

# EMEA Monthly Email Review: July 2021

26 August 2021

# TODAY'S AGENDA

1. Performance Summary
2. Campaign Engagement
  - Drive Solo
  - MAU
  - METT
3. Testing & Optimization
4. Actionable Insights

## KEY STORYLINES

- Strong July performance with key engagement metrics above 12-month average and monthly goals, but open rate and bookings were slightly below June
- Bookings impacted by fewer broad promotional messages MoM, but revenues were up
- Both Europe and MEA were trending ahead of YTD revenue goals
- Now able to establish benchmarks for tracking mobile app downloads and new enrollments
- Top performing content included resort features, offers (Escapes, Summer Sale, Family Offer), and leisure destination messages
- Testing efforts show higher engagement from personalization and intriguing copy

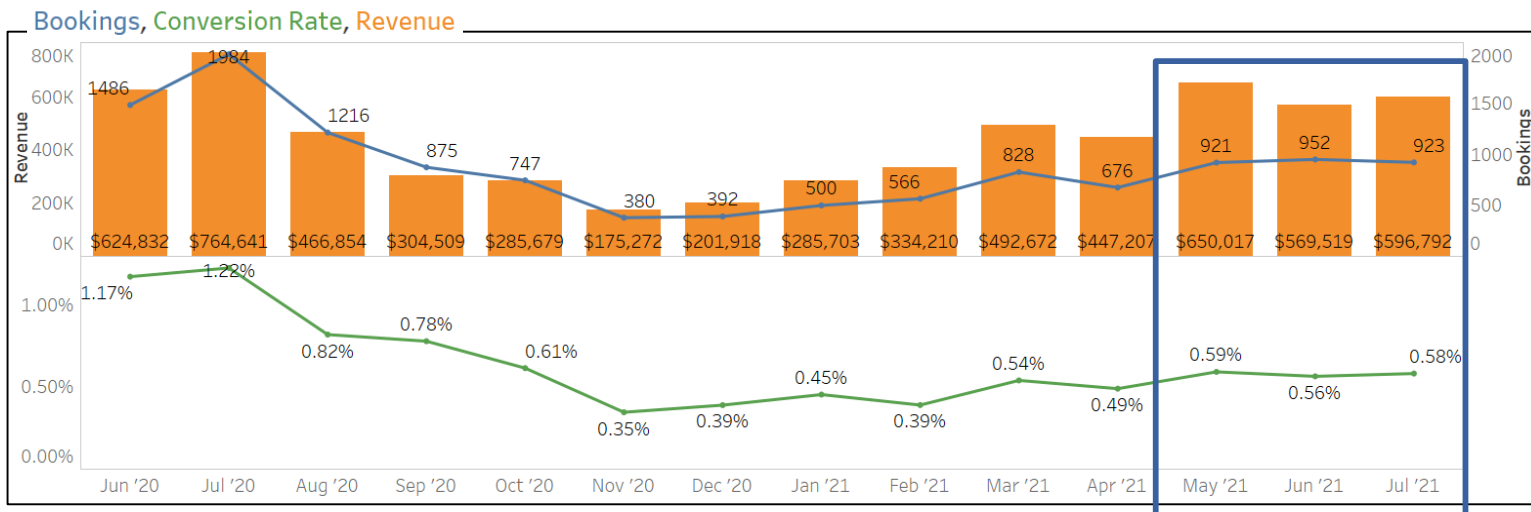
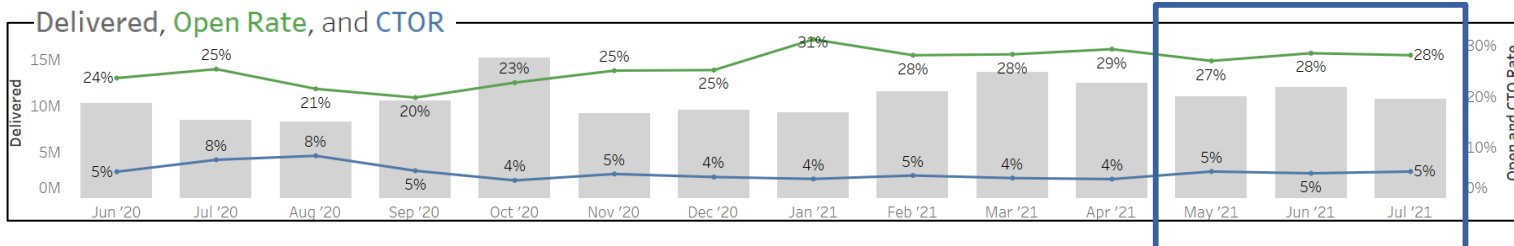
# PERFORMANCE SUMMARY

# Strong Engagement Lifts in July 2021

- Strong performance compared to 12-month average
- Open rate was steady MoM even with fewer deliveries
  - Sent fewer promotion and brand emails compared to June
  - Core Mktg and Continent Mktg made up 31% and 26% of July deliveries, respectively
- Capturing more clicks lifted click rates
  - Counts were up across most categories vs. 12-month avg
  - Core Mktg. CTOR +1.8 pts. MoM, impacted overall
- Fewer bookings MoM, but higher revenue
  - Core Mktg. generated 55% of July revenue
  - Booking decline from sending fewer promotional emails

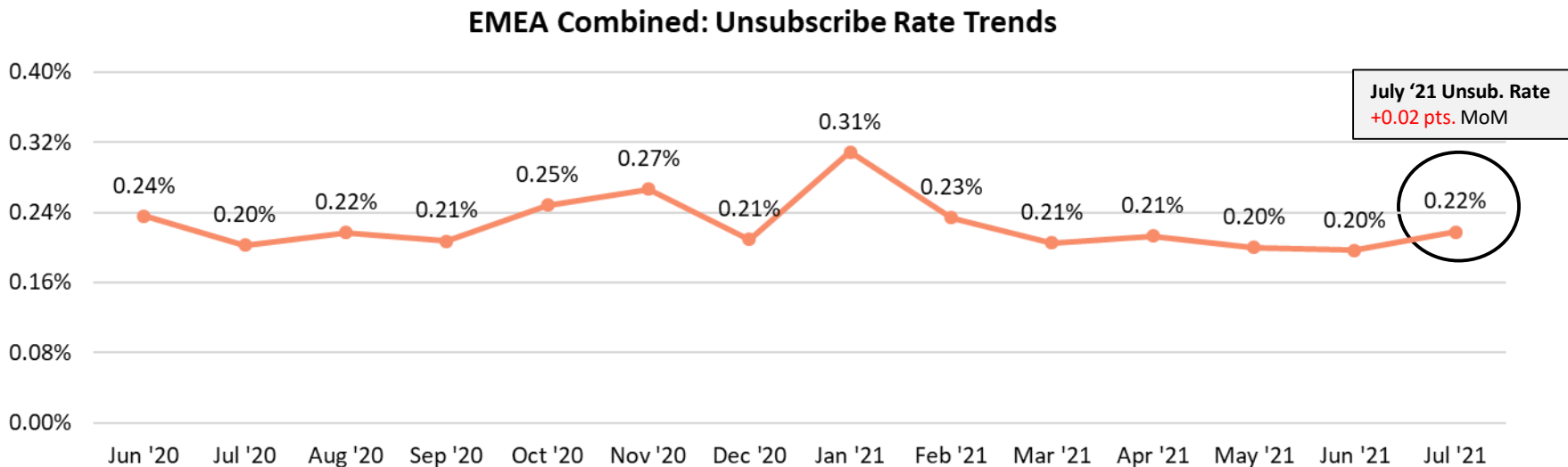
Metrics	July 2021	vs. 12-Month Avg.	MoM
Delivered	<b>10.7 M</b>	-1.4%	-10.6%
Open Rate	<b>28.1%</b>	+2.0 pts.	-0.4 pts.
CTR	<b>1.48%</b>	+0.2 pts.	+0.1 pts.
CTOR	<b>5.3%</b>	+0.5 pts.	+0.3 pts.
Unsub Rate	<b>0.22%</b>	-0.01 pts.	+0.02 pts.
Bookings	<b>923</b>	+10.4%	-3.0%
Room Nights	<b>2,900</b>	+24.5%	-2.5%
Revenue	<b>\$596.8 K</b>	+43.9%	+4.8%
Conversion	<b>0.58%</b>	-5.8%	+3.0%
BPK	<b>8.60%</b>	+11.9%	+8.5%
Avg. LOS	<b>3.14</b>	+12.8%	+0.6%

# Steady Engagement and Financials Since May 2021



## Slight Unsubscribe Rate Bump MoM

Higher rates MoM from Core Marketing and Brand email categories (Boutiques and Homes & Villas rates at 0.29%)



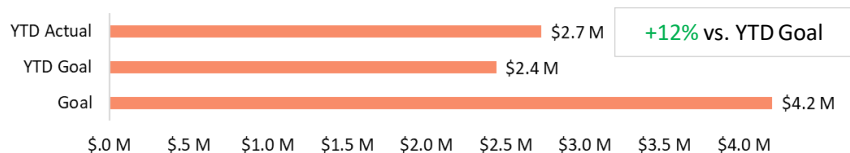


# Most July 2021 KPIs Were Above Goal, Continue Improving CTOR

- Positive engagement in Europe and MEA compared to monthly goals
- Revenues stronger than monthly goals and YTD; plans for Q4 solo resend will help reach year-end goals
- Continue content optimization efforts to lift click activity

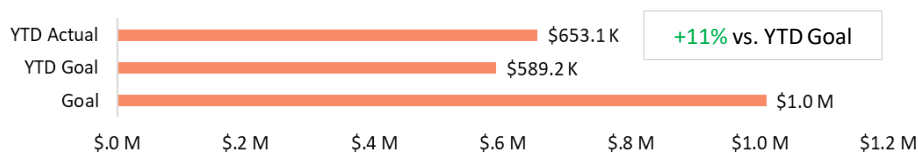
EUROPE	July '21	Monthly Goal	vs. Goal
Open Rate	<b>28.4%</b>	26.0%	+2.4 pts.
CTOR	<b>6.1%</b>	6.5%	-0.4 pts.
Unsub. Rate	<b>0.23%</b>	0.35%	-0.12 pts.
Revenue	<b>\$455.6 K</b>	\$348.3 K	+30.8%

Europe 2021 Revenue Goal



MEA	July '21	Monthly Goal	vs. Goal
Open Rate	27.5%	19.0%	+8.5 pts.
CTOR	3.9%	4.5%	-0.6 pts.
Unsub. Rate	0.19%	0.20%	-0.01 pts.
Revenue	\$141.2 K	\$84.2 K	+67.7%

MEA 2021 Revenue Goal





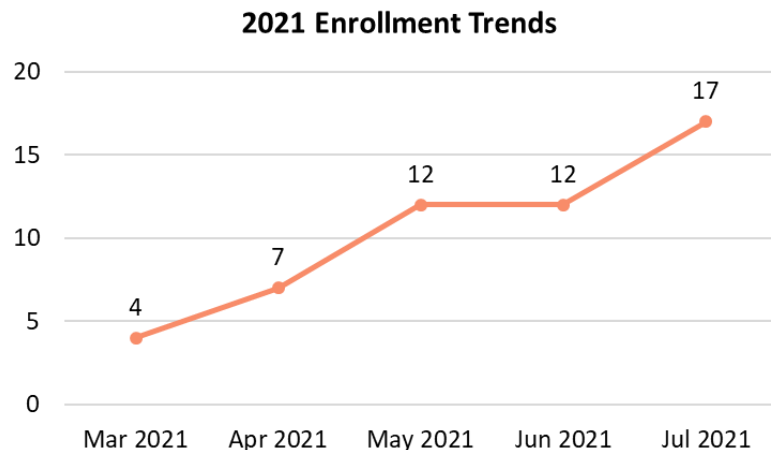
## Establish Monthly App Download Benchmark

- Consistently tracked mobile app downloads from March – July 2021
- Use monthly average of 29 downloads as benchmark through Dec 2021
- Establish 2022 goal from 2021 engagement data
  - Consider separate goals for METT vs. Solo's

Monthly Email Tracking	Total Downloads
<b>March</b> - started on the 24 <sup>th</sup>	20
<b>April</b> - Solo's and METTs	11
<b>May</b> - METTs only	35
<b>June</b> - Solo's and METTs	41
<b>July</b> - METTs only	36
<b>Average</b>	<b>29</b>

## Establish Monthly Enrollment Benchmark

- 52 tracked enrollments from METTs and Drive Market Solos since March; most coming from MEA
- Use monthly average of 10 enrollments as benchmark through Dec 2021
- Set 2022 goal from March – Dec 2021 engagement data
- Standing up a new enrollment code to track METTs and Solos separately



### Total Enrollments by Country

Egypt	8
South Africa	6
Nigeria	6
UAE	4
U.S.	4
Jordan	4
Oman	4
Saudi Arabia	2
Zambia	2
All Others	13
<b>TOTAL</b>	<b>52</b>

# CAMPAIGN ENGAGEMENT

- Drive Market Solo
- MAU
- METT

# Drive Market Solos

# 6 July 2021 Drive Market Solo

## CREATIVE EXAMPLES

### Campaign Highlights:

- Tested subject lines and CTAs
- Featured Summer Sale and Family Offer
- Highlighted resorts content
- Shared June 2021 poll results

### A/B Tested Subject Lines in UK and UAE English Versions:

#### UK + Ireland

SL1: (Personalization): Megan, Save on Your Perfect Family Break

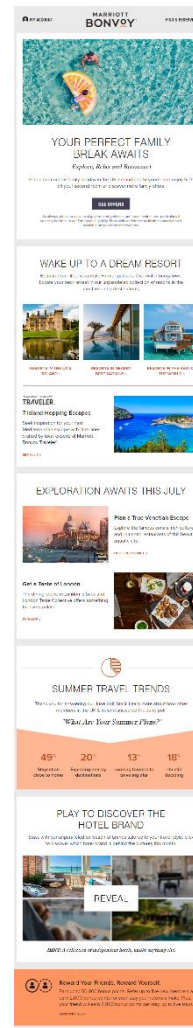
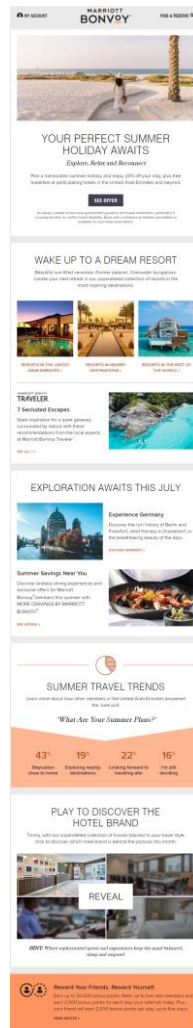
SL2: (Offer): Save 50% Off Your Second Room

#### UAE

SL1: (Personalization): Megan, Save 20% On Your Perfect Summer Holiday

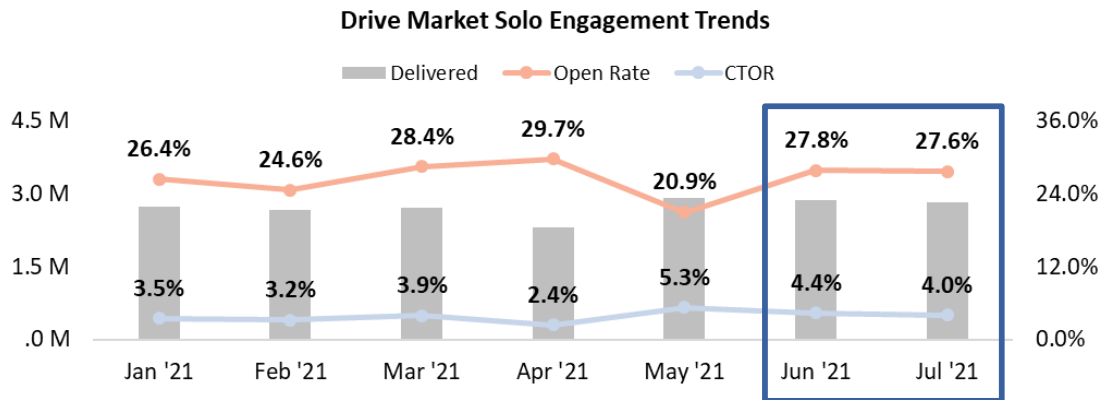
SL2: (Offer): Save 20% On Summer Holidays

**Same Pre-Header:** All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change



# Maintained Steady Overall Engagement MoM With Fewer Deliveries

Europe drove overall monthly performance; MEA saw financial rebounds



July '21	TOTAL	MoM	Europe	MoM	MEA	MoM
Delivered	2.8 M	-1.9%	1.7 M	-0.2%	1.1 M	-4.3%
Open Rate	27.6%	-0.2 pts.	28.1%	-0.9 pts.	26.8%	+0.7 pts.
CTOR	4.0%	-0.4 pts.	4.7%	-0.3 pts.	2.8%	-0.5 pts.
Unsub Rate	0.20%	+0.00 pts.	0.23%	+0.00 pts.	0.17%	+0.00 pts.
Revenue	\$175.1 K	+45.3%	\$133.8 K	+55.1%	\$41.3 K	+20.7%
BPK	0.07	+0.00%	0.09	-10.2%	0.05	+33.4%

# Top Performing Content: Resorts, Offers, Traveler, HVMI, and F&B


## Resorts Module:

Overall: 33.8% of clicks

EUR: 36.7% | MEA: 26.8%

WAKE UP TO A DREAM RESORT

Beautiful sun-filled verandas. Former palaces. Overwater bungalows. Locate your next retreat in our unparalleled collection of resorts in the most inspiring destinations.



RESORTS IN THE UNITED ARAB EMIRATES >


RESORTS IN NEARBY DESTINATIONS >

RESORTS IN THE REST OF THE WORLD >

## Europe Hero: Family Offer

29.2% of clicks

MARRIOTT BONVOY



YOUR PERFECT FAMILY BREAK AWAITS

*Explore, Relax, and Reconnect*

Plan a memorable family holiday in the UK, Ireland and beyond—and enjoy 50% off your second room or discover more family offers.

SAVE 50%


As always, please review local government guidance and travel restrictions, particularly if crossing borders, to confirm travel eligibility. Book with confidence as flexible cancellation is available on your hotel reservations.

[Not a Marriott Bonvoy® member? Join today for access to more exclusive offers.]

## MEA Hero: Summer Sale

34.3% of clicks

MARRIOTT BONVOY



YOUR PERFECT SUMMER HOLIDAY AWAITS

*Explore, Relax and Reconnect*

Plan a memorable summer holiday and enjoy 20% off your stay, plus free breakfast at participating hotels in the United Arab Emirates and beyond.

SEE OFFER

As always, please review local government guidance and travel restrictions, particularly if crossing borders, to confirm travel eligibility. Book with confidence as flexible cancellation is available on your hotel reservations.


## Traveler Module:

Overall, #5 most clicked in MEA and #7 in EUR

MARRIOTT BONVOY TRAVELER.

7 Secluded Escapes

Seek inspiration for a quiet getaway surrounded by nature with these recommendations from the local experts at Marriott Bonvoy Traveler.




SEE ALL 7 >

## More Cravings:

#4 in Egypt-Plus ENG and #5 in Saudi Arabia ARB  
(Secondary Module 2)

Summer Savings Near You

Discover endless dining experiences and exclusive offers for Marriott Bonvoy® members this summer with MORE CRAVINGS BY MARRIOTT BONVOY®.



SEE OFFERS >


## Homes & Villas: #4 most clicked

Germany ENG, France ENG, Scandinavia  
(Secondary Module 2)

Private Holiday Home Rentals

Explore thousands of unique private homes with something for everyone.

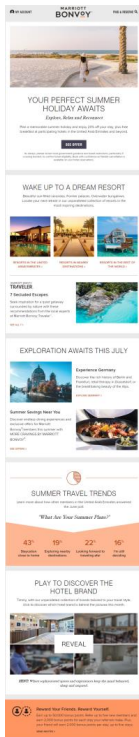
EXPLORE HOMES & VILLAS >





# July '21 Heat Map: Member Version

- Resorts content generated more clicks than hero in most markets; content close to home captured more clicks (in market & nearby)
- Secondary module featured cross-border/destination content in placement 1 and F&B/Homes & Villas in placement 2; overall engagement was stronger in placement 2 content (3.5% of clicks vs. 2.9% for placement 1)
- Traveler “7 Secluded Escapes” engaged readers in the ENG versions
- View in ENG link in ARB version was high in Egypt PLUS and Qatar; consider targeting clickers with ENG version moving forward



Modules	AUSTRIA _GER	BENELUX _ENG	EGYPTPLUS_ ARB	EGYPTPLUS_ ENG	FRANCE_ ENG	FRANCE_ _FRE	GERMANY_ ENG	GERMANY_ _GER	ITALY_ ENG	ITALY_ ITA	QATAR_ ARB	QATAR_ _ENG
Header	11.2%	9.0%	10.9%	18.8%	13.7%	11.6%	10.5%	7.6%	11.1%	11.1%	13.4%	12.3%
Hero	26.2%	36.0%	27.1%	37.0%	22.2%	24.3%	24.7%	26.8%	23.1%	17.7%	20.5%	25.3%
Resorts Module	48.4%	29.4%	31.8%	22.0%	36.1%	37.7%	43.4%	48.6%	41.7%	46.1%	33.1%	40.6%
Resorts in market	18.5%	n/a	n/a	n/a	14.7%	17.3%	21.2%	22.2%	23.5%	25.6%	20.5%	22.4%
Resorts nearby	19.1%	15.8%	25.6%	10.5%	11.0%	12.7%	11.3%	18.4%	8.0%	13.8%	3.9%	5.1%
Resorts in the Rest of the World	10.8%	6.4%	6.2%	6.1%	6.4%	7.7%	6.0%	8.0%	4.7%	6.7%	8.7%	9.6%
Traveler	n/a	7.1%	n/a	5.4%	3.9%	n/a	4.9%	n/a	5.5%	n/a	n/a	3.5%
Secondary Content	4.6%	10.5%	3.1%	4.2%	11.2%	3.7%	9.5%	4.9%	8.0%	10.7%	3.1%	4.0%
Secondary Module 1	4.6%	5.4%	2.3%	0.9%	2.9%	3.7%	2.2%	4.9%	5.3%	5.3%	0.8%	0.6%
Secondary Module 2	0.0%	5.1%	0.8%	3.3%	8.3%	n/a	7.3%	n/a	2.7%	5.4%	2.4%	3.4%
Polls Results	Displayed poll results; not clickable											
Brand Educ.	1.5%	2.2%	10.1%	3.0%	1.2%	5.6%	0.9%	4.6%	1.1%	3.3%	1.6%	1.3%
Refer Your Friends	0.0%	0.3%	1.6%	1.4%	0.4%	0.2%	0.2%	0.3%	0.2%	0.2%	1.6%	0.7%
View in ENG (ARB Only)	n/a	n/a	5.4%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	18.1%	n/a
Footer	8.1%	12.6%	10.1%	13.7%	15.1%	16.9%	10.9%	7.2%	14.9%	10.8%	8.7%	15.9%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	#####	100.0%	100.0%	100.0%

## YOUR PERFECT SUMMER HOLIDAY AWAITS

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

[Explore Bonvoy](#)

### WAKE UP TO A DREAM RESORT

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

### REVEAL

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

### EXPLORATION AWAITS THIS JULY

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

### DISCOVER THE PERFECT SUMMER HOLIDAY AWAITS

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

### PLAY TO DISCOVER THE HOTEL BRAND

Discover the perfect summer holiday awaits at a Hilton Bonvoy resort. From beachfront to city center, there's a Hilton Bonvoy resort for every traveler. Explore the possibilities.

- [illegible]

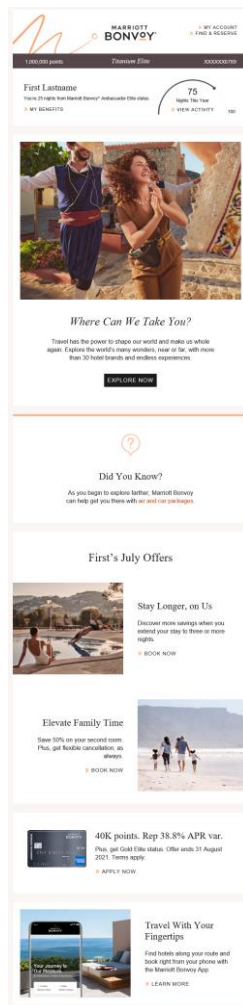


**MAU**

# MAU Creative Example: July 2021

## July Highlights:

- New elevated email template and Bonvoy branding
- New global campaign, “Where Can We Take You”
- New member account module & messaging
- Included several targeted offers by market



## Targeted Offers by Market



### Find Your Balance

Book by Sunday to save 25% on stays at more than 1,500 hotels in destinations you'll love.

BOOK NOW



### Get Away From the Everyday

Save 20% on stays and enjoy free breakfast at participating hotels.

BOOK NOW



### Savour a Summer Escape

Get away this summer with 20% off stays and free breakfast at participating hotels.

BOOK NOW



### Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

BOOK NOW



### Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

BOOK NOW



### Elevate Family Time

Save 50% on your second room. Plus, get flexible cancellation, as always.

BOOK NOW

## 8 & 15 July 2021 MAU Performance Summary

Europe engagement overall was below June, but increased click activity may be tied to regional offer engagement

Stronger engagement lifts in the MEA with revenues rebounding by +46% MoM

Lift click activity higher by leveraging CTA test learnings for targeted offers like, See Offer and Receive 20% Off (previous winners)

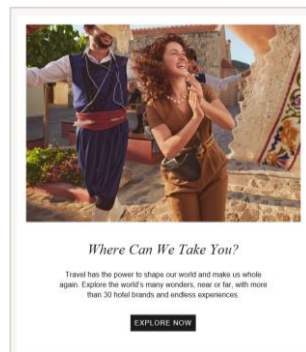
Europe	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Revenue
British English	527.6 K	166.8 K	31.6%	7.0 K	4.2%	0.20%	\$74.6 K
English	774.3 K	236.0 K	30.5%	11.5 K	4.9%	0.22%	\$73.0 K
French	66.2 K	22.2 K	33.6%	1.1 K	4.7%	0.27%	\$4.8 K
German	110.0 K	37.9 K	34.4%	2.5 K	6.5%	0.26%	\$17.7 K
Italian	53.1 K	17.8 K	33.6%	847	4.7%	0.24%	\$2.3 K
Spanish	76.9 K	28.1 K	36.5%	1.7 K	5.9%	0.17%	\$1.9 K
<b>Grand Total</b>	<b>1.6 M</b>	<b>508.8 K</b>	<b>31.6%</b>	<b>24.6 K</b>	<b>4.8%</b>	<b>0.22%</b>	<b>\$174.3 K</b>
MoM	-1.6%	-6.4%	-1.6 pts.	+6.2%	+0.6 pts.	+0.00 pts.	-6.1%

MEA	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Revenue
British English	588.5 K	162.3 K	27.6%	7.5 K	4.6%	0.20%	\$24.1 K
English	535.2 K	155.1 K	29.0%	6.2 K	4.0%	0.20%	\$18.6 K
French	18.7 K	5.9 K	31.4%	549	9.3%	0.21%	\$5.4 K
German	311	111	35.7%	11	9.9%	0.32%	\$0
Italian	140	60	42.9%	2	3.3%	0.00%	\$0
Spanish	511	171	33.5%	9	5.3%	0.00%	\$0
<b>Grand Total</b>	<b>1.1 M</b>	<b>323.7 K</b>	<b>28.3%</b>	<b>14.3 K</b>	<b>4.4%</b>	<b>0.20%</b>	<b>\$48.2 K</b>
MoM	+0.4%	+1.7%	+0.4 pts.	+11.5%	+0.4 pts.	+0.01 pts.	+46.6%

# Top Performing Content: Offers and Destinations

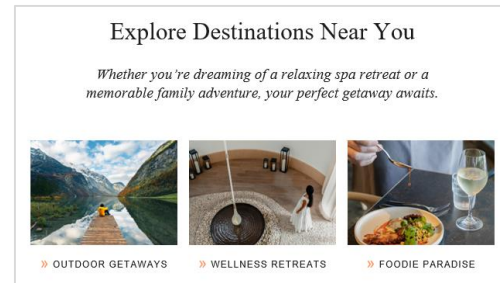
## Hero: Portfolio Campaign

Most clicks and revenue



## Leisure Destinations ENG

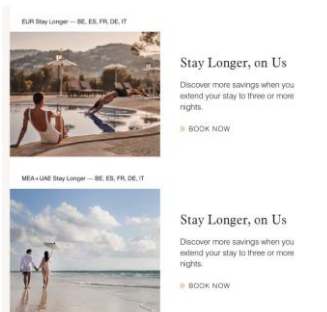
2<sup>nd</sup> highest clicks



## Top Performing Secondary Content

### Stay Longer Offer

Most Europe and MEA versions



### Escapes ENG

High clicks & revenue, Both EUR and MEA



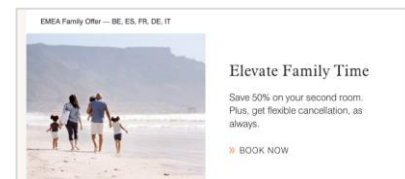
### MEA Summer Sale

High clicks & revenue: BEN



### Europe Family Offer

High clicks & revenue: BEN and GER



# MAU July '21 Heat Map: Europe

Strong engagement in the portfolio campaign with high click and revenue activity; consistent with overall Bonvoy engagement

Escapes & Leisure destinations content received nearly as many clicks in the ENG version as the hero; Escapes generated nearly as much revenue

Received more revenue from targeted offers compared to hero in BEN version;

Region	Delivered	Clicks	Bookings	Revenue
<b>Europe</b>	<b>1,608,132</b>	<b>11,330</b>	<b>99</b>	<b>\$67,037</b>
<b>20210708_IQ_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_ENG</b>	<b>774,298</b>	<b>4,732</b>	<b>47</b>	<b>\$34,341</b>
MAU_COBRAND_UAE_MC_CONSUMER_ECM_LTO12X		4		
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_LTO40K		188		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		3		
MAU_JUL21_Benefits_AirandCar		33	1	\$94
MAU_JUL21_Hero_PortfolioCampaign		1,493	27	\$17,286
MAU_JUL21_Leisure_Destinations		1,316	1	\$524
MAU_JUL21_MobileApp_Generic		66		
MAU_JUL21_MobileApp_iOS		17		
MAU_JUL21_News_Destinations		136		
MAU_JUL21_News_ROW_ShopwithPoints		108		
MAU_JUL21_Offers_EUR_Escapes		1,368	18	\$16,437
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_BEN</b>	<b>527,597</b>	<b>3,144</b>	<b>24</b>	<b>\$24,633</b>
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_LTO40K		210		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		1		
MAU_JUL21_Benefits_AirandCar		38		
MAU_JUL21_Hero_PortfolioCampaign		1,589	10	\$6,352
MAU_JUL21_MobileApp_Generic		100		
MAU_JUL21_MobileApp_iOS		17		
MAU_JUL21_Offers_EMEA_FamilyOffer		163	1	\$259
MAU_JUL21_Offers_EUR_StayLonger		257	5	\$10,342
MAU_JUL21_Offers_UK_FamilyOffer		253	1	\$1,803
MAU_JUL21_Offers_UK_StayLonger		516	7	\$5,877
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_FRE</b>	<b>66,151</b>	<b>613</b>	<b>3</b>	<b>\$450</b>
MAU_JUL21_Benefits_AirandCar		14		
MAU_JUL21_Hero_PortfolioCampaign		384	2	\$296
MAU_JUL21_MobileApp_Generic		23		
MAU_JUL21_MobileApp_iOS		8		
MAU_JUL21_Offers_EMEA_FamilyOffer		72		
MAU_JUL21_Offers_EUR_StayLonger		112	1	\$153



# MAU July '21

## Heat Map: Europe

Consistent engagement in portfolio campaign in GER and ITA versions; higher click and revenue activity

SPA version had more clicks on the portfolio campaign message in the hero but the targeted Stay Longer offer generated more revenue

Region	Delivered	Clicks	Bookings	Revenue
<b>Europe</b>	<b>1,608,132</b>	<b>11,330</b>	<b>99</b>	<b>\$67,037</b>
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_GER</b>	<b>110,021</b>	<b>1,453</b>	<b>19</b>	<b>\$5,809</b>
MAU_JUL21_Benefits_AirandCar		26		
MAU_JUL21_Hero_PortfolioCampaign		605	14	\$4,152
MAU_JUL21_MobileApp_Generic		39		
MAU_JUL21_MobileApp_iOS		29		
MAU_JUL21_Offers_EMEA_FamilyOffer		164	1	\$795
MAU_JUL21_Offers_EUR_StayLonger		590	4	\$862
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_ITA</b>	<b>53,135</b>	<b>482</b>	<b>3</b>	<b>\$662</b>
MAU_JUL21_Benefits_AirandCar		21		
MAU_JUL21_Hero_PortfolioCampaign		270	2	\$439
MAU_JUL21_Offers_EMEA_FamilyOffer		30		
MAU_JUL21_Offers_EUR_StayLonger		161	1	\$224
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_SPA</b>	<b>76,930</b>	<b>906</b>	<b>3</b>	<b>\$1,143</b>
MAU_JUL21_Benefits_AirandCar		13		
MAU_JUL21_Hero_PortfolioCampaign		577	1	\$82
MAU_JUL21_MobileApp_Generic		32		
MAU_JUL21_MobileApp_iOS		6		
MAU_JUL21_Offers_EMEA_FamilyOffer		83		
MAU_JUL21_Offers_EUR_StayLonger		195	2	\$1,061

\*Does not include header and footer click and booking activity

# MAU July '21

## Heat Map: MEA

Strong engagement in the portfolio campaign with high click & revenue activity; followed by the targeted offers

Region	Delivered	Clicks	Bookings	Revenue
<b>MEA</b>	<b>1,143,438</b>	<b>6,413</b>	<b>23</b>	<b>\$10,649</b>
<b>20210708_IQ_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_ENG</b>	<b>535,194</b>	<b>2,453</b>	<b>8</b>	<b>\$3,823</b>
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		77		
MAU_COBRAND_UAE_MC_CONSUMER_ECM_LTO12X		20		
MAU_JUL21_Benefits_AirandCar		42		
MAU_JUL21_Hero_PortfolioCampaign		1,424	7	\$3,039
MAU_JUL21_Leisure_Destinations		597	1	\$784
MAU_JUL21_MobileApp_Generic		99		
MAU_JUL21_MobileApp_iOS		2		
MAU_JUL21_News_Destinations		85		
MAU_JUL21_News_ROW_ShopwithPoints		107		
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_BEN</b>	<b>588,547</b>	<b>3,696</b>	<b>15</b>	<b>\$6,826</b>
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		106		
MAU_COBRAND_UAE_MC_CONSUMER_ECM_LTO12X		16		
MAU_JUL21_Benefits_AirandCar		69		
MAU_JUL21_Hero_PortfolioCampaign		1,832	6	\$4,013
MAU_JUL21_MobileApp_Generic		233		
MAU_JUL21_MobileApp_iOS		23		
MAU_JUL21_Offers_EMEA_FamilyOffer		412		
MAU_JUL21_Offers_MEA_StayLonger		387	3	\$1,978
MAU_JUL21_Offers_SummerSale		348	4	\$666
MAU_JUL21_Offers_UAE_StayLonger		150	1	\$37
MAU_JUL21_Offers_WinterSale		120	1	\$133

\*Does not include header and footer click and booking activity

# MAU July '21

## Heat Map: MEA

Engagement was consistent with the other MEA language versions with click activity focused on the hero message and targeted offers

Region	Delivered	Clicks	Bookings	Revenue
<b>MEA</b>	<b>1,143,438</b>	<b>6,413</b>	<b>23</b>	<b>\$10,649</b>
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_FRE</b>	<b>18,735</b>	<b>254</b>		
MAU_JUL21_Benefits_AirandCar		2		
MAU_JUL21_Hero_PortfolioCampaign		132		
MAU_JUL21_MobileApp_Generic		17		
MAU_JUL21_MobileApp_iOS		3		
MAU_JUL21_Offers_EMEA_FamilyOffer		52		
MAU_JUL21_Offers_MEA_StayLonger		48		
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_GER</b>	<b>311</b>	<b>8</b>		
MAU_JUL21_Hero_PortfolioCampaign		4		
MAU_JUL21_Offers_MEA_StayLonger		4		
<b>20210715_MBV_SOLO_LPM_JULY_MAU_GLOB_MBR_SPA</b>	<b>511</b>	<b>2</b>		
MAU_JUL21_Hero_PortfolioCampaign		1		
MAU_JUL21_Offers_MEA_StayLonger		1		

\*Does not include header and footer click and booking activity

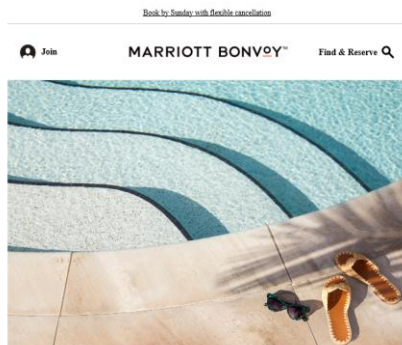


**METT**

# Top Performing METTs: July 2021

## 9 July (Most Revenue, Strong Engagement) MarriottBonvoyEscapes\_Europe\_9Jul\_EN

**Subject Line:** Save 25% off at participating hotels and resorts



### MARRIOTT BONVOY ESCAPES

**Last Minute Deals.** Whether you're staying close to home or venturing out, an idyllic escape is on the cards.

As a Marriott Bonvoy Member, save 25% off with flexible cancellation when you book by Sunday at participating hotels and resorts.

[T&CS APPLY>>>](#)

Please review local government guidance to confirm the eligibility and the time to travel.

BOOK NOW

## 16 July (Best Engagement) Brand\_WHotel\_SE\_16Jul\_EN

**Subject Line:** Come Get Lost in a Daydream with W Hotels



### NEXT STOP, W ROME

**W Hotels has landed in Italy.** Unapologetically Italian, W Rome is where you can connect to the past, live for the moment and dream the future. Where a historic palazzo on the outside meets a bold interpretation of luxury inside, be the first to experience the Eternal City this autumn with our **opening offer**.

Please review local government guidance and travel restrictions, particularly if crossing borders, to confirm travel eligibility.

EXPLORE OFFER



### W IBIZA IS CALLING

Sun, sand and glamour. Ibiza is more than an island. It's a brand. Come play at our brand new adult rooftop club, where poolside meets cocktails, or watch the action from your balcony room.

STAY LONGER ON US

### AMP IT UP AT W BARCELONA

An unmissable landmark on the Barcelona beachfront, call this a local at FIRE, where flame-grilled foods meet artful mixology. Or take a break and soak up the rays at SALT beach club.

DIVE IN



## 23 July (2<sup>nd</sup> Highest Open Rate) Spain\_MEOCampaign\_Jul23\_EN

**Subject Line:** Earn Bonus Points Whilst Staying In Spain



### EARN BONUS POINTS IN SPAIN

Summer gets away to Spain as looking better than ever. Earn bonus points whilst staying in one of our hotels & resorts participating in Member Rewards™. Take a moment? [Join now!](#)

Please review local government guidance, particularly if crossing borders, to confirm travel eligibility.

BOOK NOW



### LUXURY HOTELS

Are you keen on living a luxury experience whilst saving your extra bonus points? Then look no further. Get 1,000 bonus points per night when staying in a selection of hotels in Barcelona, Canary Islands, Algarve, Crete, Ibiza or Rome.

BOOK NOW



### PREMIUM HOTELS

Travel inspired to a rewarding stay in Spain and explore its amazing beaches, gastronomy and landscapes. Get 1,000 bonus points per night when staying in a selection of hotels in Barcelona, Madrid, Maldives and more.

BOOK NOW



### 3,000 POINTS + 10% OFF

Discover the Balearic Islands and get 10% off our flexible rates and 3,000 bonus points per stay. Take advantage of this great opportunity to experience the beautiful architecture and enjoy its natural landscapes, beaches, culture and delicious gastronomy.

BOOK NOW

## Maintained Engagement MoM

Fewer deliveries impacted open rates, but higher click activity led to CTOR increase MoM

Several July emails were well above the METT 12-month open rate and CTOR averages, 18.8% and 4.1%

W Hotel brand campaign on 16 July was the strongest performer with the highest open and CTO rates and lowest unsub rate

Strong engagement from 9 July Escapes campaign to 147K, 21% open rate & 8% CTOR

Email Description	Delivered	Open Rate	CTOR	Unsub Rate
July 2021 Total	1,197,212	18.4%	5.6%	0.15%
MoM Comparison	-21.2%	-1.4%	+0.3%	-0.01%
<i>Campaign Level Engagement</i>				
EMEA_Brand_WHotel_SE_16Jul_EN	1,754	29.4%	16.9%	0.06%
EMEA_Spain_MEOCampaign_Jul23_EN	3,096	28.8%	6.2%	0.10%
EMEA_Augustine Prague_9July_EN	54,002	26.6%	3.1%	0.34%
EMEA_MarriottBonvoyEscapes_23Jul_DE	21,280	25.6%	8.5%	0.34%
EMEA_TLC_Greek Luxury Island Hopping_23Jul_ENG	69,723	24.6%	5.4%	0.20%
EMEA_VCEJW_FamilyVacation_23Jul_ENG	3,949	24.1%	2.3%	0.13%
EMEA_UK_LocalExpolrerPackage_2Jul_EN	49,300	23.7%	6.8%	0.07%
EMEA_UK_citybreaks_July23_EN	86,919	21.5%	5.6%	0.08%
EMEA_LuxuryEscapesItaly_09Jul_ENG	98,681	20.9%	2.9%	0.19%
EMEA_MarriottBonvoyEscapes_Europe_9Jul_EN	147,067	20.6%	7.7%	0.19%
EMEA_Spain_Spain&Portugal_Jul2_FR	49,807	19.5%	4.8%	0.25%
EMEA_MarriottBonvoyEscapes_23Jul_FR	47,917	18.4%	9.7%	0.19%
EMEA_GLPT_Turkey_9Jul_All_EN	11,689	17.2%	2.3%	0.13%
EMEA_Baku_July9_EN	96,961	16.0%	4.5%	0.13%
EMEA_DACH_MEA_2Jul_EN	98,244	15.6%	3.7%	0.10%
EMEA_KSA_HotelOffers_9Jul_EN	96,712	15.5%	4.9%	0.18%
EMEA_Baku_July9_RU	45,833	14.6%	5.4%	0.20%
EMEA_UAE_HotelOffers_Members_23Jul_EN	98,097	14.3%	5.5%	0.06%
EMEA_SSA_WinterOffers_23Jul_EN	88,055	11.2%	7.2%	0.07%
EMEA_MEO_Megreb_9Jul_EN	28,126	8.2%	16.3%	0.11%

## Targeted US Markets In Select METT Campaigns

- Engagement from US Markets was not as strong as European markets; consistent across each campaign
- Audiences may not be ready to travel abroad yet; 2 bookings from Spain MEO went to US properties
- Continue to reach out to previous stayers and personalize using past stayer data (reminders of past spa visits, golf, etc.) and/or leverage subject line & CTA test learnings to increase engagement

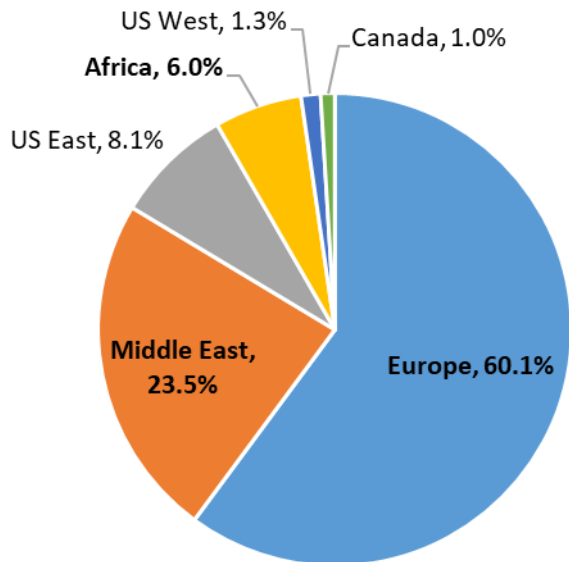
Campaign Description	W Hotel_SE_ 16Jul_EN			Spain_MEO Campaign_ Jul23_EN			TLC_Greek Luxury Island Hopping_23Jul_ENG			VCEJW_Family Vacation_ 23Jul_ENG		
	Europe	US	Total	Europe	US	Total	Europe	US	Total	Europe	US	Total
Delivered	1,724	5,988	7,722	2,998	95,610	98,659	69,700	28,642	98,351	3,897	45,674	49,669
Open Rate	29.1%	<b>22.3%</b>	23.8%	28.6%	<b>17.4%</b>	17.8%	24.5%	<b>18.1%</b>	22.6%	24.2%	<b>16.9%</b>	17.4%
CTOR	16.9%	<b>10.0%</b>	12.0%	6.2%	<b>2.3%</b>	2.5%	5.4%	<b>4.7%</b>	5.2%	2.3%	<b>3.0%</b>	3.0%
Unsub Rate	0.06%	0.12%	0.10%	0.10%	0.02%	0.02%	0.20%	0.10%	0.17%	0.13%	0.12%	0.12%
Bookings	1	0	1	4	2	6	0	0	0	0	0	0
Room Nights	4	0	4	7	4	11	0	0	0	0	0	0
Revenue	\$2,971	\$0	\$2,971	\$1,008	\$664	\$1,672	\$0	\$0	\$0	\$0	\$0	\$0



## Generated \$74.0K From July 2021 METTs, 90% Went to EMEA Region

- Most of the July revenue went to Europe (60%) and MEA (30%)
- Top 5 campaigns generated \$58K, which was 78% of July METT revenue
- Escapes was a top revenue driver holding 2 of the top 5 performing campaigns; over 94% of revenue to EMEA region

### % of July 2021 METT Revenue by Region



Month	Bookings	Room Nights	Revenue
July 2021	114	307	\$74,097
MoM	0.0%	-9.7%	+5.0%

### Top 5 Campaigns

	Revenue	% to EMEA
EMEA_MarriottBonvoyEscapes_Europe_9Jul_EN	\$31,321	94%
GLT-KSAB_Crossborder_All_Jul2_EN	\$16,483	85%
EMEA_SSA_WinterOffers_23Jul_EN	\$4,007	56%
EMEA_MarriottBonvoyEscapes_23Jul_DE	\$3,376	100%
EMEA_Brand_WHotel_SE_16Jul_EN	\$2,971	100%
<b>Top 5 Total</b>	<b>\$58,157</b>	

# TESTING & OPTIMIZATION

- Subject Line Test Results
- EMEA Solo: Hero CTA Copy Test

# EMEA Solo: A/B Subject Line Test Results

6 July 2021

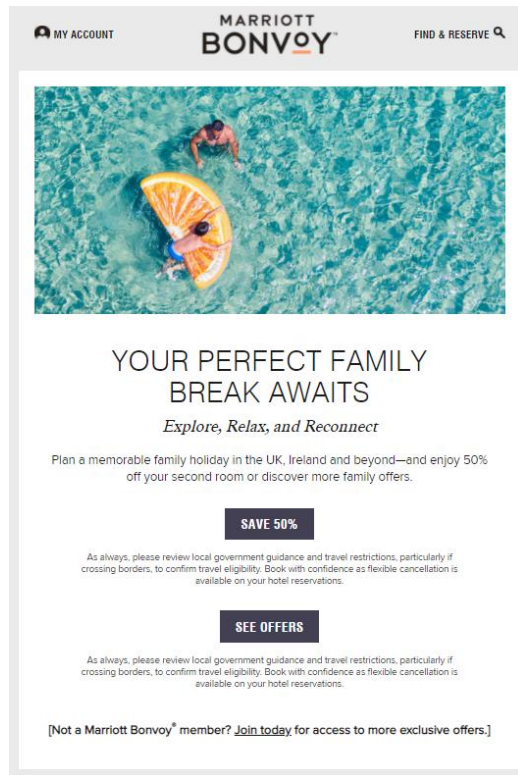
- Personalized test version drove more opens and higher open rates than the offer-driven control
- Engagement was consistent for UK and UAE markets; strong lifts in UAE
- Continue using personalization in subject lines and/or pre-headers; combine with other approaches for deeper insights

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
<b>UK Test:</b> Mei, Save on Your Perfect Family Break	295,991	85,316	+1.0%	28.8%	+0.3 pts.	3,708	1.25%	4.3%	<b>Personalization</b>
<b>UK Control:</b> Save 50% Off Your Second Room	295,767	84,490		28.6%		3,593	1.21%	4.3%	
<b>PRE-HEADER:</b> All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									
<b>UAE Test:</b> Mei, Save 20% On Your Perfect Summer Holiday	163,465	45,431	+3.6%	27.8%	+0.9 pts.	1,761	1.08%	3.9%	<b>Personalization</b>
<b>UAE Control:</b> Save 20% On Summer Holidays	162,826	43,852		26.9%		1,335	0.82%	3.0%	
<b>PRE-HEADER:</b> All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									

All results were statistically significant

# EMEA Solo: A/B Hero CTA Copy Test #3

6 July 2021



	UK_ENG		UAE_ENG	
CTA Versions	<div>A</div> SEE OFFERS	<div>B</div> SAVE 50%	<div>A</div> SEE OFFER	<div>B</div> SAVE 20%
	Intriguing	Offer-driven, Direct	Intriguing	Offer-driven, Direct
Delivered	295,991	295,767	163,465	162,826
Open Rate	28.8%	28.6%	27.8%	26.9%
CTA Clicks	+11% 1,669	1,501	+104% 947	463
CTA CTOR	+0.2% 2.0%	1.8%	+1% 2.1%	1.1%
Bookings	6	8	5	4
Revenue	\$2,660	\$3,923	\$6,662	\$2,752

- See Offers copy generated the most CTA clicks and had the highest CTOR; consistent with test #2
- Consider testing against traditional CTA copy, Book Now or Reserve Now

# ACTIONABLE INSIGHTS

## ACTIONABLE INSIGHTS

- Look for more opportunities to test & optimization content to lift click activity higher; continue A/B testing and use PCIQ content optimization (part of Q4 '21 plan)
- Establish 2022 mobile app download goals from 2021 engagement data; consider separate goals for METT vs. Solo's
- Set 2022 enrollment goals from March – Dec 2021 engagement data; standing up a new enrollment code to track METTs and Solos separately (Q3 '21)
- Lift click activity higher by leveraging CTA test learnings for targeted offers like, See Offer and Receive 20% Off (both were previous winners)

## ACTIONABLE INSIGHTS

- Continue looking for ways to leverage member data in Drive Market Solos to personalize content; planning to include member module in future mailings
- Look for opportunities to make poll results module clickable to lift overall engagement
- Plan for deeper dive into Traveler engagement in Solos campaigns in Q3 review, Feb-Aug engagement trends
- Continue to reach out to previous stayers and personalize using past stayer data (reminders of past spa visits, golf, etc.) and/or leverage subject line & CTA test learnings to increase engagement
- Continue using personalization (a proven winner) in subject lines and/or pre-headers; combine with other approaches for deeper insights
- Consider testing winning See Offers hero CTA copy against traditional copy in future Solos, Book or Reserve Now



# 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...
<b>Brand</b>	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
<b>Cobrand CC</b>	Solo messages exclusively featuring a cobranded credit card	Acquisition and ECM campaigns
<b>Continent Marketing</b>	Field-sponsored, solo marketing campaigns (NOT METT)	Drive Market Solos
<b>Core Marketing</b>	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
<b>METT</b>	Offers and targeting submitted and deployed through the Field METT Tool that run through METT optimization	Field METTs, Property Promotions
<b>Informational</b>	Service or transactional messages (may or may not have transactional footer)	Points Sharing, Research/Survey, CEC, Apology
<b>Lifecycle</b>	Triggered messaging to move customers through loyalty program lifecycle	Welcome, Achievers, Redemption, On Boarding
<b>Moments</b>	Includes Moments Solos, METTs and Bi-Monthly/Recurring campaigns	Special Events, Bi-Monthly Solos
<b>Partner</b>	Campaigns featuring Loyalty partner	Your World Rewards, United Airlines, Hertz, Cruises Only
<b>Promotions</b>	Includes Global Promo, Algorithmic Targeted Marketing and Model-based Offers	ATM, Points.com, Global Promotion Announcement & Reg Confirmations
<b>Travel Inspiration</b>	Messages that inspire travel and share travel tips & trends	Traveler, Project Wanderlust