

EMEA Monthly Email Review: May 2021

24 June 2021

TODAY'S AGENDA

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

KEY STORYLINES

- Above average engagement across key metrics in May 2021 for EMEA combined and regionally
- Click activity seems to be returning to previous levels with double-digit lifts overall and at the campaign level
- Bookings spiked MoM; main drivers were MAU, Drive Market solos, and METTs
- App download activity increased MoM from METT campaigns
- First-time tracking luxury segmentation shows stronger engagement in email content compared to other segments; less activity on headers & footers
- Offers, new openings, and luxury content resonated with readers this month

PERFORMANCE SUMMARY

Above Average Engagement Lifts in May 2021

- Deliveries were slightly above the monthly average at +0.6%
- Capturing 7% more opens and 20% more clicks helped lift open & click rates
- Strong lift in click counts reflect a return to previous engagement level; CTR and CTOR were near flat
- Positive sign of maintaining audience engagement with unsubscribe rate dropping to 0.20% (-0.04 pts.)
- Double-digit financial lifts show positive travel and engagement rebounds coming out of April lows (impact of the pandemic)

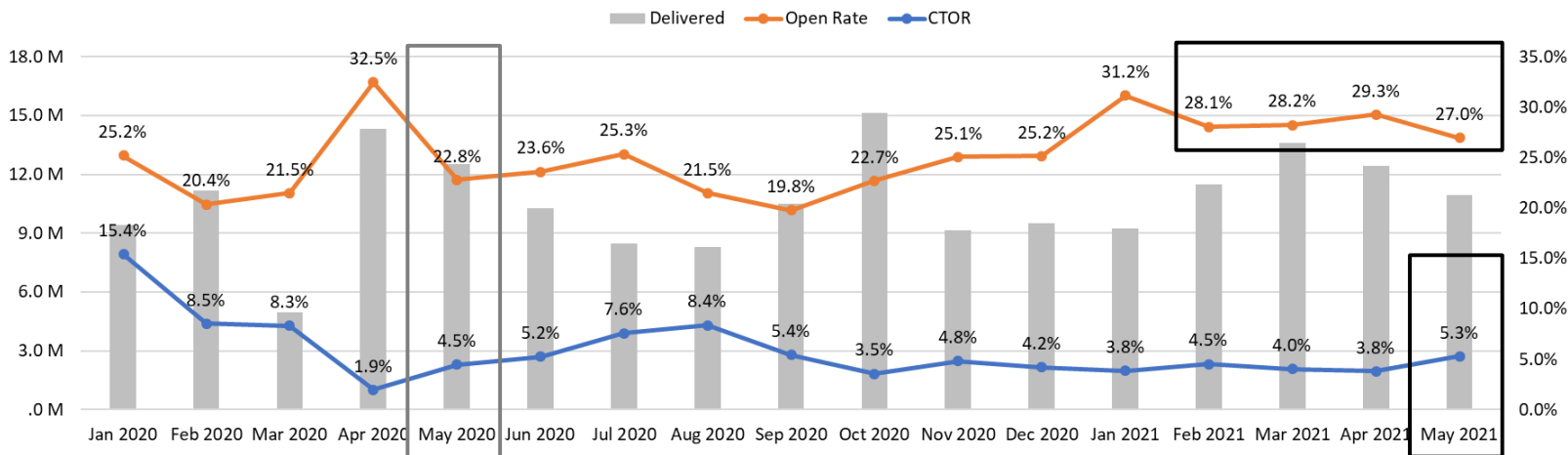
Metrics	May 2021	vs. 12-Month Avg.
Delivered	10.9 M	+0.6%
Opens	2.9 M	+7.4%
Open Rate	27.0%	+1.7 pts.
Clicks	156.0 K	+20.0%
CTR	1.43%	+0.23 pts.
CTOR	5.3%	+0.6 pts.
Unsub Rate	0.20%	-0.04 pts.
Bookings	921	+10.4%
Room Nights	2.9 K	+28.0%
Revenue	\$650.0 K	+69.3%
BPK	0.08	+9.8%
Conversion	0.59%	-0.05 pts.

EMEA May 2021 vs. EMEA Rolling 12-Month Average
(May '20 – Apr '21)

Open Rate Engagement Was Steady, With Stronger Lift YoY; High Click Activity

Capturing fewer opens led to MoM open rate decline; those who opened were engaged (clicks +13% MoM)

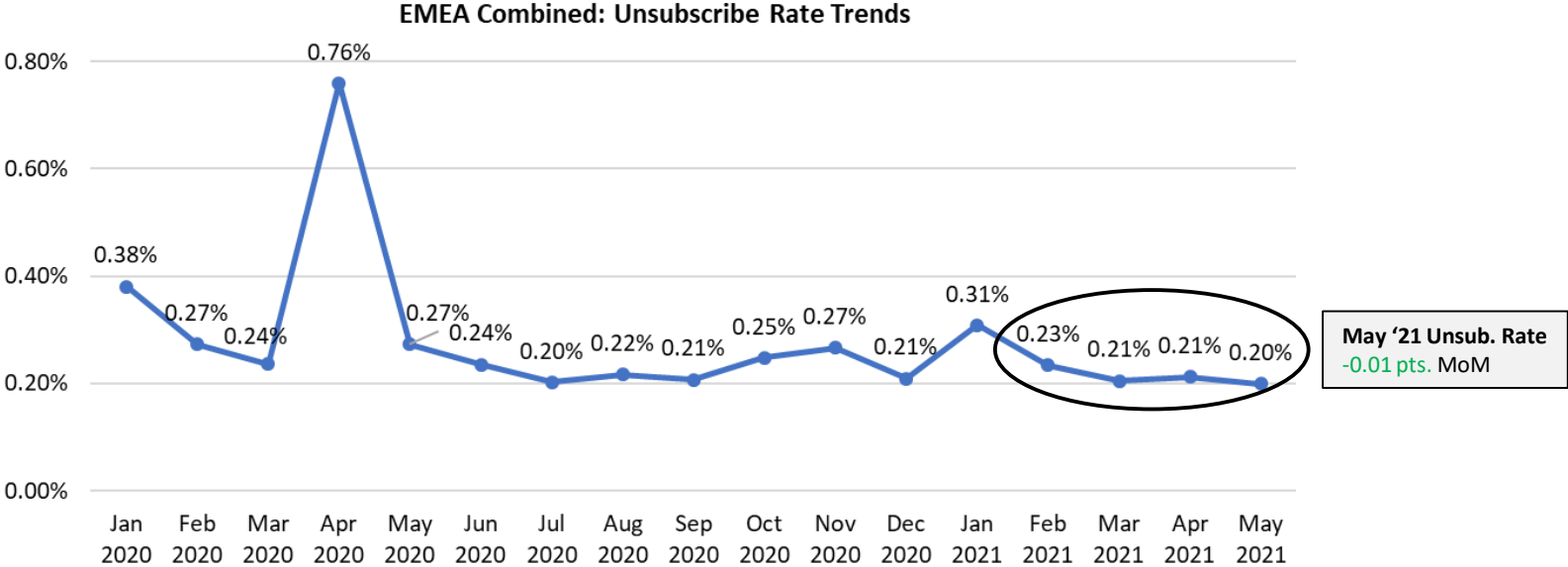
EMEA Combined: Monthly Engagement Trends



Open Rate
-2.3 pts. MoM
+4.2 pts. YoY

CTOR
+1.5 pts. MoM
+0.8 pts. YoY

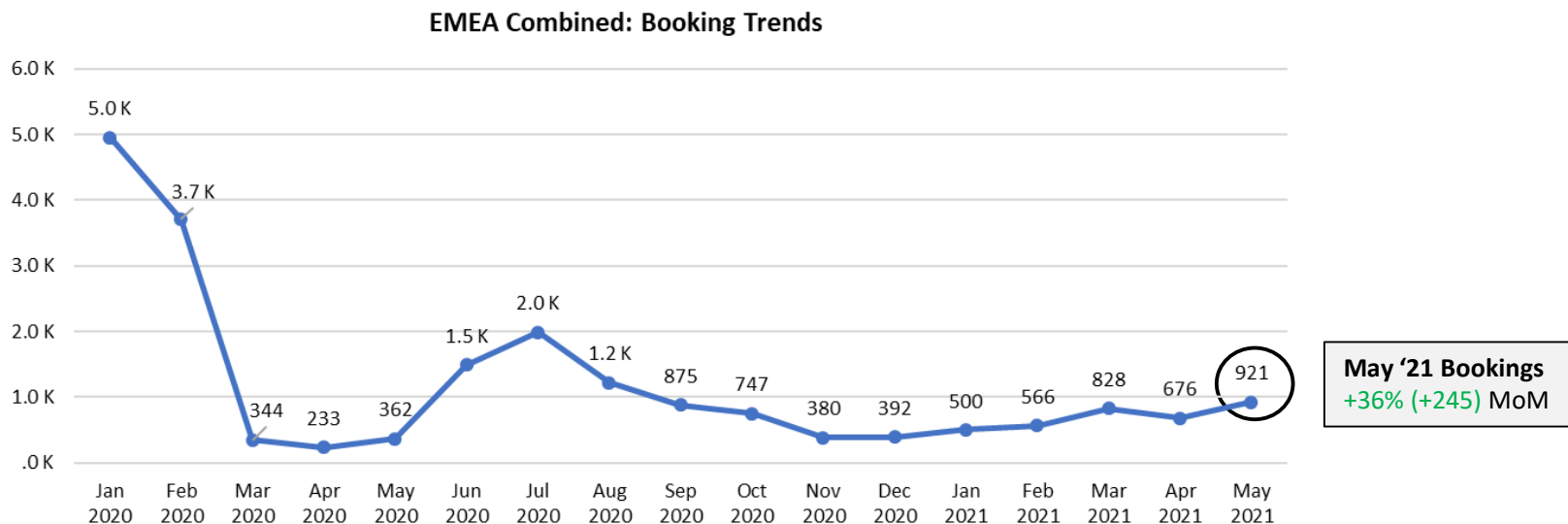
Unsubscribe Rates Have Remained Steady Since Feb '21



Positive Booking Rebounds; +36% MoM

32% of bookings from MAU, followed by Drive Market Solo (21%) and METTs (20%)

April '21 impacted by the pandemic

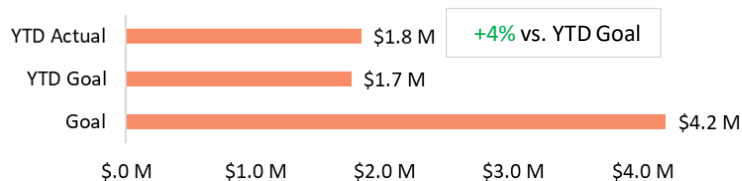


Above Average Performance For Several Goal KPIs

- Another month of strong engagement in Europe and MEA compared to monthly goals and MoM
- Continue to monitor MEA improvements MoM; determine if sending a resend of a Drive Market solo in Q4 is necessary to help capture additional revenue (target all openers/no click and non-openers in top performing markets)

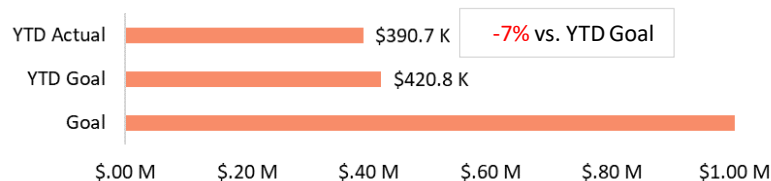
EUROPE	May '21	Monthly Goal	vs. Goal	MoM
Open Rate	30.0%	26.0%	+4.0 pts.	-1.9 pts.
CTOR	5.6%	6.5%	-0.9 pts.	+1.4 pts.
Unsub. Rate	0.22%	0.35%	-0.13 pts.	-0.02 pts.
Revenue	\$519.8 K	\$348.3 K	+49.2%	+41.9%

Europe 2021 Revenue Goal



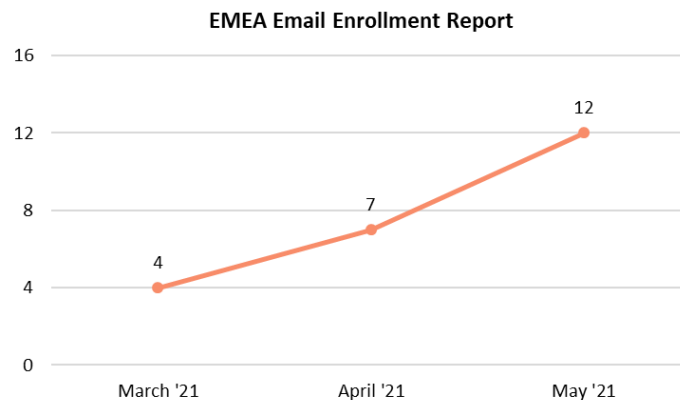
MEA	May '21	Monthly Goal	vs. Goal	MoM
Open Rate	22.3%	19.0%	+3.3 pts.	-3.3 pts.
CTOR	4.6%	4.5%	+0.1 pts.	+1.5 pts.
Unsub. Rate	0.16%	0.20%	-0.04 pts.	-0.01 pts.
Revenue	\$130.2 K	\$84.2 K	+54.6%	+61.1%

MEA 2021 Revenue Goal



Positive Increase In May Email Enrollments

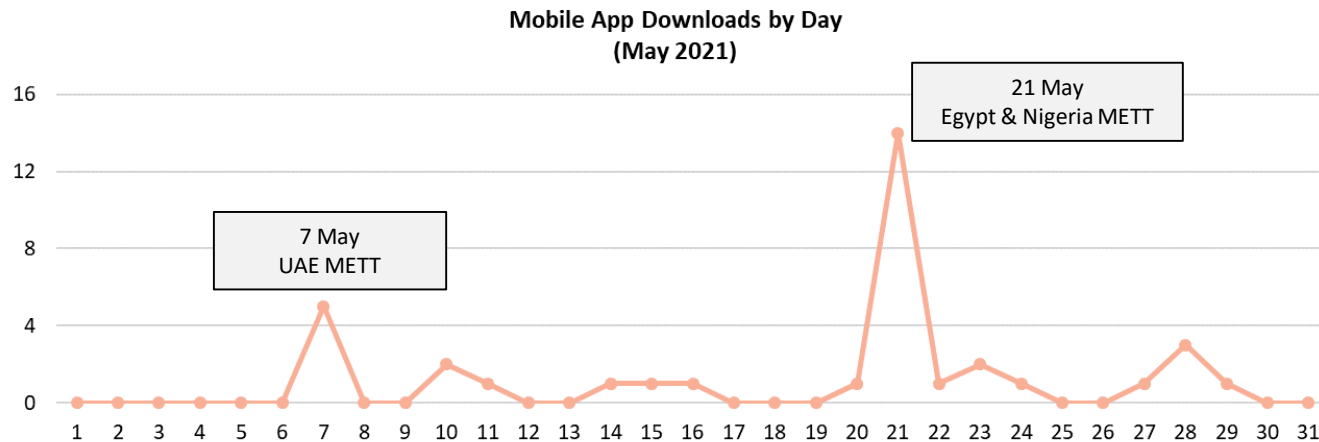
- 23 tracked enrollments from METTs and Drive Market Solos since March
- May jumped to 12 enrollments (+71% MoM)
- Continuing to track activity each month; set benchmarks after 3 months
- Setting up a new enrollment code to track METTs and Solos separately



Month	Enrollments	Country
March '21	1	EGYPT
	2	SOUTH AFRICA
April '21	1	UNITED STATES
	1	CANADA
	4	EGYPT
	1	GHANA
May '21	1	LEBANON
	2	EGYPT
	1	FRANCE
	1	JORDAN
	2	NIGERIA
	1	NORWAY
	1	OMAN
	1	SOUTH AFRICA
	1	SWITZERLAND
	2	UNITED ARAB EMIRATES
Total	23	

METTs Drove May Activity Generating 35 New App Downloads

- Launched new email tracking in April; activity in May is already up 20.7% MoM
- METTs were leveraged for mobile app marketing this month; paused messaging in Drive Solo, and will resume in June
- Continuing to track activity each month; set benchmarks after 3 months



Month	Total	MoM
May '21	35	+20.7%
April '21	29	

CAMPAIGN ENGAGEMENT

- Drive Market Solo
- MAU
- METT

Drive Market Solos

5 May 2021 Drive Market Solo

CREATIVE EXAMPLES

Tested Subject Lines:

SL1: Inside: Discover Luxury Offers

SL2: Treat yourself, and make the moment last, Sina

Preheader: Enjoy 20% off or more when you stay at one of our participating luxury brands.

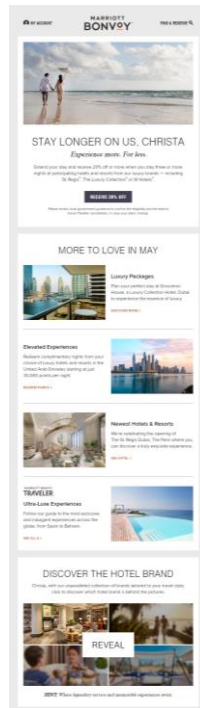
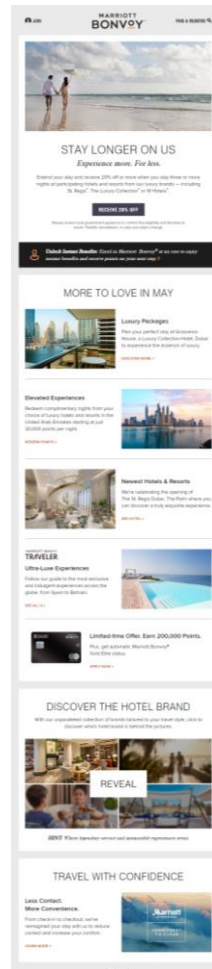
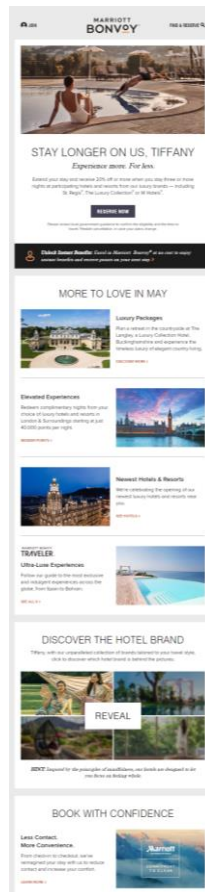
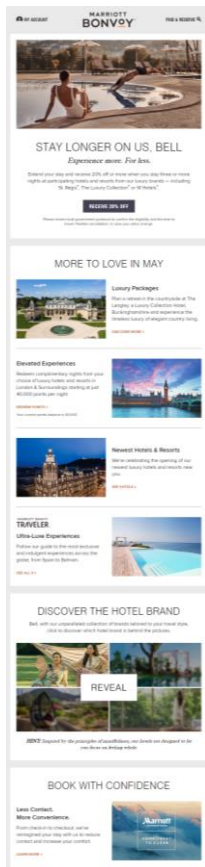
South Africa Subject Line & Preheader

SL: Plan your next staycation retreat

PH: Plus, discover our luxury offers to book with confidence.

Campaign Highlights:

- Tested subject lines and CTAs
- Started tracking new luxury segments
- Featured Stay Longer on Us promotion
- Included luxury messaging, newest hotels & resorts, and encouraged redemptions



5 May '21 Drive Market Solo Performance Summary

Overall solo engagement rebounded MoM and regionally

Higher lifts in click activity drove CTOR lifts and contributed to increased financials

61% of May revenue from the UK, Scandinavia*, and Germany versions

ARB language version continues to drive higher open and click rates compared to their ENG versions

Most of the click activity went to the hero and new openings content

Metrics	May '21	MoM	Europe	MoM	MEA	MoM
Delivered	2.9 M	+26%	1.7 M	+40%	1.2 M	+10%
Opens	606.3 K	-11%	434.1 K	+14%	172.2 K	-43%
Open Rate	20.9%	-9%	25.2%	-6%	14.6%	-14%
Clicks	32.2 K	+94%	23.4 K	+115%	8.7 K	+53%
CTOR	5.3%	+3%	5.4%	+3%	5.1%	+3%
Unsub Rate	0.21%	-0.02%	0.23%	-0.04%	0.17%	-0.02%
Bookings	189	+93%	159	+115%	30	+25%
Room Nights	620	+94%	535	+122%	85	+8%
Revenue	\$166.8 K	+256%	\$149.9 K	+309%	\$16.8 K	+64%
BPK	0.07	+53%	0.09	+54%	0.03	+14%

*Scandinavia includes smaller European markets

New: Luxury Segmentation Tracking

First time tracking engagement by new luxury segments


Luxury Redeemers were the most engaged audience in both Europe and MEA – highest open rate, CTOR, and BPK; lowest unsub. rate

Continue to track for engagement patterns and content learnings

Region	ALL LUXURY STAYER	LUXURY STAYER (Min. 1)	LUXURY REDEEMER	EVERYONE ELSE
Europe				
Delivered	73,419	67,915	44,903	1,536,156
Open Rate	24.0%	29.1%	35.1%	24.8%
CTOR	5.7%	10.1%	14.3%	4.8%
Unsub Rate	0.25%	0.07%	0.07%	0.24%
Bookings	4	26	35	94
Room Nights	15	97	138	285
Revenue	\$7,921	\$25,005	\$36,864	\$80,138
BPK	0.05	0.38	0.78	0.06
MEA				
Delivered	84,403	26,553	15,116	1,049,523
Open Rate	15.7%	21.4%	29.6%	14.2%
CTOR	4.1%	9.2%	11.2%	4.8%
Unsub Rate	0.15%	0.07%	0.02%	0.17%
Bookings	3	3	5	19
Room Nights	21	7	18	39
Revenue	\$5,562	\$1,641	\$4,413	\$5,211
BPK	0.04	0.11	0.33	0.02

Top Performing Content: Offers, Openings, and Luxury

Stay Longer Hero




STAY LONGER ON US, ANDRES
Experience more. For less.

Extend your stay and receive 20% off or more when you stay three or more nights at participating hotels and resorts from our luxury brands — including St. Regis®, The Luxury Collection® or W Hotels®.

[RESERVE NOW](#)

Please review local government guidance to confirm the eligibility and the time to travel. Flexible cancellation, in case your plans change.

Staycation Hero (S. Africa)




TRANSFORM YOUR STAYCATION

Whether you're planning a weekend retreat or longer staycation, discover our collection of hotels in South Africa—from the breathtaking natural beauty of Cape Town to the rich history of Johannesburg.

[PLAN YOUR STAY](#)

Newest Hotel Openings




Newest Hotels & Resorts

We're celebrating the opening of our newest luxury hotels and resorts near you.

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Luxury Packages




Luxury Packages

Plan your perfect stay at Grosvenor House, a Luxury Collection Hotel, Dubai to experience the essence of luxury.

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Luxury Homes (HVMi)



HOMES & VILLAS
BY MARRIOTT INTERNATIONAL

Luxury Holiday Homes

Enjoy privacy and space to relax with 10-day cancellation on most stays, plus all the assurances of Marriott.

[EXPLORE HOMES >](#)


Traveler: Ultra-Luxe Experiences

MARRIOTT BONVOY
TRAVELER

Ultra-Luxe Experiences

Follow our guide to the most exclusive and indulgent experiences across the globe, from Spain to Bahrain.

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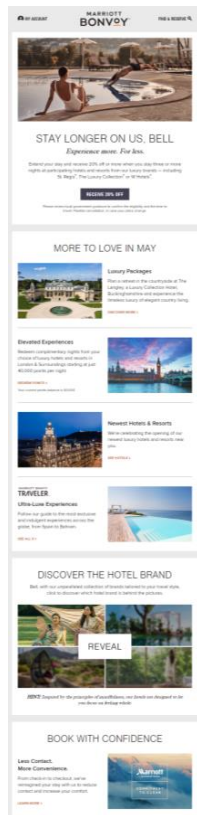


Drive Market Solo Content Summary

- Hero messages continue to drive engagement, but new openings content captured more clicks in several markets
 - Continue featuring new openings content to drive engagement; high activity consistent with other Bonvoy messages
- CTA testing helped lift hero activity; learnings will inform future marketing efforts
 - Plans are in place to continue testing in the next two mailings to measure engagement patterns
- Luxury content also captured the attention of readers: Luxury Homes (HVM) and Traveler luxury experiences article
- Luxury segments were more engaged with the email content and had fewer header and footer clicks (redeemers & luxury stayer/Min. 1); new openings module pulled click activity

First Look At Luxury Segmentation Click Activity

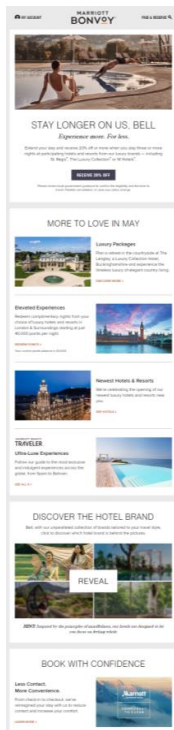
- Luxury redeemers and luxury stayers (min. 1) showed stronger engagement in the content
 - Less activity on header and footer modules
 - Stronger engagement in new openings
 - Slightly higher engagement in Traveler luxury article (up to 3 pts higher than everyone else)
- Will continue to track click activity to better understand engagement and inform future mailings



MODULES	ALL_LUX_STAYER	LUXURY_REDEEMER	MIN_1LUX_STAYER	EVERYONE_ELSE
Header	13%	5%	8%	12%
Hero: Stay Longer/Staycation (S. Afr)	24%	28%	31%	25%
Luxury Homes/Packages (Fr.)	14%	15%	13%	13%
Redemption Content	5%	6%	6%	5%
Newest Hotels	16%	28%	23%	15%
Traveler: Ultra-Luxe Experiences	8%	9%	8%	6%
UAE Credit Card offer	1%	0%	0%	0%
Brand Education Quiz	3%	5%	4%	4%
Your World Rewards	1%	1%	1%	1%
Book/Travel with Confidence	1%	1%	1%	1%
Footer	14%	2%	4%	16%

May '21 Heat Map: Member Version

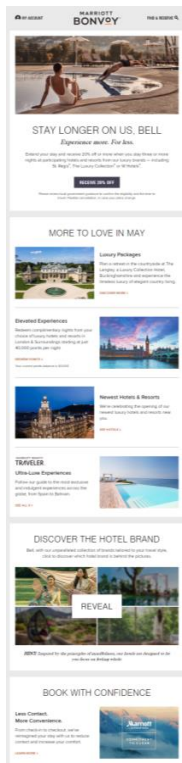
- Stay Longer on Us hero captured most of the click activity
- New openings content was #2 most clicked for all markets, except in Germany, Italy, and Qatar where it was #1
- Strong engagement with Luxury packages in France and Luxury Homes in Italy and Qatar



Modules	AUSTRIA _GER	BELARUS _RUS	BENELUX _ENG	EGYPTPLUS _ARB	EGYPTPLUS _ENG	FRANCE _ENG	FRANCE _FRE	GERMANY _ENG	GERMANY _GER	ITALY _ENG	ITALY _ITA	KAZAKHSTAN _RUS	QATAR _ARB	QATAR _ENG
HEADER	13%	10%	10%	8%	15%	9%	10%	12%	8%	11%	10%	13%	5%	14%
Hero: Stay Longer vs. Staycation (S. Afr)	33%	33%	24%	33%	32%	23%	30%	22%	26%	22%	21%	34%	18%	23%
Luxury Homes vs. Luxury Packages (France)	0%	7%	10%	10%	10%	13%	18%	12%	0%	13%	20%	8%	13%	13%
Redemption Content	6%	7%	3%	3%	5%	7%	5%	3%	6%	4%	7%	6%	11%	5%
Newest Hotels	27%	7%	21%	16%	9%	14%	18%	16%	38%	14%	25%	13%	22%	13%
Traveler: Ultra-Luxe Experiences	0%	0%	12%	0%	6%	12%	0%	16%	0%	13%	0%	0%	0%	6%
UAE Credit Card offer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Brand Education Quiz	7%	12%	3%	13%	5%	3%	7%	2%	11%	3%	5%	11%	7%	3%
Your World Rewards	0%	0%	1%	0%	2%	1%	0%	1%	0%	1%	0%	0%	0%	1%
Book/Travel with Confidence	2%	3%	1%	0%	1%	1%	1%	1%	3%	2%	1%	8%	2%	1%
Footer	13%	22%	14%	12%	16%	18%	10%	16%	8%	17%	12%	8%	11%	23%
View in ENG Link (ARB only)	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

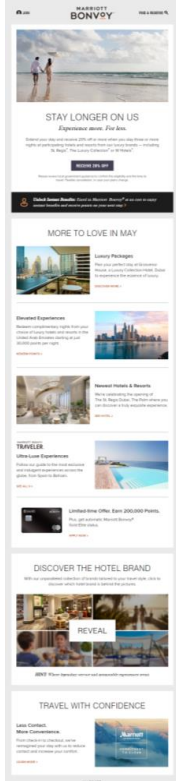
May '21 Heat Map: Member Version (continued)

- Stay Longer on Us hero captured most of the click activity
- New openings content was #2 most clicked for several markets, except in Switzerland where it was #1
- Strong engagement with Luxury Homes content, especially in S. Africa and UK
- Redemption message was a top performer in Spain and Turkey



Modules	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	SCAND._ENG	S.AFRICA_ENG	SPAIN_ENG	SPAIN_SPA	SWITZER_GER	TURKEY_ENG	UAE_ARB	UAE_ENG	UK_ENG
HEADER	8%	13%	17%	14%	13%	10%	8%	17%	11%	11%	9%
Hero: Stay Longer vs. Staycation (S. Afr)	27%	30%	26%	23%	26%	30%	26%	23%	26%	25%	23%
Luxury Homes vs. Luxury Packages (France)	14%	13%	12%	23%	9%	14%	0%	8%	12%	10%	20%
Redemption Content	8%	7%	3%	4%	12%	11%	5%	14%	6%	4%	4%
Newest Hotels	20%	10%	8%	17%	8%	14%	37%	14%	16%	19%	19%
Traveler: Ultra-Luxe Experiences	0%	5%	12%	4%	10%	0%	0%	7%	0%	6%	8%
UAE Credit Card offer	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%
Brand Education Quiz	8%	2%	3%	5%	5%	8%	9%	2%	7%	3%	3%
Your World Rewards	0%	1%	2%	1%	0%	0%	0%	2%	0%	2%	1%
Book/Travel with Confidence	2%	1%	1%	0%	1%	3%	2%	1%	2%	0%	1%
Footer	11%	17%	17%	9%	16%	9%	12%	11%	9%	15%	11%
View in ENG Link (ARB only)	2%	0%	0%	0%	0%	0%	0%	0%	12%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

May '21 Heat Map: Non-Member Version

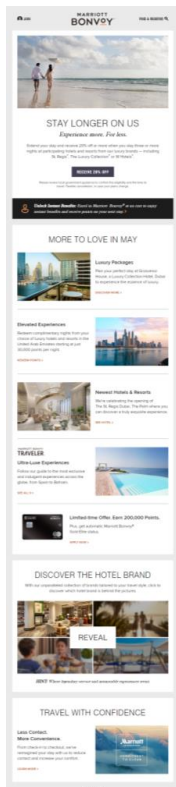


- New openings content was the most engaging for several markets; at times it tied in click activity with Stay Longer hero
- Luxury homes and Traveler content were strong performers; Traveler was #1 most clicked in France ENG

Modules	AUSTRIA_ GER	BELARUS_ RUS	BENELUX_ ENG	EGYPTPLUS_ ENG	FRANCE_ ENG	FRANCE_ FRE	GERMANY_ ENG	GERMANY_ GER	ITALY_ ENG	ITALY_ ITA	QATAR_ ENG
Header	7%	22%	6%	10%	14%	7%	7%	15%	11%	6%	19%
Hero: Stay Longer vs. Staycation (S. Afr)	28%	22%	13%	33%	14%	23%	12%	25%	11%	22%	17%
Join Banner	0%	0%	0%	1%	0%	2%	1%	0%	0%	0%	2%
Luxury Homes vs. Luxury Packages (France)	0%	0%	12%	7%	10%	12%	14%	0%	0%	11%	12%
Redemption Content	0%	0%	4%	3%	5%	5%	2%	3%	0%	0%	7%
Newest Hotels	28%	22%	22%	8%	14%	15%	11%	26%	16%	28%	9%
Traveler: Ultra-Luxe Experiences	0%	0%	12%	3%	19%	0%	11%	0%	11%	0%	5%
UAE Credit Card offer	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Brand Education Quiz	7%	0%	5%	5%	5%	3%	1%	10%	0%	3%	3%
Your World Rewards	0%	0%	2%	1%	0%	0%	1%	0%	5%	0%	0%
Book/Travel with Confidence	0%	0%	0%	1%	10%	0%	1%	0%	0%	3%	2%
Footer	31%	33%	25%	30%	10%	33%	40%	22%	47%	28%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

May '21 Heat Map: Non-Member Version

- Stay Longer hero and new openings content were the most clicked for these markets
- Luxury homes, brand education, and redemption content were strong performers



Modules	RUSSIA_ENG	RUSSIA_RUS	SAUDI_ARABIA_ENG	SCAND._ENG	SPAIN_SPA	TURKEY_ENG	UAE_ENG	UK_ENG
Header	23%	6%	18%	12%	3%	7%	5%	4%
Hero: Stay Longer vs. Staycation (S. Afr)	8%	24%	32%	21%	37%	20%	27%	14%
Join Banner	0%	4%	0%	3%	0%	0%	1%	1%
Luxury Homes vs. Luxury Packages (France)	0%	14%	5%	11%	8%	0%	8%	18%
Redemption Content	8%	4%	3%	3%	11%	20%	6%	4%
Newest Hotels	23%	20%	8%	7%	16%	20%	14%	19%
Traveler: Ultra-Luxe Experiences	15%	0%	8%	6%	0%	0%	6%	7%
UAE Credit Card offer	0%	0%	0%	0%	0%	0%	5%	0%
Brand Education Quiz	0%	6%	2%	3%	11%	13%	1%	4%
Your World Rewards	8%	0%	1%	1%	0%	0%	3%	0%
Book/Travel with Confidence	0%	4%	1%	3%	5%	7%	0%	1%
Footer	15%	20%	22%	30%	11%	13%	24%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%



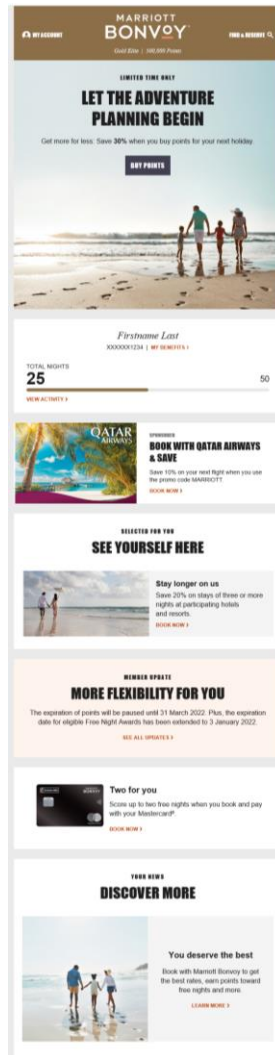
MAU

MAU Creative: May 2021

Examples of UAE Version (BEN)

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

Pre-Header: See What's New in May



Targeted promo content

EMEA Stay Longer — EN, BE, ES, FR, IT, DE (Includes UK)



Stay longer on us

Save 20% on stays of three or more nights at participating hotels and resorts.

[BOOK NOW >](#)

UAE Stay Longer — BE



Stay longer on us

Save 20% on stays of three or more nights at participating hotels and resorts.

[BOOK NOW >](#)

14 & 20 May 2021 MAU Performance Summary

Overall MAU email engagement was positive for both regions

Europe deliveries were slightly below April, but open and CTO rates were flat; financials saw lifts over 20% MoM

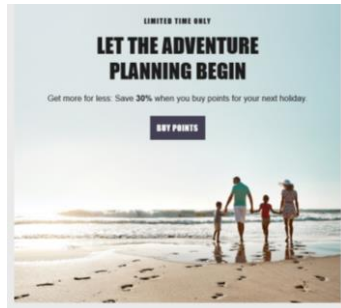
Stronger engagement lifts in the MEA with revenues rebounding by +172% MoM

Europe	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	800.1 K	252.5 K	31.6%	10.6 K	4.2%	0.19%	101	\$74.7 K
BEN	529.4 K	161.6 K	30.5%	6.1 K	3.8%	0.22%	66	\$41.8 K
FRE	65.7 K	21.2 K	32.3%	952	4.5%	0.29%	13	\$21.0 K
GER	120.6 K	44.0 K	36.5%	2.4 K	5.5%	0.29%	29	\$19.6 K
ITA	53.2 K	17.0 K	31.9%	674	4.0%	0.27%	9	\$8.7 K
SPA	76.6 K	26.7 K	34.9%	1.4 K	5.2%	0.18%	22	\$4.8 K
Total	1.7 M	527.2 K	31.7%	22.4 K	4.2%	0.22%	242	\$170.9 K
MoM	-1.6%	-0.3%	+0.4%	-3.4%	-0.1%	-0.02%	+30.8%	+22.4%

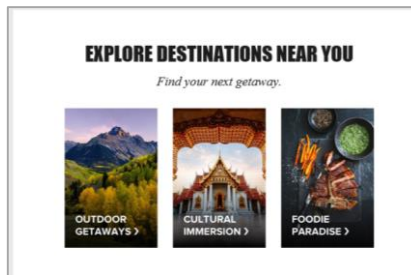
MEA	Delivered	Opens	Open Rate	Clicks	CTOR	Unsub Rate	Bookings	Revenue
ENG	537.9 K	154.9 K	28.8%	5.6 K	3.6%	0.17%	25	\$36.8 K
BEN	572.6 K	148.8 K	26.0%	6.0 K	4.1%	0.19%	24	\$6.7 K
FRE	18.5 K	5.5 K	29.5%	416	7.6%	0.18%	0	\$0
GER	341	125	36.7%	7	5.6%	0.29%	0	\$0
ITA	142	49	34.5%	2	4.1%	0.70%	0	\$0
SPA	505	172	34.1%	10	5.8%	0.59%	0	\$0
Total	1.1 M	310.0 K	27.4%	12.1 K	3.9%	0.18%	49	\$43.4 K
MoM	+1.0%	+2.9%	+0.5%	-2.1%	-0.2%	-0.02%	+25.6%	+172.3%

Top Performing Content: Offers, Destinations, and Loyalty Update

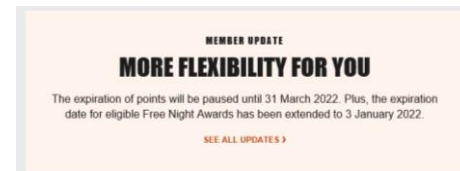
Q2 Points Purchase Hero



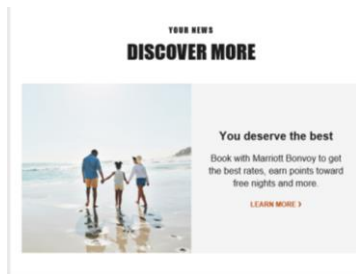
Leisure Destinations ENG



FNA Points Expiration



Member Rates



Stay Longer Promo



Qatar Airways – BEN/MEA



MAU May '21

Heat Map: Europe

ENG version engagement and revenue mostly from Leisure Destinations content; first-time using PCIQ to present content and will continue for next several months

High revenues for Stay Longer offer in BEN and FRE versions; Member Rates was also strong in FRE version

Q2 Points Purchase Promo in Hero engaged readers being the #1 or #2 most clicked

Region	Delivered	Clicks	Bookings	Revenue
Europe	1,662,678	9,396	23	\$20,100
20210513_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_ENG	800,116	4,784	9	\$9,645
MAU_COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		2		
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		127		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		4		
MAU_COBRAND_US_CHASE_BOUNDLESS_ACQ_LTO100K		1		
MAU_MAY21_Alert_DonatePoints		307		
MAU_MAY21_Benefits_FNAPointsExpiration		657	2	\$703
MAU_MAY21_Hero_GenericBooking		15		
MAU_MAY21_Hero_Q2_PointsPurchase		964		
MAU_MAY21_Leisure_Destinations		1,561	5	\$8,289
MAU_MAY21_News_MemberRates		280	2	\$653
MAU_MAY21_News_ShopMarriott		851		
MAU_MAY21_Offers_UnitedAirlines		15		
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_BEN	529,410	2,234	7	\$4,861
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		111		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		5		
MAU_MAY21_Banner_QatarAirways		393		
MAU_MAY21_Benefits_FNAPointsExpiration		248	2	\$2,158
MAU_MAY21_Hero_GenericBooking		29		
MAU_MAY21_Hero_Q2_PointsPurchase		669		
MAU_MAY21_News_MemberRates		194	1	\$373
MAU_MAY21_Offers_EMEA_StayLonger		237	3	\$2,009
MAU_MAY21_Offers_UK_StayLonger		348	1	\$322
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_FRE	65,715	470	2	\$3,938
MAU_MAY21_Benefits_FNAPointsExpiration		62		
MAU_MAY21_Hero_GenericBooking		5		
MAU_MAY21_Hero_Q2_PointsPurchase		158		
MAU_MAY21_News_MemberRates		80	1	\$2,719
MAU_MAY21_Offers_EMEA_StayLonger		165	1	\$1,218

MAU May '21

Heat Map: Europe

Consistent engagement with Stay Longer offer and Q2 Points Purchase Promo; clicks were almost the same for these language versions

Placement of Stay Longer offer didn't matter when it came to click activity (hero or secondary module); testing into hero placement in upcoming campaigns

Region	Delivered	Clicks	Bookings	Revenue
Europe	1,662,678	9,396	23	\$20,100
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_GER	120,633	1,345	2	\$1,258
MAU_MAY21_Benefits_FNAPointsExpiration		278		
MAU_MAY21_Hero_GenericBooking		3		
MAU_MAY21_Hero_Q2_PointsPurchase		423		
MAU_MAY21_News_MemberRates		192	2	\$1,258
MAU_MAY21_Offers_EMEA_StayLonger		449		
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_ITA	53,156	313	3	\$1,316
MAU_MAY21_Benefits_FNAPointsExpiration		42		
MAU_MAY21_Hero_GenericBooking		3		
MAU_MAY21_Hero_Q2_PointsPurchase		117		
MAU_MAY21_News_MemberRates		39		
MAU_MAY21_Offers_EMEA_StayLonger		112	3	\$1,316
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_SPA	76,644	563	3	\$399
MAU_MAY21_Benefits_FNAPointsExpiration		82		
MAU_MAY21_Hero_GenericBooking		7		
MAU_MAY21_Hero_Q2_PointsPurchase		208		
MAU_MAY21_News_MemberRates		63		
MAU_MAY21_Offers_EMEA_StayLonger		203	3	\$399

*Does not include header and footer click and booking activity

MAU May '21

Heat Map: MEA

Consistent level of engagement with the Q2 Points Purchase Promo in the hero and Leisure Destinations module in ENG version; Cobrand ECM message generated the most bookings

Qatar Airways content was #2 most clicked in the BEN version and Stay Longer offer generated the most revenue from single booking

Region	Delivered	Clicks	Bookings	Revenue
MEA	1,133,162	5,345	8	\$2,404
20210513_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_ENG	537,914	2,515	4	\$809
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		136		
MAU_COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		27	3	\$735
MAU_MAY21_Alert_DonatePoints		249		
MAU_MAY21_Benefits_FNAPointsExpiration		308		
MAU_MAY21_Hero_GenericBooking		59		
MAU_MAY21_Hero_Q2_PointsPurchase		657		
MAU_MAY21_Leisure_Destinations		609	1	\$74
MAU_MAY21_News_MemberRates		154		
MAU_MAY21_News_ShopMarriott		313		
MAU_MAY21_Offers_UnitedAirlines		3		
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_BEN	572,539	2,648	4	\$1,596
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		123		
MAU_COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		19	1	\$545
MAU_MAY21_Banner_QatarAirways		466		
MAU_MAY21_Benefits_FNAPointsExpiration		234		
MAU_MAY21_Hero_GenericBooking		102		
MAU_MAY21_Hero_Q2_PointsPurchase		1,058		
MAU_MAY21_News_MemberRates		176	2	\$185
MAU_MAY21_Offers_EMEA_StayLonger		356		
MAU_MAY21_Offers_UAE_StayLonger		114	1	\$866
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_FRE	18,510	174		
MAU_MAY21_Benefits_FNAPointsExpiration		31		
MAU_MAY21_Hero_Q2_PointsPurchase		87		
MAU_MAY21_News_MemberRates		27		
MAU_MAY21_Offers_EMEA_StayLonger		29		
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_GER	341	1		
MAU_MAY21_Benefits_FNAPointsExpiration		1		
20210520_MBV_SOLO_LPM_MAY_MAU_GLOB_MBR_SPA	505	7		
MAU_MAY21_Benefits_FNAPointsExpiration		1		
MAU_MAY21_Hero_Q2_PointsPurchase		3		
MAU_MAY21_News_MemberRates		1		
MAU_MAY21_Offers_EMEA_StayLonger		2		



METT

Top Performing METTs: May 2021

19 May (Highest Open Rate)

Subject Line: Limited Time: 10% Off Select Holiday Home Rentals

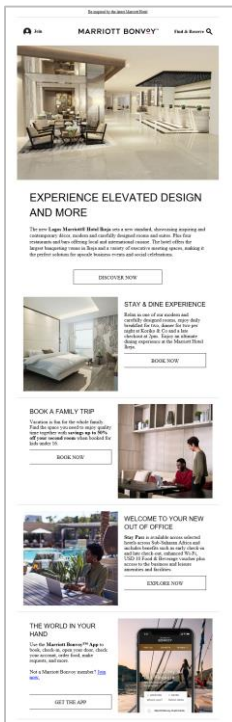
Pre-Header: Book a holiday home or villa between 18-20 May



21 May (Highest CTOR)

Subject Line: Discover the new Lagos Marriott Hotel Ikeja

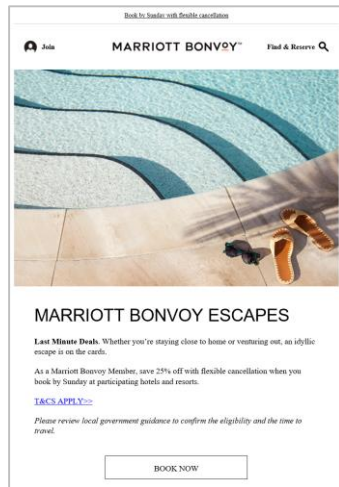
Pre-Header: Be inspired by the latest Marriott Hotel



7 May (Most Revenue)

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

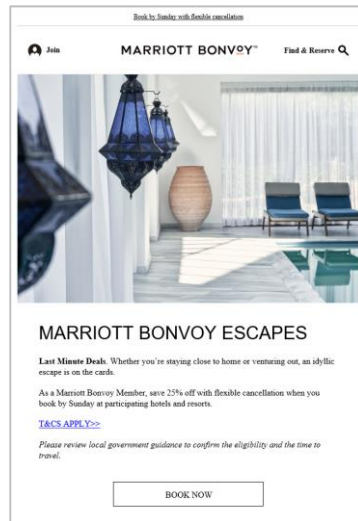
Pre-Header: Book by Sunday with flexible cancellation



28 May (Most Revenue - #2)

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

Pre-Header: Book by Sunday with flexible cancellation



Strong Engagement Lifts MoM; Generated \$133K (+221% MoM)

- Increase in METT deliveries helped generate more bookings and revenue compared to April; received triple-digit financial lifts this month
- 67% of revenue from Bonvoy Escapes campaigns; 7 and 28 May campaigns had the strongest revenue – continue messaging as readers were highly engaged
- Highest CTOR on 21 May Nigeria Opening email featuring Lagos Marriott Hotel Ikeja; property received 40% of email bookings and 86% of the revenue

Deployment	Description	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
7-May-21	EMEA_GLPT_Turkey_7May_EN	10.4 K	18.2%	7.4%	0.15%	0	\$0
	EMEA_France_BreakfastIncluded_7May_FR	48.7 K	20.6%	5.3%	0.23%	6	\$1,009
	EMEA_Italy_ItalianGardens_07May_ITA	47.6 K	19.8%	6.3%	0.17%	2	\$468
	EMEA_UAE_HotelOffers_7May_EN	98.2 K	15.0%	5.8%	0.07%	3	\$707
	EMEA_UK_LondonFamily_May7_EN	88.2 K	22.9%	5.4%	0.11%	7	\$3,747
	EMEA_WSTN_SleepExperience_MAY7_EN	95.7 K	22.5%	3.4%	0.24%	5	\$1,271
	EMEA_MarriottBonvoyEscapes_7May_EN	118.1 K	16.4%	5.7%	0.09%	19	\$39,232
19-May-21	EMEA_HVMI_FlashSale_19May_EN	118.4 K	23.7%	7.4%	0.22%	1	\$387
21-May-21	EMEA_Egypt_HotelOffers_21May_EN	87.6 K	12.6%	8.9%	0.09%	3	\$918
	MEA_Dubai_Opening_AHEL_May21_EN	40.6 K	14.0%	4.8%	0.09%	2	\$172
	EMEA_UKFamilyBankHoliday_21May_EN	98.9 K	21.3%	7.3%	0.11%	17	\$8,498
	EMEA_VCEJW_Reopening_21May_ENG	35.9 K	24.3%	4.6%	0.14%	4	\$5,271
	EMEA_Spain_Portugal_May21_PT	7.3 K	19.3%	9.8%	0.04%	1	\$87
	EMEA_Spain_Spain&Portugal_May21_EN	98.5 K	22.8%	4.1%	0.16%	1	\$610
	EMEA_SSA_NigeriaOpening_21May_EN	39.5 K	15.0%	17.6%	0.06%	5	\$4,486
	EMEA_Poland_WAWLC_May21_EN	14.8 K	20.6%	4.0%	0.18%	0	\$0
28-May-21	EMEA_MarriottBonvoyEscapes_21May_EN	118.3 K	15.9%	4.8%	0.10%	7	\$4,253
	EMEA_ItalianTerraces_28May_ENG	98.7 K	21.2%	4.2%	0.16%	3	\$3,842
	EMEA_GLPT_Crossborder_28May_EN	97.7 K	16.0%	5.1%	0.08%	8	\$7,030
	EMEA_SouthAfrica_HotelOffers_28May_EN	56.7 K	12.5%	13.5%	0.11%	21	\$2,712
	EMEA_MarriottBonvoyEscapes_Europe_28May_EN	118.6 K	22.0%	10.3%	0.09%	48	\$36,399
	EMEA_MarriottBonvoyEscapes_Europe_28May_ES	29.7 K	19.7%	10.1%	0.14%	9	\$4,165
	EMEA_LM_AU_Solei_MAY28_EN	96.1 K	20.1%	3.0%	0.18%	1	\$2,280
	EMEA_MarriottBonvoyEscapes_28May_FR	46.0 K	18.2%	8.7%	0.23%	9	\$5,598
May 2021 Total		1.7 M	19.1%	6.3%	0.14%	182	\$133,144
MoM Comparison		+49.0%	+1.0%	+1.1%	-0.02%	+378.9%	+221.9%

TESTING & OPTIMIZATION

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

Subject Line Test Results

- Most languages had higher open counts and rates with the luxury, offer-driven subject line (ENG, ARB, SPA, and RUS versions)
- ITA, GER, and FRE versions had a stronger response to the personalized version
- Leverage data to inform future PCIQ subject line optimization efforts
- Note: residents of South Africa were excluded from testing in May

Version	Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
Luxury, offer-driven winners									
ENG	(Winner) Inside: Discover Luxury Offers	245,493	43,252		17.62%		3,015	1.23%	6.97%
	Treat yourself, and make the moment last	245,601	42,760	+1.15%	17.41%	+0.21 pts	2,979	1.21%	6.97%
ARB	(Winner) في الداخل: اكتشف أفخم العروض	3,027	1,051		34.72%		76	2.51%	7.23%
	دُلِّل نفسك، ودع اللحظات الممتعة تدوم طويلاً	3,029	1,003	+4.79%	33.11%	+1.61 pts	62	2.05%	6.18%
SPA	(Winner) En el interior: Ofertas de lujo	7,311	2,450		33.51%		169	2.31%	6.90%
	Alargue el momento a la hora de darse un capricho	7,309	2,364	+3.64%	32.34%	+1.17 pts	124	1.70%	5.25%
RUS	(Winner) Внутри: роскошные предложения	4,847	3,060		63.13%		168	3.47%	5.49%
	Побалуйте себя и насладитесь моментом	4,868	2,966	+3.17%	60.93%	+2.20 pts	94	1.93%	3.17%
Personalized winners (Treat yourself...)									
ITA	(Winner) Fatevi un regalo e prolungate la felicità	5,258	1,701		32.35%		115	2.19%	6.76%
	Scoprite le offerte lussu	5,268	1,631	+4.29%	30.96%	+1.39 pts	123	2.33%	7.54%
GER	(Winner) Gönnen Sie sich etwas und machen Sie den Moment unvergesslich	11,783	3,848		32.66%		358	3.04%	9.30%
	Entdecken Sie unsere luxuriösen Angebote	11,809	3,829	+0.50%	32.42%	+0.23 pts	366	3.10%	9.56%
FRE	(Winner) Restez plus longtemps	5,886	1,793		30.46%		109	1.85%	6.08%
	Découvrez nos hôtels de luxe	5,890	1,779	+0.79%	30.20%	+0.26 pts	161	2.73%	9.05%

EMEA Solo: Hero CTA Test

May 4, 2021

- Tested hero CTAs in both the UAE and UK English email versions
- Randomized 50/50 split
- 20% off CTA drove the most engagement; consistent performance in both markets
- Click results were statistically significant (SS)
- UK CTA winner did not result in more bookings or revenue
- UAE CTA winner generated more revenue from the same # of bookings as control
- Plans to continue A/B testing in upcoming months to see if patterns develop, and ultimately which approach drives more bookings

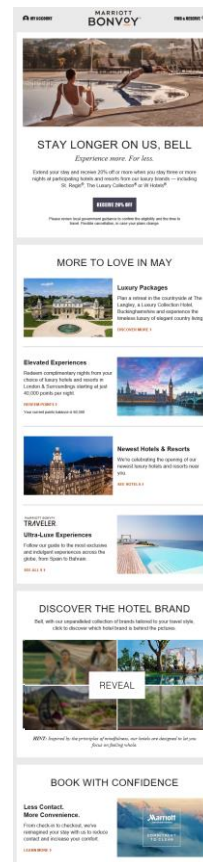
Control =

RESERVE NOW

Test =

RECEIVE 20% OFF

ENG Versions	Delivered	Open Rate	Hero Clicks	Hero Clicks Lift	Hero CTR	Hero CTR Lift	Bookings	Revenue
UK – Control	274,806	21.8%	971		0.35%		11	\$9,611
UK – Test	274,347	21.7%	1,131	+16.5% (SS)	0.41%	+0.06 pts. (SS)	4	\$4,029
UAE - Control	156,796	13.9%	353		0.23%		2	\$751
UAE - Test	157,785	14.0%	433	+22.7% (SS)	0.27%	+0.05 pts. (SS)	2	\$2,905



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- Determine if sending a resend of a Drive Market solo in Q4 is necessary to help capture additional revenue and reach goal in MEA (target all openers/no click and non-openers in top performing markets)
- Continuing to track app and new enrollment activities each month; set benchmarks after 3 full months
- Setting up a new enrollment code to track METTs and Solos separately will expand email insights and help with future campaign optimizations
- Drive Market Solos:
 - Track luxury segmentation email and click activity to understand engagement patterns and top performing content; use learnings to inform future versioning
 - Continue featuring new openings content to drive engagement; high activity consistent with other Bonvoy messages
 - Plans are in place to continue testing hero CTAs in the next two mailings to measure engagement patterns
- In MAU, test into placing regional offers in the hero module; continue to see strong engagement each month in lower placement – moving up may help lift clicks and bookings
- Continue Escapes messaging and new openings content in METTs; strong engagement from subscribers
- Leverage subject line test & roll data to inform future PCIQ subject line optimization efforts

Thank You!



New Campaign Dashboard Categories

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

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

May '21 Solo Engagement by Market

61% of May revenue from the UK,
Scandinavia*, and Germany versions

ARB language version continues to drive
higher open and click rates compared to
ENG market version

*Scandinavia includes smaller European markets

Metrics	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
AUSTRIA_GER	14.3 K	34.7%	5.4%	0.29%	0	\$0
BELARUS_RUS	3.3 K	53.3%	2.6%	0.54%	0	\$0
BENELUX_ENG	86.3 K	24.4%	6.3%	0.29%	8	\$4.2 K
EGYPTPLUS_ARB	6.7 K	36.6%	5.3%	0.28%	0	\$0
EGYPTPLUS_ENG	430.5 K	13.4%	5.0%	0.16%	7	\$2.5 K
FRANCE_ENG	48.4 K	19.3%	4.8%	0.25%	2	\$2.2 K
FRANCE_FRE	58.1 K	31.6%	5.7%	0.24%	7	\$9.9 K
GERMANY_ENG	173.4 K	23.4%	5.9%	0.34%	19	\$28.1 K
GERMANY_GER	91.2 K	33.3%	7.7%	0.23%	19	\$3.9 K
ITALY_ENG	41.3 K	19.6%	4.2%	0.22%	5	\$3.4 K
ITALY_ITA	52.5 K	31.9%	4.7%	0.24%	1	\$1.6 K
KAZAKHSTAN_RUS	2.7 K	67.3%	2.0%	0.33%	0	\$0
KYRGYZSTAN_RUS	613	48.5%	2.0%	0.65%	0	\$0
MONACO_FRE	196	35.7%	5.7%	0.00%	1	\$2.1 K
PORTUGAL_SPA	343	36.4%	4.8%	0.00%	0	\$0
QATAR_ARB	3.6 K	40.2%	4.8%	0.14%	2	\$962
QATAR_ENG	88.9 K	15.8%	4.0%	0.22%	1	\$214
RUSSIA_ENG	49.1 K	53.2%	1.3%	0.27%	5	\$2.6 K
RUSSIA_RUS	41.5 K	65.4%	4.0%	0.28%	10	\$5.2 K
SAUDI_ARABIA_ARB	13.8 K	36.3%	5.6%	0.21%	1	\$366
SAUDI_ARABIA_ENG	248.1 K	14.8%	3.7%	0.16%	4	\$830
SCANDINAVIA_ENG*	331.8 K	18.8%	5.8%	0.26%	24	\$35.3 K
SOUTH_AFRICA_ENG	63.3 K	13.8%	12.0%	0.15%	6	\$780
SPAIN_ENG	39.0 K	17.6%	4.9%	0.19%	4	\$2.7 K
SPAIN_SPA	72.7 K	34.8%	4.9%	0.16%	6	\$6.3 K
SWITZER_GER	12.5 K	34.3%	7.6%	0.37%	2	\$4.6 K
TAJIKISTAN_RUS	406	35.2%	3.5%	0.00%	0	\$0
TURKEY_ENG	13.4 K	18.4%	3.9%	0.13%	1	\$123
UAE_ARB	6.2 K	36.5%	5.3%	0.18%	1	\$572
UAE_ENG	314.6 K	14.0%	5.2%	0.17%	8	\$10.6 K
UK_ENG	589.2 K	21.4%	5.8%	0.18%	45	\$37.5 K
Total	2.9 M	20.9%	5.3%	0.21%	189	\$166.8 K

UAE ENG Credit Card Offer

- Total audience = **313,616** (non-cardholders)
- Clicks = **172**
- Creative



Limited-time Offer. Earn 200,000 Points.


Plus, get automatic Marriott Bonvoy® Gold Elite status.

[APPLY NOW >](#)

Your World Rewards Partnership

- Total audience = **2,538,555** (non-YWR program participants)
- Clicks = **454**
- Creative

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