

EMEA Monthly Email Review: January 2021

25 February 2021

MARRIOTT
BONVOY™ | data axle



The Langley, a Luxury Collection Hotel, Buckinghamshire

TODAY'S AGENDA

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

KEY STORYLINES

- Captured more open activity from higher pixel placement resulting in open rate lifts; seasonality was also a factor to engagement lifts
- Click activity was not as high as opens, which resulted in CTOR declines in January; click rate trends have been steady since October 2020
- Consistent open rate lifts across both Europe & MEA regions
- Financials continue to be lower than previous periods, but rebounds were seen in room nights and revenue in Europe
- Strong engagement with luxury solo version; use learnings to influence future content and optimization efforts

PERFORMANCE SUMMARY

Performance Summary: All EMEA Countries Combined

- January deliveries were down 29% vs. 12-month average, but counts were aligned with previous year levels; decline impacted opens & clicks
- Open rates typically increase in January (seasonal impact), but other factors lifted rates even higher; highest rate in 8 months
 - Moving the open pixel to header increased open tracking; change caused issues in other areas, so Loyalty team moved pixel back to footer mid-Jan
 - Will need to establish new open rate trends now that rates are higher than previous periods
- Click activity was not as high as opens; lower activity led to CTOR decline
- Bookings were down 60% but room nights & revenue were not as low, which means longer stays
- Bonvoy 12-month average now includes more pandemic months, so monthly comparisons will reflect engagement rebounds

EMEA January 2021 vs. EMEA Rolling 12-Month Average

Engagement

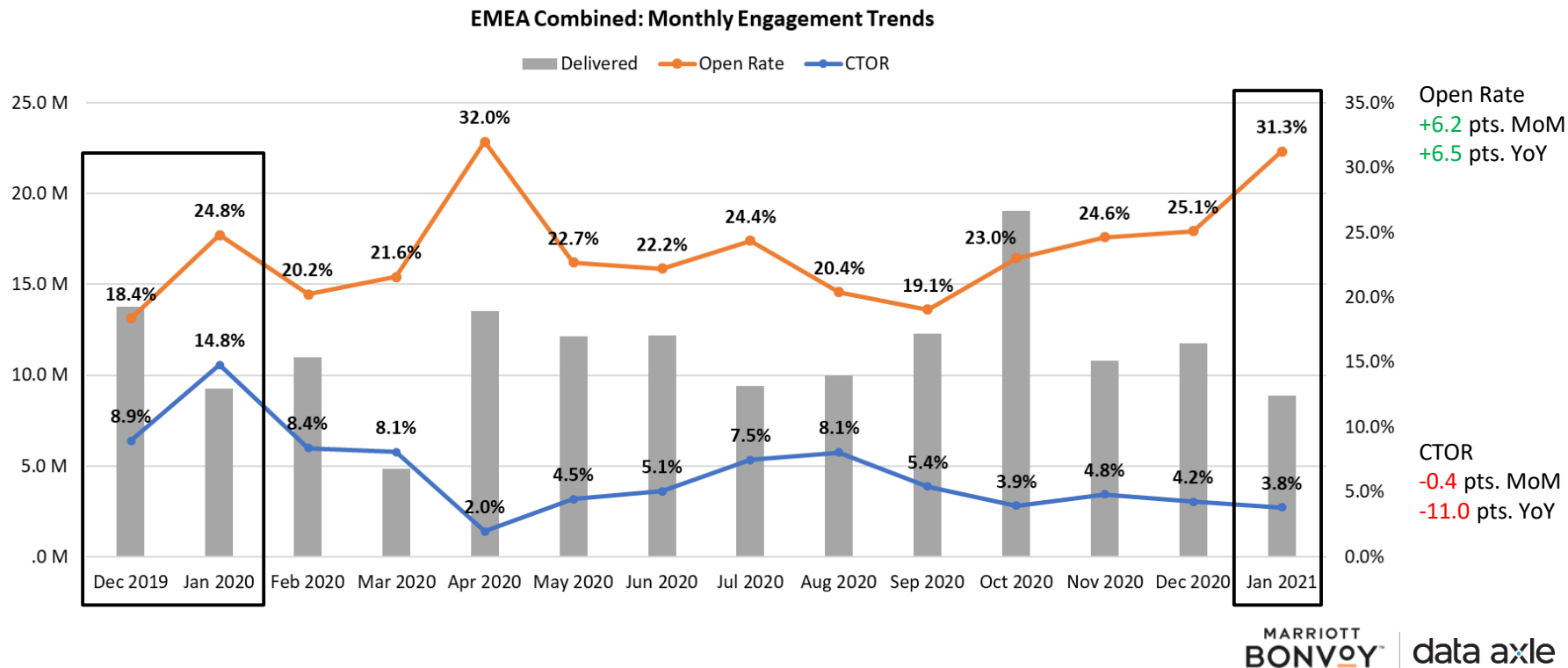
8.9 M	2.8 M	31.3%	105.8 K	1.2%	3.8%	0.30%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
-29.7%	-6.8% (-202.8K)	+7.7 pts.	-37.7% (-64.1K)	-0.2 pts.	-1.9 pts.	+0.02 pts.

Financials

441	1.4 K	\$227.7 K	0.05	0.42%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-60.3% (-670)	-47.9% (-1.3K)	-46.9% (-\$200.8K)	-43.5%	-0.24 pts.

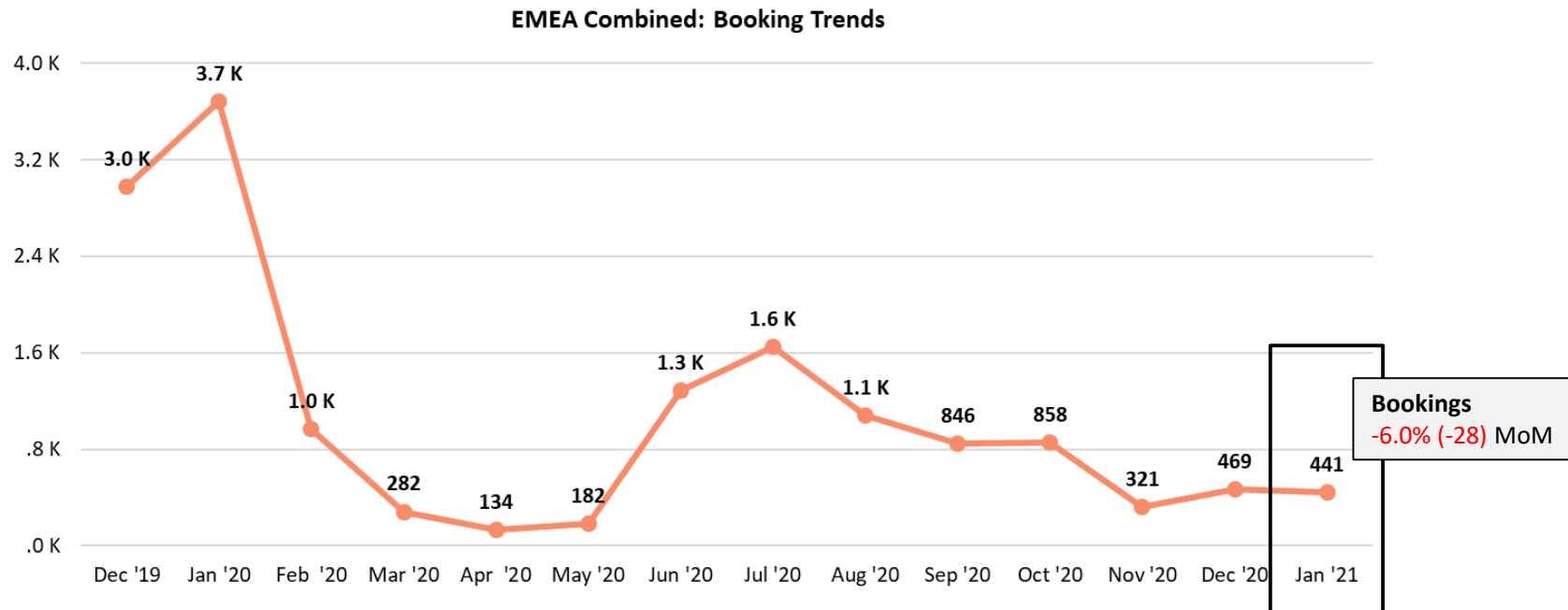
Highest Open Rate In 8 Months; CTOR Remained Steady MoM

Seasonality and capturing more opens from recent code changes led to a higher open rate; slight decline in Jan '21 click activity, but CTORs have been steady since October '20



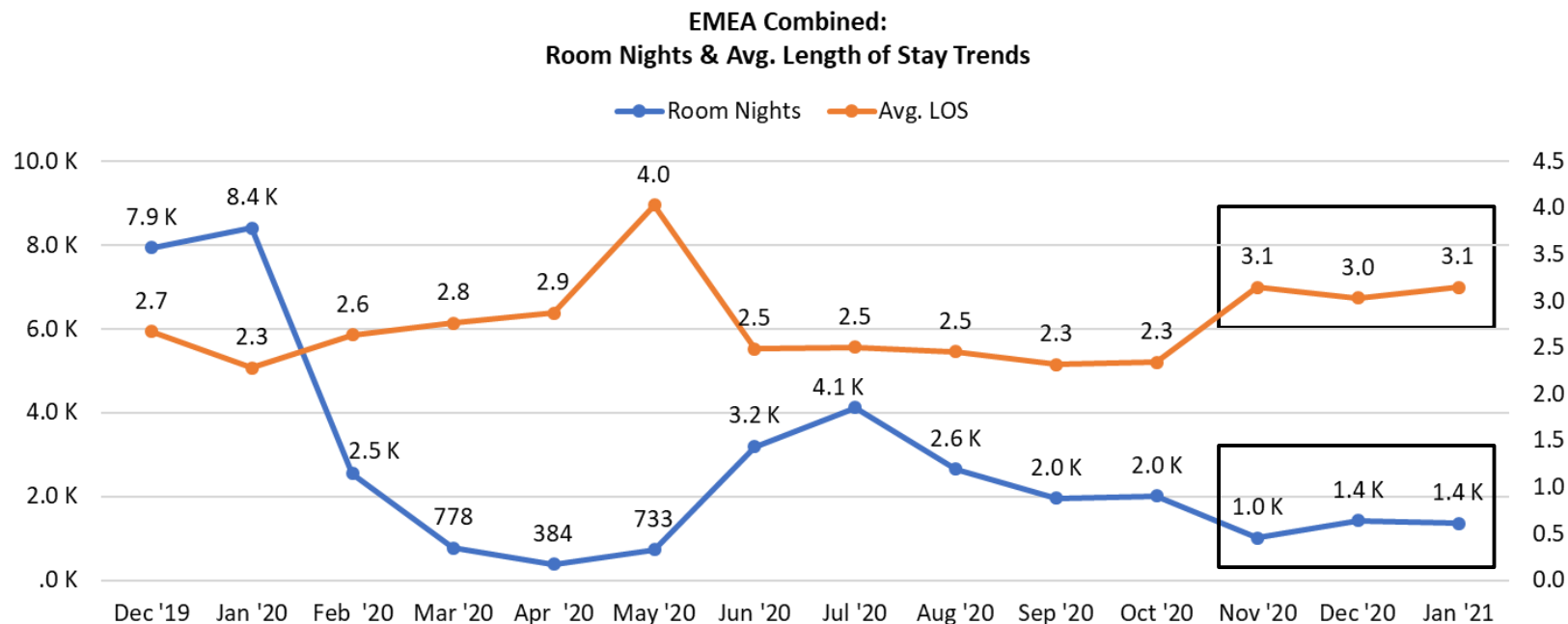
Pandemic Resurgence Impacted Bookings

Drive Solo and MAU emails drove January bookings; 58% of monthly total



Consistent Room Night Trends And Longer Stays Since Nov '20

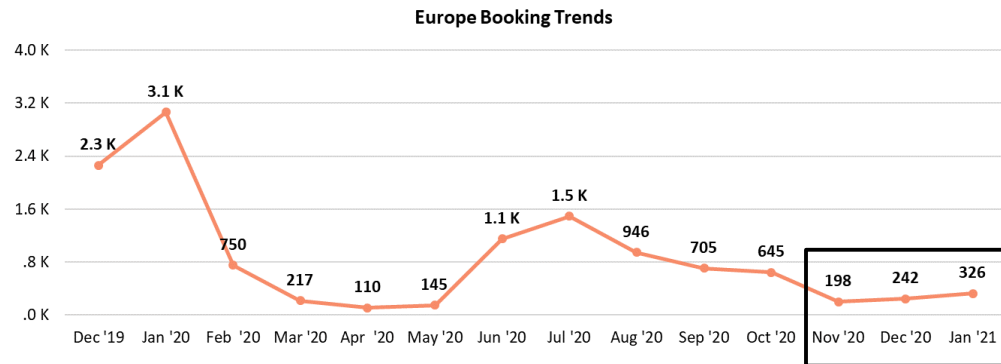
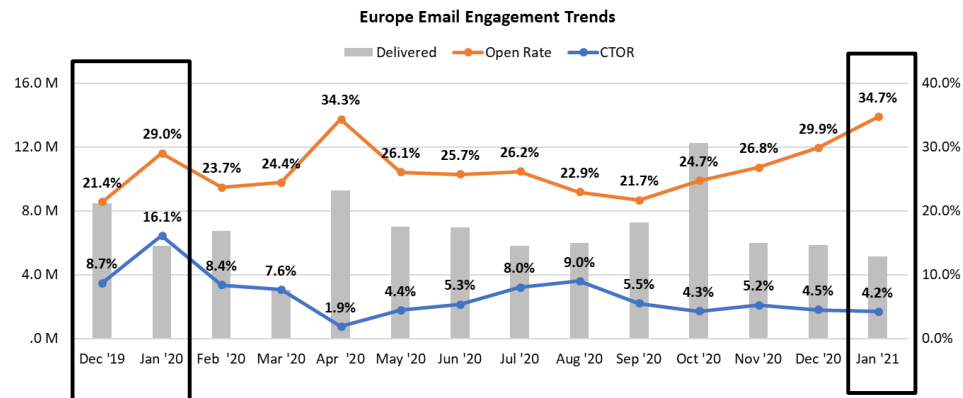
Fewer email bookings MoM, but slight increase in room nights says members may be looking to stay a little longer than before
Continue to monitor LOS trends in the Middle East and measure impact of upcoming 'stay longer' promotion in May 2021



Performance Summary: Europe

- Sending fewer emails resulted in open and click declines; capturing more opens overall led to open rate increase
- Open rates lifts impacted by seasonal trends and recent code changes; rates increased +4.8 pts. MoM and +8.3 pts vs. avg.
- Financials were down compared to previous periods, but Jan bookings show slight rebounds
- Room nights and revenue declines were not as low as bookings, which means guests may be staying longer than before

Metrics	Jan '21	vs. EUR 12-Mo. Avg.
Delivered	5.2 M	-24.6%
Opens	1.8 M	-1.1%
Open Rate	34.7%	+8.3 pts.
Clicks	75.2 K	-31.8%
CTOR	4.2%	-1.9 pts.
Unsub. Rate	0.36%	+0.01 pts.
Bookings	326	-59.5%
Room Nights	1.1 K	-44.1%
Revenue	\$187.7 K	-41.4%

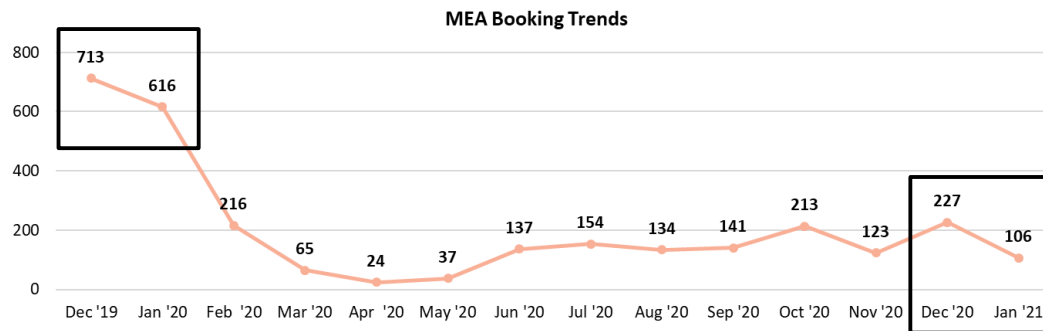
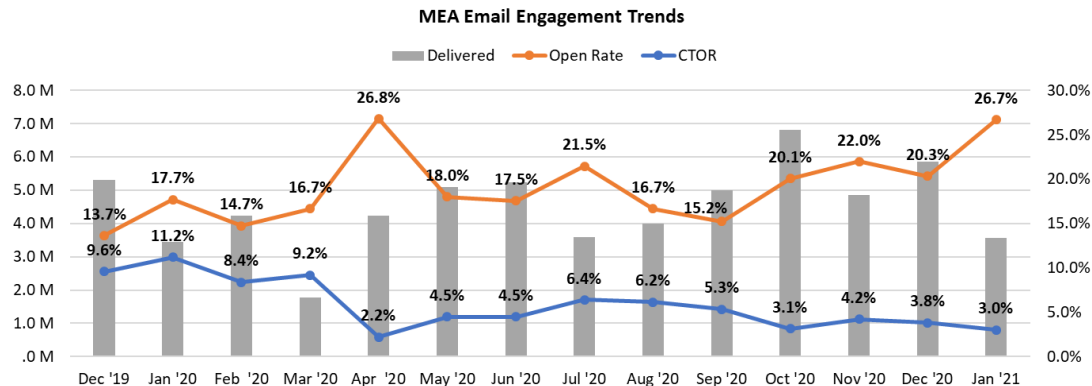


Performance Summary: Middle East & Africa (MEA)

- Open rate lift of +6.3 pts. MoM and +7.6 pts. vs. avg. from capturing more opens and seasonal trends
- Click activity was lower than other periods resulting in CTOR declines
- Financials decline may be seasonal

Metrics	Jan '21	vs. MEA 12-Mo. Avg.
Delivered	3.6 M	-21.0%
Opens	949.9 K	+10.4%
Open Rate	26.7%	+7.6 pts.
Clicks	28.7 K	-33.9%
CTOR	3.0%	-2.0 pts.
Unsub. Rate	0.21%	+0.02 pts.
Bookings	106	-39.1%
Room Nights	291	-44.0%
Revenue	\$38.9 K	-49.3%

Financial data source: Omniture 7-day cookie



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, Bonvoy Escapes
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

EMEA Campaign Dashboard

January 2021 vs 12 Month Average (Jan - Dec 2020)

- Open rates were up for most categories; seasonality and email code changes early Jan impacted lifts
- Drive Market Solos made up Continent Mktg. category; bookings were 21% of Jan booking total
- Core Mktg. engagement lifts and bookings from MAU MoM gains

	Total	Brand	Cobrand CC	Continent Mktg.	Core Mktg.	METT	Informational	Lifecycle	Partner	Travel Inspiration
% of Delivered Emails	100.0%	10.8%	0.1%	28.8%	45.3%	10.1%	0.0%	0.6%	0.3%	2.1%
DELIVERED	8.9 M -29.7%	957.1 K 17.1%	8.8 K -96.4%	2.6 M 41.1%	4.0 M -27.7%	897.1 K 16.5%	922 2898.4%	50.1 K -81.9%	26.6 K -53.9%	184.0 K -80.2%
DELIVERY RATE	99.3% +0.9 pts.	99.6% +0.4 pts.	99.6% +0.6 pts.	99.4% +0.3 pts.	99.3% +0.5 pts.	98.5% +0.2 pts.	99.9% +0.7 pts.	92.4% +1.2 pts.	99.6% +0.2 pts.	99.7% +1.1 pts.
OPEN	2.8 M -6.8%	388.3 K 77.9%	5.2 K -89.0%	720.9 K 58.3%	1.4 M 7.4%	151.9 K 4.9%	632 2618.3%	24.2 K -75.2%	9.8 K -32.7%	56.6 K -77.7%
OPEN RATE	31.3% +7.7 pts.	40.6% +13.9 pts.	59.3% +39.7 pts.	26.3% +2.9 pts.	35.3% +11.5 pts.	16.9% -1.9 pts.	68.5% -7.1 pts.	48.4% +13.2 pts.	36.7% +11.6 pts.	30.7% +3.3 pts.
CLICK	105.8 K -37.7%	21.3 K 32.0%	547 -63.4%	25.2 K -0.8%	47.1 K -26.5%	5.0 K -15.3%	164 1357.8%	3.1 K -87.1%	1.5 K 14.6%	1.9 K -81.2%
CTR	1.19% -0.2 pts.	2.23% +0.3 pts.	6.20% +5.6 pts.	0.92% -0.4 pts.	1.17% +0.0 pts.	0.56% -0.2 pts.	17.79% -18.8 pts.	6.27% -2.5 pts.	5.58% +3.3 pts.	1.01% -0.1 pts.
CTOR	3.8% -1.9 pts.	5.5% -1.9 pts.	10.5% +7.3 pts.	3.5% -2.1 pts.	3.3% -1.5 pts.	3.3% -0.8 pts.	25.9% -22.4 pts.	12.9% -12.1 pts.	15.2% +6.3 pts.	3.3% -0.6 pts.
UNSUB.	27.0 K -24.6%	4.1 K 62.4%	3 -99.4%	8.2 K 73.6%	12.8 K -33.2%	1.0 K 140.2%	---	195 -89.4%	41 -18.7%	581 -78.3%
UNSUB. RATE	0.30% +0.02 pts.	0.42% +0.12 pts.	0.03% -0.16 pts.	0.30% +0.06 pts.	0.32% -0.03 pts.	0.11% +0.06 pts.	---	0.39% -0.28 pts.	0.15% +0.07 pts.	0.32% +0.03 pts.
BOOKINGS	441 -60.3%	3 -92.7%	2 -88.7%	91 -63.6%	292 -14.2%	28 -56.0%	---	21 -89.9%	---	4 -75.8%
ROOM NIGHTS	1.4 K -47.9%	4 -96.5%	8 -77.5%	220 -65.9%	994 4.2%	77 -40.8%	---	57 -86.0%	---	18 -38.1%
REVENUE	\$227.7 K -46.9%	\$1.2 K -93.2%	\$532 -90.1%	\$36.9 K -66.0%	\$148.3 K -4.9%	\$24.3 K 2.1%	---	\$14.2 K -75.6%	---	\$2.3 K -56.7%
CONVERSION RATE	0.42% -0.2 pts.	0.01% -0.2 pts.	0.37% -0.8 pts.	0.36% -0.7 pts.	0.62% +0.1 pts.	0.56% -0.5 pts.	---	0.67% -0.2 pts.	---	0.22% +0.0 pts.
BPK	0.05 -43.5%	0.00 -93.7%	0.23 211.9%	0.03 -62.3%	0.07 18.7%	0.03 -62.2%	---	0.42 -43.9%	---	0.02 21.8%

KEY CAMPAIGN ENGAGEMENT

- Drive Market Solo
- METT
- MAU

Drive Market Solos

13 January 2021 Drive Market Solo

CREATIVE EXAMPLES

(UK Version)

Targeted: Luxury

Subject Line: Sue, treat yourself to a luxury getaway [in United Kingdom & Ireland]

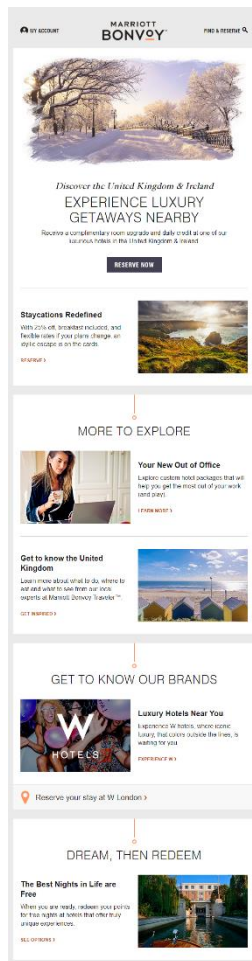
Pre-Header: ... and receive a complimentary room upgrade, plus daily credit.

Targeted: Generic

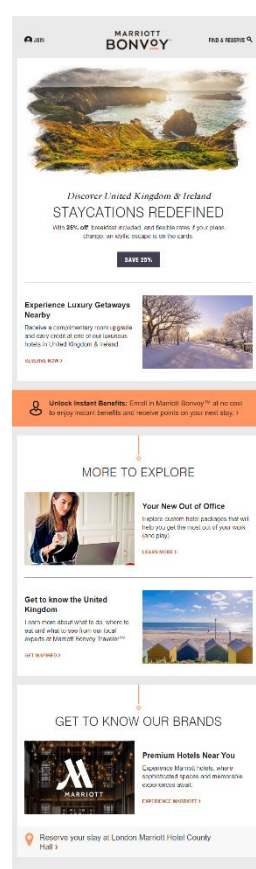
Subject Line: Save 25% on local getaways [in United Kingdom & Ireland]

Pre-Header: ... or treat yourself to a luxury hotel stay and receive a complimentary room upgrade.

Member (Luxury Version)



Non-Member (Generic)



13 Jan '21 Drive Solo Performance Summary

Strong MoM open & click rate lifts

Open lifts from increased delivery and capturing more opens, but click activity was below average

MoM financial declines were not as low as Solo avg.; positive signs of engagement rebounds

Luxury version generated the highest engagement and bookings

Testing CTA copy will help lift clicks, especially with Generic version and in regions with stronger travel restrictions

- For example, “Plan Your Trip” is a softer call-to-action and less immediate

Overall Performance	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
Jan '21	2.7 M	720.9 K	26.3%	25.2 K	3.5%	0.30%	91	\$36,902
MoM	-0.4%	+11.3%	+2.8 pts.	+48.3%	+0.9 pts.	+0.08 pts.	-18.0%	-40.6%
Vs. Solo Avg.	+6.8%	+18.3%	+2.6 pts.	-25.5%	-2.1 pts.	+0.06 pts.	-71.3%	-71.1%

Email Versions	Delivered	Open Rate	CTOR	Unsub Rate	Bookings
GENERIC	2.2 M	24.7%	2.8%	0.32%	29
LUXURY	514.8 K	33.6%	5.8%	0.23%	62
Total	2.7 M	26.3%	3.5%	0.30%	91

Solo Engagement by Country

Most bookings were generated by France ENG and UK versions

Open & CTO rates were consistently higher for in-language versions (France, Germany, Italy, Russia, and Spain), but readers were not ready to book

Track email engagement trends of upcoming Arabic language versions; compare to previous languages

Engagement by Country	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
BENELUX_ENG	89,836	26,759	29.8%	1,265	4.7%	0.42%	3	\$318
EGYPT_ENG	296,783	69,643	23.5%	1,932	2.8%	0.20%	4	\$2,492
FRANCE_ENG	50,461	12,384	24.5%	291	2.3%	0.32%	31	\$4,115
FRANCE_FRE	59,676	16,501	27.7%	874	5.3%	0.34%	4	\$1,256
GERMANY_ENG	176,928	46,115	26.1%	1,441	3.1%	0.48%	4	\$3,071
GERMANY_GER	96,727	29,849	30.9%	1,930	6.5%	0.34%	3	\$1,789
ITALY_ENG	42,240	11,383	26.9%	287	2.5%	0.37%	1	\$1,295
ITALY_ITA	54,483	16,410	30.1%	793	4.8%	0.30%	3	\$4,152
QATAR_ENG	76,715	19,458	25.4%	699	3.6%	0.22%	0	\$0
RUSSIA_ENG	50,254	10,134	20.2%	371	3.7%	0.38%	3	\$388
RUSSIA_RUS	39,005	9,495	24.3%	1,091	11.5%	0.37%	6	\$716
SAUDIA_ARABIA_ENG	217,609	55,408	25.5%	1,097	2.0%	0.19%	2	\$467
SCANDINAVIA_ENG	258,820	74,440	28.8%	1,835	2.5%	0.42%	6	\$8,998
SOUTH_AFRICA_ENG	63,239	18,582	29.4%	953	5.1%	0.31%	3	\$254
SPAIN_ENG	36,608	10,418	28.5%	384	3.7%	0.31%	0	\$0
SPAIN_SPA	73,143	23,036	31.5%	1,217	5.3%	0.19%	1	\$68
SWITZER_GER	12,994	4,253	32.7%	202	4.7%	0.46%	1	\$214
TURKEY_ENG	150,469	38,300	25.5%	763	2.0%	0.24%	0	\$0
UAE_ENG	273,943	67,989	24.8%	2,053	3.0%	0.20%	2	\$1,291
UK_ENG	611,206	160,663	26.3%	5,751	3.6%	0.32%	14	\$6,021
Total	2,737,202	722,559	26.4%	25,282	3.5%	0.30%	91	\$36,902

Heat Map

Luxury Version

(Member & Non-Member Combined)

- Hero engagement was north of 30% for all segments, except in Qatar where the Hero 2 offer pulled clicks
- Targeted credit card offer resonated with in-market readers
- Brand education module was 2nd or 3rd most clicked; shows importance of continued education in 2021

Section	Module Description	Benelux_ENG	Egypt_ENG	France_ENG	France_FRE	Germany_ENG	Germany_GER	Italy_ENG	Italy_ITA	Qatar_ENG
Header		6%	11%	6%	6%	8%	7%	5%	5%	10%
Hero	Luxury hero	51%	34%	41%	36%	37%	40%	36%	42%	28%
Hero 2	Generic offer ride along	9%	10%	13%	19%	17%	18%	10%	17%	19%
Secondary 1										
	Culinary Experiences	---	---	---	---	---	---	10%	---	---
	Mastercard® Offer	---	23%	---	---	---	---	---	---	18%
	Work Anywhere	5%	---	---	---	---	---	---	---	---
Secondary 2										
	Cross Border (Discover...)	---	---	---	---	---	---	---	---	---
	Local Inspiration (Get to Know...)	6%	---	9%	---	---	---	---	---	7%
	Local Inspiration (Wellness)	---	---	---	---	4%	---	---	---	---
	Homes & Villas	---	---	---	---	---	---	17%	---	---
Brand Education	Section Total	12%	6%	11%	22%	11%	18%	7%	19%	5%
% of section total	Luxury Hotels Near You	77%	63%	76%	72%	64%	87%	71%	76%	60%
	Reserve Property Feature	23%	37%	24%	28%	36%	13%	29%	24%	40%
Redemption	Targeted to 5K+ pts.	4%	3%	5%	8%	6%	11%	6%	13%	2%
Footer		7%	13%	16%	8%	18%	7%	9%	5%	10%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

Luxury Version

(Member & Non-Member Combined)

- Hero engagement was north of 30% for most segments
- Strong engagement in brand education module
- Only 2 clicks on non-member join banner from Russia ENG and UAE versions (not shown below)

Section	Module Description	Russia_ ENG	Russia_ RUS	Saudi Arabia_ ENG	Scandinavia_ ENG	Spain_ ENG	Spain_ SPA	Switzer_ GER	Turkey_ ENG	UAE_ ENG	UK_ ENG
Header		10%	11%	8%	8%	5%	3%	11%	11%	8%	7%
Hero	Luxury hero	35%	37%	39%	37%	30%	29%	29%	34%	55%	54%
Hero 2	Generic offer ride along	17%	27%	7%	9%	17%	29%	16%	12%	0%	0%
Secondary 1											
	Culinary Experiences	---	---	16%	---	12%	12%	---	8%	---	---
	Mastercard® Offer	---	---	---	---	---	---	---	---	13%	---
	Work Anywhere	---	---	---	---	---	---	---	---	---	5%
Secondary 2											
	Cross Border (Discover...)	---	---	---	---	---	---	---	---	8%	---
	Local Inspiration (Get to Know...)	---	---	6%	---	---	---	---	4%	---	8%
	Local Inspiration (Wellness)	---	---	---	---	---	---	---	---	---	---
	Homes & Villas	---	---	---	11%	15%	---	---	---	---	---
Brand Education	Section Total	13%	14%	5%	13%	9%	19%	24%	11%	3%	11%
% of section total	Luxury Hotels Near You	57%	62%	72%	86%	77%	76%	56%	64%	73%	84%
	Reserve Property Feature	43%	38%	28%	14%	23%	24%	44%	36%	27%	16%
Redemption	Targeted to 5K+ pts.	9%	6%	5%	4%	4%	3%	9%	5%	3%	5%
Footer		15%	5%	15%	18%	7%	5%	11%	17%	11%	10%
TOTAL		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

Generic Version

(Member & Non-Member
Combined)

- Luxury offer in Hero 2 position pulled clicks from Generic Hero offer; Luxury content seems to resonate for many
- Strong engagement in brand education module in most regions
- Higher footer clicks (unsub. link) than Luxury version; shows optimization needs to lift clicks

Section Nm	Link Desc Txt	Benelux_ENG	Egypt_ENG	France_ENG	France_FRE	Germany_ENG	Germany_GER	Italy_ENG	Italy_ITA	Qatar_ENG
Header		8%	13%	8%	9%	12%	10%	8%	11%	10%
Hero	Generic hero	23%	28%	21%	26%	18%	29%	16%	29%	29%
Hero 2	Luxury offer ride along	23%	13%	14%	29%	9%	19%	14%	27%	12%
Non-Member Banner	Join Marriott Bonvoy	0%	0.1%	0%	0%	0.2%	0%	0%	0%	0.8%
Secondary 1										
	Culinary Experiences	---	---	---	---	---	---	5%	---	---
	Mastercard® Offer	---	15%	---	---	---	---	---	---	12%
	Work Anywhere	4%	---	---	---	---	---	---	---	---
Secondary 2										
	Cross Border (Discover...)	---	---	---	---	---	---	---	---	---
	Local Inspiration (Get to Know...)	4%	---	4%	---	---	---	---	---	7%
	Local Inspiration (Wellness)	---	---	---	---	3%	---	---	---	---
	Homes & Villas	---	---	---	---	---	---	12%	---	---
Brand Education	Section Total	8%	7%	10%	10%	12%	15%	3%	8%	6%
% of section total	Premium/Select Hotels Near You	80%	58%	52%	69%	44%	62%	80%	79%	73%
	Reserve Property Feature	20%	42%	48%	31%	56%	38%	20%	21%	27%
Redemption	Targeted to 5K+ pts.	1%	1%	1%	2%	1%	3%	1%	3%	0%
Footer		29%	24%	43%	25%	45%	24%	42%	22%	22%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%

Heat Map

Generic Version

(Member & Non-Member
Combined)

- Engagement was stronger in the Hero for these regions compared to other Generic versions
- Luxury Hero 2 offer was 2nd most clicked for most
- Higher footer clicks (unsub. link) than Luxury version; shows optimization needs to lift clicks

Section Nm	Link Desc Txt	Russia_ ENG	Russia_ RUS	Saudi Arabia_ ENG	Scandinavia_ ENG	South Africa_ ENG	Spain_ ENG	Spain_ SPA	Switzer_ GER	Turkey_ ENG	UAE_ ENG	UK_ ENG
Header		12%	11%	13%	10%	14%	9%	8%	14%	14%	10%	8%
Hero	Generic hero	34%	50%	30%	22%	40%	28%	31%	24%	24%	30%	45%
Hero 2	Luxury offer ride along	15%	18%	14%	12%	0%	10%	27%	15%	10%	17%	0%
Non-Member Banner	Join Marriott Bonvoy	0%	0%	0.1%	0.4%	0%	0%	0%	0%	0.6%	0.2%	0.1%
Secondary 1												
	Culinary Experiences	---	---	7%	---	---	11%	8%	---	5%	---	---
	Mastercard® Offer	---	---	---	---	---	---	---	---	---	10%	---
	Work Anywhere	---	---	---	---	---	---	---	---	---	---	3%
Secondary 2												
	Cross Border (Discover...)	---	---	---	---	---	---	---	---	---	5%	---
	Local Inspiration (Get to Know...)	---	---	4%	---	---	---	---	---	4%	---	5%
	Local Inspiration (Wellness)	---	---	---	---	5%	---	---	---	---	---	---
	Homes & Villas	---	---	---	7%	---	10%	---	---	---	---	---
Brand Education	Section Total	10%	9%	4%	7%	13%	5%	11%	8%	9%	4%	9%
% of section total	Premium/Select Hotels Near You	64%	54%	72%	50%	71%	73%	68%	50%	81%	63%	82%
	Reserve Property Feature	36%	46%	28%	50%	29%	27%	32%	50%	19%	37%	18%
Redemption	Targeted to 5K+ pts.	1%	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%
Footer		28%	12%	27%	41%	19%	27%	14%	35%	33%	23%	29%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



METT

Example METT Creative: January 2021

Subject Line: Stay, Save and Savor In Switzerland


Pre-Header: Book worry-free with flexible cancellation

Book worry-free with flexible cancellation

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METT Jan 2021 EMEA performance summary

- Delivered 6% fewer emails MoM, but capturing more opens and clicks lifted rates MoM
- Open rate of 16.8% was down 9.5 pts. vs. Drive Market Solo average; leverage Solo subject line tactics to help lift open rates
 - For example, personalize with property, destination, or offer details; consider using list approach for multi-offer emails ("3 Reasons to Stay in Switzerland")
- CTOR of 3.7% was more in line with the 3.8% monthly average and 3.5% Solo average
- Use learnings from 2021 learning agenda to optimize METT campaigns
- 67% of METT revenue from EU Switzerland Hotel Credit campaign on 1 Jan; had the highest open rate of 22.4%

Deployment	Campaign Name	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
1/1/2021	EU_Russia_WelcomeBack_1Jan_RU	39,828	19.7%	8.5%	0.16%	6	\$1,563
	EU_SwitzerlandHotelCredit_1Jan_EN	79,945	22.4%	4.4%	0.23%	10	\$13,782
	EU_UK_METT_AllMembers_1JAN_EN	148,023	21.9%	2.2%	0.14%	2	\$1,554
	GLT_Jordan_WelcBack_MC_FB_All_Jan1_EN	27,278	15.1%	3.7%	0.08%	0	\$0
7/1/2021	MEA_KSA_HotelOffers_Members_NonMembers_Jan7_EN	215,582	15.3%	2.4%	0.05%	5	\$1,541
	MEA_UAE_January_all_7Jan_EN	250,134	13.9%	3.7%	0.07%	5	\$1,454
29/1/2021	EMEA_Egypt_HotelOffers_29Jan_EN	62,922	12.6%	5.8%	0.08%	4	\$540
	EMEA_Oman_HotelOffers_29Jan_EN	18,206	12.4%	7.1%	0.04%	0	\$0
	EMEA_Scandinavia_29Jan_EN	80,978	18.2%	4.7%	0.26%	1	\$84
Total		922,896	16.8%	3.7%	0.11%	33	\$20,518
<i>For Comparison:</i>							
vs. Dec 2020 EMEA METTs		-6.1%	+0.4 pts.	+0.5 pts.	+0.02 pts.	-10.8%	-31.1%



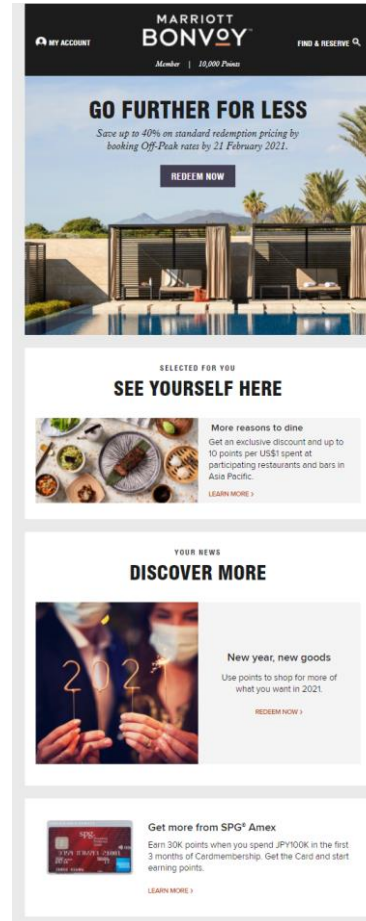
MAU

MAU Creative: January 2021

Example of BEN Version

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

Pre-Header: See What's New in January



14 & 21 January 2021 MAU Performance Summary

(EMEA Combined)

Delivery and open rates were up MoM; engagement typically declines in Dec, so seasonality influenced lift

Clicks were up MoM, but not enough to lift CTOR

Hero Off Peak LTO drove engagement and contributed to financial gains

Regions	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
Europe	1,539,946	488,271	31.7%	14,925	3.1%	0.35%	141	\$76,081
ENG	754,416	232,388	30.8%	5,947	2.6%	0.43%	61	\$34,766
BEN	447,726	141,504	31.6%	4,007	2.8%	0.25%	31	\$19,871
FRE	66,242	21,654	32.7%	702	3.2%	0.34%	1	\$100
GER	124,907	44,261	35.4%	2,444	5.5%	0.33%	28	\$11,749
ITA	54,949	17,780	32.4%	616	3.5%	0.39%	7	\$5,560
SPA	74,768	26,425	35.3%	972	3.7%	0.24%	13	\$4,035
MEA	1,142,467	293,273	25.7%	7,996	2.7%	0.24%	64	\$18,923
ENG	554,694	142,850	25.8%	3,343	2.3%	0.27%	30	\$12,186
BEN	563,870	144,340	25.6%	4,366	3.0%	0.21%	32	\$6,133
FRE	17,579	5,062	28.8%	246	4.9%	0.23%	2	\$605
GER	420	139	33.1%	9	6.5%	0.00%	0	\$0
ITA	149	55	36.9%	3	5.5%	0.67%	0	\$0
SPA	806	273	33.9%	8	2.9%	0.37%	0	\$0
TOTAL	2,682,413	781,544	29.1%	22,921	2.9%	0.30%	205	\$95,004
<i>For Comparison:</i>								
vs. MAU Dec '20	+17.8%	+24.3%	+1.5 pts.	+7.0%	-0.5 pts.	+0.08 pts.	+43.4%	+36.7%

MAU Jan '21

Heat Map

Europe bookings were +125% MoM; seasonality impact aligns with overall MAU MoM lifts

ENG version drove 46% of Europe bookings, followed by BEN

Off-Peak LTO Hero generated most of the click and booking engagement

	Delivered	Clicks	Bookings	Room Nights	Revenue
CONTINENT - Europe	1,539,946	12,275	98	308	\$55,498
20210114_ENG	754,416	4,783	41	144	\$25,587
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		4			
COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		3			
Benefits_ContactlessCheckIn		78			
Hero_OffPeakLTO		2,589	39	142	\$25,427
News_HVMI		1,052	2	2	\$160
News_WorkAnywhere		484			
Traveler		573			
20210121_BEN	447,726	3,319	20	64	\$13,102
COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		163			
COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		4			
Hero_OffPeakLTO		2,193	19	60	\$12,768
News_Maritz_NewYear		354			
Offers_EMEA_WelcomeBack		605	1	4	\$333
20210121_FRE	66,242	554	1	1	\$100
Hero_OffPeakLTO		281			
News_Maritz_NewYear		87			
Offers_France_WelcomeBack		186	1	1	\$100
20210121_GER	124,907	2,063	22	56	\$8,764
Hero_OffPeakLTO		1,225	19	42	\$6,297
Offers_Germany_WelcomeBack		838	3	14	\$2,467
20210121_ITA	54,949	534	4	17	\$4,514
Hero_OffPeakLTO		250	4	17	\$4,514
News_Maritz_NewYear		186			
Offers_Italy_WelcomeBack		98			
20210121_SPA	74,768	810	10	26	\$3,432
Hero_OffPeakLTO		431	10	26	\$3,432
News_Maritz_NewYear		244			
Offers_Spain_WelcomeBack		135			

MAU Jan '21

Heat Map

Middle East bookings were +105% MoM; seasonality impact aligns with overall MAU MoM lifts

ENG version drove 86% of bookings, followed by BEN

Off-Peak LTO Hero generated most of the click and booking engagement

	Delivered	Clicks	Bookings	Room Nights	Revenue
CONTINENT - Middle East	803,869	4,370	24	55	\$9,553
20210114_ENG	412,691	2,236	15	36	\$8,229
COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		98			
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		23			
Benefits_ContactlessCheckIn		33			
Hero_OffPeakLTO		1,208	15	36	\$8,229
News_HVMI		536			
News_WorkAnywhere		174			
Traveler		164			
20210121_BEN	389,255	2,111	9	19	\$1,323
COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		125			
COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		29			
Hero_OffPeakLTO		1,460	9	19	\$1,323
News_Maritz_NewYear		241			
Offers_EMEA_WelcomeBack		256			
20210121_FRE	794	5			
Hero_OffPeakLTO		2			
News_Maritz_NewYear		1			
Offers_France_WelcomeBack		2			
20210121_GER	305	8			
Hero_OffPeakLTO		4			
Offers_Germany_WelcomeBack		4			
20210121_ITA	136	1			
Hero_OffPeakLTO		1			
20210121_SPA	299	3			
Hero_OffPeakLTO		1			
News_Maritz_NewYear		2			

MAU Jan '21 Heat Map

Africa bookings were -36% MoM

ENG version drove 60% of bookings, followed by BEN

Off-Peak LTO Hero generated most of the click and booking engagement

	Delivered	Clicks	Bookings	Room Nights	Revenue
CONTINENT - Africa	338,598	2,720	23	54	\$3,821
20210114_ENG	142,003	788	10	33	\$2,279
Benefits_ContactlessCheckIn		21			
Hero_OffPeakLTO		463	9	29	\$1,501
News_HVMI		177	1	4	\$778
News_WorkAnywhere		68			
MAU_JAN21_Traveler		59			
20210121_BEN	174,615	1,715	12	19	\$1,333
Hero_OffPeakLTO		1,177	12	19	\$1,333
News_Maritz_NewYear		214			
Offers_EMEA_WelcomeBack		324			
20210121_FRE	16,785	198	1	2	\$208
Hero_OffPeakLTO		107	1	2	\$208
News_Maritz_NewYear		47			
Offers_France_WelcomeBack		44			
20210121_ITA	13	4			
Hero_OffPeakLTO		1			
News_Maritz_NewYear		2			
Offers_Italy_WelcomeBack		1			
20210121_SPA	507	3			
Hero_OffPeakLTO		2			
Offers_Spain_WelcomeBack		1			

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Establish new open rate & CTOR baselines, since open activity tracking changed
- Leverage Solo subject line tactics to help lift METT open rates; use learnings from 2021 learning agenda to optimize METT campaigns
 - For example, personalize with property name, location, or offer details; consider using list approach for multi-message/offer emails
- Testing CTA copy in Drive Solo emails will help lift clicks, especially with Generic version and in regions with stronger travel restrictions
 - For example, “Plan Your Trip” is a softer call-to-action and less immediate than Book Now
- Track email engagement trends of upcoming Arabic language versions; compare to previous languages

Thank You!