

EMEA Monthly Email Review: February 2021

25 March 2021

MARRIOTT
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Falisia, a Luxury Collection Resort & Spa, Portofino

TODAY'S AGENDA

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

KEY STORYLINES

- Positive signs of recovery and engagement in Feb 2021
- Continuing to capture more open activity lifted open rates above previous periods
- Click activity has remained steady since October 2020
- Several Q1 Global Promo messages contributed to monthly financial gains
- Established new 2021 email performance goals that align with ongoing optimization plans
- Click activity increased from the launch of new METT templates
- Drive Market Solo readers responded favorably to Traveler quiz, Homes & Villas, and brand educ.

PERFORMANCE SUMMARY

Positive Signs of Recovery & Engagement in Feb 2021

- Feb deliveries returned to previous year levels, but were slightly below the 12-month average
 - 12-month average included additional mailings to support Oct '20 Week of Wonders campaign, which elevated the monthly average
- Continuing to capture more open activity since October 2020 code changes; open rate was +4.2 pts vs. avg and +7.8 pts. YoY
- Lift in click activity was not enough to increase CTOR, but rates have been steady since October 2020 ranging from 3.9% to 4.8%
- Q1 Global Promo messages contributed to monthly financials; 66% of delivered emails featured a promo message and those emails generated 54% of Feb bookings

EMEA February 2021 vs. EMEA Rolling 12-Month Average (Feb '20 – Jan '21)

Engagement

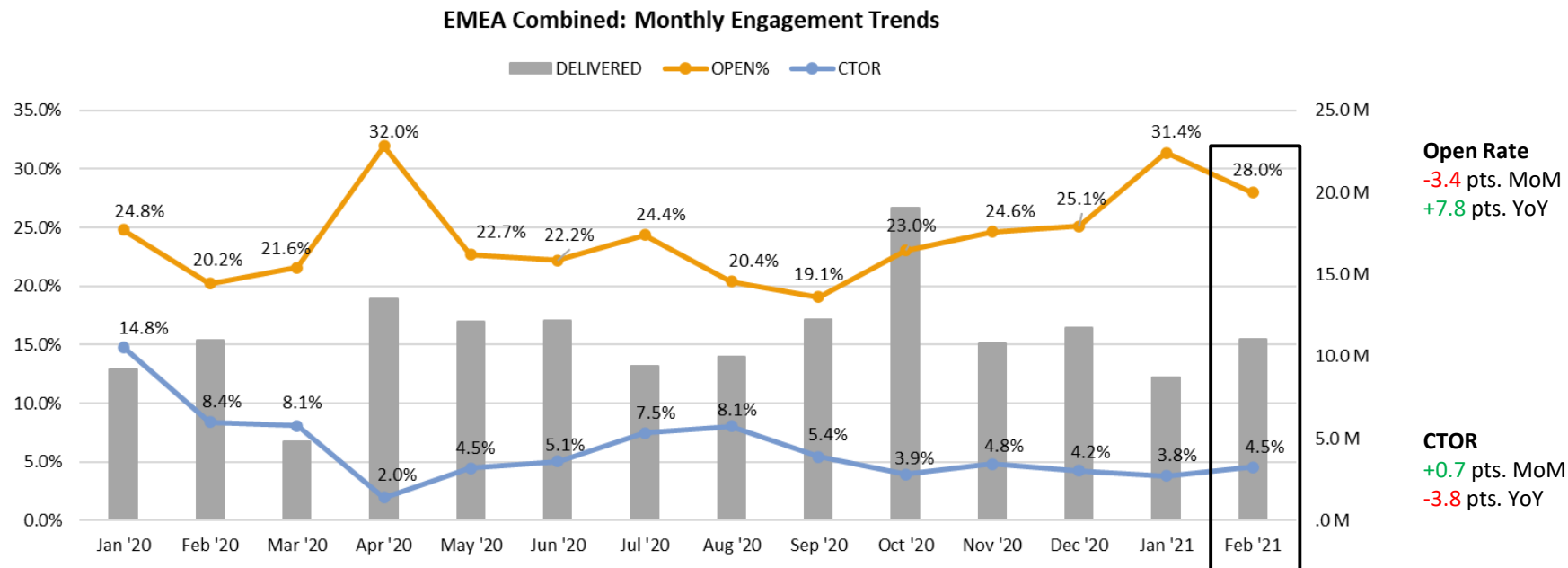
11.0 M	3.1 M	28.1%	140.1 K	1.3%	4.5%	0.23%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
-2.7%	+14.2% (+305.7K)	+4.2 pts.	+4.7% (+6.2K)	+0.1 pts.	-0.4 pts.	-0.06 pts.

Financials

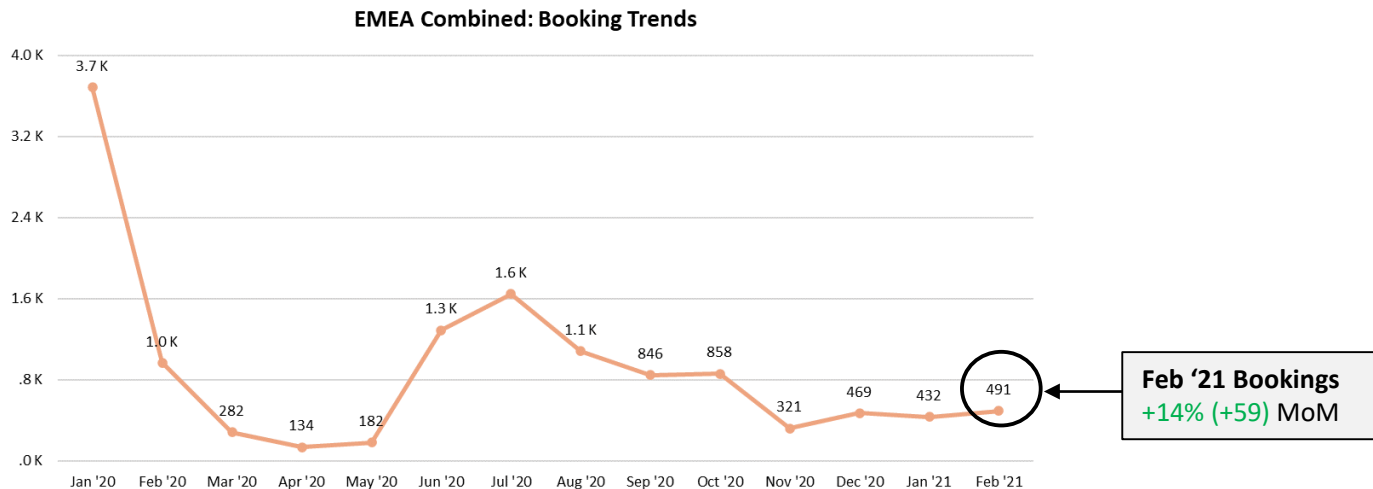
490	1.6 K	\$292.0 K	0.04	0.35%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-30.8% (-218)	-12.6% (-232)	-3.7% (-11.3K)	-43.0%	-0.18 pts.

High Open Rate Trends Continue

Open rates continue to be above average even when delivered counts increased 26% MoM to support the launch of the Q1 Global Promotion; CTORs continue to remain steady since October '20



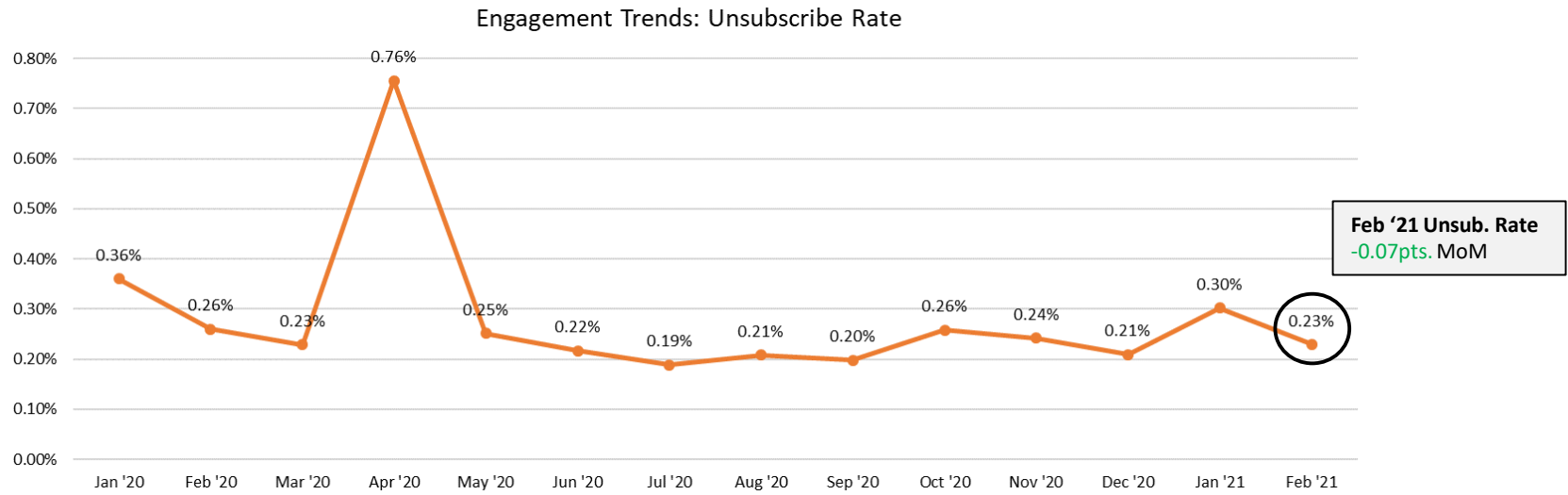
54% of Feb 2021 Bookings Were From Emails That Featured The Q1 Global Promotion; Bookings +14% MoM



EMEA Campaigns	Date	Delivered	Open Rate	CTOR	Unsub	Bookings
Q1 Global Promo Announcement ENG+INL	4 Feb	2.1 M	30.4%	4.8%	0.25%	36
Drive Market Solo (<i>GloPro in Hero</i>)	10 Feb	2.5 M	24.5%	3.2%	0.25%	146
MAU English (<i>GloPro in Hero</i>)	11 Feb	1.3 M	28.2%	2.5%	0.25%	38
MAU In-Language (<i>GloPro in Hero</i>)	20 Feb	1.4 M	29.3%	3.5%	0.21%	44
Total		7.3 M				264
% of Feb '21 All Emails Total		66%				54%

Drive Market Solo attracted more bookings and possibly pulled from MAU engagement; consider spacing out more and target content to non-clickers

Unsubscribe Rate Trends Are Steady



New Email Performance Goals

- Created 2021 performance goals based on previous year engagement; will track on a monthly basis

MIDDLE EAST & AFRICA

Metrics	Goals
Open Rate	19.0%
CTOR	4.5%
Unsub Rate	0.20%
Revenue	\$84.2 K

EUROPE

Metrics	Monthly Goals
Open Rate	26.0%
CTOR	6.5%
Unsub Rate	0.35%
Revenue	\$348.3 K

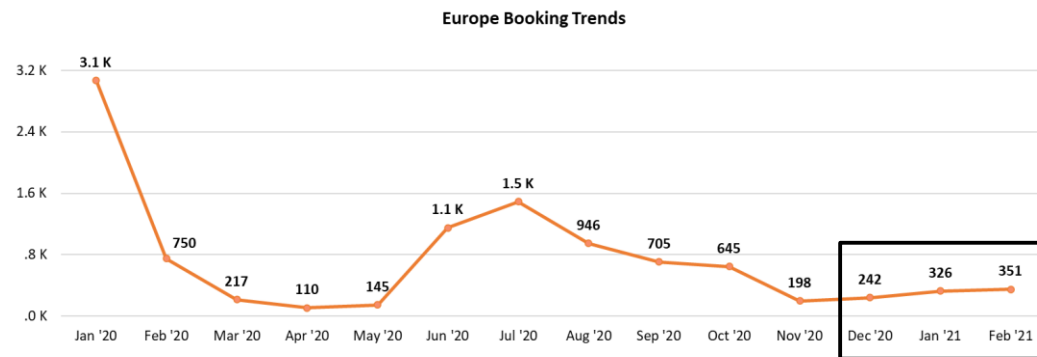
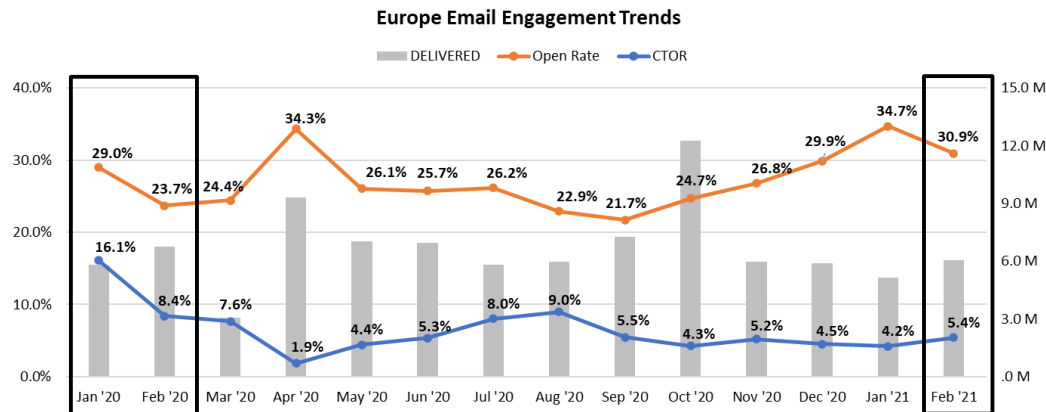
- New enrollment code and trackable mobile app links will be launching soon; goals will be established afterwards
 - Kicking off enrollment tracking in March with the METT campaigns and then Drive Market Solos in April
 - Kicking off new mobile app links in April with the Drive Market Solos
- 2021 Solo learning agenda includes detailed optimization plans to lift engagement and support performance goals

Performance Summary: Europe

- Increase in open activity lifted open rates; engagement was up compared to monthly goals and 12-month average
- Seasonality may also be impacting MoM engagement declines
- Bookings continue to show improvements; smaller gap in financial KPIs show positive signs of recovery & engagement

Metrics	Feb '21	vs. Goal	vs. R12-Month Avg.
Delivered	6.1 M		-10.5%
Opens	1.9 M		+3.3%
Open Rate	30.9%	+2.1 pts.	+4.1 pts.
Clicks	101.3 K		+8.0%
CTOR	5.4%	-2.0 pts.	+0.3 pts.
Unsub. Rate	0.27%	-0.12 pts.	-0.08 pts.
Bookings	351		-39.1%
Room Nights	1.2 K		-16.4%
Revenue	\$224.9 K	-41.0%	-8.8%

Metrics	EUR: Monthly Goals
Open Rate	26.0%
CTOR	6.5%
Unsub Rate	0.35%
Revenue	\$348.3 K

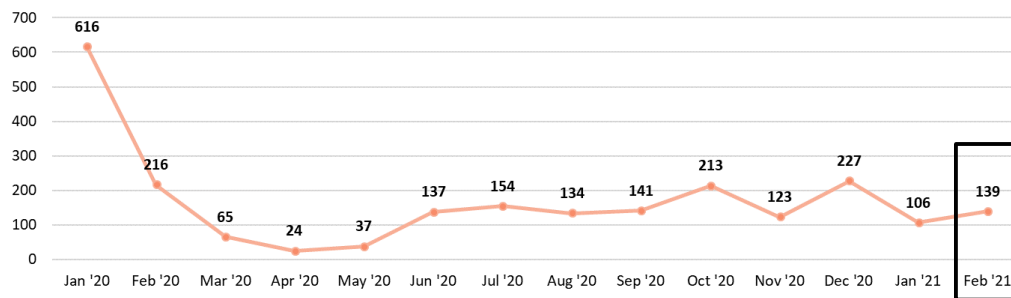
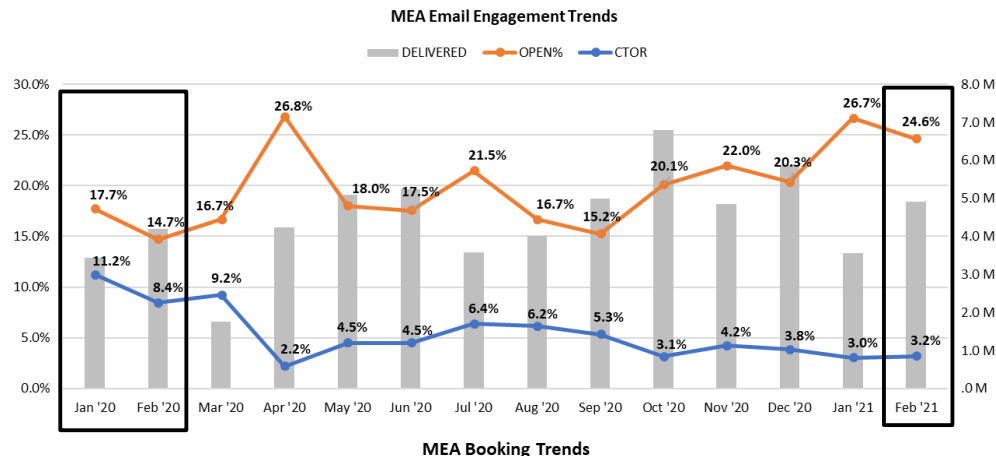


Performance Summary: Middle East & Africa (MEA)

- Increase in open activity lifted open rates; engagement was up compared to monthly goals and 12-month average
- Seasonality may also be impacting MoM engagement declines
- Bookings were +5.8% vs. average and +31% MoM; Drive Market Solo, Q1 GloPro, and MAU drove over 66% of MEA Feb bookings; positive signs of recovery & engagement

Metrics	Feb '21	vs. Goal	vs. R12-Month Avg.
Delivered	4.9 M		+8.9%
Opens	1.2 M		+36.3%
Open Rate	24.6%	+5.6%	+5.0 pts.
Clicks	38.7 K		-3.2%
CTOR	3.2%	-1.3 pts.	-1.3 pts.
Unsub. Rate	0.18%	-0.02 pts.	-0.01 pts.
Bookings	139		+5.8%
Room Nights	399		+1.6%
Revenue	\$67.0 K	-36.0%	+18.4%

Metrics	MEA: Monthly Goals
Open Rate	19.0%
CTOR	4.5%
Unsub Rate	0.20%
Revenue	\$84.2 K



EMEA Campaign Dashboard

February 2021 vs. Rolling 12-Month Average (Feb '20 – Jan '21)

Launching Q1 GloPro in Feb strengthened the Promotions category engagement

Strong open rates for all categories

METT click activity increased 84%; new template has more secondary module CTAs and image options

- Template launched Jan '21
- Measuring pre/post performance next month

	TOTAL	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Lifecycle	Partner	Promotions	Travel Inspiration
% of Delivered Emails		8.4%	2.8%	22.7%	26.2%	7.4%	0.3%	0.0%	28.1%	4.1%
DELIVERED	11.0 M -2.7%	920.3 K 6.0%	303.8 K 24.3%	2.5 M 21.7%	2.9 M -48.0%	812.9 K 2.1%	34.2 K -46.1%	263 -99.6%	3.1 M 99.4%	446.6 K -52.9%
DELIVERY RATE	99.1% +0.7 pts.	99.4% +0.2 pts.	99.0% -0.0 pts.	99.4% +0.3 pts.	99.3% +1.0 pts.	98.7% +0.5 pts.	88.3% -1.9 pts.	98.5% -0.9 pts.	98.9% +0.5 pts.	99.5% +0.8 pts.
OPEN	3.1 M 14.2%	339.3 K 39.1%	77.2 K 61.3%	610.7 K 23.3%	869.7 K -36.4%	153.2 K 4.7%	14.9 K -34.9%	190 -98.9%	901.9 K 203.4%	113.9 K -56.3%
OPEN RATE	28.1% +4.2 pts.	36.9% +8.8 pts.	25.4% +5.8 pts.	24.5% +0.3 pts.	30.2% +5.5 pts.	18.8% +0.5 pts.	43.7% +7.5 pts.	72.2% +44.1 pts.	29.3% +10.0 pts.	25.5% -2.0 pts.
CLICK	140.1 K 4.7%	28.7 K 67.6%	1.5 K -0.8%	19.5 K -24.2%	32.1 K -46.5%	11.0 K 81.4%	3.1 K -53.0%	19 -99.1%	42.1 K 190.5%	2.0 K -79.9%
CTR	1.28% +0.1 pts.	3.12% +1.1 pts.	0.50% -0.1 pts.	0.78% -0.5 pts.	1.12% +0.0 pts.	1.35% +0.6 pts.	9.17% -1.3 pts.	7.22% +3.8 pts.	1.36% +0.4 pts.	0.45% -0.6 pts.
CTOR	4.5% -0.4 pts.	8.5% +1.4 pts.	2.0% -1.2 pts.	3.2% -2.0 pts.	3.7% -0.7 pts.	7.2% +3.0 pts.	21.0% -8.1 pts.	10.0% -2.3 pts.	4.7% -0.2 pts.	1.8% -2.1 pts.
UNSUB	25.3 K -21.7%	3.7 K 33.5%	657 40.5%	6.2 K 20.9%	6.2 K -67.7%	1.2 K 138.8%	225 -36.2%	1 -98.1%	6.5 K 94.4%	642 -76.5%
UNSUB RATE	0.23% -0.06 pts.	0.40% +0.08 pts.	0.22% +0.02 pts.	0.25% -0.00 pts.	0.22% -0.13 pts.	0.14% +0.08 pts.	0.66% +0.10 pts.	0.38% +0.29 pts.	0.21% -0.01 pts.	0.14% -0.14 pts.
BOOKINGS	490 -30.8%	2 -91.3%	2 -88.7%	146 -32.9%	150 -44.3%	56 -8.7%	8 -87.9%	0 ---	114 25.5%	12 -29.4%
ROOM NIGHTS	1.6 K -12.6%	4 -94.4%	4 -88.9%	512 -5.5%	496 -35.7%	148 9.2%	13 -92.0%	0 ---	405 86.1%	29 -28.9%
REVENUE	\$292.0 K -3.7%	\$914.49 -91.9%	\$497.06 -90.9%	\$79.4 K -17.0%	\$104.7 K -12.4%	\$35.1 K 36.2%	\$2.3 K -91.4%	\$0.00 ---	\$65.8 K 93.3%	\$3.1 K -56.8%
CONVERSION RATE	0.35% -0.18 pts.	0.01% -0.13 pts.	0.13% -1.03 pts.	0.75% -0.10 pts.	0.47% +0.02 pts.	0.51% -0.50 pts.	0.26% -0.74 pts.	0.00% ---	0.27% -0.36 pts.	0.59% +0.43 pts.
BPK	0.04 -43.0%	0.00 -95.7%	0.01 -83.8%	0.06 -69.2%	0.05 -38.2%	0.07 -9.3%	0.23 -82.2%	0.00 ---	0.04 -44.4%	0.03 0.6%

CAMPAIGN ENGAGEMENT

- Drive Market Solo
- METT
- MAU

Drive Market Solos

10 February 2021 Drive Market Solo

CREATIVE EXAMPLES

(UK Versions)

GloPro Recipients:

Subject Line: Start Earning Double Points and More

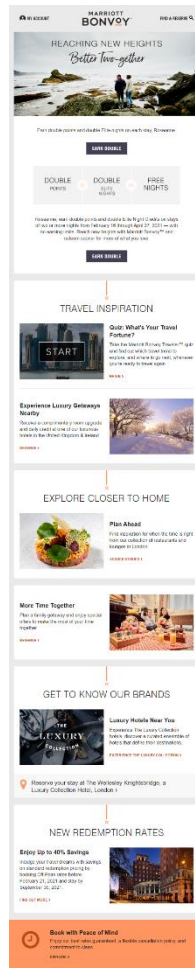
Pre-Header: Plus, find inspiration for whenever you're ready to travel next.

GloPro Holdout:

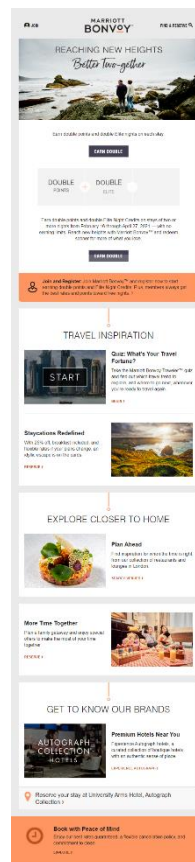
Subject Line: What's Your Travel Fortune?

Pre-Header: Take our quiz to find out which travel trends to explore and where to travel when you're ready.

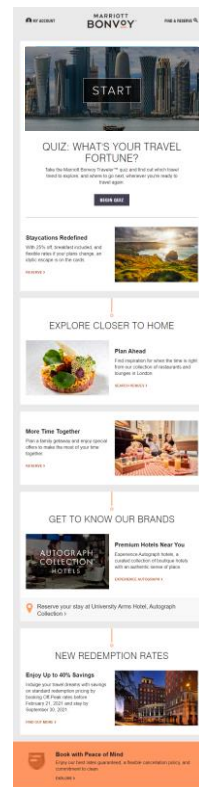
Member (Luxury Version)



Non-Member (Generic)



GloPro Holdout Version



10 Feb '21 Drive Solo Performance Summary

Global Promo hero engaged readers and contributed to MoM booking & revenue lifts

Subscribers that received the luxury offer under hero generated more bookings; same as Jan '21

- Tracking luxury audiences will provide deeper engagement insights

Capturing more opens lifted open rates compared to solo average, but engagement declined MoM

- Starting to test subject lines in March to lift open rate engagement

Decline in CTOR may be an impact from seeing GloPro content in announcement a week prior, but the solo attracted those who were ready to book

- Plans are in place to test hero CTAs in May to lift click activity

Overall Performance	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
Feb '21	2.7 M	652.8 K	24.6%	20.8 K	3.2%	0.25%	180	\$95.2 K
MoM	-3.1%	-9.4%	-1.7 pts.	-17.4%	-0.3 pts.	-0.05 pts.	+97.8%	+157.9%
vs. Solo Avg.	+2.5%	+4.4%	+0.4 pts.	-36.1%	-2.0 pts.	+0.00 pts.	-36.9%	-17.1%

GloPro vs. Holdout

Email Versions	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
GLOPRO_TARGETED	2.1 M	23.5%	3.3%	0.24%	169	\$84.5 K
GLOPRO_HOLDOUT	517.2 K	29.0%	2.8%	0.31%	11	\$10.7 K
Total	2.7 M	24.6%	3.2%	0.25%	180	\$95.2 K

Generic vs. Luxury

Email Versions	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
GENERIC	2.2 M	23.9%	2.4%	0.27%	69	\$27.0 K
LUXURY	499.9 K	27.8%	6.0%	0.17%	111	\$68.2 K
Total	2.7 M	24.6%	3.2%	0.25%	180	\$95.2 K

Solo Engagement by Country

Germany, Russia, and Scandinavia targeted email versions drove most of the solo bookings & revenue

In-language versions have higher value – stronger email engagement and higher BPK (bookings per thousand delivered)

Lang.	Delivered	Open%	CTOR	Unsub%	Bkgs.	Rev.	BPK
ENG	2.4 M	24.1%	3.0%	0.25%	116	\$67.5 K	0.05
In-Lang.	264.6 K	29.3%	4.8%	0.29%	64	\$27.7 K	0.24
Total	2.7 M	24.6%	3.2%	0.25%	180	\$95.2 K	0.07

Engagement by Country	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
BENELUX_ENG	88,746	24.4%	4.4%	0.32%	7	\$9,975
EGYPT_ENG	299,749	26.9%	2.3%	0.19%	17	\$9,332
FRANCE_ENG	50,171	18.9%	3.0%	0.26%	0	\$0
FRANCE_FRE	46,146	25.0%	2.9%	0.33%	2	\$555
GERMANY_ENG	174,715	23.2%	5.2%	0.39%	21	\$6,323
GERMANY_GER	74,423	31.3%	6.8%	0.32%	28	\$11,127
ITALY_ENG	41,882	19.5%	3.9%	0.28%	4	\$1,773
ITALY_ITA	42,440	30.0%	3.2%	0.30%	5	\$1,648
QATAR_ENG	77,364	27.4%	1.8%	0.19%	0	\$0
RUSSIA_ENG	49,964	20.2%	2.9%	0.29%	3	\$496
RUSSIA_RUS	29,590	25.0%	7.2%	0.26%	25	\$12,809
SAUDI_ARABIA_ENG	219,258	27.5%	1.4%	0.21%	3	\$1,210
SCANDINAVIA_ENG	257,920	28.4%	3.0%	0.32%	27	\$22,723
SOUTH_AFRICA_ENG	62,650	15.3%	8.2%	0.21%	4	\$424
SPAIN_ENG	36,655	19.4%	4.5%	0.21%	2	\$3,015
SPAIN_SPA	57,376	31.3%	3.4%	0.18%	2	\$1,363
SWITZER_GER	10,364	33.4%	6.6%	0.48%	2	\$150
TURKEY_ENG	150,340	26.6%	2.4%	0.23%	2	\$265
UAE_ENG	276,980	24.3%	2.5%	0.19%	8	\$2,731
UK_ENG	603,405	20.9%	3.3%	0.24%	18	\$9,260
All Others*	4,247	27.5%	4.2%	0.42%	0	\$0
Total	2,654,385	24.6%	3.2%	0.25%	180	\$95,178

*All Other includes Belarus, Kazakhstan, Kyrgyzstan, Monaco, Tajikistan, Uzbekistan

Heat Map

GloPro Eligible Version

(Member & Non-Member Combined)

- GloPro hero generated most of the clicks
- Traveler quiz click activity was strong for 5 out of 11 versions below; continue messages in future mailings
- Brand education, HVMI, and Redemption messages also resonated with readers
- Russia ENG responded favorably to the Covid reassurance messaging; highest level of engagement

Section	Module Description	Benelux ENG	Egypt ENG	France ENG	France FRE	Germany ENG	Germany GER	Italy ENG	Italy ITA	Qatar ENG	Russia ENG	Russia RUS
Header		12%	16%	11%	13%	10%	8%	13%	12%	18%	18%	17%
Hero	Global Promo	37%	42%	39%	26%	41%	55%	42%	33%	35%	36%	32%
Secondary 1		12%	10%	7%	9%	7%	8%	7%	11%	11%	10%	17%
	Traveler Quiz	4%	6%	3%	--	4%	--	2%	--	5%	5%	--
	Gen/Lux Offer	8%	4%	3%	9%	3%	8%	5%	11%	6%	4%	17%
Secondary 2		10%	--	12%	12%	17%	5%	10%	11%	--	2%	8%
	Rediscover [Destination]	3%	--	8%	10%	7%	5%	--	--	--	--	--
	Taste Something New (F&B)	--	--	--	--	--	--	4%	11%	--	--	--
	More Time Together (Family Offer)	--	--	4%	2%	--	--	--	--	--	2%	8%
	Homes & Villas	7%	--	--	--	9%	--	6%	--	--	--	--
Brand Education		3%	7%	2%	10%	2%	4%	3%	7%	5%	6%	10%
% of section total	Brands Near You	69%	48%	83%	78%	71%	69%	60%	73%	42%	68%	43%
	Property feature	31%	52%	17%	22%	29%	31%	40%	27%	58%	32%	57%
Redemption	Off-Peak Rates (Targeted to 5K+ pts.)	2%	1%	2%	2%	2%	6%	2%	5%	3%	2%	3%
Covid Message	Travel with Peace of Mind	1%	1%	0%	1%	1%	1%	0%	2%	1%	3%	1%
Footer		22%	22%	28%	27%	21%	13%	24%	20%	27%	23%	11%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

GloPro Eligible Version

(Member & Non-Member Combined)

- GloPro hero generated most of the clicks
- Traveler quiz click activity was strong for 5 out of 9 versions below; continue messages in future mailings
- Brand education, local destinations, and HVMI messages also resonated with readers

Section	Module Description	Saudi Arabia ENG	Scandinavia ENG	South Africa ENG	Spain ENG	Spain SPA	Switzer GER	Turkey ENG	UAE ENG	UK ENG
Header		15%	23%	17%	12%	12%	8%	15%	13%	10%
Hero	Global Promo	39%	33%	29%	35%	37%	38%	43%	39%	39%
Secondary 1		8%	8%	9%	11%	20%	6%	9%	12%	13%
	Traveler Quiz	5%	5%	5%	5%	--	--	5%	5%	5%
	Gen/Lux Offer	3%	3%	4%	6%	20%	6%	4%	7%	8%
Secondary 2		--	5%	19%	15%	5%	21%	2%	4%	7%
	Rediscover [Destination]	--	--	7%	--	--	21%	2%	--	--
	Taste Something New (F&B)	--	--	--	5%	5%	--	--	4%	3%
	More Time Together (Family Offer)	--	--	--	--	--	--	--	--	3%
	Homes & Villas	--	5%	12%	10%	--	--	--	--	--
Brand Education		4%	4%	10%	3%	6%	6%	5%	5%	5%
% of section total	Brands Near You	44%	88%	84%	62%	78%	53%	75%	66%	81%
	Property feature	56%	12%	16%	38%	22%	47%	25%	34%	19%
Redemption	Off-Peak Rates (Targeted to 5K+ pts.)	1%	2%	2%	2%	4%	4%	2%	2%	2%
Covid Reassurance	Travel with Peace of Mind	2%	1%	1%	1%	1%	2%	1%	2%	1%
Footer		32%	24%	14%	21%	13%	16%	24%	22%	24%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

GloPro Holdout Version

(Member & Non-Member Combined)

- Most of the click activity went to the Traveler quiz in the hero
- Readers also engaged with gen/lux offer, local destination, HVMI and brand education messages
- Russia ENG responded favorably to the Covid reassurance messaging; highest level of engagement compared to other versions

Section	Module Description	Benelux ENG	Egypt ENG	France ENG	Germany ENG	Italy ENG	Qatar ENG	Russia ENG
Header		8%	11%	3%	8%	5%	13%	14%
Hero	Traveler Quiz	38%	49%	38%	30%	58%	47%	25%
Hero 2	Gen/Lux Offer	11%	6%	3%	5%	3%	10%	9%
Secondary 1		18%	--	9%	21%	10%	--	5%
	Rediscover [Destination]	7%	--	8%	12%	--	--	--
	Taste Something New	--	--	--	--	3%	--	--
	More Time Together	--	--	1%	--	--	--	5%
	Homes & Villas	11%	--	--	9%	7%	--	--
Brand Education		4%	5%	11%	5%	4%	4%	5%
% of section total	Brands Near You	86%	71%	50%	94%	75%	83%	33%
	Property feature	14%	29%	50%	6%	25%	17%	67%
Redemption	Off-Peak Rates (Targeted to 5K+ pts.)	2%	1%	1%	2%	0%	1%	2%
Covid Reassurance	Travel with Peace of Mind	0%	2%	0%	0%	2%	4%	6%
Footer		19%	25%	33%	28%	16%	21%	33%
Total		100%	100%	100%	100%	100%	100%	100%

Heat Map

GloPro Holdout Version

(Member & Non-Member Combined)

- Most of the click activity went to the Traveler quiz in the hero
- Readers also engaged with local destination, HVMI and brand education messages
- Covid reassurance messaging continues to engage; consider targeting to locations that have been recently impacted by the pandemic and/or need reactivating

Section	Module Description	Saudi Arabia ENG	Scandinavia ENG	South Africa ENG	Spain ENG	Turkey ENG	UAE ENG	UK ENG
Header		11%	16%	10%	5%	13%	9%	5%
Hero	Traveler Quiz	45%	35%	38%	45%	44%	42%	47%
Hero 2	Gen/Lux Offer	6%	6%	5%	12%	6%	9%	9%
Secondary 1		--	6%	23%	16%	3%	6%	5%
	Rediscover [Destination]	--	--	8%	--	3%	--	--
	Taste Something New	--	--	--	7%	--	6%	3%
	More Time Together	--	--	--	--	--	--	2%
	Homes & Villas	--	6%	14%	9%	--	--	--
Brand Education		4%	7%	8%	8%	4%	4%	6%
% of section total	Brands Near You	54%	40%	89%	83%	80%	63%	66%
	Property feature	46%	60%	11%	17%	20%	37%	34%
Redemption	Off-Peak Rates (Targeted to 5K+ pts.)	3%	2%	0%	0%	1%	2%	3%
Covid Reassurance	Travel with Peace of Mind	1%	3%	0%	0%	3%	1%	1%
Footer		30%	25%	16%	14%	26%	27%	23%
Total		100%	100%	100%	100%	100%	100%	100%



METT

Top Performing METT Emails: February 2021

19 Feb

Subject Line: Marriott

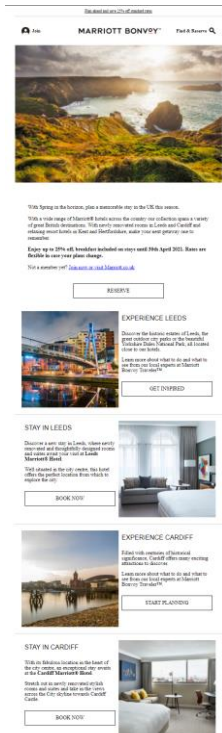
Pre-Header: Eröffnungsangebot*



19 Feb

Subject Line: Dream Now, Stay Later – Discover Your UK

Pre-Header: Plan ahead and save 25% off standard rates



26 Feb

Subject Line: Your UAE Staycation Inspiration

Pre-Header: Beach or desert escapes just a short drive away.



METT Feb 2021 EMEA performance summary

- Stronger email engagement MoM; lifts in both email and financial KPIs
- Possible impact on click activity from new template (launched late Jan '21); will look at pre/post trends after more data is collected
- UK inspiration email drove the most bookings, but UAE hotel offers campaign a week later generated the most revenue

Deployment	Campaign Name	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
5/2/2021	EMEA_SSA_WB_5Feb_EN	93.6 K	13.0%	6.2%	0.10%	5	\$1.0 K
19/2/2021	EMEA_AK_Growth_Feb19_EN	35.5 K	27.1%	9.8%	0.13%	9	\$7.5 K
	EMEA_HotelBerlinCentralDistrict_19Feb_DE	52.3 K	31.2%	11.1%	0.18%	9	\$5.1 K
	EMEA_Spain_CanaryIslandsCmp_Feb19_ES	58.4 K	20.3%	8.0%	0.13%	4	\$5.2 K
	EMEA_UK_Inspiration_19Feb_EN	98.8 K	22.6%	2.7%	0.11%	12	\$3.5 K
26/2/2021	EMEA_Amsterdam_Staycation_Members_26Feb_EN	70.0 K	22.7%	4.6%	0.21%	1	\$1.5 K
	EMEA_DACH_WB_26Feb_EN	96.9 K	21.0%	5.2%	0.26%	1	\$702
	EMEA_Egypt_HotelOffers_26Feb_EN	82.5 K	12.4%	8.0%	0.09%	3	\$671
	EMEA_GLT_DohaExperiences_All_Feb26_EN	73.5 K	14.0%	6.6%	0.11%	0	\$0
	EMEA_Italy_LuxuryInspiration_26Feb_IT	54.9 K	21.3%	8.8%	0.16%	0	\$0
	EMEA_SouthAfrica_HotelOffers_26Feb_EN	58.3 K	12.1%	9.2%	0.15%	7	\$714
	EMEA_UAE_HotelOffers_26Feb_EN	35.4 K	16.4%	17.1%	0.07%	5	\$9.3 K
	EMEA_Uganda_Franchise_26Feb_EN	7.8 K	7.1%	5.6%	0.06%	0	\$0
Feb 2021 Total		818.1 K	18.8%	7.2%	0.14%	56	\$35.1 K
<i>For Comparison:</i>							
vs. Jan 2021 METTs		-11.4%	+2.1 pts.	+3.5 pts.	+0.03 pts.	+69.7%	+71.2%



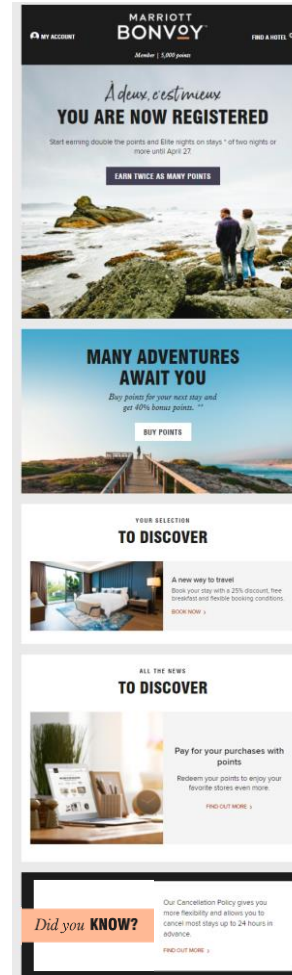
MAU

MAU Creative: February 2021

Example of ITA Version (Translated to ENG)

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

Pre-Header: See What's New in February



11 & 20 February 2021 MAU Performance Summary

(EMEA Combined)

Fewer deliveries may have impacted declines in open activity MoM for both Europe and MEA

Open and CTO rates were near flat MoM for both regions, but Europe saw an increase in click activity

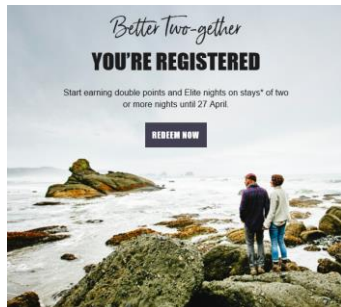
Most clicks & bookings were on the Q1 GloPro hero, category changes, and the staycation offer

Europe	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	738,278	222,530	30.1%	6,045	2.7%	0.28%	29	\$20,247
BEN	441,452	137,876	31.2%	4,554	3.3%	0.21%	15	\$9,478
FRE	65,248	20,477	31.4%	823	4.0%	0.28%	1	\$108
GER	122,294	42,746	35.0%	2,482	5.8%	0.27%	10	\$6,878
ITA	53,732	16,918	31.5%	540	3.2%	0.23%	2	\$3,794
SPA	73,888	25,743	34.8%	1,011	3.9%	0.22%	6	\$1,463
Total	1,494,892	466,290	31.2%	15,455	3.3%	0.25%	63	\$41,969
EUR MoM	-2.9%	-4.3%	-0.4 pts.	+4.5%	+0.3 pts.	-0.09 pts.	-53.3%	-43.0%

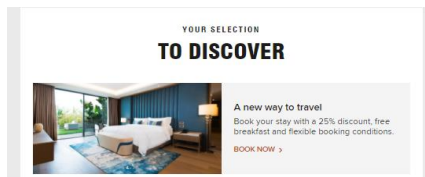
MEA	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	545,228	139,240	25.5%	3,092	2.2%	0.20%	9	\$15,865
BEN	567,093	146,146	25.8%	4,295	2.9%	0.19%	10	\$2,017
FRE	17,342	4,828	27.8%	245	5.1%	0.29%	0	\$0
GER	419	151	36.0%	8	5.3%	0.00%	0	\$0
ITA	147	50	34.0%	1	2.0%	0.68%	0	\$0
SPA	783	255	32.6%	7	2.7%	0.38%	0	\$0
Total	1,131,012	290,670	25.7%	7,648	2.6%	0.20%	19	\$17,882
MEA MoM	-1.5%	-0.7%	+0.2 pts.	-2.7%	-0.1 pts.	-0.03 pts.	-68.3%	+5.8%

Top Performing Content

Q1 Global Promo Hero

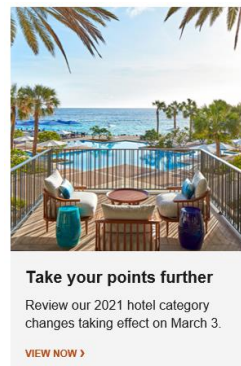


Staycation Offer



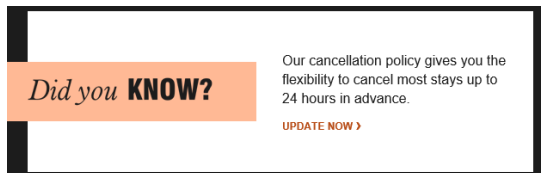
Q1 GloPro hero generated most of the clicks and bookings for several of the in-language versions, followed by the Staycation offer

New Category Changes



Category changes message was the second most clicked in the ENG versions

Flexible Cancellation Policy



Flexible cancellation policy ranked high for ENG, BEN, and GER translations in Europe

MAU Feb '21

Heat Map

Q1 GloPro hero consistently generated most clicks and bookings; footer clicks were high in BEN

New Category Changes message in the ENG version was #2 most clicked

EMEA Staycation offer ranked #2 for most other language versions

	Delivered	Clicks	Bookings	Room Nights	Revenue
EUROPE	1,494,892	13,353	27	91	14,412
20210211 ENG	738,278	5,030	9	29	\$3,383
Hero Generic Booking		209	2	3	\$384
Hero_Q1_GloPro_Book		294	5	14	\$2,483
Hero_Q1_GloPro_Register		2,367			
News_CategoryChanges		1,622	2	12	\$516
News_Mobile App		223			
COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		128			
COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		4			
COBRAND_US_CHASE_BOUNDLESS_ACQ_BAU75K		1			
Benefits_Easy Cancellation		182			
20210218 BEN	441,452	4,059	6	30	\$4,375
Hero Generic Booking		276	2	2	\$314
Hero_Q1_GloPro_Book		185	1	8	\$851
Hero_Q1_GloPro_Register		1,169			
News_Maritz_ShopWithPoints		286			
Offers_EMEA_Staycation		1,652	1	4	\$473
Promo_Q1_PointsPurchase_Mass		144			
Promo_Q1_PointsPurchase_VIP		81			
COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		100			
COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		3			
Benefits_EasyCancellation		137	1	11	\$2,135
Footnote_Q1_GloPro		26	1	5	\$602
20210218 FRE	65,248	726	1	1	\$108
Hero_Generic Booking		85			
Hero_Q1_GloPro_Book		29			
Hero_Q1_GloPro_Register		221	1	1	\$108
News_Maritz_ShopWithPoints		84			
Offers_EMEA_Staycation		239			
Promo_Q1_PointsPurchase_Mass		24			
Promo_Q1_PointsPurchase_VIP		20			
Benefits_Easy Cancellation		16			
Footnote_Q1_GloPro		8			

*Does not include header and footer click and booking activity

MAU Feb '21

Heat Map

GloPro content continues to be a top performer for the rest of the EU language versions

Reassurance messaging in the Benefits section (Easy Cancellation) was the second highest booking driver in the GER version

	Delivered	Clicks	Bookings	Room Nights	Revenue
EUROPE	1,494,892	13,353	27	91	14,412
20210218 GER	122,294	2,194	6	19	\$5,216
Footnote_Q1_GloPro		25			
Hero_GenericBooking		148	1	1	\$237
Hero_Q1_GloPro_Book		192	3	9	\$3,059
Hero_Q1_GloPro_Register		719	1	2	\$208
Offers_EMEA_Staycation		777			
Promo_Q1_PointsPurchase_Mass		104			
Promo_Q1_PointsPurchase_VIP		130			
Benefits_EasyCancellation		99	1	7	\$1,712
20210218 ITA	53,732	456	1	5	\$756
Footnote_Q1_GloPro		11			
Hero_GenericBooking		37	1	5	\$756
Hero_Q1_GloPro_Book		41			
Hero_Q1_GloPro_Register		140			
News_Maritz_ShopWithPoints		34			
Offers_EMEA_Staycation		159			
Promo_Q1_PointsPurchase_Mass		12			
Promo_Q1_PointsPurchase_VIP		16			
Benefits_EasyCancellation		6			
20210218 SPA	73,888	888	4	7	\$573
Footnote_Q1_GloPro		10			
Hero_GenericBooking		90	1	1	\$292
Hero_Q1_GloPro_Book		46	1	3	\$85
Hero_Q1_GloPro_Register		370	2	3	\$196
News_Maritz_ShopWithPoints		54			
Offers_EMEA_Staycation		257			
Promo_Q1_PointsPurchase_Mass		36			
Promo_Q1_PointsPurchase_VIP		13			
Benefits_EasyCancellation		12			

*Does not include header and footer click and booking activity

MAU Feb '21

Heat Map

GloPro generated the most clicks, but New Category Changes content generated the most revenue at \$13.7K in the ENG version

	Delivered	Clicks	Bookings	Room Nights	Revenue
MIDDLE EAST	794,722	3,834	6	33	15,235
20210211 ENG	403,524	1,713	4	27	\$14,269
COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		70			
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		18			
Hero_GenericBooking		133			
Hero_Q1_GloPro_Book		122	2	18	\$412
Hero_Q1_GloPro_Register		813	1	1	\$137
News_Category_Changes		394	1	8	\$13,720
News_MobileApp		112			
Benefits_EasyCancellation		51			
20210218 BEN	389,832	2,097	2	6	\$966
Footnote_Q1_GloPro		38			
Hero_Generic_Booking		255			
Hero_Q1_GloPro_Book		128	2	6	\$966
Hero_Q1_GloPro_Register		694			
News_Maritz_Shop_WithPoints		96			
Offers_EMEA_Staycation		560			
Promo_Q1_PointsPurchase_Mass		116			
Promo_Q1_PointsPurchase_VIP		26			
COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		82			
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		20			
Benefits_Easy_Cancellation		82			
20210218 FRE	773	19			
Hero_Generic_Booking		2			
Hero_Q1_GloPro_Book		3			
Hero_Q1_GloPro_Register		8			
News_Maritz_ShopWithPoints		2			
Offers_EMEA_Staycation		3			
Benefits_EasyCancellation		1			
20210218 GER	302	4			
Hero_Generic_Booking		1			
Hero_Q1_GloPro_Register		1			
Offers_EMEA_Staycation		1			
Promo_Q1_PointsPurchase_Mass		1			
20210218 SPA	291	1			
Hero_Q1_GloPro_Register		1			

*Does not include header and footer click and booking activity

MAU Feb '21

Heat Map

GloPro content continues to be a top performer for the Africa language versions, followed by Staycation offer

	Delivered	Clicks	Bookings	Room Nights	Revenue
AFRICA	336,143	4,878	1	1	96
20210211 ENG	141,704	678	1	1	\$96
Hero_GenericBooking		60			
Hero_Q1_GloPro_Book		32	1	1	\$96
Hero_Q1_GloPro_Register		317			
News_CategoryChanges		179			
News_MobileApp		47			
Benefits_EasyCancellation		43			
20210218 BEN	177,261	1,555			
Footnote_Q1_GloPro		13			
Hero_GenericBooking		178			
Hero_Q1_GloPro_Book		59			
Hero_Q1_GloPro_Register		546			
News_Maritz_ShopWithPoints		91			
Offers_EMEA_Staycation		494			
Promo_Q1_PointsPurchase_Mass		87			
Promo_Q1_PointsPurchase_VIP		11			
Benefits_EasyCancellation		76			
20210218 FRE	16,569	200			
Footnote_Q1_GloPro		2			
Hero_GenericBooking		20			
Hero_Q1_GloPro_Book		12			
Hero_Q1_GloPro_Register		85			
News_Maritz_ShopWithPoints		21			
Offers_EMEA_Staycation		44			
Promo_Q1_PointsPurchase_Mass		9			
Promo_Q1_PointsPurchase_VIP		5			
Benefits_EasyCancellation		2			
20210218 GER	117	2			
Hero_GenericBooking		1			
Offers_EMEA_Staycation		1			
20210218 SPA	492	4			
Hero_Q1_GloPro_Book		1			
Offers_EMEA_Staycation		2			
Benefits_EasyCancellation		1			

*Does not include header and footer click and booking activity

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Broaden the deployment window between mailings that have similar content, like featuring Global Promo, to support frequency and engagement goals
 - Target the content to non-clickers of the previous email (includes non-openers + opened, but didn't click)
- New enrollment code and trackable mobile app links will be launching soon; goals will be established afterwards
- Tracking luxury audiences in Drive Market Solos will provide deeper engagement insights to inform future content selections and targeting efforts
- Consider targeting Covid reassurance messaging to locations that have been recently impacted by the pandemic and/or need reactivating
- Continue Traveler quiz messages in future mailings to engage and encourage ongoing readership

Thank You!

New Campaign Dashboard Categories

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

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