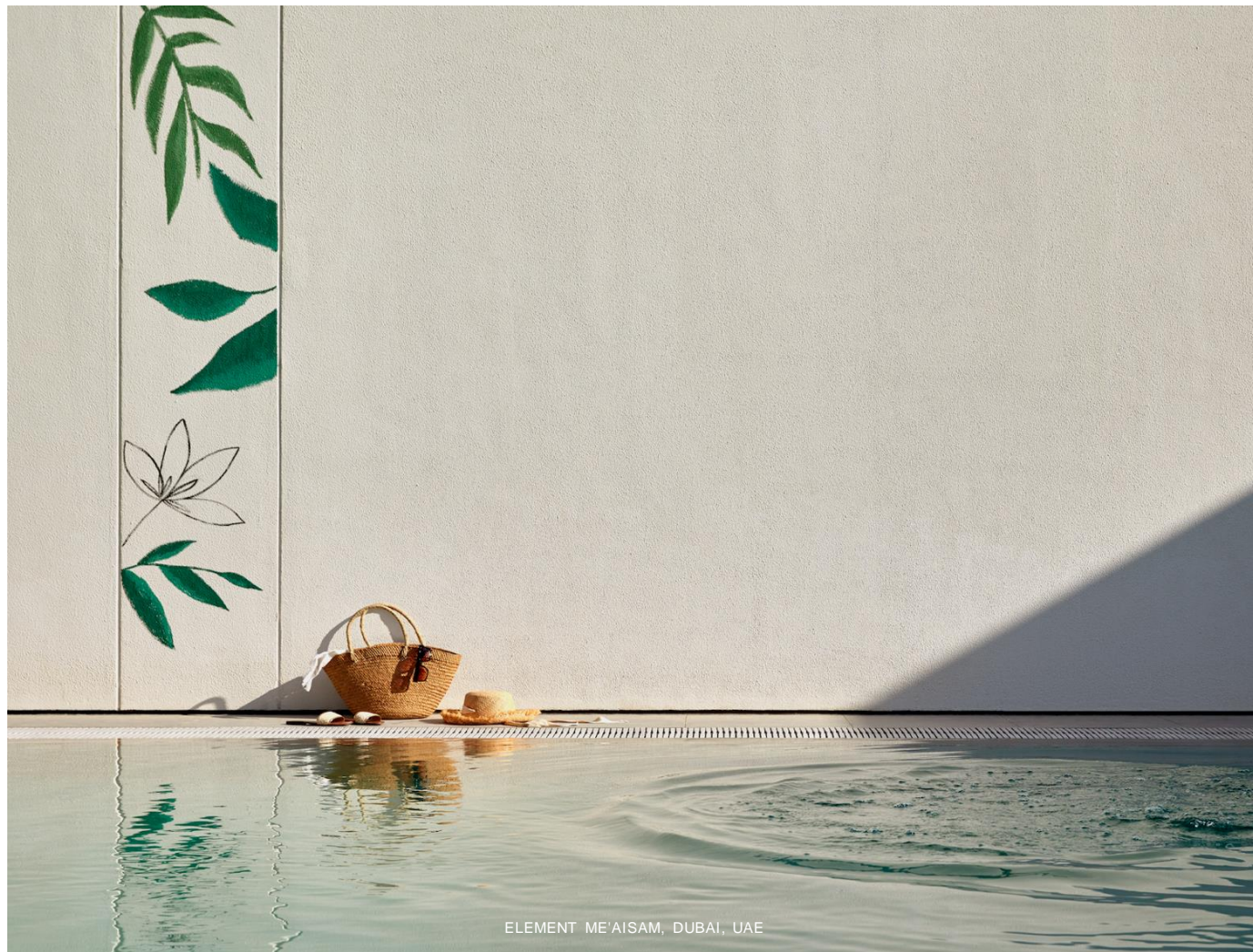# EMEA Monthly Email Review
January 2022

24 January 2022

MARRIOTT BONVOY®

ELEMENT ME'AISAM, DUBAI, UAE

COURTYARD AL BARSHA, DUBAI, UAE

Meeting Agenda

1. Key Storylines
2. Performance Summary
3. Campaign Engagement

   - Drive Market Solo
   - MAU
   - Lux MAU
   - METT

4. Testing & Optimization
5. Next Steps

Key Storylines

- January 2022 CTR & revenue engagement higher MoM and YoY
  - CTR engagement increases impacted by delivery volume changes MoM and high click activity in promo, brand and continent marketing
  - Global Promotion drove strong increase in monthly financial gains

- Maintained Core MAU engagement MoM with fewer targeted offers; revenue up MoM 32% for both Europe and MEA
  - High revenue activity to member module and header; campaign engaged members who were ready to book

- This month's Solo was a resorts focused campaign with resorts content in the hero and secondary offer and personalized resort poll results from December mailing
  - Resorts content among top performing content, poll results in the top 3 clicked modules

- Expanded PCIQ Subject Line testing to include in language solo email versions
  - Personalized subject lines proving most effective with higher open rates

- METT revenue is up 55% with increases in all engagement metrics and a 98% revenue attribution to EMEA properties

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Monthly Performance Summary

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Revenue and Engagement Up MoM

- Europe revenue up 33% and was 86% of total monthly revenue
- Engagement increased MoM on all metrics
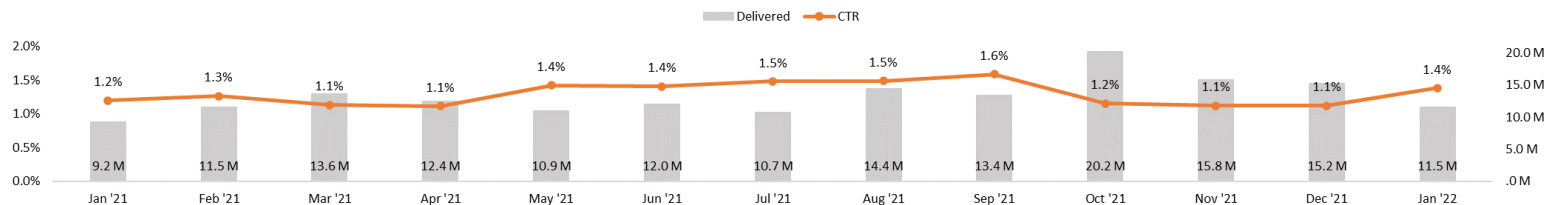- January Global Promotions drove strong increase in monthly financials

Engagement	Jan '22	Dec '21	MoM	vs. Avg
Delivered	11.5M	15.2M	-24.5%	-13.4%
Open Rate	21.3%	18.8%	+2.5 pts.	-5.6 pts.
CTR	1.4%	1.1%	+0.26 pts.	+0.1 pts.
CTOR	6.5%	6.0%	+0.52 pts.	+1.7 pts.

Financials	Jan '22	Dec '21	MoM	vs. Avg
Bookings	788	838	-6.0%	-17.1%
Room Nights	2.4 K	2.5 K	-3.3%	-17.5%
Revenue	$512.9 K	$449.5 K	+14.1%	-12.2%
Conversion	0.50%	0.49%	+0.0 pts.	-0.1 pts.
BPK	.07	.06	+24.5%	-4.2%.

EMEA 12-Month Average = Jan '21 – Dec '21
Financial data source: Omniture 7-day cookie

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January Engagement and Revenue up MoM

EMEA Overall KPI Trends (2021-2022)

Delivered — CTR

	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
CTR	1.2%	1.3%	1.1%	1.1%	1.4%	1.4%	1.5%	1.5%	1.6%	1.2%	1.1%	1.1%	1.4%
Delivered	9.2 M	11.5 M	13.6 M	12.4 M	10.9 M	12.0 M	10.7 M	14.4 M	13.4 M	20.2 M	15.8 M	15.2 M	11.5 M

CTR up MoM with decrease in overall Solo revenue

EMEA Overall Financial Trends (2021-2022)

Revenue — Bookings

	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
Bookings	500	566	828	676	921	952	923	1223	1110	1667	1205	838	788
Revenue	$285.7 K	$334.2 K	$492.7 K	$447.2 K	$650.0 K	$569.5 K	$596.8 K	$751.6 K	$699.6 K	$1013.1 K	$716.1 K	$449.5 K	$512.9 K
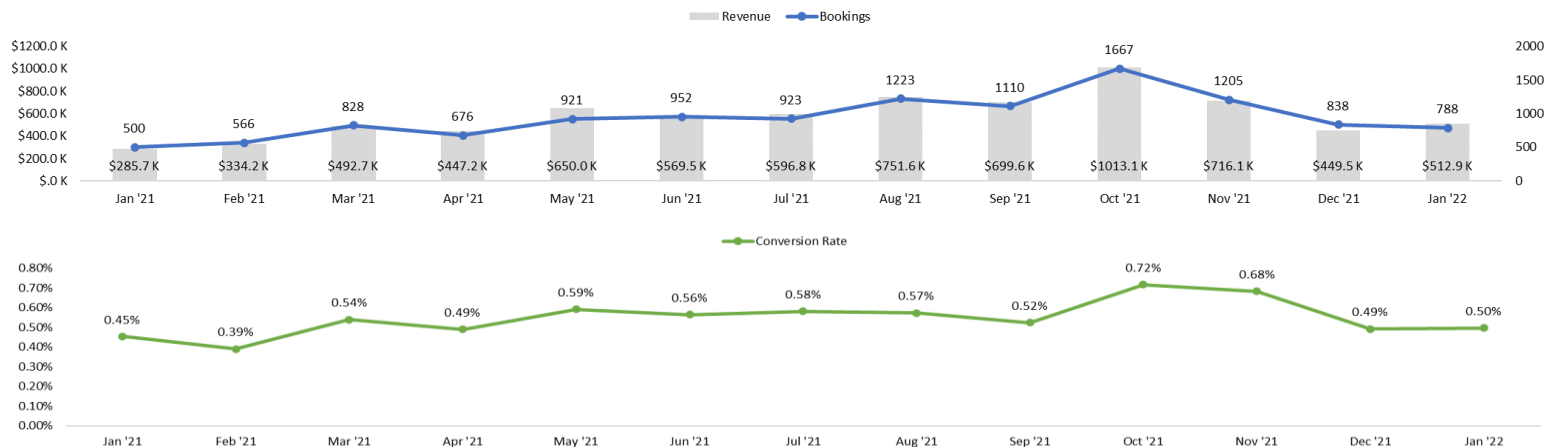
79% increase in revenue compared to January of 2021

Conversion Rate

	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
Conversion Rate	0.45%	0.39%	0.54%	0.49%	0.59%	0.56%	0.58%	0.57%	0.52%	0.72%	0.68%	0.49%	0.50%

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Proposed 2022 Goals for Europe & MEA

Considerations for CTR Goal

- Leveraged annual CTR for 2019 & 2021 by region
- Industry benchmarks by region were used as a reference
- Pandemic impact on travel yet to be fully determined

CTR Goal:

Europe: 1.6% | MEA: 1.0%

Recommendations

- Move forward with 2021 average CTR as the goal for 2022
- Consider Q2 evaluation to determine if adjustments need to be made

Considerations For Revenue Goal

- Increase in emailable audience
- Lessening travel restrictions and increase in both leisure activity and business travel
- Align to Marriott annual revenue increase goal of 28.6%

2021 Revenue Goal

Europe: $4.2M | MEA: $1.0M

2021 Revenue Actual

Europe: $5.5M (+30%) | MEA: 1.5M (+47%)

2022 Revenue Goal:

Europe: $7.0M | MEA: $1.9M

Financial data source: Omniture 7-day cookie

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Current YTD Revenue Goal Progress

EUROPE	Jan '22	Monthly Goal	vs. Goal
CTR	1.7%	1.6%	+.1 pts.
Revenue	$442.9K	$584.0 K	-24%

MEA	Jan '22	Monthly Goal	vs. Goal
CTR	0.8%	1.0%	-0.2 pts.
Revenue	$70.0 K	$158.9 K	-56%

European revenue near 2022 monthly goal with strong revenue from global promotions and core marketing (Core MAU)

Decline in engagement from MEA members with monthly drive market solo and core marketing campaigns led to a MoM decline in revenue

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Points Activity Goals

Considerations for Points Activity Goal

- Total point activity from 2021 of earners and redeemers
- Align to Marriott annual point activity increase goal of 12.3%
- Supporting return to pre-pandemic point activity

2021 total points active members: 483, 919
2022 Goal: 543, 441

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App Downloads And Enrollment Continue To Increase

2021-2022 Email Enrollments
(Code: EMEA)
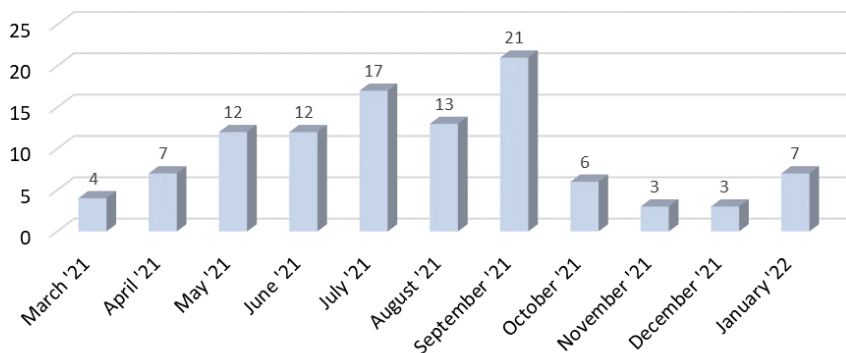
Time Period	# Enroll
2021 Avg.	11
Jan Total	7
vs Avg.	-33%
MoM	+133%

- January increase over 130% higher vs Dec '21

2021-2022 Mobile App Downloads
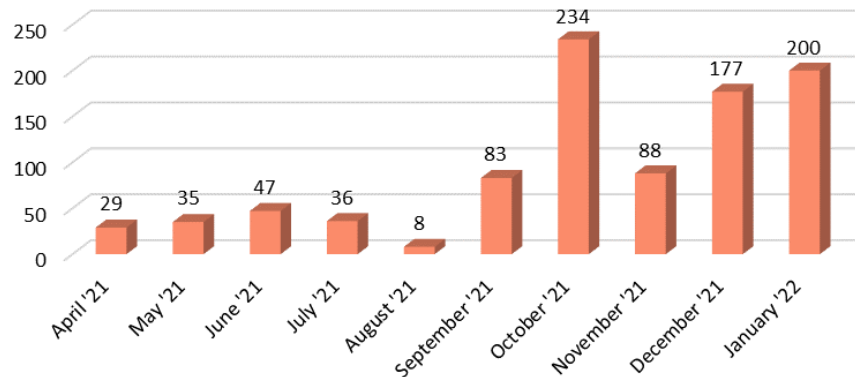
- January marks the second highest month of tracked app downloads

Time Period	App Downloads
2021 Avg.	96
Jan Total	200
vs Avg.	+109.0%
MoM	+13%

Campaign Engagement

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Drive Market Solo

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January 2022 Drive Market Solo
CREATIVE EXAMPLES

January Highlights:
- Resorts hero supports value proposition driving leisure business
- Personalized Poll Response Resort Content
- Brand Educ. Module versioned Lux vs Non-Lux
- Resorts Destination Module targeted for UK vs everyone else
- Thank you message for holiday stayers
- In-language Traveler Content highlighting resort holidays

Drive Point Usage

January:

- Resorts booking hero
- 2X Points offer for Homes & Villas
- Current point balance added under Hero CTA
- Book in advance, save 20%
- Targeted thank you for recent stay

Thank You Messaging

Thank you for staying with us recently, Melissa.
We look forward to welcoming you back soon!

Resorts Hero
27% of total revenue

HOMES & VILLAS
BY MARRIOTT INTERNATIONAL

Earn Double on Rental Homes

Book a home rental through 21 January 2022 and stay by 30 August 2022 to earn 2x points.

» RESERVE TODAY

HVMI Book in Advance

A World of Resorts and Endless Experiences Awaits.

Experience unparalleled access to a world of unique experiences and inspiring resort destinations, so you can indulge, explore, and unwind like never before.
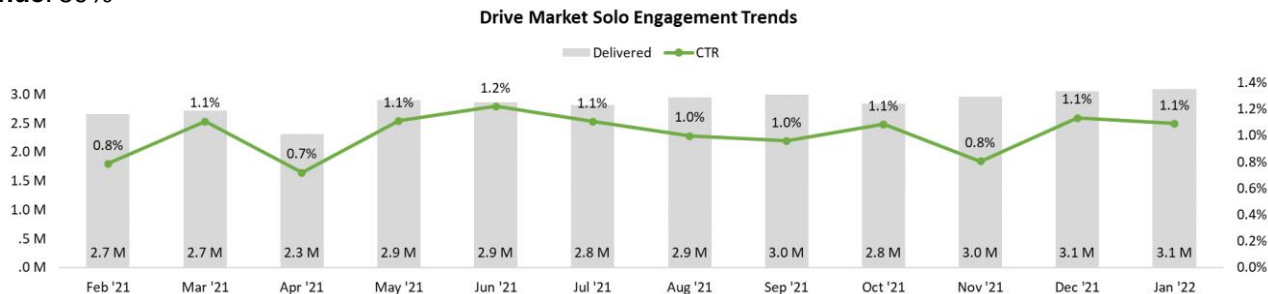
EXPLORE RESORTS

Your points balance is 5,000. Remember points can take you all the way to your resort experience. Redeem for free nights and more. Learn How

Book in Advance and Save up to 20%

Explore our premier golf clubs in the UK and save for stays between 18 March and 29 May 2022.

» BOOK NOW

Booking Offer
4.5% of total clicks

Your points balance is 100,000. Remember points can take you all the way to your resort experience. Redeem for free nights and more. Learn How

Points Balance

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CTR Consistent MoM With Slight Decline In Revenue

- Strong click activity in solo Hero and Destination module
  - "All Cross border" content captured the highest percentage of clicks (13%), with domestic destination capturing second highest (4%)
- Strong revenue numbers from Brand Education Module (20% of total solo revenue)
- Personalized poll content #3 or 4 most clicked in most markets
- **Attributed Revenue to EMEA:**
  - **Bookings**: 87%
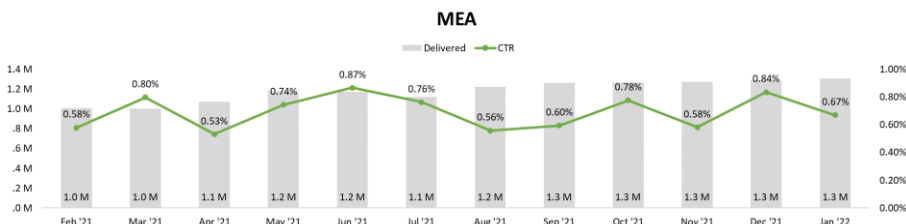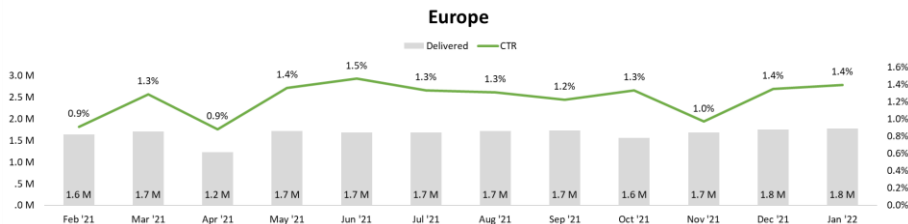 - **Revenue**: 89%

Drive Market Solo Engagement Trends
Delivered — CTR

Feb '21	Mar '21	Apr '21	May '21	Jun '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	Jan '22
0.8%	1.1%	0.7%	1.1%	1.2%	1.1%	1.0%	1.0%	1.1%	0.8%	1.1%	1.1%
2.7 M	2.7 M	2.3 M	2.9 M	2.9 M	2.8 M	2.9 M	3.0 M	2.8 M	3.0 M	3.1 M	3.1 M

Engagement	Nov '21	Dec '21	Jan '22
Delivered	3.0 M	3.1 M	3.1 M
Open Rate	23.4%	15.4%	22.9%
CTR	0.8%	1.1%	1.1%
CTOR	3.4%	7.4%	4.8%

Financial	Nov '21	Dec '21	Jan '22
Booking	242	259	120
Room Nights	796	860	405
Revenue	$146.1 K	$165.0 K	$101.2 K

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Both Europe And MEA Experience Slight Decline In Revenue

- Decline in revenue for MEA was proportionately higher versus Europe
  - European revenue from Brand Education and HVMI strong while MEA had $0 from each (82% of total revenue from Europe)
  - Only Hero offer generated significant revenue this month for MEA

Europe

| Delivered | CTR |

MEA

| Delivered | CTR |

Europe

Engagement	Nov '21	Dec '21	Jan '22
Delivered	1.7 M	1.8 M	1.8 M
Open Rate	24.7%	20.4%	24.0%
CTR	1.0%	1.4%	1.4%
CTOR	3.9%	6.6%	5.8%

Financial	Nov '21	Dec '21	Jan '22
Booking	195	182	93
Room Nights	588	574	308
Revenue	$115.1 K	$129.1 K	$85.9 K
Conversion Rate	1.2%	0.8%	0.4%
Bookings/Dlvd (K)	0.12	0.10	0.05

MEA

Engagement	Nov '21	Dec '21	Jan '22
Delivered	1.3 M	1.3 M	1.3 M
Open Rate	21.6%	8.6%	21.3%
CTR	0.6%	0.8%	0.7%
CTOR	2.7%	9.7%	3.1%

Financial	Nov '21	Dec '21	Jan '22
Booking	47	77	27
Room Nights	208	286	97
Revenue	$31.0 K	$35.9 K	$15.4 K
Conversion Rate	0.6%	0.7%	0.3%
Bookings/Dlvd (K)	0.04	0.06	0.02

Top Performing Jan '21 Content: Offers, Destinations
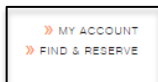

Hero (Resorts)
#2 most clicked
(all markets)

Header My Account & Find & Reserve
#4 most clicked with 40% of revenue

Brand Education
High Revenue Generator

Poll Content
#3 most clicked (all markets)

Destinations
#1 most clicked

L3 And L2B Stronger Engagement In-Comparison

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points

- L2B and L3 continue to represent tremendous value with highest Rev/Del.
- L2B highly engaged audience contributing to 39% of total revenue
  - 46% of revenue from Brand Education Module
  - **Worth noting**: Second highest revenue is destinations content with highest percentage of clicks captured across segments

| Drive Market Solo – Jan '22	L1	L2A	L2B	L3	Everyone Else	Total
Delivered	148,991	48,543	85,196	14,640	2,784,722	3,082,092
Open Rate	21.4%	23.4%	28.7%	31.3%	22.7%	22.9%
CTOR	4.1%	5.9%	9.8%	11.6%	4.5%	4.8%
CTR	0.9%	1.4%	2.8%	3.6%	1.0%	1.1%
Bookings	6	2	29	3	80	120
Room Nts.	23	8	102	9	263	405
Revenue	$11,615	$1,027	$39,114	$1,591	$47,869	$101,217
Rev/Del.	$0.08	$0.02	$0.46	$0.11	$0.02	$0.03

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January '22 Heat Map: Luxury Segments

- Hero and Destinations content drove strong click activity
  - Destinations capturing the top spot for every segment
- Personalized poll content #3 or 4 most clicked for most segments
- Footer content capturing strong percentage of clicks for L1 and Everyone Else

% of Clicks	L1	L2A	L2B	L3	Everyone Else	Average
Header	**13.45%**	**15.06%**	**10.09%**	**7.26%**	**13.79%**	**13.52%**
Hero	**22.81%**	**28.24%**	**24.24%**	**24.00%**	**20.41%**	**20.87%**
Personalized Poll Result Content	**4.44%**	**6.82%**	**7.24%**	**6.22%**	**5.01%**	**5.15%**
Resorts Offer	**3.41%**	**4.82%**	**6.27%**	**6.96%**	**4.34%**	**4.45%**
Join Banner	**0.13%**	**0.00%**	**0.00%**	**0.00%**	**0.21%**	**0.19%**
Destinations	**27.43%**	**31.65%**	**41.27%**	**47.56%**	**28.80%**	**29.68%**
Domestic Destination	6.99%	7.76%	8.93%	12.74%	6.86%	7.06%
Targeted Cross Border	4.21%	4.47%	9.79%	7.85%	5.02%	5.27%
All Cross Border	16.23%	19.41%	22.54%	26.96%	16.91%	17.34%
Traveler Article	**2.69%**	**1.65%**	**2.66%**	**2.52%**	**2.43%**	**2.44%**
Brand Education	**4.35%**	**3.29%**	**3.05%**	**1.93%**	**2.65%**	**2.74%**
HVMI	**2.06%**	**1.06%**	**2.82%**	**2.22%**	**2.61%**	**2.58%**
Mobile App	**1.70%**	**0.71%**	**0.23%**	**0.00%**	**1.40%**	**1.32%**
Footer	**17.53%**	**6.71%**	**2.12%**	**1.33%**	**18.34%**	**17.06%**
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

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January '22 Heat Map: Member Version

- Hero drove strong engagement and revenue across all audiences
- Destination content captured the highest percentage of clicks across most markets
  - While Brand Education captured a smaller percentage of click activity it was a strong revenue driver with 20% of total revenue
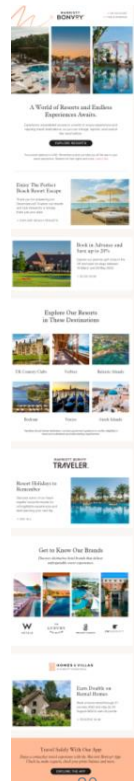
% of Clicks	BENELUX _ENG	EGYPTPLUS _ARB	EGYPTPLUS _ENG	FRANCE _ENG	FRANCEPLUS _FRE	GERMANY _ENG	GERPLUS _GER	ITALY _ENG	ITALYPLUS _ITA	QATAR _ARB	QATAR _ENG
Header	16.39%	12.40%	23.66%	15.92%	9.87%	12.84%	9.36%	8.88%	7.77%	40.70%	14.61%
Hero	19.87%	31.01%	23.09%	18.15%	31.70%	16.00%	24.51%	17.58%	31.03%	27.91%	20.61%
Personalized Poll Result Content	5.43%	0.78%	3.80%	4.62%	8.26%	6.20%	7.83%	6.04%	6.50%	1.16%	1.65%
Resorts Offer	3.89%	6.20%	4.07%	1.54%	6.51%	3.25%	5.00%	1.95%	4.16%	3.49%	3.77%
Destinations	29.70%	36.43%	18.78%	23.97%	26.87%	33.90%	38.39%	32.86%	36.66%	15.12%	24.38%
Domestic Destination	6.40%	16.28%	5.30%	4.11%	5.88%	6.17%	4.44%	8.53%	8.91%	3.49%	3.53%
Targeted Cross Border	3.12%	5.43%	2.13%	2.57%	2.59%	10.55%	11.75%	4.26%	4.76%	3.49%	4.83%
All Cross Border	20.17%	14.73%	11.35%	17.29%	18.40%	17.18%	22.20%	20.07%	22.99%	8.14%	16.02%
Traveler Article	1.64%	2.33%	1.96%	2.05%	2.59%	1.68%	3.68%	2.49%	2.21%	1.16%	2.47%
Brand Education	3.38%	2.33%	4.02%	3.08%	3.57%	2.69%	3.44%	3.37%	2.88%	2.33%	3.65%
HVMI	3.12%	---	3.17%	2.74%	---	3.07%	---	3.37%	---	---	2.83%
Mobile App	0.51%	---	1.69%	0.17%	0.77%	0.35%	0.42%	0.71%	0.54%	---	3.06%
Footer	16.08%	8.53%	15.77%	27.74%	9.87%	20.02%	7.37%	22.74%	8.24%	8.14%	22.97%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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January '22 Heat Map: Member Version

- Hero and Destinations continue to capture a majority of clicks outside of several high footer engaged markets
 - Russia, Saudi Arabia, Scandinavia,

% of Clicks	RUSSIA _ENG	RUSSIAPLUS _RUS	SAUDI_ARABIA _ARB	SAUDI_ARABIA _ENG	SCAND _ENG	SAFRICA _ENG	SPAIN _ENG	SPAINPLUS _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	11.08%	10.05%	8.94%	15.30%	13.87%	17.80%	14.07%	13.31%	24.36%	2.44%	15.23%	11.36%
Hero	12.34%	26.21%	32.34%	26.93%	20.24%	24.53%	20.23%	25.24%	15.64%	34.15%	19.32%	19.82%
Personalized Poll Result Content	0.58%	6.18%	4.68%	5.32%	4.80%	6.13%	6.55%	12.76%	9.09%	7.32%	3.51%	5.14%
Resorts Offer	5.70%	5.55%	8.94%	4.43%	4.26%	3.99%	2.31%	4.80%	2.91%	7.32%	3.92%	4.92%
Destinations	32.95%	40.06%	29.79%	17.84%	25.81%	30.21%	31.60%	28.67%	25.09%	41.46%	28.55%	33.49%
Domestic Destination	5.92%	10.19%	14.04%	2.48%	3.32%	11.22%	2.70%	3.50%	7.27%	14.63%	11.55%	11.99%
Targeted Cross Border	6.05%	9.70%	2.98%	6.85%	4.21%	6.43%	7.90%	7.00%	2.18%	0.00%	2.90%	2.86%
All Cross Border	20.98%	20.17%	12.77%	8.51%	18.28%	12.56%	21.00%	18.18%	15.64%	26.83%	14.10%	18.64%
Traveler Article	5.23%	---	2.13%	1.42%	2.86%	1.65%	2.31%	2.54%	2.55%	0.00%	2.40%	1.59%
Brand Education	0.41%	3.23%	2.13%	3.72%	2.86%	3.14%	2.70%	2.95%	4.36%	0.00%	1.88%	2.44%
HVMI	5.47%	---	---	2.78%	2.70%	4.44%	2.50%	---	1.45%	---	3.15%	2.72%
Mobile App	4.56%	1.34%	---	1.71%	1.30%	1.25%	0.19%	1.03%	0.36%	---	2.13%	0.64%
Footer	21.67%	7.38%	11.06%	20.56%	21.32%	6.88%	17.53%	8.71%	14.18%	7.32%	19.90%	17.88%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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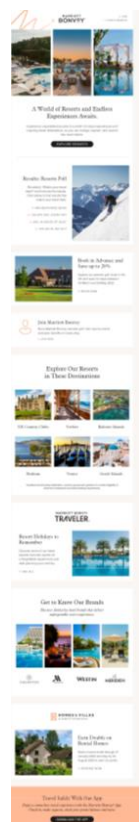
January '22 Heat Map: Non-Member Version

- Personalized poll content #3 or 4 most clicked for most segments
- Brand education captures consistent activity across non-members and members
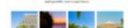
% of Clicks	BENELUX _ENG	EGYPTPLUS _ENG	FRANCE _ENG	FRANCEPLUS _FRE	GERMANY _ENG	GERPLUS _GER	ITALY _ENG	ITALYPLUS _ITA	QATAR _ENG
Header	4.84%	23.89%	9.09%	4.84%	7.95%	18.38%	16.67%	6.78%	13.33%
Hero	30.65%	22.82%	9.09%	27.42%	12.52%	18.38%	8.33%	27.12%	10.37%
Personalized Poll Result Content	6.45%	2.91%	9.09%	6.45%	3.98%	8.09%	16.67%	0.00%	9.63%
Resorts Offer	0.00%	4.13%	4.55%	8.06%	2.19%	5.15%	0.00%	5.08%	3.70%
Join Banner	0.00%	1.53%	0.00%	1.61%	2.98%	0.74%	0.00%	0.00%	5.19%
Destinations	24.19%	14.70%	27.27%	25.81%	21.47%	23.53%	33.33%	40.68%	22.96%
Domestic Destination	4.84%	4.90%	13.64%	1.61%	4.97%	1.47%	8.33%	11.86%	3.70%
Targeted Cross Border	1.61%	1.68%	4.55%	6.45%	7.36%	5.88%	8.33%	3.39%	3.70%
All Cross Border	17.74%	8.12%	9.09%	17.74%	9.15%	16.18%	16.67%	25.42%	15.56%
Traveler Article	3.23%	1.68%	0.00%	3.23%	1.79%	2.94%	0.00%	3.39%	3.70%
Brand Education	4.84%	3.68%	9.09%	3.23%	2.98%	0.00%	0.00%	8.47%	3.70%
HVMI	3.23%	2.30%	0.00%	---	0.99%	---	0.00%	---	3.70%
Mobile App	0.00%	0.61%	0.00%	0.00%	0.20%	0.74%	0.00%	3.39%	3.70%
Footer	22.58%	21.75%	31.82%	19.35%	42.94%	22.06%	25.00%	5.08%	20.00%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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January '22 Heat Map: Non-Member Version

- Destinations content the clear winner amongst these non-member regions
- Highest Destinations engagement from Russia (Inl) and Turkey (Eng)

% of Clicks	RUSSIA _ENG	RUSSIAPLUS _RUS	SAUDI_ARABIA _ENG	SCAND _ENG	SAFRICA _ENG	SPAIN _ENG	SPAINPLUS _SPA	TURKEY _ENG	UAE _ENG	UK _ENG
Header	10.96%	10.11%	13.37%	12.93%	14.29%	25.00%	11.90%	18.18%	21.25%	5.56%
Hero	13.70%	20.22%	17.65%	16.51%	19.05%	0.00%	21.43%	9.09%	23.13%	17.36%
Personalized Poll Result Content	0.00%	13.48%	8.56%	3.57%	4.76%	0.00%	11.90%	18.18%	2.50%	8.33%
Resorts Offer	5.02%	1.12%	4.81%	3.67%	0.00%	0.00%	0.00%	0.00%	1.88%	4.51%
Join Banner	5.48%	1.12%	2.14%	4.54%	0.00%	0.00%	2.38%	0.00%	1.88%	1.04%
Destinations	30.14%	30.34%	17.11%	20.46%	33.33%	25.00%	33.33%	45.45%	18.13%	26.74%
Domestic Destination	5.48%	4.49%	3.21%	2.70%	9.52%	0.00%	0.00%	27.27%	7.50%	10.42%
Targeted Cross Border	7.76%	7.87%	5.35%	3.47%	0.00%	0.00%	9.52%	9.09%	2.50%	2.08%
All Cross Border	16.89%	17.98%	8.56%	14.29%	23.81%	25.00%	23.81%	9.09%	8.13%	14.24%
Traveler Article	4.57%	---	2.67%	3.28%	0.00%	25.00%	2.38%	0.00%	3.75%	2.43%
Brand Education	0.46%	5.62%	6.42%	1.25%	9.52%	0.00%	0.00%	0.00%	1.25%	2.43%
HVMI	4.57%	---	3.74%	4.73%	4.76%	0.00%	---	0.00%	1.88%	4.51%
Mobile App	4.57%	2.25%	1.07%	1.93%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%
Footer	20.55%	15.73%	22.46%	27.12%	14.29%	25.00%	16.67%	9.09%	23.75%	27.08%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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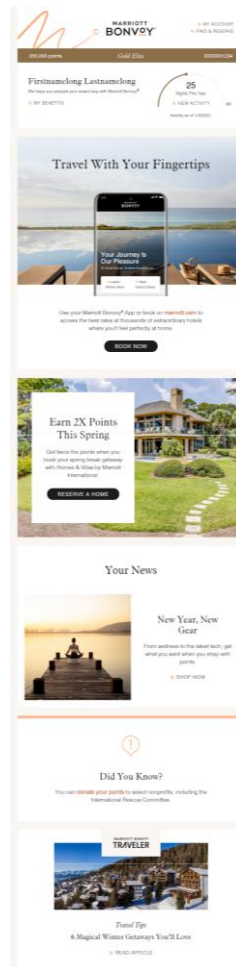
Monthly Account Update
(MAU)

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14 & 21 January 2022 Core Mau
Creative Examples

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

Pre-Header
See what's new in January.

14 & 21 January 2022 MAU
Performance Summary

Europe	Delivered	Opens	Open Rate	CTR	CTOR	Revenue
British English	636.5 K	133.4 K	21.0%	0.9%	4.2%	$42.5 K
English	714.7 K	182.7 K	25.6%	1.0%	4.0%	$51.3 K
French	66.1 K	14.0 K	21.1%	1.0%	4.5%	$2.1 K
German	108.0 K	23.4 K	21.7%	1.3%	5.9%	$19.8 K
Italian	55.0 K	11.6 K	21.0%	0.8%	3.9%	$3.3 K
Spanish	75.7 K	18.5 K	24.4%	1.1%	4.5%	$3.0 K
Grand Total	**1.7 M**	**383.6 K**	**23.2%**	**1.0%**	**4.2%**	**$122.0 K**
MoM	+8.3%	+11.0%	+0.6 pts.	-0.1 pts.	-0.6 pts.	+41.5%

MEA	Delivered	Opens	Open Rate	CTR	CTOR	Revenue
British English	667.1 K	116.5 K	17.5%	0.6%	3.4%	$13.8 K
English	450.7 K	100.5 K	22.3%	0.6%	2.7%	$6.7 K
French	17.0 K	4.1 K	24.0%	1.2%	5.1%	$0.0
German	291	57	19.6%	1.4%	7.0%	$0.0
Italian	130	32	24.6%	0.8%	3.1%	$0.0
Spanish	429	97	22.6%	1.2%	5.2%	$0.0
Grand Total	**1.1 M**	**221.3 K**	**19.5%**	**0.6%**	**3.1%**	**$20.5 K**
MoM	+6.3%	-2.9%	-1.8 pts.	-0.3 pts.	-1.1 pts.	+5.0%

- CTR remains steady in Europe with marginal decline in MEA with increased revenue across both regions
  - 41% MoM for Europe
- Over 80% of revenue from Core MAU came from clicks to header (58%) and member module (33%)
  - 70% of member module clicks were to the member account box

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Core MAU Heatmap

- Fewer clicks on mobile app hero than seen previously
- Reconsider testing regional offers in higher placements, like the hero, to lift revenue
- Plan to bring back high performing Leisure destinations module in 2022
- Additional heat maps by language provided as appendix

ENG Version	Clicks	Revenue
Header	26.17%	62.02%
Member Module	18.18%	31.75%
Hero Mobile App	10.95%	3.51%
HVMI	7.59%	2.19%
Cobrand	1.46%	0.00%
News	5.01%	0.00%
Did you Know - Donate Points	1.14%	0.00%
Traveler	6.44%	0.00%
Footer	23.07%	0.53%
Grand Total	**100.00%**	**100.00%**

INL Version	Clicks	Revenue
Header	26.78%	53.52%
Member Module	24.67%	34.60%
Hero Mobile App	15.36%	8.78%
Cobrand	1.92%	0.00%
News	4.77%	0.00%
Traveler	4.88%	2.07%
Footer	21.62%	1.04%
Grand Total	**100.00%**	**100.00%**

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Luxury Monthly Account Update
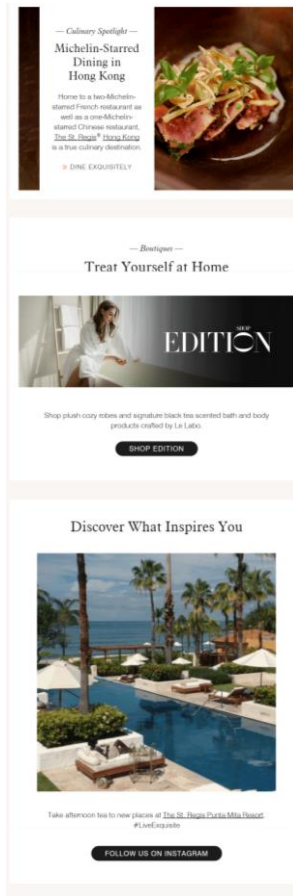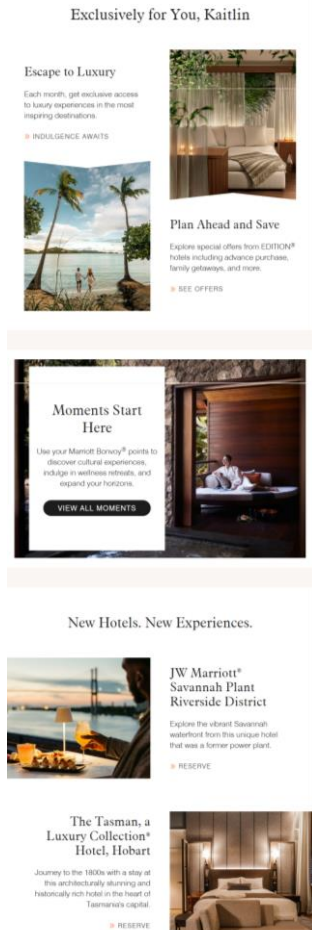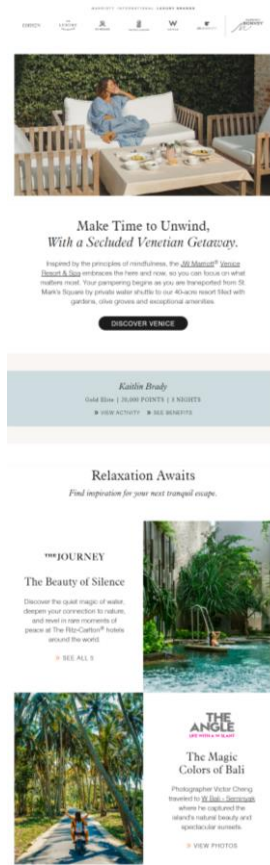# (Lux MAU)

LUX MAU CREATIVE:
January
EXAMPLE OF MEMBER VERSION

Subject Line:

- Your Account Update: Make Time to Unwind in 2022

- Your Account Update: How to Travel Mindfully This Year

- Your Account Update: Mindful Travel, Magical Bali & Special Offers

Pre-Header:

Plus, 2 new luxury hotels to discover in Savannah and Tasmania

or written consent of Marriott.

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Launched Lux MAU January 14th
EMEA Engagement

| 113.4 K Delivered | 26.6% Open Rate | 6.8% CTOR |
| 1.8% CTR | 0.10% Unsub. Rate | $12.5 K Revenue |

Region	Delivered	Open Rate	CTR	CTOR	Unsub Rate	Revenue
Europe	56.4 K	29.4%	2.63%	9.0%	0.09%	$10.8 K
MEA	56.9 K	23.9%	0.97%	4.1%	0.11%	$1.7 K
Total	**113.4 K**	**26.6%**	**1.80%**	**6.8%**	**0.10%**	**$12.5 K**

EMEA Jan '22 Average:
- Open rate: 23.9%
- CTR: 1.6%
- CTOR: 6.8%
- Unsub. Rate: 0.08%

EMEA Audience Engagement:

- Revenue remained flat MoM (Dec: $12.6K)

- Geotargeted hero drove 31% of total clicks and 44% of revenue

- With almost 5% of clicks the Instagram module contributed to 9% of total revenue, the third highest outside of the Hero and Header modules

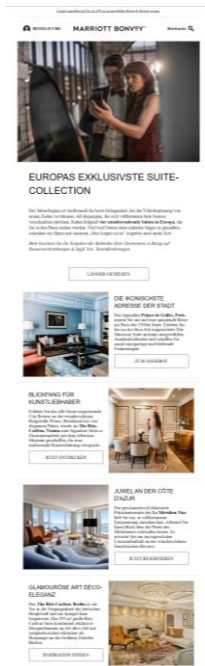- 4% of clicks to JW Marriott Savannah from EMEA audiences

METT Emails

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Top Performing METTs: January 2022

Jan: Highest Revenue
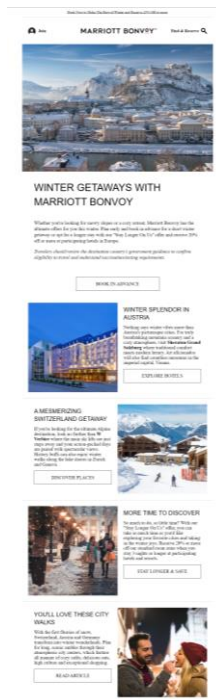**EU_WEM_SuiteCollection_Jan28_DE**

Subject Line: These 4 Luxury Suites Will Delight You (translated)

Jan: High Click and Revenue
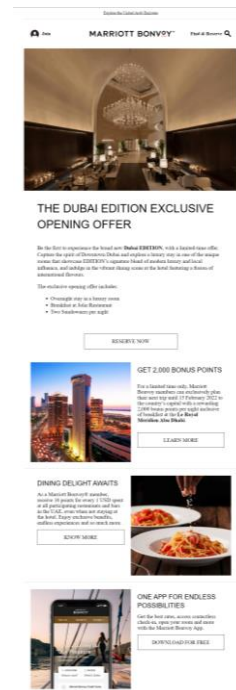**EU_DACH_ALL_Jan21_DE**

Subject Line:
Start your next winter adventure with us (Translated)

Jan: Strong Engagement
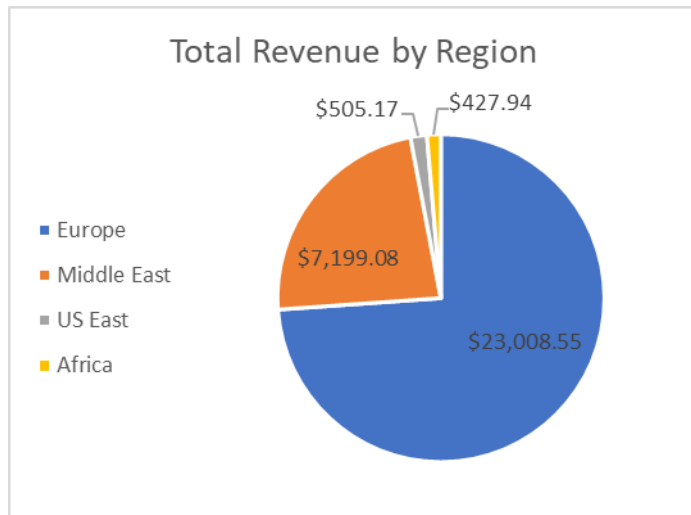**EMEA_UAE_HotelOffersLocal_all_7Jan_EN**

Subject Line: January Offers in the UAE

January 2022 METT
Performance Summary

Month	Bookings	Room Nights	Revenue	% to EMEA
January 2022	**44**	**131**	**$31,141**	**98%**
MoM	**-27%**	**-6%**	**+55%**	**+8%**

Month	Delivered	Open Rate	CTR	Clicks
January 2022	887.1K	12%	1.2%	10,739
MoM	**-30%**	**+0.4pts**	**+0.4%**	**+0%**

- 98% of revenue attributed to EMEA properties which was higher than average
- Highest revenue from UAE Hotel Offers and German Suite Collection METTs
- Highest CTR of 3.5% came from German Suite Collection METT

Total Revenue by Region

$505.17 — $427.94

- Europe — $23,008.55
- Middle East — $7,199.08
- US East
- Africa

Top 5 Hotels booked in EMEA by European campaign creators
LC CRISTALLO, A LUXURY COLLECTIO
SI FUERTEVENTURA BCH, GOLF & SPA
WH VERBIER
XR THE ST REGIS SAADIYAT ISLAND
CY AL BARSHA DUBAI

January METT Campaign List

Campaign Name	Delivered	Open Rate	CTR	CTOR	Bookings	Revenue
TOTAL	**887,135**	**11.8%**	**1.2%**	**10.3%**	**44**	**$ 31,141**
EMEA_UAE_HotelOffersLocal_all_7Jan_EN	98,056	8.7%	1.3%	15.2%	5	$971
EU_DACH_ALL_Jan21_EN	98,101	11.0%	0.8%	6.8%	0	$0
EMEA_Nordics_IcelandEdition_Jan21_EN	42,129	10.4%	0.6%	5.8%	0	$0
EMEA_UAE_HotelOffersINT_all_21Jan_EN	98,106	10.4%	0.7%	6.9%	7	$8,211
EU_DACH_ALL_Jan21_DE	82,363	15.3%	1.3%	8.6%	5	$4,344
EMEA_GLP_HotelOffers_all_28Jan_EN	98,197	7.9%	0.6%	7.4%	5	$3,622
EU_WEM_SuiteCollection_Jan28_EN	98,126	13.5%	1.2%	8.8%	5	$1,094
EMEA_Scandinavia_Destinations_Jan28_EN	90,241	10.9%	1.3%	11.9%	0	$0
EU_WEM_SuiteCollection_Jan28_DE	83,317	19.3%	3.5%	18.2%	9	$8,782
EMEA_UK_FebruaryHalfTerm_Jan28_EN	98,499	11.5%	0.9%	7.5%	8	$4,117

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Testing & Optimization

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PCIQ Subject Line Performance Results

Initial observations:
- Personalization tactics drove higher open rates each month
- Spanish SLs captured the highest open rate
- Continuing to partner with Epsilon on future optimizations and insights

DeploymentDate_M	Language	AnalyticalGroup	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
	SPA	Random	18,506	74,901	24.7%
	GER	Random	26,338	108,204	24.3%
	ITA	Random	13,447	55,467	24.2%
	FRE	Random	13,800	59,975	23.0%
	ENG	Random	590,378	2,710,198	21.8%
1/18/2022	RUS	Random	10,861	57,664	18.8%

DeploymentDate_M	AnalyticalGroup	UniqueOpenCount	DeliveredCount	Unique_Open_Rate
6/9/2021	Random	240,909	918,206	26.2%
8/4/2021	Random	251,189	920,351	27.3%
9/20/2021	Random	717,064	2,611,340	27.5%
10/11/2021	Random	664,673	2,545,169	26.1%
11/23/2021	Random	576,884	2,586,711	22.3%
1/18/2022	Random	673,330	3,066,409	22.0%

DeploymentDate_M	Language	SL1	SL2	SL3	SL4	SL5	Unique_Open_Rate
	SPA	26.1%	23.8%	24.7%	25.2%	23.8%	24.7%
	GER	24.6%	24.7%	23.5%	24.8%	24.0%	24.3%
	ITA	24.9%	23.8%	23.7%	24.4%	24.4%	24.2%
	FRE	22.7%	22.7%	23.2%	22.8%	23.6%	23.0%
	ENG	22.2%	21.3%	21.6%	22.0%	21.7%	21.8%
1/18/2022	RUS	19.1%	18.0%	18.7%	19.2%	19.1%	18.8%

SL1	[Fname,]Experience unparalled access to unique resorts
SL2	How to access to a world of unique resort experiences
SL3	6 inspiring resort destinations to experience
SL4	[Fname,]Your guide to the perfect resort experience
SL5	Are you planning a resort experience[, Fname]?

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Poll Content Engagement Results

- Beachside Bliss top clicked result across all member groups
- Including previous poll content engaged those who didn't engage last month
  - Represents opportunity to gather more personalization data for future months; continue targeting non-responders

% of Clicks (within Module)	NON-MEMBER	SILVER	BASIC	GOLD	PLATINUM	TITANIUM	AMBASSADOR	Grand Total
Personalized Poll Result Content	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**
18 Holes of Gold	19.32%	19.47%	16.30%	14.58%	21.30%	18.18%	8.57%	16.72%
Beachside Bliss	27.27%	32.63%	32.55%	35.42%	31.48%	31.17%	31.43%	32.33%
Ski In, Ski Out	18.75%	23.16%	17.05%	25.00%	29.63%	31.17%	37.14%	19.17%
Spa Day, Every Day	8.52%	8.42%	10.17%	8.85%	4.63%	5.19%	5.71%	9.48%
Didn't answer poll audience	26.14%	16.32%	23.93%	16.15%	12.96%	14.29%	17.14%	22.30%

#1

#2

#3

#4

#5

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Actionable Insights & Next Steps

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Actionable Insights

- Personalized destination content captured strong engagement in monthly Solo, with highest click counts in generic cross border content followed by domestic content

  - Continue looking for more ways to target cross border and domestic content

- Dynamic poll content consistently the top third most clicked content, continue to include content based on poll response

  - Continue to include personalized poll questions for both responders and non-responders

- Personalized in language subject lines proved to be most successful with highest open rates, recommend continue testing translated SL testing

- Brand education was a very strong revenue driver this month with strong engagement across lux segments and non lux segments, continue to leverage top performing 4 across content to drive engagement

- L2B and Lux stay point redeemers represent highest rev/del amongst luxury segments

  - Test showing luxury brand education module to non-lux audience (A/B)

- Continue testing in language traveler content to monitor for increased engagement

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Next Steps

- Continue leveraging PCIQ Cross Border
- Include Targeted Brand module for Lux segments
- Personalized point balance module
- Explore resend and retargeting campaigns
- Support global promotions

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Thank you!