content for Ambassadors
 - Run an initial backend analysis on top performing content to understand their interests. Apply analysis insights to test into tailored content
 - Test enhanced creative elements e.g., interactive animated features to further excite and engage these members

Targeted Offers | Testing Opportunities

Testing Opportunities:

- Test targeted offers to drive CTR and Revenue
 - Offer messaging / CTAs
 - Offer types e.g., Gated Offers, Bonus Points
 - Module design / placement
 - Animated creative elements

Considerations:

- Seasonality
- Competing offers in market

Targeted Offers:

- Gated Offers e.g., Gift Cards
- ATM

Targeted Offers | Gift Card Messaging Examples

0 DAYS0 HOURS0 MINUTES0 SECONDS



Reward Yourself

With 20% Off eGiftCards.

There's still time left! Through today, June 10, 2022, enjoy this exclusive offer of 20% off eGiftCards* to use toward hotel stays, dining, spa services, golf, and more.

Use Your One-Time* Redemption Code:
1234567-901234567

GET 20% OFF

Hurry! Offer Ends Today!

Reactivate eGiftCard Promo Reminder Low Hotel Spenders

0 DAYS0 HOURS0 MINUTES0 SECONDS



Buy Now, Travel Later

With 20% Off eGiftCards.

Time is running out! Get 20% off eGiftCards* through today, June 10, 2022, to use toward hotel stays, amenities, and travel across our extraordinary portfolio of hotels — whenever you're ready to go.

Use Your One-Time* Redemption Code:
1234567-901234567

GET 20% OFF

Hurry! Offer Ends Today!

Reactivate eGiftCard Promo Reminder Default

0 DAYS0 HOURS0 MINUTES0 SECONDS



Exclusively for You.

Enjoy 20% Off eGiftCards.

There's still time left! Through today, June 10, 2022, get 20% off eGiftCards* to use toward hotel stays, amenities, and travel across our extraordinary portfolio, including luxury hotels and resorts.

Use Your One-Time* Redemption Code:
1234567-901234567

GET 20% OFF

Hurry! Offer Ends Today!

Reactivate eGiftCard Promo Reminder OTA Loyalists

New Key Segment Cobrand Acquisition | Testing Opportunities

Testing Opportunities:

- Test cobrand module placement for existing card holders moving up within the template
- Test refer-a-friend module placement / messaging for card holders
- Test sign up for card module placement / messaging for non-card holders

Considerations:

- Initially track click activity to establish baseline KPIs for Cobrand Acquisition messaging

Milestone Messaging | Testing Opportunities

Testing Opportunities:

- Test Milestone Messaging touch points aligned with lifecycle stages
- Testing opportunities to excite and activate:
 - CTAs and messaging
 - CTA button placement / treatment
 - Creative elements e.g., animated elements
 - Module placement in template

Milestone Messaging Stages:

- Welcome - Activate & Onboard
- Grow
- Recognize & Retain
- Latent

Milestone Messaging | Welcome - Activate & Onboard

Apply Milestone Messaging testing opportunities to welcome new members - propelling excitement, education and activation

Attribute	Priority / Journey	Current Copy	Logic
Welcome Goal: <i>Excite & Inform</i>	1	Welcome to Marriott Bonvoy®. We've compiled some of our best offers and news just for you. https://www.marriott.com/loyalty.mi	Assign to basic members who are new
Onboard Goal: <i>Introduction to digital platform</i>	2	Earning is easy. Create your online account and discover the many ways to earn points https://www.marriott.com/loyalty/earn.mi	Assign to non-profilers
Onboard Goal: <i>Education on redeeming</i>	3	Learn how to redeem your points for nights & upgrades	
Activate Goal: <i>Encourage booking</i>	4	Plan a trip now.....	New member with no stay in X months
Activate Goal: <i>Recognize booking</i>	5	We hope you've enjoyed your recent with Marriott Bonvoy®	Member with recent stay

Brand Education & Content | Testing Opportunities

Testing Opportunities:

- Pull through the Brand Portfolio Campaign in June's Core MAU - highlight the featured brands of the campaign in subsequent Core MAUs
 - Test various CTAs, module design and creative elements in subsequent Core MAUs to propel education and excitement
- Test inclusion of new hotel spotlights and over time module design e.g., animated carousel

Considerations:

- Landing page experience for new hotel spotlights

Brand Awareness Tactics To Test:

- Brand Portfolio Campaign
- Brand Propensity Model
- New Hotel Spotlights
- Brand Showcase

App Downloads | Testing Opportunities

Testing Opportunities:

- Test app module placement on a monthly or quarterly cadence targeting members who have not downloaded the app
- Leverage targeting and CTAs related to upcoming trip, recent stay and all other members who have not downloaded the app

Considerations:

- Data Axle Account Management set up is required
- Could start testing in the June Core MAU
- Will be implementing an evergreen app download footer feature

Inclusion Of Videos | Testing Opportunities

Testing Opportunities:

- Incorporate the usage of video within Core MAU to bring the brand to life in the inbox
- Test the inclusion of videos to drive brand education and engagement KPIs e.g., CTR
 - Video content e.g., travel inspiration, brand showcase
 - Module design / placement
 - Animated creative elements

Considerations:

- Landing page experience

Test Plan Construct Example | Overall Test Strategy

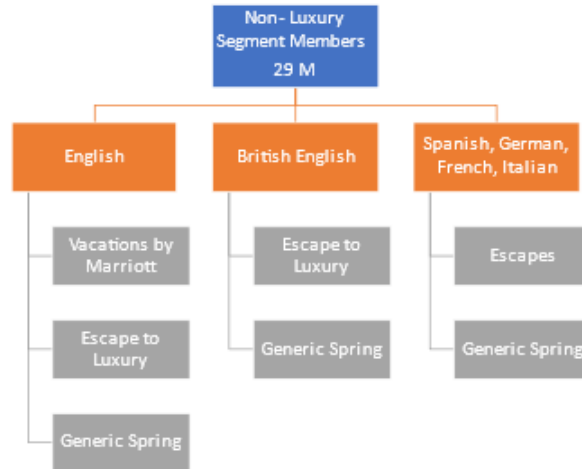
Test Strategy: Core MAU Offer Test ENG/BEN 4/20

- **Audience:** Non-Luxury Segment Bonvoy Members
- **Objectives:**
 - Test hero offer content during non-promotional time periods to better understand which offer approach drives more bookings and revenue
 - Support regional goals through elevated offer placements
- **Hypothesis:** Featuring offers in the hero will drive more bookings than a generic non-offer booking message
- **Outcome:** This test will support the decisioning to continue to feature offers in the hero on a regular cadence or focus on featuring in secondary modules
- **Tactic:**
 - Test 1-2 offers versus the control generic non-offer booking message in the hero; audience splits and offers vary by language/region
 - Languages not included in test are Portuguese, Japanese and Chinese
 - Featured Offers: Vacations by Marriott, Bonvoy Escapes, Generic Spring, and Escape to Luxury
 - Exclude E2L Solo audience from receiving the E2L hero offer
- **KPIs:**
 - Primary: Module BPK and CTR
 - Secondary: Unsub Rate, Module Bookings and Revenue
- **Considerations:**
 - There is a Lux MAU/E2L A/B test happening on 4/19. We will be excluding the E2L Solo recipients from this offer test

Test Plan Construct Example | Test Offers

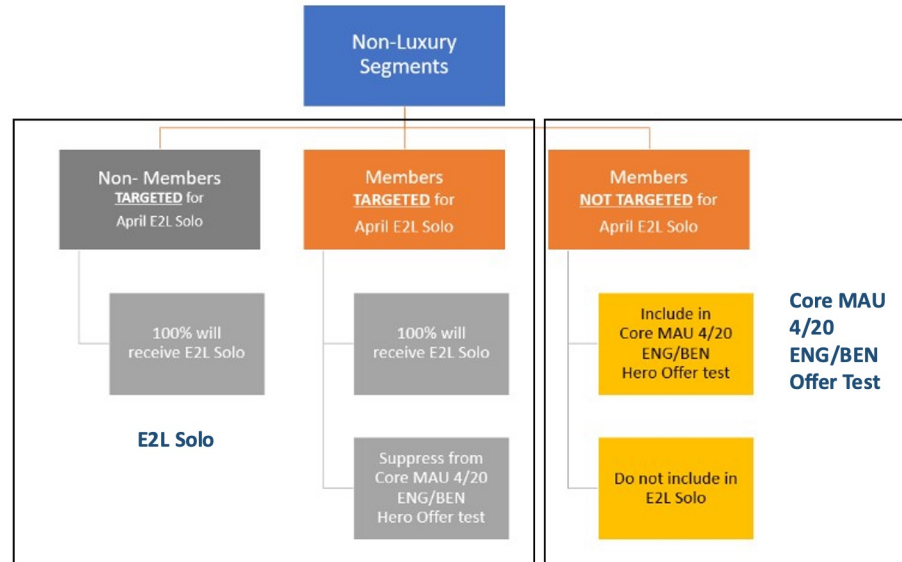
Offers: Core MAU Offer Test 4/20

- A portion of this audience will be suppressed from this test as they will be receiving the E2L Solo for ENG/BEN
- Confirm E2L can go to all regions getting ENG/BEN version



Test Plan Construct Example | Test Audience

Audience: Core MAU ENG/BEN Offer Test vs. E2L Solo



2023 Program KPI Goals

Fiscal Year KPIs	CTR	Unsub Rate	Revenue	Room Nights
2019	2.06%	0.21%	\$47.4 M	278.0 K
2022	1.31%	0.13%	\$25.9 M*	133.2 K*
First 6 Months 2022 (Jan. - Jun.)	1.50%	0.13%	\$16.5 M	84.0 K
2023 Program KPI Goals	1.3%	0.13%	\$2.1 M Monthly Avg. (Once Reporting Is Fixed)	11.0 K Monthly Avg. (Once Reporting Is Fixed)

*Revenue and Room Nights KPIs have been impacted by current reporting issues

2023 Member Level KPI Goals

2022 Member Level KPIs	CTR	Unsub Rate	Revenue	Room Nights
Basic	0.89%	0.15%	\$16.7 M	77.3 K
Silver	2.53%	0.05%	\$2.8 M	17.7 K
Gold	3.30%	0.05%	\$3.7 M	21.8 K
Platinum	5.12%	0.02%	\$1.1 M	7.0 K
Titanium	5.63%	0.02%	\$1.1 M	8.0 K
Ambassador	5.78%	0.02%	\$338.9 K	1.9 K
2022 Member Total	1.31%	0.13%	\$25.9 M	133.9 K

2023 Member Level KPI Goals	1.3%	0.13%	\$2.1 M Monthly Avg. (Once Reporting Is Fixed)	11.0 K Monthly Avg. (Once Reporting Is Fixed)
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*Revenue and Room Nights KPIs have been impacted by current reporting issues

2023 Loyalty Goals | Cobrand Acquisition

Initially track click activity to establish baseline KPIs for Cobrand Acquisition messaging

- Data Axle to track click activity on these modules for existing card holders and non-card holders
 - Will start to measure engagement based on module placement via clicks
 - Scope effort to attribute MAU cobrand clicks to new card holders

2023 Loyalty Goals | App Downloads

- Develop communication strategy for mobile app content
 - Frequency
 - Personalization e.g., Upcoming Trip
 - Types of CTAs
- Data Axle Account Management to coordinate with the App Team to utilize the correct links and to set up a reporting cadence
 - Once defined Data Axle to track for three months to establish baseline KPIs

App Download CTA Examples

Upcoming Trip & Recent Stay CTA Examples

Get Ready for Your Trip[, Fname].

We are looking forward to welcoming you for your upcoming stay. Please [visit]
[download] our Mobile App to check in, make requests, and learn more about
the hotel and surrounding area to make the most of your stay.

» [VISIT][DOWNLOAD] THE APP

Get Ready for Your Upcoming Trip[, Fname].

We look forward to welcoming you on your upcoming trip. Don't forget to [visit]
[download] our Mobile App to easily check in and learn more about the hotel and
surrounding area to make the most of your stay.

» DOWNLOAD THE APP

Thank you for staying with us recently[, Fname].

We look forward to welcoming you back soon. In the meantime, please
[visit][download] our Mobile App to help you plan your next getaway.

» DOWNLOAD THE APP

2023 Loyalty Goals | Brand Awareness & Affiliation

Start to measure brand awareness and affiliation in 2023

- Data Axle can start tracking if members are staying at more than one brand
- Can track across all brands if a member has stayed at 0, 1, 2 to 3 or 4+ brands in the last 30 days to measure movement quarter over quarter
- Data Axle to provide metrics and insights via Quarterly Reviews

Brand Awareness Tactics To Apply:

- Brand Portfolio Campaign
- Brand Propensity Model
- New Hotel Spotlights
- Brand Showcase

2023 Loyalty Goals | Driving Point Actives

Start to measure driving point actives in 2023

- Data Axle can start tracking if members are earning, redeeming, doing both or none at all
- Can track all emailable members for the last 30 days at the member level for Core MAU
- Data Axle to provide counts for those members who have activity in the past 30 days vs. no activity in the past 30 days via Quarterly Reviews

2023 Baseline KPIs To Be Tracked & Established

Tenure Segments:

- The logic for these segments needs to be updated to capture additional activity e.g., click activity for accurate tracking
- Data Axle can create a secondary segment of our own criteria to enable the Data Team to provide monthly reporting for Core MAU moving forward

Tenure Segments:

- Non-Member Stayers
- Basic New
- Basic Tenured Engaged
- Basic Tenured Unengaged
- Elite New
- Elite Tenured Silver_Gold
- Elite Tenured PL_TT_AM

New Key Segments (High ADR, HVT & Opportunity Segments):

- Data Axle will track and establish baseline KPIs for the new key segments once they become available

Lifecycle Stages:

- Tied to the First 100 Days initiative*
(*Will need to be determined moving forward)

2023 Program Pillar Goals

1

Develop Test & Learn
Agenda To Propel /
Inform Personalization
& Dynamic Content

2

Introduce Tailored
Content By Segment

3

Enhance Brand
Education By Utilizing:
Brand Portfolio
Campaign, Brand
Propensity Model, New
Hotel Spotlights &
Brand Showcase

4

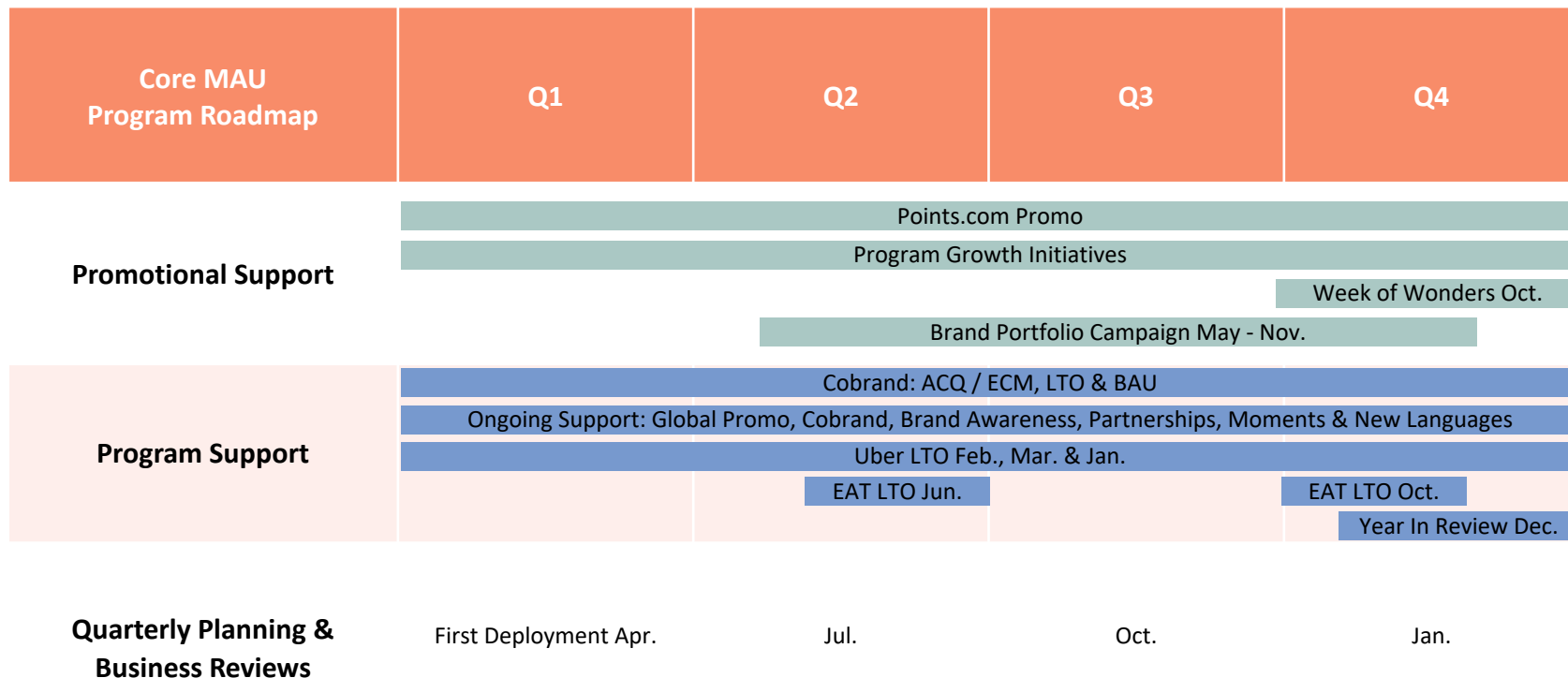
Implement Surveys /
Polls To Garner
Content Interests

5

Kickoff 2024
Planning Efforts

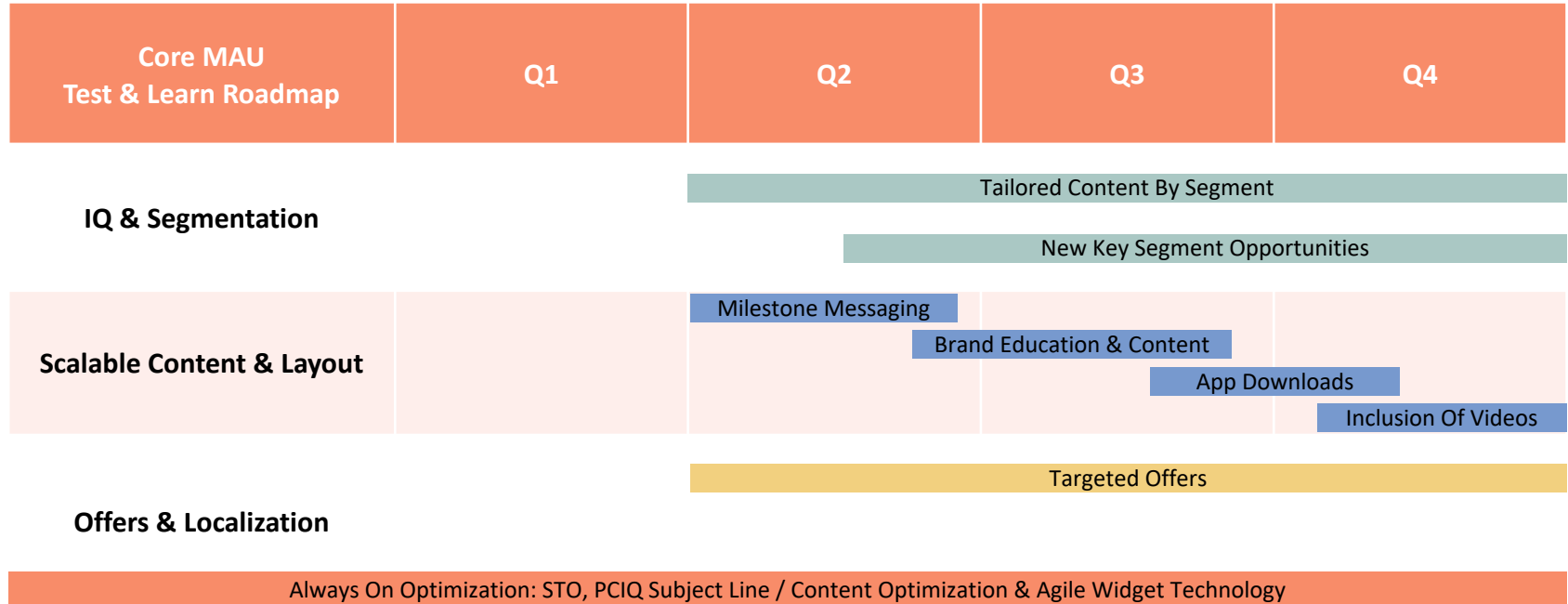
Program Roadmap

- Track key initiatives and program activities that will influence campaign development and performance
- Update during quarterly planning sessions



Initial Test & Learn Roadmap | Review & Discussion

- Track test and learn opportunities that will influence campaign optimization and performance
- Update during quarterly planning sessions





Creative



SHERATON MAUI RESORT & SPA

New Creative Concepts

- Creative concepts can be found [here](#)

Process



SHERATON MAUI RESORT & SPA

Submissions

- Submission Form Updates
- Submission Review
 - Shift to 2 days after the solicitation is closed.
- Future changes:
 - Workfront Submissions
 - Cobrand Submissions through Workfront



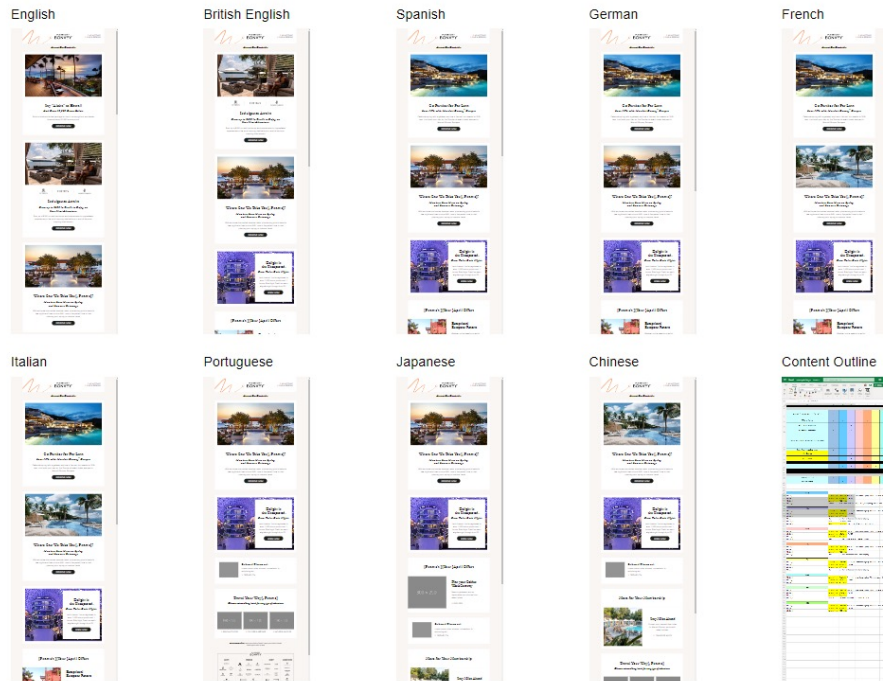
Grid

- Regional Review
 - Provide Grid by language for regional review to EMEA and Americas regions before design starts.
- Grid Layout Refresh
- Evergreen Content

SPA				
SECTION	SECTION DESCRIPTION	SPA	Logic	NOTES
ACCOUNT BOX	Activity as of date	x	Format as DD/MM/YYYY for members receiving INL	
HERO	MB Escapes - 20% off	x	Target to GER, SPA, ITA and PRE members Test hero against generic spring	Offer valid from 4/26-30.
	Generic Spring	x	1/2 US, 1/2 Canada, 1/2 CALA place in COATA_1 Member	Control group or go to everyone. Waterly blue imagery.
OFFER 1	Resort Experiences	x	Global members with EN, BEN, GER, SPA, ITA, PRE language preference	
OFFER 2	Balearic island MBO	-	This will only display for ITA Members in this spot.	Offer: 10% off + 3x Bonus Points per Stay Dates: 3/20 - 6/12
	Moments - Spanish Moments Page	x	Members only for EN, BEN, SPA, GER and ITA CALA Members with Spanish language	
OFFER 3	Balearic island MBO	x	This offer needs to be duplicated to display for BEN, SPA and GER. ENG will not receive this at all. Members only for EN, BEN, SPA, GER and ITA	This is a duplicate module from Offer 2 but displaying in Offer 3 spot due to targeting.
COBRAND SECTION				
SMALL ALERT	Maritz US Submission	x	ENG: US Members with points SPA: Global Members excluding China with points	Updated to members with points
NEWS 2 More for Your Journey	All-inclusive awareness	x	Global Members with English and Spanish language preference	This particular one should be just for SPA.
	All-inclusive awareness	x	Global Members with English and Spanish language preference	We need to duplicate this in the News 2 spot for ENG.
	City Express	x	ENG and SPA version This one should only go to SPA.	
	City Express	-	ENG and SPA version This one should only go to ENG.	Kelly if you design this in the NEWS 4 spot for Spanish, we can reuse it for English too... so might be better here than in the NEWS 3 spot.
NEWS 4 More for Your Journey	City Express	-	ENG and SPA version This one should only go to ENG.	
LEISURE		x		Mini update for US. keep PCIG for in-Lang.
TRAVELER	Travel Trends Quiz			
	Traveler Article	x	Global members with a Spanish language preference	Jessica this will need to be retranslated from English
FEATURED PROPERTY				
FOOTNOTE				

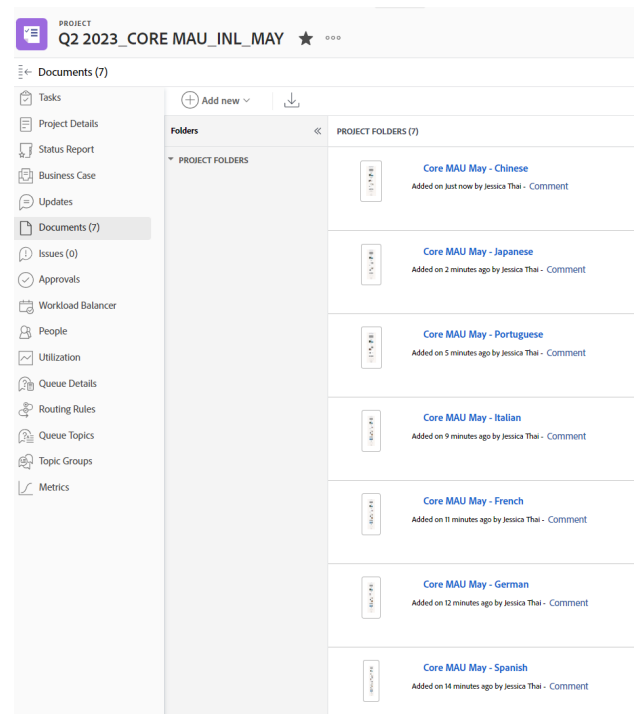
Design

- Designing by region with April and May
 - This will hopefully help regions get a sample of what to expect earlier on and make content easier to digest.
 - The grid will also be included to help on an offer/content level.



Design Review Rounds

- DR2 Proof Review
 - Placing associated proofs on WF based on versions
 - Workfront has separated campaigns by month and by deployment date now
 - Only including stakeholders with their submitted modules
 - This should help align with the Proof process when we receive live proofs



Data

- Data into AAC
 - Pending for May
- Data Process
 - Targeting and testing
- Deployment Delays

Next Steps

- **April Campaign Launch**
 - English and BEN – 4/20
 - In-Language – 4/27
- **April Email Review – 5/18**
- **Quarterly Email Review & Planning (April, May, June) – 7/13**
 - Email Review & Strategic Roadmap Planning
 - Content and Creative Planning
 - Workflow Assessment and Planning



Thank You!

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ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO