

The background image shows a modern resort building with large glass windows and a wooden deck. In the foreground, there is an infinity pool that stretches towards the horizon. The sky is a mix of blue and orange, indicating sunset or sunrise. The overall scene is peaceful and scenic.

Marriott & Data Axle *MAU Foundation Work Session*

March 7, 2023

RENAISSANCE BALI ULUWATU RESORT & SPA, INDONESIA



Today, we will discuss...

- **Creative** - MAU competitive examples and design and content inspiration
- **Strategy** - Business objectives, program goals and test & learn agenda
- **Process** – Initial process and workflow enhancement ideas
- **Next steps**



Let's review our direct & indirect competitors'
monthly member communications

We'll discuss:

What we *like*, What we *wish*, & What we *wonder*

Direct Competitors



SL: Your Hilton Honors Monthly Statement
PH: Get the latest information about your membership here

What We Like

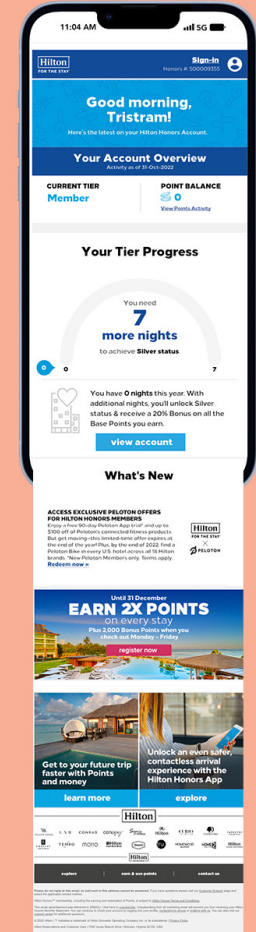
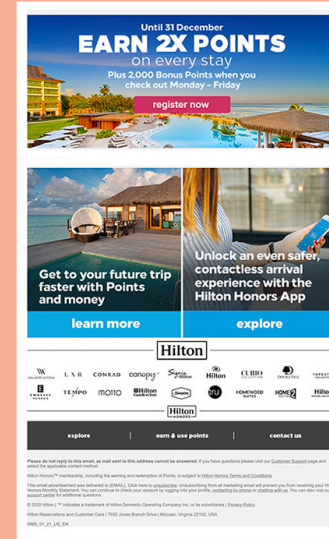
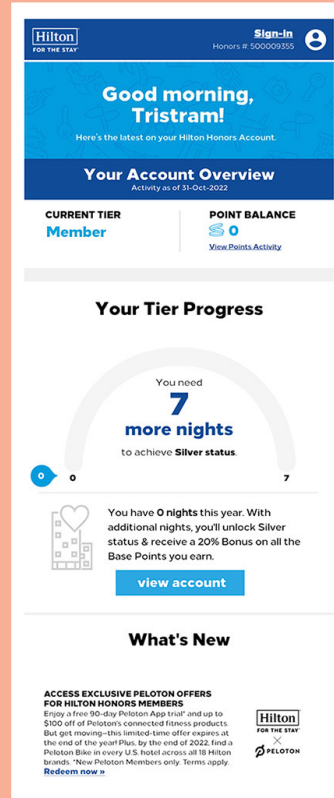
“Good morning, Tristram!” messaging
“What’s New” section header

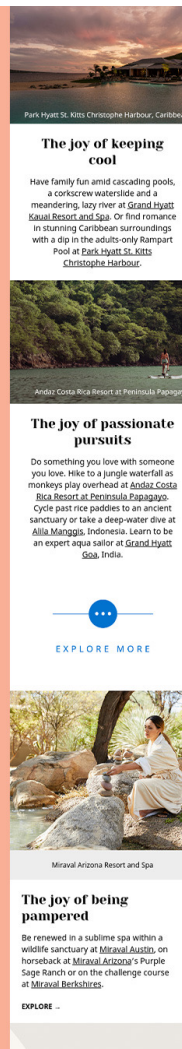
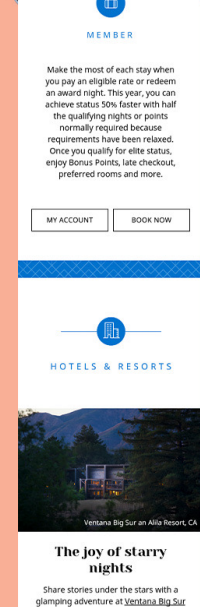
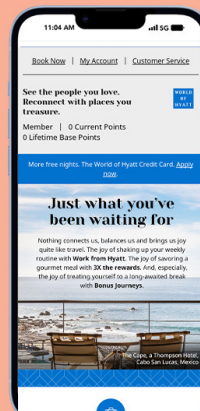
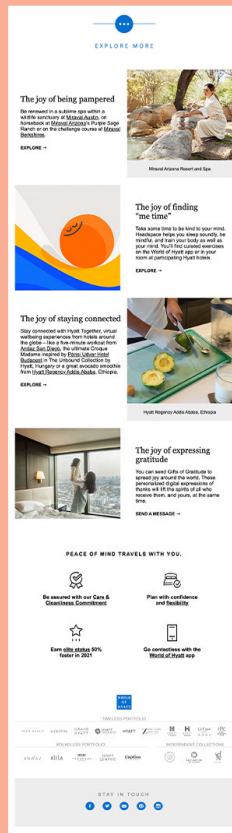
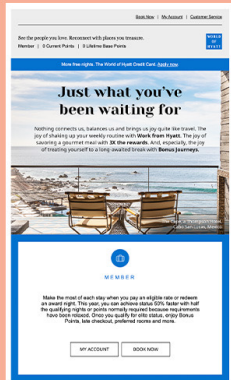
What We Wish

Bring in intro messaging accurately

What We Wonder

Is there 3rd party tech that will allow us to accurately message by time of open





HYATT®

SL: Your Account Summary: Just What You've Been Waiting For
PH: See the people you love. Reconnect with places you treasure.

What We Like

“Just what you’ve been waiting for” tone of voice
Clear section dividers
Clean & organized layout

What We Wish

Make the MAU more **enjoyable** to read
Easily scannable with digestible & organized content

What We Wonder

Is there higher engagement when the members account information is divided around a visually engaging hero?



HOTELS & RESORTS

SL: {NAME}, your October Newsletter: Dine Out for Good at Family Meal
PH: Plus: See The Soul Rebels in Dallas, meet Shane in Atlanta, eat burgers in Seattle + more.

What We Like

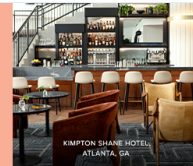
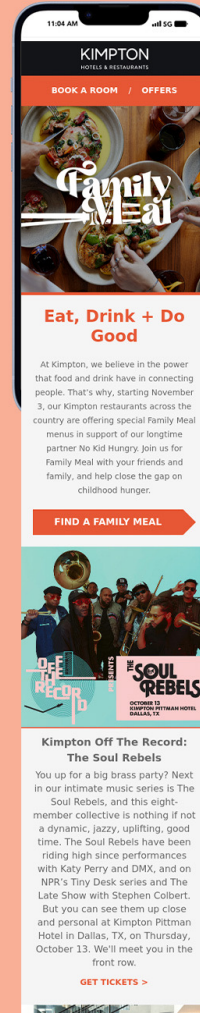
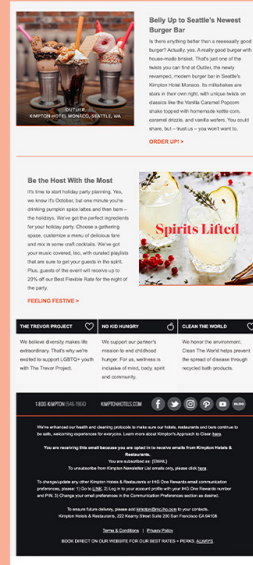
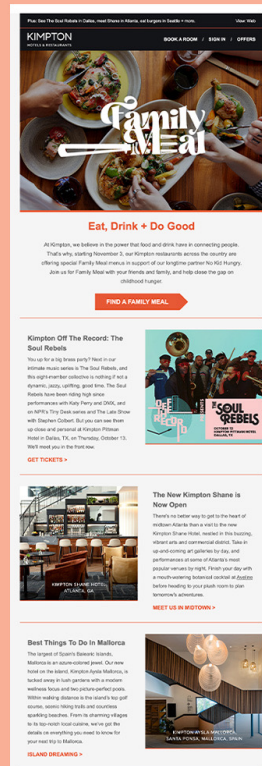
Communicates brand initiatives
Clean & organized layout

What We Wish

Create opportunity to increase brand loyalty
through this communication

What We Wonder

Is there enough brand initiative content to message monthly? (ex. Current messaging to donate to relief efforts in Syria & Turkiye?)



The New Kimpton Shane is Now Open

There's no better way to get to the heart of midtown Atlanta than a visit to the new Kimpton Shane Hotel, nestled in this buzzing, vibrant arts and commercial district. Take in up-and-coming art galleries by day, and performances at some of Atlanta's most popular venues by night. Finish your day with a mouth-watering botanical cocktail at *Aveline* before heading to your plush room to plan tomorrow's adventures.

MEET US IN MIDTOWN >



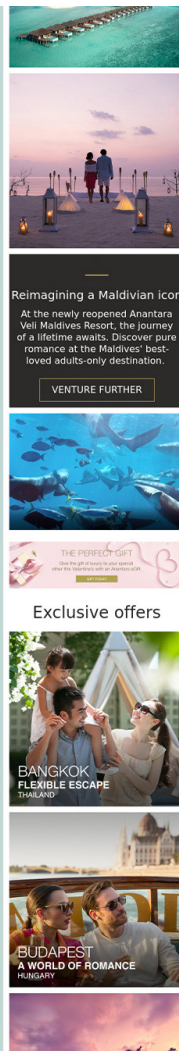
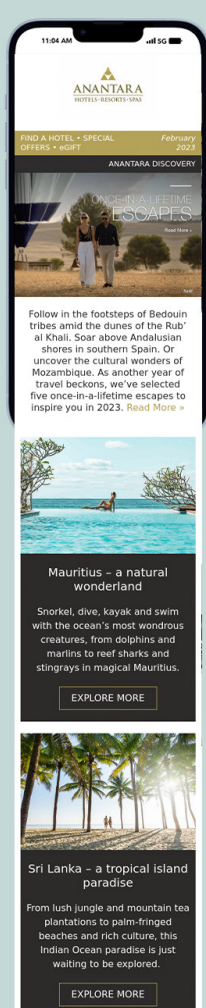
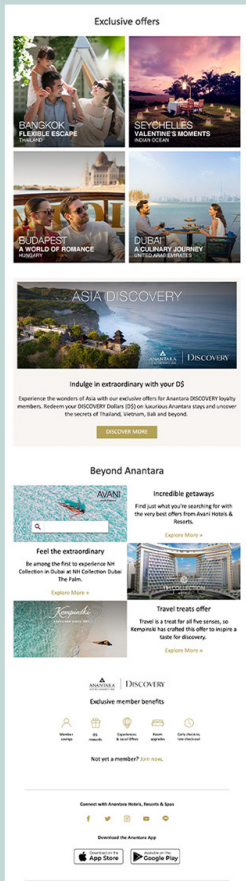
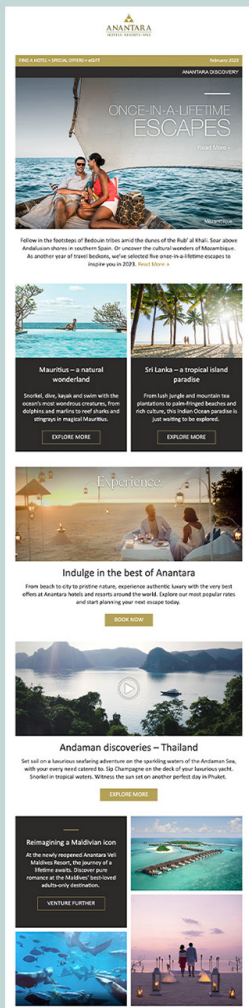
Best Things To Do In Mallorca

The largest of Spain's Balearic Islands, Mallorca is an azure-colored jewel. Our new hotel on the island, Kimpton Aysla Mallorca, is tucked away in lush gardens with a modern wellness focus and two picture-perfect pools. Within walking distance is the island's top golf course, scenic hiking trails and countless sparkling beaches. From its charming villages to its top-notch local cuisine, we've got the details on everything you need to know for your next trip to Mallorca.

ISLAND DREAMING >



Indirect Competitors



SL: February edition: Once-in-lifetime escapes, a Maldivian legend & Asia discovery
PH: Inspire your journey.

What We Like

Vibrant & engaging imagery
Mix of full-width & 2-column modules to vary the layout
Mobile app download in footer

What We Wish

Hotel feature module to spotlight new opening in a beautiful way to break up content

What We Wonder

Do members receive the benefits banner at the bottom? And if so, does it still get engagement?



SL: It's Here! Your January Update, Special Offers and More
PH: New Adventures Await

What We Like

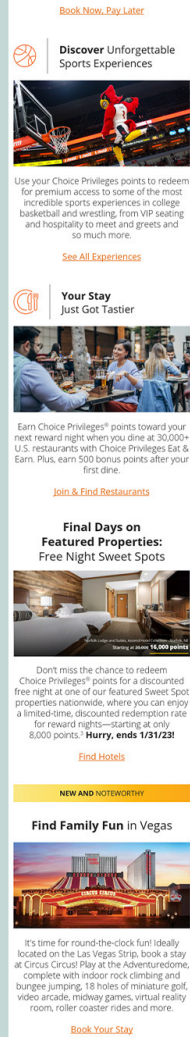
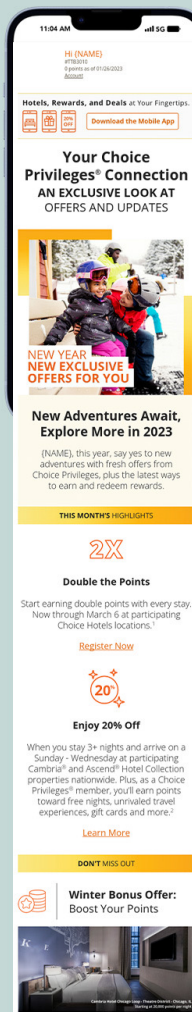
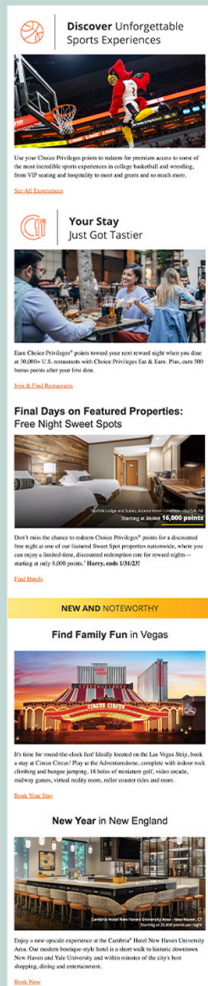
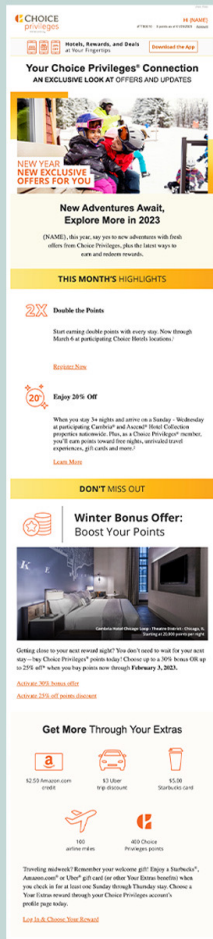
Clear section dividers & use of iconography
Small mobile app banner

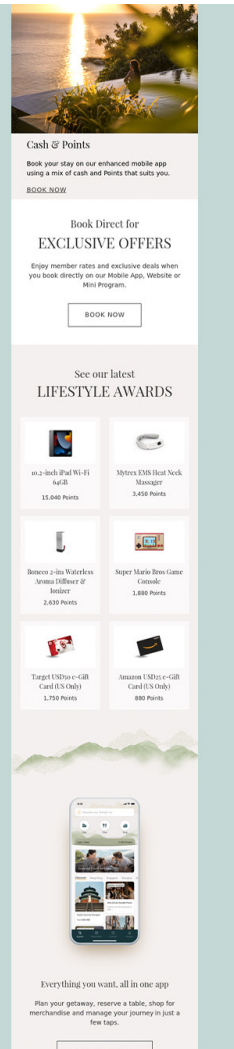
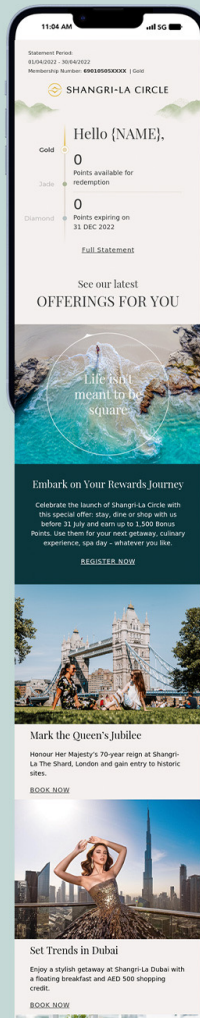
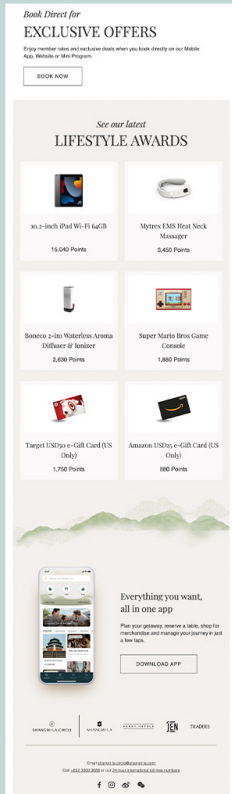
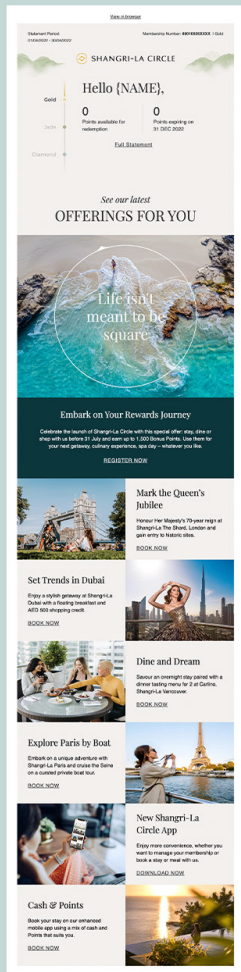
What We Wish

More scannable sections

What We Wonder

Is a small mobile app banner that's always
on a good idea?





SHANGRI-LA

SL: Your Shangri-La Circle Account Summary
PH: Statement Period: 01/04/2022 - 30/04/2022
Membership Number: 69010505XXXX

What We Like

Beautifully designed layout
Clear, scannable sections
Mobile app module

What We Wish

To begin and book end the MAU with a nice treatment so it feels like one cohesive story

What We Wonder

Is there an opportunity for a “Book Direct” message to reinforce that members get the best rates?

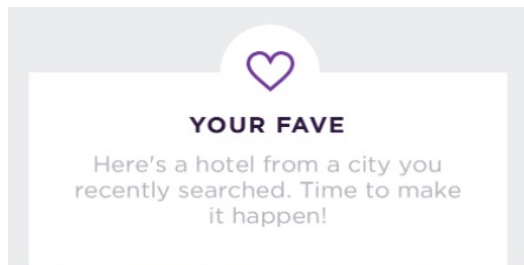
Inspiration & Thought Starters

Enhanced Personalization



- Timely messaging depending on time of open

Hotel Tonight

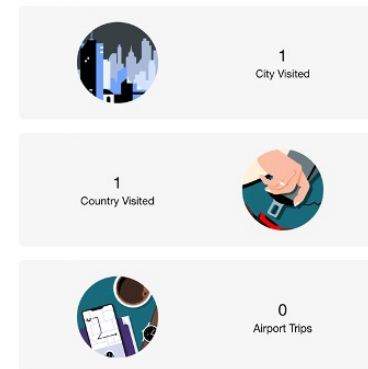


- Pull in of most recent hotel search, or a "favorite" data point (most frequented brand, destination, etc.)

Uber

Check out some other fun trends

Thank you all for choosing the Uber app—here's a lookback of your travels this past month.




- Extra data point personalization

Enhanced Personalization

- Upcoming Trip module with additional targeted content & widget ideas

MARRIOTT BONVOY
TRAVELER.




Get Ready for Your Upcoming Trip[, Fname].

Discover tips from our local travel experts to help you make the most of your time in [City].


[City] Guide


3-Day Itinerary


 **airbnb**


More ideas for your trip


Check out what's available throughout the rest of your stay.


 **Classes & Workshops**


 **Arts**


 **Sports**


 **Food & Drink**


 **HotelTonight**

 **HOW'S THE WEATHER IN SAN FRANCISCO?**


Fri—Oct 28th
Partly Cloudy
52°F - 59°F



Sat—Oct 29th
Partly Cloudy
51°F - 61°F


Sun—Oct 30th
Sunny
53°F - 59°F

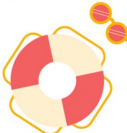
 **airbnb**

A local's guide to a perfect day in Sonoma


Morning
Take a walk along the beach in Bodega Bay




Noon
Grab a picnic lunch in Guerneville



Afternoon
Sun and swim in the slow-moving Russian River



Cocktail hour
Stop by a winery to sample Sonoma's most famous product



Evening
Dinner, then chill out at your Airbnb with friends

Whether it's a romantic getaway, a family get-together or a spontaneous wine adventure with your friends, pack up the mini-van or party bus and start your summer vacation in Sonoma.

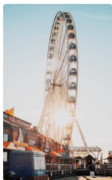
Keep calm and wine on

Enjoyable, Scroll-worthy Content



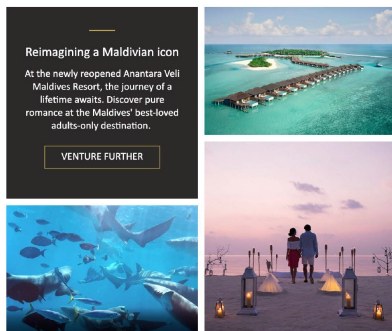
If you're up for something different

There's lots to do in Seattle, the Emerald City: Take a hike to Pike Place Market for local treats and vinyl records. Or a literal hike on Mount Si. Get sky high on the Space Needle. Get inspired by the European masterpieces at Seattle Art Museum. Soak in the famous coffee and cafe culture.



Visit Seattle

- Travel guide



- Hotel feature



Tips for your next trip



Make "no pressure" plans

For a sense of stability, make a few stay and lunch/dinner reservations. Then leave the rest up to whimsy: Stumble into a cute cafe. Or find an ancient map in an antique shop.



Get not-to-be-missed tickets in advance

Excited about an exhibit? Want to visit a historic landmark? Research ahead of time to see if you need tickets. This helps you avoid long lines or not getting in at all. Less stress is best.



Pack light if you can

Trust that anything you may need you can find at your destination. Pack as little clothes and toiletries as possible to leave extra suitcase space. This makes room for that perfect outfit. Or tasty pastries and candy. Maybe that decor piece you never knew you needed.

- Tips



Snack Fact Of the Day

Financial aid is so complex that US college grads left behind \$3.75B in free aid in 2021

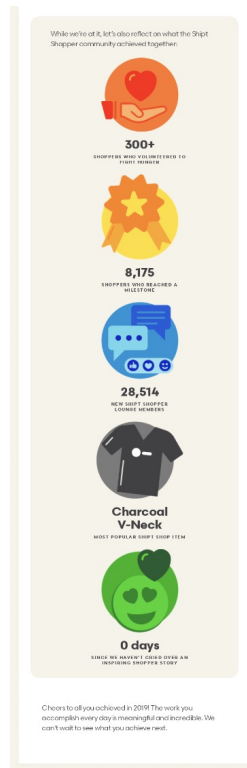
- Fun fact

Brand Loyalty

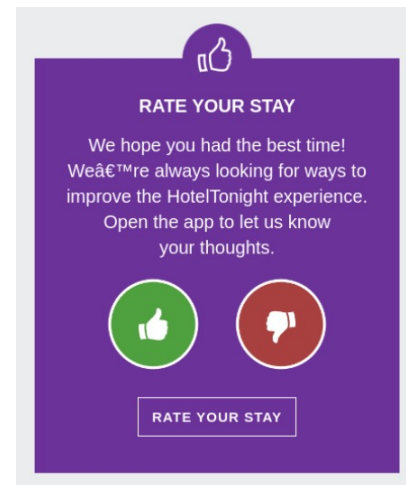


THE TREVOR PROJECT	NO KID HUNGRY	CLEAN THE WORLD
We believe diversity makes life extraordinary. That's why we're excited to support LGBTQ+ youth with The Trevor Project.	We support our partner's mission to end childhood hunger. For us, wellness is inclusive of mind, body, spirit and community.	We honor the environment. Clean The World helps prevent the spread of disease through recycled bath products.

- Increase brand loyalty by showing which initiatives Marriott supports

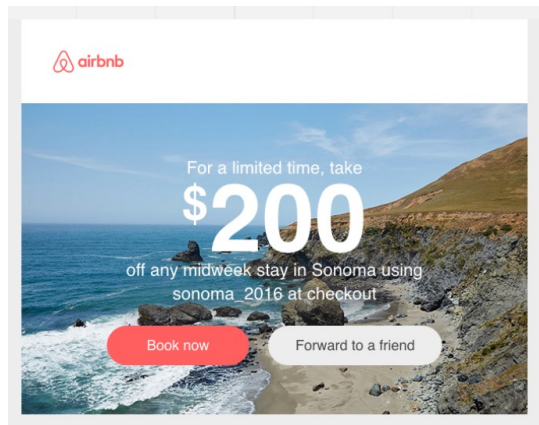


- Show how the greater community is interacting with Marriott to reinforce loyalty



- Show members we care about their feedback

Brand Loyalty



- Sharing among friends to increase loyalty



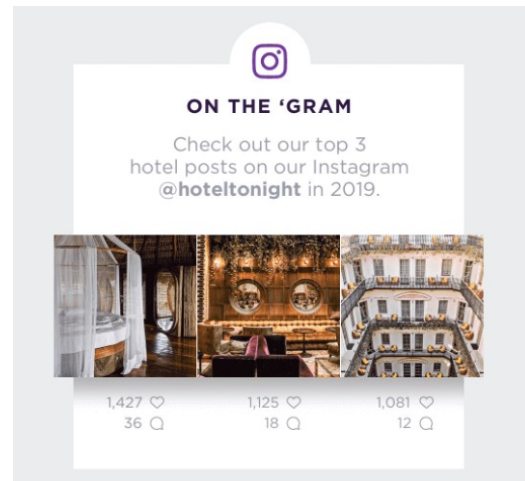
Refer. Earn. Repeat.

Share your code with friends who are new to Lyft, and you'll both get free credit when they take their first ride. Win-win.

lyft.com/invited/SMILESDAVIS

- Sharing among friends

HotelTonight

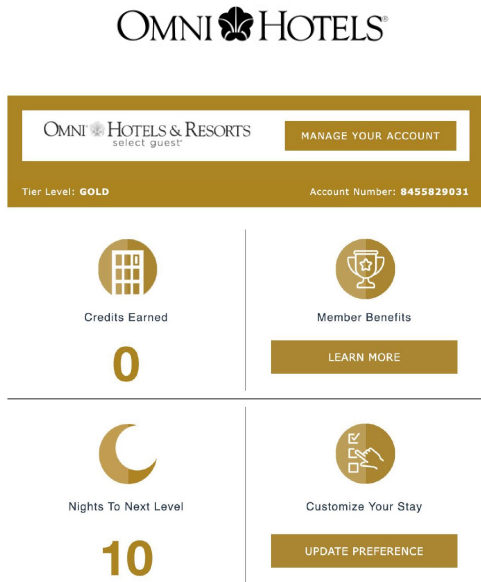


- Inviting to follow along on social

Brand Education

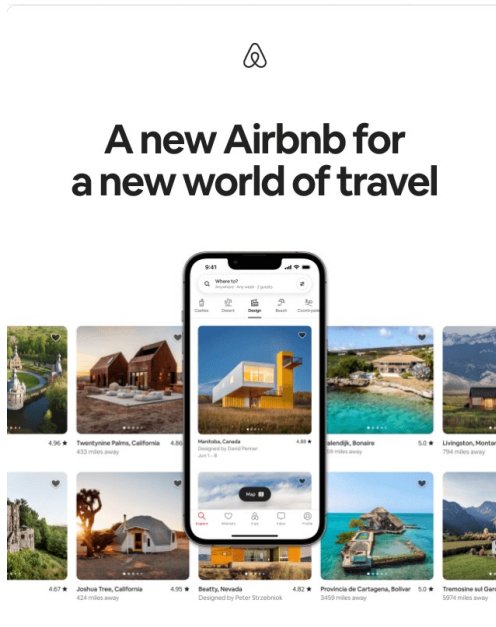


- Remind readers of all their benefits as a member

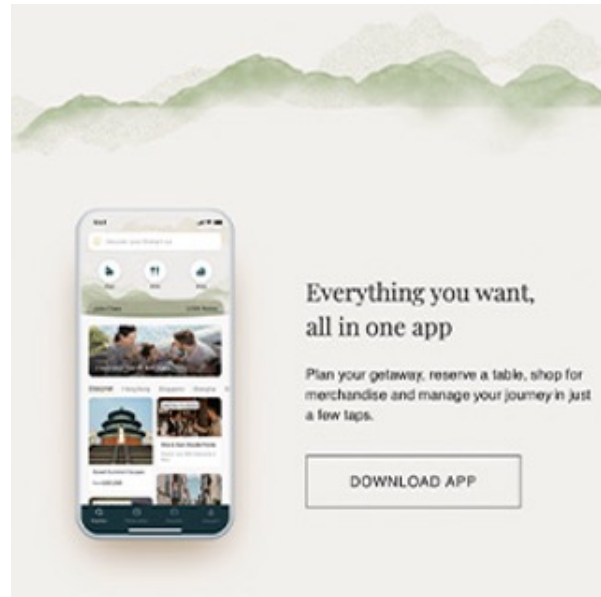


- Preference center quick link in account box to personalize their preferences

Brand Education



- Create a neat interactive animation in a secondary module



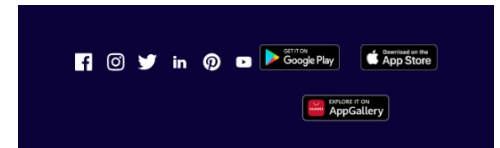
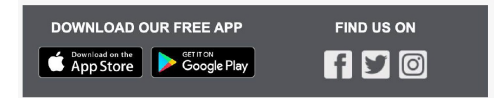
- Static, but more prominent, placement



Connect with Anantara Hotels, Resorts & Spas



Download the Anantara App



- Small banner or download icons in the footer

Hierarchy & Tone



EXPLORE MORE



HOTELS & RESORTS

DON'T MISS OUT



Winter Bonus Offer:
Boost Your Points

THIS MONTH'S HIGHLIGHTS

- Clear section dividers

The joy of starry nights

Share stories under the stars with a glamping adventure at Yostopa Big Surf in Alila Resort in California or be lulled to sleep by the sounds of the sea in your own private water villa at Park Hyatt Maldives Hadhaa. Arise in imperial splendor at Hôtel du Palais Biarritz in The Unbound Collection by Hyatt, France — the former palace of Napoleon III.



Park Hyatt St. Kitts, Christopher Harbour, Caribbean

The joy of keeping cool

Have family fun amid cascading pools, a corkscrew waterslide and a meandering, lazy river at Grand Hyatt Kauai Resort and Spa. Or find romance in stunning Caribbean surroundings with a dip in the adult-only Rumpert Pool at Park Hyatt St. Kitts, Christopher Harbour.



Andaz Costa Rica Resort at Peninsula Papagayo

The joy of passionate pursuits

Do something you love with someone you love. Hike to a jungle waterfall as monkeys play overhead at Andaz Costa Rica Resort at Peninsula Papagayo. Cycle past rice paddies to an ancient sanctuary or take a deep-water dive at Alila Mangrove, Indonesia. Learn to be an expert aqua sailor at Grand Hyatt Goa, India.

- Inspiring & timely tone

Just what you've
been waiting for

What's New

See our latest
LIFESTYLE AWARDS

See our latest
OFFERINGS FOR YOU

GET INSPIRED



Heroku's Managed Service Helps Kolide Do More with
a Smaller Team


After an expensive experiment with Kubernetes,
Kolide can execute faster on Heroku.

EXPLORE WITH US

New and Noted


The start of a New Year is the perfect time to refresh your knowledge of some of the world's must see destinations, and we have seven cities to set your sights on in 2020, from Tokyo to New York and Beijing. We've also highlighted just a few of the exceptional and original artworks chosen especially for Mandarin Oriental Hyde Park, London that you will find in the corridors and public-facing spaces of the hotel.

Interactivity



FEATURED ADVENTURE


Six strangers, one mystery trip



Strangers from around the world went on an adventure to an unknown destination. From cliff jumping to camel riding, follow their epic journey then book the adventure for yourself.

[Learn more](#)

[Watch the film](#)




It's Your 3 Year RED CROSS-VERSARY

Hey Christina, thanks for being a part of the Red Cross family.
You've been donating with us for the past 3 years.
That's **3** lifetime donations!

Increase your impact or keep scrolling for more great info!

[Schedule Now](#)



WHAT'S YOUR BLOOD TYPE

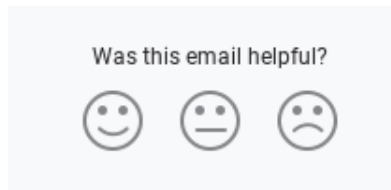
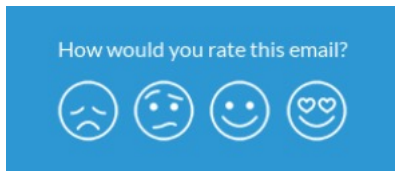
O A B AB

Your kindness matters. 8 out of every 10 patients who need a blood transfusion can receive your type O positive blood.

[Give today!](#)

- Opportunities to bring in video content
- Engaging graphics

Ongoing Feedback



- Ongoing feedback loop to gauge how well our readers are enjoying their MAU

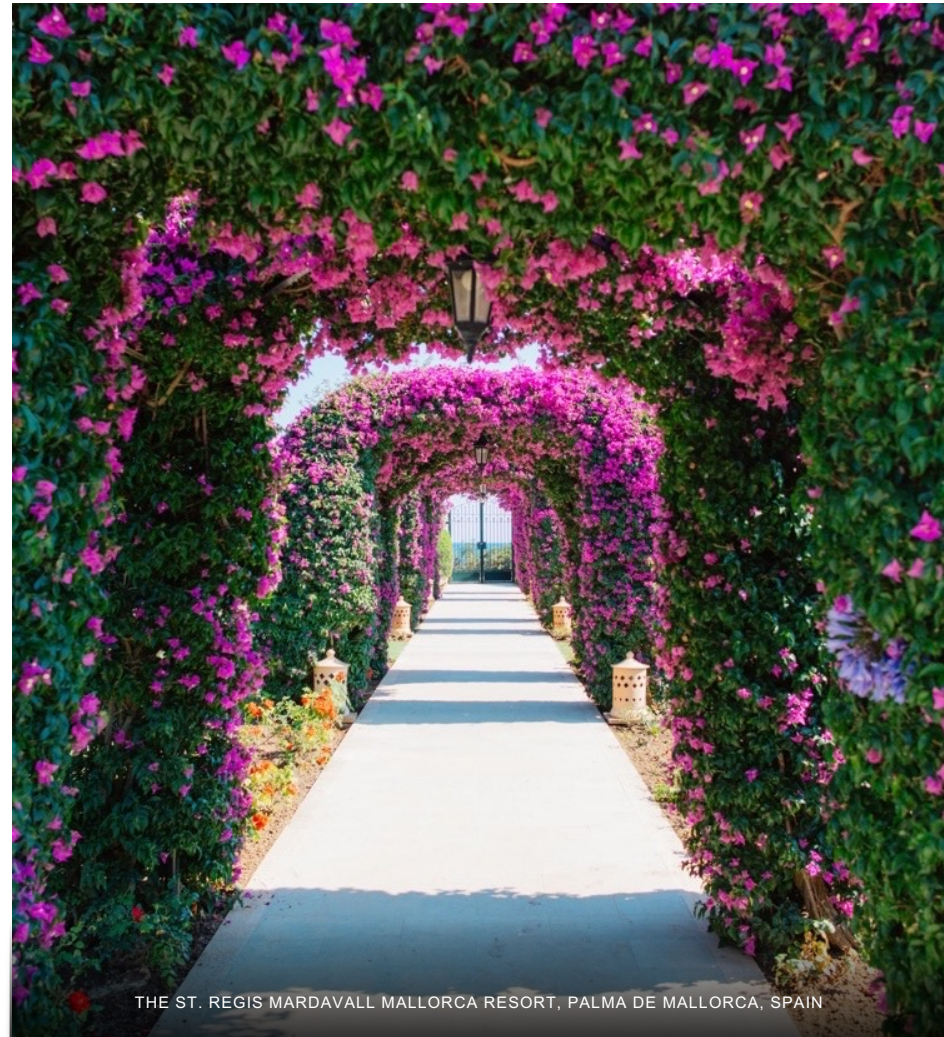


Strategy

Business objectives, program goals and test & learn agenda

Work Session Overview


- Business Objectives
- Program Goals
- Campaign Strategy
- New Key Segment Opportunities
- Test & Learn Agenda



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

Core MAU 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

Core MAU Program Goals

Discuss / Determine KPI Goals

CTR

2019: 2.07% | Last
6 Months: 1.06%

Unsub Rate

2019: 0.21% | Last
6 Months: 0.13%

Revenue

2019: \$10.7 M | Last
6 Months: \$4.5 M

Room Nights

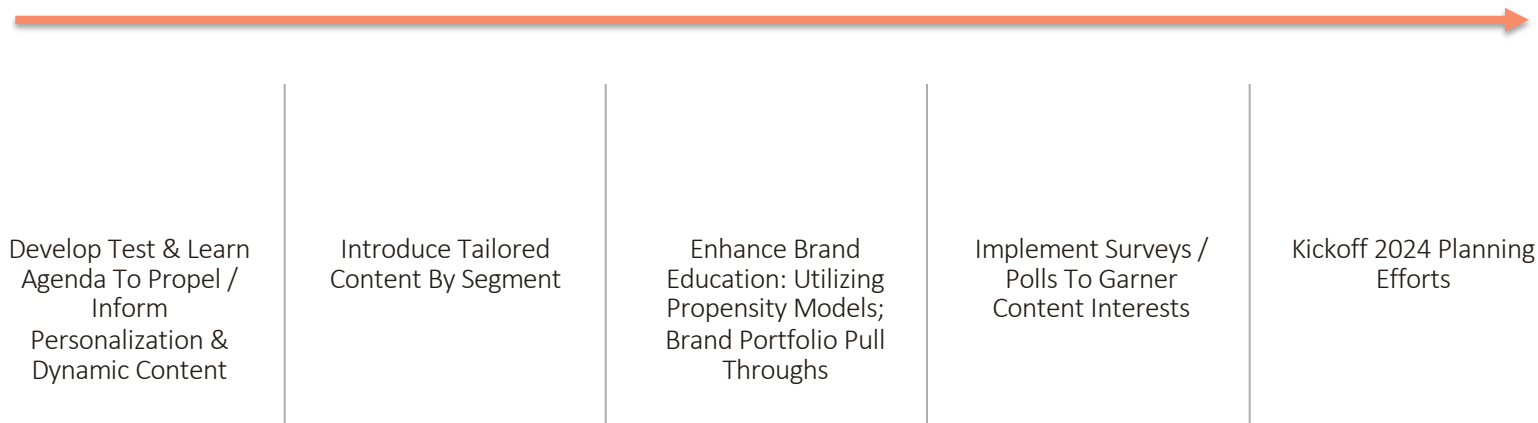
2019: 52.1 K | Last
6 Months: 45.8 K

Additional KPI Goals For Consideration:

- Sub-Segments: Member Level, Tenure, Opportunity Segments
- Lifecycle Stages
- Content: Cobrand, Global Promo, etc.

Core MAU Program Goals

Discuss / Determine Project Pillar Goals For Consideration



Core MAU Campaign Strategy

Key Campaign Strategy Pillars For 2023



New Key Segment Opportunities

Potential New Segment Opportunities For Consideration

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 Average Daily
Rate (ADR) Audience

4

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 Whiteboard | Building Pride & Growing Engagement

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

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

Offers & Localization

- Gated Offers
- Region Specific Modules



Process

Initial process and workflow enhancement review



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



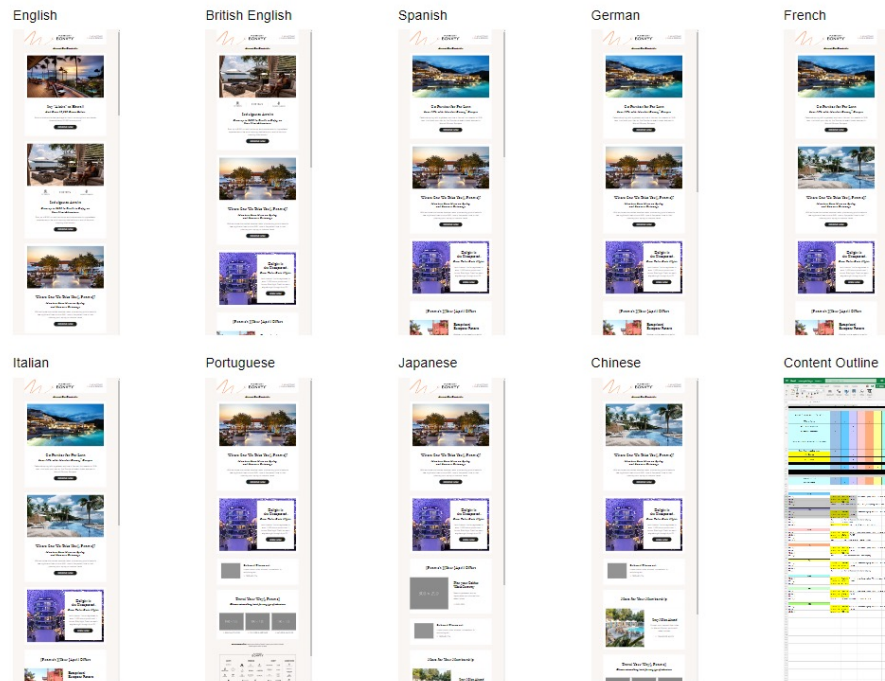
Grid

- Regional Review
 - Provide Grid by language for regional review to EMEA and Americas regions before design starts.
 - This will hopefully aid in adding more content for the regions in the future.
- 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 here 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	Marlitz 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.
NEWS 4 More for Your Journey	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.
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
 - 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.



Data

- Data into Adobe
- Data Process
 - Targeting and testing
- Deployment Delays



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

Next Steps

Timing	Notes	Milestone	Description
Thursday, March 23 rd	Available 60-minute timeslots	Initial Presentation Strategy	Share analysis, benchmarks, and plan roadmap items
Thursday, March 30 th	<p>Onsite Marriott HQ</p> <p>Would 12-2PM work (including lunch)?</p> <p>Anyone additional you want us to extend the invite to?</p> <p>Interest and availability in dinner on Wednesday, March 29th?</p>	Final Presentation	<p>Present analysis, opportunities for expanding and optimizing the newsletter, and test & learn roadmap</p> <p>Present creative and content go-forward approach</p> <p>Present process and workflow enhancement go-forward approach</p>



Thank You!

MARRIOTT
BONVOY®

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