2022 Partnership Kick-Off

February 1, 2022

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Your Data Axle Team

Diana Strandberg
Senior Account Director

Mimi Zhou
Senior Account Manger

Jessica Thai
Account Manger

Erica Huntley
Senior Director, Strategy

Donovan Parisi
Director, Strategy

Rachael Whitley
Associate, Strategy

Jen Tabbal
Senior Content Director

Capricia Alston
Senior Copywriter

Kelly McMahon
Art Director

Sterling Crain
Senior Designer

Christina Chang
Senior Designer

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Agenda

- 2022 Goals & Planning

- Process

- Learning Agenda & Roadmap

- Content Planning & Creative

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2022 Goals & Planning

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Process

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2022 Launch Dates

	English / In-language	Arabic
January	1/18/2022	1/21/2022
February	2/8/2022	2/11/2022
March	3/8/2022	3/14/2022
April	4/5/2022	4/8/2022
May	5/3/2022	5/6/2022
June	6/7/2022	6/10/2022
July	7/5/2022	7/8/2022
August	8/9/2022	8/12/2022
September	9/6/2022	9/9/2022
October	10/4/2022	10/7/2022
November	11/15/2022	11/18/2022
December	12/13/2022	12/16/2022

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Process

- **Standard Timelines**
  - Reassessing based on learnings to-date
  - Share revised with EMEA team & Epsilon

- **Design**
  - Revised timelines will help facilitate having design direction at kick-off
  - Code minification helping with file sizes & clipping

- **Data**
  - Hotel Reference Table
  - Poll Results

- **Build Process with Epsilon**
  - Continuing to evolve and refine reference table process with Epsilon
  - PCIQ being implemented successfully

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Process Continued

- **Testing**
    - Central English Feedback Log
    - Standard in-language feedback process
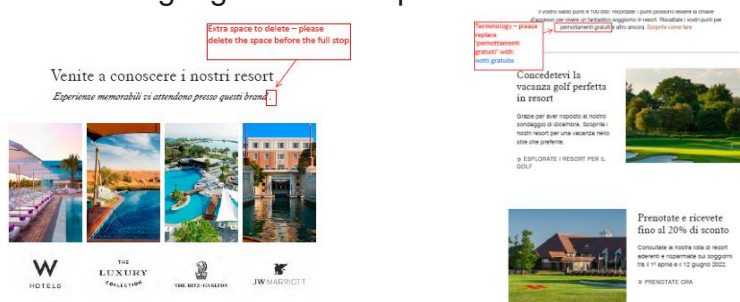
- **Area Director Meeting**
    - Discovery on current process with area teams
    - Partner on '22 area kick-off meeting

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Learning Agenda & Roadmap

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2022 Learning Agenda & Roadmap: **Discussion Topics**

- Revisit 2022 Roadmap items

- 2022 Email Channel Goals
  - Channel goals: Europe vs MEA
  - Drive Market Solo goals

- Optimization Technology
  - Planning for PCIQ Optimization
  - Send Time Optimization (STO)

- Brand Education Optimization

- Tracking & Reporting

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Established 2022 Learning Roadmap and Agenda

EMEA 2022 Learning Roadmap: Monthly Drive Market Solos			
Q1 2022	**Q2 2022**	**Q3 2022**	**Q4 2022**
Email Performance - Explore Epsilon widget roadmap for additional global capabilities - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Explore trigger campgin/retargeting capabilities	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Plan to test trigger campaign	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize
Personalization - Test versioning content for luxury segments - Explore creative options for evergreen member module (lite version) - Plan poll schedule and data usage - Explore capabilities for listing nearby hotels - Continue PCIQ cross-border optimization	- Test versioning content for luxury segments - Launch member module test (lite version vs point balance) - Test approach to poll questions - Begin testing nearby hotel listings - Continue PCIQ cross-border optimiization	- Test versioning content for luxury segments - Test using poll results for 1:1 personalization - Continue PCIQ cross-border optimiization - Continue member module testing (lite version vs point balance)	- Test versioning content for luxury segments - Test presenting content based on poll results - Continue PCIQ cross-border optimiization
Content - Test creative treatments cross border content - Introduce in-language Traveler content - Test headlines, copy and CTAs for point earning messages - Test poll placement	- Test headlines, copy and CTAs for point earning messages - Test into regular offers CTA/module to increase clicks & bookings	- Test creative treatments for mobile app CTA - Test headlines, copy and CTAs for point earning messages - Test placement of personalized poll results	- Test headlines, copy and CTAs for point earning messages - Test creative treatments for member module - Test placement of personalized poll results
New Member Enrollment - Submit request for additional enrollment code (METTS)	- Test point earning messages for non-members - Test creative and/or copy for enrollment message - Implement METT tracking code	- Test creative and/or copy for enrollment message - Test point earning messages for non-members	- Test creative and/or copy for enrollment message - Test point earning messages for non-members

Other Supported Priorities:
- Grow and activate members
- Mobile App download/usage
- Cobrand acquisition/usage
- Global Promotions

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2021 Email Engagement

2021 Goals

Europe:

- Open rate: **26.0%**
- CTOR: **6.5%**
- Revenue: **$4.2M**

MEA:

- Open rate: **19.0%**
- CTOR: **4.5%**
- Revenue: **$1.5M**

2021 Engagement

Europe:

- Open rate: **28.9%**
- CTOR: **5.4%**
- **CTR: 1.6%**
- Revenue: **$5.4 M**

MEA:

- Open rate: **24.4%**
- CTOR: **3.6%**
- **CTR: 0.9%**
- Revenue: **$1.5M**

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Email Marketing Benchmarks

Travel, Hospitality and Leisure Industry Standard KPIs
Source: Campaign Monitor

20.2% Open Rate	**1.4%** CTR	**8.7%** CTOR

Industry Standard KPIs by Continent
Source: Get Response

Europe

Open rate: 21.7%

CTR: 2.64%

CTOR: 12.1%

Africa

Open rate: 21.8%

CTR: 1.4%

CTOR: 5.0%

2021 Global Benchmark Stats

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Planning for PCIQ

- Timing: # of consecutive months

- Subject Lines

- Cross border

- Other content areas

  - Images (GloPro, hero's)

Date	Subject Lines	Oepn Rates
Sep	How to Earn Nights Away on Us	27.1%
	Step Away From Screen Time and Reward Yourself in Small Ways	27.2%
	Would You Like to Earn Points With Ease[, Fname]?	27.2%
	[Fname's][Your] Guide to Earning Points With Ease	27.8%
	[Fname,]Discover Member Exclusive Offers and Enjoy Nights Away on Us	28.0%
Oct	Tom, Don't Miss Out on These Member Exclusive Offers and Experiences	25.8%
	Guide to Member Exclusive Offers and Experiences	26.1%
	Member Exclusive Offers and Experiences	26.0%
	Time is Running Out for These Member Exclusive Offers and Experiences	26.3%
	Mai, have you seen these member exclusive offers and experiences?	26.4%
Nov Non-Lux	Don't Miss Out on Exclusive Savings, Experiences, and More	22.0%
	One Week Only to Save on Your Holiday Travel	22.1%
	Exclusive Savings, Experiences, and More	22.0%
	Your Special Holiday Savings Are Inside	22.3%
	Have you started planning your holiday travel?	21.7%
Nov Lux	Tis the Season to Be Showered in Luxury	24.9%
	Now Is the Time to Book a Luxury Experience	24.2%
	Your Luxury Getaway Awaits…	25.2%
	Your Guide to a Luxury Holiday Getaway	25.0%
	Where will you holiday this year?	24.3%

A New Year to Explore Someplace New

Find inspiration to make your 2022 travel plans.

Discover Barcelona

Enjoy the culture, cuisine and art of this destination that is the ideal mix of bustling city and natural landscape.

» EXPLORE

Discover Switzerland

Best known for its mountains, lakes, banks, watches, cheese and chocolate, this destination was made for winter sports enthusiasts and history lovers.

» EXPLORE

Discover Abu Dhabi

Enjoy truly spectacular natural and man-made scenery including the Sheikh Zayed Grand Mosque and the city's corniche with its sandy white beaches and landscaped gardens.

» EXPLORE

Discover Qatar

Enjoy this spectacular city's modern architecture and glamorous shopping, then immerse yourself in the ancient culture with a visit to the famed Souq Waqif.

» EXPLORE

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Send Time Optimization (STO)

Consider for Drive Market Solos in Q2/Q3 2022
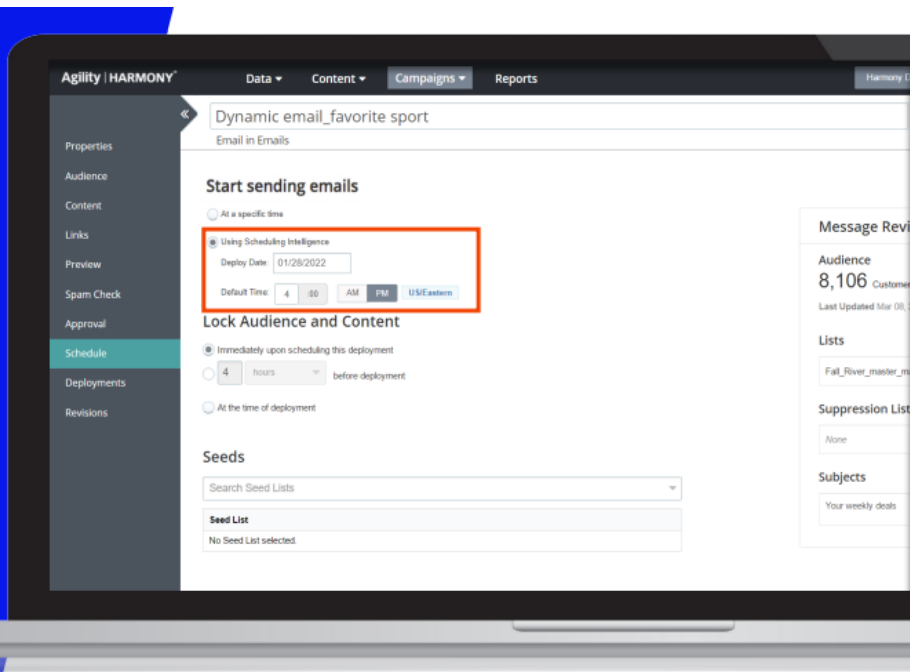
Brand Education - Results

January/February ★
CTOR: .36%/.23%

March
CTOR: .19%

April/May/July ★
CTOR: .31%/.32%/.13%

June ★
CTOR: .30%

GET TO KNOW OUR BRANDS

[Category] Hotels Near You
Experience [Brand] hotels, [Brand Copy].

EXPERIENCE [BRAND] ›

Reserve your stay at [Hotel Name] ›

NEW HOTEL OPENINGS

Introducing [New Hotel]
Get to know the newest hotel from [Brand], [Brand copy].

DISCOVER ›

NEW HOTEL OPENINGS

[New Hotel 1]
Discover the newest hotel from [Brand], [Brand copy].

EXPLORE ›

[New Hotel 2]
Get to know the newest hotel from [Brand], [Brand copy].

EXPLORE ›

PLAY TO DISCOVER THE HOTEL BRAND

[Fname, with [With]our unparalleled collection of brands to suit your travel style, click to discover which hotel brand is behind the pictures.

REVEAL

?

HINT: At this hotel brand, our passion is to help you follow yours.

NEWEST HOTEL OPENINGS

Montcalm East,
Autograph Collection®

Experience the creative spirit of London's Shoreditch neighborhood at this innovative hotel, whose iconic, diamond-shaped architecture pays tribute to Tate Modern artist Bridget Riley.

EXPLORE HOTEL ›

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Brand Education - Recent

August
CTOR: 0.19%

September ★
CTOR: 0.35%

New Hotels. New Experiences.
Earn or redeem points for stays at our newest hotels.

The UK's Latest Hotels
Discover hotels near you like the Moxy® Glasgow SEC and The Westin® London City.

Explore All New Hotels
Book your stay at our newest hotels across Europe, the Middle East and beyond.

October
CTOR: 0.28%

Get to Know Westin®

WESTIN

Our signature wellness programs empower you to maintain your routine, no matter where you travel. Discover a place where you don't just get up, but you rise.

EXPLORE WESTIN HOTELS

Now Open: The Westin London City
Impressive riverside location and spectacular views over London's historic River Thames.

November
CTOR: 0.21%

Dreaming of the Perfect Holiday?
We Know Just the Place.

With 30 extraordinary Marriott Bonvoy® brands to discover, enjoy hot new hotels or revisit old favourites.

DISCOVER MORE BRANDS

December ★
CTOR: 0.55%

A New Year for New Experiences
Get to know our collection of 30 unique hotel brands for a truly memorable new year.

Where Can We Take You?

Which hotel will you add to your 2022 travel list? Explore the year's newest hotels and plan a getaway to remember.

| 14	60+	500+
UK & Ireland	Europe	Around the World

Top performer content:
- New openings
- Data-driven
- Personalized
- Gamification / Reveal (luxury?)

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Tracking & Reporting

- Continue tracking mobile app downloads

- Continue tracking Luxury segments; shift to using L1, L2A, L2B, L3 segments

- **Tracking MEA enrollments?**

- **2019 comparisons?**

- Continue email & audience engagement tracking:

  - Points active

  - Emailable audiences

2021 Email Enrollments
(Code: EMEA)

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Content Planning & Creative

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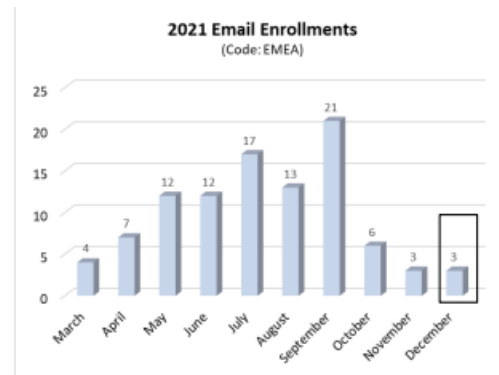
Content Planning

- Review 2021 creative and performance
- Align on monthly themes and content calendar
- Creative exploration (Kelly)
  - Thank You Message
  - Member Account Module
  - Domestic/Cross Border
  - Brand Education
  - Poll Treatment
  - Mobile App
  - Lux vs. Non Lux
- Discussion:
  - Poll Questions – what do you want to learn?
 - Working with regional teams for content

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EMEA Drive Market Solo 2021 Results Review

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Staycation/ Lux Getaways	Global Promo	Look Forward to Spring	Global Promo	Stay Longer	Hotels by the Numbers	Family / Summer Travel	End of Summer	Global Promo	Week of Wonders	Escapes	Year in Review
Delivered	2.7 M	2.7 M	2.7 M	2.3 M	2.9 M	2.9 M	2.8 M	2.9 M	3.0 M	2.8 M	3.0 M	3.1 M
Opened	722.6 K	652.8 K	772.1 K	683.6 K	606.5 K	796.8 K	775.8 K	831.7 K	871.2 K	782.8 K	692.6 K	470.4 K
Open Rate	26.4%	24.6%	28.4%	29.7%	20.9%	27.8%	27.6%	28.2%	29.1%	27.6%	23.4%	15.4%
Clicks	25.3 K	20.8 K	30.1 K	16.6 K	32.2 K	35.0 K	31.1 K	29.4 K	28.7 K	30.8 K	23.8 K	34.6 K
CTOR	3.5%	3.2%	3.9%	2.4%	5.3%	4.4%	4.0%	3.5%	3.3%	3.9%	3.4%	7.4%
Click Rate	0.92%	0.79%	1.11%	0.72%	1.11%	1.22%	1.11%	1.00%	0.96%	1.08%	0.80%	1.13%
Bookings	91	180	156	98	189	210	206	272	345	312	242	259
Revenue	$36.9 K	$95.2 K	$73.1 K	$46.9 K	$166.8 K	$120.5 K	$175.1 K	$145.2 K	$218.9 K	$199.6 K	$146.1 K	$165.0 K

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EMEA Drive Market Solo 2021 Creative Review

EMEA Drive Market Solo 2021 Creative Review

June

July

August

September

EMEA Drive Market Solo 2021 Creative Review

October

November

December
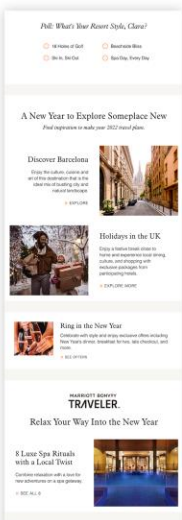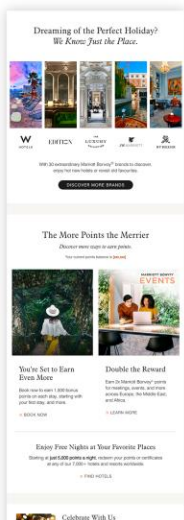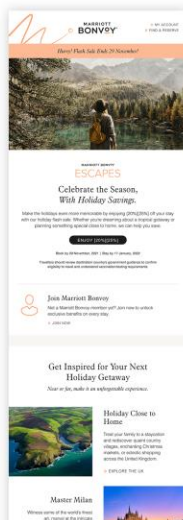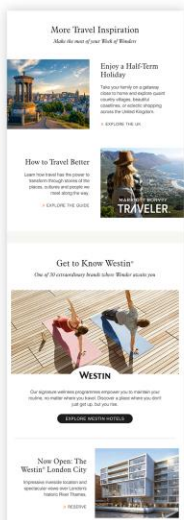
Monthly Themes & Content Calendar

- Align with other MBV communications and energy moments

- Content planning allows for forward-planning: Calendar

- Unites email content for better customer experience

January	February	March	April	May	June	July	August	September	October	November	December
Staycations/ Lux Getaways	Global Promo	Look Forward to Spring	Spring / Global Promo	Stay Longer	Start of Summer (Hotels by the Numbers)	Summer Travel	End of Summer	Global Promo	Week of Wonders	Escapes	Year in Review

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2022 Content Plans

- PCIQ planning – subject lines, images
- Continue testing in alignment with strategy recos: headlines, CTAs, images, design treatments, etc.
- Brand education – continue to optimize and monitor, test new treatments
- Explore new Experience content
- Continue optimizing upcoming trip and recent stay modules to encourage mobile app downloads
- Continue finding ways to personalize content – member module, points balance, poll responses
- Sticky content: video, Instagram, etc.

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2022 Creative Exploration

http://preview.4at5.net/email_domains/mar/9940/content_planning.html

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2022 Additional Content Planning Discussion

- Working with the business partners and regions
  - What can we do to facilitate regional and brand content inclusions?
- Poll content: What do we want to learn this year?

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THANK YOU!

The EDITION Abu Dhabi

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Learning Agenda: Email Performance

Business Objectives	Key Questions	Test/Optimization Opportunity
- Set benchmarks (annually)	- How can we improve performance by leveraging additional customer data & insights?	**- Leverage Epsilon widgets to increase engagement and optimize content; look at tech roadmap (global capabilities)**
- Increase email KPI's through targeting and content optimization	- Are there technologies that will help improve engagement?	**- Optimize luxury segment engagement**
	- Are we able to increase engagement & personalization efforts with additional data that identifies those who have a propensity to stay at luxury brands?	**- Use PCIQ subject line to optimize in-language versions** **- Optimize member engagement around driving points activation** **- Explore trigger send campaign opportunities**

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Learning Agenda: Personalization

Business Objectives	Key Questions	Test/Optimization Opportunity
- Increase relevancy and engagement	- Are we yielding the biggest impact/ROI from email versioning - luxury vs. generic? If so, for which markets?	**- Test into versioning for luxury segments: luxury images, tone of voice, featured brands**
- Support localization goals & initiatives	- Can we improve clicks with additional member data to foster a more 1 to 1 relationship?	**- Test into an evergreen member module (lite version) vs. only adding point balance to lift clicks**
	- Does a repeatable feedback loop increase engagement and help to inform future content?	**- Test poll questions to determine which types of questions drive more clicks**
	- Which localization tactics improve engagement more than others?	**- Plan schedule for poll questions for the year and how to use data**
		- Test presenting content based on poll results at the customer level for 1 to 1 messaging
		- Continue PCIQ cross-border optimization **- Test into listing nearby hotels**

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Learning Agenda: Content

Business Objectives	Key Questions	Test/Optimization Opportunity
- Activate, educate and grow program loyalty	- How do recipients engage with content?	**- Test creative treatments for mobile app (ex. add button icon), member module, and cross border content - which new creative drives more clicks** **- Test headlines, copy and CTAs for point earning messages**
- Present content that drives valuable clicks	- Do some articles drive more clicks than others?	**- Test poll placement** **- Test placement of personalized poll results**
- Drive mobile app downloads	- What content engages readers more and drives ongoing readership?	**- Test in-language Traveler content** **- Test Journey content for relevant markets for luxury segments (ENG only)** **- Test into regular offers CTA/module to increase clicks & bookings**

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Learning Agenda: Non-Members

Business Objectives	Key Questions	Test/Optimization Opportunity
- Grow Bonvoy member database	- Is there a more comprehensive way of tracking and reporting on new member enrollments from email?	**- Test point earning messages for non-members**
	- What is the best way to convert?	**- Test creative treatments for enrollment message**
		- Set-up tracking for additional enrollment code

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