

◦ EMEA Email Review: July 2020

2 September 2020

MARRIOTT
BONVOY™ | *yes*




HOMES & VILLAS
BY MARRIOTT INTERNATIONAL

PARIS, FRANCE

TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Actionable Insights
4. Next Steps

KEY STORYLINES

- July engagement was positive for all regions in EMEA compared to 12-month averages
 - Open rates were +3.7 pts, click rates had a slight increase, and unsub. rates -0.13 pts.
- Open and click rate engagement trends align with the hotel industry; an April peak and then above pre-pandemic rates May through July
- Bookings per thousand delivered emails (BPK) was up 10% and conversion was flat; positive signs of recovery and financial rebounds, especially in Europe
- 11 July solo open rates were +6 pts. MoM and drove more bookings; the resend provided additional exposure to the offers with above average open rates and successfully drove additional revenue



PERFORMANCE SUMMARY

Overall July 2020 Engagement is Positive for EMEA Region

- Delivering fewer emails typically leads to declines in open and click counts; July delivery was down 26% vs. average
- Open rates and click rates are up compared to the EMEA monthly average; unsubscribe rates have dropped
- Bookings per thousand delivered (BPK) emails was up 10% and conversion was flat; positive signs of recovery and financial rebounds
- Develop a test and learn plan to optimize engagement; target efforts to lift key metrics: open rates, CTOR, & BPK

EMEA July 2020 vs. EMEA Rolling 12-Month Average

Engagement

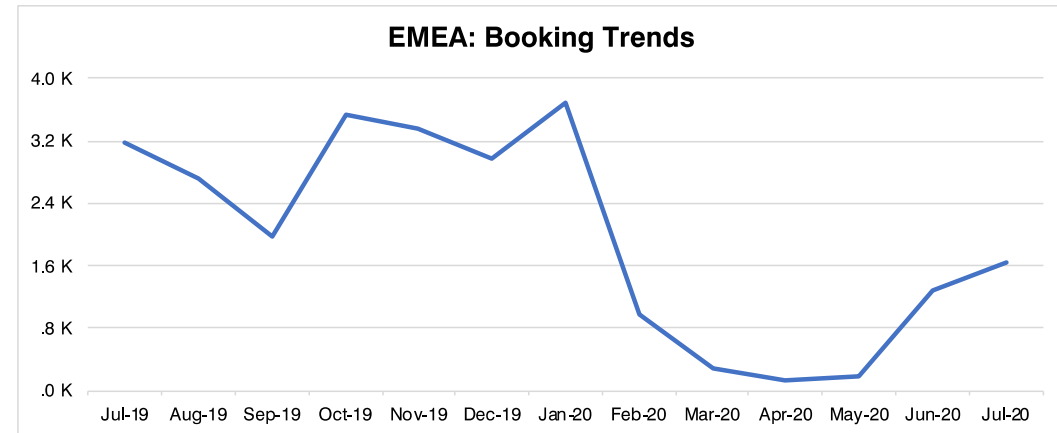
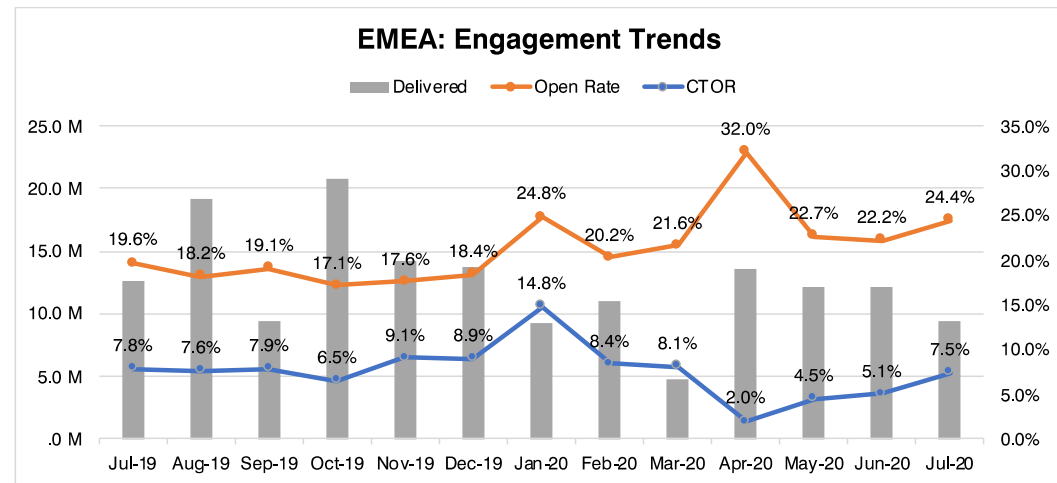
| | | | | | | |
|------------------|--------|-----------|---------|------------|-----------|-------------|
| 9.4 M | 2.3 M | 24.4% | 171.2 K | 1.8% | 7.5% | 0.19% |
| Delivered Emails | Opens | Open Rate | Clicks | CTR | CTOR | Unsub. Rate |
| -26.3% | -13.3% | +3.7 pts. | -8.3% | +0.36 pts. | +0.4 pts. | -0.13 pts. |

Financials

| | | | | |
|----------|-------------|-----------|----------------------------|------------|
| 1.6 K | 4.1 K | \$655.2 K | 0.18 | 0.96% |
| Bookings | Room Nights | Revenue | Bookings Per Delivered (K) | Conversion |
| -18.6% | -22.8% | -29.8% | +10.4% | -0.1 pts. |

Email Performance and Bookings Are On the Rebound

- Open rates are +2.2 pts. MoM and +4.7 pts. YoY
- CTORs are +2.4 pts. MoM and near flat YoY (-0.4 pts.)
- April – June open & click rates aligned with EMEA industry trends
- Bookings are trending upwards during phase 2 recovery; +28% MoM

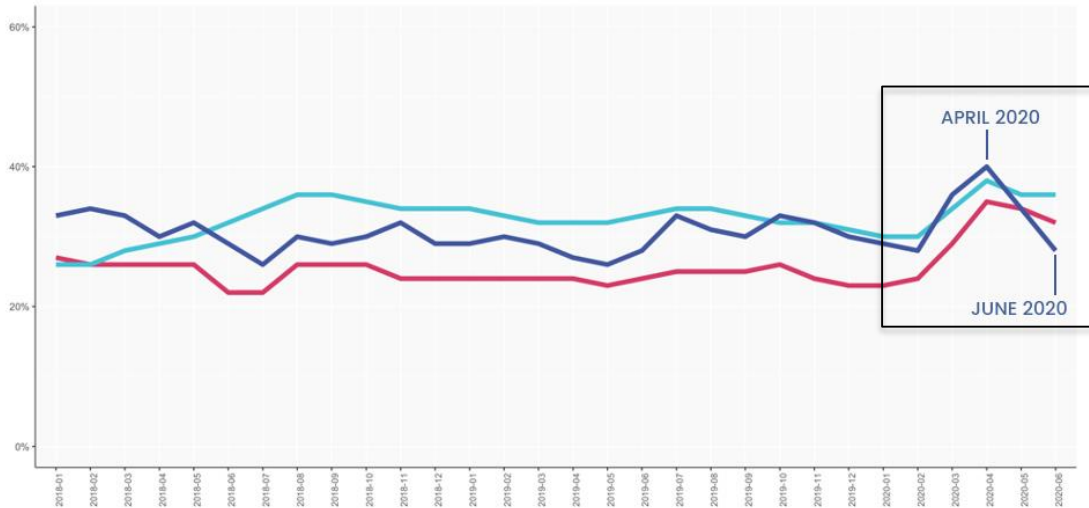


Industry Trends:

- EMEA Open Rate Trends Mirror The Hotel Industry With An April Peak & Above Pre-Pandemic Rates In July

Email open rates by region

AMERICAS EMEA APAC



Cendyn Findings:

- We can see that open rates are down from their April peak, but the Americas and EMEA regions are still above their '18-'19 run rates.
- This tells us engagement levels are still higher than previously seen since the pandemic began and should be leveraged by hotels with **highly relevant and personalized communications** to help drive conversions.
- With travel restrictions constantly changing, it's important to **keep an eye on who you are communicating to and what messaging you are sharing** with them.

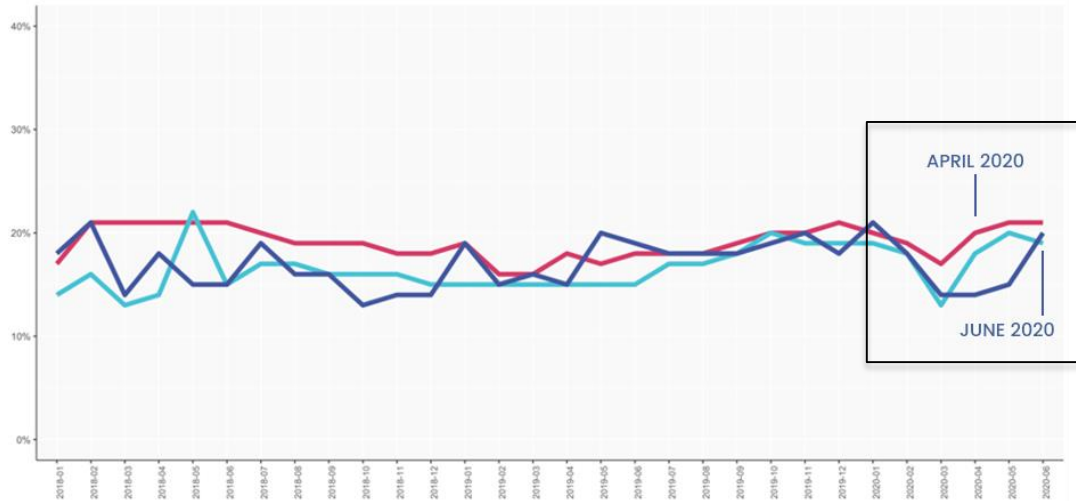
Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

Industry Trends:

EMEA CTOR Engagement Aligns With Hotel Industry Trends

Email CTOR by region



Cendyn Findings:

- While all regions saw a considerable dip in CTOR for March 2020, since April, we have seen continuous uptick in engagement reaching average 2018/2019 levels.
- We see the dip in March due to many emails being sent without call to actions (CTAs) and them simply including statements about the closure of properties.
- Americas' and EMEA's upward trends are encouraging in terms of hoteliers being more likely to achieve ROI on their campaigns.

Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

Positive Lift In July 2020 Metrics Compared to Previous Periods

July emails engaged customers and captured more opens & clicks than other time periods; visible lifts in open rate, CTR, and CTOR

| | Jan 2020 | Feb 2020 | MoM | Mar 2020 | MoM | Apr 2020 | MoM | May 2020 | MoM | Jun 2020 | MoM | Jul 2020 | MoM | vs. 12-Mo. Avg. | YoY |
|-----------|----------|-----------|------------|-----------|------------|----------|------------|-----------|------------|-----------|------------|-----------|------------|-----------------|------------|
| SENT | 9.6 M | 11.2 M | 16.8% | 5.0 M | -55.6% | 14.1 M | 184.9% | 12.3 M | -13.1% | 12.4 M | 0.8% | 9.5 M | -23.1% | -27.4% | -28.8% |
| DELIVERED | 9.3 M | 11.0 M | 18.6% | 4.8 M | -55.9% | 13.5 M | 179.6% | 12.1 M | -10.5% | 12.2 M | 0.7% | 9.4 M | -23.0% | -26.3% | -25.6% |
| DELIVERY% | 96.8% | 98.3% | +1.5 pts. | 97.7% | -0.6 pts. | 95.9% | -1.8 pts. | 98.8% | +2.9 pts. | 98.7% | -0.0 pts. | 98.9% | +0.1 pts. | +1.4 pts. | +4.3 pts. |
| OPEN | 2.3 M | 2.2 M | -3.2% | 1.0 M | -52.9% | 4.3 M | 314.2% | 2.7 M | -36.5% | 2.7 M | -1.3% | 2.3 M | -15.5% | -13.3% | -7.7% |
| OPEN% | 24.8% | 20.2% | -4.6 pts. | 21.6% | +1.3 pts. | 32.0% | +10.4 pts. | 22.7% | -9.3 pts. | 22.2% | -0.5 pts. | 24.4% | +2.2 pts. | +3.7 pts. | +4.7 pts. |
| CLICK | 339.8 K | 186.4 K | -45.1% | 84.5 K | -54.7% | 84.8 K | 0.4% | 122.5 K | 44.4% | 137.1 K | 11.9% | 171.2 K | 24.8% | -8.3% | -12.1% |
| CTR | 3.67% | 1.70% | -1.97 pts. | 1.75% | +0.05 pts. | 0.63% | -1.12 pts. | 1.01% | +0.38 pts. | 1.12% | +0.11 pts. | 1.82% | +0.70 pts. | +0.36 pts. | +0.28 pts. |
| CTOR | 14.8% | 8.4% | -6.4 pts. | 8.1% | -0.3 pts. | 2.0% | -6.1 pts. | 4.5% | +2.5 pts. | 5.1% | +0.6 pts. | 7.5% | +2.4 pts. | +0.4 pts. | -0.4 pts. |
| UNSUB | 33.3 K | 28.5 K | -14.6% | 11.1 K | -61.2% | 102.2 K | 824.2% | 30.5 K | -70.2% | 26.5 K | -13.2% | 17.7 K | -33.1% | -56.2% | -55.9% |
| UNSUB% | 0.36% | 0.26% | -0.10 pts. | 0.23% | -0.03 pts. | 0.76% | +0.53 pts. | 0.25% | -0.50 pts. | 0.22% | -0.03 pts. | 0.19% | -0.03 pts. | -0.13 pts. | -0.13 pts. |
| BOOKINGS | 3.7 K | 966 | -73.8% | 282 | -70.8% | 134 | -52.5% | 182 | 35.8% | 1.3 K | 606.6% | 1.6 K | 28.0% | -18.6% | -48.4% |
| RMNTS | 8.4 K | 2.5 K | -69.7% | 778 | -69.4% | 384 | -50.6% | 733 | 90.9% | 3.2 K | 335.5% | 4.1 K | 28.9% | -22.8% | -54.3% |
| REVENUE | \$1.3 M | \$472.4 K | -64.9% | \$120.9 K | -74.4% | \$74.1 K | -38.7% | \$124.0 K | 67.3% | \$510.0 K | 311.1% | \$655.2 K | 28.5% | -29.8% | -58.3% |
| CONV% | 1.08% | 0.52% | -0.6 pts. | 0.33% | -0.2 pts. | 0.16% | -0.2 pts. | 0.15% | -0.0 pts. | 0.94% | +0.8 pts. | 0.96% | +0.0 pts. | -0.1 pts. | -0.7 pts. |
| BPK | 0.40 | 0.09 | -77.9% | 0.06 | -33.8% | 0.01 | -83.0% | 0.02 | 51.7% | 0.11 | 601.5% | 0.18 | 66.2% | 10.4% | -30.7% |

Note: Rolling 12-Month Avg. (July 2019 – June 2020)

Engagement Rebounds Seen Across All Regions

July 2020 vs. Rolling 12-Month Avg. (July 2019 – June 2020)

| Region (% of Sent) | EMEA Total | Europe (62%) | | Middle East (29%) | | Africa (9%) | |
|--------------------|------------|--------------|------------|-------------------|------------|-------------|------------|
| Sent | 9.5 M | 5.9 M | -24.9% | 2.7 M | -29.2% | 902.4 K | -35.8% |
| Delivered | 9.4 M | 5.8 M | -23.9% | 2.7 M | -28.2% | 888.2 K | -34.3% |
| Delivery Rate | 98.9% | 99.0% | +1.3 pts. | 98.7% | +1.4 pts. | 98.4% | +2.1 pts. |
| Opens | 2.3 M | 1.5 M | -16.7% | 598.6 K | -2.5% | 171.1 K | -15.7% |
| Open Rate | 24.4% | 26.2% | +2.3 pts. | 22.2% | +5.8 pts. | 19.3% | +4.3 pts. |
| Clicks | 171.2 K | 121.9 K | -6.3% | 36.2 K | -5.5% | 13.1 K | -28.9% |
| CTR | 1.8% | 2.1% | +0.40 pts. | 1.3% | +0.32 pts. | 1.5% | +0.11 pts. |
| CTOR | 7.5% | 8.0% | +0.9 pts. | 6.0% | -0.2 pts. | 7.6% | -1.4 pts. |
| Unsubs | 17.7 K | 12.2 K | -57.9% | 4.2 K | -50.0% | 1.2 K | -57.5% |
| Unsub Rate | 0.19% | 0.21% | -0.2 pts. | 0.16% | -0.1 pts. | 0.14% | -0.1 pts. |
| Bookings | 1.6 K | 1.5 K | -6.4% | 108 | -61.5% | 46 | -69.0% |
| Rm Nights | 4.1 K | 3.6 K | -9.2% | 365 | -59.7% | 174 | -64.5% |
| Revenue | \$655.2 K | \$579.1 K | -16.7% | \$62.2 K | -62.8% | \$14.0 K | -80.4% |
| Conversion | 0.96% | 1.22% | -0.00 pts. | 0.30% | -0.43 pts. | 0.35% | -0.46 pts. |
| Bkgs/Dlvd. (K) | 0.18 | 0.26 | 23.0% | 0.04 | -46.4% | 0.05 | -52.9% |

- Open rates and CTRs were up for all regions compared to a 12-month avg.
- CTORs were -1.4 pts. in Africa in July; continue to monitor to see if trends start to develop and if additional targeting or testing is needed to lift rates
- Travel seems to have picked up more in Europe than the Middle East & Africa
 - Single digit booking declines
 - Lift in BPK of +23% & conversion flat

July 2020 Engagement Was Consistent Across Most Regions

- Open rates in Europe were above average; Middle East & Africa open rates were aligned with other locations; CTORs were similar across most regions
- Deeper dive may be needed to better understand drivers of EMEA engagement highs and lows (i.e. country & level)

| Metrics | July 2020 Total | U.S. & Canada | CALA | | | APAC | | | | EMEA | | | N/A |
|------------------|--------------------|------------------|----------------------|--------------------|------------------|-----------|--------------------|-----------|------------|-----------|----------------|----------|--------|
| | | North America | Caribbean Islands | Central America | South America | Asia | Pacific Islands | Australia | Antarctica | Europe | Middle East | Africa | |
| % of Emails sent | 100% | 85.0% | 0.1% | 0.5% | 0.4% | 7.2% | 0.1% | 0.8% | 0.0% | 3.6% | 1.7% | 0.6% | 0.0% |
| Sent | 162.4 M | 138.0 M | 171.2 K | 862.5 K | 705.3 K | 11.6 M | 222.3 K | 1.3 M | 177 | 5.9 M | 2.7 M | 902.4 K | 10.1 K |
| Delivered | 160.8 M | 137.5 M | 169.8 K | 855.0 K | 698.4 K | 10.7 M | 220.4 K | 1.3 M | 171 | 5.8 M | 2.7 M | 888.2 K | 9.9 K |
| Delivery Rate | 99.0% | 99.6% | 99.2% | 99.1% | 99.0% | 92.2% | 99.1% | 99.2% | 96.6% | 99.0% | 98.7% | 98.4% | 98.1% |
| Opens | 27.7 M | 23.3 M | 28.3 K | 165.8 K | 118.5 K | 1.5 M | 39.7 K | 286.7 K | 31 | 1.5 M | 598.6 K | 171.1 K | 2.2 K |
| Open Rate | 17% | 17% | 17% | 19% | 17% | 14% | 18% | 23% | 18% | 26% | 22% | 19% | 22% |
| Clicks | 2.0 M | 1.6 M | 2.7 K | 12.7 K | 9.7 K | 162.8 K | 2.7 K | 17.3 K | 2 | 121.9 K | 36.2 K | 13.1 K | 174 |
| CTR | 1.24% | 1.2% | 1.6% | 1.5% | 1.4% | 1.5% | 1.2% | 1.4% | 1.2% | 2.1% | 1.3% | 1.5% | 1.8% |
| CTOR | 7% | 7% | 10% | 8% | 8% | 11% | 7% | 6% | 6% | 8% | 6% | 8% | 8% |
| Unsubs | 250.0 K | 212.1 K | 188 | 1.3 K | 1.3 K | 11.1 K | 442 | 5.9 K | 0 | 12.2 K | 4.2 K | 1.2 K | 25 |
| Unsub Rate | 0.16% | 0.15% | 0.11% | 0.15% | 0.18% | 0.10% | 0.20% | 0.47% | 0.00% | 0.21% | 0.16% | 0.14% | 0.25% |
| Bookings | 18.6 K | 15.8 K | 9 | 49 | 17 | 1.0 K | 9 | 54 | 0 | 1.5 K | 108 | 46 | 1 |
| Rm Nights | 41.9 K | 35.4 K | 39 | 157 | 102 | 1.9 K | 18 | 113 | 0 | 3.6 K | 365 | 174 | 1 |
| Revenue | \$5.9 M | \$4.9 M | \$6.1 K | \$29.8 K | \$17.0 K | \$310.4 K | \$4.8 K | \$23.8 K | \$0 | \$579.1 K | \$62.2 K | \$14.0 K | \$60 |

Executive Dashboard: EMEA July 2020

- Europe solo emails drove overall July EMEA performance and generated 56% of monthly revenues
- Drive Market solo & resend went to 3.4M residents in EMEA and generated higher open rates & revenue MoM
- Starting with the August email review, the executive dashboard will be updated to include a rolling 12-month average comparison for each campaign category, for all EMEA regions

| EMEA | | | | | | | | |
|------------------|-----------|-----------|---------|-----------|---------------------|---------------|----------|-----------|
| Europe | Total | MAU | LPM | Solo | Cobrand Acquisition | Cobrand Other | METT | Brand BPP |
| SENT | 5.9 M | 1.8 M | 8.6 K | 3.0 M | 231.4 K | 1.3 K | 731.6 K | 131.4 K |
| DELIVERED | 5.8 M | 1.8 M | 8.3 K | 3.0 M | 230.4 K | 1.3 K | 721.8 K | 129.2 K |
| DELIVERY% | 99.0% | 99.1% | 96.7% | 99.1% | 99.6% | 99.6% | 98.7% | 98.3% |
| OPEN | 1.5 M | 393.6 K | 3.5 K | 887.4 K | 49.6 K | 614 | 161.2 K | 25.7 K |
| OPEN% | 26.2% | 22.3% | 42.1% | 30.0% | 21.5% | 45.7% | 22.3% | 19.9% |
| CLICK | 121.9 K | 37.0 K | 1.3 K | 74.1 K | 634 | 76 | 8.2 K | 663 |
| CTR | 2.10% | 2.09% | 15.20% | 2.51% | 0.28% | 5.66% | 1.13% | 0.51% |
| CTOR | 8.0% | 9.4% | 36.1% | 8.4% | 1.3% | 12.4% | 5.1% | 2.6% |
| UNSUB | 12.2 K | 4.4 K | 44 | 6.7 K | 260 | 0 | 799 | 0 |
| UNSUB% | 0.21% | 0.25% | 0.53% | 0.23% | 0.11% | 0.00% | 0.11% | 0.00% |
| BOOKINGS | 1.5 K | 352 | 22 | 1.0 K | 9 | 1 | 105 | 3 |
| RMNTS | 3.6 K | 901 | 48 | 2.3 K | 20 | 1 | 288 | 7 |
| REVENUE | \$579.1 K | \$146.6 K | \$7.5 K | \$363.8 K | \$4.0 K | \$88 | \$54.2 K | \$2.9 K |

Executive Dashboard: EMEA

July 2020

Middle East & Africa:

- Solo emails drove over 60% of July email revenue in Africa and 46% of revenue in Middle East
- Traveler open rates were above average for Middle East & Africa; data shows that readers are interested in travel inspiration
 - July email poll supports findings
 - 73% of poll responders clicked on ready to travel type of answers

| EMEA | | | | | | | | |
|-------------|----------|----------|---------|----------|---------------|---------|-----------|----------|
| Middle East | Total | MAU | LPM | Solo | Cobrand Other | METT | Brand BPP | Traveler |
| SENT | 2.7 M | 891.6 K | 8.7 K | 1.2 M | 815 | 478.0 K | 17.0 K | 162.2 K |
| DELIVERED | 2.7 M | 885.8 K | 7.4 K | 1.2 M | 808 | 460.9 K | 16.6 K | 161.6 K |
| DELIVERY% | 98.7% | 99.4% | 85.1% | 99.1% | 99.1% | 96.4% | 97.2% | 99.6% |
| OPEN | 598.6 K | 134.0 K | 2.1 K | 301.5 K | 345 | 74.8 K | 2.5 K | 83.3 K |
| OPEN% | 22.2% | 15.1% | 27.7% | 25.9% | 42.7% | 16.2% | 15.3% | 51.6% |
| CLICK | 36.2 K | 12.0 K | 610 | 17.5 K | 53 | 3.4 K | 90 | 2.6 K |
| CTR | 1.34% | 1.35% | 8.21% | 1.50% | 6.56% | 0.75% | 0.54% | 1.58% |
| CTOR | 6.0% | 8.9% | 29.7% | 5.8% | 15.4% | 4.6% | 3.5% | 3.1% |
| UNSUB | 4.2 K | 1.5 K | 24 | 2.2 K | 0 | 0 | 0 | 487 |
| UNSUB% | 0.16% | 0.17% | 0.32% | 0.19% | 0.00% | 0.00% | 0.00% | 0.30% |
| BOOKINGS | 108 | 34 | 4 | 58 | 0 | 8 | 0 | 4 |
| RMNTS | 365 | 114 | 9 | 191 | 0 | 16 | 0 | 35 |
| REVENUE | \$62.2 K | \$21.9 K | \$2.9 K | \$28.5 K | \$0 | \$3.9 K | \$0 | \$5.0 K |

| EMEA | | | | | | | |
|-----------|----------|---------|-------|---------|---------------|---------|----------|
| Africa | Total | MAU | LPM | Solo | Cobrand Other | METT | Traveler |
| SENT | 902.4 K | 386.4 K | 3.0 K | 302.0 K | 91 | 149.1 K | 61.7 K |
| DELIVERED | 888.2 K | 380.8 K | 2.4 K | 296.5 K | 90 | 147.3 K | 61.1 K |
| DELIVERY% | 98.4% | 98.5% | 80.6% | 98.2% | 98.9% | 98.8% | 99.0% |
| OPEN | 171.1 K | 48.1 K | 486 | 72.8 K | 22 | 19.7 K | 29.9 K |
| OPEN% | 19.3% | 12.6% | 19.9% | 24.6% | 24.4% | 13.4% | 48.9% |
| CLICK | 13.1 K | 5.2 K | 210 | 5.7 K | 1 | 925 | 1.0 K |
| CTR | 1.47% | 1.36% | 8.61% | 1.92% | 1.11% | 0.63% | 1.68% |
| CTOR | 7.6% | 10.8% | 43.2% | 7.8% | 4.5% | 4.7% | 3.4% |
| UNSUB | 1.2 K | 596 | 7 | 454 | 0 | 0 | 167 |
| UNSUB% | 0.14% | 0.16% | 0.29% | 0.15% | 0.00% | 0.00% | 0.27% |
| BOOKINGS | 46 | 9 | 2 | 25 | 0 | 5 | 5 |
| RMNTS | 174 | 44 | 5 | 93 | 0 | 23 | 9 |
| REVENUE | \$14.0 K | \$1.9 K | \$341 | \$8.5 K | \$0 | \$2.2 K | \$1.0 K |



KEY CAMPAIGN ENGAGEMENT

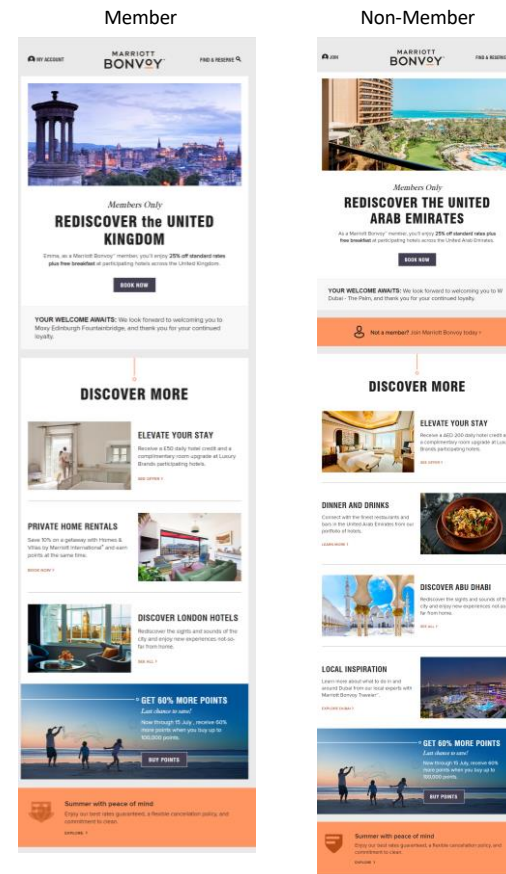
- Drive Market Solo & Resend
- Traveler

July 2020 Solo: 25% Off + Free Breakfast

| Deployments | Delivered | Open Rate | CTR | CTOR | Unsub% | Bookings | Revenue |
|---|--------------|--------------|-------------|-------------|--------------|------------|------------------|
| Initial: 11 July | 2.7 M | 26.5% | 1.7% | 6.5% | 0.23% | 619 | \$199.1 K |
| Resend: 25 July | 658.8 K | 40.2% | 2.1% | 5.3% | 0.34% | 139 | \$48.2 K |
| Total | 3.4 M | 29.2% | 1.8% | 6.2% | 0.25% | 758 | \$247.3 K |
| <i>For Comparison: Initial email vs. June EMEA solo deployments</i> | | | | | | | |
| Initial vs. June | +148.5% | +6.7 pts. | -0.3 pts. | -3.8 pts. | 0.0 pts. | +94.0% | +43.9% |

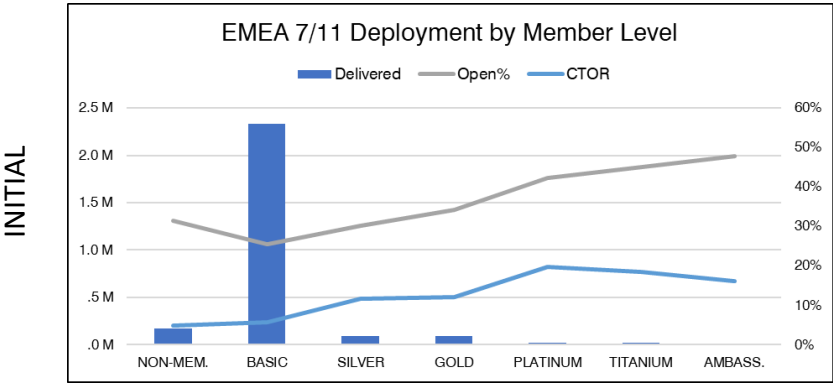
- Open rate was 6.7 pts higher than June mailing, and resend provided additional exposure and engagement (40% open rate)
- Click rate declines may have been tied to seeing the same offer that was featured in June solo; monitor to see if additional targeting is needed to reduce fatigue
- Resend was successful at driving more openers and 139 more bookings
 - Targeted to those who received both June & July solo emails, but did not open the initial July email + those who opened the July email, but did not click
 - Recommend leveraging targeting criteria for future resends; test with non-openers
 - Lift open rates by changing the subject line for those that opened but didn't click with a little FOMO or urgency messaging

MEMBER & NON-MEMBER:
SL: Save 25% at hotels across the United Kingdom.
PH: Plus free breakfast, a flexible cancellation policy, and our commitment to clean

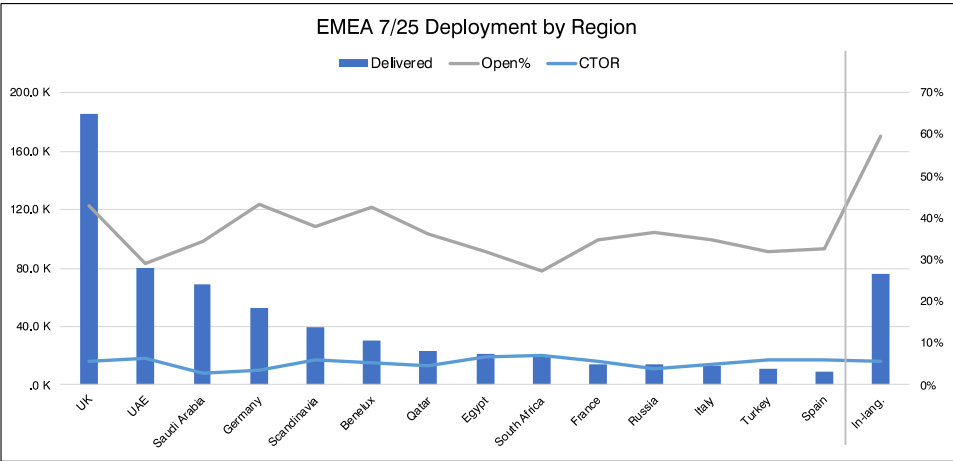
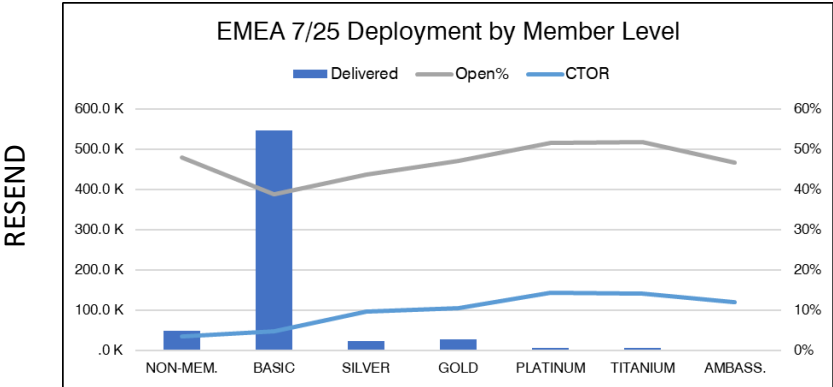
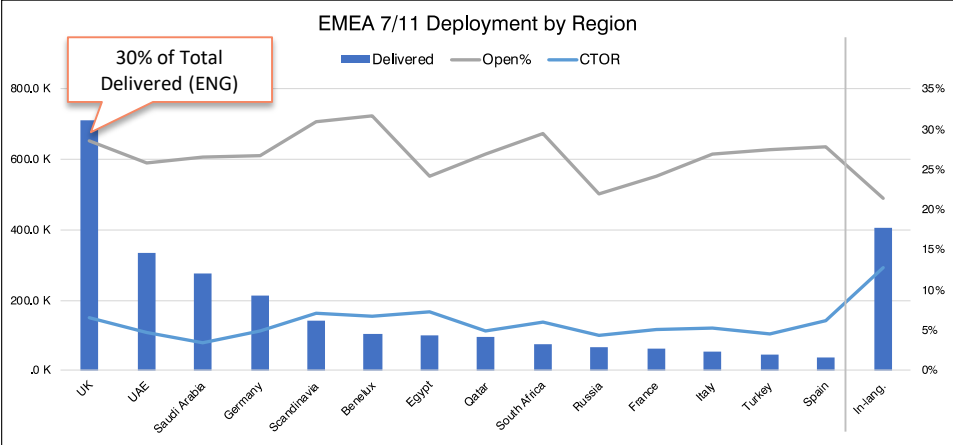


Overall Engagement Driven By Basic Members and UK Residents; Right Size For Future Optimizations

Member Level Engagement: All Versions



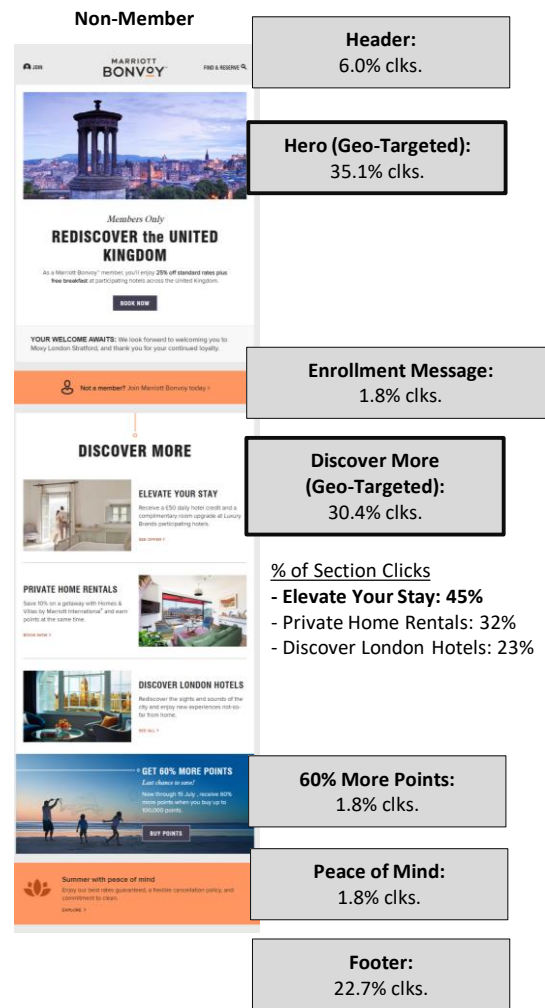
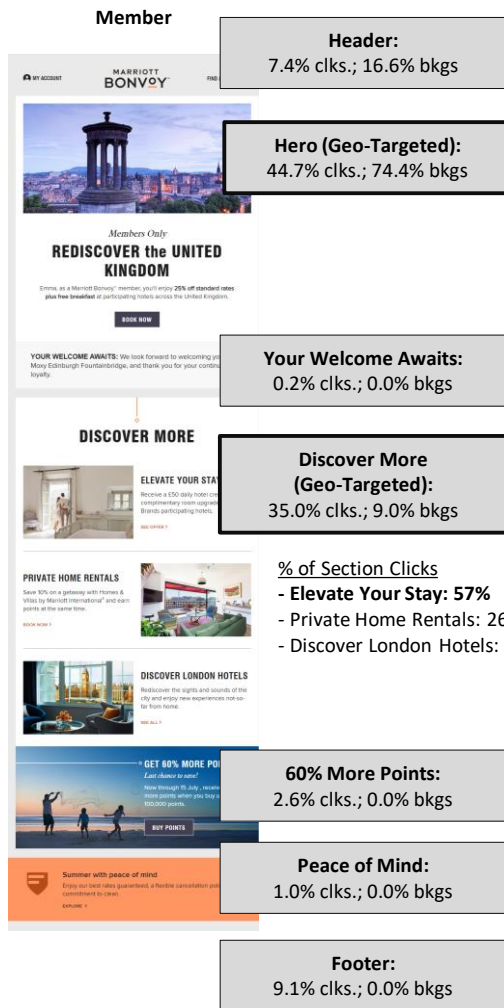
Regional Engagement: English Versions



EMEA Regional Initial Solo

11 July (UK Version)

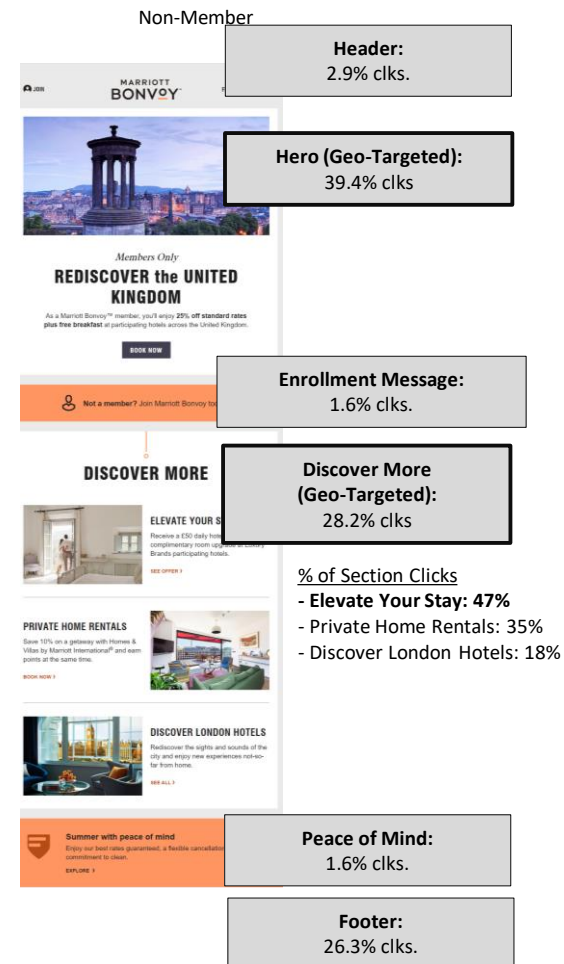
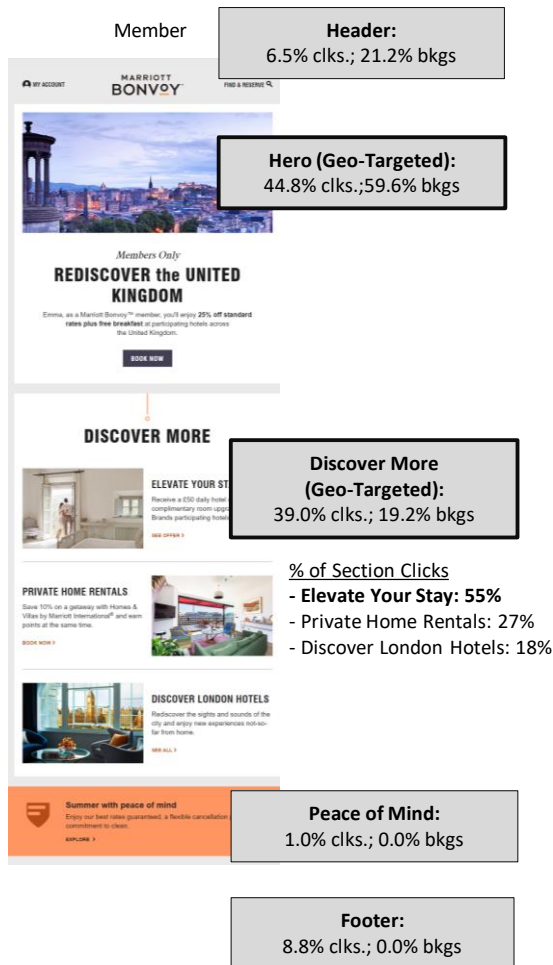
- Most clicks were on geo-targeted hero
- Luxury offer “Elevate Your Stay” drove most of the engagement in the secondary module for both members and non-members
- Almost all campaign bookings were from members; only 5 from non-members (4 from hero & 1 from enrollment stretchy band)
- Readers engaged with Peace of Mind content; consider highlighting individual benefits to keep content fresh each month
 - Highlight flexible cancellation one month, then clean practices the next



EMEA Regional Resend

25 July (UK Version)

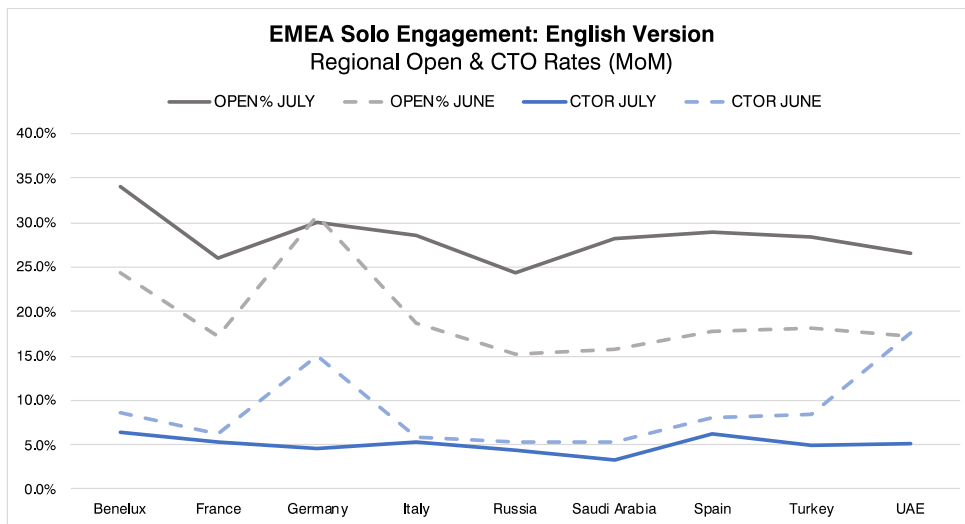
- Resend successfully engaged non-openers and non-clickers from initial email
- Member and non-member engagement was aligned with the initial mailing



Consistent Tracking Needed To Monitor Engagement Trends

- Define focus countries and set-up consistent email tracking and reporting to monitor MoM email engagement trends
- Solo open rates were up MoM, but click rates dropped for tracked regions; continue to track to see if additional optimization is needed to lift rates

| | Delivered | Open Rate | | CTOR | |
|---------------------|-----------|--------------|-------|-------------|-------|
| | JULY | JULY | JUNE | JULY | JUNE |
| UK | 897.2 K | 31.4% | * | 6.3% | * |
| UAE | 413.9 K | 26.5% | 17.3% | 5.1% | 17.5% |
| Saudi Arabia | 345.9 K | 28.1% | 15.7% | 3.3% | 5.4% |
| Germany | 266.5 K | 30.0% | 30.7% | 4.5% | 15.0% |
| Scandinavia | 180.9 K | 32.4% | * | 6.8% | * |
| Benelux | 134.9 K | 34.1% | 24.4% | 6.4% | 8.6% |
| Egypt | 122.5 K | 25.5% | * | 7.2% | * |
| Qatar | 118.2 K | 28.7% | * | 4.9% | * |
| South Africa | 92.5 K | 29.0% | * | 6.2% | * |
| Russia | 81.6 K | 24.3% | 15.2% | 4.3% | 5.3% |
| France | 77.1 K | 26.0% | 17.3% | 5.3% | 6.2% |
| Italy | 66.9 K | 28.5% | 18.8% | 5.2% | 5.8% |
| Turkey | 54.8 K | 28.4% | 18.1% | 4.9% | 8.4% |
| Spain | 45.2 K | 28.8% | 17.7% | 6.2% | 8.0% |
| Austria | * | * | 31.9% | * | 13.8% |
| Switzerland | * | * | 34.1% | * | 20.3% |

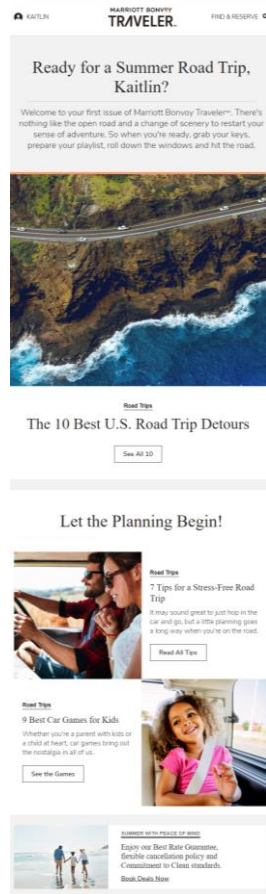


Traveler Creative: July 2020

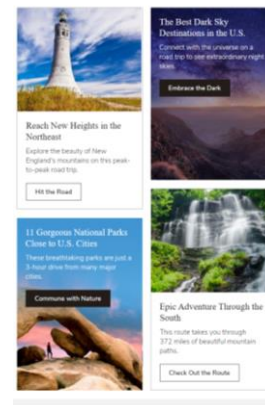
Theme: Road Trips

Subject Line: The Open Road Misses You, Jen

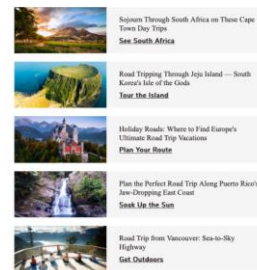
Pre-Header: Including tips, routes, detours and more to help you make the most of the season.



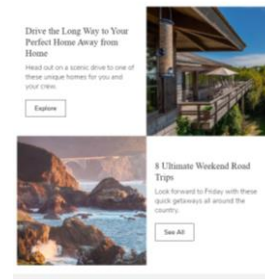
When the Open Road Calls
Here are some of our favorite road trips for future drives.



Dream Road Trips
Around the World



Stay a Little Longer



Traveler Performance Summary & Goals (18 July)

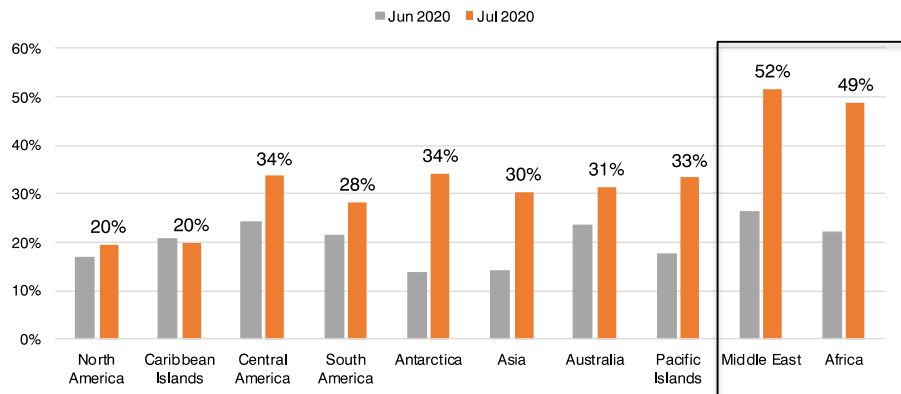
- Road trip themed newsletter generated record high engagement; highest traffic volume and more time spent on the website YTD
- 136K site visits was the highest YTD; up 127% vs. Goal and up 69% MoM
- Visitors spent more time reading road trip articles with an average duration of over 5 minutes
- Pages per session was lower than goal and 2019 avg. of 2.6; impact from above average duration times
- Open rate of 21.7% was +6.7 pts over goal and the 3rd highest YTD; subject line optimization and removing consistent non-openers helped boost campaign performance

| 2020 Campaign Goals | | | |
|---------------------|---------------|--------------|-----------|
| Metrics | 18 July Email | Monthly Goal | vs. Goal |
| Open Rate | 21.7% | 15% | +6.7 pts. |
| CTOR | 6.4% | 6% | +0.4 pts. |
| Visits | 136,166 | 60,000 | +127% |
| Duration | 5:35 | 1:20 | +320% |
| Pages/Session | 1.27 | 1.5 | -15% |

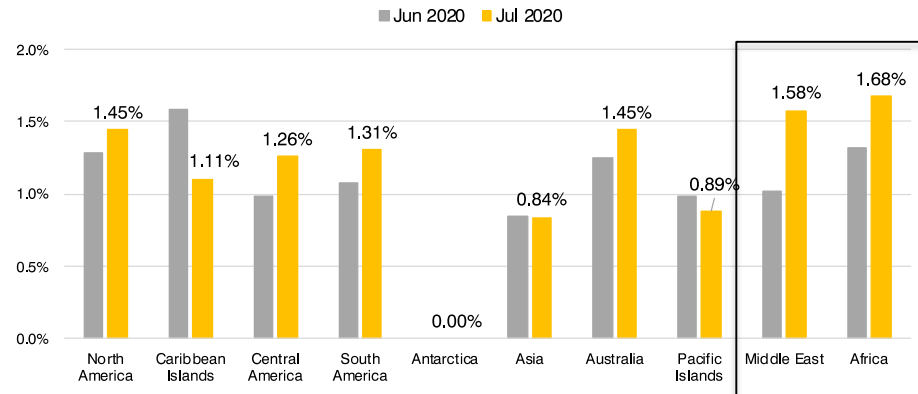
Road Trips Engaged All Regions

- Email successfully captured the attention of members and non-members with travel inspiration messages
- Open rates were up MoM for most regions; only exception was a slight decline in Caribbean
- CTR was also up across most regions compared to June; shows how content was relevant for readers globally

Open Rates by Region
July vs June 2020



CTR by Region
July vs June 2020



| | U.S. & Canada | | CALA | | | | APAC | | | | EMEA | | |
|-------------|---------------|--|-------------------|-----------------|---------------|--|------------|-------|-----------|-----------------|--------|-------------|--------|
| Regions | North America | | Caribbean Islands | Central America | South America | | Antarctica | Asia | Australia | Pacific Islands | Europe | Middle East | Africa |
| # Delivered | 9.9 M | | 37.0 K | 40.3 K | 52.2 K | | 38 | 1.2 M | 392.0 K | 54.9 K | 0 | 161.6 K | 61.1 K |

2% of Delivered Emails

18 July Traveler: Heat Map

(MEA Version)

Readers scrolled and engaged with articles in all sections

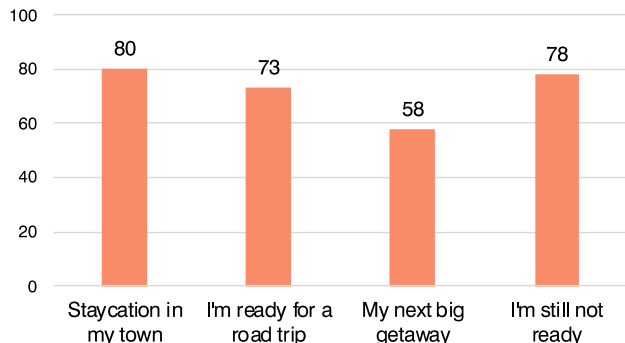
Top 3 articles

1. Drive These Middle East and Africa Road Trips (Hero)
2. 7 Tips For A Stress-Free Road Trip (Curated A)
3. Your Welcome Awaits (Banner)

Travel poll was included to better understand how readers felt about traveling

- 73% of respondents are ready to travel again
- Used poll results in Aug. Traveler newsletter

MEA: Poll Engagement (#of Clicks)



Header:
22.3% clks.

Intro Copy:
4.4% clks.

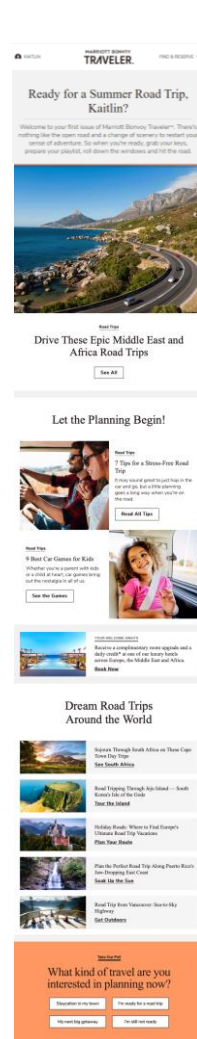
Hero - Road Trip
32.1% clks.

Curated A - Planning
9.1% clks.

Banner - Welcome Awaits
4.8% clks.

Reading List - Dream Trips
11.9% clks.

Travel Poll
5.3% clks.



"7 Tips For Stress-Free Trip"
55% of section clicks

Footer (not shown):
10.1% clks.



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Develop a test and learn plan to optimize engagement; target efforts to lift key metrics: open rates, CTOR, & BPK
- Deeper dive may be needed to better understand drivers of EMEA engagement highs and lows (i.e. focus countries & member level)
 - Consistent tracking is needed to monitor engagement trends; start by updating tracking for solo emails
- Continue using the same targeting approach for future EMEA resends; lift open rates by changing the subject line for those that opened but didn't click using a slight urgency message or fear of missing out
 - Target to those who received both previous solo emails, but did not open AND
 - Target those who opened the initial months email, but did not click
 - Consider sending to a sample of non-openers to see if we can re-engage this audience with a reminder (equal sample of all member levels and non-members)
- Readers engaged with Peace of Mind content in EMEA Solo; consider highlighting individual benefits to keep content fresh each month: flexible cancellation one month, then clean practices the next

Next Steps

- Gather additional data and include in the next performance review
 - Provide MoM and YoY engagement by campaign category (focus on solos)
 - Provide MoM and YoY engagement for focus countries (start with solos)
 - Countries: UK, Germany, France, Spain, UAE, Saudi Arabia, South Africa, Qatar, Turkey, and Russia
- Next meeting: 17 Sept (Quarterly email review: June-August 2020)

Thank You!