

EMEA Monthly Email Review *August 2022*

05 October 2022

MARRIOTT
BONVOY®



LE MÉRIDIEN BARCELONA, SPAIN





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

Meeting Agenda

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

Key Storylines

- Delivery increases in August '22 resulted in positive engagement lifts MoM; additional mailings sent in support of regional and global marketing initiatives that lifted clicks and bookings: Demand Gen, Global Promotions, and Travel Inspiration
- YoY performance declines reflect strong performing global marketing campaign and new Bonvoy creative template that launched in August 2021; marketing approach was unique to this time period
- New MILUX suites themed solo generated bookings for EMEA properties at a 72% contribution rate and the second highest ADR in the last 12 months; engagement aligned with luxury segment 6-month avg.
- Stronger Core MAU engagement MoM for both Europe and MEA regions; regional offers helped lift click activity and at times competed with the Hero for engagement
- METTs saw 27% lift in click activity MoM; messages promoting bonus points, EEO, and UK summer holiday generated more clicks and bookings
- Refining email audience targeting by removing the unengaged from Marriott Bonvoy Escapes and MEA Project Silk solos helped lift engagement and bookings MoM

Monthly Performance Summary

EMEA Email Calendar

2022

CALENDAR YEAR

AUGUST

CALENDAR MONTH

Key:

GLOBAL
MARKETING

PARTNERSHIPS &
STAND-ALONE
MARKETING

REGIONAL
MARKETING

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	01	02	03	04	05	06
			MBE Aug (EMEA)	HVMI Solo	METT	RC eNews
07	08	09	10	11	12	13
ACQ: UAE MC Q2 BAU_W4		EMEA MILUX Suites Solo		Core MAU_ENG Q3 Points Purchase Promo_W1 Lux MAU	BPP METT	RC Residences Instanbul
14	15	16	17	18	19	20
	Ambassador Portal Preferences	ECM: UAE MC Q3 Spend_W2	ECM: UK Amex News EMEA MILUX Suites Solo_ARB_ENG	Core MAU_InLang.	METT	MBV Traveler eNews TLC Solo
21	22	23	24	25	26	27
		MVW Q3	EU Resorts_EN Boutiques Solo	Global Moments	METT	
28	29	30	31	01	02	03
	EU Resorts_InLang. Q3 Wanderlust	Q3 Points Purchase Promo_W2	MEA Project Silk			

EMEA August 2022

Performance Summary

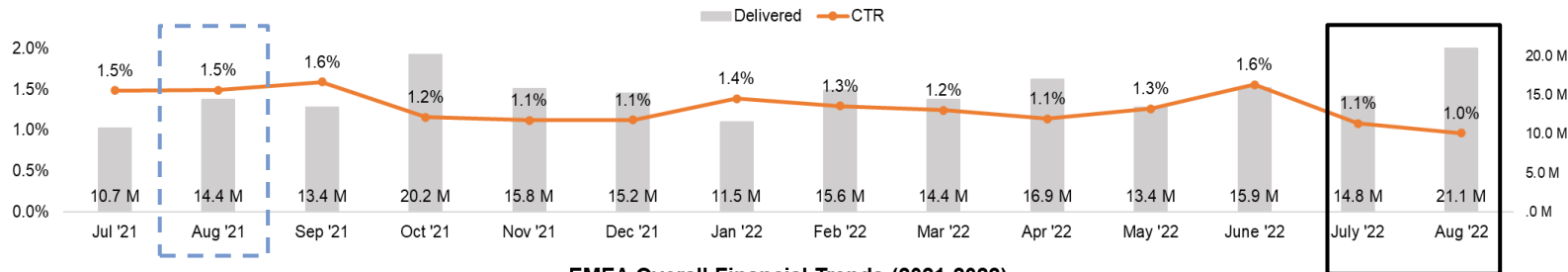
- August delivery increases from sending additional regional and global loyalty communications:
 - Marriott Bonvoy Escapes, Points Promo, EU Resorts, Wanderlust
- Click counts and financials were positively impacted by delivery increases; additional mailings generated bookings and revenue
- Sending 42% more emails did not impact audience health MoM; was able to maintain engagement with CTR and unsub rate being near flat
- Last year, August was the month where loyalty launched the new email template and loyalty marketing campaign that lifted click engagement and financials; this influenced YoY comparisons

	Aug-22	MoM	YoY	vs. Avg.
Delivered	21.0 M	+41.8% (+6.2 M)	+57.2% (+7.7 M)	+39.2% (+5.9 M)
Clicks	202.5 K	+26.1% (+41.9 K)	-4.7% (-9.9 K)	+5.0% (+9.7 K)
CTR	0.96%	-0.12 pts.	-0.62 pts.	-0.31 pts.
Unsub Rate	0.22%	+0.01 pts.	-0.02 pts.	-0.02 pts.
Bookings	923	+18.5% (+0.1 K)	-16.8% (-0.2 K)	-16.4% (-0.2 K)
Room Nights	2.7 K	+12.2% (+0.3 K)	-17.8% (-0.6 K)	-18.4% (-0.6 K)
Revenue	\$583.9 K	+16.7% (+\$84.1 K)	-16.5% (-\$115.1 K)	-14.4% (-\$98.0 K)
Revenue/ Delivered	\$0.03	+\$0.01	-\$0.02	-\$0.02
Conversion	0.46%	-0.03 pts.	-0.07 pts.	-0.12 pts.

12-Month Rolling Avg: Aug '21 through July '22

EMEA August 2022 Engagement Trend Charts

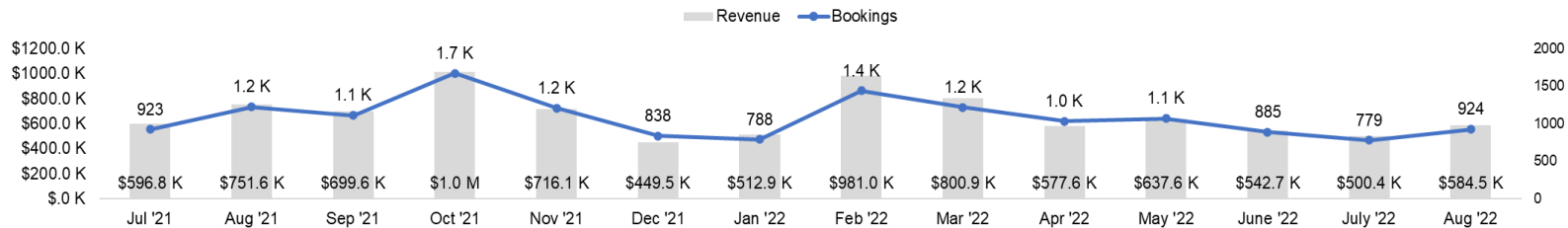
EMEA Overall KPI Trends (2021-2022)



Near flat CTR MoM

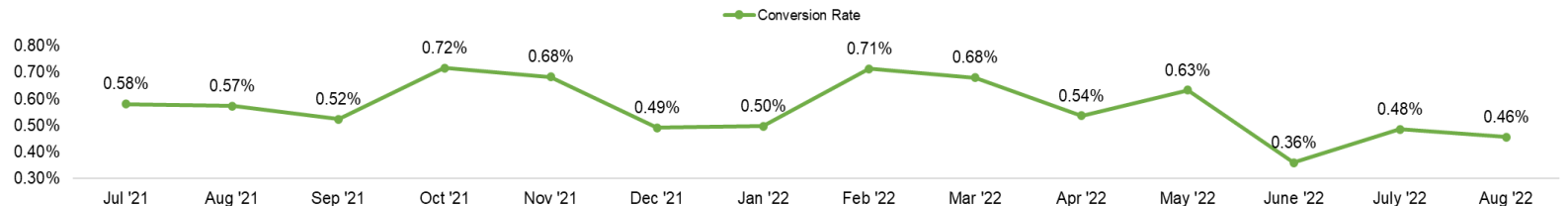
YoY decline results of new loyalty campaign launching LY

EMEA Overall Financial Trends (2021-2022)

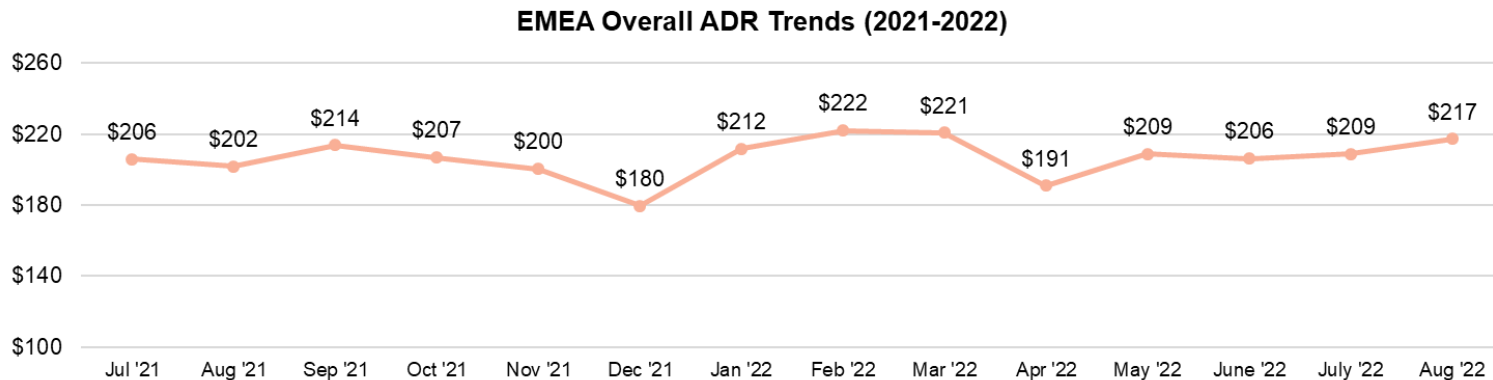


Additional mailings helped lift financials and maintain conversion rates

EMEA Conversion Rate Trends (2021-2022)



August '22 Saw MoM & YoY ADR Lifts



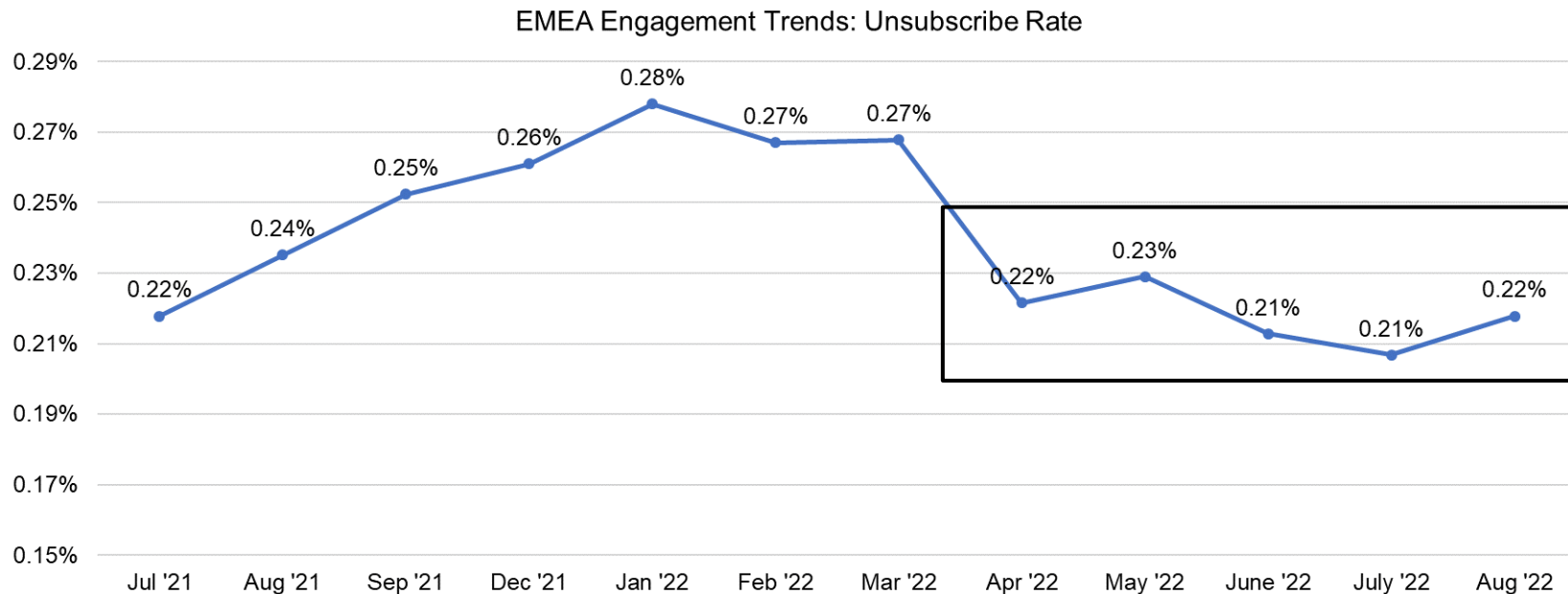
August '22 ADR

MoM: +4.0%

YoY: +7.7%

Maintained Audience Health MoM

Unsubscribe rate had slight increase MoM but remains within range of previous 4 months



August 2022 Goal Performance

- Decline in points activity MoM resulting in activity below monthly goal
- Positive unsubscribe rate in August remains below monthly goal continuing positive trend
- Europe and MEA CTRs down slightly MoM; lower click activity from MEA versus Europe
- Increased revenue for Europe MoM brings revenue closer to monthly goals; MEA revenue decreased vs July

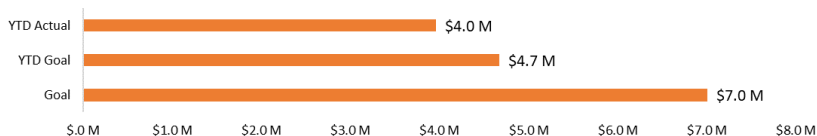
EMEA	August '22	Monthly Goal	vs. Goal
Points Activity	25.7 K	45.3K	-43%

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

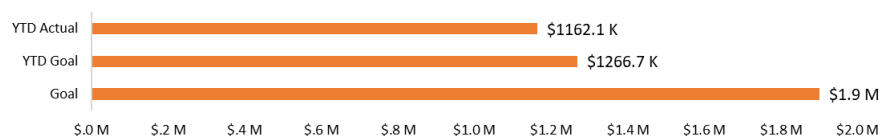
EUROPE	August '22	Monthly Goal	vs. Goal
CTR	1.3%	1.6%	-0.3 pts.
Revenue	\$437.1 K	\$584.0 K	-25.2%

MEA	August '22	Monthly Goal	vs. Goal
CTR	0.6%	1.0%	-0.4 pts.
Revenue	\$139.5 K	\$158.3 K	-11.9%

Europe 2022 Revenue Goal

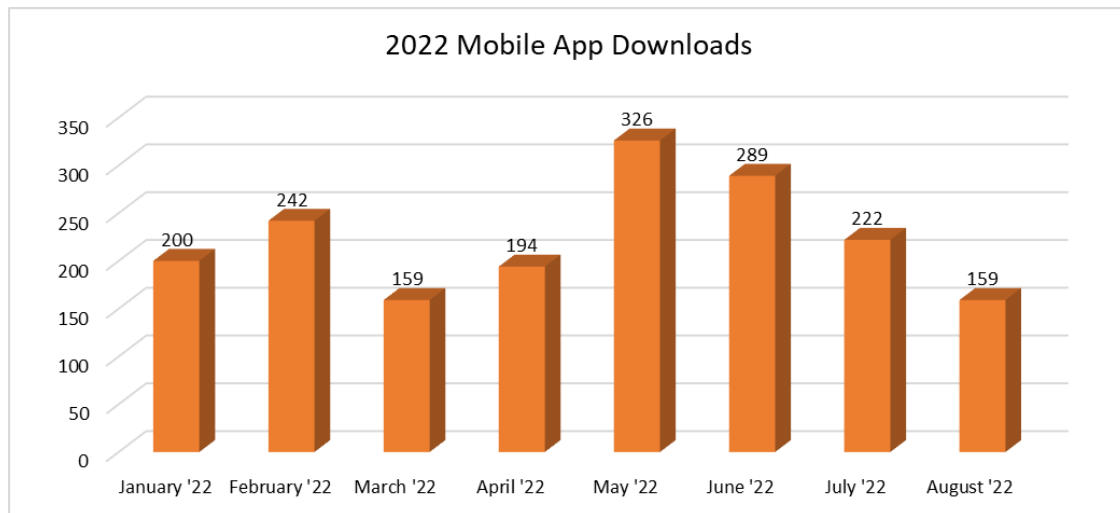


MEA 2022 Revenue Goal



Generated 159 Mobile App Downloads

- Activity slightly below average and monthly trends
- 35% of August downloads generated from Drive Market Solo placement totaling 55 and 4 downloads were from the Project Silk Solo
- Continue testing upcoming trip or recent trip messaging in regional solos to encourage downloads; test different reasons to download messages and creative to align with email theme



Time Period	App Downloads
12 Mo. Avg.	185
August '22 Total	159
vs Avg.	-14%
MoM	-28%

Campaign Engagement

Drive Market Solo

Core MAU

METTs

MBV Escapes

Project Silk

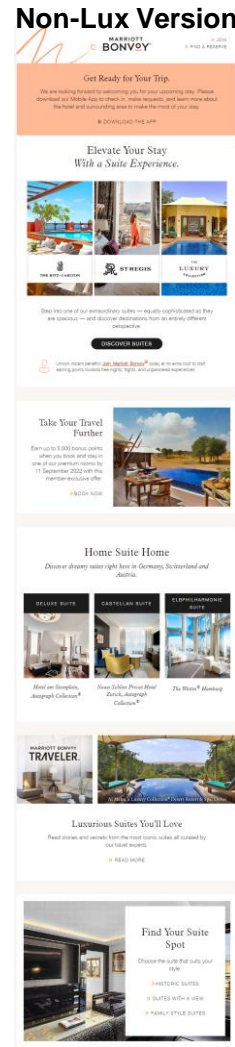
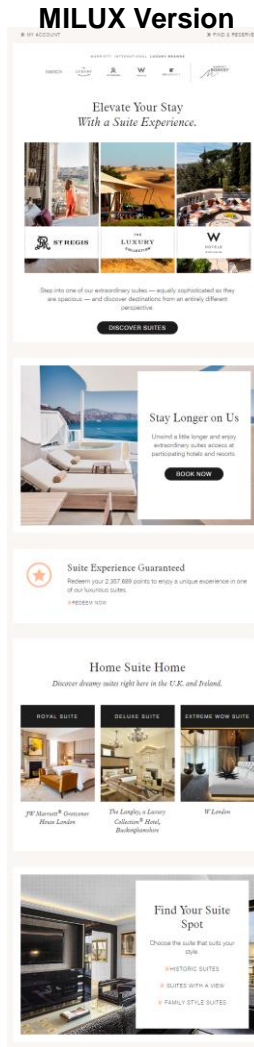
EU Resorts

Drive Market Solo

August 2022 Drive Market Solo Creative examples

August Highlights:

- New luxury template
- PCIQ optimization – subject line
- PCIQ optimization – lifestyle vs property
- Lux vs Non-Lux branded hero
- Stay Longer on Us offer (versioned for Lux vs Non-Lux)
- Lux Suites redemption messaging



Suites Themed Solo Generated \$76K and 106 Bookings (72% Contribution to EMEA Properties)

- Campaign successfully maintained click activity and generated bookings for EMEA properties; July's summer/winter travel theme was a strong performing campaign
- Deliveries returned to normal levels this month with the inclusion of all markets; July data file error now corrected
- First time using Lux MAU header & footer to provide a complete luxury email experience for lux segments
 - 6% of total bookings went to luxury brands
 - Stronger engagement from lux segment with higher CTR and lower unsub rate compared to non-lux segment
 - Continue to trend luxury performance with new template to measure pre/post impacts
- Overall financial declines were aligned with August industry trends for EMEA region (see Adara report)
- Non-luxury segment saw +9.6% in revenue MoM; possible impact from booking higher rates since room nights were also down MoM by 35%

Metrics	Aug '22	MoM	Lux	Non-Lux
Delivered	3.1 M	+17.5%	307.9 K	2.8 M
Clicks	27.4 K	-0.5%	3.8 K	23.6 K
CTR	0.87%	-0.16 pts.	1.2%	0.8%
Unsub Rate	0.26%	+0.07 pts.	0.17%	0.27%
Bookings	106	-28.4%	20	86
Revenue	\$76.3 K	-17.8%	\$11.3 K	\$65.0 K
ADR	\$253	+35.0%	\$198	\$266
% Bkgs. to EMEA Prop	72%	-7.0 pts.	55%	76%
% Bkgs. to Lux Brands	6%	-2.0 pts.	5%	6%

ADARA Travel Trends Report

EMEA Hotel Volume

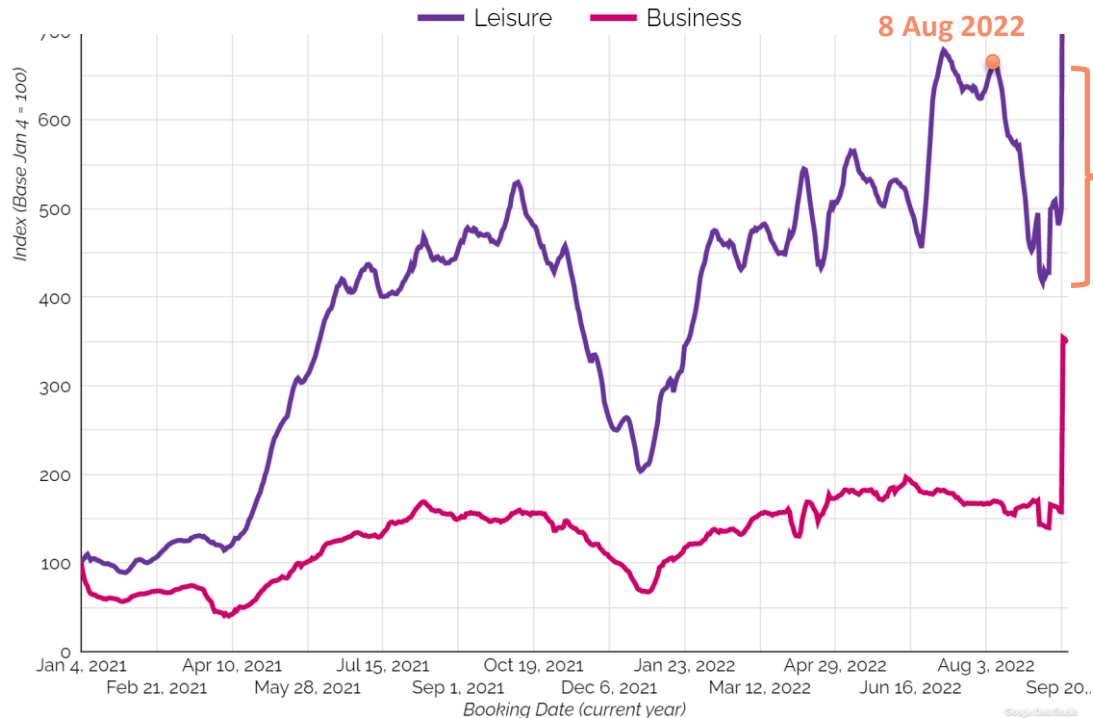
- Adara travel trends show steep declines in Leisure hotel booking volume after 8 August 2022
- The Drive Market Solo launched a day later

EMEA Travel Trends

Volume EMEA Trips

These charts show the relative booking volume of flight and hotel bookings of the current year. Each of the lines shown are bookings relative to that particular sector (business travelers, solo or couple leisure travelers or family travelers with 3+ flyers). Data will be updated daily.

Hotel Volume by Purpose



MILUX Engagement Comparison

- August luxury solo CTR and unsub rate were aligned with the Drive Solo luxury 6-month average
- Solo engagement was slightly lower than Lux MAU; deployment day of week, offer testing, and editorial content were factors in Lux MAU engagement differences

EMEA email performance results; Luxury segments only; ENG only

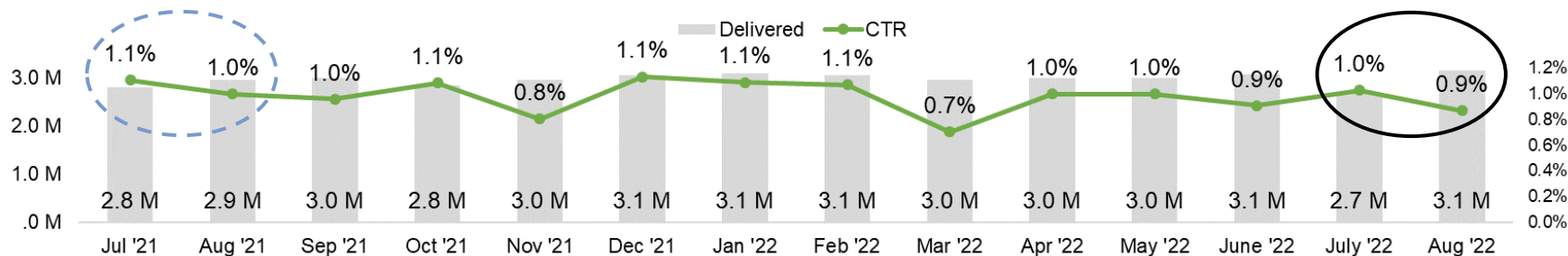
August '22 Performance	Drive Solo LUX version (8 Aug)	Drive Solo Lux 6-Month Avg.	Lux MAU* (11 Aug)
Delivered	281.6 K	262.8 K	148.7 K
CTR	1.0%	1.2%	1.7%
Unsub. Rate	0.17%	0.14%	0.10%
Bookings	20	28	37
Revenue	\$11.3 K	\$26.7 K	\$26.4 K

***NOTE:** Lux MAU counts lower than MILUX solo due to a control group audience getting Core MAU and it doesn't include BEN language preference

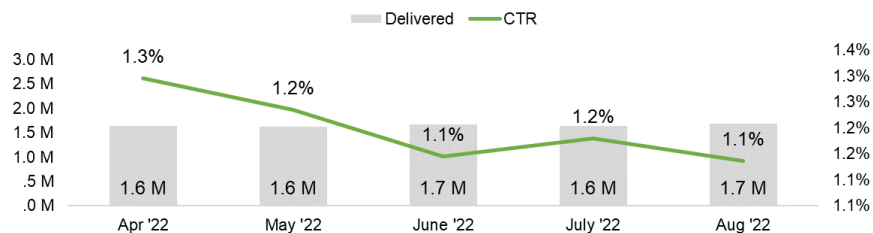
Seasonal Engagement Patterns

- Overall MoM solo engagement trends align with previous year trends; slight CTR decline from July to August
- Europe and MEA August '22 CTRs returned to previous month performance levels

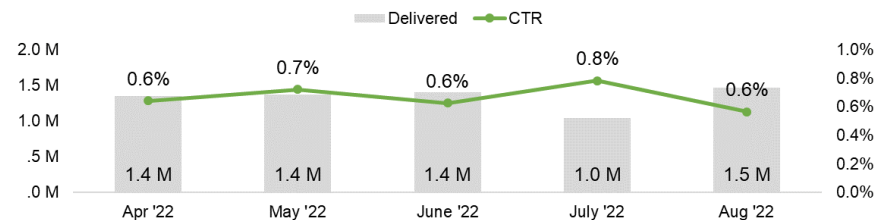
Drive Market Solo Engagement Trends



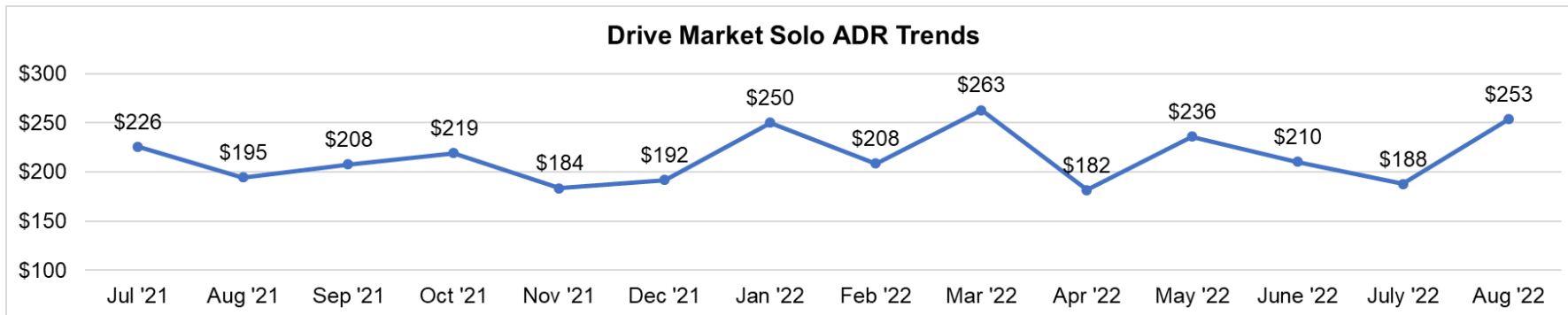
Europe



MEA



Generated \$253 ADR; Second Highest In Last 12 Months



August '22 ADR

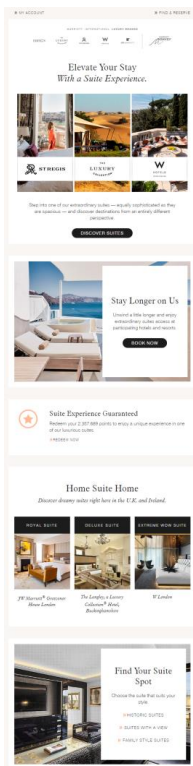
MoM: +35.0%

YoY: +30.2%

Vs. EMEA Avg: +16.8%

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

- Most of the markets clicked on the hero module more than other modules, except in Italy ENG and Qatar ARB where the Domestic module was #1
- Domestic Lux Suites and Preferred Suites Selection modules engaged engaged readers and in most markets was wither #2 or #3

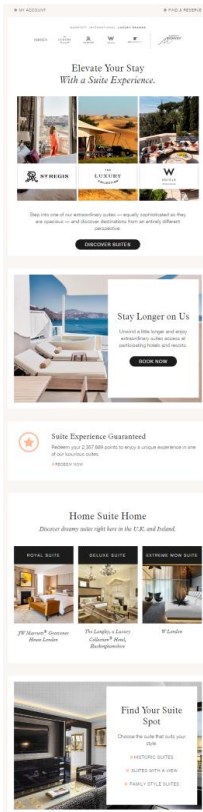


Modules / % of Clicks	AUSTRIA _GER	BENELUX_ ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE _FRE	GERMANY _ENG	GERMANY _GER	ITALY _ENG	ITALY _ITA	QATAR _ARB	QATAR _ENG
Header	5.1%	10.0%	2.6%	25.9%	19.7%	7.1%	10.0%	5.1%	8.1%	6.1%	25.0%	28.6%
Hero - Suites Focus	52.5%	38.3%	47.4%	37.8%	34.4%	43.3%	38.3%	47.5%	24.3%	40.9%	33.3%	32.3%
Hero Image 1	8.5%	2.8%	2.6%	6.8%	3.3%	6.4%	7.3%	5.5%	5.4%	5.3%	0.0%	8.5%
Hero Image 2	5.1%	3.3%	5.3%	7.2%	3.3%	5.0%	4.8%	4.5%	0.0%	3.8%	5.6%	5.3%
Hero Image 3	10.2%	6.1%	0.0%	6.0%	4.9%	6.4%	6.6%	8.4%	2.7%	5.3%	8.3%	6.3%
Hero CTA	28.8%	26.1%	39.5%	17.8%	23.0%	25.5%	19.6%	29.1%	16.2%	26.5%	19.4%	12.2%
Join Marriott Bonvoy	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Stay Longer On Us Offer	---	13.9%	---	---	---	---	---	---	13.5%	12.1%	---	---
Redemption	3.4%	4.4%	13.2%	2.3%	11.5%	5.7%	5.7%	5.3%	0.0%	3.8%	2.8%	2.1%
Domestic Lux Suites	18.6%	16.1%	31.6%	14.0%	13.1%	9.9%	12.3%	14.9%	27.0%	12.1%	33.3%	17.5%
Luxury Suit 1	5.1%	3.9%	10.5%	7.0%	6.6%	5.0%	4.3%	3.3%	10.8%	1.5%	8.3%	4.2%
Luxury Suit 2	8.5%	7.2%	7.9%	3.2%	1.6%	2.1%	3.9%	3.3%	8.1%	6.8%	8.3%	3.7%
Luxury Suit 3	5.1%	5.0%	13.2%	3.8%	4.9%	2.8%	4.1%	8.4%	8.1%	3.8%	16.7%	9.5%
Preferred Suites Selection	18.6%	15.6%	5.3%	7.0%	14.8%	26.2%	20.3%	23.6%	24.3%	24.2%	2.8%	4.2%
FAMILY STYLE SUITES	1.7%	4.4%	2.6%	2.6%	4.9%	4.3%	4.3%	4.7%	8.1%	4.5%	2.8%	2.6%
HISTORIC SUITES	5.1%	3.9%	0.0%	1.3%	4.9%	12.1%	5.0%	5.9%	8.1%	6.1%	0.0%	0.5%
SUITES WITH A VIEW	11.9%	7.2%	2.6%	3.0%	4.9%	9.9%	10.9%	13.0%	8.1%	13.6%	0.0%	1.1%
Footer	1.7%	1.7%	0.0%	12.9%	6.6%	7.8%	13.4%	3.7%	2.7%	0.8%	2.8%	14.8%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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

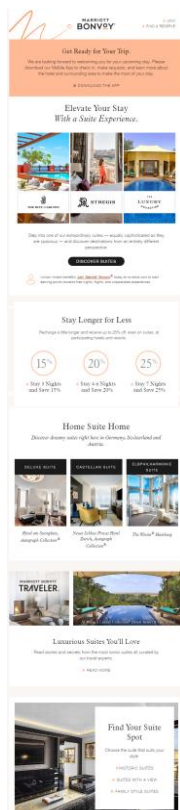
- All markets below clicked on the hero module more than other modules
- Domestic module engaged readers and was #2 most clicked in most markets except in Spain SPA, Switz., Turkey, and UAE ARB



Modules / % of Clicks	SAUDI_A RABIA _ARB	SAUDI_A RABIA _ENG	SCAND+ _ENG	S. AFRICA _ENG	SPAIN _ENG	SPAIN _SPA	SWITZER _GER	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	12.5%	15.5%	11.2%	20.0%	8.6%	3.6%	1.9%	18.2%	8.3%	15.8%	11.7%
Hero - Suites Focus	56.9%	45.3%	36.6%	40.0%	35.7%	49.6%	55.8%	45.5%	47.2%	40.2%	33.4%
Hero Image 1	6.9%	7.8%	5.9%	5.7%	2.9%	4.4%	9.6%	13.6%	0.0%	7.4%	5.4%
Hero Image 2	8.3%	8.2%	5.1%	11.4%	1.4%	2.9%	3.8%	13.6%	2.8%	5.7%	5.2%
Hero Image 3	4.2%	5.7%	5.9%	0.0%	5.7%	0.0%	7.7%	4.5%	0.0%	10.1%	3.2%
Hero CTA	37.5%	23.7%	19.8%	22.9%	25.7%	42.3%	34.6%	13.6%	44.4%	17.0%	19.7%
Join Marriott Bonvoy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Stay Longer On Us Offer	---	---	13.0%	---	5.7%	9.5%	---	---	---	---	15.0%
Redemption	6.9%	3.7%	4.8%	0.0%	2.9%	2.9%	3.8%	9.1%	5.6%	2.9%	7.7%
Domestic Lux Suites	15.3%	12.2%	13.4%	31.4%	22.9%	11.7%	15.4%	4.5%	19.4%	13.5%	14.8%
Luxury Suit 1	8.3%	4.9%	4.9%	5.7%	12.9%	2.2%	1.9%	0.0%	8.3%	6.8%	3.7%
Luxury Suit 2	5.6%	2.9%	2.9%	11.4%	1.4%	1.5%	3.8%	0.0%	2.8%	2.9%	6.8%
Luxury Suit 3	1.4%	4.5%	5.5%	14.3%	8.6%	8.0%	9.6%	4.5%	8.3%	3.7%	4.3%
Preferred Suites Selection	6.9%	10.6%	10.3%	8.6%	8.6%	17.5%	19.2%	18.2%	19.4%	12.1%	12.3%
FAMILY STYLE SUITES	1.4%	3.7%	2.6%	2.9%	2.9%	2.9%	3.8%	4.5%	11.1%	3.1%	3.1%
HISTORIC SUITES	1.4%	2.9%	3.5%	0.0%	2.9%	4.4%	1.9%	4.5%	0.0%	3.3%	2.4%
SUITES WITH A VIEW	4.2%	4.1%	4.2%	5.7%	2.9%	10.2%	13.5%	9.1%	8.3%	5.7%	6.9%
Footer	1.4%	12.7%	10.8%	0.0%	15.7%	5.1%	3.8%	4.5%	0.0%	15.4%	5.1%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

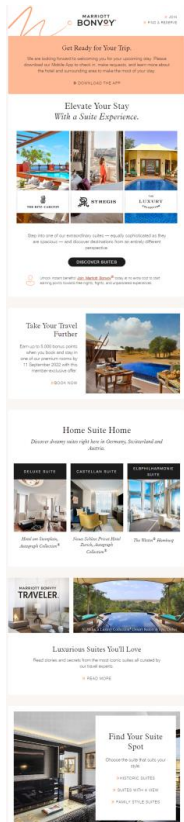
- Hero was #1 most clicked module in all markets outside of header and footer (CTA captured majority of clicks), followed Destinations the module
- Offers content was a strong click-catcher for most markets; the Preferred Suites Selection module engaged Austria, France FRE, Germany GER, and Italy ITA



Modules / % of Clicks	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	16.3%	22.8%	31.1%	33.0%	22.6%	14.5%	18.9%	10.7%	17.6%	10.5%	41.8%	28.6%
Get Ready for Your Trip	1.0%	1.3%	0.0%	0.4%	0.5%	1.5%	0.6%	1.9%	1.7%	1.0%	0.0%	0.0%
Hero - Suites Focus	27.2%	26.9%	37.9%	25.4%	26.9%	34.2%	22.1%	30.7%	33.1%	41.9%	30.4%	20.9%
Hero Image 1	2.0%	2.9%	3.9%	6.1%	6.8%	4.2%	4.1%	4.5%	6.5%	5.1%	3.8%	3.6%
Hero Image 2	3.3%	3.7%	4.9%	3.5%	4.8%	4.1%	3.1%	2.6%	5.1%	4.2%	3.8%	2.8%
Hero Image 3	4.0%	3.7%	4.9%	3.8%	3.8%	4.9%	4.8%	3.7%	7.1%	5.0%	5.1%	4.2%
Hero CTA	17.9%	16.6%	24.3%	11.9%	11.5%	21.0%	10.1%	19.8%	14.4%	27.6%	17.7%	10.3%
Join Marriott Bonvoy	0.0%	0.0%	0.0%	0.5%	0.5%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%
Offers	9.0%	7.7%	7.8%	9.3%	7.5%	7.8%	6.6%	10.9%	8.2%	9.2%	6.3%	7.3%
Stay Longer for Less	---	7.7%	---	---	---	---	---	---	8.2%	9.2%	---	---
15% Image and CTA	---	2.0%	---	---	---	---	---	---	4.2%	3.4%	---	---
20% Image and CTA	---	2.3%	---	---	---	---	---	---	1.7%	2.9%	---	---
25% Image and CTA	---	3.5%	---	---	---	---	---	---	2.3%	3.0%	---	---
MEA MEO (Travel Further)	9.0%	---	7.8%	9.3%	7.5%	7.8%	6.6%	10.9%	---	---	6.3%	7.3%
Redemption	1.0%	0.6%	0.0%	0.2%	0.2%	0.3%	0.7%	1.3%	0.8%	0.2%	1.3%	0.6%
Domestic Lux Suites	13.0%	12.8%	7.8%	6.2%	12.0%	12.9%	11.2%	21.2%	11.9%	11.9%	8.9%	10.8%
Non Luxury Suit 1	2.3%	3.4%	5.8%	2.5%	4.5%	2.6%	2.2%	4.0%	1.1%	1.8%	6.3%	5.9%
Non Luxury Suit 2	1.3%	3.0%	1.0%	2.1%	3.4%	3.2%	3.1%	2.1%	4.8%	5.8%	1.3%	2.8%
Non Luxury Suit 3	9.3%	6.4%	1.0%	1.6%	4.1%	7.1%	5.9%	15.1%	5.9%	4.3%	1.3%	2.1%
Traveler	2.7%	2.5%	1.9%	2.7%	3.2%	3.1%	6.0%	3.1%	2.8%	1.9%	1.3%	2.9%
Preferred Suites Selection	9.6%	5.7%	5.8%	3.5%	3.8%	11.9%	5.1%	10.5%	4.0%	9.9%	3.8%	2.0%
FAMILY STYLE SUITES	2.0%	1.4%	2.9%	1.3%	1.1%	2.8%	1.3%	2.3%	1.1%	3.1%	3.8%	0.7%
HISTORIC SUITES	2.3%	1.7%	0.0%	0.9%	1.8%	2.3%	1.1%	2.0%	1.7%	3.0%	0.0%	0.4%
SUITES WITH A VIEW	5.3%	2.6%	2.9%	1.3%	0.9%	6.8%	2.7%	6.2%	1.1%	3.7%	0.0%	0.8%
Footer	20.3%	19.7%	7.8%	18.9%	22.9%	13.4%	28.5%	9.8%	19.8%	13.4%	6.3%	26.7%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

- Hero was #1 most clicked module in all markets outside of header and footer (CTA captured majority of clicks), followed Destinations the module
- Offers content was a strong click-catcher for most markets; the Preferred Suites Selection module engaged Spain SPA and Switzerland



Modules / % of Clicks	SAUDI_A RABIA _ARB	SAUDI_A RABIA _ENG	SCAND+ _ENG	S. AFRICA _ENG	SPAIN _ENG	SPAIN _SPA	SWITZER _GER	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	11.1%	19.2%	15.8%	14.5%	19.7%	14.7%	12.7%	37.3%	18.8%	23.2%	16.6%
Get Ready for Your Trip	0.9%	0.2%	1.1%	0.3%	0.3%	1.3%	1.3%	0.0%	0.0%	0.2%	1.6%
Hero - Suites Focus	40.0%	30.3%	30.4%	27.4%	32.7%	42.0%	28.3%	24.0%	35.3%	22.7%	30.2%
Hero Image 1	6.0%	5.8%	5.7%	3.4%	6.8%	3.8%	3.2%	7.6%	2.4%	3.7%	3.1%
Hero Image 2	1.7%	4.4%	3.3%	5.0%	5.4%	5.1%	2.5%	1.3%	3.5%	3.4%	3.8%
Hero Image 3	1.3%	5.6%	5.1%	6.2%	5.1%	3.5%	3.5%	4.0%	8.2%	5.4%	3.1%
Hero CTA	31.1%	14.5%	16.3%	12.7%	15.3%	29.7%	19.1%	11.1%	21.2%	10.2%	20.3%
Join Marriott Bonvoy	0.0%	0.2%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%
Offers	9.4%	9.6%	10.3%	11.4%	10.2%	8.6%	9.2%	2.7%	15.3%	11.6%	10.9%
Stay Longer for Less	---	---	10.3%	---	10.2%	8.6%	---	---	---	---	10.9%
15% Image and CTA	---	---	3.9%	---	5.8%	3.0%	---	---	---	---	4.3%
20% Image and CTA	---	---	2.8%	---	2.4%	2.9%	---	---	---	---	2.7%
25% Image and CTA	---	---	3.7%	---	2.0%	2.7%	---	---	---	---	3.9%
MEA MEO (Travel Further)	9.4%	9.6%	---	11.4%	---	---	9.2%	2.7%	15.3%	11.6%	---
Redemption	0.0%	0.1%	0.7%	0.1%	0.3%	0.3%	1.3%	1.3%	0.0%	0.5%	0.8%
Domestic Lux Suites	21.3%	10.7%	8.9%	23.6%	15.0%	10.8%	12.7%	9.8%	18.8%	8.1%	10.2%
Non Luxury Suit 1	6.8%	4.3%	2.9%	10.8%	6.5%	4.4%	2.5%	3.1%	7.1%	4.0%	3.1%
Non Luxury Suit 2	4.7%	3.0%	1.9%	5.8%	2.0%	3.6%	2.2%	2.7%	4.7%	1.8%	2.7%
Non Luxury Suit 3	9.8%	3.3%	4.0%	7.0%	6.5%	2.8%	8.0%	4.0%	7.1%	2.3%	4.3%
Traveler	1.7%	1.9%	1.8%	3.0%	2.4%	2.1%	3.8%	4.4%	2.4%	2.9%	2.5%
Preferred Suites Selection	7.7%	2.5%	4.4%	7.7%	2.7%	9.8%	10.5%	3.1%	1.2%	2.6%	6.8%
FAMILY STYLE SUITES	3.4%	1.1%	1.7%	3.9%	0.7%	2.1%	1.0%	0.4%	0.0%	0.6%	1.7%
HISTORIC SUITES	3.0%	0.5%	0.9%	1.1%	1.0%	3.2%	3.2%	0.9%	0.0%	0.9%	1.5%
SUITES WITH A VIEW	1.3%	1.0%	1.8%	2.7%	1.0%	4.5%	6.4%	1.8%	1.2%	1.1%	3.6%
Footer	8.1%	25.1%	26.0%	12.0%	16.7%	10.3%	20.1%	17.3%	8.2%	28.1%	20.2%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Top Performing August '22 Content: Hero, Offers, Destinations

Hero Module

#1 Most Clicked

Majority of click activity and revenue from hero module was from the Discover CTA

Elevate Your Stay
With a Suite Experience.



Step into one of our extraordinary suites — equally sophisticated as they are spacious — and discover destinations from an entirely different perspective.

DISCOVER SUITES

Suite Module

#2 Most Clicked

Top Revenue driver, 96% of revenue from non lux suite options

Home Suite Home

Discover dreamy suites right here in the United Arab Emirates.

OCEAN SUITE

ROYAL SUITE

SUPERIOR SUITE

*The St. Regis® Saadiyat
Island Resort, Abu Dhabi*

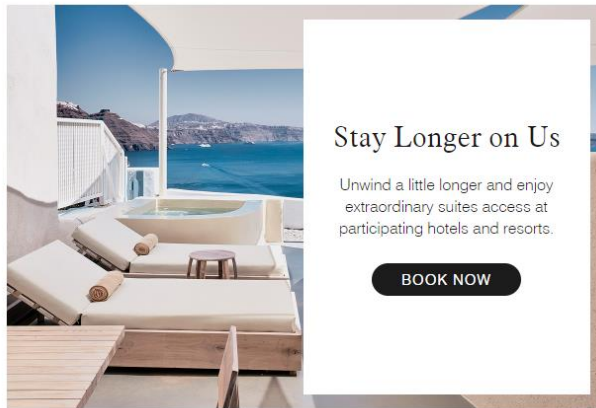
*The Ritz-Carlton®, Dubai
International Financial
Centre*

*The St. Regis®
Downtown Dubai*

SLOU/MEO Offer

#3 Most Clicked

Second highest revenue driver;
15% off drove 62% of SLOU
revenue from 15% off CTA



Monthly Account Update (Core MAU)

Core MAU Creative: August 2022

Example FRE Version (Translated)

Subject Line:

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

Pre-Header:

See What's New in August


MY ACCOUNT
FIND A HOTEL

2,500 points
Platinum Elite
XXXXXX6789

Tom Brady

MY BENEFITS

50 nights this year
SHOW ACTIVITY
Activity from 6/10/2022




Get 25% More Points.
Enjoy More Quality Time.

Make the most of your getaways with your favorite people. Now through September 15, get your **25% bonus** when you buy or gift at least 2,000 points.*

BUY POINTS

August offer for Tom




Enjoy the joys of summer

Earn up to 5,000 bonus points on a Premium room at select hotels in the Middle East and Africa.

BOOK NOW


Get more out of your trip



Make the most of your points

From the best fitness equipment to your favorite sports brands, redeem points for whatever ticks your fancy.

REDEEM YOUR POINTS




Relax like never before

Live unique experiences by staying in our exceptional resorts in the most popular destinations in Europe.

DISCOVER THE RESORTS

Targeted EMEA Content

Offer 1 — MEA MEO Bonus Points — EN, DE, FR




Indulge in Summer Fun

Earn up to 5,000 bonus points on a premium room at select hotels across the Middle East and Africa.

RESERVE NOW

Offer 1 — W Rome — BE, IT




W Hotels x Cercle: Rome

Enjoy a two-night stay and VIP tickets to an epic show produced by Cercle at Cinecittà.

LEARN MORE

Offer 2 — Madrid MEO — BE




Now Open: Madrid's Urban Resort

Relax in the heart of Spain's capital with 10% off and 3,000 bonus points on each stay.

VISIT MADRID

News 2 — EMEA Resorts — BE, ES, FR, DE, IT



Unwind Like Never Before

Enjoy unparalleled access to a world of unique experiences and inspiring resort destinations throughout Europe.

EXPLORE RESORTS

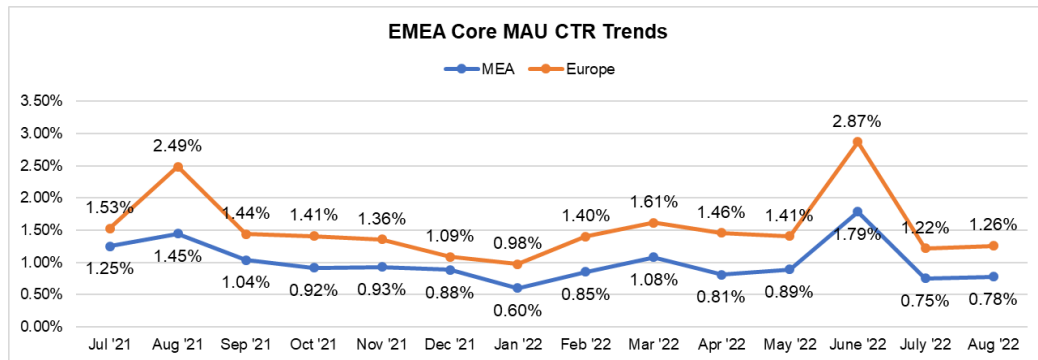
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Core MAU Performance Summary

- Stronger performance MoM for both regions
- New Bonvoy email template launched in August 2021 which is impacting YoY CTR comparisons
- MEA region revenue decline may be impacted by lower room rates because bookings and room nights were up MoM by 48% and 51% respectively
 - Europe saw MoM increases across all financial metrics
- Offer content helped lift click activity and generated more clicks than the hero in some versions

Europe	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	649,692	8,359	1.29%	0.28%	\$ 44,795
English	596,892	5,596	0.94%	0.20%	\$ 36,722
French	67,640	1,079	1.60%	0.30%	\$ 2,832
German	116,521	2,433	2.09%	0.21%	\$ 12,997
Italian	58,502	986	1.69%	0.32%	\$ 2,342
Spanish	76,787	1,301	1.69%	0.23%	\$ 3,941
Total	1,566,034	19,754	1.26%	0.24%	\$ 103,630
MoM	0.4%	3.8%	+0.04 pts.	+0.00 pts.	38.0%

MEA	Delivered	Clicks	CTR	Unsub Rate	Revenue
British English	852,270	6,581	0.77%	0.22%	\$ 11,245
English	447,778	3,343	0.75%	0.16%	\$ 15,891
French	15,155	344	2.27%	0.16%	\$ 8,252
German	322	9	2.80%	0.00%	\$ 26
Italian	143	4	2.80%	0.00%	\$ -
Spanish	558	3	0.54%	0.36%	\$ -
Total	1,316,226	10,284	0.78%	0.20%	\$ 35,413
MoM	1.9%	5.8%	+0.03 pts.	-0.01 pts.	-19.3%



Core MAU Content Highlights: Europe Click Activity

- Offers module captured more clicks than the hero module for most languages, except for FRE and GER
- W Rome offer captured more clicks in BEN version compared to Madrid MEO offer
- Resorts content continues to resonate with openers and captured as many clicks as some of the offer content even in a lower module placement
- Offers generated 4 bookings in Europe; consider looking into landing page tracking to make sure attributions are being captured correctly – possible impact from Adobe regional opt outs

Click Activity	ENG	BEN	FRE	GER	ITA	SPA	Grand Total
Delivered Totals	597K	650K	68K	117K	59K	77K	1.6M
REGION - EUROPE							
HEADER	1,869	2,039	300	666	241	372	5,487
MEMBER MODULE	1,512	2,490	386	808	325	464	5,985
MAU_AccountBox_AmbassadorElite	27	41	6	37	4	2	117
Hero	936	973	180	396	119	187	2,791
Cobrand	58	217					275
Offers	999	1,849	109	224	224	334	3,739
MAU_AUG22_Offer_BonusPoint (MEA MEO)	264		109	224			597
MAU_AUG22_Offer_HomesVillas	259						259
MAU_AUG22_Offer_MadridMEO		621					621
MAU_AUG22_Offer_UrbanLeisure	476					334	810
MAU_AUG22_Offer_WRome		1,228			224		1,452
MAU_Leisure_USCA_Destinations	798						798
News	281	751	205	563	194	178	2,172
MAU_AUG22_News_LeMeridien	152						152
MAU_AUG22_News_NFL	129						129
MAU_AUG22_News_Resorts		527	121	364	153	132	1,297
MAU_AUG22_News_ShopWPoints		224	84	199	41	46	594
Multi-Factor Authentication	77						77
Traveler	92						92
Footer	1,262	1,619	237	334	229	195	3,876
TOTAL	7,911	9,979	1,423	3,028	1,336	1,732	25,409

Core MAU Content Highlights: Europe Bookings

Booking Activity	ENG	BEN	FRE	GER	ITA	SPA	Grand Total
REGION - EUROPE							
HEADER	37	27	4	18	7	8	101
MEMBER MODULE	16	15	4	9	1	2	47
MAU_AccountBox_AmbassadorElite	0	0	0	0	0	0	0
Hero	0	0	0	0	0	0	0
Cobrand	0	0					0
Offers	1	1	0	0	0	2	4
MAU_AUG22_Offer_BonusPoint (MEA MEO)	0		0	0			0
MAU_AUG22_Offer_HomesVillas	0						0
MAU_AUG22_Offer_MadridMEO		1					1
MAU_AUG22_Offer_UrbanLeisure	1					2	3
MAU_AUG22_Offer_WRome		0			0		0
MAU_Leisure_USCA_Destinations	1						1
News	0	0	0	0	0	0	0
MAU_AUG22_News_LeMeridien	0						0
MAU_AUG22_News_NFL	0						0
MAU_AUG22_News_Resorts		0	0	0	0	0	0
MAU_AUG22_News_ShopWPoints		0	0	0	0	0	0
Multi-Factor Authentication	0						0
Traveler	0						0
Footer	0	2	2	0	0	0	4
TOTAL	55	45	10	27	8	12	157



Core MAU Content Highlights: MEA Click Activity

- Engagement in offers content closely followed hero click activity, but it was #1 in GER and SPA versions
- W Rome offer was a strong click-catcher in the BEN version compared to other secondary content
- Offers module generated 3 bookings in MEA with Urban Leisure at 2 bookings and W Rome with 1 booking

Click Activity	ENG	BEN	FRE	GER	ITA	SPA	Grand Total
Delivered Totals	448K	852K	15K	0.3K	0.1K	0.6K	1.3M
REGION - MEA							
HEADER	1,485	2,445	88	2	2	1	4,023
MEMBER MODULE	1,473	3,120	137	2	2	2	4,736
MAU_AccountBox_AmbassadorElite	19	27	5				51
Hero	652	1,273	67	1	-	-	1,993
Cobrand	28	149					177
Offers	529	896	59	5	-	2	1,491
MAU_AUG22_Offer_BonusPoint (MEA MEO)	228		59	5			292
MAU_AUG22_Offer_HomesVillas	132						132
MAU_AUG22_Offer_UrbanLeisure	169					2	171
MAU_AUG22_Offer_WRome		896					896
MAU_Leisure_USCA_Destinations	363						363
News	136	558	49	2			745
MAU_AUG22_News_LeMeridien	87						87
MAU_AUG22_News_NFL	49						49
MAU_AUG22_News_Resorts		378	22	2			402
MAU_AUG22_News_ShopWPoints		180	27				207
Multi-Factor Authentication	43						43
Traveler	56						56
Footer	677	1,975	42			4	2,698
TOTAL	5,461	10,443	447	12	4	9	16,376

Core MAU Content Highlights: MEA Booking

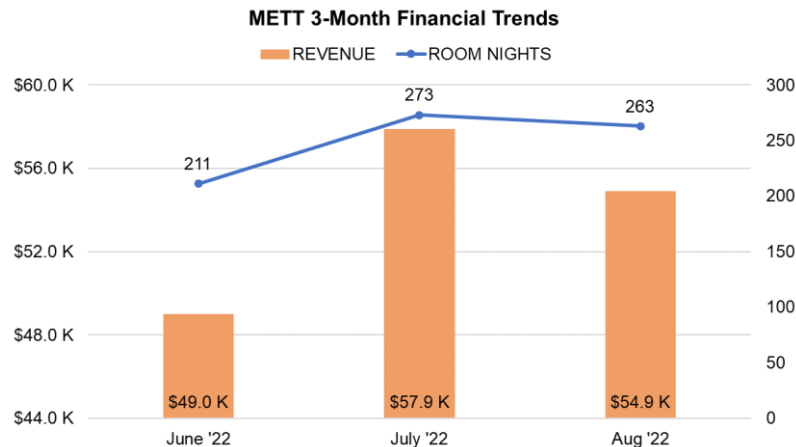
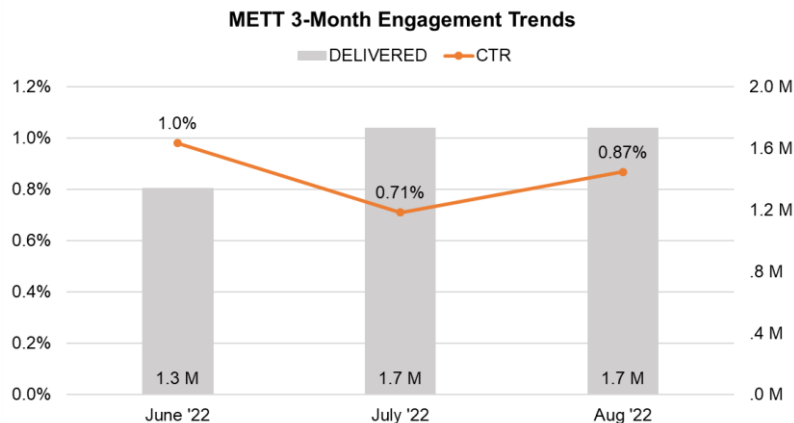
Booking Activity	ENG	BEN	FRE	GER	ITA	SPA	Grand Total
REGION - MEA							
HEADER	21	22	5	1	0	0	49
MEMBER MODULE	9	5	1	0	0	0	15
MAU_AccountBox_AmbassadorElite	0	0	0				0
Hero	0	0	0	0			0
Cobrand	0	0					0
Offers	2	1	0	0		0	3
MAU_AUG22_Offer_BonusPoint (MEA MEO)	0		0	0			0
MAU_AUG22_Offer_HomesVillas	0						0
MAU_AUG22_Offer_UrbanLeisure	2						0
MAU_AUG22_Offer_WRome		1					1
MAU_Leisure_USCA_Destinations	0						0
News	0	0	0	0			0
MAU_AUG22_News_LeMeridien	0						0
MAU_AUG22_News_NFL	0						0
MAU_AUG22_News_Resorts		0	0	0			0
MAU_AUG22_News_ShopWPoints		0	0				0
Multi-Factor Authentication	0						0
Traveler	0						0
Footer	0	0	0			0	0
TOTAL	32	28	6	1	0	0	67

METT Emails

Strong Lift in Click Activity MoM

- METT email engagement saw positive lifts in August with click activity +27% and CTR +0.18 pts. – deliveries were near flat
- Financials were slightly below July levels with 3% fewer bookings and 5% less revenue

	August '22	MoM
Delivered	1,729,486	-0.04%
Clicks	14,996	+26.7%
CTR	0.87%	+0.18 pts.
Unsub. Rate	0.14%	+0.03 pts.
Bookings	85	-3.4%
Revenue	\$54,856	-4.5%

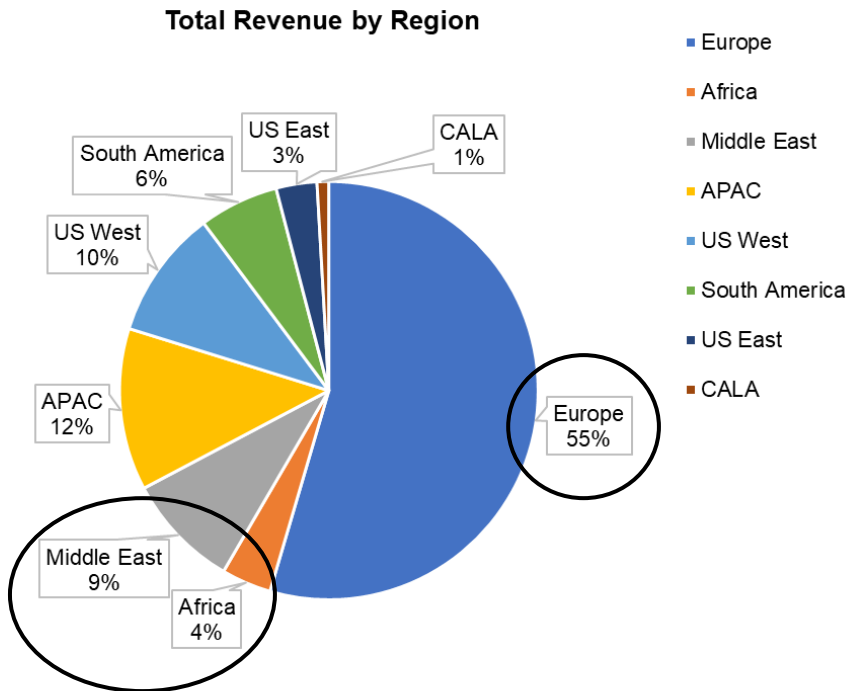


August '22 Engagement Driven by 5 Emails

- The following 5 emails drove 32% of clicks, 61% of bookings, and 69% of revenue

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue	% of Revenue to EMEA Props.
EMEA_W Costa Navarino_26Aug_EEO_EN	49,255	1,121	2.28%	15	\$14,137	90%
EMEA_SSA_BonusPoints_Aug26_EN_EMEA	78,639	1,282	1.63%	19	\$13,027	37%
EMEA_MH_Openings_AUG 2022_EN	98,376	614	0.62%	4	\$3,849	100%
EMEA_UK_SummerHoliday_Aug5_EN	98,192	1,197	1.22%	9	\$3,604	100%
EMEA_EE_Poland_Aug5_EN	87,989	628	0.71%	5	\$3,204	7%
Top 5 Emails Total	412,451	4,842	1.2%	52	\$37,821	67%
% of August '22 METT Grand Total	24%	32%	--	61%	69%	--

67% of Revenue to EMEA in August '22; +12pts. MoM



Top 5 Hotels booked in EMEA	Revenue
W COSTA NAVARINO	\$7,510
SI MALLORCA ARABELLA GOLF HOTEL	\$2,169
PARIS MARRIOTT OPERA AMBASSADOR	\$1,839
WH IBIZA	\$1,680
COPENHAGEN MARRIOTT HOTEL	\$1,655
Total	\$14,853

Bonus Points and New Openings Engaged US Audiences

- SSA Bonus Points message had nearly 2% CTR; highest of all US awareness messages
- Second highest engaging campaign generated a 1.2% CTR from TLC New Openings message; 100% of booking revenue went to EMEA region
- Continue focusing on bonus points and new openings messages to US audiences
- Consider testing stronger subject lines for future KSA Saudi emails that provides more insight into email message and regional experiences – “Create Captivating Memories Together in Saudi Arabia”
- Culinary WEM message “A Taste of Good Travel Across Switzerland” may only resonate with some US audiences; consider as secondary content in relevant new openings messages to lift that campaigns overall performance

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue	% of Rev. to EMEA
EMEA_SSA_BonusPoints_Aug26_EN_USA	19,669	381	1.94%	2	\$1,866	0%
EMEA_TLCOpenings_Cosme_19August_US_EN	48,788	578	1.18%	1	\$955	100%
EMEA_SE_MadridDestination_Aug19_EN_US	49,029	229	0.47%	6	\$2,795	72%
EMEA_KSA_Saudi_Aug19_EN_USA	49,191	183	0.37%	---	---	---
EMEA_WEM_SwissFlavors_Aug5_EN_USA	37,521	90	0.24%	---	---	---
U.S. METTs Total	204,198	1,461	0.7%	9	\$5,616	53%
% of August '22 METT Grand Total	12%	10%	--	11%	10%	--

August '22 METT Email Campaigns

- Several emails with high CTRs ~2% and above
- Property specific Costa Navarino email was the highest performer in August; Property highlight campaigns continue to be amongst the top performers, look for opportunities to incorporate property highlights in other campaigns

Campaign Name	Delivered	Clicks	CTR	Bookings	Revenue
EMEA_W_Costa Navarino_26Aug_EEO_EN	49,255	1121	2.28%	15	\$14,137
EMEA_SSA_BonusPoints_Aug26_EN_EMEA	78,639	1282	1.63%	19	\$13,027
EMEA_MH_Openings_AUG2022_EN	98,376	614	0.62%	4	\$3,849
EMEA_UK_SummerHoliday_Aug5_EN	98,192	1197	1.22%	9	\$3,604
EMEA_EE_Poland_Aug5_EN	87,989	628	0.71%	5	\$3,204
EMEA_SE_MadridDestination_Aug19_EN_US	49,029	229	0.47%	6	\$2,795
EMEA_WEM_SIXT_Aug19_EN	48,950	364	0.74%	3	\$2,337
EMEA_TLCOpenings_Cosme_19August_UK_EN	47,502	816	1.72%	2	\$2,015
EMEA_GLT_Jordan_Aug5_EN	41,404	307	0.74%	3	\$1,922
EMEA_SSA_BonusPoints_Aug26_EN_USA	19,669	381	1.94%	2	\$1,866
EMEA_UAE_Local_Aug5_EN	97,651	333	0.34%	2	\$1,743
EMEA_TLCOpenings_Cosme_19August_US_EN	48,788	578	1.18%	1	\$955
EMEA_UAE_Intl_Aug19_EN	98,058	706	0.72%	1	\$643
EMEA_KSA_Saudi_Aug19_EN_GCC	48,795	214	0.44%	2	\$566
EMEA_GLT_Qatar_Destination_Aug19_DE	17,829	255	1.43%	1	\$556
EMEA_SH_Openings_AUG2022_EN	97,927	716	0.73%	2	\$502
EMEA_UK_UKCityDestinations_Aug19_EN	98,155	591	0.60%	2	\$283
EMEA_KSA_EGYPT_Aug26_EN	92,337	445	0.48%	1	\$256
EMEA_MILUX_EDITION_MiddleEast_Aug5_EN_GCC	35,626	247	0.69%	2	\$238
EMEA_SE_MadridDestination_Aug19_EN_EU	48,947	222	0.45%	1	\$201
EMEA_GLT_Qatar_Destination_Aug19_EN	26,653	148	0.56%	2	\$157
EMEA_GLT_Qatar_Destination_Aug19_AR	1,041	20	1.92%		
EMEA_GLT_Qatar_Destination_Aug19_FR	4,247	48	1.13%		
EMEA_KSA_Saudi_Aug19_EN_USA	49,191	183	0.37%		
EMEA_MILUX_EDITION_MiddleEast_Aug5_EN_UAE	35,882	226	0.63%		
EMEA_SE_Italy_LateSummer_Aug26_IT	49,735	456	0.92%		
EMEA_SE_Portugal_Aug26_DE	46,652	869	1.86%		
EMEA_SE_Spain_Ibiza Campaign_August26_DE	32,751	562	1.72%		
EMEA_TravelMoments_HeritageDay_Aug19_EN	56,283	540	0.96%		
EMEA_W_Costa Navarino_26Aug_MEO_EN	49,087	487	0.99%		
EMEA_WEM_SwissFlavors_Aug5_EN_UK	37,325	121	0.32%		
EMEA_WEM_SwissFlavors_Aug5_EN_USA	37,521	90	0.24%		
Grand Total	1,729,486	14996	0.87%	85	\$54,856

Top Performing METTs: August 2022

August: Highest Revenue + CTR

EMEA_W_Costa Navarino_26Aug_EEO_EN

Subject Line: Introducing W Costa Navarino and Enjoy 10,000 Bonus Points On Us.



W COSTA NAVARINO: DESIGNED TO BE SOCIAL

Where the life of the Mediterranean meets the modern sea, **W Costa Navarino** is where modern luxury, with centuries of history and culture, is mixed with energy generated from nature to bring the best of it closer. Designed to be social, outdoor dining, after-dinner entertainment, and the most exclusive, with private exclusive terraces and pools. Please book this unforgettable location and see rights to the reservation.

Stay this season and enjoy daily breakfast and 24K credits, plus an extra 10,000 bonus points on us.

ENERGY LIBERATED



W IZABA: WHITE HEAT, BONHO BEAT

Anything and everything about this place is designed to be social. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

POSITIVE VIBES

W VERBIE: ENDLESS ADVENTURES

Designed as a 5-star resort, this property is designed to be social. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

ADVENTURE BEGIN



W BARCELONA: A COASTAL ICON

This iconic, four-star property is designed to be social. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

DIVE IN

W ALGARVE: MODERN PORTUGUESE CHARM

A modern, four-star property is designed to be social. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

WAVE WAVES



August: Highest Bookings and Rmnts

EMEA_SSA_BonusPoints_Aug26_EN_EMEA

Subject Line: Treat Yourself to a Rewarding Stay



MAKE YOUR STAY EVEN MORE REWARDING

Discovering your next getaway? Make unforgettable hotel memories and stay with 10,000 Bonus Points bonus points and stay when you need a moment of light and a little something new. Book now before it's too late.

Your journey will mean more when you stay at the **W Costa Navarino** and **W Ibiza**.

EXPLORE NOW



TAKE A ROAD TRIP

Start planning the ultimate road trip with a scenic view of the **W Costa Navarino**. Discover our selection of unforgettable destinations in **W Costa Navarino**, **W Ibiza**, and **W Algarve**, all offering the perfect scene for exploration.

DISCOVER MORE



EXPLORE THE CITY OF GOLD

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

BOOK NOW



GET TOGETHER

Join us for the ultimate road trip with a scenic view of the **W Costa Navarino**. Discover our selection of unforgettable destinations in **W Costa Navarino**, **W Ibiza**, and **W Algarve**, all offering the perfect scene for exploration.

LET'S MEET

CULINARY DELIGHT OFFERS

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

DINE NOW



August: Low Unsub + High Engagement

EMEA_SE_MadridDestination_Aug19_EN_US

Subject Line: Get Ready to Experience One of the Coolest Cities



MAKE MADRID YOUR NEXT DESTINATION

Discover Madrid and enjoy a unique experience. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

PLAN YOUR STAY



EXTRAORDINARY STYLE

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

RESERVE NOW



LANDSCAPE OF LIGHT

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

DISCOVER MORE



DAMNED IN THE PAST

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

JOIN US NOW



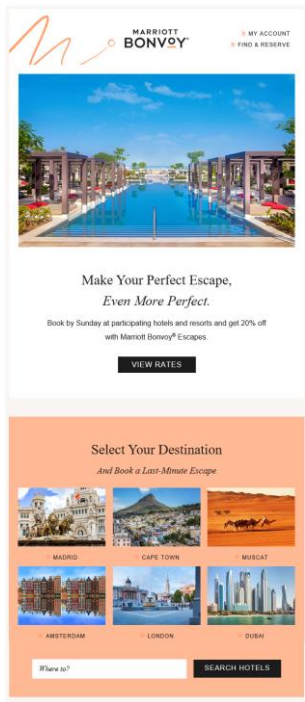
OTHER HOTELS IN MADRID

Discover the city of **W Costa Navarino**. From the moment you arrive, you'll be greeted with a warm and friendly atmosphere. The property is designed to be social, with a focus on outdoor dining and entertainment. The property is designed to be social, with a focus on outdoor dining and entertainment.

EXPLORE MORE

Regional Campaigns

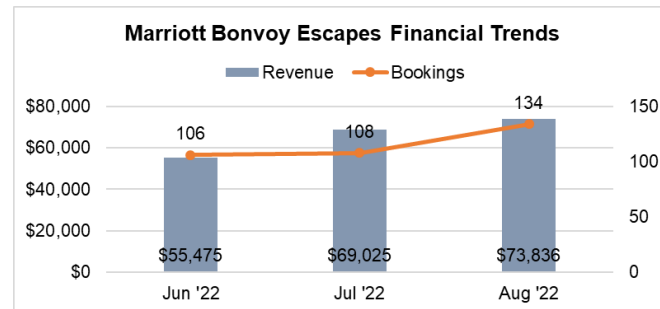
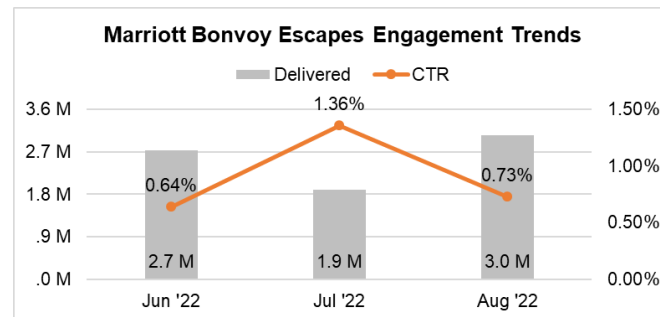
Marriott Bonvoy Escapes Solo



SL: Your Next Escape Awaits

- Increased deliveries influenced engagement by driving more total bookings and revenue
- New audiences may be impacting click activity; typical to see some engagement declines after adding new readers
 - Added in-language and removed unengaged audiences
 - Will continue to monitor for engagement patterns and if targeting criteria and/or content changes are needed
- Consider using PCIQ to optimize subject lines to lift engagement and attract bookers; tag ideas include:
 - Offer + Intrigue**, for ex. "Save 20% on Your Weekends"
 - Urgency**, for ex. "Your Latest Weekend Travel Deal"
- Hero was #1 most clicked module for most of the targeted markets; Qatar had over 58% of clicks on header module; test CTA copy to lift module engagement
 - For ex, Book Now, View Rates, Save 20%, See Offer

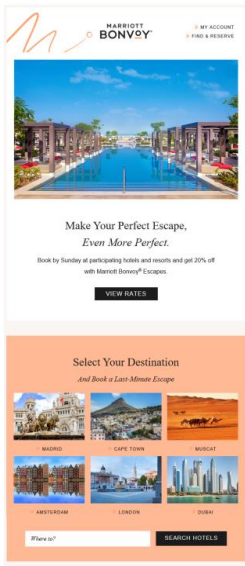
Metrics	Aug '22	MoM
Delivered	3.0 M	+60.9%
Clicks	22.2 K	-13.8%
CTR	0.73%	-0.63 pts.
Unsub Rate	0.12%	-0.14 pts.
Bookings	134	+24.1%
Revenue	\$73,836	+7.0%



MBV Escapes: Heat Map

Key = Top 3 destinations in **Green** font

- Destinations module competed with hero and was #1 most clicked in 9 out of 21 targeted markets and tied with hero in France and Scandinavian ENG versions; this module generated 28 bookings while hero drove 23; consider using PCIQ to optimize content
- The additional search bar module was a good click-catcher for several markets and captured a total of 11 bookings; “Where To” link received the majority of clicks for that module – continue to include content

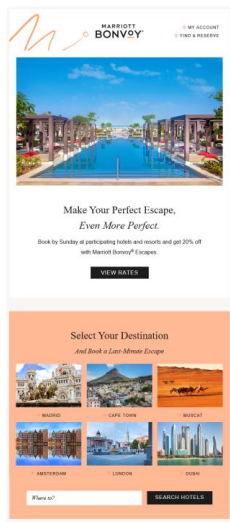


Modules / % of Clicks	BENELUX_ ENG	EGYPTPLUS_ ENG	EUROPE_ FRE	EUROPE_ GER	EUROPE_ ITA	EUROPE_ SPA	FRANCE_ ENG	GERMANY_ ENG	ITALY_ ENG	TURKEY_ ENG
Header	19.1%	25.1%	12.0%	6.5%	7.6%	7.7%	30.2%	14.3%	9.0%	49.3%
Hero	28.4%	28.0%	39.0%	41.7%	47.7%	42.2%	26.7%	29.2%	26.6%	26.7%
Destinations	33.4%	25.7%	23.5%	30.9%	25.0%	29.4%	26.1%	35.0%	36.9%	13.8%
Amsterdam	22.8%	11.5%	20.0%	22.4%	20.4%	14.9%	7.7%	12.3%	12.2%	25.8%
CapeTown	10.8%	13.8%	16.2%	11.3%	6.8%	7.1%	15.4%	12.2%	11.0%	6.5%
Dubai	15.3%	26.0%	20.9%	25.2%	24.3%	12.5%	8.8%	19.5%	26.8%	12.9%
London	28.8%	23.5%	13.2%	12.6%	15.0%	19.0%	19.8%	27.2%	12.2%	19.4%
Madrid	12.2%	13.3%	14.5%	12.7%	19.4%	34.8%	28.6%	10.9%	14.6%	22.6%
Muscat	10.2%	11.9%	15.3%	15.7%	14.1%	11.7%	19.8%	17.8%	23.2%	12.9%
Search Bar	10.6%	8.9%	15.2%	13.1%	11.4%	13.8%	7.8%	8.0%	14.9%	5.8%
Footer	8.5%	12.3%	10.2%	7.8%	8.3%	7.0%	9.2%	13.5%	12.6%	4.4%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

MBV Escapes: Heat Map

August 2022

Key = Top 3 destinations in **Green** font



Modules / % of Clicks	MEA_FRE	MEA_GER	MEA_ITA	MEA_SPA	QATAR_ENG	SAUDI ARABIA_ENG	SCAND+_ENG	S. AFRICA_ENG	SPAIN_ENG	UAE_ENG	UK_ENG
Header	12.3%	0.0%	0.0%	9.1%	58.2%	11.8%	12.5%	10.8%	17.3%	12.2%	10.7%
Hero	40.5%	44.4%	33.3%	36.4%	25.2%	34.9%	31.4%	28.2%	29.2%	31.2%	34.4%
Destinations	26.9%	22.2%	66.7%	54.5%	7.6%	26.4%	32.9%	44.5%	35.4%	34.1%	31.6%
Amsterdam	22.9%	0.0%	0.0%	16.7%	15.4%	15.9%	14.3%	8.8%	11.5%	9.1%	13.7%
CapeTown	2.4%	50.0%	0.0%	0.0%	10.3%	9.9%	8.9%	50.1%	7.3%	11.0%	10.4%
Dubai	31.3%	0.0%	0.0%	16.7%	14.7%	26.9%	23.7%	15.9%	14.6%	39.5%	19.1%
London	8.4%	0.0%	0.0%	33.3%	33.8%	30.0%	24.2%	10.2%	25.0%	16.3%	29.0%
Madrid	20.5%	0.0%	50.0%	16.7%	14.0%	11.0%	20.9%	9.2%	29.2%	11.0%	16.9%
Muscat	14.5%	50.0%	50.0%	16.7%	11.8%	6.4%	7.9%	5.8%	12.5%	13.1%	10.9%
Search Bar	12.3%	11.1%	0.0%	0.0%	2.1%	9.6%	11.2%	10.3%	12.5%	8.3%	12.6%
Footer	8.1%	22.2%	0.0%	0.0%	7.0%	17.3%	11.9%	6.3%	5.5%	14.2%	10.7%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

MEA Project Silk Email Examples: August 2022



Discover Our Michelin-Starred Restaurants

Dubai's first Michelin Guide for 2022 has been revealed! Explore our acclaimed venues plus earn and redeem points on dining at eligible restaurants, such as Totto Subito or Indya by Vinesd awarded with a Bib Gourmand

DISCOVER MORE

Get 20% Off With Your Emirates Boarding Pass



Enjoy a 20% off at over 100 venues in Dubai this summer by simply showing your Emirates boarding pass. Participating venues include Momo Bites, Upside Terrace, Observatory Bar & Grill and many more.

EXPLORE NOW

Dubai Version (Cardholder)

Member Exclusive Updates



Savour MORE and Earn MORE

You can now earn 10 points for every eligible 1 USD (AED 3.7) spent on dining, even without staying at one of our hotels.

LEARN MORE

Weekend's Favourite Pastime

Gather friends and family and indulge in culinary delights at Friday Feast Evening Brunch, Branch 2.0 at Brasserie 2.0 or at Weekend Kitchin at Michelin.

BOOK YOUR TABLE



Ends Soon! Earn up to 5,000 Bonus Points

Book a premium room across the Middle East & Africa and get up to 5,000 bonus points per stay by 11 September 2022.

UNLOCK OFFER

Double Your Earnings

Earn up to 12 points per US\$1 spent on stays, restaurants and spas at hotels participating in Marriott Bonvoy.

REGISTER NOW



At Your Fingertips

Earn and redeem points on dining in the UAE, book a stay, check in, and unlock doors — everything from the Marriott Bonvoy App.

ACCESS THE APP

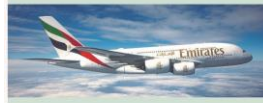


Discover Our Michelin-Starred Restaurants

Dubai's first Michelin Guide for 2022 has been revealed! Explore our acclaimed venues plus earn and redeem points on dining at eligible restaurants, such as Totto Subito or Indya by Vinesd awarded with a Bib Gourmand

DISCOVER MORE

Get 20% Off With Your Emirates Boarding Pass



Enjoy a 20% off at over 100 venues in Dubai this summer by simply showing your Emirates boarding pass. Participating venues include Momo Bites, Upside Terrace, Observatory Bar & Grill and many more.

EXPLORE NOW

Dubai Version (Non-Cardholder)

Member Exclusive Updates



Savour MORE and Earn MORE

You can now earn 10 points for every eligible 1 USD (AED 3.7) spent on dining, even without staying at one of our hotels.

LEARN MORE

Weekend's Favourite Pastime

Gather friends and family and indulge in culinary delights at Friday Feast Evening Brunch, Branch 2.0 at Brasserie 2.0 or at Weekend Kitchin at Michelin.

BOOK YOUR TABLE



Ends Soon! Earn up to 5,000 Bonus Points

Book a premium room across the Middle East & Africa and get up to 5,000 bonus points per stay by 11 September 2022.

UNLOCK OFFER

Earn up to 150,000 Bonus Points

Redeem for free nights at over 1,000 hotels and enjoy elevated travel benefits. Terms apply.

APPLY NOW



At Your Fingertips

Earn and redeem points on dining in the UAE, book a stay, check in, and unlock doors — everything from the Marriott Bonvoy App.

ACCESS THE APP



End Summer With a Splash Earn and Redeem at Doha's Best Venues

Discover Doha's best pool lounges and earn or redeem on food and beverages even when not staying at our hotels. Make a splash at Waves Pool Cafe, Aqua Lounge and Al Saffi Snack Bar.

LEARN MORE

Elevated Dining Experiences in Dubai Earn and Redeem at Michelin-Starred Restaurants



The region's first Michelin Guide for 2022 has been revealed! Explore our acclaimed venues in Dubai plus earn and redeem points on dining at eligible restaurants, such as Totto Subito or Indya by Vinesd awarded with a Bib Gourmand on your next visit.

EXPLORE NOW

Doha Version

Member Exclusive Updates



Savour MORE and Earn MORE

You can now earn 10 points for every eligible 1 USD (QAR 3.7) spent on dining, even without staying at one of our hotels.

LEARN MORE

Weekend's Favourite Pastime

Gather friends and family and indulge in culinary delights at Papagayo Brunch at Fuego, Tuk Tuk Brunch at Spice Market or Dava to Brunch at STK Doha.

BOOK YOUR TABLE



Ends Soon! Earn up to 5,000 Bonus Points

Book a premium room across the Middle East & Africa and get up to 5,000 bonus points per stay by 11 September 2022.

UNLOCK OFFER

At Your Fingertips

Earn and redeem points on dining in Qatar, book a stay, check in, and unlock doors — everything from the Marriott Bonvoy App.

ACCESS THE APP

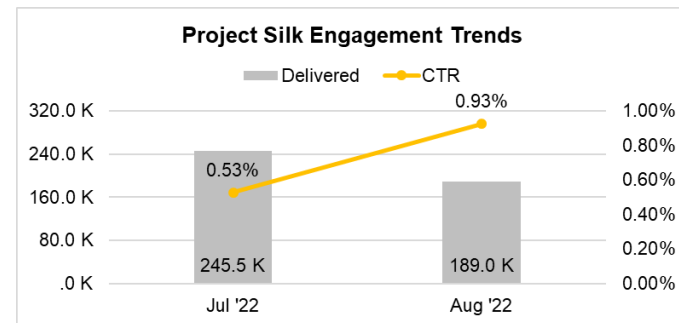


MEA Project Silk Solo



- Email targeted to Dubai and Doha markets only which impacted delivery counts MoM (Abu Dhabi excluded due to poor engagement in previous months)
- Increases in click activity and CTR, and lower unsub rate MoM indicates that openers responded favorably to the content
- Consider using high-performing words like “Introducing, New” to standout in the inbox and engage audiences in first-time content
- 40% of email clicks went to the Hero making it the most clicked module in this campaign
- Lift hero engagement in future mailings by using image animation to showcase selection of restaurants to entice clicks

Metrics	Aug '22	MoM
Delivered	189.0 K	-23.0%
Clicks	1.8 K	+35.4%
CTR	0.93%	+0.40 pts.
Unsub Rate	0.12%	-0.04 pts.



SL: Ben, Discover Michelin Star Dining in Dubai

MEA Project Silk Solo: August 2022

Modules / % of Clicks	DUBAI_ENG	QATAR_ENG	Grand Total
Header	12.4%	51.7%	28.5%
Hero (Michelin-Starred / Local Pool Venues)	45.5%	38.6%	42.7%
Emirates / Michelin-Starred	16.4%	1.0%	10.1%
Member Exclusive Updates	18.0%	2.9%	11.8%
10 Points Dining Offer	11.2%	13.5%	2.7%
Brunch	7.0%	14.9%	1.9%
MEA 5,000 Point Offer	16.8%	21.6%	4.1%
Credit Card Cardholder	6.6%	---	1.4%
Credit Card Non-Cardholder	8.4%	---	1.8%
Mobile App	0.9%	0.8%	0.9%
Footer	6.8%	4.9%	6.1%
Grand Total	100.0%	100.0%	100.0%

- Hero generated an average of 43% of the email clicks
- Qatar readers continued to engage in the header module (52% of clicks), which is consistent with MBV Escapes solo engagement
- Continue to track engagement of ARB in-lang version when launched to see if module click activity increases
- Bonus point offers were the most engaging messages in the Member Exclusive Updates module

EU Resorts Solo



- Solo generated additional bookings and revenue in August; engagement was slightly lower than Aug Drive Market Solo
 - Unsub Rate and BPK metrics were all within range
 - Continue to monitor for engagement trends
 - Additional segment level data needed to understand country level engagement
- Recently opened content captured the most clicks; placement of this content was lower in the email but readers scrolled to find it

SL: Plan for Winter and Prolong Your Summer State of Mind

Metrics	EU Resorts Solo	Aug. Drive Solo (EU Only)
Delivered	1.5 M	1.7 M
Clicks	11.3 K	19.1 K
CTR	0.74%	1.14%
Unsub Rate	0.24%	0.31%
Bookings	29	106
Room Nights	102	205
Revenue	\$29,988	\$59,088
BPK*	0.02	0.04

*BPK = Bookings Per Thousand Deliveries

EU Resorts: August 2022

Modules	ENG	In. Lang
Header	18.5%	18.9%
Hero	19.1%	20.7%
Unlock Your Next Getaway	21.4%	16.6%
August Perfect Fit (ENG version only)	31.8%	---
September Recommendations	38.6%	57.6%
Year-Round Resorts	29.6%	42.4%
Recently Opened Resorts in Europe	21.6%	29.5%
W Algarve	36.2%	22.3%
Grotta Giusti Thermal Spa Resort Tuscany	14.6%	19.6%
Cosme Paros	13.6%	11.7%
Domes of Corfu	9.2%	10.7%
W Costa Navarino	12.0%	17.9%
Son Antem	14.4%	17.8%
Footer	19.3%	14.3%
Grand Total	100.0%	100.0%

- Hero and Unlock your Next Getaway were both 20% of clicks showing equal interest in the content
- Both English and In-language markets engaged mostly with September Recommendations and the W Algarve resort opening in the secondary modules
- Continue featuring new openings content and bring into subject line to entice opens

Testing & Optimization

PCIQ SL Testing

- SL1 (Direct):** Explore the Most Luxurious Suites Near and Far
- SL2 (Authority):** Your Guide to Suite Dreams
- SL3 (Intrigue)(How To):** Learn How to Live the Suite Life
- SL4 (Intrigue)(Personalization):** Discover Your Suite Style[, Fname]
- SL5 (Intrigue)(Personalization):** [Fname,]Your Suite Escape Awaits...

Deployment Date	Language	Authority	Direct	Intrigue, How To	Intrigue, Personalization
August	ARB	20.94%	20.93%	21.54%	22.55%
	ENG	19.16%	19.22%	18.76%	19.41%
	FRE	18.86%	17.23%	17.75%	19.65%
	GER	19.51%	19.17%	20.64%	21.61%
	ITA	18.77%	18.53%	18.39%	19.43%
	SPA	20.41%	19.55%	19.86%	20.98%

- Intrigue, Personalization was the top performer for all languages in August
 - Including a personalized intrigue option resulted in Intrigue, Personalization being the highest performer for all languages, continue to include Intrigue tags in additional combinations
- ML model resulted in a slight increase over random deployment, continue monitoring for optimization in upcoming campaigns
- Recommend to evaluate engagement patterns of tags and incorporate learnings into updated learning agenda to use on other EMEA regional solos

Property vs Lifestyle Image Optimization



Property Image



Lifestyle Image

Unique_Click_Rate : Click/Delivered		
Month	PROPERTY	LIFESTYLE
August	1.210%	1.207%

- Property image had a slightly better click rate than lifestyle imagery; consistent trend
- Recommend expanding image options to other property photos and/or property photos with people

Actionable Insights & Next Steps

Actionable Insights

- Continue to trend luxury performance in MILUX solos that are leveraging the new template with lux header/footer to measure pre/post impacts; also continue leveraging interactive content like Find your preferred suites to engage readers (#3 most clicked in the luxury version)
- For METT campaigns:
 - Highlighting specific properties continues to be amongst the top performers, look for opportunities to incorporate property highlights in other campaigns
 - Continue focusing on bonus points and new openings messages to US audiences; testing stronger subject lines for future KSA Saudi emails can help provide more insight into email message and regional experiences – “Create Captivating Memories Together in Saudi Arabia”
 - Also for US audiences, consider including messages like the Culinary WEM email as secondary content in relevant new openings messages to help lift campaign performance versus a stand alone message

Actionable Insights

- For Marriott Bonvoy Escapes:
 - Continue to monitor solo for engagement patterns and if targeting criteria and/or content changes are needed
 - Consider using PCIQ to optimize subject lines to lift engagement and attract bookers; tag ideas include:
 - **Offer + Intrigue**, for ex. “Save 20% on Your Weekends”
 - **Time-Sensitive or Urgency**, for ex. “Your Latest Weekend Travel Deal”
 - Test hero CTA copy to lift module engagement; for ex, Book Now, View Rates, Save 20%, See Offer
 - Plan to use PCIQ content optimization to improve Destinations module performance; imagery, # of destinations
 - Continue including Search Bar to capture clicks
- For Project Silk:
 - Consider using high-performing words like “Introducing, New” to standout in the inbox and engage audiences in first-time content
 - Lift hero engagement in future mailings by using image animation to showcase selection of restaurants to entice clicks
 - Continue to track engagement of ARB in-lang version when launched to see if module click activity increases

Actionable Insights

- For EU Resorts:
 - Continue to monitor for engagement trends
 - Additional segment level data needed to understand country level engagement
 - Continue featuring new openings content and bring into subject line to entice opens
- Evaluate engagement patterns of PCIQ subject line tags and incorporate learnings into updated learning agenda to use on other EMEA regional solos
- Recommend expanding PCIQ image options to other property photos and/or property photos with people

Next Steps

- Plan Dec Drive Market Solo
- Update Learning Agenda for Regional Support
- Launch October Regional Campaigns



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

Thank you!

MARRIOTT
BONVOY®

