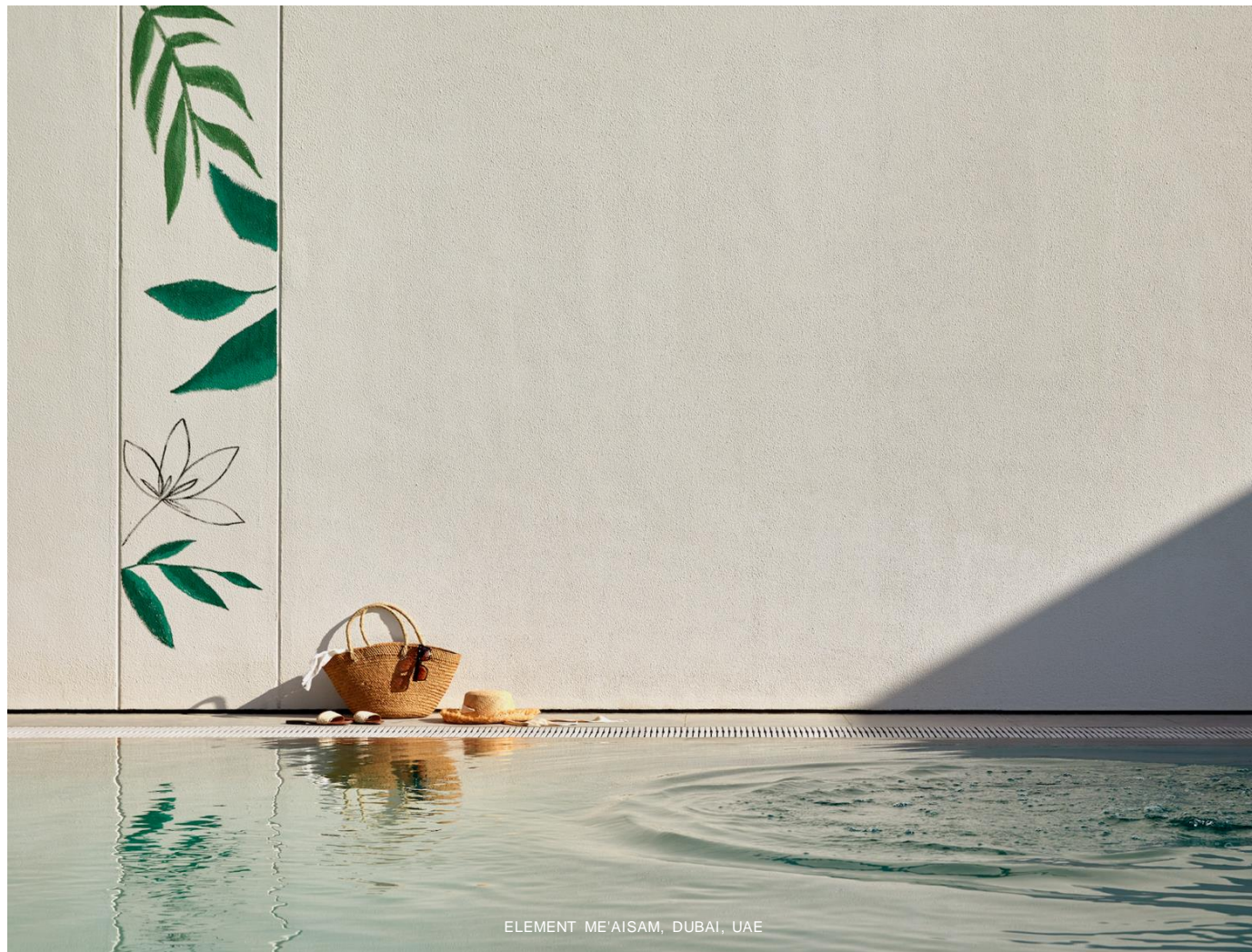


EMEA Monthly Email Review *April 2022*

31 May 2022

MARRIOTT
BONVOY[®]





Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement
 - Drive Market Solo
 - MAU
 - Lux MAU
 - METT
4. Testing & Optimization
5. Actionable Insights
6. Next Steps

Key Storylines

- April deliveries were up 17% MoM which led to higher click activity; CTR remained steady
- Positive sign of audience health with decreased unsubscribe rate; lowest rate since July '21
- Increase in all monthly engagement KPIs for Drive Market Solo, surpassing Bonvoy average for CTR
- Most click activity for Core MAU went to the Hero featuring Global Promo and regionally targeted content including, Escapes, Leisure Destinations, and Europe Resorts
- METT CTR increased MoM with slight increase in unsub rate versus April
- Recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April
 - April data will be refreshed once updates have been made in the system

Monthly Performance Summary

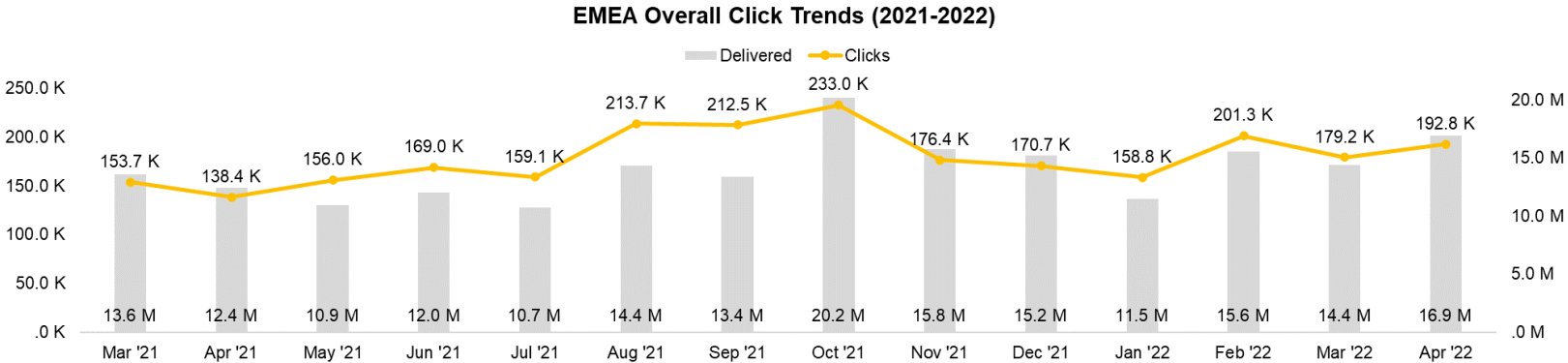
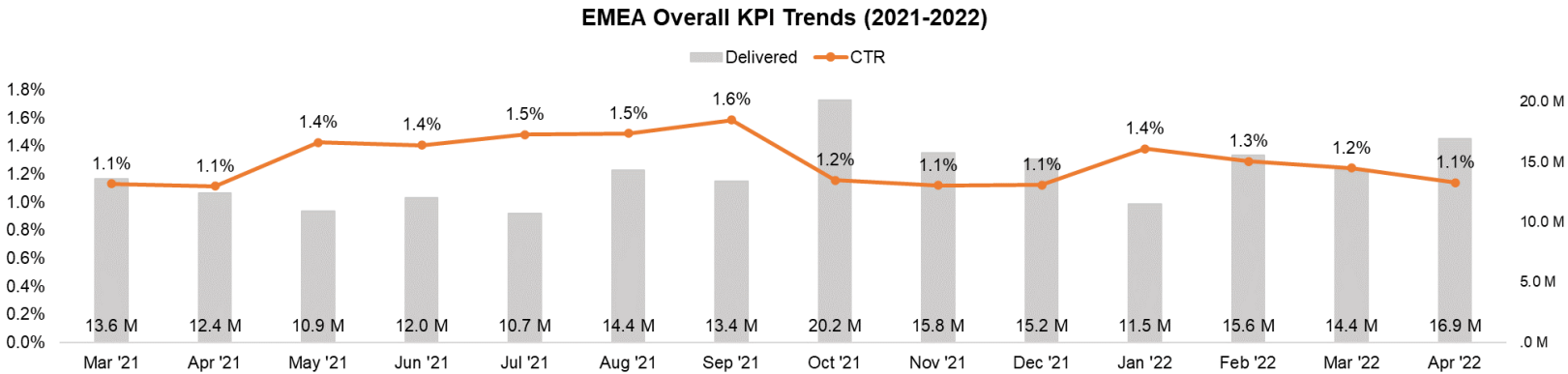
Maintained Email Engagement in April

- Increase in delivery counts were from sending additional Regional, Cobrand, and Brand campaign types
- Higher CTRs from Core MAU and Brand campaigns with lower CTR coming from METTs and Cobrand CC campaigns
- Revenue decline impacted by recent data issues and system outage for several campaigns this month, we will provide updated data when scope of outage is determined

KPI	Apr '22	MoM	vs. Avg
Delivered	16.9M	+17.4%	+22.0%
Clicks	37.6 K	+7.6%	+6.7%
CTR	1.1%	-0.1 pts.	-0.1 pts.
Unsub Rate	0.22%	-0.05 pts	-0.02 pts
Bookings	1.0 K	-15.3%	-4.3%
Revenue	\$577.6 K	-27.9%	-15.3%

EMEA 12-Month Average = Apr '21 – Mar '22
Financial data source: Omniture 7-day cookie

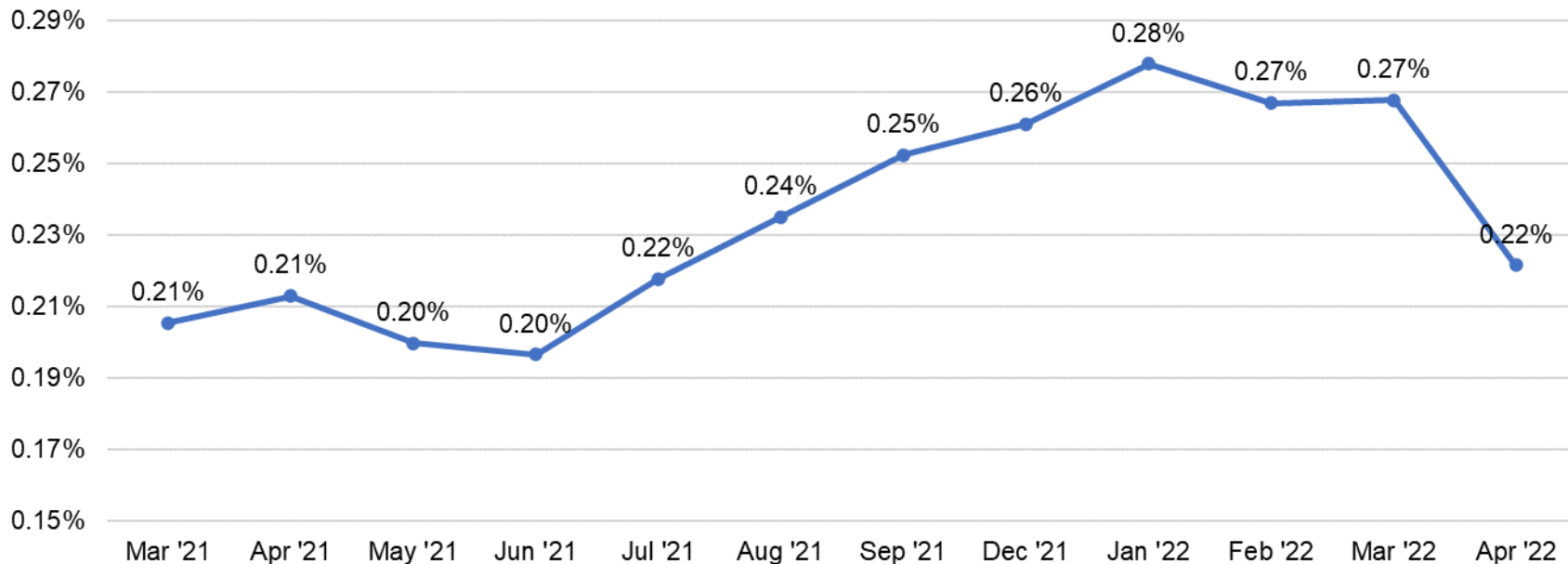
Consistent CTR MoM With Increased Deliveries And Click Activity



Decreased Unsub Rate MoM

Higher deliveries and click activity with decrease in unsub rate strong indicator of good audience health and engagement

EMEA Engagement Trends: Unsubscribe Rate



Europe And MEA Below Engagement Goals For April

- Points activity above goal by 118% driven by engagement with points earning/redeeming content
- Unsub rate down MoM; combined rate below monthly goal
- CTR down slightly between both regions, contributed to by a decline in CTR from Core MAU and Promotions campaigns
- Monthly revenues impacted by tracking issues, but Europe YTD financials are aligned with YTD goals

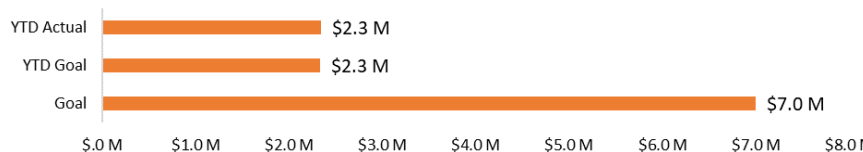
EMEA	Apr '22	Monthly Goal	vs. Goal
Points Activity	98.6 K	45.3K	+118%

EMEA	Apr '22	Monthly Goal	vs. Goal
Unsubscribe	0.22%	0.24%	-0.02pts

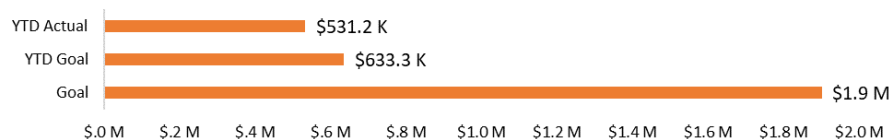
EUROPE	Apr '22	Monthly Goal	vs. Goal
CTR	1.4%	1.60%	-0.2 pts.
Revenue	\$430.8K	\$584.0 K	-26.2%

MEA	Apr '22	Monthly Goal	vs. Goal
CTR	0.7%	1.00%	-0.3 pts.
Revenue	\$130.1 K	\$158.3 K	-7.2%

Europe 2022 Revenue Goal

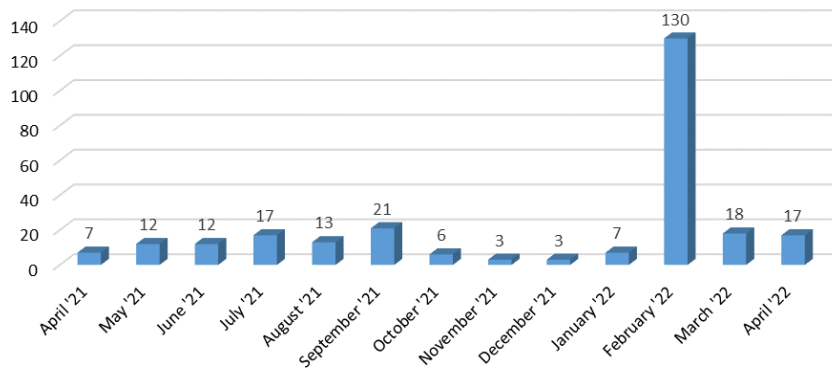


MEA 2022 Revenue Goal



App Downloads Up MoM Remaining Above 12-month Average; Enrollment Down Slightly MoM

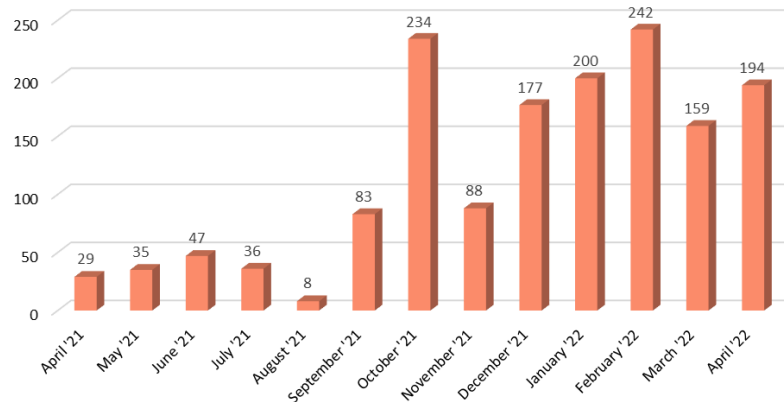
2021-2022 EMEA Enrollments
(Code: EMEA)



Time Period	# Enroll
12 Mo. Avg.	21
Apr Total	17
vs Avg.	-18%
MoM	-6% (-1)

- Increased engagement from nonmembers this month, continue looking for opportunities to encourage enrollment

2021-2022 Mobile App Downloads



- App download CTA in upcoming trip banner contributing to MoM increase from March

Time Period	App Downloads
12 Mo. Avg.	112
Apr Total	194
vs Avg.	+74%
MoM	+22.% (+35)

Campaign Engagement

Drive Market Solo

April 2022 Drive Market Solo

Creative examples

April Highlights:


- Upcoming Trip/Recent Stay module with app download CTA
- Lux vs Non-lux hero headline copy
- PCIQ image optimization for Global Promotion imagery
- Global Promotion secondary module
- Lux/Non-lux brand education module

Update Your Campaign Preference


MARRIOTT BONVOY [MY ACCOUNT](#) [SIGN IN](#) [LOG OUT](#)

Choose From Three Unforgettable Resort Experiences


*From beachside suites to island retreats, explore our participating resorts.**



5,000 Bonus Points per Stay »




Book Now and Save up to 20% »



Complimentary Dinner for Two »

* These offers are available at select participating properties across Europe, Middle East, and Africa.


More Reasons to Enjoy This Spring



Ramadan Dining Experiences

Earn Marriott Bonvoy® points when dining at participating restaurants during Ramadan.


[» SEARCH RESTAURANTS](#)



Enter the Suite of Dreams with Manchester United

We invite you to enter for a chance to stay the night at Old Trafford with Manchester United. Rules apply.

[» ENTER NOW](#)



10 Trips Everyone Will Love

With careful planning, your perfect family vacation is just a plane, train or boat ride away.

[» SEE ALL 10](#)


AMBASSADOR ELITE | 1,245,000 POINTS | 142 NIGHTS

[» VIEW OFFERS](#) [» SEE BENEFITS](#)

More Redemption Flexibility Is Here

New flexible point redemption rates went into effect in March to give you even more options.

[» SEE DETAILS](#)




We'd Love Your Vote

Marriott Bonvoy™ is nominated for the category "Best Hotel Loyalty Programme in the Middle East" in the Business Traveler Middle East Awards. Share the love and cast your vote.


[VOTE NOW](#)

Get Away From the Everyday


There is no one perfect destination, so we gladly provide them all.



United Arab Emirates




Middle East




Around the World

Get to Know W Hotels



W HOTELS



Whatever/Whenever. JW. W Hotels brings the best of music, fashion, design and food to the most exciting destinations around the globe.

[» EXPLORE W HOTELS](#)

Explore these hotels near you:

[W Abu Dhabi](#) [W Dubai The Palm](#)

Plan Ahead for Qatar

Stay at one of our extraordinary hotels in Qatar this Autumn and enjoy a once-in-a-lifetime experience.

[» EXPLORE HOTELS](#)

Travel With the Tap of Your Finger

Enjoy a safe and contactless travel experience with the Marriott Bonvoy® app. Check in, make requests, review your travel balance and more.

[EXPLORE THE APP](#)

12

Drive Point Usage

April:

- Hero offer content
- Personalized points balance module
- Point Redemption module
- Secondary offers highlighting opportunities to earn points

AMBASSADOR ELITE | 2,357,689 POINTS | 112 NIGHTS

» VIEW ACTIVITY » SEE BENEFITS

Points Balance Module

3% of Clicks

Point Redemption Module

2% of Clicks

More Redemption
Flexibility Is Here

New flexible point redemption rates
went into effect in March to give
you even more options.

» SEE DETAILS



Hero Offer 31% of Clicks

Choose From Three Unforgettable Resort
Experiences

*From beachside suites to island retreats, explore our participating resorts.**



5,000 Bonus
Points per Stay »



Book Now and
Save up to 20% »



Complimentary
Dinner for Two »

* These offers are available at select participating properties across Europe, Middle East, and Africa.

Earning through Dining

3% of Clicks



Ramadan Dining Experiences

Earn Marriott Bonvoy® points
when dining at participating
restaurants during Ramadan.

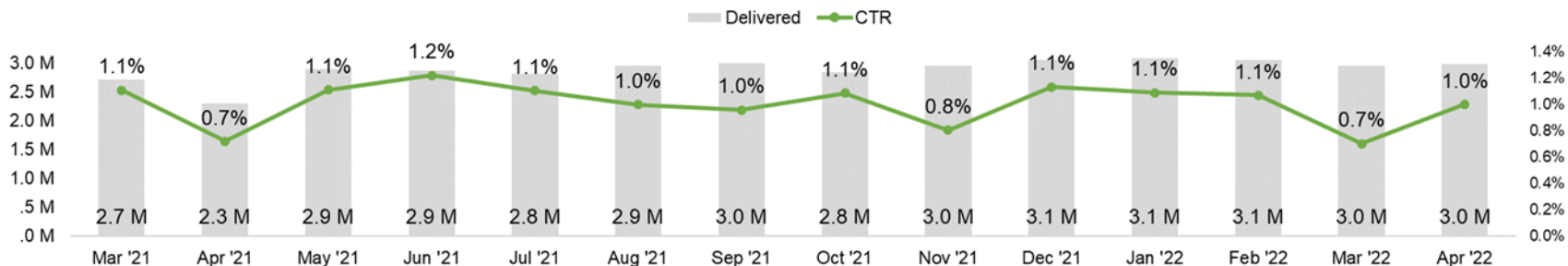
» SEARCH RESTAURANTS

Increase In All Engagement Metrics MoM

- Increased deliveries MoM contributing to strong increase in click activity and higher monthly CTR
 - Hero, Destinations and secondary module section drove overall increase in click activity
 - Increase in CTR from nonmembers in April
- Unsub rate decreased in both Europe and MEA with largest decrease coming from Europe in April
- Revenue down MoM; Recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April

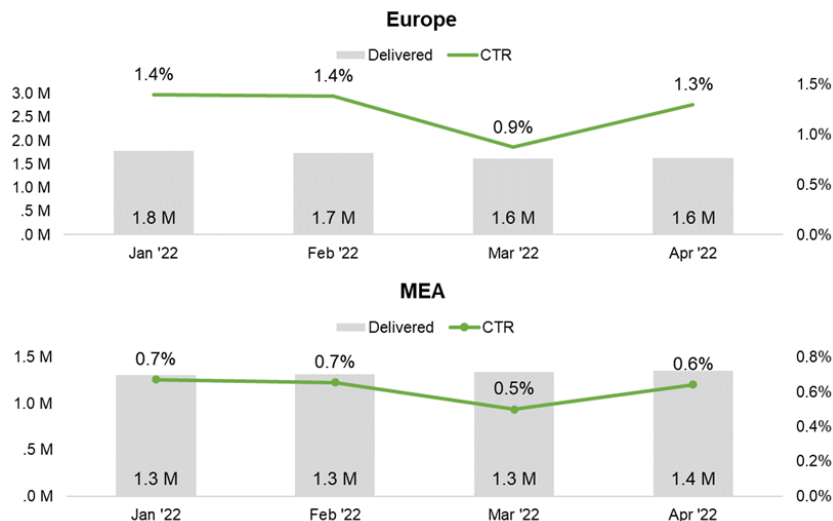
Drive Solos	Apr '22	MoM
Delivered	3.0 M	+1.2%
Clicks	29.9 K	+44.0%
CTR	1.0%	+0.3 pts.
Unsub Rate	0.22%	-0.1 pts.
Bookings	134	-19.3%
Revenue	\$84.4 K	-41.3%
% Bkgs. to EMEA	82.8%	-2.1 pts.
% Rev. to EMEA	85.4%	+2.4 pts.

Drive Market Solo Engagement Trends



MoM Increase In Engagement For Both Europe And MEA

- Stronger engagement this month from Europe vs MEA
- Similar engagement patterns with content between Europe and MEA between Hero, Secondary offers, and Destinations module
- Revenue down MoM but financial tracking was impacted by recent data issues and system outage impacted Omniture financial tracking for select campaigns during the month of April



EUROPE: Engagement + Financials		
	Apr '22	MoM
Delivered	1.6 M	+1.5%
Clicks	21.2 K	+51.0%
CTR	1.3%	+0.42 pts.
Unsub Rate	0.26%	-0.08 pts.
Booking	103	-18.9%
Revenue	\$55.8 K	-48.5%

MEA: Engagement + Financials		
	Apr '22	MoM
Delivered	1.4 M	+0.8%
Clicks	8.7 K	+29.4%
CTR	0.6%	+0.14 pts.
Unsub Rate	0.17%	-0.04 pts.
Booking	31	-20.5%
Revenue	\$28.7 K	-19.1%

Top Performing Apr '22 Content: Hero, Destinations, Secondary Offers

Choose From Three Unforgettable Resort Offers

*From beachside suites to island retreats, explore our participating resorts.**



5,000 Bonus
Points per Stay »



Book Now and
Save up to 20% »



Complimentary
Dinner for Two »

* These offers are available at select participating properties across Europe, Middle East, and Africa.

Hero Module

#1 Most Clicked

*“Book now and save” top click catcher,
5K bonus points a close second*



Traveler Article #3 Most Clicked

MARRIOTT BONVOY
TRAVELER.

10 Trips Everyone Will Love

With careful planning, your perfect family vacation is just a plane, train or boat ride away.

» SEE ALL 10

Enter the ‘Suite of Dreams’ with Manchester United

We invite you to enter for a chance to stay the night at Old Trafford with Manchester United. Rules [here](#).

» ENTER NOW



Manchester United Sweepstakes #4 Most Clicked

Get Away From the Everyday

There is no one perfect destination, so we gladly provide them all.



United
Kingdom &
Ireland



Europe



Around the World

Destination Module

#2 most clicked

*Europe and Around the world
top 2 most clicked*

Increased Engagement MoM From All Luxury Segments In April

- Highest increase from L2b and L3 driven by engagement with 5,000 bonus points per stay offer in hero
- Increase in audience size for all luxury segments, highest growth in L3 and L1

Drive Market Solo (Apr 2022)	L1	L2A	L2B	L3	Everyone Else	Total
Delivered (MoM)	146.6 K (+1.1%)	47.6 K (+0.6%)	84.1 K (+0.8%)	14.7 K (+1.2%)	2.7 M (+1.3%)	3.0 M (+1.2%)
Clicks	939	616	2.8 K	672	24.9 K	29.9 K
CTR (MoM)	0.6% (+0.1 pts)	1.3% (+0.3 pts)	3.3% (+1.6 pts)	4.6% (+2.5 pts)	0.9% (+0.3 pts)	1.0% (+0.3 pts)
Unsub%	0.17%	0.13%	0.06%	0.03%	0.23%	0.22%
Bookings	4	3	23	6	98	134
Room Nts.	10	7	89	24	335	465
Revenue	\$2.6 K	\$915	\$18.0 K	\$7.6 K	\$55.4 K	\$84.4 K
Rev/Del.	\$0.02	\$0.02	\$0.21	\$0.52	\$0.02	\$0.03

April '22 Heat Map: **Luxury Segments**

- Luxury segments showed higher percentage of engagement with hero offers
 - Significantly higher engagement with points offer and complementary dinner offer in L2b and L3
 - L1 and L2A engaged more with Book now and save
- Destinations was the second most clicked module for everyone, except L3 where it was third

% of Clicks	L1	L2A	L2B	L3	Everyone Else	Average
Header	15.00%	12.16%	6.73%	4.56%	14.94%	13.99%
Stay Module	0.80%	1.50%	2.07%	1.59%	1.30%	1.36%
Language Preference	2.04%	1.63%	0.40%	0.11%	1.35%	1.27%
Hero	29.06%	39.72%	53.59%	53.87%	28.54%	31.37%
5,000 Bonus Points per Stay	9.54%	13.41%	26.02%	26.99%	9.95%	11.69%
Book Now and Save	13.40%	16.29%	14.83%	11.05%	12.03%	12.36%
Complimentary Dinner for Two	6.12%	10.03%	12.74%	15.83%	6.57%	7.32%
Join Marriott Bonvoy	---	---	---	---	0.03%	0.03%
HVM/Ramadan Offer	4.08%	3.26%	3.35%	3.08%	2.77%	2.87%
Global Promo	1.38%	2.26%	4.99%	4.67%	1.90%	2.20%
Manchester United Sweepstakes	3.57%	4.01%	6.36%	8.31%	4.89%	5.02%
Traveler Article	6.34%	5.76%	5.28%	5.24%	6.78%	6.59%
Member Module	5.90%	7.14%	4.02%	3.99%	2.39%	2.75%
Flexible Redemption	2.33%	2.76%	2.79%	3.87%	2.03%	2.15%
Destinations	11.00%	10.53%	6.57%	7.74%	14.19%	13.25%
Brand Education	1.68%	1.75%	1.15%	1.25%	2.32%	2.20%
Vote Banner	0.73%	0.25%	0.27%	0.00%	0.42%	0.40%
FIFA World Cup Qatar	0.95%	0.88%	0.97%	0.68%	1.46%	1.37%
Mobile App	1.31%	0.50%	0.13%	0.23%	0.88%	0.81%
Footer	13.84%	5.89%	1.31%	0.80%	13.79%	12.34%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Lux Version**

- Hero captured higher percentage of clicks amongst luxury segments on the bonus points offer with almost all segments
- Destinations module second most clicked module with all luxury campaign segments

% of Clicks	BENELUX _ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GERMANY+ _GER	ITALY _ENG	ITALY+ _ITA	QATAR _ARB	QATAR _ENG
Header	9.49%	0.00%	16.35%	14.86%	14.09%	7.22%	5.14%	17.44%	10.24%	25.81%	15.98%
Stay Module	2.37%	0.00%	1.88%	0.00%	1.34%	2.00%	1.75%	2.33%	5.51%	0.00%	3.61%
Language Preference	---	---	4.32%	---	---	---	---	---	---	---	2.58%
Hero	50.17%	55.32%	39.66%	41.89%	35.57%	51.15%	57.05%	50.00%	38.58%	16.13%	30.41%
5,000 Bonus Points per Stay	21.02%	25.53%	18.23%	24.32%	12.75%	22.73%	25.79%	24.42%	19.69%	9.68%	11.86%
Book Now and Save	16.61%	12.77%	12.22%	8.11%	17.45%	18.13%	18.47%	16.28%	10.24%	3.23%	12.37%
Complimentary Dinner for Two	12.54%	17.02%	9.21%	9.46%	5.37%	10.29%	12.79%	9.30%	8.66%	3.23%	6.19%
HVM/Ramadan Offer	2.37%	8.51%	1.50%	2.70%	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	7.73%
Global Promo	3.39%	4.26%	1.88%	6.76%	5.37%	3.99%	6.34%	2.33%	3.94%	3.23%	3.09%
Manchester United Sweepstakes	3.39%	---	5.08%	4.05%	---	6.14%	---	1.16%	---	---	3.09%
Traveler Article	5.08%	4.26%	3.76%	4.05%	10.74%	5.07%	11.15%	3.49%	12.60%	9.68%	1.55%
Member Module	5.76%	6.38%	4.51%	1.35%	8.72%	3.23%	3.83%	1.16%	8.66%	6.45%	6.19%
Flexible Redemption	4.07%	0.00%	2.44%	2.70%	0.00%	3.53%	0.00%	4.65%	0.00%	0.00%	3.09%
Destinations	8.14%	14.89%	6.95%	10.81%	18.79%	7.68%	10.93%	11.63%	14.96%	25.81%	7.73%
Brand Education	1.69%	2.13%	0.19%	2.70%	1.34%	1.38%	1.97%	1.16%	0.00%	0.00%	2.06%
Vote Banner	---	---	1.32%	---	---	---	---	---	---	---	2.58%
FIFA World Cup Qatar	2.37%	0.00%	0.75%	1.35%	0.00%	0.92%	0.77%	0.00%	2.36%	0.00%	0.52%
Mobile App	0.00%	0.00%	1.13%	0.00%	0.00%	0.61%	0.22%	0.00%	0.00%	0.00%	0.52%
Footer	1.69%	4.26%	8.27%	6.76%	4.03%	4.76%	0.87%	4.65%	3.15%	12.90%	9.28%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Lux Version**

- Traveler article consistently sees high engagement in INL versions for lux and non lux audiences
- 5,000 points offer preferred in luxury audience across all audiences

% of Clicks	SAUDI _ARABIA _ARB	SAUDI _ARABIA _ENG	SCAND _ENG	S. AFRICA _ENG	SPAIN _ENG	SPAIN+ _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	2.00%	8.84%	8.68%	20.00%	3.45%	14.81%	11.29%	6.06%	7.60%	6.62%
Stay Module	0.00%	1.86%	1.74%	0.00%	0.00%	0.74%	1.61%	0.00%	0.71%	1.72%
Language Preference	---	3.26%	---	---	---	---	---	---	2.61%	---
Hero	38.00%	43.72%	46.31%	34.00%	50.57%	37.04%	37.10%	57.58%	48.46%	47.19%
5,000 Bonus Points per Stay	26.00%	20.47%	19.97%	14.00%	24.14%	22.22%	17.74%	36.36%	20.55%	21.97%
Book Now and Save	6.00%	12.56%	15.34%	12.00%	14.94%	8.15%	4.84%	15.15%	12.95%	12.57%
Complimentary Dinner for Two	6.00%	10.70%	11.00%	8.00%	11.49%	6.67%	14.52%	6.06%	14.96%	12.64%
HVMI/Ramadan Offer	8.00%	10.23%	4.05%	0.00%	1.15%	0.00%	9.68%	9.09%	7.96%	3.44%
Global Promo	2.00%	1.86%	2.46%	4.00%	2.30%	5.19%	4.84%	0.00%	3.44%	4.37%
Manchester United Sweepstakes	---	2.33%	6.51%	14.00%	5.75%	---	3.23%	---	4.99%	13.10%
Traveler Article	12.00%	3.72%	4.63%	6.00%	4.60%	10.37%	4.84%	6.06%	2.85%	4.24%
Member Module	10.00%	1.40%	4.34%	4.00%	6.90%	8.89%	1.61%	3.03%	5.11%	5.29%
Flexible Redemption	0.00%	5.12%	3.91%	4.00%	4.60%	0.00%	1.61%	0.00%	2.49%	4.37%
Destinations	18.00%	8.37%	7.38%	8.00%	9.20%	16.30%	12.90%	15.15%	4.04%	5.49%
Brand Education	2.00%	0.00%	2.03%	2.00%	9.20%	1.48%	1.61%	0.00%	0.83%	0.93%
Vote Banner	---	1.40%	---	---	---	---	1.61%	---	0.71%	---
FIFA World Cup Qatar	4.00%	0.00%	1.16%	2.00%	0.00%	1.48%	1.61%	0.00%	0.83%	0.79%
Mobile App	0.00%	0.93%	0.72%	0.00%	0.00%	0.74%	1.61%	0.00%	0.48%	0.20%
Footer	4.00%	6.98%	6.08%	2.00%	2.30%	2.96%	4.84%	3.03%	6.89%	2.25%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Non-Lux Version**

- Book now and save offer consistently the top choice from hero offers in non-lux audiences
- Destinations module on average captured highest percentage of clicks from non-lux audiences

% of Clicks	BENELUX _ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GERMANY+ _GER	ITALY _ENG	ITALY+ _ITA	QATAR _ARB	QATAR _ENG
Header	18.41%	14.04%	20.80%	17.74%	14.94%	16.39%	10.04%	17.96%	13.71%	40.00%	15.47%
Stay Module	0.72%	0.00%	1.46%	1.03%	1.39%	0.96%	1.37%	0.00%	1.03%	0.00%	1.31%
Language Preference	---	---	7.14%	---	---	---	---	---	---	---	5.11%
Hero	26.71%	35.09%	28.78%	21.59%	29.22%	25.86%	36.75%	25.97%	27.89%	11.67%	26.86%
5,000 Bonus Points per Stay	10.17%	14.91%	11.63%	8.23%	8.08%	9.11%	13.09%	9.39%	7.70%	3.33%	9.64%
Book Now and Save	11.97%	11.40%	10.97%	10.03%	14.45%	12.36%	15.32%	12.71%	14.65%	5.00%	10.36%
Complimentary Dinner for Two	4.57%	8.77%	6.18%	3.34%	6.69%	4.39%	8.34%	3.87%	5.54%	3.33%	6.86%
Join Marriott Bonvoy	0.00%	0.00%	0.05%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
HVM/Ramadan Offer	3.19%	6.14%	1.60%	3.34%	0.00%	2.82%	0.00%	3.87%	0.00%	6.67%	5.99%
Global Promo	1.74%	0.88%	1.71%	1.54%	2.37%	1.39%	3.67%	1.10%	1.88%	1.67%	1.02%
Manchester United Sweepstakes	3.97%	---	4.31%	1.80%	---	3.18%	---	3.59%	---	---	4.67%
Traveller Article	8.78%	5.26%	4.15%	5.91%	7.92%	7.64%	12.77%	6.63%	11.92%	3.33%	4.53%
Member Module	1.56%	0.88%	2.03%	3.08%	4.33%	1.71%	2.68%	3.04%	2.35%	0.00%	2.63%
Flexible Redemption	2.95%	0.00%	1.64%	4.63%	0.00%	2.82%	0.00%	2.76%	0.00%	0.00%	1.75%
Destinations	14.50%	19.30%	7.27%	15.42%	26.45%	12.36%	21.46%	14.92%	26.57%	8.33%	6.57%
Brand Education	1.68%	0.00%	0.98%	1.80%	2.20%	4.61%	2.86%	1.93%	3.00%	0.00%	1.90%
Vote Banner	---	---	2.08%	---	---	---	---	---	---	---	2.34%
FIFA World Cup Qatar	2.05%	4.39%	1.57%	2.06%	0.49%	1.79%	1.31%	2.21%	2.25%	5.00%	0.58%
Mobile App	2.71%	0.00%	1.35%	1.03%	0.65%	0.39%	0.61%	0.55%	0.75%	0.00%	1.02%
Footer	11.01%	14.04%	13.09%	19.02%	9.96%	18.07%	6.50%	15.47%	8.64%	23.33%	18.25%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Non-Lux Version**

- Spain, Italy, and France captured highest percentage of clicks from Destinations module

	SAUDI _ARABIA_ARB	SAUDI _ARABIA_ENG	SCAND _ENG	S. AFRICA _ENG	SPAIN _ENG	SPAIN+ _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	11.74%	12.74%	17.47%	17.72%	18.80%	15.16%	22.35%	3.92%	13.62%	11.19%
Stay Module	0.00%	1.40%	1.30%	0.64%	2.28%	2.17%	0.00%	0.00%	0.76%	1.70%
Language Preference	---	4.55%	---	---	---	---	---	---	3.70%	---
Hero	32.20%	31.42%	28.84%	28.22%	25.36%	26.32%	20.63%	23.53%	30.23%	26.01%
5,000 Bonus Points per Stay	14.02%	14.21%	9.03%	10.12%	10.26%	7.65%	9.46%	7.84%	11.15%	8.13%
Book Now and Save	11.74%	11.55%	13.47%	11.02%	10.83%	12.52%	6.30%	7.84%	9.80%	10.87%
Complimentary Dinner for Two	6.44%	5.67%	6.34%	7.09%	4.27%	6.16%	4.87%	7.84%	9.28%	7.00%
Join Marriott Bonvoy	0.00%	0.14%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.02%
HVM/Ramadan Offer	7.95%	5.18%	3.11%	2.77%	1.71%	0.00%	5.16%	13.73%	6.29%	3.48%
Global Promo	3.41%	1.40%	0.88%	2.26%	1.14%	2.23%	1.72%	0.00%	1.75%	1.99%
Manchester United Sweepstakes	---	4.20%	4.04%	7.73%	4.84%	---	2.87%	---	3.82%	11.50%
Traveller Article	8.33%	3.22%	6.10%	4.57%	6.84%	12.79%	4.01%	5.88%	4.22%	5.25%
Member Module	1.52%	1.47%	2.65%	2.19%	1.99%	3.99%	0.86%	1.96%	1.79%	2.56%
Flexible Redemption	0.00%	1.68%	2.34%	1.68%	3.13%	0.00%	3.15%	0.00%	2.39%	3.42%
Destinations	20.08%	9.10%	10.31%	21.13%	15.67%	26.39%	16.05%	17.65%	7.69%	13.17%
Brand Education	1.89%	1.47%	1.55%	1.48%	3.13%	3.52%	6.88%	3.92%	1.91%	2.73%
Vote Banner	---	1.05%	---	---	---	---	3.15%	---	0.92%	---
FIFA World Cup Qatar	2.27%	1.05%	1.79%	1.29%	1.99%	0.20%	2.58%	1.96%	1.15%	1.36%
Mobile App	0.00%	1.19%	0.91%	1.16%	0.00%	0.54%	1.43%	0.00%	1.04%	0.58%
Footer	10.61%	18.75%	18.60%	7.15%	13.11%	6.70%	9.17%	27.45%	18.68%	15.02%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: Destinations - Europe

- Europe and Around the World top two clicks positions within European audiences
- UK + Ireland and Germany top two individual locations clicked
- Recommend testing positioning of choices within destinations module for European audiences to monitor for engagement trends

% of Clicks	BENELUX _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY_ _ENG	GERMANY+ _GER	ITALY _ENG	ITALY+ _ITA	SCAND _ENG	SPAIN _ENG	SPAIN+ _SPA	UK _ENG	Europe Average:
Detonations Module	13.54%	14.69%	25.62%	11.47%	19.48%	14.29%	25.34%	10.62%	15.67%	25.54%	11.98%	15.22%
Around the World	30.19%	29.41%	29.55%	36.62%	24.55%	28.13%	22.85%	31.09%	20.63%	16.26%	20.72%	25.07%
Africa	---	---	---	---	---	---	---	---	---	---	---	---
Benelux	30.57%	---	---	---	---	---	---	---	---	---	---	1.84%
Egypt	---	---	---	---	---	---	---	---	---	---	---	---
Europe	39.25%	25.00%	28.98%	36.11%	33.19%	21.88%	22.52%	47.62%	26.98%	21.60%	30.65%	31.78%
France	---	45.59%	41.48%	---	---	---	---	---	---	---	---	4.03%
Germany	---	---	---	27.27%	42.26%	---	---	---	---	---	---	11.58%
Italy	---	---	---	---	---	50.00%	54.64%	---	---	---	---	4.48%
Middle East	---	---	---	---	---	---	---	---	---	---	---	---
Qatar	---	---	---	---	---	---	---	---	---	---	---	---
Saudi Arabia	---	---	---	---	---	---	---	---	---	---	---	---
Scandinavia	---	---	---	---	---	---	---	21.29%	---	---	---	1.73%
South Africa	---	---	---	---	---	---	---	---	---	---	---	---
Spain	---	---	---	---	---	---	---	---	---	62.14%	---	5.82%
Spain & Portugal	---	---	---	---	---	---	---	---	52.38%	---	---	0.75%
Turkey	---	---	---	---	---	---	---	---	---	---	---	---
UAE	---	---	---	---	---	---	---	---	---	---	---	---
UK and Ireland	---	---	---	---	---	---	---	---	---	---	48.63%	12.92%
Total:	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: Destinations - MEA

- Around the World and Middle East top clicked positions from MEA
- South Africa and Egypt top locations for MEA
- Recommend testing positioning of choices within destinations module for MEA audiences to monitor for engagement trends

% of Clicks	EGYPT+ _ARB	EGYPT+ _ENG	QATAR _ARB	QATAR _ENG	SAUDI_ARABIA _ARB	SAUDI_ARABIA _ENG	SCAND _ENG	S.AFRICA _ENG	TURKEY _ENG	UAE _ARB	UAE _ENG	MEA Average:
Detonations Module	18.01%	7.30%	14.29%	6.83%	19.75%	9.00%	9.50%	20.72%	15.57%	16.67%	6.77%	9.72%
Around the World	17.24%	34.02%	15.38%	30.00%	22.58%	27.03%	34.40%	23.49%	18.75%	21.43%	30.40%	28.26%
Africa	---	---	---	---	---	---	---	18.67%	---	---	---	4.39%
Benelux	---	---	---	---	---	---	---	---	---	---	---	---
Egypt	65.52%	41.12%	---	---	---	---	---	---	---	---	---	11.19%
Europe	0.00%	---	---	---	---	---	48.80%	---	20.31%	---	---	5.24%
France	0.00%	---	---	---	---	---	---	---	---	---	---	---
Germany	0.00%	---	---	---	---	---	---	---	---	---	---	---
Italy	---	---	---	---	---	---	---	---	---	---	---	---
Middle East	17.24%	24.85%	7.69%	21.67%	20.97%	27.03%	---	---	---	7.14%	20.26%	14.38%
Qatar	---	---	76.92%	48.33%	---	---	---	---	---	---	---	2.76%
Saudi Arabia	---	---	---	---	56.45%	45.95%	---	---	---	---	---	7.29%
Scandinavia	---	---	---	---	---	---	16.80%	---	---	---	---	1.49%
South Africa	---	---	---	---	---	---	---	57.83%	---	---	---	13.60%
Spain	---	---	---	---	---	---	---	---	---	---	---	---
Spain & Portugal	---	---	---	---	---	---	---	---	---	---	---	---
Turkey	---	---	---	---	---	---	---	---	60.94%	---	---	2.76%
UAE	---	---	---	---	---	---	---	---	---	71.43%	49.34%	8.64%
UK and Ireland	---	---	---	---	---	---	---	---	---	---	---	---
Total:	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Monthly Account Update (Core MAU)

14&21 April 2022 Core MAU

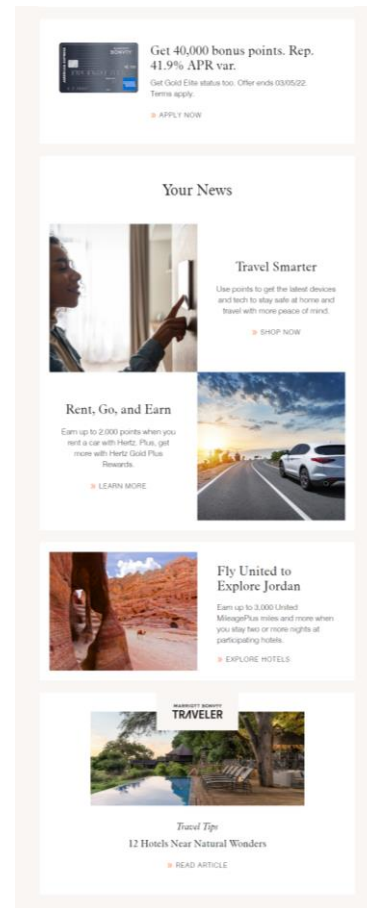
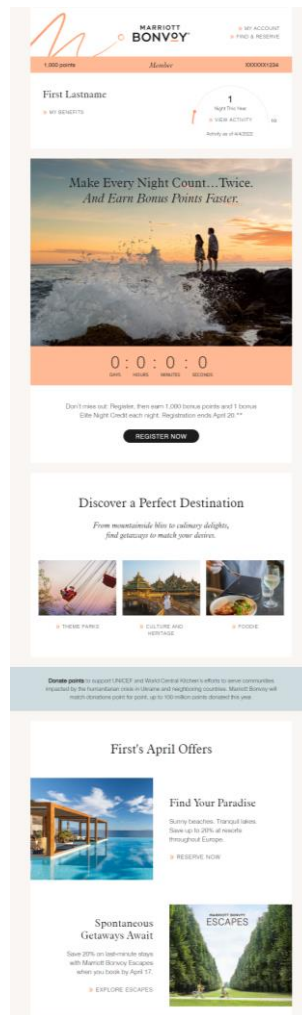
Creative Examples

Subject Line

May Account Update: Save 15% on a Resort Escape

Pre-Header

See what's new this month.



Targeted April Core MAU Content

Offer 1 — EUR Resorts — EN, BE, ES, FR, DE, IT

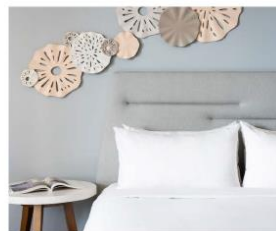


Find Your Paradise

Sunny beaches. Tranquil lakes. Save up to 20% at resorts throughout Europe.

» RESERVE NOW

Offer 2 — EUR Shop Marriott — BE, ES, FR, DE

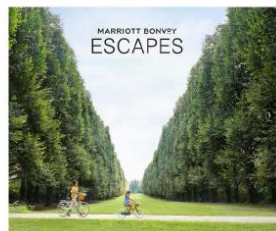


Bring Travel Home

For a limited time, save 30% on Marriott pillows, linens, fragrance, robes, and more.

» SHOP NOW

Offer 2 — MEA Escapes — EN, BE, ES, FR, DE, IT



Spontaneous Getaways Await

Save 20% on last-minute stays with Marriott Bonvoy Escapes when you book by April 17.

» EXPLORE ESCAPES

United Airlines — EN, BE



Fly United to Explore Jordan

Earn up to 3,000 United MileagePlus miles and more when you stay two or more nights at participating hotels.

» EXPLORE HOTELS

News 1 — ROW Shop With Points — EN, BE, ES, FR, DE, IT, PT, JP



Connect More at Home and Beyond

Whether you're at home or traveling, use points to get your favorite things from brands you love.

» SHOP NOW

EUR Leisure — EN, BE, ES, FR, DE, IT



» CULTURE & HERITAGE



» BEACH ACTIVITIES



» NATURE & WILDLIFE



» THEME PARKS



» FOODIE



» SPA & WELLNESS

14 & 21 April 2022 MAU

Performance Summary

Europe	Delivered	Clicks	CTR	Unsub	Revenue
British English	593.5 K	7.7 K	1.3%	0.24%	\$43.5 K
English	629.6 K	8.5 K	1.3%	0.21%	\$72.9 K
French	67.2 K	1.3 K	1.9%	0.21%	\$5.1 K
German	113.1 K	2.9 K	2.6%	0.23%	\$12.5 K
Italian	56.7 K	848	1.5%	0.25%	\$1.8 K
Spanish	76.6 K	1.3 K	1.6%	0.17%	\$7.7 K
Grand Total	1.5 M	22.5 K	1.5%	0.22%	\$143.4 K

MoM +0.3% -9.2% -0.2 pts. -0.21 pts. -18.4%

MEA	Delivered	Clicks	CTR	Unsub	Revenue
British English	777.9 K	6.1 K	0.8%	0.18%	\$17.2 K
English	459.2 K	3.8 K	0.8%	0.18%	\$22.6 K
French	16.3 K	293	1.8%	0.16%	\$0 K
German	322	6	1.9%	0.00%	\$0 K
Italian	146	2	1.4%	0.00%	\$0 K
Spanish	556	8	1.4%	0.18%	\$0 K
Grand Total	1.3 M	10.2 K	0.8%	0.18%	\$39.8 K

MoM +1.7% -23.8% -0.3 pts. -0.15 pts. +4.2%

- Campaign featured Global Promotion reminder in the hero and used a countdown timer to drive urgency
- March Points Promotion drove more engagement than April Global Promotion resulting in fewer clicks MoM
- Engagement concentrated in Hero Offer, Leisure Destinations, and EMEA Escapes modules in April
 - INL versions showed higher engagement with destinations and escapes with Eng version highly engaged with Hero offer
- Decrease in unsub rate MoM for both Europe and MEA

Top April Content

- Global Promotion captured more revenue for INL version in April
- Header and member module capture the largest share of clicks and revenue for ENG version in April; Hero and Header captured the highest share for INL version
- Several key offers in April performed well including:
 - Europe Leisure
 - EMEA Escapes
 - Shop with Marriott
 - Europe Resorts

Hero — Q1 Global Promo (Register) — All Languages

6 : 00 : 00 : 00
DAYS HOURS MINUTES SECONDS

Don't miss out: Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night. Registration ends April 20.

[REGISTER NOW](#)

Offer 3 — EUR Escapes — EN, BE, ES, FR, DE, IT

Spontaneous Getaways Await

Save 20% on last-minute stays with Marriott Bonvoy Escapes when you book by April 17.

[EXPLORE ESCAPES](#)

EUR Leisure — EN, BE, ES, FR, DE, IT

» CULTURE & HERITAGE

» BEACH ACTIVITIES

» NATURE & WILDLIFE

» THEME PARKS

» FOODIE

» SPA & WELLNESS

Offer 2 — EUR Shop Marriott — BE, ES, FR, DE

Bring Travel Home

For a limited time, save 30% on Marriott pillows, linens, fragrance, robes, and more.

[SHOP NOW](#)

Offer 2 — MEA Escapes — EN, BE, ES, FR, DE, IT

Spontaneous Getaways Await

Save 20% on last-minute stays with Marriott Bonvoy Escapes when you book by April 17.

[EXPLORE ESCAPES](#)

Core MAU Heatmap

- Most of the click activity went to the Hero, header and member module; ENG version had more clicks to the Hero versus INL
- Return of the geo-targeted Leisure Destinations module inspired openers and captured clicks from all versions ENG and INL
- Europe Resorts was the second highest content module for ENG
- Consider including Escapes as hero during non-promo

In-Lang. – Modules	% of Clicks	% of Revenue
Header	20.19%	41.44%
Member Module	21.60%	22.83%
Hero	22.75%	32.53%
Leisure Destinations	9.25%	0.27%
Donate Points	0.24%	0.00%
Europe Resorts	8.34%	8.34%
Cobrand	0.95%	0.95%
Shop Marriott	2.16%	0.00%
Shop with Points	1.46%	0.00%
Footer	13.06%	0.61%
Grand Total	100.00%	100.00%

ENG – Modules	% of clicks	% of Revenue
Header	22.38%	42.91%
Member Module	17.74%	27.10%
Hero	27.64%	22.95%
Promo: National Parks	0.06%	0.00%
Leisure Destinations	4.98%	0.00%
EMEA Escapes	3.84%	1.59%
Europe Resorts	5.72%	5.45%
Cobrand	0.86%	0.00%
Member Rates	0.02%	0.00%
Shop Marriott	0.02%	0.00%
Shop with Points	0.74%	0.00%
Hertz	0.59%	0.00%
Jordan Hotels Offer	0.01%	0.00%
Traveler	2.47%	0.00%
Footer	12.93%	0.00%
Grand Total	100.00%	100.00%

Core MAU Heatmap

- Hero module featuring countdown timer resonated with both Europe and MEA capturing the largest share of click activity
- Outside of Hero, leisure and escapes MEA audiences were less engaged with other modules versus Europe
- For Europe recipients Shop Marriott, Shop with Points and Traveler captured click activity

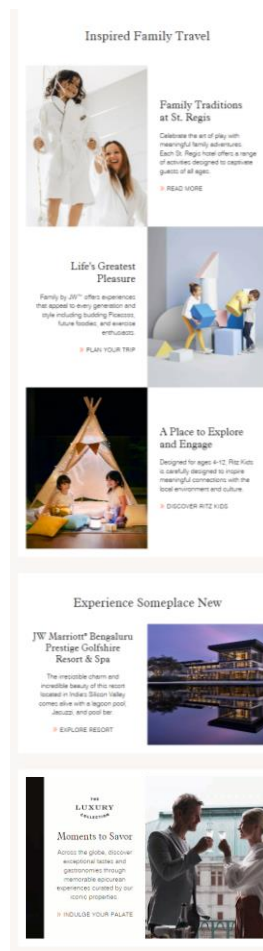
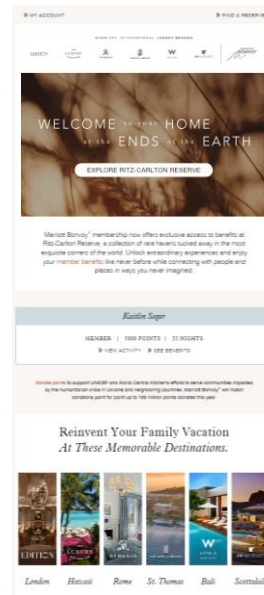
% of Clicks	Europe	MEA	EMEA Average
Header	20.01%	22.75%	21.04%
Member Module	18.72%	22.33%	20.08%
Hero	24.57%	24.55%	24.57%
Leisure Destinations	8.82%	6.07%	7.78%
Donate Points	0.13%	0.18%	0.15%
EMEA Escapes	9.56%	7.44%	8.76%
Cobrand	0.91%	0.92%	0.92%
Shop Marriott	2.20%	0.00%	1.37%
Shop with Points	1.20%	1.14%	1.18%
Hertz	0.36%	0.00%	0.23%
Jordan Hotels Offer	0.01%	0.00%	0.00%
Traveler	1.07%	0.70%	0.93%
Footer	12.42%	13.92%	12.99%
Grand Total	100.00%	100.00%	100.00%

Luxury Monthly Account Update (Lux MAU)

Luxury MAU:

April 14, 2022

- Subject Line:
 - SL 1: [Fname's][Your]Account Update
 - SL 2: [Fname's][Your]Account Update: Announcing Ritz-Carlton Reserve
 - SL 3: Announcing: Member Benefits Now Available at Ritz-Carlton Reserve
- Pre-Header:
 - Plus, 6 memorable family getaways, new hotel openings, culinary experiences, and more.



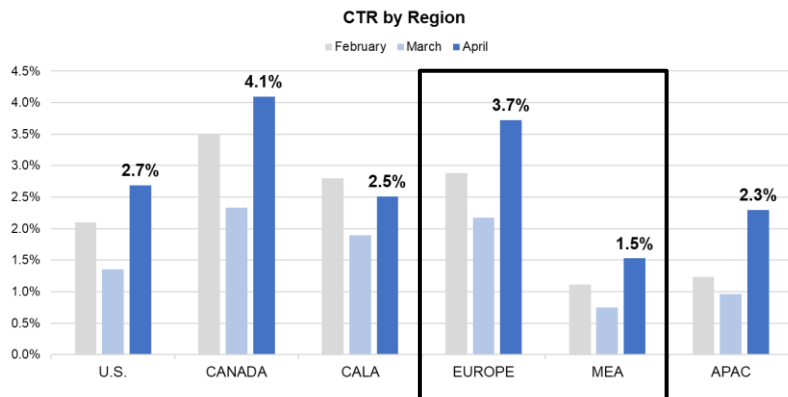
Luxury segments were highly engaged with April MAU, highest revenue contribution coming from L2B



Launched Lux MAU April 14th

EMEA Engagement

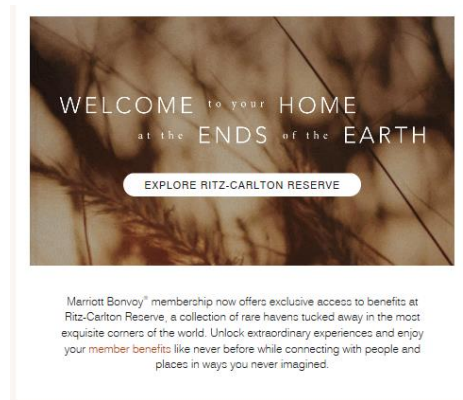
Region	Delivered	CTR	Unsub Rate	Revenue
Europe	63.7 K	3.78%	0.07%	\$11.2 K
MEA	69.7 K	1.67%	0.13%	\$11.5 K
Total	133.4 K	2.68%	0.10%	\$22.8 K
MoM	+0.3%	+1.24 pts.	+0.03 pts.	+64.8%



- Slight increase in deliveries compared to Lux MAU average and MoM, but stronger lift in click activity drove CTR lifts
 - CTR lifts were consistent for all luxury segments, Bonvoy levels and regions
 - CTR increase heavily driven by European region
- Most clicks went to the Hero that announced RC Reserves locations, account box, and navigation bar that showcased destinations across the globe
- Revenue up significantly MoM driven by overall increase in CTR and engagement

Lux MAU Heat Map: EMEA Version

Sections	Europe	MEA
Header	7.47%	10.61%
Hero	40.35%	32.64%
Ritz Reserve Announcement	28.06%	23.10%
Member Benefits	12.28%	9.55%
Navigation	19.15%	15.15%
Member Module	25.25%	29.44%
Donate Points	0.32%	0.60%
Inspiration	1.57%	2.20%
A Place to Explore and Engage	0.48%	0.80%
Family Traditions at St. Regis	0.60%	1.07%
Life's Greatest Pleasure	0.48%	0.33%
New Hotels	1.85%	1.67%
Culinary	0.52%	0.40%
Instagram	2.17%	1.87%
Footer	1.36%	5.41%
Grand Total	100.0%	100.0%



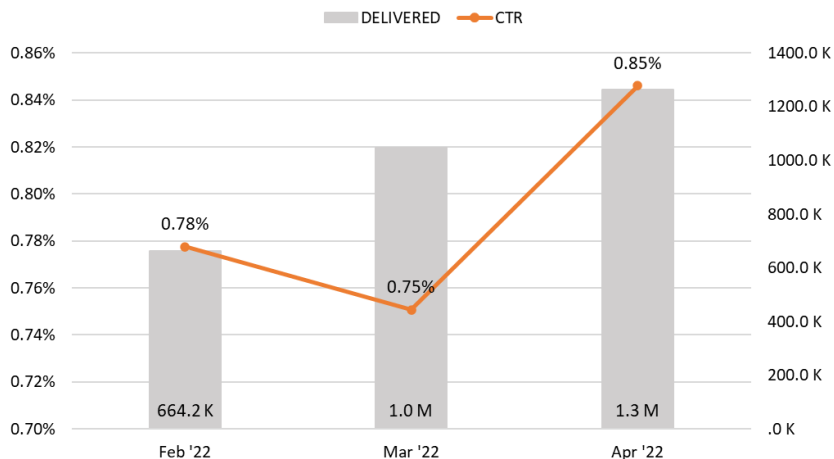
METT Emails

Increase in CTR and Click Activity MoM

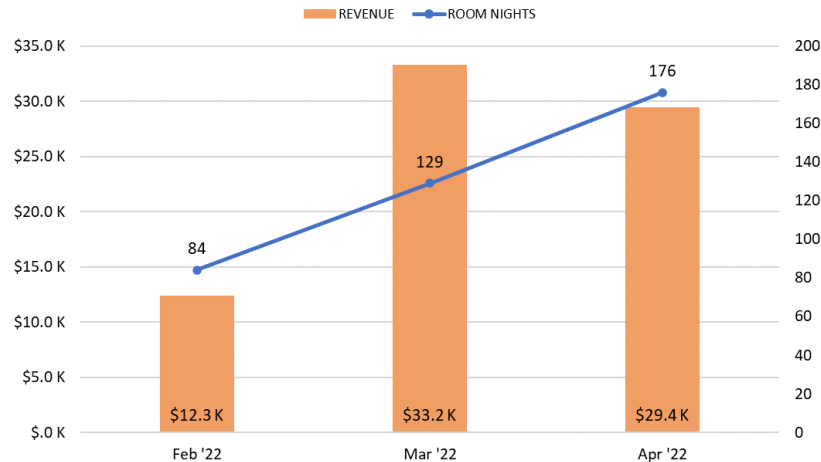
- More METT campaigns delivered in April contributed to the 35% increase in total click activity
- April METT campaigns saw increased engagement across all campaigns leading to overall increase in CTR from 0.75% to 0.85% the highest CTR since January

	Apr '22	MoM
Delivered	1.3 M	+20.5%
Clicks	10.7 K	+35.8%
CTR	0.85%	+0.1 pts.
Unsub Rate	0.18%	+0.04 pts.
Bookings	58	+38.1%
Revenue	\$29.4 K	-11.5%

METT 3 Month Engagement Trends



METT 3 Month Financial Trends

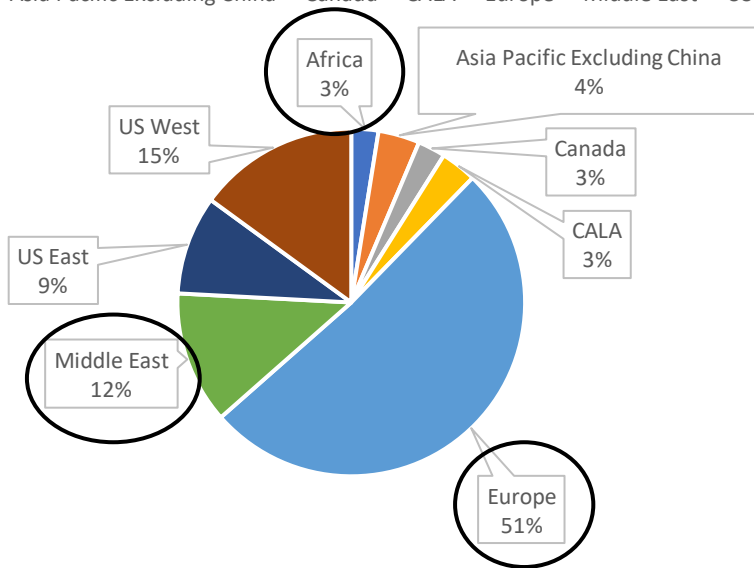


66% of April Revenue went to EMEA properties

- Increase of share of revenue back to EMEA MoM

Total Revenue by Region

■ Africa ■ Asia Pacific Excluding China ■ Canada ■ CALA ■ Europe ■ Middle East ■ US East ■ US West



Top 5 Hotels booked in EMEA	Revenue
LC CRISTALLO, A LUXURY COLLECTIO	\$6,245.815
SI FUERTEVENTURA BCH, GOLF & SPA	\$5,254.542
SOCHI MARRIOTT KRASNAYA POLYANA	\$4,953.928
LC THE LANGLEY, A LUXURY COLLECT	\$2,557.274
WH VERBIER	\$2,514.471
Total Revenue	\$21,526.03

April METT Campaign List

- Increased engagement across all high volume METTs that make up significant share of monthly volume
- Increase in total deliveries throughout the quarter with April the highest month of the year, resulting in increased click activity in April

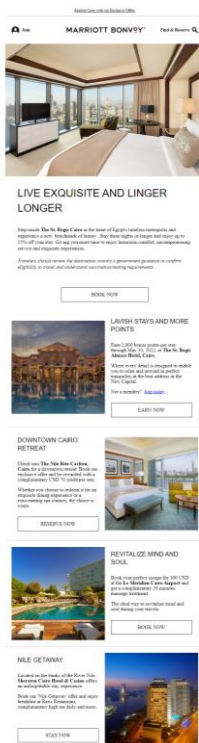
Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue
TOTAL	1,263,818	10,693	0.8%	58	\$29,371
EMEA_EE_Poland_Apr22_EN	63,233	503	0.8%	8	\$5,443
EMEA_SE_SpainResorts_Apr22_EN	89,018	1,054	1.2%	5	\$3,761
EMEA_WEM_Austria_MEO_Apr22_DE	58,026	1,282	2.2%	7	\$3,510
EMEA_Franchise_EasterBreaks_Apr1_EN	97,927	968	1.0%	5	\$3,217
EMEA_WEM_Austria_MEO_Apr22_EN	57,698	514	0.9%	5	\$3,165
EMEA_SSA_Africa_Apr8_EN	97,272	896	0.9%	4	\$2,186
EMEA_UAE_Local_Apr1_EN	58,003	344	0.6%	5	\$2,016
EMEA_UAE_International_Apr8_EN	96,123	862	0.9%	2	\$1,649
EMEA_WEM_BERHAM_Apr8_EN	98,387	594	0.6%	5	\$1,573
EMEA_EE_Croatia_Apr8_EN	98,341	614	0.6%	4	\$910
EMEA_GLT_Istanbul_Spring_April8_EN	78,121	555	0.7%	2	\$801
EMEA_KSABE_EGYPT_Apr8_EN	1,598	18	1.1%	2	\$515
EMEA_SSA_LongWeekends_Apr22_EN	77,644	640	0.8%	1	\$261
EMEA_UK_FamilyExpolrerPackage_1Apr_EN	63,101	372	0.6%	2	\$219
EMEA_SE_Italy_Apr22_ITA	35,881	245	0.7%	1	\$147
EMEA_EDITION_Restaurants_Apr8_EN	68,996	602	0.9%	0	\$0
EMEA_FRANCHISE_Mauritius_April22_EN	35,473	182	0.5%	0	\$0
EMEA_KSABE_KSA_Apr22_EN	9,666	53	0.5%	0	\$0
EMEA_WIbiza_WEscapes_1Apr_EN	79,310	395	0.5%	0	\$0

Top Performing METTs: April 2022

April: Highest Revenue

EMEA_KSABE_EGYPT_Apr8_EN

Subject Line: Discover the Hidden Gems of Egypt

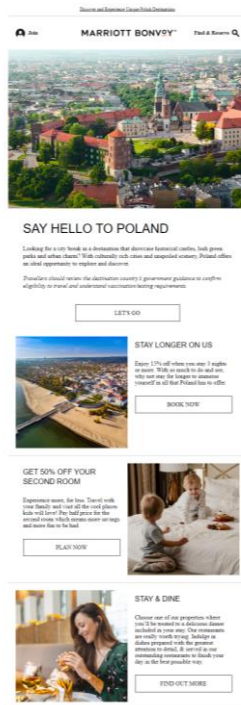


April: High Click and Revenue

EMEA_EE_Poland_Apr22_EN

Subject Line:

Enjoy the modern and medieval charm of Poland



April: Highest CTR

EMEA_WEM_Austria_MEO_Apr22_DE

Subject Line: 4000 bonus points await you in Austria (Translated)



US METT Audience Breakdown and Revenue

Both METT campaigns to US audiences in April delivered a majority of their revenue to US properties

April METTs	% of Deliveries by Region		Email Revenue	% of Total Revenue by Property Region				
	US	EMEA	Total	EMEA	APAC	Mexico	S. Am	US
EMEA_KSABE_EGYPT_Apr8_EN	98.0%	1.6%	\$6,216.73	19%				81%
EMEA_KSABE_KSA_Apr22_EN	77.1%	22.9%	\$1,210.00					100%

Testing & Optimization

Click Analysis - Overall



Name :
PROPERTY_MOUNTAINS_WINTER

Caption (derived through AI):

a deck with tables and chairs
on it with mountains in the
background



Name :
LIFESTYLE_SUN_DESTINATION_
MOUNTAINS

Caption (derived through AI):

a couple people walking on a
snowy mountain



Name :
LIFESTYLE_SUN_ACTIVE

Caption (derived through
AI):

a couple of people hiking



Name :
PROPERTY_SUN_WATER

Caption (derived through
AI):

a deck with benches and a
body of water in the
background

	Unique_Click_Rate : Click/Delivered			
Month_Id	PROPERTY_MOUNTAINS_WINTER	LIFESTYLE_SUN_DESTINATION_MOUNTAINS	LIFESTYLE_SUN_ACTIVE	PROPERTY_SUN_WATER
202203	0.96%	0.94%	0.51%	0.53%
202204	1.77%	1.74%	0.83%	0.78%

****Note : The Caption of the image is derived through AI.
We will need a few more deployments to generalize the click trends
for this year.**

Insights:

1. On an overall level, the 1st Mountain Image Performs consistently well.
2. Between the 3rd and 4th image, their ranking has swapped across months.

Click Analysis - Language Specific



Name :
PROPERTY_MOUNTAINS_WINTER



Name :
LIFESTYLE_SUN_DESTINATION_MOUNTAINS



Name :
LIFESTYLE_SUN_ACTIVE



Name :
PROPERTY_SUN_WATER

Month_Id	Language	PROPERTY_MOUNTAINS_WINTER	LIFESTYLE_SUN_DESTINATION_MOUNTAINS	LIFESTYLE_SUN_ACTIVE	PROPERTY_SUN_WATER
202203	ARB			0.94%	0.99%
	ENG	0.83%	0.82%	0.50%	0.52%
	FRE	1.23%	1.15%		
	GER	1.84%	1.89%		
	ITA	1.42%	1.08%		
	SPA	1.11%	1.04%		

Month_Id	Language	PROPERTY_MOUNTAINS_WINTER	LIFESTYLE_SUN_DESTINATION_MOUNTAINS	LIFESTYLE_SUN_ACTIVE	PROPERTY_SUN_WATER
202204	ARB			2.44%	2.09%
	ENG	1.55%	1.51%	0.79%	0.75%
	FRE	2.13%	1.94%		
	GER	4.06%	4.20%		
	ITA	1.83%	1.88%		
	SPA	1.94%	1.95%		

Insights:

- Mountain Images Perform well.
- For ENG and FRE, the 1st image consistently performs well.
- For GER, the 2nd image consistently performs well.
- The ranking for ITA and SPA have swapped.
- Also, the ranking for 3rd and 4th image has swapped.

Actionable Insights & Next Steps

Actionable Insights

- Destinations module captured highest engagement from relevant continent option and “Around The World” content within destinations module, recommend testing positioning within destinations module to monitor for engagement patterns.
- Luxury audiences and non luxury audiences engaged in different patterns with hero choices, continue including points earning messaging for luxury audiences and test non lux audience offers to determine a clear winner
- Continue including App download CTAs outside of standard module highlighting benefits and access including:
 - Drive reservations to in app reservation
 - Include App benefits alongside modules to encourage app downloads
- Countdown timer performed well in Core MAU, recommend bringing this module into future Drive Market solo offer heroes

Next Steps

- New Lux vs Non-lux design
- PCIQ A/B Test for SLOU Property vs Lifestyle imagery
- What's Your Brand Style poll
- Airline partner targeting
- Continue PCIQ SL testing
- Upcoming Trip + Recent Stay module above header



Thank you!

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Appendix

April '22 Heat Map: **Member Version**

% of Clicks	BENELUX _ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GERMANY+ _GER	ITALY _ENG	ITALY+ _ITA	QATAR _ARB	QATAR _ENG
Header	17.33%	9.94%	20.46%	17.45%	15.03%	14.97%	8.96%	18.31%	13.43%	35.56%	15.46%
Stay Module	1.00%	0.00%	1.60%	0.89%	1.42%	1.24%	1.46%	0.46%	1.55%	0.00%	1.78%
Language Preference	---	---	6.72%	---	---	---	---	---	---	---	4.28%
Hero	30.46%	40.99%	29.93%	25.50%	30.07%	32.62%	40.78%	31.35%	28.66%	13.33%	28.30%
5,000 Bonus Points per Stay	11.82%	18.01%	12.32%	10.96%	8.68%	12.43%	15.58%	12.59%	8.69%	5.56%	10.34%
Book Now and Save	12.76%	11.80%	11.03%	10.07%	14.81%	14.24%	15.98%	13.73%	14.20%	4.44%	10.94%
Complimentary Dinner for Two	5.88%	11.18%	6.59%	4.47%	6.58%	5.95%	9.21%	5.03%	5.77%	3.33%	7.02%
HVM/Ramadan Offer	3.05%	6.83%	1.49%	3.36%	0.00%	2.84%	0.00%	2.97%	0.00%	4.44%	6.30%
Global Promo	2.05%	1.86%	1.76%	2.46%	2.62%	2.14%	4.22%	1.37%	2.15%	2.22%	1.43%
Manchester United Sweepstakes	3.83%	---	4.49%	2.01%	---	4.01%	---	3.20%	---	---	4.04%
Traveller Article	8.30%	4.97%	4.15%	5.59%	8.15%	7.19%	12.41%	5.72%	11.79%	5.56%	3.80%
Member Module	2.26%	2.48%	2.55%	2.91%	4.94%	2.31%	2.95%	2.75%	3.10%	2.22%	3.57%
Flexible Redemption	3.05%	0.00%	1.78%	4.25%	0.00%	3.21%	0.00%	3.20%	0.00%	0.00%	2.14%
Destinations	13.50%	18.01%	7.26%	14.77%	25.73%	11.70%	19.43%	13.96%	25.47%	13.33%	7.02%
Brand Education	1.73%	0.62%	2.98%	2.01%	2.17%	3.68%	2.74%	1.83%	2.75%	0.00%	4.28%
Lux Brands	0.26%	0.62%	0.02%	0.45%	0.15%	0.30%	0.38%	0.23%	0.00%	0.00%	0.48%
Non-Lux Brands	1.47%	0.00%	0.83%	1.57%	2.02%	3.38%	2.36%	1.60%	2.75%	0.00%	1.43%
Vote Banner	---	---	2.12%	---	---	---	---	---	---	---	2.38%
FIFA World Cup Qatar	2.15%	3.11%	1.62%	2.01%	0.45%	1.74%	1.21%	1.83%	2.32%	3.33%	0.59%
Mobile App	2.31%	0.00%	1.38%	0.89%	0.60%	0.50%	0.54%	0.46%	0.69%	0.00%	0.95%
Footer	8.98%	11.18%	11.82%	15.88%	8.83%	11.86%	5.31%	12.59%	8.09%	20.00%	16.05%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Member Version**

% of Clicks	SAUDI_ARABIA _ARB	SAUDI_ARABIA _ENG	SCAND _ENG	SOUTH_AFRICA _ENG	SPAIN _ENG	SPAIN+ _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	10.19%	12.38%	16.18%	17.83%	15.70%	15.22%	20.98%	4.76%	11.78%	10.63%
Stay Module	0.00%	1.55%	1.40%	0.63%	1.85%	2.09%	0.26%	0.00%	0.75%	1.75%
Language Preference	---	4.51%	---	---	---	---	---	---	3.27%	---
Hero	33.12%	33.40%	32.26%	28.47%	30.72%	27.27%	22.28%	36.90%	35.17%	29.56%
5,000 Bonus Points per Stay	15.92%	15.02%	10.87%	10.26%	13.16%	8.88%	10.62%	19.05%	13.58%	10.42%
Book Now and Save	10.83%	11.86%	14.40%	11.08%	11.78%	12.11%	5.70%	10.71%	10.69%	11.17%
Complimentary Dinner for Two	6.37%	6.51%	6.99%	7.13%	5.77%	6.28%	5.96%	7.14%	10.90%	7.97%
HVM/Ramadan Offer	7.96%	5.80%	3.29%	2.69%	1.62%	0.00%	5.70%	11.90%	6.82%	3.48%
Global Promo	3.18%	1.35%	1.15%	2.32%	1.39%	2.41%	2.33%	0.00%	2.21%	2.39%
Manchester United Sweepstakes	---	3.80%	4.40%	7.95%	5.08%	---	2.59%	---	4.21%	11.75%
Traveller Article	8.92%	3.29%	5.78%	4.57%	6.47%	12.62%	3.89%	5.95%	3.80%	5.08%
Member Module	2.87%	1.55%	3.19%	2.25%	3.00%	4.50%	1.04%	2.38%	2.74%	3.06%
Flexible Redemption	0.00%	2.26%	2.48%	1.75%	3.46%	0.00%	3.11%	0.00%	2.31%	3.62%
Destinations	19.75%	9.16%	10.28%	20.65%	14.32%	25.36%	15.54%	16.67%	6.92%	11.86%
Brand Education	1.91%	2.19%	1.17%	1.50%	4.39%	3.42%	9.33%	2.38%	2.49%	2.40%
Lux Brands	0.32%	0.00%	0.30%	0.06%	3.00%	0.44%	0.26%	0.00%	0.22%	0.15%
Non-Lux Brands	1.59%	1.10%	0.87%	1.44%	1.39%	2.98%	4.15%	2.38%	1.37%	2.25%
Vote Banner	---	1.10%	---	---	---	---	3.11%	---	0.90%	---
FIFA World Cup Qatar	2.55%	0.90%	1.81%	1.31%	1.62%	0.32%	2.59%	1.19%	1.06%	1.28%
Mobile App	0.00%	1.16%	0.89%	1.13%	0.00%	0.57%	1.55%	0.00%	0.93%	0.53%
Footer	9.55%	16.70%	15.74%	6.95%	10.39%	6.21%	8.81%	17.86%	15.55%	12.62%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Non-Member Version**

% of Clicks	BENELUX _ENG	EGYPT+ ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GERMANY+ _GER
Header	7.55%	19.01%	12.50%	8.11%	12.64%	17.86%
Stay Module	0.00%	0.62%	0.00%	0.00%	0.65%	0.00%
Language Preference	---	7.85%	---	---	---	---
Hero	22.64%	30.17%	6.25%	24.32%	17.65%	28.57%
5,000 Bonus Points per Stay	11.32%	12.60%	6.25%	5.41%	6.75%	9.52%
Book Now and Save	9.43%	11.78%	0.00%	13.51%	8.28%	11.90%
Complimentary Dinner for Two	1.89%	5.79%	0.00%	5.41%	2.61%	7.14%
Join Marriott Bonvoy	0.00%	0.41%	0.00%	2.70%	0.00%	0.00%
HVM/Ramadan Offer	3.77%	2.48%	0.00%	0.00%	1.96%	0.00%
Global Promo	0.00%	1.45%	0.00%	5.41%	0.22%	1.19%
Manchester United Sweepstakes	5.66%	3.51%	6.25%	---	1.96%	---
Traveller Article	5.66%	3.72%	6.25%	10.81%	6.97%	15.48%
Flexible Redemption	5.66%	1.24%	6.25%	0.00%	1.31%	0.00%
Destinations	15.09%	7.02%	12.50%	21.62%	10.02%	22.62%
Brand Education	0.00%	1.24%	0.00%	0.00%	6.10%	0.00%
Vote Banner	---	0.83%	---	---	---	---
FIFA World Cup Qatar	0.00%	0.21%	0.00%	0.00%	0.87%	1.19%
Mobile App	1.89%	0.83%	0.00%	0.00%	0.00%	0.00%
Footer	32.08%	19.42%	50.00%	27.03%	39.65%	13.10%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

April '22 Heat Map: **Non-Member Version**

% of Clicks	ITALY _ENG	ITALY+ _ITA	QATAR _ENG	SAUDI_ARABIA _ENG	SCAND _ENG	SPAIN+ _SPA	UAE _ENG	UK _ENG
Header	0.00%	10.00%	18.42%	9.68%	17.45%	11.11%	19.58%	4.55%
Stay Module	0.00%	0.00%	2.63%	0.00%	0.98%	0.00%	0.70%	0.00%
Language Preference	---	---	10.53%	2.15%	---	---	6.99%	---
Hero	0.00%	43.33%	13.16%	26.88%	20.98%	25.00%	26.57%	18.60%
5,000 Bonus Points per Stay	0.00%	20.00%	5.26%	15.05%	6.86%	8.33%	11.89%	4.55%
Book Now and Save	0.00%	13.33%	7.89%	8.60%	7.45%	13.89%	8.39%	9.92%
Complimentary Dinner for Two	0.00%	10.00%	0.00%	3.23%	6.67%	2.78%	6.29%	4.13%
Join Marriott Bonvoy	0.00%	0.00%	0.00%	2.15%	0.98%	0.00%	0.70%	0.83%
HVMI/Ramadan Offer	9.09%	0.00%	7.89%	6.45%	2.75%	0.00%	4.20%	3.31%
Global Promo	0.00%	0.00%	2.63%	3.23%	0.59%	5.56%	1.40%	1.24%
Manchester United Sweepstakes	0.00%	---	10.53%	6.45%	4.12%	---	2.10%	11.98%
Traveller Article	18.18%	20.00%	5.26%	3.23%	7.06%	11.11%	5.59%	5.79%
Flexible Redemption	0.00%	0.00%	0.00%	0.00%	3.14%	0.00%	4.90%	1.65%
Destinations	27.27%	20.00%	2.63%	6.45%	6.67%	33.33%	3.50%	16.53%
Brand Education	0.00%	0.00%	2.63%	4.30%	5.69%	0.00%	2.80%	4.55%
Vote Banner	---	---	2.63%	1.08%	---	---	---	---
FIFA World Cup Qatar	0.00%	0.00%	0.00%	1.08%	0.78%	0.00%	1.40%	0.83%
Mobile App	0.00%	0.00%	0.00%	1.08%	0.78%	0.00%	0.00%	0.41%
Footer	45.45%	6.67%	21.05%	25.81%	28.04%	13.89%	19.58%	29.75%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%