



# EMEA Monthly Email Review

## *August 2021*

28 September 2021

MARRIOTT  
**BONVOY**



COURTYARD AL BARSHA, DUBAI, UAE



# Meeting Agenda

1. Performance Summary
2. Campaign Engagement
  - Drive Market Solo
  - MAU
  - METT
3. Testing & Optimization
4. Actionable Insights

# Key Storylines

- Overall engagement continues to rebound from previous months, and August 2021 performance metrics were above July and 12-month EMEA averages
- Most engagement KPIs in Europe and MEA continue to be above 2021 goals; YTD revenues were also ahead of goal
- Offer and travel content engaged openers and stimulated bookings in the regional Drive Market Solo and MAU – Escapes, Traveler, Stay Longer, destination content
  - Q3 Points Promo hero offer was most engaging in MAU
- U.S. audiences generated the most revenue in targeted METTs, but lower email engagements presents optimization opportunities

# Monthly Performance Summary

# Above Average Performance

- Additional deliveries to support Moments relaunch increased mail counts; also impacted open and click rates
- Q3 Points Promo, Lux MAU, and Moments solo drove revenue lifts MoM
- Planning for Apple's iOS 15 update and the impact it will have on September metrics and future targeting criteria

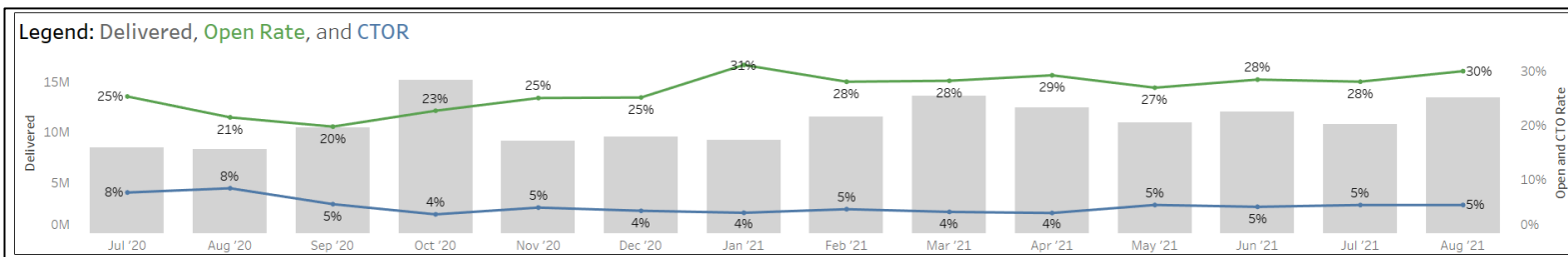
Engagement	Aug '21	MoM	vs. Avg
Delivered	13.4 M	+24.7%	+20.8%
Open Rate	30.02%	+2.0 pts.	+3.8 pts.
CTR	1.59%	+0.1 pts.	+0.3 pts.
CTOR	5.28%	+0.0 pts.	+0.6 pts.
Unsub Rate	0.24%	+0.02 pts.	+0.01 pts.

Financials	Aug '21	MoM	vs. Avg
Bookings	1.1 K	+20.3%	+48.4%
Room Nights	3.3 K	+12.9%	+50.8%
Revenue	\$699.6 K	+17.2%	+74.5%
Conversion	0.52%	-0.06 pts.	-0.03 pts.
BPK	0.08	-3.6%	+22.8%

EMEA 12-Month Average = Aug '20 – July '21  
Financial data source: Omniture 7-day cookie

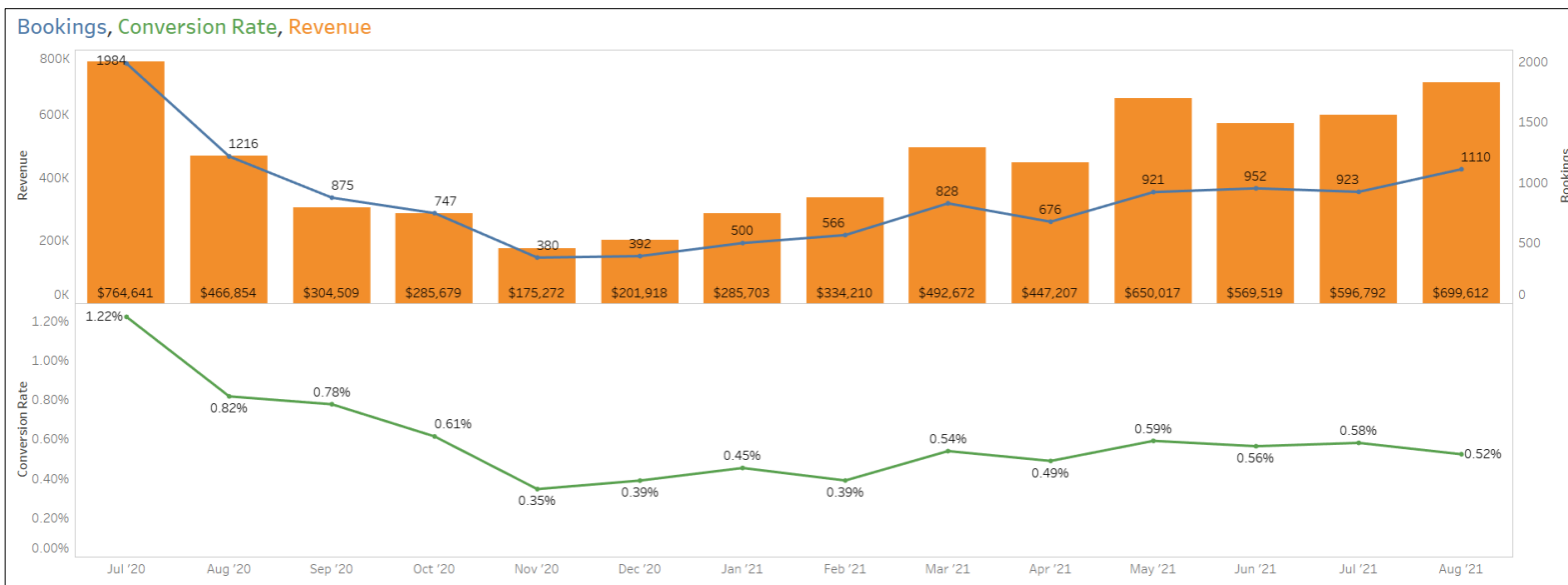


# Email Engagement Continues To Rebound



2<sup>nd</sup> highest open rate YTD

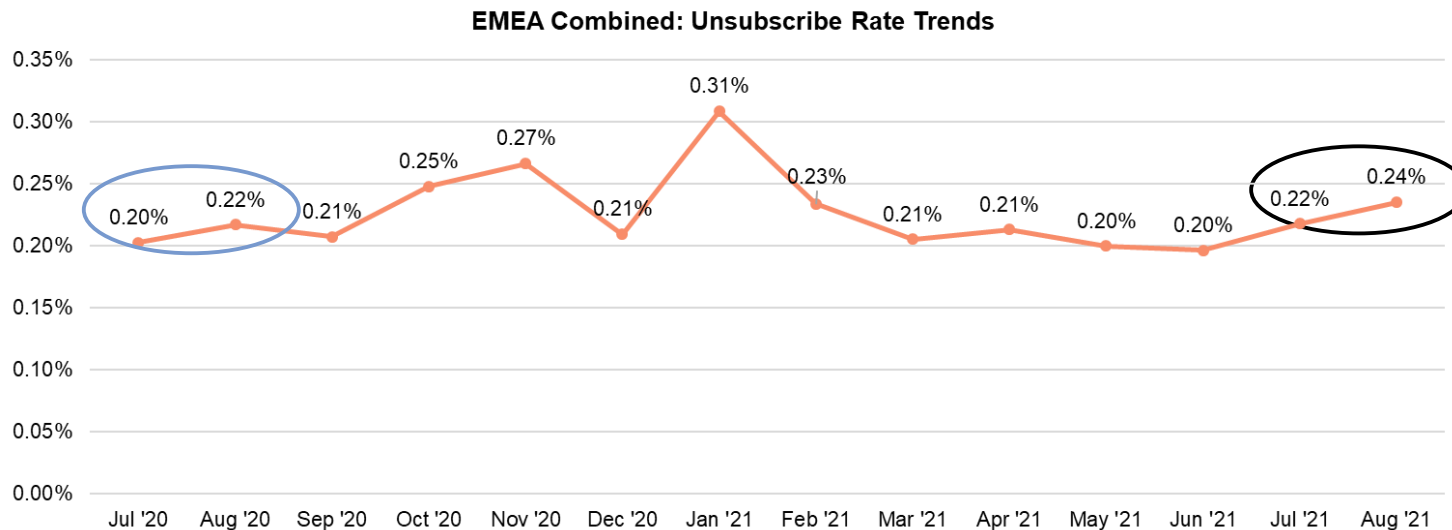
CTOR remained steady; trending up since April



Financial rebounds as restrictions loosen

# Higher Unsub. Rates Across Most Categories; +0.02 pts. MoM

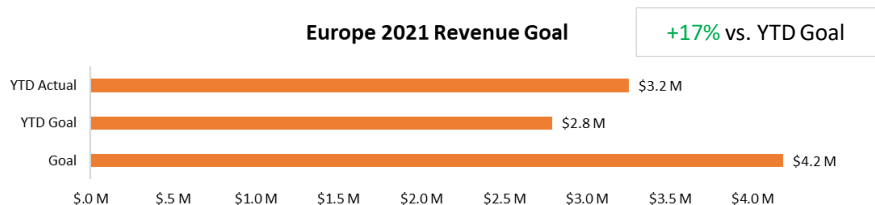
Continue to monitor; increase may be seasonal



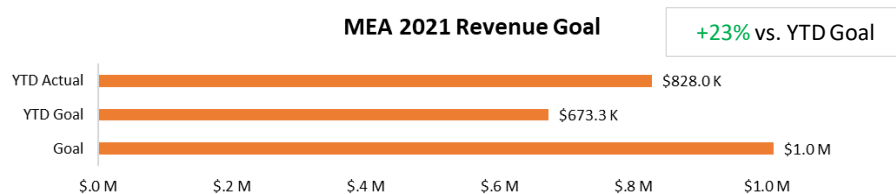
# August 2021 Engagement Above Goal

- Engagement in both regions continues to be above goal for most KPIs
- Higher open activity compared to clicks; led to CTOR decline

EUROPE	August '21	Monthly Goal	vs. Goal
Open Rate	32.1%	26.0%	+6.1 pts.
CTOR	6.2%	6.5%	-0.3 pts.
Unsub. Rate	0.26%	0.35%	-0.09 pts.
Revenue	\$524.7 K	\$348.3 K	+50.6%



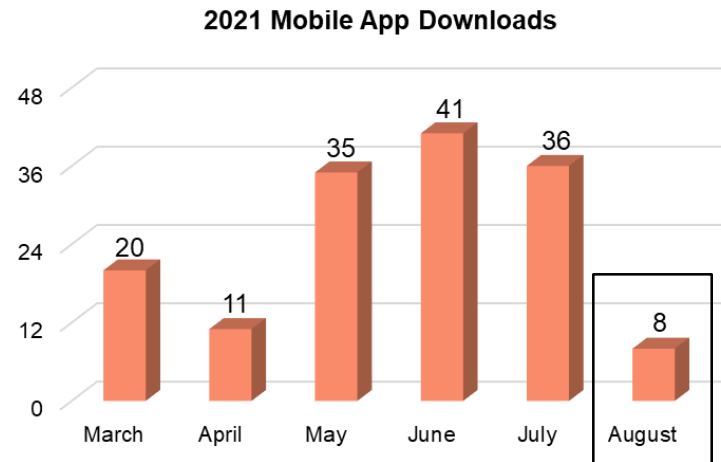
MEA	August '21	Monthly Goal	vs. Goal
Open Rate	27.1%	19.0%	+8.1 pts.
CTOR	3.8%	4.5%	-0.7 pts.
Unsub. Rate	0.19%	0.20%	-0.01 pts.
Revenue	\$174.9 K	\$84.2 K	+107.8%





# 8 Downloads Tracked in August; -72% vs Average

- Activity was impacted by the following:
  - Changed targeting in Drive Market Solo to those that opening on an iOS device
  - METT marketing was paused in August
- Plans are in place to resume targeting and marketing efforts in Sept METTs

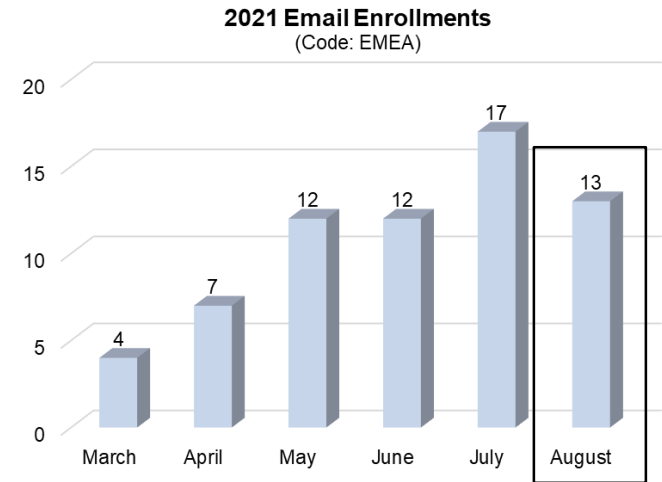


Time Period	App Downloads
Monthly Avg.	29
<b>August Total</b>	<b>8</b>
vs Avg.	-72%
MoM	-78%

## 2<sup>nd</sup> Highest Enrollment Month

- 13 enrollments tracked from METTs and Solos
- Residents in the MEA generated most enrollments

Country Name	# Enroll
QATAR	3
EGYPT	3
UAE	1
GERMANY	1
SOUTH AFRICA	1
JORDAN	1
UNITED STATES	1
KUWAIT	1
OMAN	1
<b>Grand Total</b>	<b>13</b>



Time Period	# Enroll
Monthly Avg.	10
<b>August Total</b>	<b>13</b>
vs Avg.	+30%
MoM	-24%

# Campaign Engagement

# Drive Market Solo

# 4 Aug 2021 Drive Market Solo CREATIVE EXAMPLES

## New this month:

- New branded template
- Thank you for recent stay
- Video animation in Hero
- Member offers sections
- Member status module
- Traveler creative test

PCIQ Tested Subject Lines in UK and UAE English Versions:

### UK + Ireland

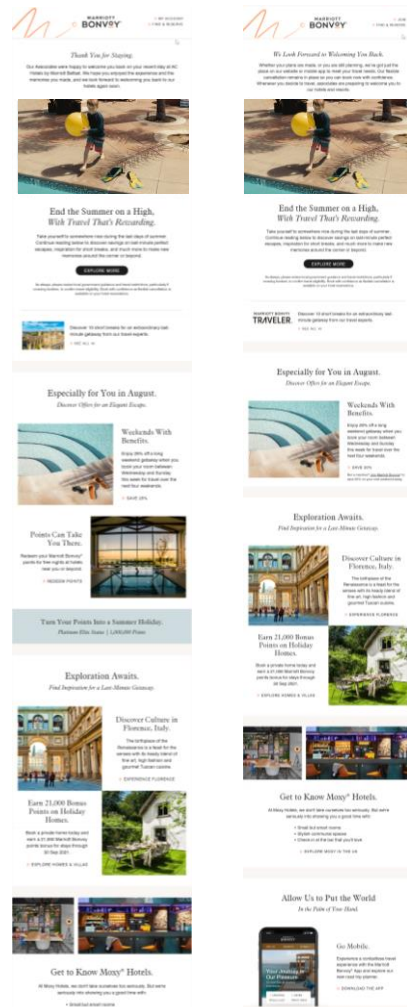
- SL1: (How To): How to End the Summer on a High With [25%][20%] Off.
- SL2: (Intrigue): Especially for You in August...
- SL3: (Personalization): [Fname, ]End the Summer on a High With [25%][20%] Off.
- SL4: (Question): Are you ready for one last summer getaway and [25%][20%] off?
- SL5: (Offer): Save [25%][20%] on Last-Minute Summer Getaways

Preheader: Enjoy flexible cancellation in case plans change and rediscover the last of summer in the UK, Ireland and beyond

### UAE

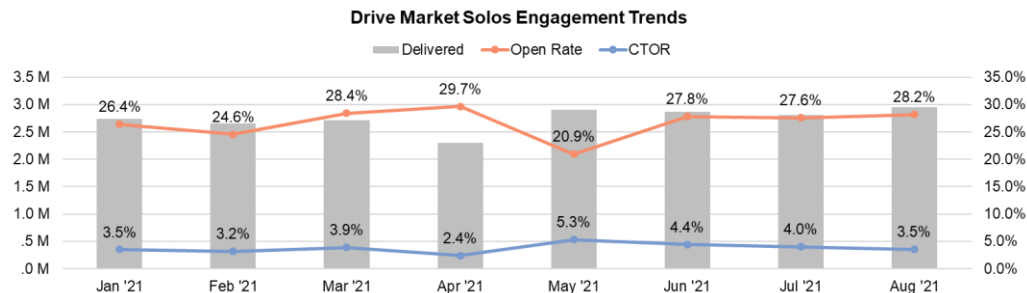
- SL1: (How To): How to End the Summer on a High With [20%][15%] Off.
- SL2: (Intrigue): Especially for You in August...
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- SL4: (Question): Are you ready for one last summer getaway and [20%][15%] off?
- SL5: (Offer): Save [20%][15%] on Last-Minute Summer Getaways

Preheader: Enjoy flexible cancellation in case plans change and rediscover the last of summer in the United Arab Emirates and beyond



# Maintained Engagement and Increased Bookings

- Engagement was steady MoM with slight movements in metrics
- 2<sup>nd</sup> month using PCIQ technology to optimize subject lines; results pending
- Offer content helped generated over a third of booking activity; mostly from Europe
  - 29% of bookings were from Escapes offer; consider testing offer in the hero
  - Some countries in Africa were still impacted by the Covid pandemic in August
  - Seasonal temperatures may have reduced travel interests in the Middle East




Aug '21	Total	MoM
Delivered	2.9 M	+4.9%
Open Rate	28.2%	+0.6 pts.
CTOR	3.5%	-0.5 pts.
Unsub Rate	0.21%	0.00 pts.
Bookings	272	+32.0%
Room Nights	746	-3.9%
Revenue	\$145.2 K	-17.1%
BPK	0.09	+25.8%

Europe	MoM	MEA	MoM
1.7 M	+2.1%	1.2 M	+9.1%
29.2%	+1.0 pts.	26.8%	+0.1 pts.
4.5%	-0.2 pts.	2.1%	-0.8 pts.
0.23%	+0.01 pts.	0.17%	0.00 pts.
227	+55.4%	45	-25.0%
562	+10.6%	184	-31.3%
\$105.8 K	-20.9%	\$39.4 K	-4.8%
0.13	+52.2%	0.04	-31.3%

# Top Performing Content: Offers/Booking Content

**Hero**  
#1 or #2 most clicked



End the Summer on a High,  
*With Travel That's Rewarding.*

[Fname, take ]Take yourself to somewhere nice during the last days of summer. Continue reading below to discover savings on last-minute perfect escapes, inspiration for short breaks, and much more to make new memories around the corner or beyond.

[EXPLORE MORE](#)

As always, please review local government guidance and travel restrictions, particularly if crossing borders, to confirm travel eligibility. Book with confidence as flexible cancellation is available on your hotel reservations.


**Traveler**  
#4 most clicked  
in Spain, UAE, ScandinaviaPlus

MARRIOTT BONVOY  
**TRAVELER.**

Discover 10 short breaks for an extraordinary last-minute getaway from our travel experts.

[» SEE ALL 10](#)

**Escapes Offer**  
Pulled clicks from Hero  
in most markets




Weekends With Benefits.

Enjoy 25% off a long weekend getaway when you book your room between Wednesday and Sunday this week for travel over the next four weekends.

[» SAVE 25%](#)

**Brand Education**  
Click-catcher in  
Italy, Russia, and Saudi Arabia



Get to Know Moxy® Hotels.

At Moxy Hotels, we don't take ourselves too seriously. But we're seriously into showing you a good time with:

- Small but smart rooms
- Stylish communal spaces
- Check-in at the bar that you'll love

[» EXPLORE MOXY IN THE UK](#)



# August '21 Heat Map: **Member Version**

- Offers module competed with hero in some markets capturing more click activity; Escapes offer drove most of the engagement
- Traveler engaged openers in Benelux, EgyptPlus, France, Germany, and Italy, #3 or #4 most clicked piece of content

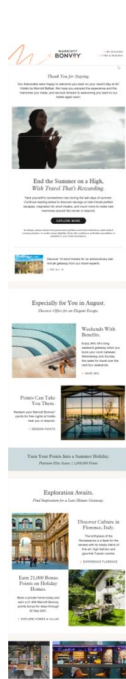


Module	AUSTRIA_ GER	BENELUX_ ENG	EGYPT+_ ARB	EGYPT+_ ENG	FRANCE_ ENG	FRANCE_ FRE	GERMANY_ ENG	GERMANY_ GER	ITALY_ ENG	ITALY_ ITA	QATAR_ ARB	QATAR_ ENG
Header	20.17%	17.16%	12.50%	25.33%	19.15%	21.73%	15.73%	15.21%	12.63%	12.94%	8.93%	22.20%
Hero	22.19%	17.10%	21.25%	19.37%	14.92%	23.82%	14.05%	22.14%	21.63%	30.28%	12.50%	15.56%
Traveler	---	16.99%	---	10.18%	14.55%	---	14.62%	---	14.56%	---	---	9.24%
Offers Module	36.02%	23.83%	33.75%	17.90%	17.13%	25.27%	21.42%	37.99%	18.84%	27.89%	23.21%	20.26%
Cobrand Offer	---	---	---	---	---	---	---	---	---	---	---	---
Member Status Module	2.02%	1.65%	5.00%	1.18%	1.29%	1.55%	1.02%	1.99%	1.07%	1.74%	5.36%	1.94%
Redemption Module	6.63%	3.82%	15.00%	6.37%	2.95%	6.00%	3.46%	6.26%	2.78%	6.70%	8.93%	9.24%
Escapes/Summer Sale	27.38%	18.36%	13.75%	10.34%	12.89%	17.73%	16.94%	29.75%	14.99%	19.45%	8.93%	9.08%
Secondary Content	6.05%	9.69%	2.50%	5.09%	11.23%	7.45%	16.05%	8.06%	12.42%	5.96%	8.93%	5.35%
Secondary Module 2	6.05%	5.36%	0.00%	3.07%	4.79%	7.45%	11.03%	8.06%	3.85%	5.96%	0.00%	0.00%
Secondary Module 3	---	4.33%	2.50%	2.02%	6.45%	---	5.02%	---	8.57%	---	8.93%	5.35%
Brand Education	3.75%	3.36%	2.50%	2.27%	2.95%	5.00%	2.32%	6.71%	3.00%	11.74%	7.14%	2.43%
Loyalty (lang. pref.)	0.00%	0.00%	0.00%	3.01%	2.95%	0.00%	2.57%	0.00%	1.07%	0.00%	0.00%	3.89%
View in ENG	---	---	7.50%	---	---	---	---	---	---	---	21.43%	---
Footer	11.82%	11.86%	20.00%	16.84%	17.13%	16.73%	13.25%	9.89%	15.85%	11.19%	17.86%	21.07%
Grand 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%



# August '21 Heat Map: **Member Version**

- Offers module competed with hero in some markets capturing more click activity; Escapes offer drove most of the engagement
- Traveler engaged openers in Spain, UAE and ScandinaviaPlus #4 most clicked piece of content



Module	RUSSIA _ENG	RUSSIA _RUS	SAUDI_ARABIA _ARB	SAUDI_ARABIA _ENG	SCAND.+ _ENG	SPAIN _ENG	SPAIN _SPA	SWITZER _GER	UAE _ARB	UAE _ENG	UK _ENG
Header	17.59%	12.91%	17.11%	23.81%	32.95%	16.79%	17.76%	17.81%	13.10%	18.25%	12.28%
Hero	17.59%	41.94%	17.65%	21.66%	12.05%	17.53%	23.97%	20.67%	19.05%	14.61%	17.35%
Traveler	9.26%	---	---	8.20%	11.39%	13.28%	---	---	---	8.19%	14.72%
Offers Module	16.90%	22.62%	28.34%	13.46%	16.92%	15.31%	30.95%	26.13%	19.05%	21.21%	32.19%
Cobrand Offer	---	---	---	---	---	---	---	---	---	---	3.16%
Member Status Module	1.16%	1.17%	4.28%	0.88%	1.33%	1.48%	1.54%	0.71%	1.19%	1.44%	1.12%
Redemption Module	4.17%	4.37%	10.16%	4.22%	3.31%	3.51%	8.06%	5.23%	7.14%	7.85%	4.50%
Escapes/Summer Sale	11.57%	17.09%	13.90%	8.36%	12.28%	10.33%	21.36%	20.19%	10.71%	11.91%	23.42%
Secondary Content	14.12%	6.60%	8.02%	5.33%	11.57%	21.77%	13.09%	11.40%	10.71%	11.84%	8.42%
Secondary Module 2	9.03%	6.60%	2.14%	3.11%	8.13%	12.73%	13.09%	11.40%	5.95%	5.20%	1.83%
Secondary Module 3	5.09%	---	5.88%	2.23%	3.44%	9.04%	---	---	4.76%	6.64%	6.59%
Brand Education	3.47%	7.77%	8.02%	1.51%	1.71%	2.58%	5.85%	5.70%	5.95%	3.11%	4.11%
Loyalty (lang. pref.)	5.56%	0.00%	0.00%	2.55%	0.00%	2.77%	0.00%	0.00%	0.00%	2.88%	0.00%
View in ENG	---	---	4.81%	---	---	---	---	---	17.86%	0.00%	0.00%
Footer	15.51%	8.16%	16.04%	23.49%	13.41%	9.96%	8.37%	18.29%	14.29%	19.92%	10.91%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

# August '21 Heat Map: **Non-Member Version**

- Offers module competed with hero in some markets capturing more click activity; Escapes offer drove engagement
- Brand education and Traveler modules engaged openers in select markets; at times, more than the hero (Austria and Benelux)
- France responded favorably to Homes & Villas content in Secondary 3 module

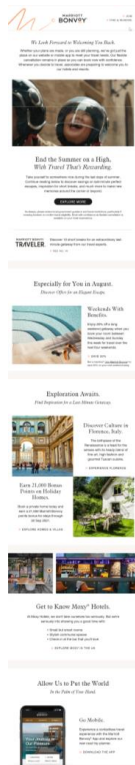


Module	AUSTRIA _GER	BENELUX _ENG	EGYPTPLUS _ENG	FRANCE _ENG	FRANCE FRE	GERMANY _ENG	GERMANY _GER	ITALY _ITA	QATAR _ENG
Header	16.67%	17.65%	22.81%	16.67%	21.88%	11.46%	24.56%	11.11%	13.64%
Hero	11.11%	9.80%	15.92%	0.00%	18.75%	9.74%	24.56%	25.93%	31.82%
Traveler	---	13.73%	9.81%	0.00%	---	9.46%	---	---	13.64%
Offers Module	11.11%	15.69%	9.28%	8.33%	9.38%	4.30%	14.04%	25.93%	4.55%
Join Module	0.00%	0.00%	3.18%	0.00%	0.00%	0.57%	1.75%	0.00%	0.00%
Escapes/Summer Sale	11.11%	15.69%	6.10%	8.33%	9.38%	3.72%	12.28%	25.93%	4.55%
Secondary Content	0.00%	7.84%	7.69%	25.00%	3.13%	15.47%	7.02%	7.41%	0.00%
Secondary Module 2	0.00%	3.92%	4.51%	8.33%	3.13%	8.60%	7.02%	7.41%	0.00%
Secondary Module 3	---	3.92%	3.18%	16.67%	---	6.88%	---	---	0.00%
Brand Education	16.67%	0.00%	3.45%	0.00%	3.13%	2.29%	5.26%	7.41%	9.09%
Loyalty (lang. pref.)	---	---	3.71%	0.00%	---	1.15%	---	---	4.55%
Footer	44.44%	35.29%	27.32%	50.00%	43.75%	46.13%	24.56%	22.22%	22.73%
Grand Total	100%	100%	100%	100%	100%	100%	100%	100%	100%



# August '21 Heat Map: **Non-Member Version**

- Secondary content module competed with hero in some markets capturing close - if not more - click activity
- Traveler content engaged openers in select markets; at times, more than the hero (ScandinaviaPlus and UK)



Module	RUSSIA _ENG	RUSSIA _RUS	SAUDI_ARABIA _ENG	SCAND.+ _ENG	SPAIN _SPA	UAE _ENG	UK _ENG
Header	13.04%	14.29%	25.93%	28.87%	13.33%	21.38%	11.04%
<b>Hero</b>	17.39%	28.57%	11.11%	9.28%	24.44%	11.95%	15.14%
Traveler	4.35%	---	10.19%	10.14%	---	5.03%	17.67%
Offers Module	8.70%	14.29%	6.48%	5.33%	17.78%	8.18%	8.20%
Join Module	0.00%	5.71%	1.85%	1.55%	0.00%	3.77%	0.32%
Escapes/Summer Sale	8.70%	8.57%	4.63%	3.78%	17.78%	4.40%	7.89%
<b>Secondary Content</b>	13.04%	14.29%	8.33%	12.54%	15.56%	10.69%	11.36%
Secondary Module 2	4.35%	14.29%	1.85%	5.50%	15.56%	3.77%	2.84%
Secondary Module 3	8.70%	---	6.48%	7.04%	---	6.92%	8.52%
Brand Education	4.35%	5.71%	0.93%	2.06%	6.67%	3.77%	4.10%
Loyalty (lang. pref.)	0.00%	---	3.70%	---	---	2.52%	0.00%
Footer	39.13%	22.86%	33.33%	31.79%	22.22%	36.48%	32.49%
Grand Total	100%	100%	100%	100%	100%	100%	100%

# High Engagement From Luxury Segments

- Stronger open, click and revenue per delivered engagement with Min 1Lux Stayer and Lux Redeemer segments
- All Lux Stayer segment had nearly the same level of engagement as the non-luxury stayers
- Deeper dive will be conducted for Q3 review of monthly engagement trends and preferred solo content since segment tracking began in May '21
  - Insights will be used to inform changes to future mailings

Drive Market Solo (Aug '21)	All Lux Stayer	Min. 1Lux Stayer	Lux Redeemer	Everyone Else	Total
Delivered	161,071	87,136	60,027	2,575,963	2,884,197
<b>Open Rate</b>	<b>27.7%</b>	<b>34.4%</b>	<b>39.7%</b>	27.8%	28.2%
<b>CTOR</b>	<b>2.9%</b>	<b>7.6%</b>	<b>8.8%</b>	3.2%	3.5%
<b>CTR</b>	<b>0.82%</b>	<b>2.60%</b>	<b>3.50%</b>	0.89%	0.99%
Unsub%	0.18%	0.07%	0.04%	0.22%	0.21%
Bookings	8	41	52	166	267
Room Nts.	26	98	182	426	732
Revenue	\$7,883	\$17,980	\$32,355	\$85,185	\$143,402
<b>Rev/Del.</b>	<b>\$0.05</b>	<b>\$0.21</b>	<b>\$0.54</b>	\$0.03	\$0.05

## August '21 Heat Map: **Luxury Segments**

- Offers module engaged luxury segments and for some captured more clicks than other modules; Escapes drove most of the activity
- Min. 1 Lux stayer and lux redeemers were more interested in the content with fewer header and footer clicks
- Traveler also captured more click activity
- Leverage insights from Q3 deep dive to inform creative and content changes for luxury segments

Module	All Lux Stayer	Min. 1Lux Stayer	Lux Redeemer	Everyone Else	Total
Header	21.1%	12.8%	7.7%	20.3%	19.0%
<b>Hero</b>	<b>18.5%</b>	<b>21.3%</b>	<b>21.7%</b>	<b>17.7%</b>	<b>18.2%</b>
Traveler	9.2%	11.6%	13.4%	9.2%	9.6%
<b>Offer Module</b>	<b>22.7%</b>	<b>35.1%</b>	<b>38.2%</b>	<b>21.9%</b>	<b>23.9%</b>
Cobrand	0.5%	0.6%	0.5%	0.8%	0.7%
Member Status Module	2.5%	2.8%	1.9%	1.0%	1.3%
Redeem Points Module	5.7%	5.0%	5.4%	4.7%	4.8%
<b>Escapes/Summer Sale</b>	<b>13.8%</b>	<b>26.6%</b>	<b>30.5%</b>	<b>15.3%</b>	<b>17.0%</b>
Secondary Content	9.2%	11.4%	12.6%	9.6%	9.9%
Secondary Module 2	6.3%	6.1%	5.2%	5.9%	5.9%
Secondary Module 3	2.9%	5.3%	7.4%	3.7%	4.0%
Brand Educ.	2.4%	3.4%	3.4%	4.0%	3.8%
Loyalty (lang. pref.)	1.4%	0.5%	0.6%	1.0%	1.0%
View in ENG (ARB Only)	0.1%	0.1%	0.0%	0.1%	0.1%
Footer	15.6%	3.8%	2.4%	16.3%	14.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

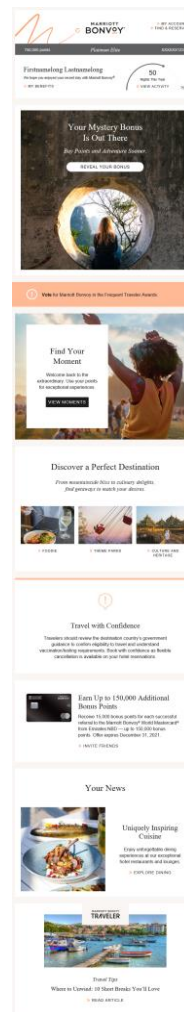
# Monthly Account Update (MAU)



# 14 & 19 Aug 2021 MAU CREATIVE EXAMPLES

## New this month:

- Announced Q3 Mystery Bonus Points Promo in hero
- Moments relaunch messaging
- Targeted Leisure destinations module



# MAU Targeted Content

EUR Escapes — BE, ES, DE, FR, IT



## Find Your Balance

Book by Sunday to save 25% on stays at hotels in destinations you'll love.

» BOOK NOW

EUR Stay Longer — BE, ES, FR, DE, IT



## Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

» BOOK NOW

MEA+UAE Stay Longer — BE, ES, FR, DE, IT



## Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

» BOOK NOW

South Africa Winter Sale — BE



## Get Away From the Everyday

Save 20% on stays and enjoy free breakfast at participating hotels.

» BOOK NOW

MEA Summer Sale — BE



## Savour a Summer Escape

Get away this summer with 20% off stays and free breakfast at participating hotels.

» BOOK NOW

News 2 — HVMI — Europe



## Room to Get Away

Book a private home today and earn up to 21K bonus points on stays through 30 September 2021.

» RESERVE NOW

News 2 — More Cravings — MEA



## Uniquely Inspiring Cuisine

Enjoy unforgettable dining experiences at our exceptional hotel restaurants and lounges.

» EXPLORE DINING

News 3 — London Taste Collective



## Uniquely Inspiring Cuisine

Connect with exciting restaurants, bars, and dining experiences with the London Taste Collective.

» RESERVE NOW

# 14 & 19 Aug 2021 MAU Performance Summary

- Positive engagement lifts for both Europe and MEA
- Lifts in open and click rates consistent with overall Bonvoy MAU average

Europe	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Revenue
British English	569.3 K	179.3 K	31.5%	13.0 K	7.3%	0.22%	\$72.7 K
English	737.5 K	229.7 K	31.1%	16.8 K	7.3%	0.28%	\$53.9 K
French	65.8 K	21.6 K	32.9%	1.8 K	8.5%	0.32%	\$4.4 K
German	118.3 K	43.6 K	36.8%	4.5 K	10.4%	0.30%	\$18.8 K
Italian	53.5 K	17.4 K	32.5%	1.4 K	7.8%	0.26%	\$3.4 K
Spanish	77.3 K	28.1 K	36.3%	2.8 K	10.1%	0.19%	\$2.5 K
<b>Grand Total</b>	<b>1.6 M</b>	<b>524.2 K</b>	<b>32.0%</b>	<b>40.8 K</b>	<b>7.8%</b>	<b>0.25%</b>	<b>\$156.3 K</b>
MoM	+0.8%	+2.1%	+0.4%	+64.1%	+2.9%	+0.04%	-10.7%

- Q3 points promo engaged openers and captured most clicks
  - Promo meant to drive point purchase revenue vs. bookings
- Launch of new luxury segmentation and Lux MAU pulled members from email audience, 294.2K

MEA	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Revenue
British English	631.5 K	176.9 K	28.0%	9.7 K	5.5%	0.22%	\$22.1 K
English	472.1 K	140.6 K	29.8%	5.9 K	4.2%	0.21%	\$38.8 K
French	18.4 K	5.6 K	30.6%	620	11.0%	0.22%	\$5.8 K
German	343	124	36.2%	15	12.1%	0.00%	\$0.0
Italian	141	55	39.0%	4	7.3%	0.00%	\$0.0
Spanish	507	181	35.7%	18	9.9%	0.39%	\$0.0
<b>Grand Total</b>	<b>1.1 M</b>	<b>324.1 K</b>	<b>28.8%</b>	<b>16.3 K</b>	<b>5.0%</b>	<b>0.22%</b>	<b>\$66.9 K</b>
MoM	-1.8%	-0.0%	+0.5%	+13.4%	+0.6%	+0.02%	+38.7%


# Top Performing Content

1. Q3 Points Promo: Most clicked
2. Leisure Destinations: 2<sup>nd</sup> most clicked in most versions
3. Escapes: strong revenue driver in BEN version
4. Stay Longer: strongest revenue driver in most versions




Discover a Perfect Destination


*From mountainside bliss to culinary delights, find getaways to match your desires.*



» FOODIE




» THEME PARKS



» CULTURE AND HERITAGE

EUR Escapes — BE, ES, DE, FR, IT




MARRIOTT BONVOY  
ESCAPES

Find Your Balance

Book by Sunday to save 25% on stays at hotels in destinations you'll love.

» BOOK NOW

EUR Stay Longer — BE, ES, FR, DE, IT



Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

» BOOK NOW

# MAU August '21

## Heat Map: Europe

- Q3 Points promo generated the most clicks followed by leisure destinations
  - Consistent in all versions
- Regional offers helped generate bookings & revenue
  - Escapes and Stay Longer offers drove engagement

Region	Delivered	Clicks	Bookings	Revenue
<b>Europe</b>	<b>1.6 M</b>	<b>36,822</b>	<b>70</b>	<b>\$37,875</b>
<b>20210812_IQ_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_ENG</b>	<b>737,492</b>	<b>12.5K</b>	<b>1</b>	<b>543</b>
MAU_AUG21_EMEA_Traveler		432	1	\$543
MAU_AUG21_Hero_GenericBooking		5		
MAU_AUG21_Hero_Q3_PointsPurchase		9,820		
MAU_AUG21_News_EUR_HVMI		728		
MAU_AUG21_News_UK_LondonTasteCollective		43		
MAU_AUG21_Promo_MomentsRelaunch		367		
MAU_AUG21_Promo_MomentsRelaunch_New		1		
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_LTO40K		150		
MAU_Leisure_EUR_Destinations		940		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_BEN</b>	<b>569,340</b>	<b>8.8K</b>	<b>13</b>	<b>\$7,403</b>
MAU_AUG21_EMEA_Traveler		272		
MAU_AUG21_Hero_GenericBooking		65		
MAU_AUG21_Hero_Q3_PointsPurchase		5,390		
MAU_AUG21_News_EUR_HVMI		358	1	\$355
MAU_AUG21_News_UK_LondonTasteCollective		58		
MAU_AUG21_Offers_EUR_Escapes		830	5	\$1,809
MAU_AUG21_Offers_EUR_StayLonger		273	3	\$2,103
MAU_AUG21_Offers_UK_StayLonger		486	3	\$2,248
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_LTO40K		151		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		1		
MAU_Leisure_EUR_Destinations		905	1	\$884

\*Does not include header, account box, or footer click and booking activity

# MAU August '21

## Heat Map: Europe

- Q3 Points promo generated the most clicks followed by leisure destinations
  - Consistent in all versions
- Regional offers helped generate bookings & revenue
  - Stay Longer offer drove more clicks and bookings in most language versions

Region	Delivered	Clicks	Bookings	Revenue
<b>Europe</b>	<b>1.6 M</b>	<b>30.0K</b>	<b>26</b>	<b>\$12,545</b>
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_FRE</b>	<b>65,783</b>	<b>1.5K</b>	<b>1</b>	<b>\$125</b>
MAU_AUG21_Hero_GenericBooking		10		
MAU_AUG21_Hero_Q3_PointsPurchase		953		
MAU_AUG21_Offers_EUR_Escapes		130		
MAU_AUG21_Offers_EUR_StayLonger		114	1	\$125
MAU_Leisure_EUR_Destinations		337		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_GER</b>	<b>118,348</b>	<b>3.7K</b>	<b>3</b>	<b>\$2,931</b>
MAU_AUG21_Hero_GenericBooking		5		
MAU_AUG21_Hero_Q3_PointsPurchase		1,830		
MAU_AUG21_Offers_EUR_Escapes		411	1	\$1,325
MAU_AUG21_Offers_EUR_StayLonger		694	2	\$1,606
MAU_Leisure_EUR_Destinations		778		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_ITA</b>	<b>53,469</b>	<b>1.1K</b>	<b>5</b>	<b>\$1,017</b>
MAU_AUG21_Hero_GenericBooking		6		
MAU_AUG21_Hero_Q3_PointsPurchase		619		
MAU_AUG21_Offers_EUR_Escapes		89	1	\$114
MAU_AUG21_Offers_EUR_StayLonger		155	3	\$902
MAU_Leisure_EUR_Destinations		274		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_SPA</b>	<b>77,300</b>	<b>2.3K</b>	<b>4</b>	<b>\$526</b>
MAU_AUG21_Hero_GenericBooking		4		
MAU_AUG21_Hero_Q3_PointsPurchase		1,619		
MAU_AUG21_Offers_EUR_Escapes		160	3	\$422
MAU_AUG21_Offers_EUR_StayLonger		239	1	\$103
MAU_Leisure_EUR_Destinations		324		

\*Does not include header, account box, or footer click and booking activity

# MAU August '21

## Heat Map: MEA

- Q3 Points promo generated the most clicks followed by leisure destinations
  - Consistent in all versions
- Regional offers helped generate bookings & revenue
  - Stay longer captured more clicks than summer sale

Region	Delivered	Clicks	Bookings	Revenue
<b>MEA</b>	<b>1.1 M</b>	<b>1.1K</b>	<b>1</b>	<b>\$823</b>
<b>20210812_IQ_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_ENG</b>	<b>472,108</b>	<b>500</b>		
MAU_AUG21_EMEA_Traveler		40		
MAU_AUG21_Hero_Q3_PointsPurchase		356		
MAU_AUG21_Promo_MomentsRelaunch		30		
MAU_AUG21_Promo_MomentsRelaunch_New		3		
MAU_Leisure_EUR_Destinations		71		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_BEN</b>	<b>631,455</b>	<b>597</b>		
MAU_AUG21_EMEA_Traveler		31		
MAU_AUG21_Hero_GenericBooking		9		
MAU_AUG21_Hero_Q3_PointsPurchase		307		
MAU_AUG21_News_MEA_MoreCravings		40		
MAU_AUG21_Offers_MEA_StayLonger		93		
MAU_AUG21_Offers_SummerSale		3		
MAU_Leisure_EUR_Destinations		114		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_FRE</b>	<b>18,365</b>	<b>3</b>		
MAU_AUG21_Hero_Q3_PointsPurchase		2		
MAU_AUG21_Offers_MEA_StayLonger		1		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_GER</b>	<b>343</b>	<b>5</b>		
MAU_AUG21_Hero_Q3_PointsPurchase		4		
MAU_Leisure_EUR_Destinations		1		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_ITA</b>	<b>141</b>	<b>2</b>		
MAU_AUG21_Hero_Q3_PointsPurchase		1		
MAU_AUG21_Offers_MEA_StayLonger		1		
<b>20210819_MBV_SOLO_LPM_AUG_MAU_GLOB_MBR_SPA</b>	<b>507</b>	<b>14</b>	<b>1</b>	<b>\$823</b>
MAU_AUG21_Hero_Q3_PointsPurchase		9		
MAU_AUG21_Offers_MEA_StayLonger		4	1	\$823
MAU_Leisure_EUR_Destinations		1		

\*Does not include header, account box, or footer click and booking activity



# LUX MAU CREATIVE: AUGUST 2021

## EXAMPLE OF MEMBER VERSION

### Subject Line:

Your NEW Member Account Update:

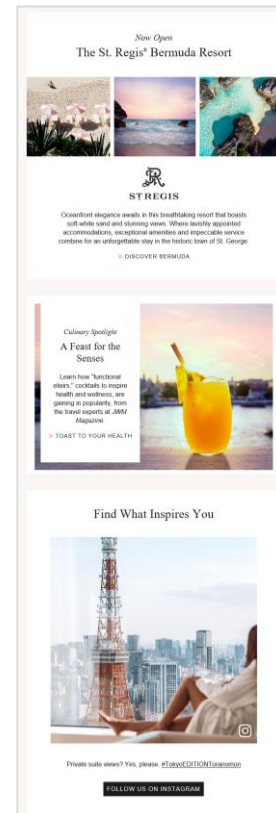
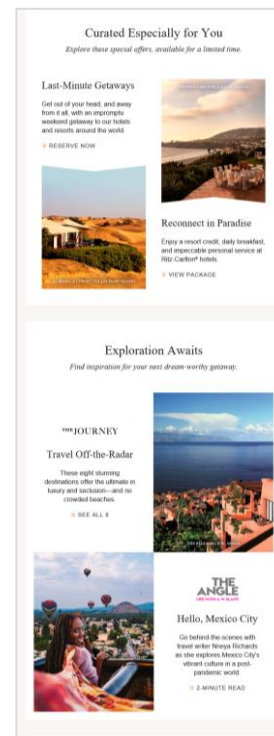
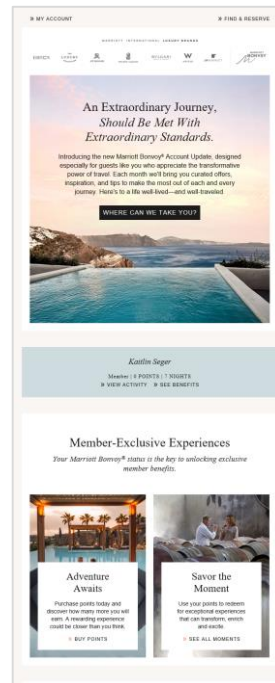
Welcome to Extraordinary, Cindy

### Pre-Header:

INSIDE: New Bermuda Hotel Opening, 25% Off

Last-Minute Getaways, Plus Mexico City in a

Post-Pandemic World



or written consent of Marriott.



## Launched Lux MAU August 14<sup>th</sup>

### EMEA Engagement

<b>294.3 K</b> Delivered	<b>35.6%</b> Open Rate	<b>9.0%</b> CTOR
<b>3.2%</b> CTR	<b>0.13%</b> Unsub. Rate	<b>\$86.0 K</b> Revenue

Region	Delivered	Open Rate	CTR	CTOR	Unsub Rate	Revenue
Europe	151.8 K	40.4%	4.2%	10.5%	0.13%	\$71.1 K
MEA	142.5 K	30.4%	2.1%	6.8%	0.13%	\$14.9 K
<b>Total</b>	<b>294.4 K</b>	<b>35.6%</b>	<b>3.2%</b>	<b>9.0%</b>	<b>0.13%</b>	<b>\$86.0 K</b>

#### EMEA Aug '21 Average:

- Open rate: 30.0%
- CTR: 1.5%
- CTOR: 5.2%
- Unsub. Rate: 0.24%

### Observations:

- Overall engagement was above EMEA Aug '21 averages across all metrics & EMEA Core MAU
- 59% of revenue to luxury brands vs. 20% from Core MAU
- Conducting A/B test with Core MAU (75/25 split)
  - Initial results for entire campaign: Lux MAU open rate were higher vs. control, but CTOR was lower (-13.4 pts.)
  - Luxury segment click activity in Core MAU was influenced by Q3 Points promo

### Next Steps:

- Establish benchmarks after 3 months
- Continue A/B testing Sep & Oct and comparing engagement against other luxury communications
- Planning for future optimization efforts

# METT Emails

# Top Performing METTs: August 2021

## (Highest Open & CTO Rates)

EMEA\_Franchise\_Greece\_20Aug\_DE

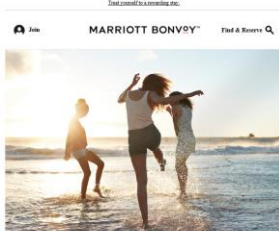
**Subject Line:** Discover Our Luxury Villas in Greece *(translated)*



## (Strongest Engagement)

EMEA\_Spain\_EEOCampaign\_Au  
g20\_EN

**Subject Line:** Earn 2,000 bonus points per night in Spain



**2,000 BONUS POINTS PER NIGHT**  
Live a unique summer experience while earning 2,000 Marriott Bonvoy® Bonus Points per night at a selection of hotels and resorts in Spain.  
Travelers should review the destination country's government guidance to confirm eligibility to travel and understand no-cancellation requirements. Book with confidence as flexible cancellation is available on your hotel reservations.



**LUXURY HOTELS**  
Give yourself a special summer treat and stay at one of our luxury hotels in the Canary Islands, Balearic Islands, Barcelona and other destinations.  
Earn 2,000 Marriott Bonvoy® Bonus Points per night when you stay by 28 October 2021.



## (High CTOR, Low Unsub Rate)

EMEA\_SouthAfrica\_HotelOffers  
\_6Aug\_EN

**Subject Line:** Inspirational Experiences, Incomparably Priced



## (Most Revenue)

EMEA\_GLPT\_SumSale\_DohaHotelOf  
fers\_All\_Aug6\_EN

**Subject Line:** A Special Invitation to Wellness Week and Exclusive Member Saving



# 14 & 19 Aug 2021 MAU Performance Summary

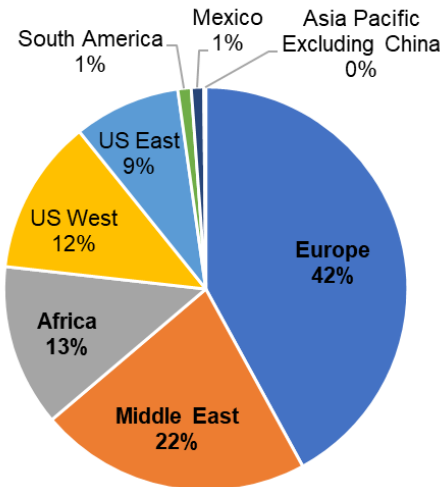
- Overall, August open and click engagement was slightly above July
- Strong open and click engagement from several campaigns:
  - Franchise Greece
  - Spain EEO
  - DACH Stay Longer
  - HVMI Bonus Points
- South Africa and Egypt Hotel Offers campaigns engaged openers; both had above average CTORs and low unsub. rates

Email Description	Delivered	Open Rate	CTOR	Unsub Rate
<b>August 2021 Total</b>	<b>1.3 M</b>	<b>19.4%</b>	<b>5.7%</b>	<b>0.18%</b>
<b>MoM Comparison</b>	<b>+10.6%</b>	<b>+1.1%</b>	<b>+0.1%</b>	<b>+0.03%</b>
<i>Campaign Level Engagement</i>				
EMEA_Italy_ItalianGardens_07May_ITA	47.7 K	29.6%	7.2%	0.30%
EMEA_UK_MoxyRoadTrip_6Aug_EN	97.7 K	27.8%	5.3%	0.73%
EMEA_Brand_StRegis_Italy_6AUG_EN (EMEA only)	1.0 K	29.6%	3.5%	0.10%
EMEA_MC_TED_AUG 27_EN	95.1 K	17.9%	3.2%	0.13%
<b>EMEA_Spain_EEOCampaign_Aug20_EN</b>	<b>14.3 K</b>	<b>30.1%</b>	<b>7.8%</b>	<b>0.04%</b>
EMEA_UAE_HotelOffers_Members_27Aug_EN	98.0 K	13.9%	5.0%	0.08%
<b>EMEA_Loyalty_HVMIBonusPoints_27Aug_EN</b>	<b>98.5 K</b>	<b>22.7%</b>	<b>8.4%</b>	<b>0.17%</b>
<b>EMEA_DACH_StayLonger_6Aug_DE</b>	<b>59.2 K</b>	<b>29.8%</b>	<b>7.8%</b>	<b>0.25%</b>
EMEA_MarriottBudapest_Aug6_EN	47.3 K	22.2%	2.5%	0.27%
EMEA_GLPT_SumSale_DohaHotelOffers_All_Aug6_EN	98.3 K	15.5%	4.0%	0.10%
<b>EMEA_SouthAfrica_HotelOffers_6Aug_EN</b>	57.1 K	12.8%	<b>9.4%</b>	0.15%
<b>EMEA_Egypt_HotelOffers_6Aug_EN</b>	89.7 K	11.2%	<b>8.6%</b>	0.10%
EMEA_UK_Experiences_20Aug_EN	33.1 K	25.1%	6.9%	0.05%
EMEA_Georgia_20August_EN	40.9 K	16.2%	4.5%	0.08%
<b>EMEA_Franchise_Greece_20Aug_DE</b>	<b>37.5 K</b>	<b>36.7%</b>	<b>9.8%</b>	<b>0.38%</b>
EMEA_Franchise_Croatia_EN_20Aug (EMEA only)	14.4 K	22.8%	3.4%	0.12%
EMEA_TLC_Greek Luxury Island Hopping_20Aug_ENG (EMEA only)	23.2 K	21.8%	5.1%	0.16%
EMEA_GLPT_Turkey_All_Aug27_EN	92.8 K	14.3%	3.8%	0.09%
EMEA_GLPT_DohaWellnessWeek_All_Aug27_EN	81.9 K	14.7%	6.0%	0.08%
EMEA_UK_SummerBreaks_Aug27_EN	98.4 K	20.7%	3.0%	0.10%
EMEA_GLPT_SumSale_DohaHotelOffers_All_Aug6_EN	98.3 K	15.4%	4.0%	0.10%

# Generated \$62.0K From August 2021 METTs; 77% Went to EMEA Region

- Most of the August revenue went to Europe (42%) and MEA (35%)
- Top 5 campaigns generated \$37K, which was 60% of August METT revenue

% of August 2021 METT Revenue by Region



Month	Bookings	Room Nights	Revenue	% to EMEA
August 2021	118	352	\$62,137	77%
MoM	+3.5%	+14.7%	-16.1%	-13.2%

## Top 5 Campaigns

## Revenue % to EMEA

EMEA_GLPT_SumSale_DohaHotelOffers_All_Aug6_EN	\$9,594	89%
EMEA_Franchise_Greece_20Aug_DE	\$8,190	100%
EMEA_DACH_StayLonger_6Aug_DE	\$8,035	95%
EMEA_Spain_EEOCampaign_Aug20_EN	\$6,525	95%
EMEA_UAE_HotelOffers_Members_27Aug_EN	\$4,826	14%
<b>Top 5 Total</b>	<b>\$37,170</b>	

# Targeted U.S. Audiences In Select METT Campaigns

- U.S. audiences generated the most revenue, but open and click engagement was not as high as EMEA or U.S. Bonvoy avgs.
- 59% of revenue for St. Regis Italy campaign went to EMEA properties; improvement over July contributions
- Test mentioning high engaging offers in the subject line or preheader to lift open rates and attract clickers; also, mention popular destinations – proven tactics used in other Bonvoy and luxury emails

Campaign Description	EMEA_Franchise_Croatia _EN_20Aug			EMEA_Brand_StRegis_Italy _6AUG_EN				EMEA_TLC_GreekLuxuryIsland Hopping_20Aug_ENG				EMEA_VCEJW _DestinationJWVenice _06Aug_ENG		
Region	Europe	U.S.	Total	Europe	Middle East	U.S.	Total	Europe	Middle East	U.S.	Total	Europe	U.S.	Total
Delivered	14,404	28,082	42,487	692	355	97,308	98,355	9,716	13,378	75,478	98,572	87	91,402	91,095
Open Rate	22.8%	13.3%	16.5%	30.6%	27.6%	20.6%	20.7%	28.1%	17.3%	15.6%	17.1%	20.7%	19.8%	19.8%
CTR	0.8%	0.4%	0.5%	1.16%	0.85%	0.91%	0.91%	1.9%	0.5%	0.6%	0.7%	0%	0.8%	0.81%
CTOR	3.4%	2.8%	3.1%	3.8%	3.1%	4.4%	4.4%	6.9%	3.0%	4.1%	4.4%	0%	4.1%	4.1%
Unsub Rate	0.12%	0.03%	0.06%	0.00%	0.28%	0.18%	0.18%	0.20%	0.13%	0.23%	0.21%	0%	0.10%	0.10%
Bookings	0	3	3	0	0	4	4	0	0	1	1	0	1	1
Room Nights	0	16	16	0	0	11	11	0	0	8	8	0	5	5
Revenue	\$0	\$2,760	\$2,760	\$0	\$0	\$2,200	\$2,200	\$0	\$0	\$2,408	\$2,408	\$0	\$625	\$625
% of Revenue to EMEA		0%	0%			59%	59%			0%	0%		0%	0%

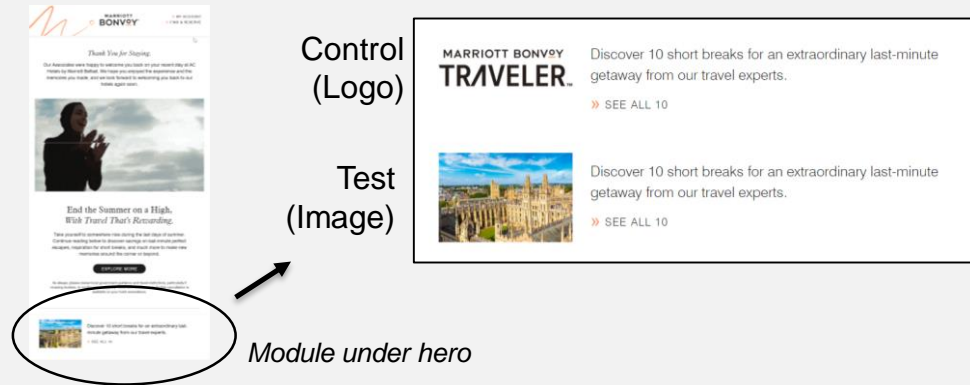


# Testing & Optimization

# Traveler Logo/Image Test

- Conducted A/B test on Traveler creative in UAE & UK ENG versions
- Test version with destination image outperformed the control
- All results were statistically significant
- Recommend using image in future mailings, especially this size module
  - Other test opportunities include trying a combo of brand logo and image, or image with branding to body copy

## Creative:



## Results:

UAE	Delivered	Open Rate	Clicks	Lift	CTR	Lift
<b>Test</b>	<b>165.4 K</b>	<b>28.0%</b>	<b>1522</b>	<b>+200%</b>	<b>0.9%</b>	<b>+0.6 pts.</b>
Control	165.2 K	27.9%	508		0.3%	
UK	Delivered	Open Rate	Clicks	Lift	CTR	Lift
<b>Test</b>	<b>293.4 K</b>	<b>29.2%</b>	<b>9997</b>	<b>+285%</b>	<b>3.4%</b>	<b>+2.5 pts.</b>
Control	294.4 K	29.2%	2596		0.9%	

# Actionable Insights

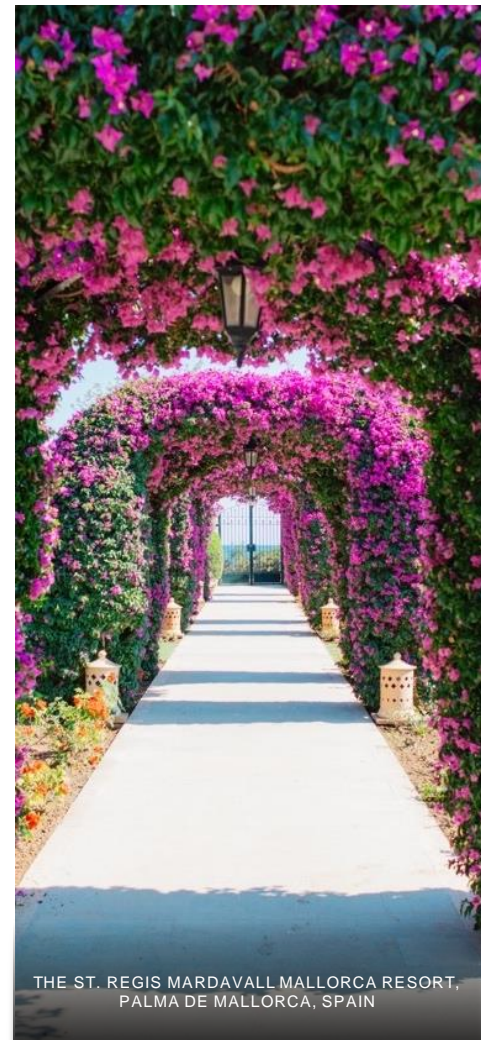
# Actionable Insights

- Planning for Apple's iOS 15 update and the impact it will have on September metrics and future targeting criteria
- Leverage insights from Q3 Drive Solo deep dive to inform creative and content changes for luxury segments
- Consider testing Escapes offer in the hero of Drive Market Solo to lift booking activity in Europe
- When including Traveler content, use an image instead of their logo in the creative to increase click activity, especially with tertiary size modules
  - Other test opportunities include trying a combo of brand logo and image, or image with branding to body copy



# Actionable Insights

- Lux MAU
  - Establish benchmarks after 3 months
  - Continue A/B testing Sep & Oct and comparing engagement against other luxury communications
  - Planning for future optimization efforts
- In the targeted U.S. METTs, test mentioning high engaging offers in the subject line or preheader to lift open rates and attract clickers; also, mention popular destinations
  - Proven tactics used in other Bonvoy and luxury emails



Thank you!

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## Launched Lux MAU August 14<sup>th</sup> All Regions Combined

<b>1.9 M</b> Delivered	<b>35.7%</b> Open Rate	<b>8.9%</b> CTOR
<b>3.2%</b> CTR	<b>0.10%</b> Unsub. Rate	<b>\$362.6 K</b> Revenue

Campaign	Total Revenue	% to Luxury Brands
Lux MAU	\$362,648	25%
Core MAU	\$114,608	8%
Luxury Escapes	\$204,987	44%

### Bonvoy Aug '21 Average:

- Open rate: 25.6%
- CTR: 1.3%
- CTOR: 5.2%
- Unsub. Rate: 0.17%

### Observations:

- Overall engagement above Bonvoy Aug '21 averages across all metrics
- Generated over \$360K in revenue, \$0.19 per delivered
- 25% of revenue went to luxury brands vs. 8% from Core MAU audience
- Lux MAU open rate +9.3 pts. vs. control, but CTOR was lower (-13.4 pts.)
  - Luxury segment click activity in Core MAU was influenced by Q3 Points promo hero
  - Lux MAU vs. Core MAU (control) - 75% / 25%; all results were statistically significant
- Open rates for Lux MAU were 6 to 8 pts. higher compared to Lux Escapes & Ritz eNews; CTOR varied // (+5 pts. vs. Escapes and -8 pts. vs. Ritz)

### Next Steps:

- Establish benchmarks after 3 months
- Collect more test data for segment level results
- Continue A/B testing Sep & Oct and comparing engagement against other luxury communications
- Plan for future optimization efforts