



◦ EMEA: June Monthly Review

Marriott Bonvoy

11 August 2020

TODAY'S AGENDA

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

KEY STORYLINES

- Delivered 12M emails in June; open rate and CTR metrics were above Marriott Bonvoy June 2020 averages
 - Plans to develop EMEA engagement trends are underway and will be shared during future monthly & quarterly reviews
- MAU and Solos drove monthly financials; deeper dive needed to understand engagement at the country level
- June drive market solos engaged readers and contributed to monthly financials
 - Establishing ongoing engagement tracking (offers, segments) to determine if there are additional targeting and/or personalization opportunities



PERFORMANCE SUMMARY

PERFORMANCE SUMMARY: JUNE 2020

- 57% of June emails were delivered to residents in Europe, which drove monthly performance results
- 22% open rate was +6 pts. over the Bonvoy June monthly average, but CTOR was -1.2 pts
 - Engagement was slightly impacted by the Elite Recovery Solo that went to 1.8M and had a high open rate of 23%, but the lowest CTOR of 1.7% (very few CTAs in the email)
- Financial engagement was mostly driven by MAU and Solos; together totalled 85% of June revenue
- Plans to develop EMEA engagement trends are underway and will be shared during next review

EMEA June 2020 vs. Bonvoy June 2020 Average

Engagement

12.2 M	2.7 M	22.2%	137.1 K	1.1%	5.1%	0.22%
Delivered Emails	Opens	Open Rate +6.0 pts.	Clicks	CTR +0.1 pts.	CTOR -1.2 pts.	Unsub. Rate +0.08 pts.

Financials

1.3 K	3.2 K	\$510.0 K	0.11	0.9%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion -0.5 pts.

EMEA June 2020 Engagement

Metrics	EMEA Total	Europe	Middle East	Africa
% of Emails sent	100%	57%	32%	11%
Sent	12.4 M	7.1 M	4.0 M	1.3 M
Delivered	12.2 M	7.0 M	3.9 M	1.3 M
Delivery Rate	98.7%	98.8%	98.8%	98.4%
Opens	2.7 M	1.8 M	715.5 K	204.3 K
Open Rate	22.2%	25.7%	18.1%	15.7%
Clicks	137.1 K	95.8 K	31.3 K	10.0 K
CTR	1.1%	1.4%	0.79%	0.77%
CTOR	5.1%	5.3%	4.4%	4.9%
Unsubs	26.5 K	17.9 K	6.5 K	2.1 K
Unsub Rate	0.22%	0.26%	0.16%	0.16%
Bookings	1.3 K	1.1 K	96	41
Rm Nights	3.2 K	2.9 K	198	95
Revenue	\$510.0 K	\$467.0 K	\$38.0 K	\$5.0 K
Bkgs/Dlvd. (K)	0.11	0.16	0.02	0.03
Conversion	0.9%	1.2%	0.3%	0.4%

- Most of the June emails were sent to members and non-members in Europe
- Europe email recipients are opening and clicking on emails, and have high conversion rates
- Deeper dive is needed to understand the countries that are driving EMEA performance; Solos target 14 countries

June 2020 Engagement by Region

- 6% of Bonvoy emails were sent to residents of EMEA in June; region was the 2nd highest revenue driver for the month
- Open rate in Europe of 25.7% and CTR of 1.38% were the highest across all regions in June; email recipients were interested and engaged
- CTOR of 5.3% was good, but shows an opportunity to increase engagement with openers
- Consider developing test & learn plans for select solos & locations (images, CTAs); use learnings to roll-out broadly

Metrics	June 2020 Total	U.S. & Canada	CALA			APAC				EMEA			N/A
		North America	Caribbean Islands	Central America	South America	Asia	Pacific Islands	Australia	Antarctica	Europe	Middle East	Africa	
% of Emails Sent	100%	77%	0%	1%	1%	13%	0%	1%	0%	4%	2%	1%	0%
Sent	201.3 M	154.8 M	340.1 K	1.7 M	1.7 M	26.9 M	623.4 K	2.7 M	338	7.1 M	4.0 M	1.3 M	162.5 K
Delivered	198.7 M	154.2 M	336.7 K	1.7 M	1.6 M	25.2 M	612.7 K	2.6 M	333	7.0 M	3.9 M	1.3 M	159.8 K
Delivery Rate	98.7%	99.6%	99.0%	98.9%	99.0%	93.5%	98.3%	98.8%	98.5%	98.8%	98.8%	98.4%	98.3%
Opens	32.1 M	25.3 M	59.9 K	332.8 K	291.5 K	2.7 M	90.9 K	563.8 K	51	1.8 M	715.5 K	204.3 K	46.6 K
Open Rate	16.2%	16.4%	17.8%	19.5%	17.8%	10.8%	14.8%	21.4%	15.3%	25.7%	18.1%	15.7%	29.1%
Clicks	2.0 M	1.6 M	3.3 K	12.8 K	12.0 K	176.9 K	4.0 K	23.6 K	3	95.8 K	31.3 K	10.0 K	1.2 K
CTR	1.02%	1.07%	0.99%	0.75%	0.73%	0.70%	0.65%	0.89%	0.90%	1.38%	0.79%	0.77%	0.75%
CTOR	6.3%	6.5%	5.6%	3.9%	4.1%	6.5%	4.4%	4.2%	5.9%	5.3%	4.4%	4.9%	2.6%
Unsubs	272.7 K	205.2 K	387	2.7 K	3.0 K	22.3 K	948	10.9 K	0	17.9 K	6.5 K	2.1 K	829
Unsub Rate	0.14%	0.13%	0.11%	0.16%	0.18%	0.09%	0.15%	0.41%	0.00%	0.26%	0.16%	0.16%	0.52%
Bookings	29.6 K	27.0 K	14	53	30	1.1 K	8	78		1.1 K	96	41	
Rm Nights	67.7 K	62.2 K	38	186	76	1.8 K	10	212		2.9 K	198	95	
Revenue	\$9.4 M	\$8.4 M	\$5.6 K	\$28.3 K	\$13.6 K	\$343.1 K	\$1.6 K	\$36.4 K		\$467.0 K	\$38.0 K	\$5.0 K	

Executive Dashboard: EMEA June 2020

- June performance was driven by MAU and Solos, which made up 80% of all EMEA delivered emails
- Open & click rates were lower compared to other email categories that had more personalized content (LPM emails like Welcome & Choice Of Selection, Promo Confirmations, and Cobrand)
- Elite Recovery Solo on 15 June 2020 made up 46% of June Solos (1.8M delivered); the high 24% open rate helped lift the monthly average, but the email had very few CTAs (1.7% CTOR)

EMEA										
Europe	Total	MAU	LPM	Solo	Promotions	ATM Other	Cobrand Other	Moments	METT	Brand BPP
Sent	7.1 M	1.8 M	848	4.0 M	115	1	1379	222.6 K	368.6 K	684.2 K
Delivered	7.0 M	1.8 M	797	3.9 M	115	1	1372	221.4 K	362.6 K	670.5 K
Delivery Rate	98.8%	98.9%	94.0%	98.8%	100.0%	100.0%	99.5%	99.5%	98.4%	98.0%
Opens	1.8 M	401.9 K	406	981.0 K	70	1	586	62.1 K	96.6 K	248.7 K
Open Rate	25.7%	22.4%	50.9%	25.1%	60.9%	100.0%	42.7%	28.1%	26.6%	37.1%
Clicks	95.8 K	23.4 K	257	50.6 K	7	1	53	1.8 K	6.2 K	13.5 K
CTR	1.38%	1.30%	32.25%	1.29%	6.09%	100.00%	3.86%	0.82%	1.70%	2.01%
CTOR	5.3%	5.8%	63.3%	5.2%	10.0%	100.0%	9.0%	2.9%	6.4%	5.4%
Unsubs	17.9 K	4.5 K	1	8.2 K	0	0	1	224	661	4.3 K
Unsub Rate	0.26%	0.25%	0.13%	0.21%	0.00%	0.00%	0.07%	0.10%	0.18%	0.64%
Bookings	1.1 K	296		632				24	197	
Rm Nights	2.9 K	785		1704				67	343	
Revenue	\$467.0 K	\$113.4 K		\$289.5 K				\$10.2 K	\$53.9 K	

Executive Dashboard: EMEA

June 2020

EMEA										
Middle East	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	4.0 M	907.5 K	1.8 K	2.0 M	36	1017	55.7 K	432.0 K	302.8 K	240.3 K
Delivered	3.9 M	899.7 K	1.5 K	2.0 M	36	1014	55.5 K	418.1 K	300.9 K	236.7 K
Delivery Rate	98.8%	99.1%	83.9%	99.1%	100.0%	99.7%	99.7%	96.8%	99.4%	98.5%
Opens	715.5 K	135.8 K	442	345.4 K	10	486	12.6 K	69.6 K	89.0 K	62.1 K
Open Rate	18.1%	15.1%	29.7%	17.0%	27.8%	47.9%	22.8%	16.6%	29.6%	26.2%
Clicks	31.3 K	7.7 K	152	13.5 K	3	75	394	3.7 K	3.3 K	2.4 K
CTR	0.79%	0.86%	10.21%	0.67%	8.33%	7.40%	0.71%	0.88%	1.11%	1.02%
CTOR	4.4%	5.7%	34.4%	3.9%	30.0%	15.4%	3.1%	5.3%	3.7%	3.9%
Unsubs	6.5 K	1.6 K	11	3.5 K	0	3	53	0	689	609
Unsub Rate	0.16%	0.18%	0.74%	0.17%	0.00%	0.30%	0.10%	0.00%	0.23%	0.26%
Bookings	96	31		39			6	18		2
Rm Nights	198	64		80			16	35		3
Revenue	\$38.0 K	\$13.1 K		\$12.4 K			\$4.8 K	\$7.3 K		\$434

EMEA										
Africa	Total	MAU	LPM	Solo	Promotions	Cobrand Other	Moments	METT	Brand BPP	Traveler
Sent	1.3 M	394.1 K	472	696.1 K	7	108	17.2 K	1	113.5 K	97.9 K
Delivered	1.3 M	388.0 K	392	684.9 K	7	108	17.0 K	1	112.3 K	95.6 K
Delivery Rate	98.4%	98.5%	83.1%	98.4%	100.0%	100.0%	99.1%	100.0%	99.0%	97.6%
Opens	204.3 K	48.8 K	95	100.1 K	2	31	3.3 K	0	30.8 K	21.2 K
Open Rate	15.7%	12.6%	24.2%	14.6%	28.6%	28.7%	19.4%	0.0%	27.4%	22.2%
Clicks	10.0 K	3.7 K	46	3.4 K	1	3	194	0	1.4 K	1.3 K
CTR	0.77%	0.96%	11.73%	0.50%	14.29%	2.78%	1.14%	0.00%	1.22%	1.32%
CTOR	4.9%	7.7%	48.4%	3.4%	50.0%	9.7%	5.9%		4.4%	5.9%
Unsubs	2.1 K	555	0	972	0	0	21	0	329	217
Unsub Rate	0.16%	0.14%	0.00%	0.14%	0.00%	0.00%	0.12%	0.00%	0.29%	0.23%
Bookings	41	15	1	15	8		2			
Rm Nights	95	48	1	31	13		2			
Revenue	\$5.0 K	\$2.0 K	36	\$2.3 K	475		98			



KEY CAMPAIGN ENGAGEMENT

- Drive Market Solo
 - Campaign engagement
 - Regional and Member level
 - Heat maps

EMEA REGIONAL SOLO: JUNE 2020

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
6/13	182.7 K	24.3%	3.9%	16.0%	0.18%	160	\$75.0 K
6/27	912.4 K	18.9%	1.7%	8.8%	0.24%	159	\$63.4 K
Total	1.1 M	19.8%	2.0%	10.3%	0.23%	319	\$138.4 K

- Campaign generated \$138K in revenue by encouraging readers to book a staycation, explore their city, and save 25% at local properties
- Austria, Germany, and Switzerland had the highest open rates in the 30's
- Engagement went up as the member levels increased; Basics made up over 65% of the audience in both deployments and drove overall performance
 - Non-members had high open and click rates, but member-only offer did not drive bookings (only 4 bkgs.)
 - Consider featuring other non-enrollment offers or promotions to drive bookings

SL: Your Welcome Awaits, Jane.
PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

Non-Member

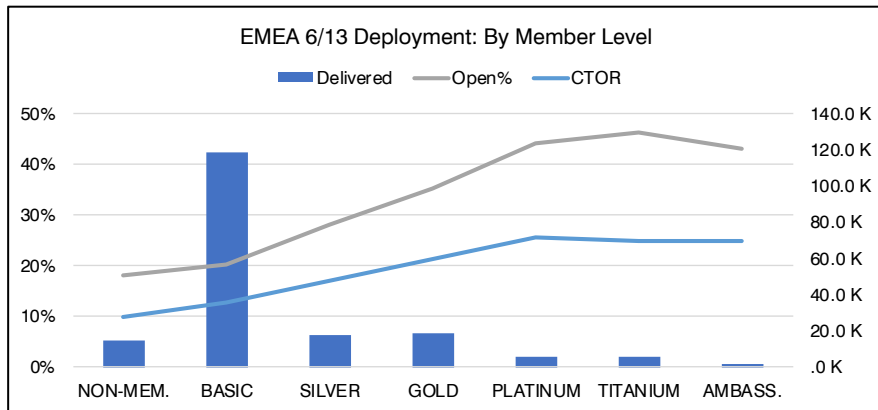
Geo-Targeted

Member

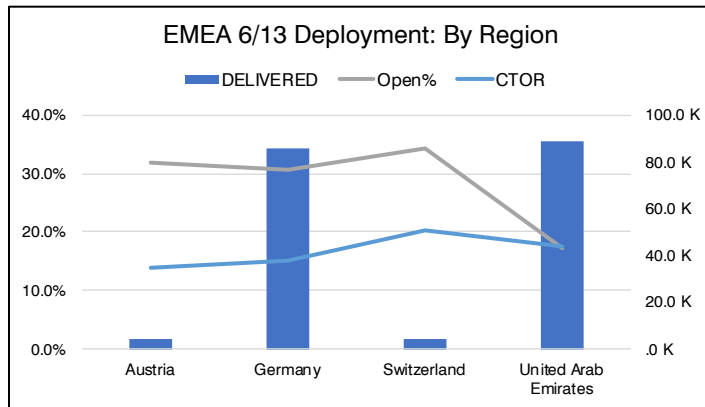
EMEA REGIONAL SOLO: JUNE 2020

Member Level Engagement

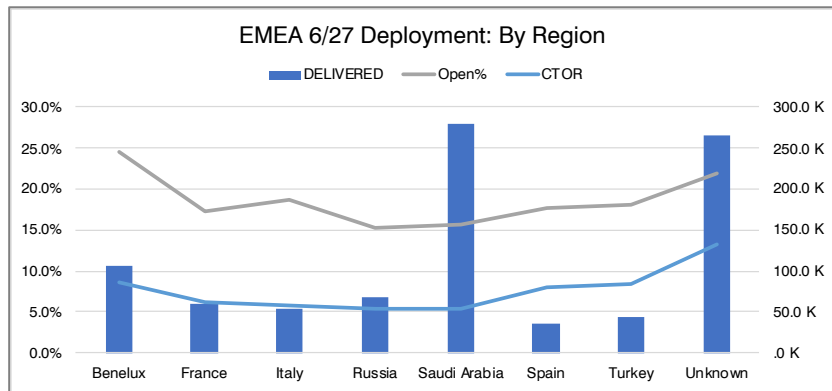
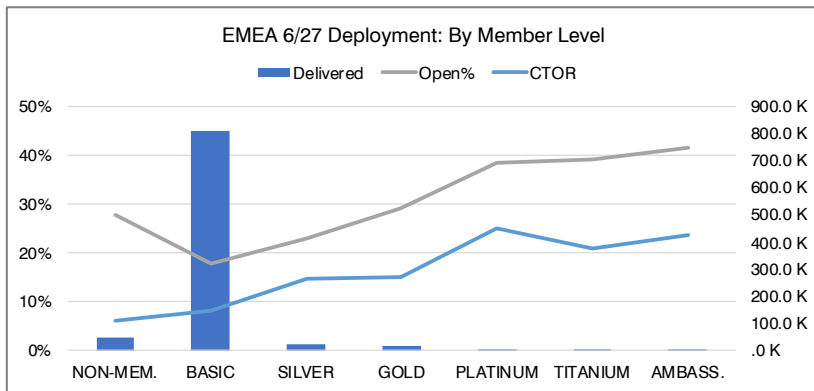
6/13



Regional Engagement



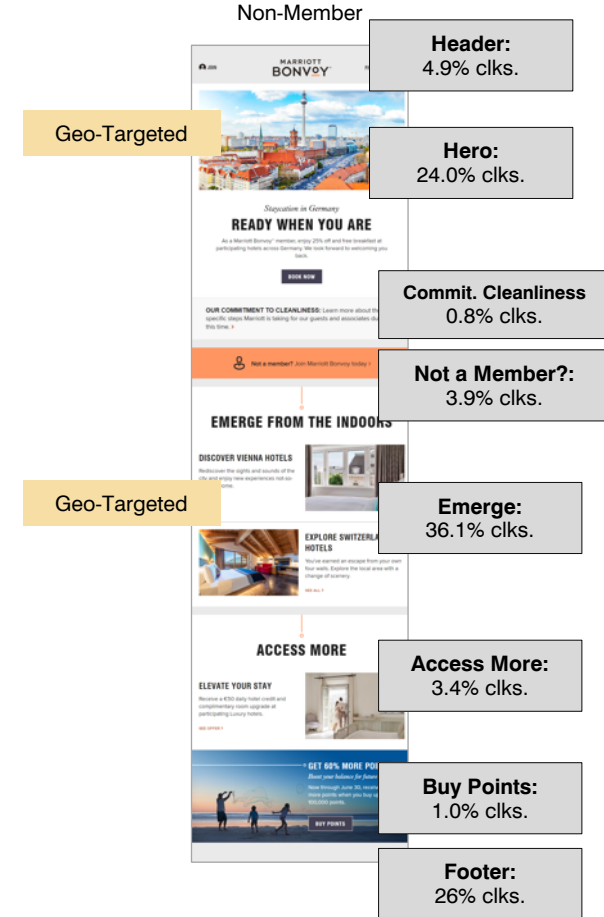
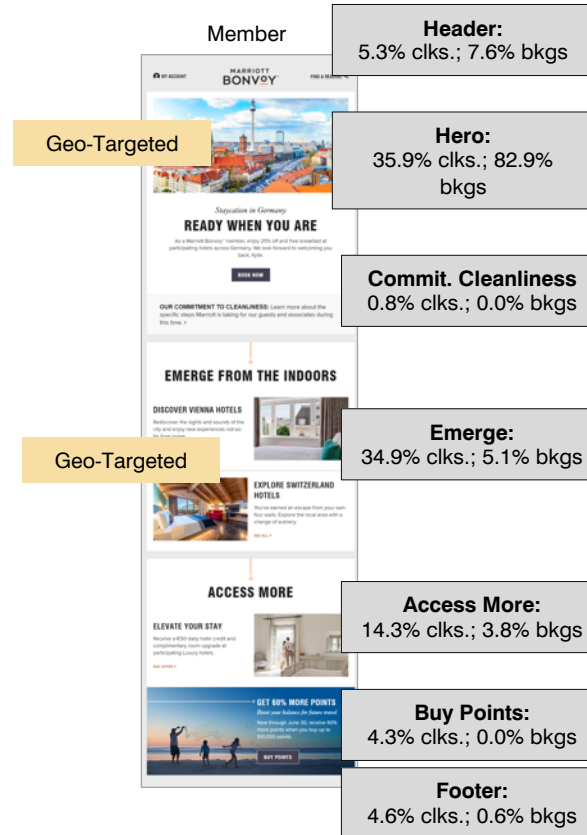
6/27



EMEA REGIONAL SOLO: 13 JUNE 2020

SL: Your Welcome Awaits, Jane.
PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

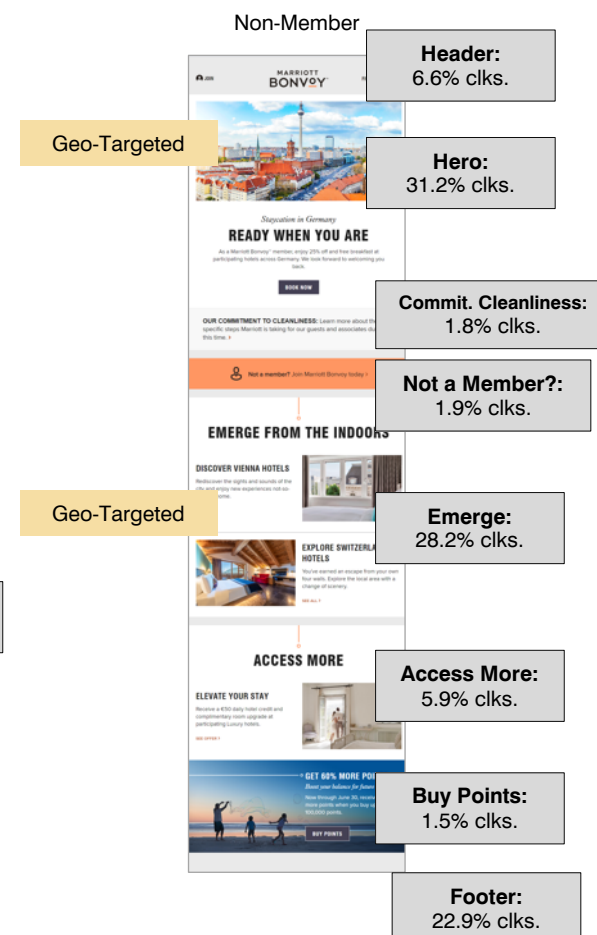
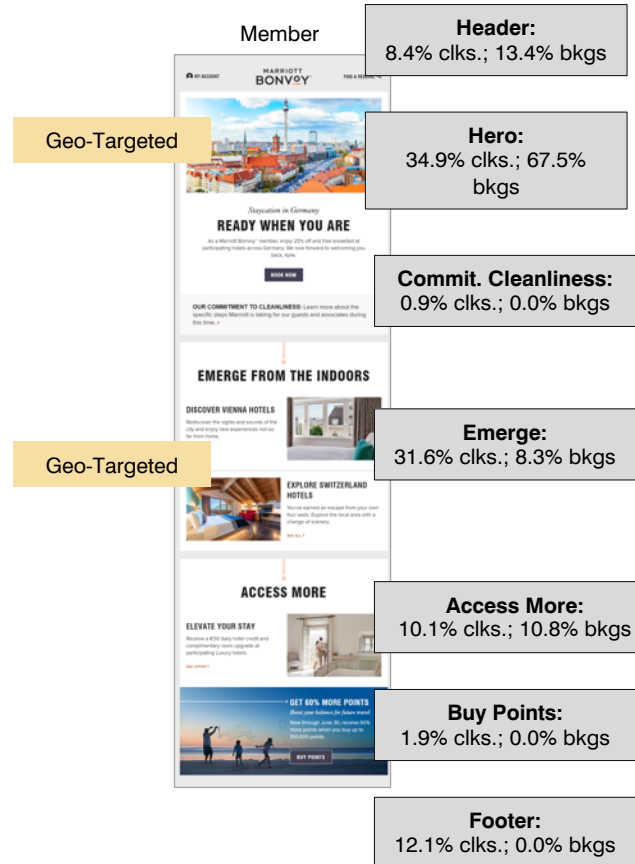
- Geo-targeted Hero generated most of the clicks and bookings in the member version: 36% of clicks and over 83% of bookings
 - Non-members clicks were higher with the property features (36%)
- Content in the Emerge From the Indoors section was also geo-targeted and generated over 34% of clicks
- Non-member bookings were low; only 2 with this version
 - Look for ways to lift section bookings; for example, add starting room rate or highlight special hotel/room amenities to entice readers to book
- 3.9% of clicks on enrollment link in the non-member version; received more clicks than the lower modules
 - Engaging stretchy band module was a successful click-catcher



EMEA REGIONAL SOLO: 27 JUNE 2020

SL: Your Welcome Awaits, Jane.
PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

- Email had similar click engagement to the 10 June deployment; the Hero and Emerge From the Indoors modules generated most of the email clicks
- Access More hotel credit module engaged members more than the non-members, in both mailings
 - Continue to monitor offer engagement by level/region and use learnings for future targeting and personalization





ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Deeper dive is needed to understand the countries that are driving EMEA email performance
 - Solos typically target 14 countries and have dynamic content for each location; look to streamline, if possible
- Consider developing test & learn plans for select solos & locations (images, CTAs); use learnings to roll-out broadly
- Look for ways to lift bookings when featuring properties by adding starting room rates or highlighting special hotel/room amenities to entice readers to book
- Feature other non-enrollment offers or promotions to non-members to help drive bookings
- Continue to monitor offer engagement by level/region and use learnings for future targeting and personalization

Next Steps

- Confirm client office hours
- Schedule discovery meeting; proposed dates:
 - Wed, 13 Aug: 12-1:30 ET
 - Tue, 18 Aug: 10-11 ET
 - Wed, 19 Aug: 10-11 ET
- Schedule monthly & quarterly review meetings; proposed dates are below:

Email Month/Quarter	Review Meeting Date
July	Tue, 1 Sep
Quarterly (Jun-Aug)	Thu, 17 Sep
Sep	Tue, 20 Oct
Oct	Thu, 12 Nov
Quarterly (Sep-Nov)	Mon, 21 Dec

Thank You!