

EMEA Monthly Email Review: April 2021

27 May 2021

MARRIOTT
BONVOY™ | data axle



The Shelbourne, Autograph Collection, Dublin

TODAY'S AGENDA

1. Performance Summary
2. Campaign Engagement
 - Drive Solo
 - MAU
 - METT
3. Actionable Insights

KEY STORYLINES

- Engagement rebounded compared to previous periods; several key metrics were above average and monthly goals
- MAU, Q1 Global Promo, and Drive Market solos continue to drive monthly financials
- Pandemic related restrictions impacted click engagement and bookings
- Launched new enrollment and mobile app tracking; gathering data to establish benchmarks
- Regional offers/content and gamified brand education message engaged readers

PERFORMANCE SUMMARY

Above Average Engagement in April 2021

- April 2021 deliveries were 12% higher than the 12-month average; impact seen on open and click counts
- Open rates were above average and click rates were near flat; possible impact from low click activity with drive solo and promo
- Engagement was aligned with the overall Bonvoy performance with above average open rates and lower click rates
 - Pandemic continues to impact KPIs
- Bookings were down 15% vs. average, but longer stays contributed to 25% revenue lift
- MAU, Q1 GloPro, Drive Market Solo, and Points/FNA Extension solo drove monthly financials; 50% of bookings

EMEA April 2021 vs. EMEA Rolling 12-Month Average (Apr '20 – Mar '21)

Engagement

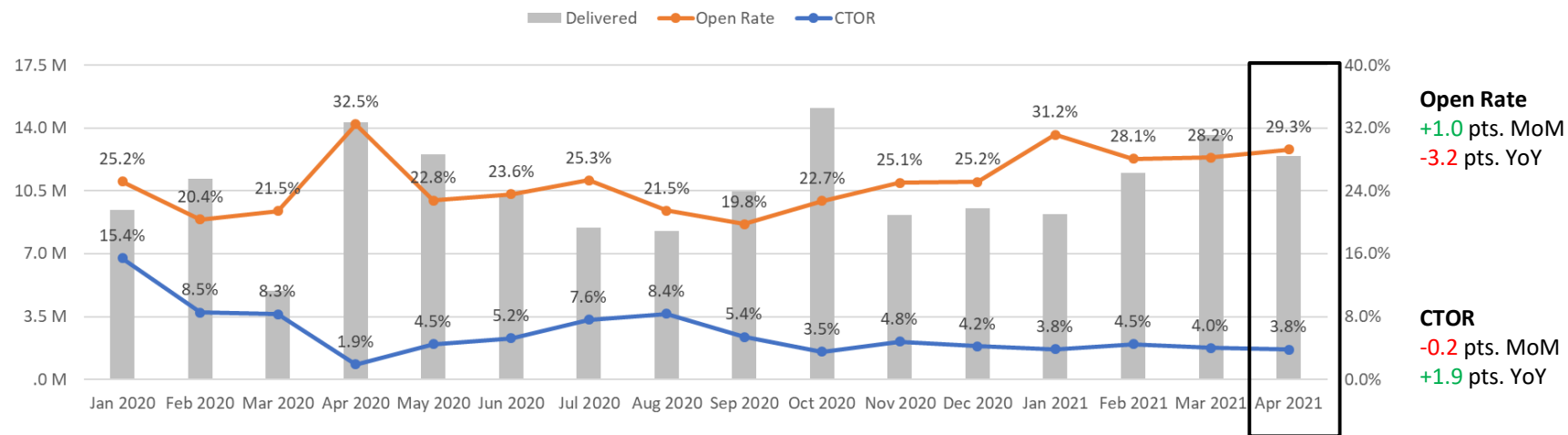
12.4 M	3.6 M	29.3%	138.4 K	1.1%	3.8%	0.21%
Delivered Emails +12.7% (+1.4M)	Opens +28.5% (+806.0K)	Open Rate +3.6 pts.	Clicks +9.8% (+12.4K)	CTR +0.0 pts.	CTOR -0.6 pts.	Unsub. Rate -0.08 pts.

Financials

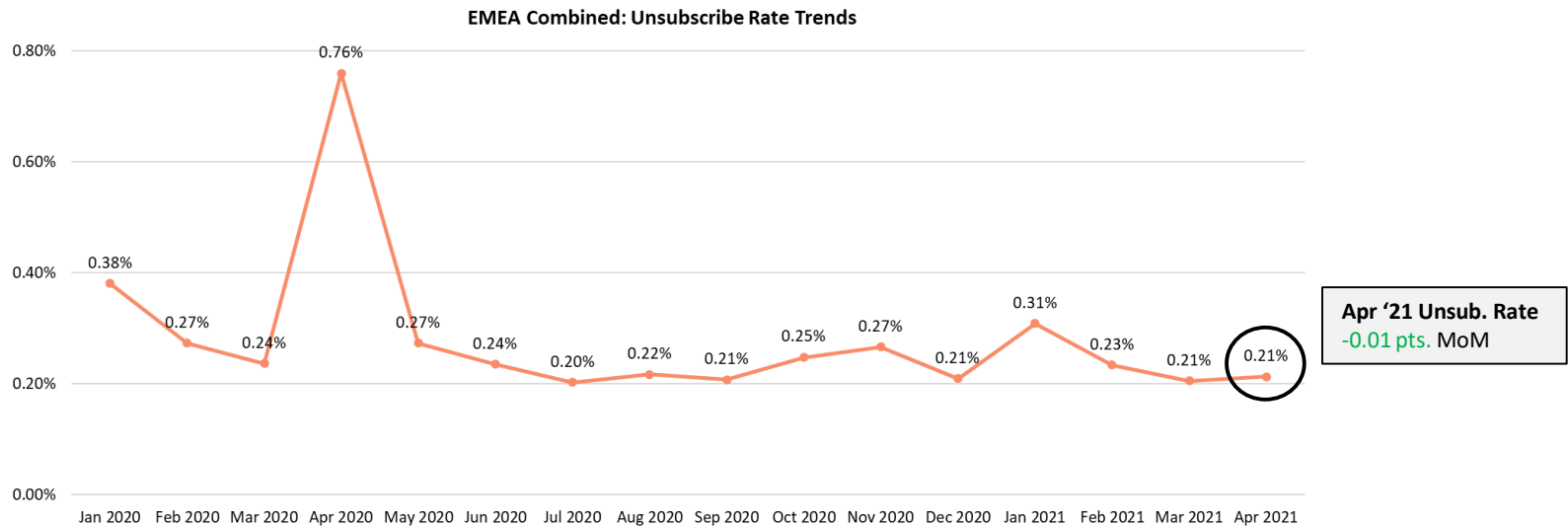
676	2.3 K	\$447.2 K	0.05	0.49%
Bookings -15.2% (-121)	Room Nights +8.0% (+171)	Revenue +25.3% (+\$90.3K)	Bookings Per Delivered (K) -24.8%	Conversion -0.18 pts.

Maintained Open and CTO Rate Engagement MoM

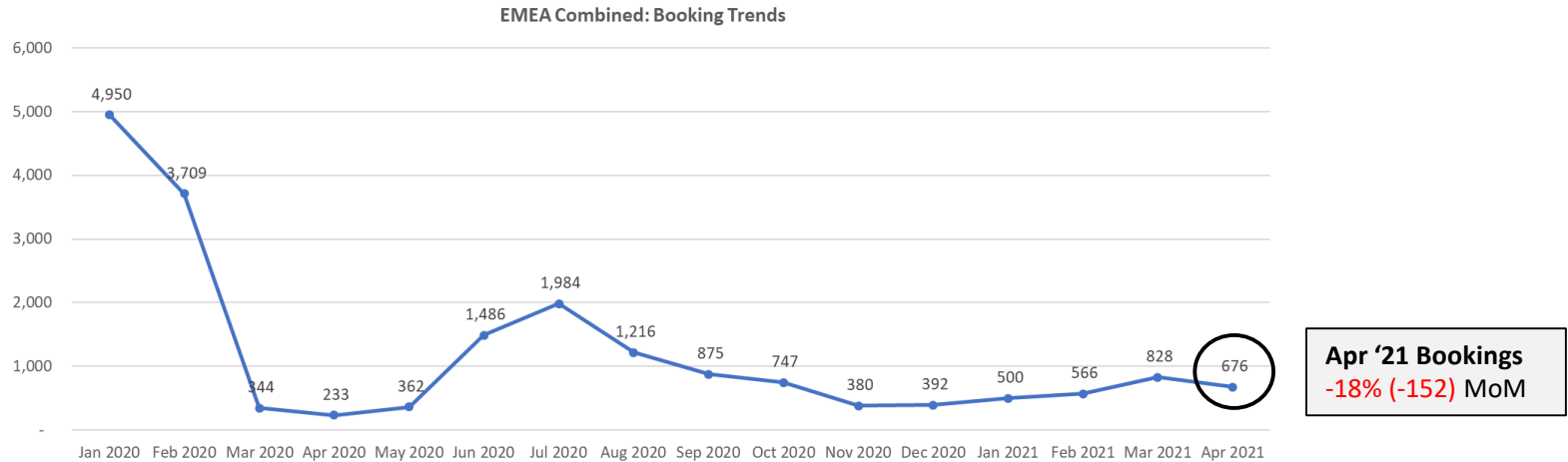
EMEA Combined: Monthly Engagement Trends



Unsubscribe Rates Remain Steady MoM



Bookings Declined 18% in April 2021, Impact of the Pandemic

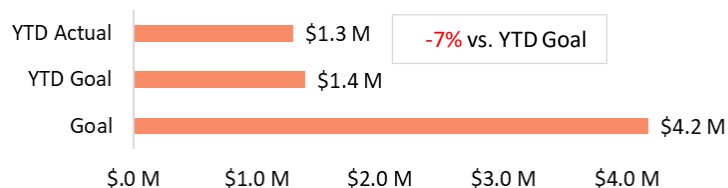


Above Average Performance For Several Goal KPIs

- Open rates were positive in Europe and MEA compared to monthly goals and MoM
- Click activity and revenues were impacted by the pandemic in select markets
- Consider sending resends of the Drive Market solos to capture additional revenue once travel restrictions have been removed

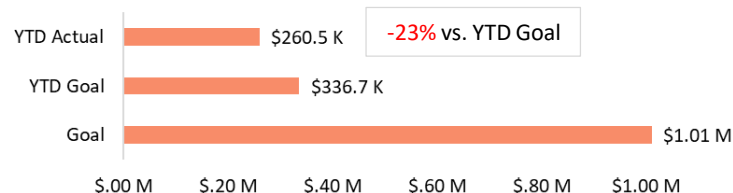
EUROPE	April '21	Monthly Goal	vs. Goal	MoM
Open Rate	31.9%	26.0%	+5.9 pts.	+1.0 pts.
CTOR	4.2%	6.5%	-2.3 pts.	-0.2 pts.
Unsub. Rate	0.24%	0.35%	-0.11 pts.	+0.02 pts.
Revenue	\$366,376	\$348,300	+5.2%	-10.8%

Europe 2021 Revenue Goal



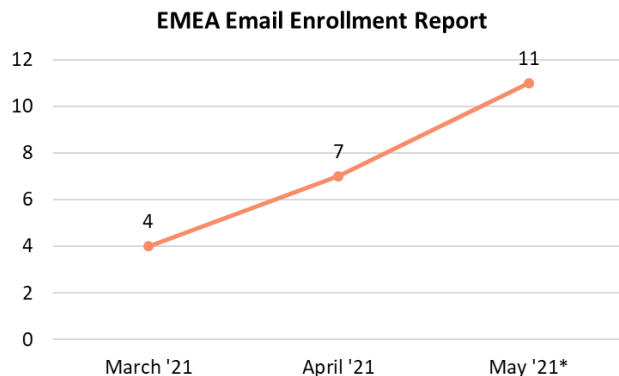
MEA	April '21	Monthly Goal	vs. Goal	MoM
Open Rate	25.6%	19.0%	+6.6 pts.	+1.3 pts.
CTOR	3.1%	4.5%	-1.4 pts.	-0.1 pts.
Unsub. Rate	0.18%	0.20%	-0.02 pts.	-0.01 pts.
Revenue	\$80,831	\$84,200	-4.0%	-1.2%

MEA 2021 Revenue Goal



New Email Enrollment Tracking

- Launched new enrollment tracking in March '21 with METT campaigns
- Continuing to track activity each month; benchmarks will be set after 3 full months

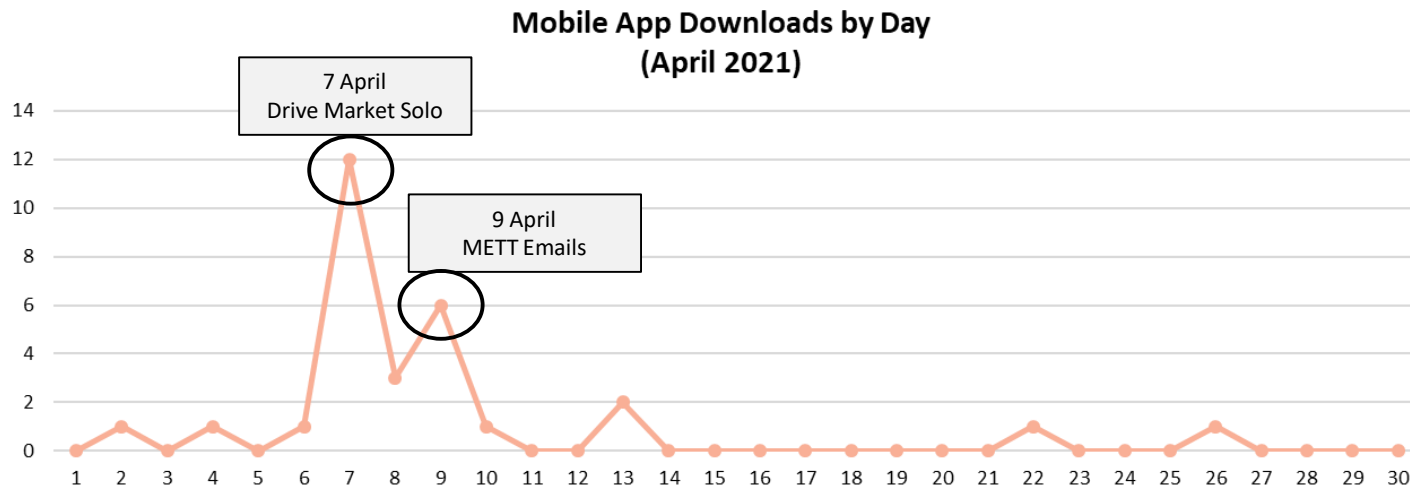


Month	Enrollments	Country
March	2	South Africa
	1	U.S.
	1	Egypt
April	4	Egypt
	1	Canada
	1	Ghana
	1	Lebanon
May*	2	Egypt
	2	UAE
	2	Nigeria
	1	France
	1	Jordan
	1	Norway
	1	Oman
	1	Switzerland
Total	22	

*Note: May includes data from 1 – 25 May 2021

Launched Mobile App Download Tracking

- 7 April Drive solo drove 12 mobile app downloads, followed by 9 April METT campaigns generating 6 downloads
- Continuing to track activity each month; benchmarks will be set after 3 months



CAMPAIGN ENGAGEMENT

- Drive Market Solo
- MAU
- METT

Drive Market Solos

7 April 2021 Drive Market Solo CREATIVE EXAMPLES

GloPro Registered & Not Registered Member/Non-member

SL: Plan a change of scenery and earn double points, Susan

PH: Plus, enjoy flexible cancellation and discover travel inspiration.

GloPro Holdout Member/Non-member (MEA)

SL: Inside: Special Ramadan Dining Experiences

PH: Plus, discover April's latest offers and travel inspiration

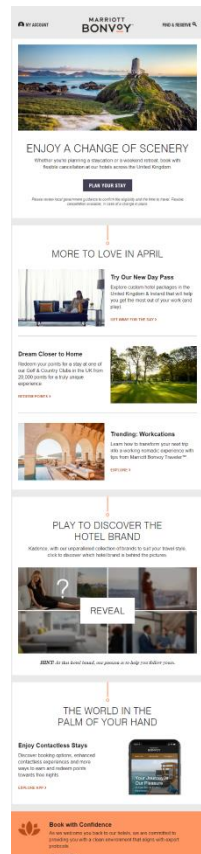
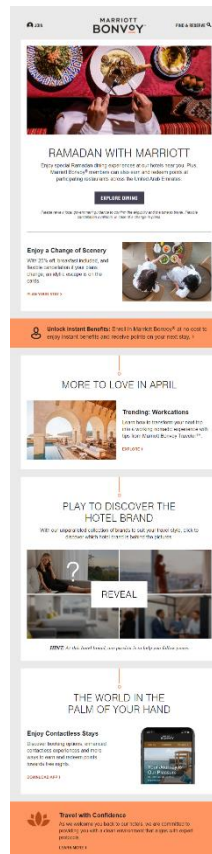
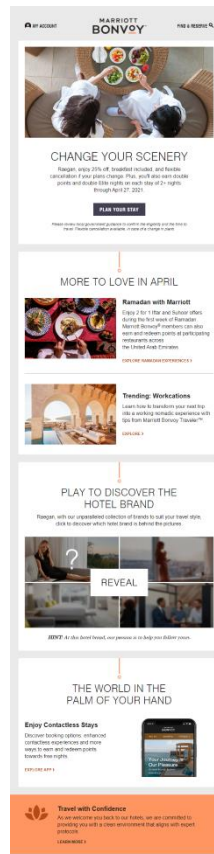
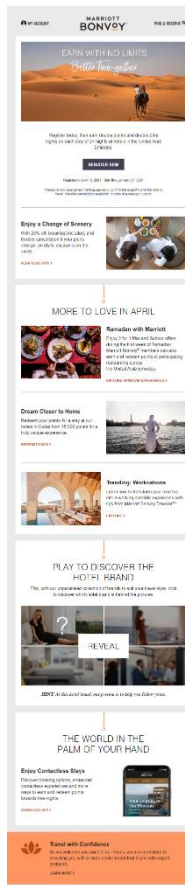
GloPro Holdout Member/Non-member (Europe)

SL: Change your view and save 25% on hotel stays

PH: Plus, enjoy flexible cancellation and discover travel inspiration.

Highlights:

- Versioned for Q1 Global Promo audiences
- Featured 25% off promotion
- Ramadan was recognized for those in the MEA
- Updated brand education module
- New mobile app targeting and tracking



7 April '21 Drive Market Solo Performance Summary

Delivered fewer mailings MoM (-15% or -411K); impact was seen on open & click counts

The resurgence of the pandemic also influenced declines in both click counts and financials MoM

Europe and MEA open rates were both above monthly goals of 26% and 19%, respectively; openers may not have been ready to book yet

Metrics	Apr '21	MoM	Europe	MEA
Delivered	2.3 M	-15.2%	1.2 M	1.1 M
Opens	683.6 K	-11.5%	380.5 K	303.1 K
Open Rate	29.7%	+1.2%	30.9%	28.3%
Clicks	16.6 K	-44.9%	10.9 K	5.7 K
CTR	0.7%	-0.4%	0.9%	0.5%
CTOR	2.4%	-1.5%	2.9%	1.9%
Unsub Rate	0.23%	+0.02%	0.27%	0.18%
Bookings	98	-37.2%	74	24
Room Nights	320	-31.6%	241	79
Revenue	\$46.9 K	-35.9%	\$36.6 K	\$10.3 K

Solo Engagement by Country

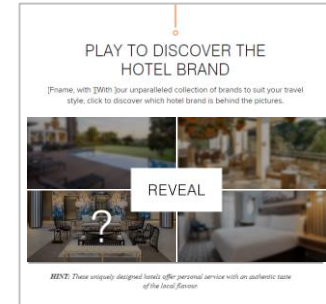
Launched new Arabic language preference in select regions; Qatar pulled due to lockdown restrictions

- Arabic language versions were among the top 10 highest open and CTO rates
- Saudi Arabia and UAE Arabic version open rates were up to 7 pts. higher and CTORs up to 2 pts. higher than English versions; consistent with other dual language markets

Metrics	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
AUSTRIA_GER	14.3 K	36.3%	4.0%	0.34%	0	\$0
BENELUX_ENG	86.6 K	33.2%	2.8%	0.26%	9	\$7,652
EGYPT_ENG	386.8 K	27.7%	1.8%	0.17%	8	\$5,249
EGYPTPLUS_ARB	6.5 K	35.3%	4.3%	0.31%	0	\$0
FRANCE_ENG	48.9 K	27.0%	1.7%	0.26%	3	\$1,947
FRANCE_FRE	57.3 K	29.5%	2.9%	0.28%	5	\$9,410
GERMANY_ENG	169.9 K	29.4%	2.7%	0.36%	7	\$1,828
GERMANY_GER	92.1 K	34.8%	4.6%	0.31%	6	\$2,981
ITALY_ENG	41.5 K	28.7%	2.1%	0.25%	1	\$55
ITALY_ITA	52.0 K	32.1%	3.0%	0.20%	6	\$2,760
MONACO_FRE	195	34.9%	0.0%	0.51%	0	\$0
PORTUGAL_SPA	347	35.7%	4.8%	0.29%	0	\$0
QATAR_ENG	81.2 K	29.2%	1.4%	0.24%	0	\$0
RUSSIA_ENG	48.2 K	21.8%	2.1%	0.23%	4	\$850
RUSSIA_RUS	45.2 K	26.4%	7.7%	0.31%	14	\$4,570
SAN MARINO_ITA	12	33.3%	25.0%	0.00%	0	\$0
SAUDI_ARABIA_ARB	13.3 K	34.5%	3.5%	0.16%	1	\$169
SAUDI_ARABIA_ENG	226.6 K	28.4%	1.2%	0.17%	3	\$1,199
SCANDINAVIA_ENG	317.4 K	31.9%	2.2%	0.27%	15	\$7,473
SOUTH_AFRICA_ENG	61.8 K	29.8%	4.5%	0.17%	8	\$1,101
SPAIN_ENG	38.3 K	28.5%	2.5%	0.20%	1	\$125
SPAIN_SPA	72.1 K	32.2%	2.6%	0.17%	1	\$242
SWITZER_GER	12.5 K	36.1%	4.4%	0.48%	0	\$0
TURKEY_ENG	13.0 K	27.7%	1.8%	0.06%	0	\$0
UAE_ARB	6.0 K	35.5%	3.3%	0.20%	0	\$0
UAE_ENG	288.9 K	28.3%	1.9%	0.20%	4	\$2,540
UK_ENG	122.3 K	32.7%	2.5%	0.24%	4	\$404
Grand Total	2.3 M	29.8%	2.4%	0.23%	100	\$50,554

Drive Market Solo Content Summary

- Hero offers continue to drive engagement; learnings from upcoming hero CTA tests will help drive future optimization efforts
- Recognizing Ramadan in a prominent placement within the email, plus in the subject line performed well in MEA; look for more opportunities across markets
- New gamification approach to brand education captured clicks; ranked top 3 for most markets
- Traveler article resonated with readers; will monitor engagement trends for articles featured in upcoming emails to see if patterns continue

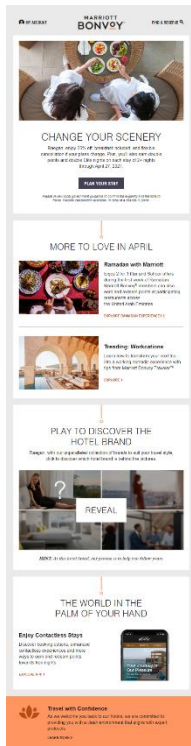


Heat Map

GloPro Holdout Versions

(Member & Non-Member Combined)

- Hero messages drove most of the click activity for the versions below
- Updated Brand Education module to engage readers using gamification approach
- More activity on Brand Ed. module MoM for France and Russia lang. versions; ranked top 3 in other versions
- Traveler article was #2 most clicked in Benelux; strongest click engagement overall

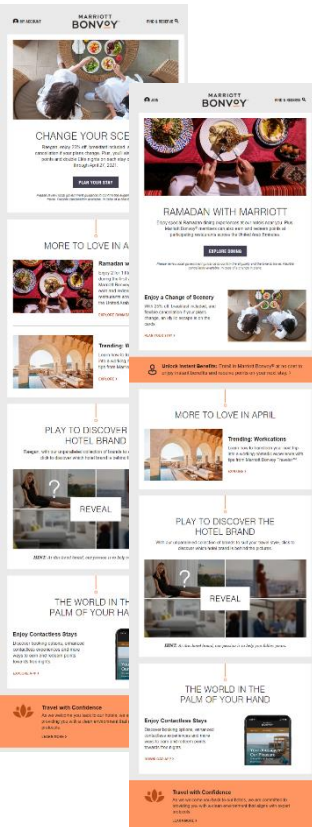


Module	AUSTRIA_ GER	BENELUX_ ENG	EGYPT_ ENG	EGYPTPLUS_ ARB	FRANCE_ ENG	FRANCE_ FRE	GERMANY_ ENG	GERMANY_ GER	ITALY_ ENG	ITALY_ ITA	RUSSIA_ ENG	RUSSIA_ RUS
Header	8%	10%	13%	12%	10%	14%	11%	12%	12%	13%	12%	10%
Hero												
25% off hero	29%	39%	39%	30%	39%	46%	36%	43%	27%	40%	52%	59%
Hero 2												
Join Banner	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%
Secondary												
Fine Dining [in Market]	0%	0%	0%	0%	0%	0%	0%	0%	8%	9%	0%	0%
Day Pass	0%	11%	0%	0%	7%	0%	5%	0%	0%	0%	0%	0%
Redemption Message	0%	2%	1%	0%	1%	2%	0%	0%	0%	3%	2%	0%
Traveler (Workcations)	--	12%	6%	--	4%	--	9%	--	7%	--	6%	--
Brand Education	29%	4%	10%	33%	10%	11%	4%	23%	7%	19%	5%	16%
Mobile App	2%	1%	3%	0%	3%	4%	4%	4%	3%	0%	5%	0%
Cleanliness Banner	1%	1%	1%	0%	0%	1%	0%	2%	1%	2%	1%	2%
Footer	28%	20%	27%	24%	25%	21%	30%	16%	35%	16%	17%	12%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

GloPro Holdout Versions

(Member & Non-Member Combined)



- Hero messages drove most of the click activity for the versions below
- Updated Brand Education module to engage readers using gamification approach
- More activity on Brand Ed. module MoM for Qatar, Saudi Arabia, S. Africa, UAE and UK; ranked top 3 in several versions
- Fine Dining article performed well in S. Africa and Spain; #2 most clicked

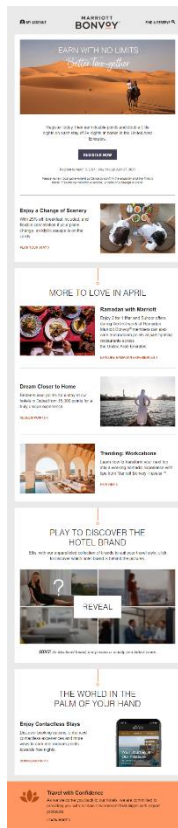
Module	QATAR_ENG	TURKEY_ENG	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	UAE_ARB	UAE_ENG	SCAND_ENG	S._AFRICA_ENG	SPAIN_ENG	SPAIN_SPA	SWITZER_GER	UK_ENG
Header	10%	3%	5%	9%	13%	6%	14%	14%	13%	11%	11%	10%
Hero												
25% off hero	--	--	--	--	--	--	35%	29%	27%	46%	45%	29%
Ramadan With Marriott Hero	35%	48%	53%	42%	29%	37%	--	--	--	--	--	--
Hero 2												
25% Off Secondary	10%	6%	13%	7%	0%	8%	--	--	--	--	--	--
Join Banner	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Secondary												
Fine Dining [in Market]	0%	0%	0%	0%	0%	0%	0%	18%	23%	16%	0%	0%
Day Pass	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	17%
Redemption Message	1%	3%	0%	0%	0%	1%	2%	3%	2%	2%	0%	3%
Traveler (Workcations)	6%	6%	--	5%	--	8%	7%	5%	8%	--	--	6%
Brand Education	4%	10%	15%	6%	17%	7%	6%	16%	8%	8%	15%	11%
Mobile App	4%	6%	0%	1%	0%	3%	4%	2%	4%	3%	0%	2%
Cleanliness Banner	0%	3%	2%	1%	8%	1%	1%	0%	1%	2%	8%	1%
Footer	29%	13%	13%	29%	33%	29%	26%	12%	15%	12%	22%	22%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

Q1 GloPro Version

(Member & Non-Member Combined)

- Hero messages captured most of the click activity
- Brand education module continue to resonate for most versions
- Day Pass messaging preformed well in Benelux, #2 most clicked
- Fine Dining was among the top performers in Italy



Module	AUSTRIA_ GER	BENELUX_ ENG	EGYPT_ ENG	EGYPTPLUS_ ARB	FRANCE_ ENG	FRANCE_ FRE	GERMANY_ ENG	GERMANY_ GER	ITALY_ ENG	ITALY_ ITA	RUSSIA_ ENG	RUSSIA_ RUS
Header	10%	13%	14%	5%	13%	16%	17%	10%	17%	14%	20%	16%
Hero												
GloPro + 25% off	9%	9%	5%	--	8%	5%	9%	10%	6%	5%	11%	6%
GloPro Register Now	30%	21%	34%	30%	20%	23%	17%	23%	22%	28%	27%	24%
25% Off Hero2	10%	5%	8%	16%	4%	11%	5%	11%	5%	9%	7%	26%
Secondary												
Fine Dining [in Market]	0%	0%	0%	0%	0%	0%	0%	0%	10%	10%	0%	0%
Day Pass	0%	11%	0%	0%	7%	0%	7%	0%	0%	0%	0%	0%
Redemption Message	0%	5%	1%	8%	2%	3%	0%	0%	2%	2%	1%	2%
Traveler (Workcations)	--	8%	5%	--	5%	--	10%	--	7%	--	4%	--
Brand Education	14%	4%	7%	23%	5%	10%	3%	23%	5%	15%	5%	12%
Mobile App	5%	2%	2%	0%	4%	4%	5%	2%	1%	0%	0%	0%
Cleanliness Banner	1%	1%	3%	1%	1%	2%	0%	3%	0%	2%	2%	2%
Footer	19%	22%	20%	17%	31%	26%	25%	17%	24%	15%	22%	11%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

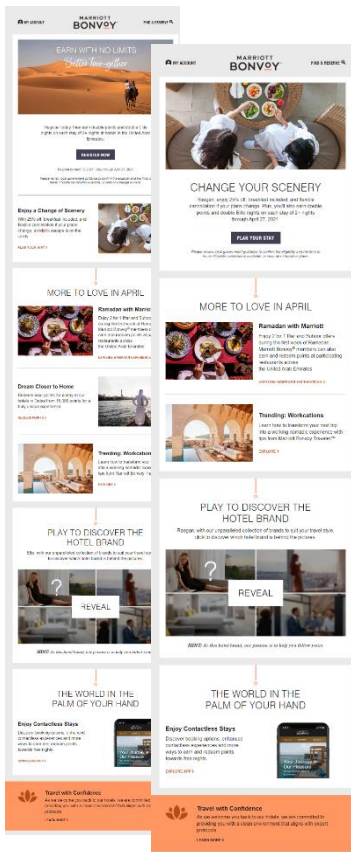
Heat Map

Q1 GloPro Version

(Member & Non-Member Combined)

- Hero messages captured most of the click activity
- Brand education module continue to resonate for most versions
- Ramadan article in secondary placement was among the top 3 most clicked in featured markets

Module	QATAR_E NG	SAUDI_ARABIA _ARB	SAUDI_ARABIA_ ENG	TURKEY_ ENG	UAE_ARB	UAE_ENG	SCAND_ ENG	S._AFRICA_E NG	SPAIN_ENG	SPAIN_SPA	SWITZER_ GER
Header	13%	12%	15%	17%	6%	11%	23%	14%	13%	14%	10%
Hero											
GloPro + 25% off	3%	--	4%	17%	--	8%	7%	0%	9%	6%	11%
GloPro Register Now	21%	30%	28%	30%	19%	26%	21%	25%	25%	26%	20%
25% Off Hero2	6%	13%	8%	4%	19%	5%	7%	11%	7%	12%	15%
Secondary											
Fine Dining [in Market]	0%	0%	0%	0%	0%	0%	0%	18%	14%	10%	0%
Ramadan With Marriott	11%	13%	10%	6%	20%	14%	--	--	--	--	--
Day Pass	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%
Redemption Message	1%	2%	0%	0%	2%	2%	1%	2%	3%	2%	0%
Traveler (Workcations)	5%	--	3%	6%	--	7%	5%	6%	6%	--	--
Brand Education	3%	15%	4%	2%	22%	5%	4%	12%	7%	8%	14%
Mobile App	4%	0%	2%	7%	0%	2%	3%	1%	1%	2%	1%
Cleanliness Banner	0%	1%	0%	6%	0%	0%	0%	0%	0%	1%	3%
Footer	32%	15%	26%	7%	13%	20%	25%	11%	16%	19%	24%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%





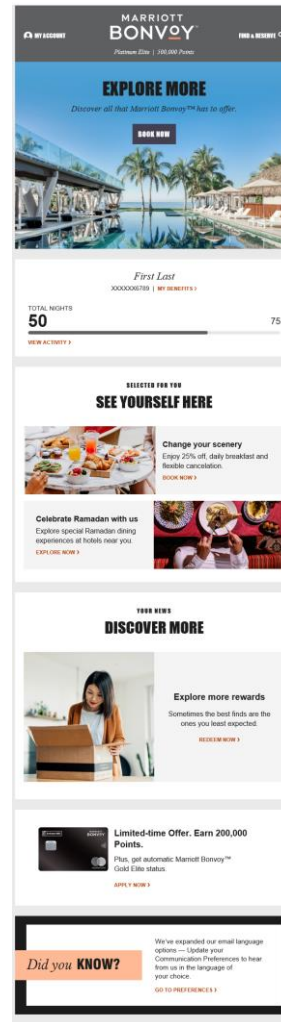
MAU

MAU Creative: April 2021

Example of UAE Version (BEN)

Subject Line: Your Marriott Bonvoy Account Update: Special Offers, Benefits & More

Pre-Header: See What's New in April



8 & 15 April 2021 MAU Performance Summary

Email engagement was strong for both regions compared to March engagement

Performance was similar to the overall MAU April '21 engagement (all versions combined) with MoM click and booking increases

Bookings were up MoM in Europe, but MEA declined 50% from fewer bookings in the in-language versions

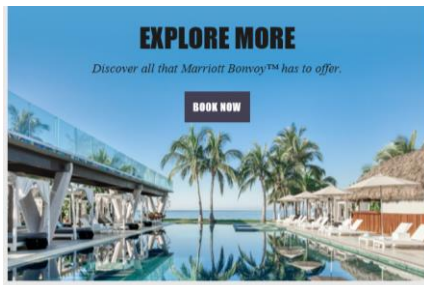
Hero offers continued to drive click and booking activity; followed by the Welcome Back offer and localized content in select markets

Europe	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	819.0 K	249.3 K	30.4%	9,626	3.9%	0.24%	76	\$68,206
BEN	544.6 K	167.4 K	30.7%	7,429	4.4%	0.22%	52	\$38,913
CHS	7.5 K	673	8.9%	33	4.9%	0.12%	0	\$0
FRE	64.2 K	21.4 K	33.3%	1,021	4.8%	0.29%	7	\$8,307
GER	118.7 K	43.4 K	36.5%	2,420	5.6%	0.25%	29	\$16,884
ITA	52.0 K	17.3 K	33.2%	957	5.5%	0.24%	7	\$3,063
JPN	454	183	40.3%	9	4.9%	0.22%	0	\$0
POR	8.8 K	3.1 K	35.6%	195	6.2%	0.23%	4	\$1,557
SPA	74.0 K	26.2 K	35.5%	1,469	5.6%	0.18%	10	\$2,650
Total	1.7 M	528.9 K	31.3%	23,159	4.4%	0.23%	185	\$139.6 K
MoM	-0.6%	+0.1%	+0.2%	+18.4%	+0.7%	-0.01%	+24.2%	+17.1%

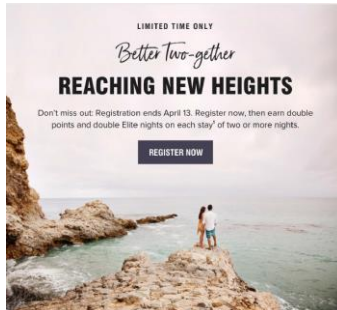
MEA	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	544.0 K	148.6 K	27.3%	4,968	3.3%	0.20%	17	\$3,558
BEN	555.5 K	146.8 K	26.4%	6,966	4.7%	0.20%	22	\$12,392
CHS	2.1 K	169	8.1%	11	6.5%	0.05%	0	\$0
FRE	17.8 K	5.2 K	29.2%	382	7.4%	0.25%	0	\$0
GER	340	119	35.0%	4	3.4%	0.29%	0	\$0
ITA	137	58	42.3%	3	5.2%	0.73%	0	\$0
JPN	123	39	31.7%	4	10.3%	0.00%	0	\$0
POR	1.0 K	292	30.0%	12	4.1%	0.21%	0	\$0
SPA	492	147	29.9%	4	2.7%	0.41%	0	\$0
Total	1.1 M	301.4 K	26.9%	12,354	4.1%	0.20%	39	\$16.0 K
MoM	+3.5%	+7.4%	+1.0%	+16.7%	+0.3%	+0.02%	-50.6%	-41.0%

Top Performing Content: Offers & Localized Content

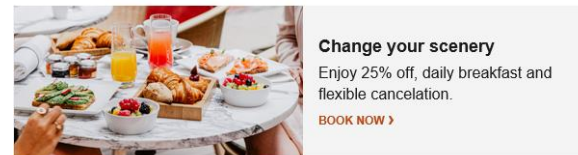
Generic Booking Hero



Q1 Global Promo Offer



Welcome Back Offer



SPA Version – Discover Spain



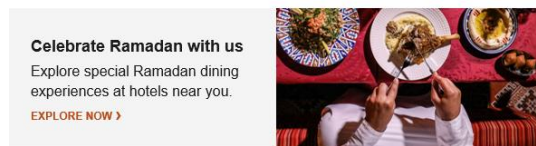
GER Version – Family Offer



ITA Version – JW Venice



BEN MEA - Ramadan offer



MAU April '21

Heat Map

Generic booking hero and Q1 Global Promo messages generated the most clicks and bookings in the ENG, BEN, and FRE versions

Welcome back offers in BEN and FRE versions were 2nd or 3rd most clicked, but clickers may not have been ready to book

Region	Delivered	Clicks	Bookings	Revenue
Europe	1,689,290	10,443	69	\$42,384
20210408_ENG	819,030	4,886	21	\$15,592
Benefits_LanguagePreference		181		
Hero_GenericBooking		269	8	\$3,297
News_Hertz		229		
News_HVMI		1,365	1	\$1,507
Promo_Q1_GloPro_Book		230	11	\$10,519
Promo_Q1_GloPro_Register		1,774		
Traveler		660		
COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		97		
COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		6		
Footnote_Q1_GloPro		75	1	\$270
20210415_BEN	544,588	2,212	15	\$12,415
Benefits_LanguagePreference		159		
Hero_GenericBooking		1,202	11	\$5,927
News_ShopwithPoints_Rewards		358		
Offers_WelcomeBack		276		
Promo_Q1_GloPro_Book		112	4	\$6,488
COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		105		
Footnote_Q1_GloPro		4		
20210415_FRE	64,151	539	3	\$4,166
Benefits_LanguagePreference		35		
Hero_GenericBooking		265	1	\$1,820
News_ShopwithPoints_Rewards		60		
Offers_WelcomeBack		154		
Promo_Q1_GloPro_Book		25	2	\$2,346

*Does not include header and footer click and booking activity

MAU April '21

Heat Map

Most of the click and booking activity in GER version was on the generic, family, and welcome back offers

Q1 Global Promo consistently drove bookings for all language versions

JW Venice and Discover Spain content generated more clicks than the hero in ITA and SPA versions

Consider testing different hero messages; for example, test a generic hero vs. Welcome back vs. localized content to see which one will drive more clicks

Region	Delivered	Clicks	Bookings	Revenue
Europe (cont.)	1,689,290	10,443	69	\$42,384
20210415_GER	118,692	1,369	22	\$8,426
Benefits_LanguagePreference		124	1	\$625
Hero_GenericBooking		337	7	\$4,680
Offers_EUR_FamilyOffer		418		
Offers_WelcomeBack		375	8	\$1,936
Promo_Q1_GloPro_Book		112	5	\$757
Footnote_Q1_GloPro		3	1	\$428
20210415_ITA	52,031	580	1	\$76
Benefits_LanguagePreference		34		
Hero_GenericBooking		181		
News_ShopwithPoints_Rewards		36		
Offers_EUR_JWVenice		249		
Offers_WelcomeBack		55		
Promo_Q1_GloPro_Book		25	1	\$76
20210415_SPA	73,965	752	5	\$1,475
Benefits_LanguagePreference		29		
Hero_GenericBooking		237	3	\$1,141
News_ShopwithPoints_Rewards		57		
Offers_EUR_DiscoverSpain		313		
Offers_WelcomeBack		96		
Promo_Q1_GloPro_Book		20	2	\$333

*Does not include header and footer click and booking activity

MAU April '21

Heat Map

Q1 Global Promo offer drove clicks and booking activity in the ENG version

Generic Booking hero generated the most clicks in BEN and FRE versions

Region	Delivered	Clicks	Bookings	Revenue
MEA	1,121,422	5,924	15	\$4,507
20210408_ENG	543,967	2,606	5	\$1,045
Benefits_LanguagePreference		80		
Hero_GenericBooking		296	1	\$87
News_CleanlinessProtocols		154		
News_HVMI		618	1	\$30
Promo_Q1_GloPro_Book		99	2	\$559
Promo_Q1_GloPro_Register		850	1	\$368
Traveler		355		
COBRAND_UAE_MC_CONSUMER_ACQ_LTO200K		97		
Footnote_Q1_GloPro		57		
20210415_BEN	555,520	3,168	10	\$3,462
Benefits_LanguagePreference		145		
Hero_GenericBooking		1,668	9	\$3,294
News_ShopwithPoints_Rewards		214		
Offers_MoreCravings_Ramadan		342		
Offers_WelcomeBack		578		
Promo_Q1_GloPro_Book		97	1	\$168
COBRAND_UAE_MC_CONSUMER_ACQ_LTO200K		114		
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		10		
20210415_FRE	17,774	137		
Benefits_LanguagePreference		14		
Hero_GenericBooking		71		
News_ShopwithPoints_Rewards		25		
Offers_WelcomeBack		21		
Promo_Q1_GloPro_Book		6		
20210415_GER	340	3		
Hero_GenericBooking		1		
Offers_WelcomeBack		2		
20210415_SPA	492	2		
Offers_WelcomeBack		1		
Promo_Q1_GloPro_Book		1		

*Does not include header and footer click and booking activity



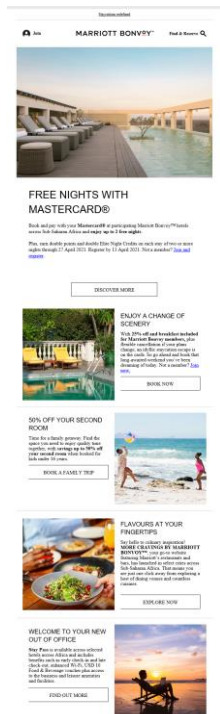
METT

Top Performing METT Emails: April 2021

2 Apr (Most Revenue)

Subject Line: Time to explore and save 25% on hotel stays

Pre-Header: Staycations redefined



23 Apr (Highest Open Rate)

Subject Line: Staycation - Urlaub mal anders

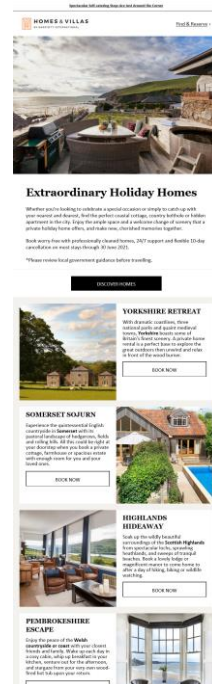
Pre-Header: Entdecken Sie unsere Angebote



23 Apr (Highest CTR)

Subject Line: Find The Perfect Holiday Home in the UK

Pre-Header: Spectacular Self-catering Homes Are Just Around the Corner



23 Apr (2nd Highest Open Rate)

Subject Line: Plan your Summer in one of our Greek Private Villas

Pre-Header: Stay flexible with your travel plan



METT April 2021 EMEA performance summary

- Delivering 7% more emails MoM helped increase bookings and revenue; those that engaged were ready to book
- 60% of April revenue was from the 2 April deployments, with Sub-Saharan Africa (SSA) leading the way with \$16K in revenue
- Open and CTO rate highs were mostly seen with the 23 April deployments: DACH, HVMI UK, and Greece Luxury Collection

Deployment	Description	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
2/4/2021	EMEA_SSA_2Apr_EN	87.7 K	10.7%	4.4%	0.08%	5	\$16,032
	EMEA_SH_Transformation_APR2_EN	97.0 K	20.1%	4.5%	0.17%	2	\$5,741
	EMEA_VenetianSuites_02Apr_ENG	59.0 K	17.6%	3.1%	0.16%	0	\$0
	EMEA_Spain_CanaryIslandsCmp_Apr2_FR	43.7 K	19.5%	6.8%	0.22%	3	\$2,960
9/4/2021	EMEA_Doha_SisleyOpenings_SpecialOffers_9Apr_EN	73.0 K	14.2%	5.0%	0.17%	1	\$292
	EMEA_UKI_Ireland_Apr9_EN	59.1 K	23.2%	3.1%	0.17%	1	\$820
	EMEA_Belgium_9Apr_EN	97.5 K	21.5%	2.0%	0.32%	3	\$633
	EMEA_Spain_Family&AdultsOnly_Apr9_ES	58.1 K	19.2%	6.9%	0.17%	1	\$3,498
	EMEA_Dubai_Opening_LongerStay_Apr9_EN	94.0 K	11.9%	3.1%	0.17%	0	\$0
23/4/21	EMEA_DACH_23Apr_DE	88.8 K	29.3%	3.9%	0.17%	5	\$4,435
	EMEA_HVMI_UK_Apr23_EN	49.5 K	23.8%	15.2%	0.13%	2	\$1,177
	EMEA_Netherlands_23Apr_EN	37.7 K	23.7%	4.5%	0.18%	0	\$0
	EMEA_UAE_HotelOffers_23Apr_EN	97.7 K	13.7%	6.4%	0.07%	7	\$2,861
	EMEA_Egypt_HotelOffers_23Apr_EN	92.9 K	12.6%	6.4%	0.09%	6	\$1,766
	EMEA_SouthAfrica_HotelOffers_23Apr_EN	55.2 K	12.5%	9.9%	0.13%	2	\$1,150
	EMEA_GLPT_Turkey_23Apr_EN	10.4 K	16.7%	6.0%	0.08%	0	\$0
	EMEA_Greece_LuxuryCollection_23Apr_EN	46.2 K	27.0%	5.2%	0.22%	0	\$0
April 2021 Total		1.1 M	18.1%	5.3%	0.16%	38	\$41,364
MoM Comparison		+7.6%	-0.4%	-1.7%	+0.02%	+22.6%	+133.8%

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Resends of the Drive solos will help capture additional revenue; consideration for when travel restrictions have been removed
- Learnings from upcoming Drive Market solo hero CTA tests will help inform future optimization efforts
- Look for more opportunities across markets to recognize key moments, events, or holidays in Drive Market solos; test into prominent placements and mentioning in either the subject line or pre-header
- Monitor Traveler engagement trends for articles featured in upcoming Drive solos to see if click patterns continue
- Consider testing different MAU hero messages, especially for the in-language versions where click activity was stronger for non-hero messages; for example, test a generic hero vs. Welcome back vs. localized content to see which one will drive more clicks

Thank You!

New Campaign Dashboard Categories

Loyalty team re-classified email categories to align with 2021 priorities and goals; see below for new categories and descriptions

NEW CATEGORIES	Category Description	For Example...
Brand	MI branded messages where the "friendly from" name is the actual brand name or business partner uses METT optimization	Brand BPP, HVMI Solos, other branded Solos
Cobrand CC	Solo messages exclusively featuring a cobranded credit card	Acquisition and ECM campaigns
Continent Marketing	Field-sponsored, solo marketing campaigns (NOT METT)	Drive Market Solos
Core Marketing	Marketing campaigns intended to drive conversion and revenue, and not otherwise defined elsewhere (Moments, Partner, Boutiques, etc.,)	MAU, Program Solos, Abandoned Search, Holiday messages, MBV Boutiques
METT	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization	Field METTs, Property Promotions
Informational	Service or transactional messages (may or may not have transactional footer)	Points Sharing, Research/Survey, CEC, Apology
Lifecycle	Triggered messaging to move customers through loyalty program lifecycle	Welcome, Achievers, Redemption, On Boarding
Moments	Includes Moments Solos, METTs and Bi-Monthly/Recurring campaigns	Special Events, Bi-Monthly Solos
Partner	Campaigns featuring Loyalty partner	Your World Rewards, United Airlines, Hertz, Cruises Only
Promotions	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers	ATM, Points.com, Global Promotion Announcement & Reg Confirmations
Travel Inspiration	Messages that inspire travel and share travel tips & trends	Traveler, Project Wanderlust