

EMEA Email Review: October 2020

2 December 2020

MARRIOTT
BONVOY™ | data axle



Mystique, a Luxury Collection Hotel, Santorini Greece

TODAY'S AGENDA

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

KEY STORYLINES

- Delivered counts increased for all and drove more bookings in the Middle East and Africa MoM, but European declines impacted overall engagement
- Open rates increased MoM and YoY for all regions; increases align with Bonvoy monthly averages
- CTORs declined compared to 12-month average and were impacted by low click rates on some of the larger campaign deployments; MoM declines align with seasonal lows
- Week of Wonders campaigns drove additional engagement and bookings from two deployments; learnings will inform future distributed marketing efforts



PERFORMANCE SUMMARY

Performance Summary: EMEA Combined

- More Solos & Promo emails were sent in October compared to average; increase led to more delivered and open counts overall
- Increase in open rate aligned with Bonvoy October averages
- Some emails had low click engagement and contributed to monthly decline; campaigns like Last Day Week of Wonders and MAU
- Unsubscribe rate of 0.26% was down vs. average, but it was the highest rate since May 2020
- As sending volumes return to pre-pandemic periods, it's key to continue reinforcing relevancy to maintain and/or lift KPIs

EMEA October 2020 vs. EMEA Rolling 12-Month Average

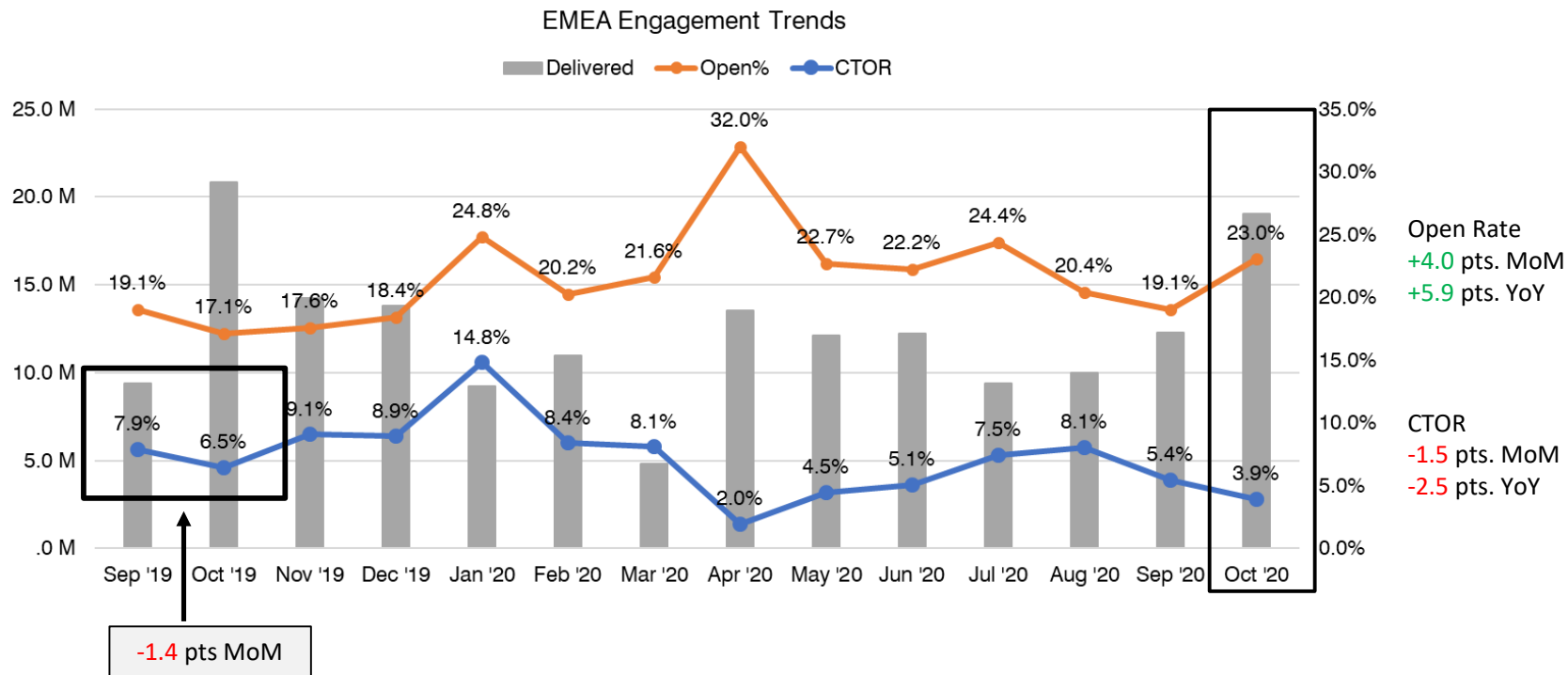
Engagement

19.1 M	4.4 M	23.0%	172.7 K	0.91%	3.9%	0.26%
Delivered Emails +59.5%	Opens +72.2%	Open Rate +1.7 pts.	Clicks -1.4%	CTR -0.56 pts.	CTOR -2.9 pts.	Unsub. Rate -0.04 pts.

Financials

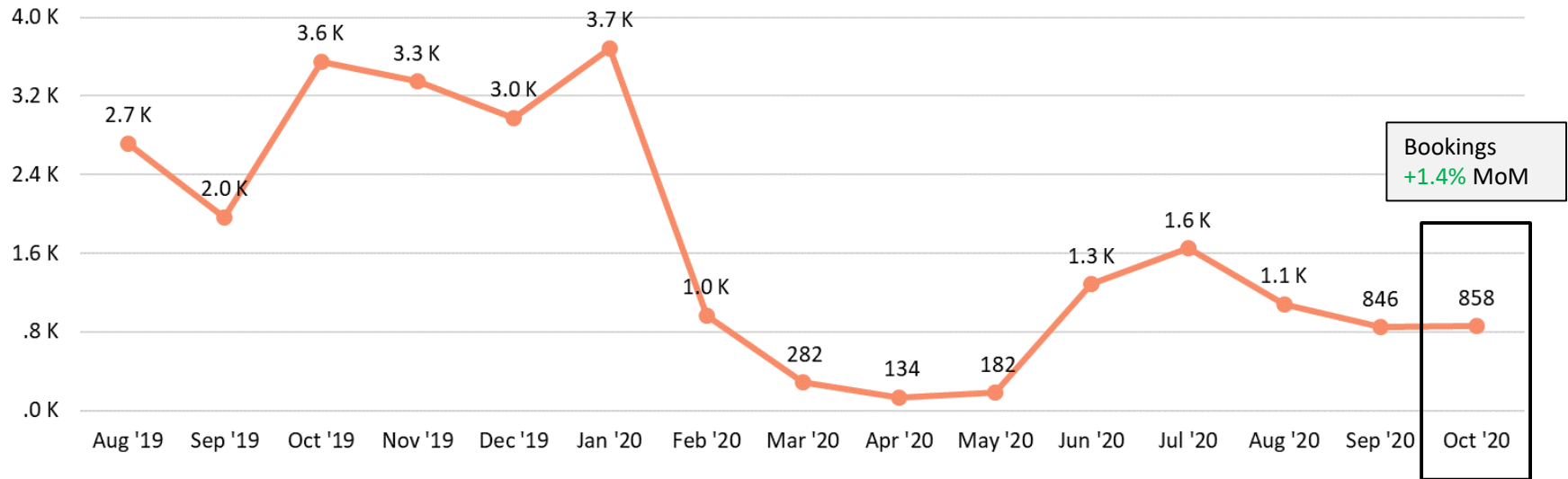
858	2.0 K	\$338.6 K	0.04	0.50%
Bookings -48.5%	Room Nights -52.5%	Revenue -52.9%	Bookings Per Delivered (K) -67.7%	Conversion -0.50 pts.

2nd Highest Open Rate Since April; CTOR MoM Decline Aligns With Seasonal Lows



Bookings Remained Steady MoM

EMEA Booking Trends



Performance Summary: Europe

- Open rates increased in Europe MoM and vs. 12-month average
- CTOR MoM decline aligns with previous year declines
- Delivering more emails MoM and vs. average did not lead to more bookings; financials impacted by a resurgence of the Covid-19 pandemic in certain countries

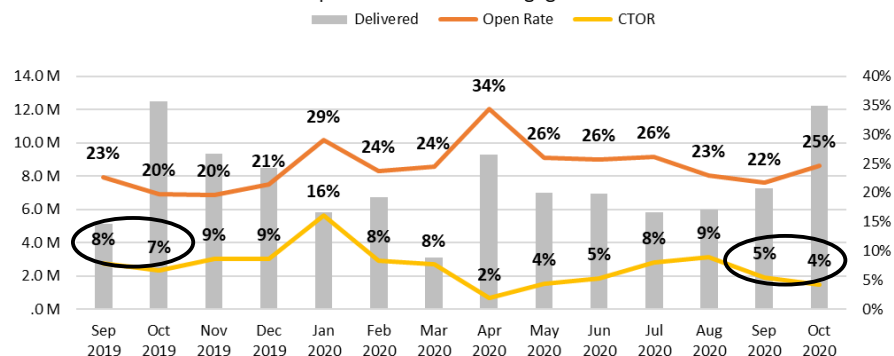
Europe	October 2020	vs. EU Avg.
Delivered	12.2 M	+66.4%
Open Rate	24.7%	+0.4 pts.
CTOR	4.3%	-2.8 pts.
Unsub. Rate	0.31%	-0.04 pts.
Bookings	645	-53.0%
Revenue	\$269.2 K	-52.1%
BPK	0.05	-71.7%

Average = rolling 12-months

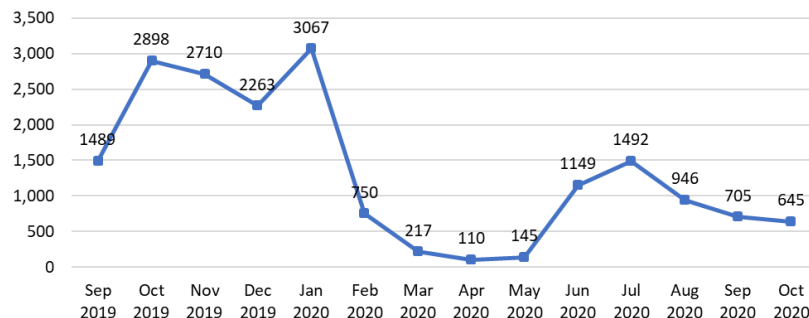
Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

Europe: 12-Month Email Engagement Trends



Europe Booking Trends



Oct 2020 Email Categories: EUROPE

- Delivered increase was driven by the increase in Solo & Global Promo mailings
- Open rates were up for most categories, except Solos (-1.6 pts.) and METTs (-4.6 pts.)
- WoW First Day and Project Wanderlust had 20% open rates and were the lowest compared to HVMI, Boutiques, and Work Anywhere
- Sending more METTs helped drive bookings; additional information is needed to understand engagement declines

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

EUROPE								
	Total	MAU	LPM	Solo	Promotions	Cobrand Acquisition	Cobrand Other	METT
SENT	12.4 M 65.4%	1.6 M -12.3%	10.3 K -95.2%	6.9 M 119.7%	2.9 M 189.7%	184.8 K -20.1%	6.6 K -93.5%	756.1 K 15.9%
DELIVERED	12.2 M 66.4%	1.6 M -12.2%	9.9 K -95.1%	6.8 M 121.6%	2.8 M 190.5%	184.0 K -20.2%	6.5 K -93.6%	749.8 K 16.5%
DELIVERY RATE	98.9% +0.6 pts.	99.1% +0.1 pts.	95.2% +3.0 pts.	98.9% +0.8 pts.	98.6% +0.3 pts.	99.6% -0.0 pts.	99.3% -0.2 pts.	99.2% +0.5 pts.
OPEN	3.0 M 69.3%	494.8 K 22.5%	4.9 K -93.4%	1.6 M 107.6%	668.4 K 267.1%	54.6 K 10.0%	2.7 K -87.8%	160.7 K -4.0%
OPEN RATE	24.7% +0.4 pts.	30.4% +8.6 pts.	50.0% +12.3 pts.	24.0% -1.6 pts.	23.6% +4.9 pts.	29.7% +8.2 pts.	40.8% +19.3 pts.	21.4% -4.6 pts.
CLICK	129.6 K 3.0%	16.5 K -51.7%	1.3 K -93.2%	91.1 K 118.9%	14.7 K 30.1%	530 -16.4%	267 -69.2%	5.2 K -41.1%
CTR	1.06% -0.65 pts.	1.02% -0.83 pts.	12.85% +3.48 pts.	1.33% -0.02 pts.	0.52% -0.64 pts.	0.29% +0.01 pts.	4.08% +3.23 pts.	0.70% -0.68 pts.
CTOR	4.3% -2.8 pts.	3.3% -5.1 pts.	25.7% +0.9 pts.	5.6% +0.3 pts.	2.2% -4.0 pts.	1.0% -0.3 pts.	10.0% +6.0 pts.	3.3% -2.1 pts.
UNSUB	37.8 K 46.6%	5.3 K -6.0%	57 -96.4%	23.4 K 76.9%	8.6 K 191.7%	238 -8.5%	3 -98.7%	198 -84.2%
UNSUB RATE	0.31% -0.04 pts.	0.32% +0.02 pts.	0.58% -0.21 pts.	0.34% -0.09 pts.	0.31% +0.00 pts.	0.13% +0.02 pts.	0.05% -0.17 pts.	0.03% -0.17 pts.
BOOKINGS	645 -53.0%	87 -72.1%	44 -74.1%	257 -43.4%	207 -8.3%	3 -66.7%	3 -81.3%	44 -43.6%
ROOM NIGHTS	1482 -54.9%	220 -72.4%	121 -61.8%	578 -49.2%	457 -11.5%	5 -75.0%	7 -76.3%	94 -48.5%
REVENUE	\$269.2 K -52.1%	\$37.4 K -73.7%	\$20.8 K -52.8%	\$92.1 K -52.0%	\$85.2 K -1.1%	\$1.0 K -73.9%	\$1.1 K -73.8%	\$31.6 K -4.2%
CONVERSION RATE	0.50% -0.6 pts.	0.53% -0.4 pts.	3.48% +2.6 pts.	0.28% -0.8 pts.	1.41% -0.6 pts.	0.57% -0.9 pts.	1.12% -0.7 pts.	0.84% -0.0 pts.
BPK	0.05 -71.7%	0.05 -68.3%	4.47 423.0%	0.04 -74.5%	0.07 -68.4%	0.02 -58.2%	0.46 189.3%	0.06 -51.6%

Performance Summary: Middle East

- Delivered more emails MoM and vs. average, which helped drive more bookings
- 123 bookings in Oct 2020; highest number since Feb 2020
- CTOR MoM decline appears to be seasonal and possibly impacted by the spike in open rate

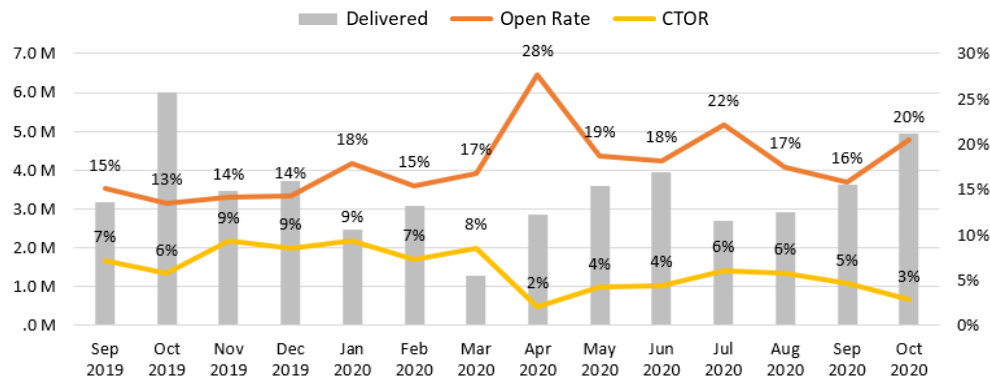
Middle East	October 2020	vs. ME Avg.
Delivered	4.9 M	+49.3%
Open Rate	20.4%	+3.2 pts.
CTOR	2.8%	-3.1 pts.
Unsub. Rate	0.17%	-0.04 pts.
Bookings	123	-34.5%
Revenue	\$48.0 K	-55.7%
BPK	0.02	-56.1%

Average = rolling 12-months

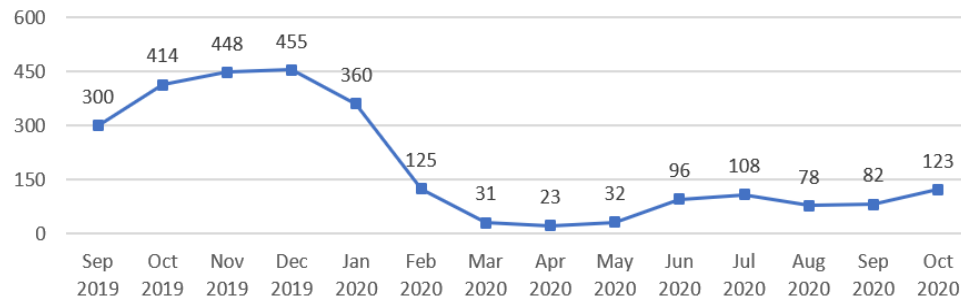
Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

Middle East: 12-Month Email Engagement Trends



Middle East Booking Trends



Executive Dashboard:

Oct 2020 Email Categories: MIDDLE EAST

- Delivered increase was driven by the increase in both Solo & Promo mailings
- Open rates increased for most categories
- Sending more METTs generated more open, clicks, and bookings, but engagement was not enough to lift email KPIs
- Bookings were up for several categories, and Promo was only -3.5%
- Consider geo-targeting Promo subject lines and email content to lift rates (category was 31% of October delivered emails)

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

LPM = Bonvoy Lifecycle Emails (Welcome, Achievers, etc.)

MIDDLE EAST								
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Traveler
SENT	5.0 M 48.1%	840.6 K -8.8%	16.3 K -79.5%	1.9 M 59.2%	1.5 M 214.6%	8.8 K -78.0%	557.4 K 111.8%	94.2 K -45.5%
DELIVERED	4.9 M 49.3%	835.1 K -8.4%	13.2 K -81.0%	1.9 M 60.2%	1.5 M 217.2%	8.8 K -77.7%	550.0 K 113.9%	94.0 K -44.8%
DELIVERY RATE	98.9% +0.8 pts.	99.3% +0.5 pts.	80.7% -6.1 pts.	98.9% +0.6 pts.	98.9% +0.8 pts.	99.6% +1.5 pts.	98.7% +1.0 pts.	99.7% +1.2 pts.
OPEN	1.0 M 77.3%	215.6 K 58.8%	4.8 K -70.9%	369.4 K 70.5%	291.3 K 366.8%	2.3 K -53.0%	82.7 K 71.8%	39.1 K -32.9%
OPEN RATE	20.4% +3.2 pts.	25.8% +10.9 pts.	36.2% +12.6 pts.	19.4% +1.2 pts.	19.2% +6.2 pts.	26.1% +13.7 pts.	15.0% -3.7 pts.	41.6% +7.4 pts.
CLICK	27.9 K -15.6%	6.4 K -46.2%	860 -60.3%	10.6 K 5.9%	5.6 K 98.4%	321 20.8%	3.0 K 50.3%	1.1 K -30.6%
CTR	0.57% -0.4 pts.	0.77% -0.5 pts.	6.53% +3.4 pts.	0.56% -0.3 pts.	0.37% -0.2 pts.	3.65% +3.0 pts.	0.54% -0.2 pts.	1.17% +0.2 pts.
CTOR	2.8% -3.1 pts.	3.0% -5.8 pts.	18.0% +4.8 pts.	2.9% -1.8 pts.	1.9% -2.6 pts.	14.0% +8.6 pts.	3.6% -0.5 pts.	2.8% +0.1 pts.
UNSUB	8.5 K 23.7%	1.5 K -12.4%	67 -83.0%	3.8 K 36.1%	2.8 K 218.1%	6 -92.4%	0 -100.0%	222 -57.9%
UNSUB RATE	0.17% -0.04 pts.	0.18% -0.01 pts.	0.51% -0.06 pts.	0.20% -0.04 pts.	0.19% +0.00 pts.	0.07% -0.13 pts.	0.00% -0.05 pts.	0.24% -0.07 pts.
BOOKINGS	123 -34.5%	34 -36.6%	4 -66.9%	35 -30.5%	30 -3.5%	3 9.1%	14 7.7%	3 172.7%
ROOM NIGHTS	268 -54.5%	78 -55.8%	9 -73.8%	81 -48.0%	66 -27.3%	5 -43.9%	20 -51.6%	9 57.9%
REVENUE	\$48.0 K -55.7%	\$13.5 K -60.8%	\$1.7 K -71.6%	\$13.9 K -45.7%	\$15.4 K 6.9%	\$431.7 -72.9%	\$2.5 K -73.7%	\$499.8 -50.1%
CONVERSION RATE	0.44% -0.13 pts.	0.53% +0.08 pts.	0.47% -0.09 pts.	0.33% -0.17 pts.	0.54% -0.57 pts.	0.93% -0.10 pts.	0.47% -0.19 pts.	0.27% +0.20 pts.
BPK	0.02 -56.1%	0.04 -30.9%	0.30 73.9%	0.02 -56.6%	0.02 -69.6%	0.34 389.0%	0.03 -49.6%	0.03 394.3%

Performance Summary: Africa

- Delivering more emails helped lift bookings; bookings were the second highest since Feb 2020
- CTOR MoM decline appears seasonal, as it aligned with previous year lows

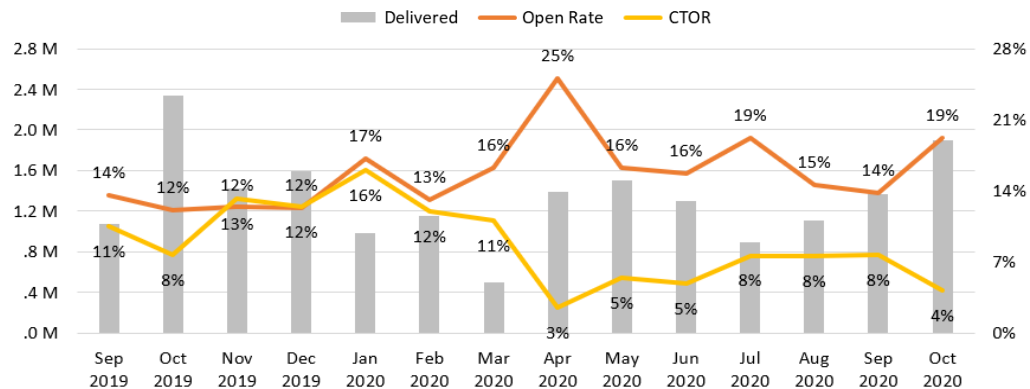
Africa	October 2020	vs. AF Avg.
Delivered	1.9 M	+46.7%
Open Rate	19.2%	+3.9 pts.
CTOR	4.2%	-4.1 pts.
Unsub. Rate	0.16%	-0.04 pts.
Bookings	90	-15.2%
Revenue	\$21.4 K	-55.5%
BPK	0.05	-42.2%

Average = rolling 12-months

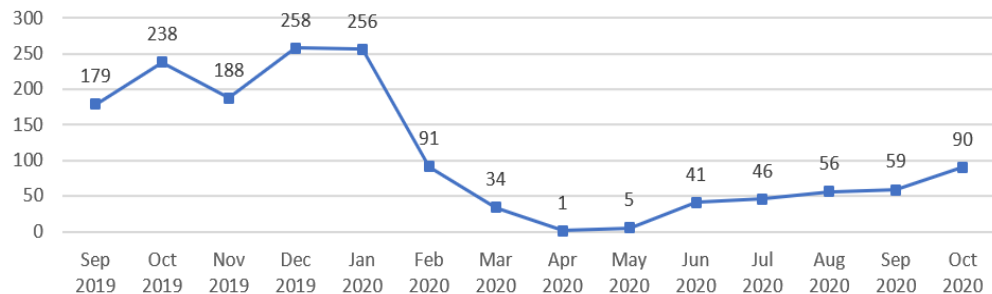
Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

Africa: 12-Month Email Engagement Trends



Africa Booking Trends



Executive Dashboard:

Oct 2020 Email Categories: AFRICA

- Delivered increase was driven by the increase in both Solo & Promo mailings
- Open rates increased for all categories, except METT (-4.1 pts.)
- Sending more METTs did not result in more bookings; counts align with Traveler
- Promo bookings were +57.6% and Solos were slightly below average by -0.8%
- Same recommendation for lifting Promo category engagement as the Middle East

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

LPM = Bonvoy Lifecycle Emails (Welcome, Achievers, etc.)

AFRICA								
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Traveler
SENT	1.9 M 46.2%	361.3 K -9.4%	9.0 K -76.8%	676.5 K 38.5%	685.7 K 209.5%	245 -71.4%	182.0 K 128.5%	34.2 K -50.7%
DELIVERED	1.9 M 46.7%	355.1 K -9.5%	7.4 K -78.1%	660.0 K 39.6%	666.9 K 211.3%	245 -71.0%	175.4 K 125.7%	34.0 K -50.0%
DELIVERY RATE	97.4% +0.3 pts.	98.3% -0.1 pts.	82.6% -5.1 pts.	97.6% +0.8 pts.	97.3% +0.6 pts.	100.0% +1.2 pts.	96.4% -1.2 pts.	99.4% +1.4 pts.
OPEN	364.5 K 84.2%	84.9 K 70.0%	2.7 K -66.3%	128.3 K 65.2%	114.2 K 371.6%	87 -43.6%	21.9 K 69.7%	12.4 K -40.6%
OPEN RATE	19.2% +3.9 pts.	23.9% +11.2 pts.	36.0% +12.6 pts.	19.4% +3.0 pts.	17.1% +5.8 pts.	35.5% +17.3 pts.	12.5% -4.1 pts.	36.3% +5.7 pts.
CLICK	15.2 K -6.9%	3.5 K -42.5%	778 -57.8%	6.0 K 31.0%	3.1 K 98.9%	12 -4.0%	1.3 K 93.9%	548 -30.2%
CTR	0.80% -0.46 pts.	0.98% -0.57 pts.	10.49% +5.05 pts.	0.90% -0.06 pts.	0.47% -0.26 pts.	4.90% +3.42 pts.	0.73% -0.12 pts.	1.61% +0.46 pts.
CTOR	4.2% -4.1 pts.	4.1% -8.1 pts.	29.1% +5.9 pts.	4.6% -1.2 pts.	2.7% -3.8 pts.	13.8% +5.7 pts.	5.8% +0.7 pts.	4.4% +0.7 pts.
UNSUB	3.0 K 16.0%	532 -21.5%	36 -77.1%	1.2 K 12.3%	1.1 K 198.0%	0 -100.0%	0 -100.0%	74 -57.7%
UNSUB RATE	0.16% -0.04 pts.	0.15% -0.02 pts.	0.49% +0.02 pts.	0.18% -0.04 pts.	0.17% -0.01 pts.	0.00% -0.13 pts.	0.00% -0.06 pts.	0.22% -0.04 pts.
BOOKINGS	90 -15.2%	21 -30.6%	3 -70.5%	30 -0.8%	26 57.6%	---	5 -3.8%	5 455.6%
ROOM NIGHTS	256 -27.0%	41 -60.5%	10 -65.5%	111 10.3%	71 30.8%	---	9 -60.2%	14 775.0%
REVENUE	\$21.4 K -55.5%	\$3.8 K -72.7%	\$7 K -77.0%	\$9.5 K -32.0%	\$5.6 K -35.9%	---	\$6 K -83.2%	\$1,179.1 614.0%
CONVERSION RATE	0.59% -0.06 pts.	0.60% +0.10 pts.	0.39% -0.17 pts.	0.50% -0.16 pts.	0.83% -0.22 pts.	---	0.39% -0.40 pts.	0.91% +0.80 pts.
BPK	0.05 -42.2%	0.06 -23.3%	0.40 34.8%	0.05 -29.0%	0.04 -49.4%	---	0.03 -57.4%	0.15 1010.8%



KEY CAMPAIGN ENGAGEMENT

- Week of Wonders Solo

Week Of Wonders Email Creative: October 2020

Subject line: Week of Wonders: Seven Days of Awe Start Now

Pre-Header: Offers include 50% off points, 2,500 bonus points per stay, 30% off Boutiques and more.

10/8 First Day Member

The email creative for a member on the first day (10/8) features a header with the Marriott Bonvoy logo and a search bar. The main visual is a large image of a person standing on a rocky cliff overlooking the ocean, with the text "WEEK OF Wonders" overlaid. Below this, a sub-header reads "Seven Days of Awe. Exclusively for Members." followed by a paragraph: "The unforgettable can be elusive. So we've curated a week of awe-inspiring experiences and offers, presented exclusively for our members." A button labeled "EXPLORE OFFERS" is positioned below the text. The main body of the email is titled "YOUR WEEK OF WONDERS" with the subtext "Here are a few of the offers we've curated just for you." It features three columns of offers: "Wonders of Inspiration" (Purchase points now for 50% less, then redeem when you're ready), "Wonders of Discovery" (Book a stay at next-level properties straight out of your imagination, all for up to 33% less points), and "Wonders of Delight" (Earn 10 points per \$1 spent at Marriott Bonvoy hotels when you use your Marriott Bonvoy American Express® Card). A button labeled "SEE ALL OFFERS" is located below these columns. At the bottom, a section titled "Make your experience seamless." includes the text "Book, check in and make requests from anywhere with the Marriott Bonvoy App." and a button labeled "DOWNLOAD THE APP" next to an image of a smartphone displaying the app.

10/8 First Day Non-Member

The email creative for a non-member on the first day (10/8) features a header with the Marriott Bonvoy logo and a search bar. The main visual is a large image of a person standing on a rocky cliff overlooking the ocean, with the text "WEEK OF Wonders" overlaid. Below this, a sub-header reads "Seven Days of Awe. Exclusively for Members." followed by a paragraph: "The unforgettable can be elusive. So we've curated a week of awe-inspiring experiences and offers, presented exclusively for our members." A button labeled "EXPLORE OFFERS" is positioned below the text. Below this, a banner reads "Not a member? Join Marriott Bonvoy today." The main body of the email is titled "YOUR WEEK OF WONDERS" with the subtext "Here are a few of the offers we've curated just for you." It features three columns of offers: "Wonders of Inspiration" (Purchase points now for 50% less, then redeem when you're ready), "Wonders of Discovery" (Book a stay at next-level properties straight out of your imagination, all for up to 33% less points), and "Wonders of Delight" (Earn 10 points per \$1 spent at Marriott Bonvoy hotels when you use your Marriott Bonvoy American Express® Card). A button labeled "SEE ALL OFFERS" is located below these columns. At the bottom, a section titled "Make your experience seamless." includes the text "Book, check in and make requests from anywhere with the Marriott Bonvoy App." and a button labeled "DOWNLOAD THE APP" next to an image of a smartphone displaying the app.

10/13 Last Day Member

The email creative for a member on the last day (10/13) features a header with the Marriott Bonvoy logo and a search bar. The main visual is a large image of a person standing on a rocky cliff overlooking the ocean, with the text "WEEK OF Wonders" overlaid. Below this, a sub-header reads "Seven Days of Awe. Exclusively for Members." followed by a paragraph: "Time is running out to enjoy our exclusively curated week of awe-inspiring experiences and offers, presented exclusively for our members." A button labeled "EXPLORE OFFERS" is positioned below the text. The main body of the email is titled "YOUR WEEK OF WONDERS" with the subtext "A collection of some of our best offers to inspire your wanderlust." It features a large image of a person standing on a rocky cliff overlooking the ocean, with the text "Wonders of Inspiration" overlaid. Below this, a section titled "Exploration. Discovery. Delight." includes the text "Take your travel to new heights with 50% off points purchases, up to 33% off points redemption, 30% off Marriott Bonvoy Boutiques, and so much more." and a button labeled "SEE ALL OFFERS". At the bottom, a section titled "Make your experience seamless." includes the text "Book, check in and make requests from anywhere with the Marriott Bonvoy App." and a button labeled "DOWNLOAD THE APP" next to an image of a smartphone displaying the app.

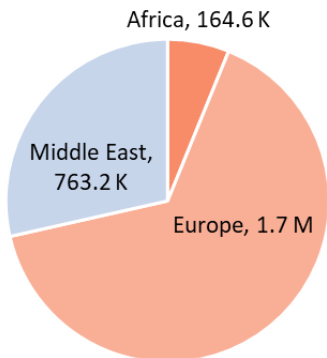
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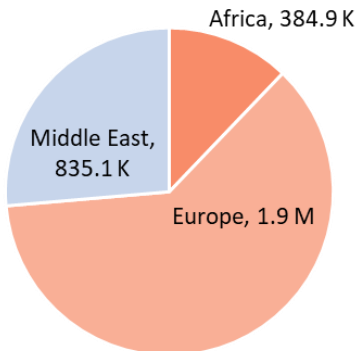
October 2020 Solos: Week of Wonders

Email Engagement

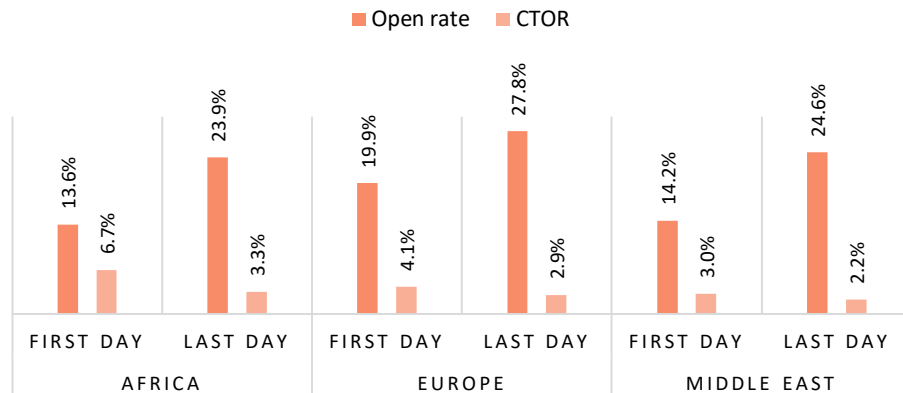
First Day Delivered Counts



Last Day Delivered Counts



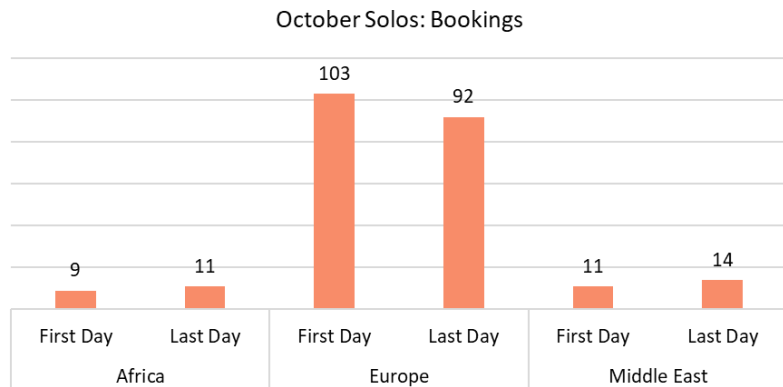
OCTOBER SOLOS: EMAIL ENGAGEMENT



- Open Rates increased from First Day deployment to Last Day deployment, across all regions.
- Audience criteria expanded to include a more comprehensive list of locations in EMEA in the Last Day email deployment to increase campaign bookings.
- Open rates for First Day were below October email averages of 19.2% in Africa, 24.7% in Europe and 20.4% in ME, but urgency in last day email drove more engagement.
- Last Day email was successful at capturing additional opens and clicks, but low click engagement led to lower CTORs
- Consider sending the initial email earlier in the week; provides enough time to target non-openers and non-clickers with resend

October 2020 Solos: Week of Wonders

Booking Activity



Continent	Deployment	Bookings	Revenue	BPK
Africa	First Day	9	\$ 1,367	0.05
	Last Day	11	\$ 7,210	0.03
Europe	First Day	103	\$28,787	0.06
	Last Day	92	\$36,090	0.05
Middle East	First Day	11	\$ 3,577	0.01
	Last Day	14	\$ 5,619	0.02

- Delivering more emails with the Last Day deployment drove additional bookings and revenue
- Bookings increased with the Last Day email over 20% in Africa and the Middle East; Europe declined 11%
- Revenue increased for all regions: +427% in Africa, +25% in Europe, and +57% in the Middle East

October 2020 Solos: Week of Wonders

Email Engagement

- Open rates were significantly higher with the Last Day mailing for all markets
- CTORs were nearly the same between mailings for all, except in South Africa and Spain where Last Day declines were greater

Tier 1

Mailing	Market	Delivered	Open rate	CTOR	Bookings
First Day	AUSTRIA	26.5 K	23.7%	1.3%	1
Last Day	AUSTRIA	26.9 K	29.6%	1.2%	3
First Day	GERMANY	184.3 K	23.8%	1.4%	34
Last Day	GERMANY	185.5 K	27.3%	1.2%	22
First Day	IRELAND	45.5 K	14.9%	0.7%	0
Last Day	IRELAND	45.4 K	31.3%	0.8%	1
First Day	SWITZERLAND	116.5 K	21.5%	0.8%	3
Last Day	SWITZERLAND	121.9 K	28.1%	0.8%	1
First Day	UAE	315.8 K	13.0%	0.5%	6
Last Day	UAE	315.9 K	24.4%	0.7%	5
First Day	UK	619.0 K	20.4%	0.6%	26
Last Day	UK	617.8 K	27.2%	0.7%	28

Tier 2

Deployment	Market	Delivered	Open rate	CTOR	Bookings
First Day	FRANCE	115.2 K	18.1%	0.8%	4
Last Day	FRANCE	118.5 K	26.8%	0.8%	5
First Day	SAUDI ARABIA	263.8 K	14.6%	0.3%	1
Last Day	SAUDI ARABIA	263.2 K	24.1%	0.4%	4
First Day	SOUTH AFRICA	67.2 K	13.8%	8.6%	9
Last Day	SOUTH AFRICA	66.0 K	29.0%	4.5%	5
First Day	SPAIN	108.5 K	19.1%	1.2%	1
Last Day	SPAIN	108.5 K	30.6%	0.9%	5

October 2020 Solos: Week of Wonders

Email Engagement

- Open rates were significantly higher with the Last Day mailing for all markets
- CTORs were nearly the same between mailings for all, except in Egypt and Poland where Last Day declines were greater

Tier 3

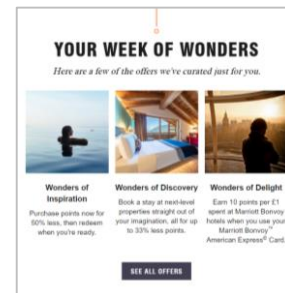
Deployment	Market	Delivered	Open rate	CTOR	Bookings
First Day	BELGIUM	38.9 K	23.5%	0.7%	4
Last Day	BELGIUM	41.5 K	30.3%	0.8%	1
First Day	DENMARK	23.7 K	23.0%	0.7%	1
Last Day	DENMARK	23.8 K	29.2%	0.8%	2
First Day	EGYPT	97.4 K	13.4%	5.3%	0
Last Day	EGYPT	97.3 K	21.0%	3.3%	2
First Day	ITALY	107.3 K	19.0%	1.0%	7
Last Day	ITALY	107.7 K	27.4%	0.8%	1
First Day	LUXEMBOURG	5.3 K	22.4%	0.9%	0
Last Day	LUXEMBOURG	6.1 K	31.8%	0.9%	3
First Day	NETHERLANDS	53.6 K	23.4%	0.8%	1
Last Day	NETHERLANDS	53.8 K	31.2%	0.7%	3
First Day	NORWAY	47.4 K	17.6%	0.3%	0
Last Day	NORWAY	48.0 K	24.8%	0.3%	0
First Day	POLAND	7	14.3%	0.0%	0
Last Day	POLAND	20.9 K	30.2%	0.9%	0
First Day	QATAR	90.0 K	15.7%	0.5%	1
Last Day	QATAR	89.8 K	25.0%	0.5%	1
First Day	RUSSIA	79.9 K	14.2%	1.2%	14
Last Day	RUSSIA	80.0 K	22.2%	1.4%	12
First Day	SWEDEN	36.7 K	20.8%	0.6%	3
Last Day	SWEDEN	36.7 K	29.3%	0.6%	1
First Day	TURKEY	14.4 K	17.3%	0.4%	0
Last Day	TURKEY	14.4 K	25.4%	0.5%	0

October 2020 Solos: Week of Wonders

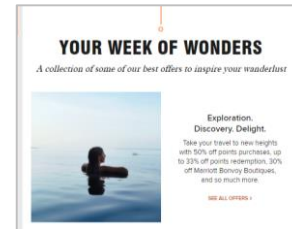
Content Engagement – FIRST DAY

- Overall, the Hero attracted more engagement than other modules for both members and non-members in all regions
- First and Last Day deployments highlighted 3 offers under the Hero in a streamlined module design with 1 CTA; some offers were geo-targeted
- Both secondary module versions successfully captured clicks, but the 3-across layout had almost the same click rate as the Hero in some regions; engagement shows that 3-across design with 1 CTA could be used in the future to streamline content, tease offers and drive traffic to the landing page; consider A/B testing
- Last Day mailing attracted more clicks on the hero than the secondary module, which could mean we may only need the hero module; an A/B test opportunity for reminders with dedicated landing pages
- Footer clicks for non-members were much higher than members across most locations; consider looking for ways to refine non-member targeting criteria, as well as providing a stronger reason to engage with member-only offers (non-members are 5% of total delivered)

First Day



Last Day



October 2020 Solos: Week of Wonders

Content Engagement – LAST DAY

- Audience expanded in the Last Day email to increase traffic to dedicated landing page and bookings within region
- From that expansion, more total clicks were captured compared to First Day deployment
- Hero garnered more clicks than other modules in almost all locations, member and non-member
- Used an article style module to feature offers. Click rate was lower than the 3-Across in First Day. Consider A/B testing in future to determine best approach

◦ CONTENT ENGAGEMENT – EMEA Versions/Languages (Member)

FIRST DAY							
% of clicks	AUSTRIA_GER	BELARUS_RUS	EU_ENG	FRANCE_FRE	GERMANY_GER	ITALY_ITA	KAZAKHSTAN_RUS
Header	8.85%	11.90%	13.65%	11.63%	6.39%	7.02%	5.63%
Hero	34.10%	23.81%	27.43%	36.54%	37.84%	30.72%	21.13%
3-Across	39.34%	35.71%	24.58%	34.11%	39.54%	42.57%	38.03%
Mobile App	2.30%	0.00%	1.77%	1.99%	1.63%	0.00%	0.00%
Footer	15.41%	28.57%	32.57%	15.73%	14.60%	19.69%	35.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

FIRST DAY						
% of clicks	MEA_ENG	RUSSIA_RUS	SPAIN_SPA	SWITZER_GER	UAE_ENG	UK_ENG
Header	15.83%	8.67%	8.99%	8.28%	14.81%	9.62%
Hero	33.08%	35.74%	43.61%	33.11%	30.38%	31.87%
3-Across	26.81%	46.92%	33.33%	36.75%	26.00%	28.60%
Mobile App	3.70%	0.00%	2.57%	2.65%	3.00%	2.17%
Footer	20.58%	8.67%	11.49%	19.21%	25.82%	27.73%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

CONTENT ENGAGEMENT – EMEA Versions/Languages (Non-Member)

FIRST DAY								
% of clicks	AUSTRIA_GER	BELARUS_RUS	EU_ENG	FRANCE_FRE	GERMANY_GER	ITALY_ITA	KYRGYZSTAN_RUS	MEA_ENG
Header	0.00%	11.54%	8.80%	6.12%	10.00%	6.35%	14.29%	7.85%
Hero	22.22%	42.31%	21.24%	36.73%	34.44%	25.40%	9.52%	39.24%
Join Banner	0.00%	0.00%	1.76%	2.04%	1.11%	0.00%	4.76%	4.05%
3-Across	33.33%	15.38%	13.97%	16.33%	16.67%	23.81%	4.76%	21.01%
Footer	44.44%	30.77%	54.23%	38.78%	37.78%	44.44%	66.67%	27.85%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

FIRST DAY				
% of clicks	RUSSIA_RUS	SPAIN_SPA	UAE_ENG	UK_ENG
Header	7.95%	4.84%	9.85%	3.16%
Hero	25.00%	38.71%	32.85%	27.59%
Join Banner	1.14%	0.00%	3.28%	2.01%
3-Across	13.64%	33.87%	25.55%	16.67%
Footer	52.27%	22.58%	28.47%	50.57%
Total	100.00%	100.00%	100.00%	100.00%

CONTENT ENGAGEMENT – EMEA Versions/Languages (Member)

LAST DAY											
% of clicks	AUSTRIA_GER	BELARUS_RUS	EU_ENG	EU_FRE	EU_GER	EU_ITA	EU_SPA	FRANCE_FRE	GERMANY_GER	ITALY_ITA	KAZAKHSTAN_RUS
Header	8.60%	12.77%	14.87%	11.69%	4.48%	23.33%	17.74%	14.36%	9.19%	10.09%	10.87%
Hero	41.58%	38.30%	28.74%	35.71%	34.33%	20.00%	41.94%	40.16%	39.13%	40.37%	34.78%
Secondary Module	29.39%	19.15%	20.13%	21.43%	28.36%	26.67%	17.74%	19.78%	30.60%	27.76%	47.83%
Mobile App	3.94%	0.00%	3.08%	5.19%	2.99%	0.00%	1.61%	5.02%	4.15%	0.00%	0.00%
Footer	16.49%	29.79%	33.18%	25.97%	29.85%	30.00%	20.97%	20.68%	16.93%	21.78%	6.52%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

LAST DAY							
% of clicks	MEA_ENG	MEA_FRE	RUSSIA_RUS	SPAIN_SPA	SWITZER_GER	UAE_ENG	UK_ENG
Header	17.11%	20.00%	9.75%	11.86%	10.23%	15.71%	10.27%
Hero	35.97%	44.17%	45.34%	43.59%	31.35%	34.58%	33.67%
Secondary Module	18.82%	15.83%	32.97%	23.45%	26.07%	21.27%	25.19%
Mobile App	4.66%	7.78%	0.00%	3.49%	5.61%	4.99%	3.15%
Footer	23.43%	12.22%	11.95%	17.61%	26.73%	23.46%	27.72%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

CONTENT ENGAGEMENT – EMEA Versions/Languages (Non-Member)

LAST DAY						
% of clicks	AUSTRIA_GER	BELARUS_RUS	EU_ENG	FRANCE_FRE	GERMANY_GER	ITALY_ITA
Header	0.00%	22.22%	9.71%	4.05%	12.90%	8.00%
Hero	21.74%	25.93%	23.08%	35.14%	32.26%	28.00%
Join Banner	0.00%	0.00%	3.24%	0.00%	1.61%	4.00%
Secondary Module	21.74%	18.52%	10.48%	13.51%	11.29%	12.00%
Footer	56.52%	33.33%	53.49%	47.30%	41.94%	48.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

LAST DAY					
% of clicks	MEA_ENG	RUSSIA_RUS	SPAIN_SPA	UAE_ENG	UK_ENG
Header	12.06%	5.36%	7.41%	13.28%	6.85%
Hero	37.11%	41.07%	27.78%	41.33%	26.49%
Join Banner	4.60%	3.57%	1.85%	1.48%	1.19%
Secondary Module	15.10%	12.50%	20.37%	16.97%	13.69%
Footer	31.12%	37.50%	42.59%	26.94%	51.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%



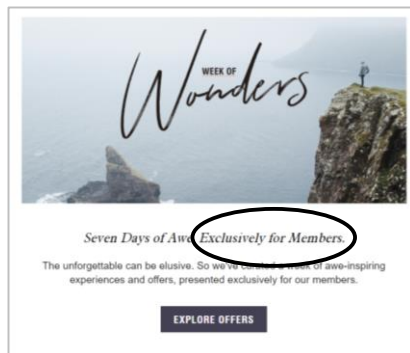
ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- As sending volumes return to pre-pandemic periods, it's key to continue reinforcing relevancy to maintain and/or lift KPIs
- Consider sending the initial email earlier in the week; provides enough time to target non-openers and non-clickers with resend
- Sending more METTs in Europe helped drive bookings; additional information is needed to understand email engagement declines
- Consider geo-targeting Promo subject lines and email content to lift KPIs and ultimately bookings; these emails make up a large portion of monthly mailings
- For Week of Wonders solo, we saw higher engagement with the 3-across secondary module design with 1 CTA; this design could be used in the future to streamline content, tease offers and drive traffic to the landing page; consider A/B testing

ACTIONABLE INSIGHTS

- Last Day mailing attracted more clicks on the hero than the secondary module, which could mean we may only need the hero module; an A/B test opportunity for reminders with dedicated landing pages – hero only vs. hero + secondary module
- Consider looking for ways to refine non-member targeting criteria to improve engagement, as well as providing a stronger reason to engage with member-only offers
 - Target non-members that have opened 2 or more emails, especially Solos, and active stayers (pre-pandemic)
 - Either hide the “Exclusively for Members” message to non-members or counter by showcasing the benefits of membership



Thank You!

CONTENT ENGAGEMENT – Europe

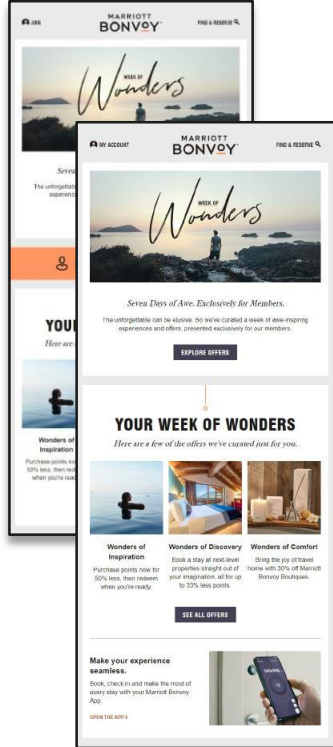
First Day

Region/Segment	Clicks	% of Clicks
EUR		
MEMBER	20,431	
HEADER	2,082	10.2%
Hero	6,610	32.4%
3-Across	6,409	31.4%
Mobile App	351	1.7%
Footer	4,979	24.4%
NON-MEMBER	1,522	
HEADER	99	6.5%
Hero	370	24.3%
Join Banner	23	1.5%
3-Across	253	16.6%
Footer	777	51.1%
TOTAL CLICKS	21,953	

Last Day

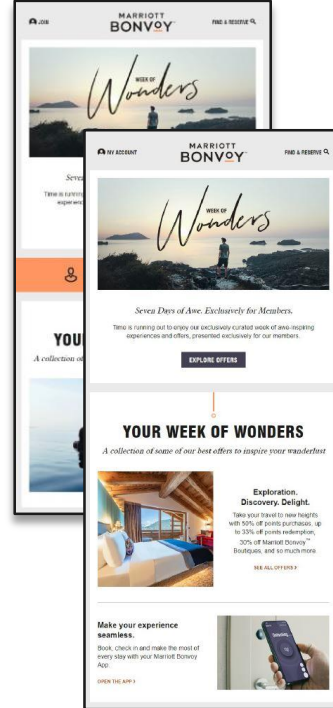
Region/Segment	Clicks	% of Clicks
EUR		
MEMBER	22,426	
HEADER	2,729	12.2%
Hero	7,635	34.0%
Secondary Module	5,382	24.0%
Mobile App	691	3.1%
Footer	5,989	26.7%
NON-MEMBER	1,867	
HEADER	166	8.9%
Hero	475	25.4%
Join Banner	48	2.6%
Secondary Module	220	11.8%
Footer	958	51.3%
TOTAL CLICKS	24,293	

CONTENT ENGAGEMENT – Middle East & Africa



First Day

Region/Segment	Clicks	% of Clicks
MEA		
MEMBER	6,273	
HEADER	979	15.6%
Hero	1,989	31.7%
3-Across	1,624	25.9%
Mobile App	218	3.5%
Footer	1,463	23.3%
NON-MEMBER	781	
HEADER	77	9.9%
Hero	286	36.6%
Join Banner	28	3.6%
3-Across	165	21.1%
Footer	225	28.8%
TOTAL CLICKS	7,054	



Last Day

Region/Segment	Clicks	% of Clicks
MEA		
MEMBER	9,724	
HEADER	1,635	16.8%
Hero	3,488	35.9%
Secondary Module	1,886	19.4%
Mobile App	474	4.9%
Footer	2,241	23.0%
NON-MEMBER	1,360	
HEADER	167	12.3%
Hero	516	37.9%
Join Banner	55	4.0%
Secondary Module	210	15.4%
Footer	412	30.3%
TOTAL CLICKS	11,084	