

EMEA Quarterly Email Review & Planning *Q1 2022*

28 April 2022

MARRIOTT
BONVOY®



LE MÉRIDIEN BARCELONA, SPAIN



Meeting Agenda

1. Quarterly Performance Summary

2. Q1 Campaign Highlights & Trends

- Drive Market Solo
- MAU
- Lux MAU
- METT
- Global Local
- Europe Traveler
- Polish Announcement
- Welcome Series

3. Testing & Optimization

4. Actionable Insights



COURTYARD AL BARSHA, DUBAI, UAE

Quarterly Performance Summary

Q1 2022 YoY Performance Overview

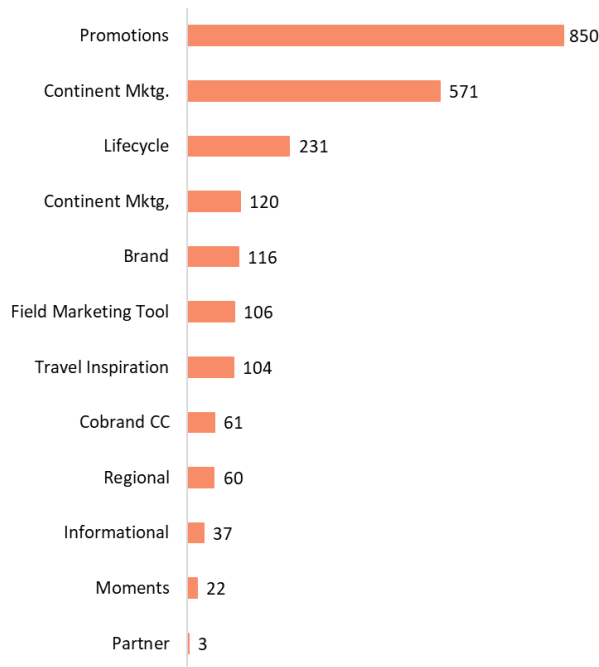
3.1 M Email Subscribers* +1.1% vs. Jan '22	41.5 M Delivered Emails +20.9% YoY -84.1% vs Q1 '19
1.3% CTR +0.2 pts. YoY +0.0 pts. vs Q1 '19	0.27% Unsub. Rate +0.03 pts. YoY +0.03 pts. vs Q1 '19
10.5 K Room Nights +69.4% YoY -93.3% vs Q1 '19	\$2.3 M Revenue +106.3% YoY -91.4% vs Q1 '19

*Emailable members & non-members in EMEA; does not include anyone on a suppression list

4

3.4 K
Bookings
+81.8% YoY
-94.9% vs Q1 '19

Booking Contribution
(By Email Category)



YoY engagement showing positive recovery as efforts strive to return to 2019 levels

Total Emailable audience saw a decline amongst non-members but an increase in Africa and Middle East members leading to a 1.1% increase overall

Maintained CTR and unsub rates compared to 2019



3.1M Emailable Customers in April 2022 (+1.1%)

- Non-member audiences experienced decline in Europe and Middle East regions with Africa remaining flat

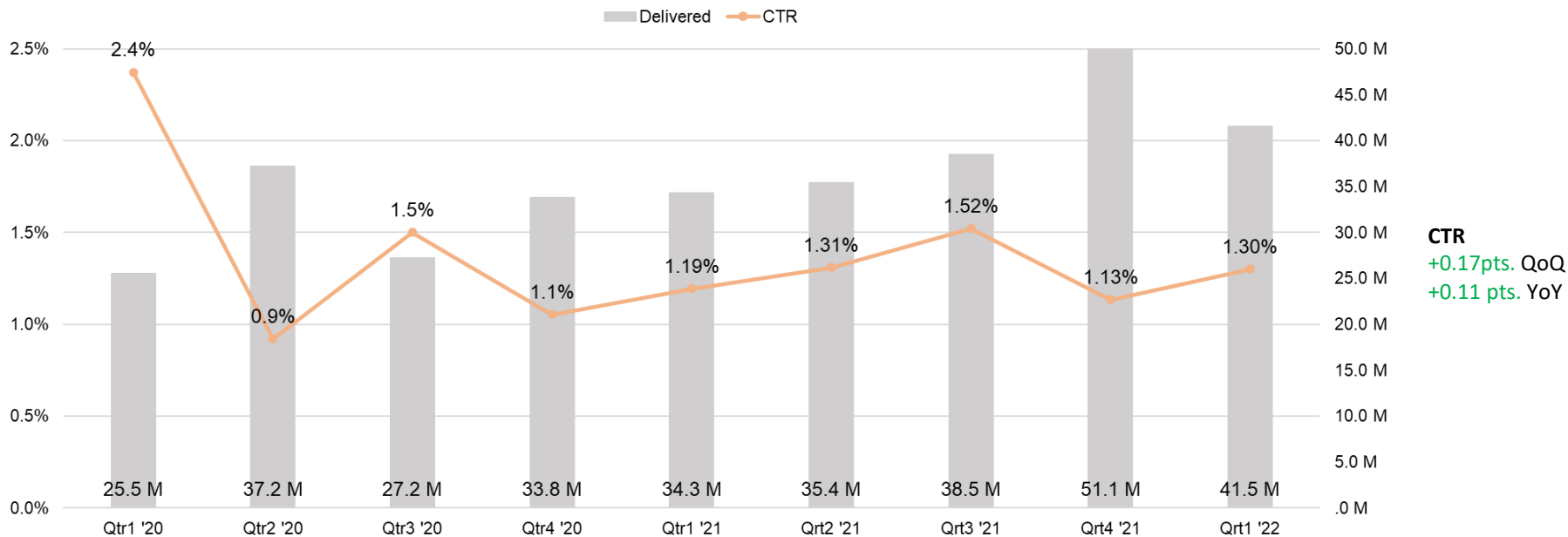
Region	Members	vs. Jan	Non-Members	vs. Jan
Africa	405,401	2%	38,547	0%
Europe	1,508,447	0%	67,964	-5%
Middle East	1,010,462	3%	53,834	-7%

Emailable Counts by Region	Mar '22	vs Jan '22
EMEA		
Africa	443,948	+2.0%
Europe	1,576,411	-0.2%
Middle East	1,064,296	+2.6%
EMEA Total	3,084,655	+1.1%
All Others		
Asia	3,459,564	+0.0%
Australia	541,181	-54.3%
Canada	1,242,464	+113.8%
Caribbean Islands	105,520	+4.2%
Central America	559,588	+1.9%
Pacific Islands	147,233	+1.5%
South America	545,385	+1.6%
United States	27,190,662	+2.2%
All Regions Total	36,965,094	+1.8%

Positive Engagement Lifts; Aligned With Bonvoy Trends

- Deliveries returned to previous quarter levels
- CTR increase vs Q4 '21 and Q1 '21
 - Several high-volume campaigns in January experienced significantly higher than average CTR leading to increase in engagement (For example, Global Promotion)

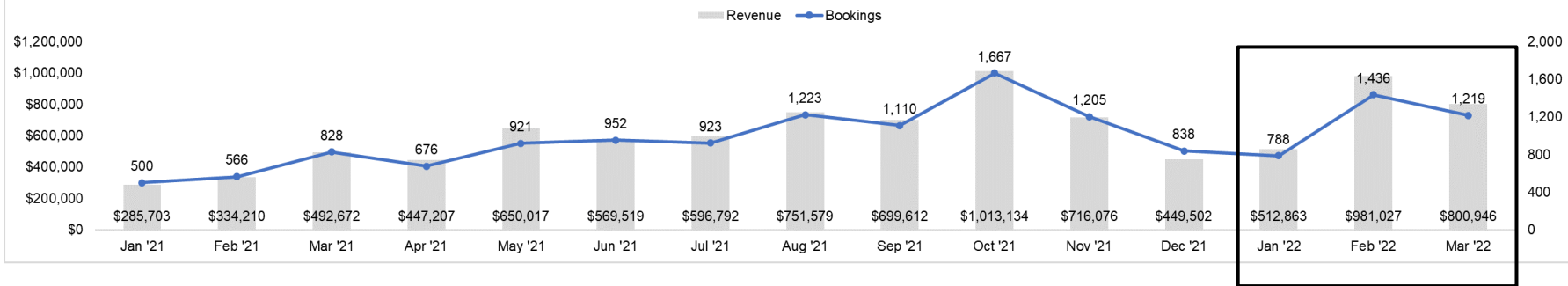
EMEA Quarterly Email KPI Trends (2020-2022)



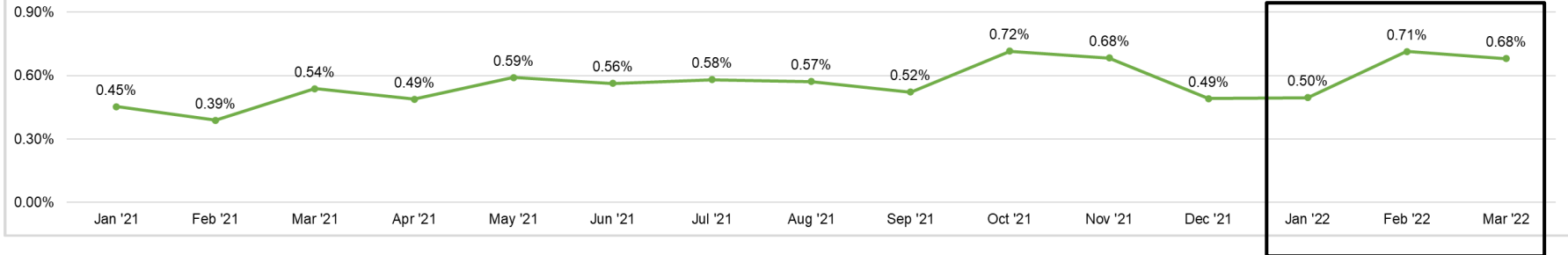
Feb & Mar Activity Drove Q1 Financials

Global promotion hero, Destinations content, and secondary Global Promotion all contributed to revenue throughout Q1

EMEA Overall Financial Trends (2021-2022)



EMEA Overall Conversion Rate Trends (2021-2022)



Engagement Mixed in Q1

- 115K members in EMEA earned and/or redeemed points in Q1; activity was slightly below goal
- Unsub. rate tracking impacted by Oct and Nov data issues
- Europe CTR aligned with goal and revenues were ahead by 9%; Global promo launching in Q1 contributed performance
- MEA CTR slightly below goal in Q1; engagement was positive each month with MoM increases, but rates were not high enough to reach Q1 goal

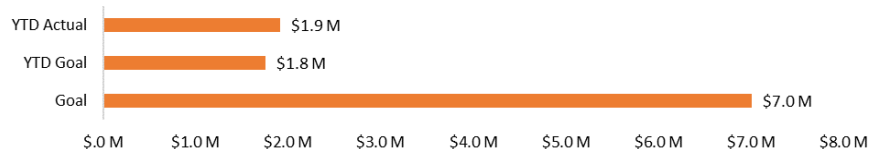
EMEA	Q1 '22	Quarterly Goal	vs. Goal
Points Activity	115.7K	135.9K	-15%

EMEA	Q1 '22	Quarterly Goal	vs. Goal
Unsubscribe	0.27%	0.24%	+0.03pts

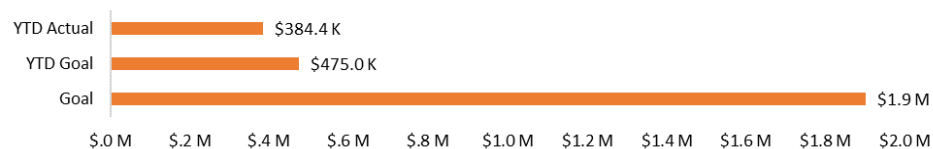
EUROPE	Q1 '22	Quarterly Goal	vs. Goal
CTR	1.6%	1.6%	0.0 pts.
Revenue	\$1.9 M	\$1.8 M	+9.2%

MEA	Q1 '22	Quarterly Goal	vs. Goal
CTR	0.8%	1.00%	-0.2 pts.
Revenue	\$384.4 K	\$475.0 K	-19.1%

Europe 2022 Revenue Goal

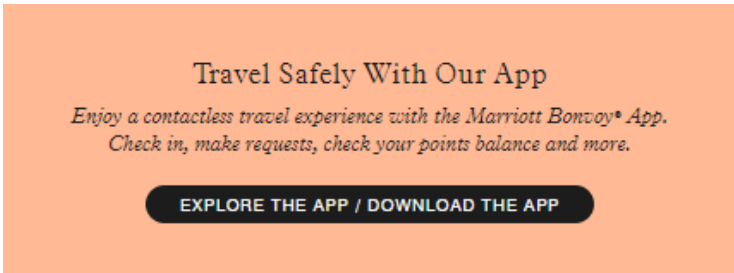


MEA 2022 Revenue Goal

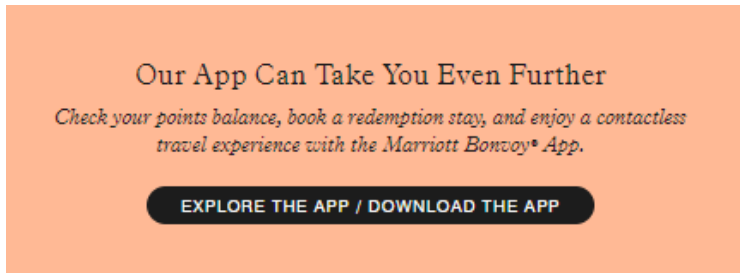


Mobile App Download Creative Jan - Mar

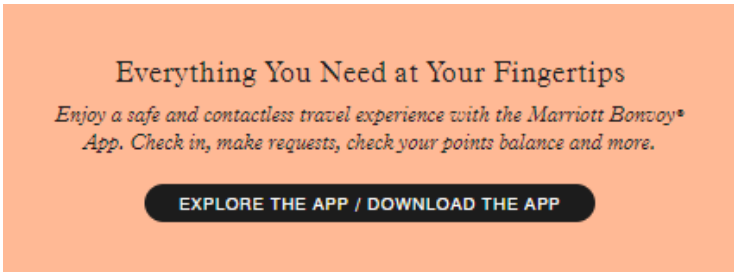
- Creative treatment remained consistent throughout Q1
- Different messaging included with creative treatment throughout Q1



January '22 Creative



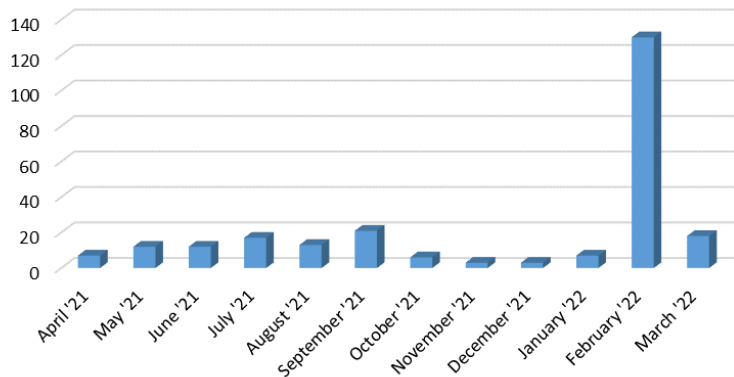
February '22 Creative



March '22 Creative

Strong Mobile App Download activity throughout Q1; Enrollments down MoM in March

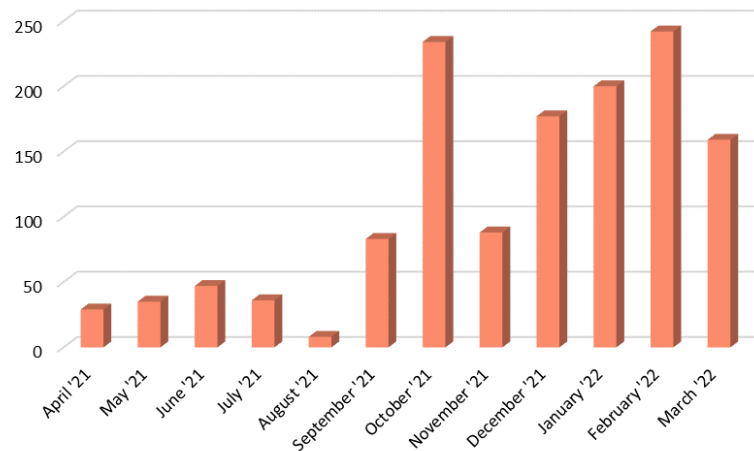
2021-2022 EMEA Enrollments
(Code: EMEA)



Time Period	# Enroll
12 Mo. Avg.	22
Mar Total	18
vs Avg.	-15%
MoM	-86% (-112)

- Enrollment down 86% after February spike

2021-2022 Mobile App Downloads



- Q1 App downloads continue to be strong

Time Period	App Downloads
12 Mo. Avg.	113
Mar Total	159
vs Avg.	+40% (46)
MoM	-34% (-83)

Q1 Campaign Highlights & Trends

Drive Market Solo

2021 Horizon Award Winner

Horizon Interactive Awards GOLD WINNER

Email – Newsletter



MY ACCOUNT

MARRIOTT
BONVOY

FIND & RESERVE

DISCOVER YOUR
PERSONAL PARADISE IN
THE UNITED KINGDOM

[Frame, you [You] don't have to travel far to unlock a world of experiences this summer with our thoughtfully curated collection of hotels and resorts close to home, including:

39 hotels
with a pool

16 hotels
with a spa

118 hotels with
restaurants

9 hotels
with golf

EXPLORE 121 HOTELS

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 reservation.

WE WANT TO HEAR FROM YOU

What are your summer plans?

☐ Staycation close to home >

☐ Exploring nearby destinations >

☐ Looking forward to traveling after >

☐ I'm still deciding >

SAVE ON MEMORABLE
FAMILY STAYS

Find your perfect family break and enjoy 50% off the second room. Plus, discover other offers for families.

SEE OFFERS

50% OFF

Looking for more travel inspiration?
Explore 10 Dreamworthy Escapes for the Whole Family >

MORE TO LOVE IN JUNE

Quintessentially London

Discover hotels in the heart of this vibrant city just steps away from the iconic sights and sounds.

EXPLORE LONDON >

Afternoon Tea Experience

Treat yourself to a decadent afternoon of tea and treats at our luxury hotels across London.

SEE DETAILS >

NEWEST HOTEL OPENINGS

Montcalm East, Autograph Collection®

Experience the creative spirit of London's Shoreditch neighborhood at this innovative hotel, whose iconic, diamond-shaped architecture pays tribute to Tate Modern artist Bridget Riley.

EXPLORE HOTEL >

THE WORLD IN THE
PALM OF YOUR HANDS

Your [Summer|Winter] Travel Companion

Unlock extraordinary experiences with the Marriott Bonvoy® App and simplify your [summer|winter] with easy booking and requests.

DISCOVER THE APP >

Q1 2022 Wins

1. Positive financial gains from featuring Global Promotion, personalized points balance module, and resorts offers & content to drive point usage
2. Targeted poll results for more 1:1 personalization engaged openers; content was among the top 3 most clicked in Jan & Mar
3. New creative to support brand education that was also targeted for luxury vs. non-luxury audiences drove high revenues in Jan
4. First-time using personalized video hero in March based on February poll responses to engage openers; top 2 most clicked module
5. Began translating Marriott Bonvoy Traveler content into several languages to inspire readers and reach a broader audience

EMEA 2022 Learning Roadmap: Monthly Drive Market Solos

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Email Performance	<ul style="list-style-type: none"> - Explore Epsilon widget roadmap for additional global capabilities - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Explore trigger campgin/retargeting capabilities 	<ul style="list-style-type: none"> - Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize 	<ul style="list-style-type: none"> - Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Plan to test trigger campaign 	<ul style="list-style-type: none"> - Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize
Personalization	<ul style="list-style-type: none"> - Test versioning content for luxury segments - Explore creative options for evergreen member module (lite version) - Plan poll schedule and data usage - Explore capabilities for listing nearby hotels - Continue PCIQ cross-border optimization 	<ul style="list-style-type: none"> - Test versioning content for luxury segments - Launch member module test (lite version vs point balance) - Test approach to poll questions - Begin testing nearby hotel listings - Continue PCIQ cross-border optimization 	<ul style="list-style-type: none"> - Test versioning content for luxury segments - Test using poll results for 1:1 personalization - Continue PCIQ cross-border optimiization - Continue member module testing (lite version vs point balance) 	<ul style="list-style-type: none"> - Test versioning content for luxury segments - Test presenting content based on poll results - Continue PCIQ cross-border optimiization
Content	<ul style="list-style-type: none"> - Test creative treatments cross border content - Introduce in-language Traveler content - Test headlines, copy and CTAs for point earning messages - Test poll placement 	<ul style="list-style-type: none"> - Test headlines, copy and CTAs for point earning messages - Test into regular offers CTA/module to increase clicks & bookings 	<ul style="list-style-type: none"> - Test creative treatments for mobile app CTA - Test headlines, copy and CTAs for point earning messages - Test placement of personalized poll results 	<ul style="list-style-type: none"> - Test headlines, copy and CTAs for point earning messages - Test creative treatments for member module - Test placement of personalized poll results
New Member Enrollment	<ul style="list-style-type: none"> - Submit request for additional enrollment code (METTS) 	<ul style="list-style-type: none"> - Test point earning messages for non-members - Test creative and/or copy for enrollment message - Implement METT tracking code 	<ul style="list-style-type: none"> - Test creative and/or copy for enrollment message - Test point earning messages for non-members 	<ul style="list-style-type: none"> - Test creative and/or copy for enrollment message - Test point earning messages for non-members

Driving Points Activity With Earning And Redemption Opportunities

Summary of Q1 2022 relevant, targeted email content that encouraged consumers to earn and/or use points.

Encourage Point Activation *Earning & Redeeming Offers*



A World of Resorts and Endless Experiences Awaits [Name].

Experience unparalleled access to a world of unique experiences and inspiring resort destinations. So, you might explore and unwind like never before.

[EXPLORE RESORTS](#)

Your points balance is low (and, remember, points can take you to the best of your next adventure. Register for free nights and more. [Learn more](#).)



Make Every Night Count...Twice.

Earn 1,000 bonus points and one Bonus Elite Night Credit on each night you stay through 4 May 2022.

[START EARNING](#)

Where Can Your Points Take You?

Your points balance is low (and, remember, points can take you to the best of your next adventure. Register for free nights and more. [Learn more](#).)

Earn points on stays, then redeem them for free nights, extraordinary experiences, and more.

[REDEEM NOW](#)



Earn Double on Rental Homes

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

[RESERVE TODAY](#)



Make Every Night Count...Twice. And Earn Bonus Points Faster.

(Register by 20 April 2022 and earn 10x 1,000 bonus points and one bonus Elite Night Credit on each night you stay through 4 May 2022.)

[REGISTER NOW/START EARNING](#)



Get Straight to the Point(s) *The more you explore, the more you can earn.*

Rediscover Travel Nearby

Stay closer to home and explore more beautiful scenery and exciting destinations.

[RE-EXPLOR](#)

Earn Points in Venice

Travel planned to a nearby stay in Venice and experience an array of world-class galleries, traditions, and landmarks.

[RE-EXPLOR](#)

Earn Points in Munich

Travel planned to a nearby stay in Munich and experience its vibrant culture scene and colorful, architectural streets.

[RE-EXPLOR](#)

Earn Points in Sharjah

Travel planned to a nearby stay and experience the cultural and landscape of Sharjah.

[RE-EXPLOR](#)

Earn Points in Doha

Travel planned to a nearby stay and experience Doha's city skyline, building made and ancient history.

[RE-EXPLOR](#)



Plan the Perfect Spring Escape

Discover your ideal springtime escape in one of the best destinations around the world with Hotels & Villas by Marriott International.

[RE-EXPLOR](#)

Personalized Messages *Targeted by region, program activity, etc.*



Plan a Spring Escape *That Fits Your Style.*

We sent out a poll last month to discover your dream destination. Now we're sharing some travel inspiration to take you even further in the UAE.

[EXPLORE NOW](#)

Travelers should review destination country's government guidance to confirm eligibility to travel and understand accommodation requirements.

Enjoy The Perfect [Activity] Resort Escape

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

[EXPLORE \[ACTIVITY\] RESORTS](#)



Take Our Poll

What's Your Dream Getaway?

Your points can earn you free nights. Where would you spend yours?

☐ France

☐ Qatar

☐ United Kingdom

☐ United Arab Emirates

Everything You Need at Your Fingertips

Enjoy a safe and contactless travel experience with the Marriott Bonvoy® App. Check in, make requests, check your points balance and more.

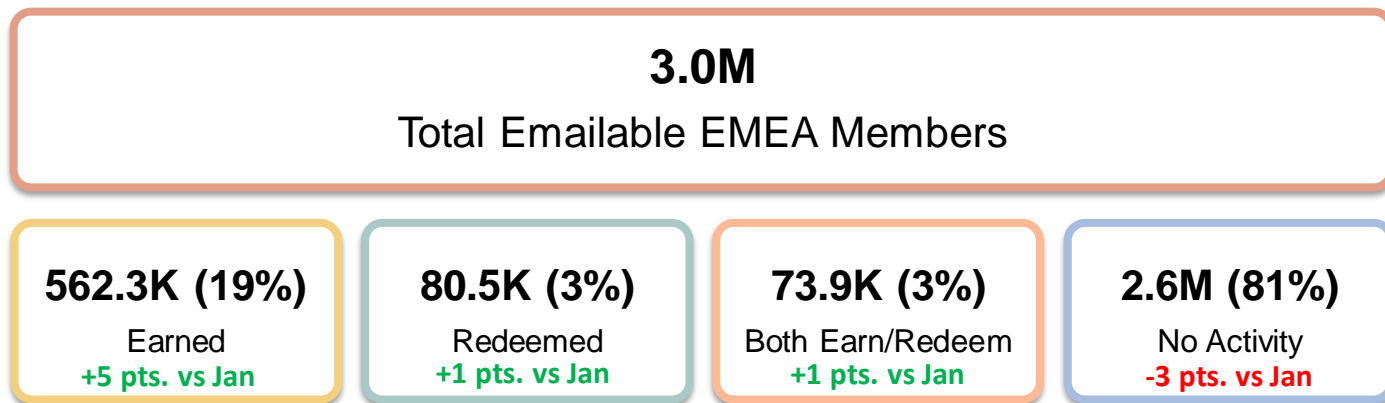
[EXPLORE THE APP / DOWNLOAD THE APP](#)

Janet Yangwirth
TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS
[VIEW ACTIVITY](#) [SEE BENEFITS](#)

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

YTD 2022 EMEA Member Point Activity

- April showed positive lifts across the member earn, redeem, and both audience groups compared to Jan
- Lifts were consistent across all member levels



Overall point activity up across all member levels

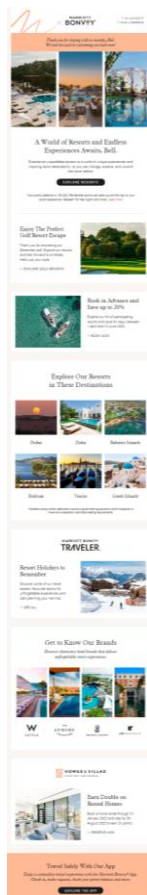
Emailable Audience Members Have Higher Levels Of Activity

- April point activity data broken down by emailable audiences vs. non-emailable
- Greater percentage of activity across earn, redeem, or both categories from the emailable audience vs non-emailable
 - Activity was consistently stronger across all levels
- 97% of non-emailable audience are Basic members and most have not activity

EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	2,728,085	14%	0%	0%	86%
Silver	111,607	57%	12%	11%	41%
Gold	104,566	57%	22%	22%	42%
Platinum	24,407	84%	48%	46%	15%
Titanium	23,574	88%	62%	60%	11%
Ambassador	7,244	96%	79%	79%	3%
Total	3.00 M	19%	3%	3%	81%

NON-EMAILABLE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	22,183,346	5%	0%	0%	95%
Silver	256,268	37%	5%	4%	62%
Gold	289,325	23%	6%	6%	77%
Platinum	25,550	70%	35%	33%	28%
Titanium	19,986	75%	47%	45%	23%
Ambassador	5,187	92%	71%	70%	7%
Total	22.78 M	5%	0%	0%	95%

Q1 2022 Drive Market Solos: CREATIVE EXAMPLES

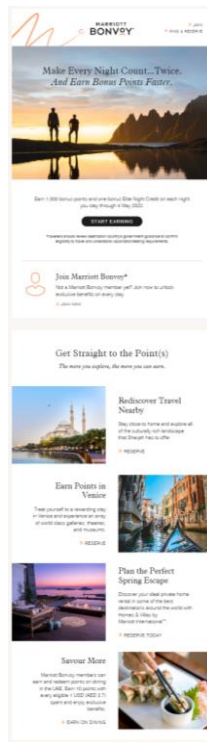


January '22 Highlights:

- Dec. Poll Results
- Regional SL Testing
- PCIQ Destination Optimization
- **Europe:** Resorts Content
- Animated Brand Education Module
- In-language Traveler Articles

February '22 Highlights:

- Global Promotion Hero
- Dream Getaway Poll
- Targeted Points Module
- Luxury/Non-luxury brand education module
- UAE: project Silk Module
- Targeted mobile app module



March '22 Highlights:

- Dynamic Hero with targeted poll results & video
- Global Promotion Featured Offer
- PCQI Image Optimization for Glo Pro module
- Thank you module targeting recent stayers
- Donate points module for ENG versions only
- Luxury/Non-luxury brand education module

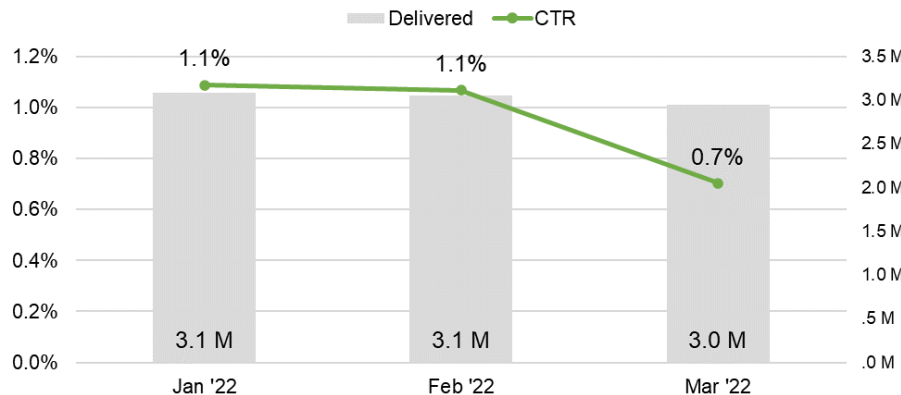


Q1 Engagement Stats

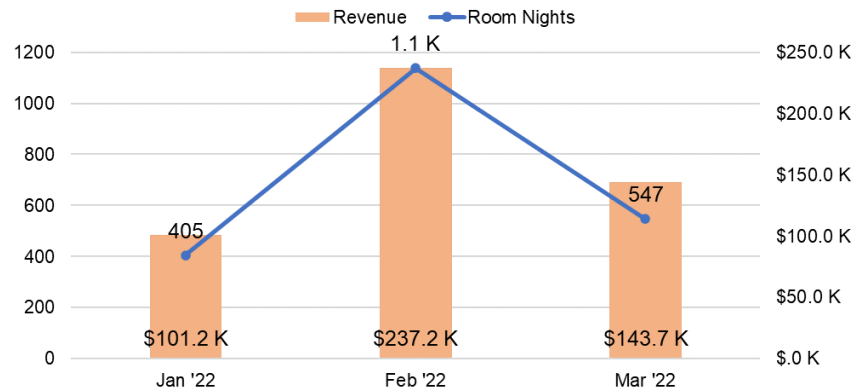
- Engagement consistent across Jan and Feb with a decline in March
 - Engagement impacted by suppression of Russia Audiences in March
 - Engagement with Hero significantly lower than normal
- Over 73% of total March Solo revenue came from header, higher than typical solo activity
- Revenue decline less than bookings and room nights which is a trend across other Bonvoy campaigns in Q1
- Global Promotion in February accounted for almost 50% of total quarterly revenue

Drive Solos	Q1 2022	QoQ
Delivered	9.1 M	+2.7%
Clicks	86.9 K	-2.5%
CTR	1.0%	-0.1 pts.
Unsub Rate	0.29%	---
Bookings	664	-18.3%
Room Nts.	2.1 K	-18.3%
Revenue	\$482.2 K	-5.6%
% Bkgs. to EMEA	83.9%	---
% Rev. to EMEA	84.2%	---

Drive Market Solo Engagement Trends



Drive Market Solo Financial Trends



March Delivery and Revenue Breakdown

EMEA Members Receiving Drive Market Solo Booked Most of The Revenue In EMEA Properties

Market	% of Total Delivery by Market					% of Total Revenue by Property Region					Total Revenue
	Europe	MEA	CALA	US + Can	APAC	Europe	MEA	CALA	US + Can	APAC	
AUSTRIA_GER	100.00%	0.00%	0.00%	0.00%	0.00%	20.35%	79.65%	0.00%	0.00%	0.00%	\$500.02
BENELUX_ENG	99.96%	0.01%	0.00%	0.02%	0.01%	33.82%	5.57%	0.00%	18.81%	41.80%	\$10,594.87
EGYPTPLUS_ENG	0.02%	99.95%	0.00%	0.02%	0.00%	61.60%	29.05%	0.00%	9.35%	0.00%	\$27,708.85
FRANCE_ENG	99.93%	0.02%	0.00%	0.04%	0.02%	79.73%	0.00%	0.00%	20.27%	0.00%	\$1,519.33
FRANCE_FRE	99.97%	0.01%	0.00%	0.01%	0.00%	12.23%	0.00%	0.00%	87.77%	0.00%	\$5,784.21
GERMANY_ENG	99.95%	0.01%	0.00%	0.02%	0.02%	97.61%	2.39%	0.00%	0.00%	0.00%	\$4,604.42
GERMANY_GER	99.98%	0.01%	0.00%	0.01%	0.01%	70.38%	25.38%	0.00%	4.24%	0.00%	\$12,542.14
ITALY_ENG	99.96%	0.02%	0.00%	0.02%	0.01%	100.00%	0.00%	0.00%	0.00%	0.00%	\$1,327.08
ITALY_ITA	99.98%	0.01%	0.00%	0.01%	0.00%	86.01%	13.99%	0.00%	0.00%	0.00%	\$5,255.30
QATAR_ENG	0.03%	99.94%	0.00%	0.02%	0.01%	0.00%	0.00%	0.00%	0.00%	100.00%	\$298.19
SAUDI_ARABIA_ARB	0.00%	99.99%	0.00%	0.01%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	\$405.00
SAUDI_ARABIA_ENG	0.01%	99.98%	0.00%	0.01%	0.00%	63.02%	36.27%	0.00%	0.70%	0.00%	\$3,975.80
SCANDINAVIA_ENG	99.97%	0.01%	0.00%	0.02%	0.01%	41.51%	38.42%	0.00%	20.07%	0.00%	\$31,693.11
SOUTH_AFRICA_ENG	0.02%	99.96%	0.00%	0.01%	0.01%	32.91%	67.09%	0.00%	0.00%	0.00%	\$347.05
SPAIN_ENG	99.96%	0.01%	0.01%	0.02%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	\$684.75
SPAIN_SPA	99.99%	0.00%	0.00%	0.01%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	\$46.02
SWITZER_GER	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	\$109.20
UAE_ENG	0.04%	99.92%	0.00%	0.02%	0.01%	61.47%	37.32%	0.00%	1.21%	0.00%	\$3,307.47
UK_ENG	99.96%	0.01%	0.00%	0.02%	0.01%	77.65%	4.87%	3.14%	14.33%	0.00%	\$37,488.87
Total	54.59%	45.38%	0.00%	0.02%	0.01%	60.46%	20.50%	0.80%	15.05%	3.19%	\$148,191.67

Top Performing Jan '21 Content: Offers, Destinations



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

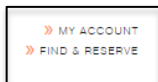
A World of Resorts and Endless
Experiences Awaits.

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

EXPLORE RESORTS

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

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



Brand Education
High Revenue Generator

Get to Know Our Brands

Discover distinctive hotel brands that deliver unforgettable resort experiences.



W
HOTELS

THE
LUXURY
COLLECTION®

THE RITZ-CARLTON

JW MARRIOTT

**Enjoy The Perfect
Beach Resort Escape**

Thank you for answering our December poll. Explore our resorts and look forward to a holiday that's just your style.

» EXPLORE BEACH RESORTS



Poll Content
#3 most clicked (all markets)

Explore Our Resorts
in These Destinations



UK Country Clubs

Verbier

Balearic Islands



Bodrum


Venice

Greek Islands

Travellers should review destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

Destinations
#1 most clicked

Top Performing Feb '21 Content: Hero, Offers, Poll Content



Make Every Night Count...Twice.
And Earn Bonus Points Faster.

Earn 1,000 bonus points and one bonus Elite Night Credit on each night you stay through 4 May 2022.


START EARNING

Travellers should review destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

Where Can Your Points Take You?
Your points balance is **20,000**

Earn points on stays, then redeem them for free nights, extraordinary experiences, and more.


REDEEM NOW



Hero
#1 most clicked
All markets

Secondary Offers #2 Most Clicked *Most Markets*

Get Straight to the Point(s)
The more you explore, the more you can earn.



Rediscover Travel Nearby


Stay close to home and explore Wales' beautiful scenery and exciting attractions.


RESERVE

Earn Points in Sharjah

Treat yourself to a rewarding stay and experience the culturally rich landscape of Sharjah.

RESERVE





Plan the Perfect Spring Escape

Discover your ideal private home rental in some of the best destinations around the world with Homes & Villas by Marriott International™.

RESERVE TODAY

Take Our Poll

What's Your Dream Getaway?

Your points can earn you free nights. Where would you spend yours?

☐ France

☐ Qatar

☐ United Kingdom


☐ United Arab Emirates

Poll Content
#3 most clicked
Most Markets

Top Performing March '21 Content: Hero, Offers, Poll Content

Explore Endlessly

Whether you're travelling near or far, we can help you find your future stay.



Dubai Abu Dhabi Ras Al Khaimah Middle East Beyond

EXPLORE MORE DESTINATIONS

Destinations Module

#1 most clicked

Hero Poll Results

#2 Most Clicked



Plan a Spring Escape

That Fits Your Style.

We sent out a poll last month to discover your dream destination. Now we're sharing some travel inspiration to take you even further in Qatar.

EXPLORE NOW

Travellers should review destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

Maximize Your Spring Travel

Take advantage of member-exclusive discounts and more.



Make Every Night Count...Twice.

Earn 1,000 bonus points and one bonus Elite Night Credit on each night you stay through 4 May 2022.

» START EARNING

Secondary Offer: Global Promotion

#3 most clicked

Quarterly Engagement Trend Continues With L2B And L3 Engagement Patterns

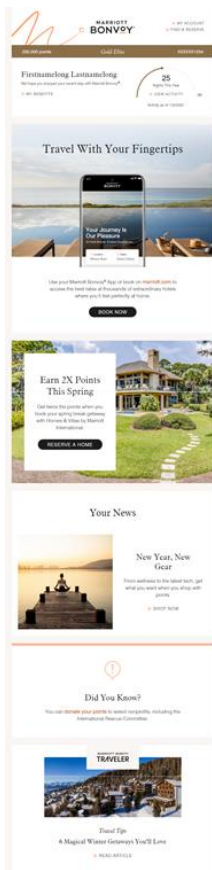
- L2B segment highest financial contributor luxury segment throughout the quarter
- L1 and everyone else represent the same revenue opportunity with L2A and L2B representing higher return comparatively

Drive Market Solo (Q1 2022)	L1	L2A	L2B	L3	Everyone Else	Total
Delivered (QoQ)	439,715 (+0.2%)	143,810 (0.0%)	253,552 (+1.3%)	43,855 (+4.0%)	8,206,741 (+2.9%)	9,087,673 (+2.7%)
Clicks	3,051	1,838	8,225	1,664	72,159	86,937
CTR (QoQ)	0.7% (-0.14 pts)	1.3% (-0.21 pts)	3.2% (+0.23 pts)	3.8% (-0.01 pts)	0.9% (-0.05 pts)	1.0% (-0.05 pts)
Unsub%	0.25%	0.12%	0.06%	0.05%	0.31%	0.29%
Bookings	12	16	120	21	495	664
Room Nts.	42	61	451	76	1,460	2,090
Revenue	\$17,879	\$18,530	\$128,603	\$12,147	\$305,027	\$482,185
Rev/Del.	\$0.04	\$0.13	\$0.51	\$0.28	\$0.04	\$0.05

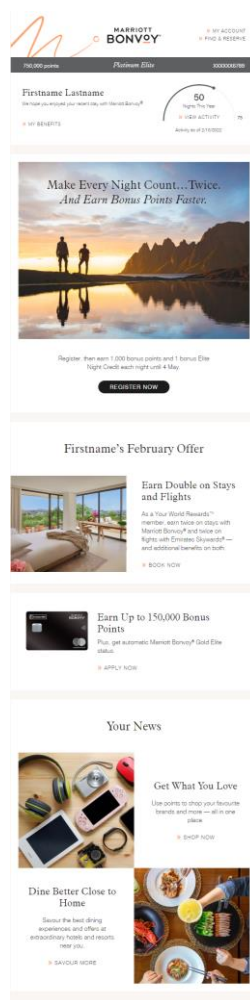
Core MAU (Monthly Account Update)

Q1 2022 MAU: CREATIVE EXAMPLES

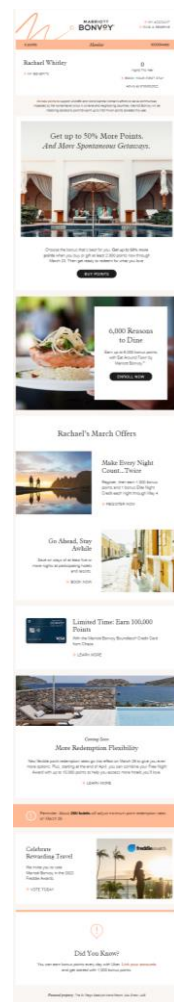
January '22



February '22



March '22

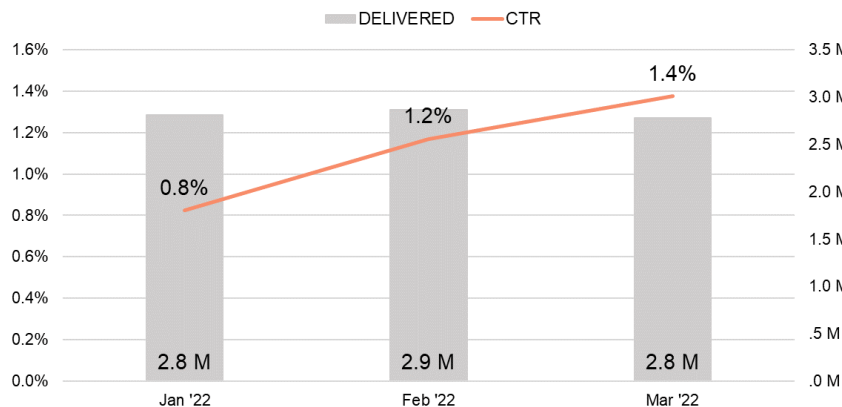


Delivery And Clicks Up Contributing To Increase In All Quarterly Financials

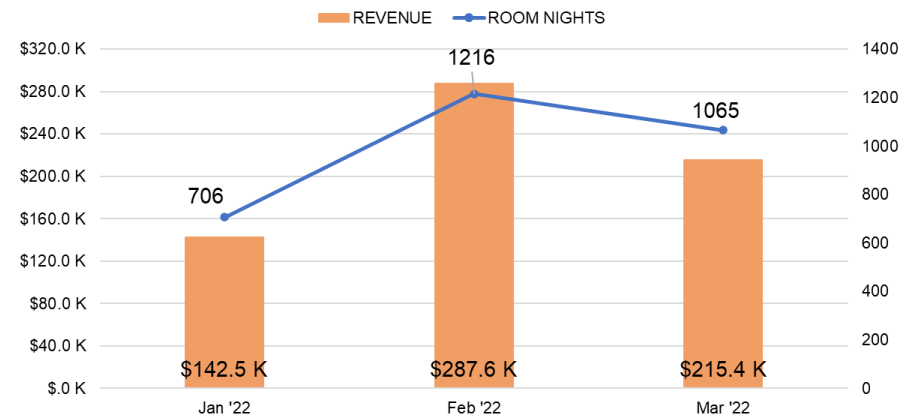
- Increased deliveries leading to higher click totals over the quarter
- February Global promotion led to highest financials of the quarter
- All months contained strong offers with global promotion in hero and secondary offers in February and March respectively

	Q1 2022	QoQ
Delivered	8.5 M	+4.7%
Clicks	95.0 K	+3.9%
CTR	1.1%	-0.01 pts.
Unsub Rate	0.31%	---
Bookings	1.1 K	+40.6%
Room Nts.	3.0 K	+38.8%
Revenue	\$645.5 K	+50.5%

MAU Q1 2022 Engagement Trends

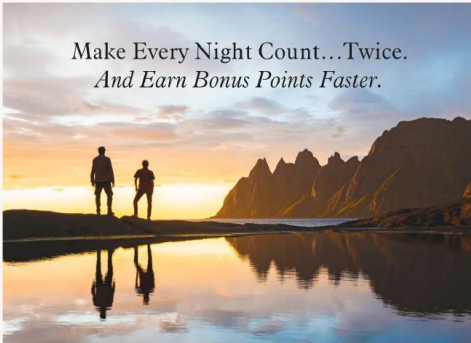


MAU Q1 2022 Financial Trends



Top Q1 Content

- Global Promotion captured more revenue for ENG version versus in-language
- Header and member module capture the largest share of clicks and revenue throughout the quarter
- Targeted offer content continues to perform well in MAU throughout Q1
- Several key offers throughout the quarter performed well including:
 - YWR/Westin (Feb)
 - HVMI (Jan)
 - Global Promotion (Feb + March)



Make Every Night Count...Twice.
And Earn Bonus Points Faster.

Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night through May 4.

[REGISTER NOW](#)

Paradise Is Calling

Book early to save up to 20% at extraordinary resorts in some of Europe's best destinations.

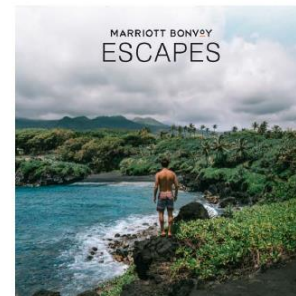
[» BOOK NOW](#)



Gift Well With Westin

Get 30% off Valentine's gifts, like a Westin Heavenly Robe, White Tea fragrance, and more.

[» SHOP NOW](#)



Save 25% on Your Getaway

Book by Sunday to save on stays in destinations you love with Marriott Bonvoy Escapes.

[» BOOK NOW](#)

Discover Relaxation for Less

Reserve your resort stay now to save up to 20% throughout Europe from April 1 through June 12, 2022.

[» EXPLORE NOW](#)



Make Every Night Count...Twice

Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night through May 4.

[» REGISTER NOW](#)

Lux MAU

March '22

February '22

LUX MAU CREATIVES: Q1 2022

EXAMPLE OF MEMBER VERSION

January '22

WELCOME TO LUX MAU CREATIVES



Make Time to Unwind.
In Blissful, Sun-Filled Solitude.

Immerse yourself in the beauty of the ocean and unwind in the comfort of our exclusive villas. Enjoy the sun, sand, and sea from the privacy of your own space. Book your stay today.

VIEW ALL HOMES



Relaxation Awaits

Find inspiration for your next tropical escape.



The Beauty of Silence

Discover the quiet beauty of the ocean and unwind in the comfort of our exclusive villas. Book your stay today.



THE ANGLE

The Magic of Bali

Experience the magic of Bali from the comfort of our exclusive villas. Book your stay today.

VIEW ALL HOMES

Exclusively for You, First

Escape to Luxury

Each villa is a private oasis, offering the ultimate in luxury and privacy. Book your stay today.

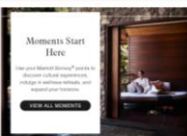
VIEW ALL HOMES



Plan Ahead and Save

Enjoy special offers and exclusive rates when you book your stay in advance. Book your stay today.

VIEW ALL HOMES



Moments Start Here

Let your vacation begin here. Enjoy the ultimate in luxury and privacy. Book your stay today.

VIEW ALL HOMES

New Hotels. New Experiences.



JW Marriott

Savannah Plant

Riverside District

Experience the ultimate in luxury and privacy. Book your stay today.

VIEW ALL HOMES



The Tammam, a

Luxury Collection

Hood, Harbor

Discover the ultimate in luxury and privacy. Book your stay today.

VIEW ALL HOMES



Culinary Spotlight

Michelin-Starred Dining in Hong Kong

Experience the ultimate in luxury and privacy. Book your stay today.

VIEW ALL HOMES

Treat Yourself at Home



EDITION

Shop your favorite home and lifestyle items from the comfort of your home. Book your stay today.

VIEW ALL HOMES

Discover What Inspires You



Take a break from your daily routine and unwind in the comfort of our exclusive villas. Book your stay today.

VIEW ALL HOMES



Rediscover the Romance of a New Destination



VIEW ALL HOMES



Get Inspired

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Why Love Your Home

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Rediscover the Romance of a New Destination

VIEW ALL HOMES



Escape to Luxury

Rediscover the Romance of a New Destination

VIEW ALL HOMES



The New York Edition

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Experience Your Place New

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Get Inspired

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Why Love Your Home

Rediscover the Romance of a New Destination

VIEW ALL HOMES



Rediscover the Romance of a New Destination

VIEW ALL HOMES



Discover What Inspires You

Rediscover the Romance of a New Destination

VIEW ALL HOMES

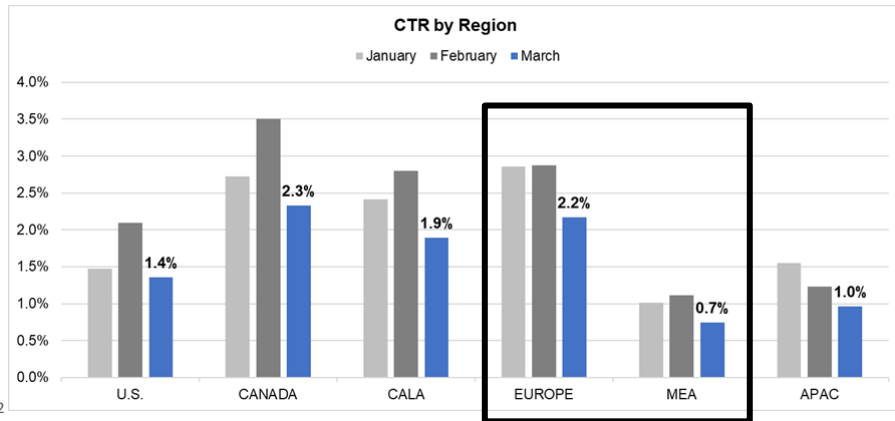


Positive KPIs Lifts QoQ

Lux MAU Q1 2022

EMEA Engagement

Region	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
Europe	186.6 K	4.7 K	2.5%	0.08%	58	\$52.9 K
MEA	192.7 K	1.9 K	1.0%	0.10%	10	\$12.9 K
Total	379.2 K	6.5 K	1.7%	0.09%	68	\$65.8 K
QoQ	-3.5%	-0.3%	+0.1 pts.	-0.02 pts.	+11.5%	-18.5%



Observations:

- Stronger engagement QoQ even with fewer deliveries and clicks
- Feb mailing was a good example of geo-targeting that drove relevancy; had several targeted modules and called out specific locations
- March content approach was broader and road trip themed speaking to the quantity of hotel locations around the world
- Plans are in place to build upon Feb successes by looking for ways to enhance the global appeal in future mailings to drive clicks
 - Geo-target hero when possible and call out specific locations in body copy (consider geo-targeting the text)

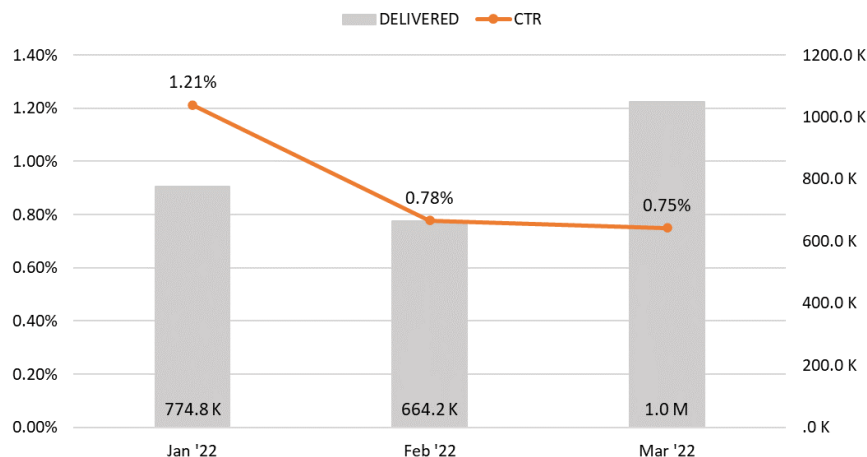
METT Emails

Q1 METT Performance Summary

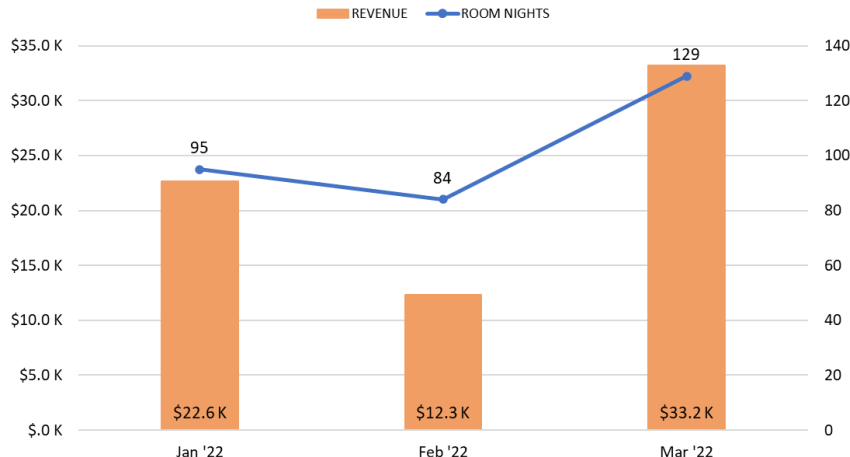
- Increased delivery counts in March back to normal volumes with CTR remaining consistent MoM and strong financials
- QoQ financials are down resulting from lower than normal delivery volume in Jan and Feb

	Q1 2022	QoQ
Delivered	2.5 M	-32.6%
Clicks	22.4 K	-26.3%
CTR	0.90%	+0.1 pts.
Unsub Rate	0.18%	---
Bookings	106	-44.8%
Room Nts.	308	-46.3%
Revenue	\$68.1 K	-35.6%

METT Q4 2021 Engagement Trends



METT Q4 2021 Financial Trends



Top 10 Q1 2022 METT Revenue drivers

- Suite Collection METT featured the highest revenue and CTR of all Q1 METTs
- March METTs combined for the highest month of revenue for Q1 METTs

Month	Description	Delivered	Open Rate	CTR	Bookings	Revenue
January	EU_WEM_SuiteCollection_Jan28_DE	83,317	19.6%	3.5%	10	\$8,874
January	EMEA_UAE_HotelOffersINT_all_21Jan_EN	98,106	10.6%	0.7%	7	\$8,211
March	EMEA_WEM_Zurich_Mar11_DE	71,426	17.0%	1.7%	7	\$7,892
March	EMEA_WEM_Amsterdam_Mar25_DE	78,862	16.7%	1.0%	8	\$7,824
February	EMEA_GLP_Kuw_Tur_Oman_Qatar_All_Feb25_EN	97,924	8.2%	0.9%	8	\$6,086
January	EU_DACH_ALL_Jan21_DE	82,363	15.5%	1.3%	5	\$4,344
January	EMEA_UK_FebruaryHalfTerm_Jan28_EN	98,499	11.6%	0.9%	8	\$4,117
March	EMEA_KSABE_LocalPromo_Mar25_EN	47,096	7.9%	0.6%	3	\$4,071
March	EMEA_XR_SouthernEurope_Mar11_EN	98,059	8.7%	0.8%	2	\$3,690
January	EMEA_GLP_HotelOffers_all_28Jan_EN	98,197	8.1%	0.6%	5	\$3,622
Top Performing Total		853,849			63	\$58.7K
% of Total (Q1 2022 METTs)		25%			43%	66%

Top Performing METTs: March 2022

(Highest Revenue + High CTR)

EMEA_WEM_Zurich_Mar11_DE

Subject Line:

Zurich seduces in spring with free room upgrades and (Translated)



IHR GLÜCKSBINGER IM FRÜHLING

Die Spannung des Entdeckens und Blick auf wunderschöne Berg- und Stadtansichten aus einem ruhigen und doch so lebendigen Zentrum. Willkommen bei den Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

Wie immer bei der Buchung der Apartments über unsere App erhalten Sie Bonus- und Preisvorteile. Buchen Sie jetzt!

KOSTENLOS WACHWECHSELN



EINE NEUE ADRESSE IN ZÜRICH

Entdecken und so viel wie möglich von der Stadt und dem See genießen. Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

NEUEN ENTWICKELN



DIE BESTE AUSSICHT AUF ZÜRICH

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

ALTERNATIVEN



WO ZÜRICH LIEGT & HIN

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

TRANSITIONER NEU



ZÜRICH ERLEBEN SIE NEU

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

INFORMATIONEN FÜR SIE

(Second Most Revenue)

EMEA_WEM_Amsterdam_Mar25_DE

Subject Line:

Discover The New Sheraton Hotel At Schiphol Airport (Translated)



ERLEBEN SIE DAS NEUE SHERATON AMSTERDAM

Wie immer bei der Buchung der Apartments über unsere App erhalten Sie Bonus- und Preisvorteile. Buchen Sie jetzt!

NEU ERLEBEN



ENTDECKEN SIE UNSER ANGEBOT

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

BUCHEN



PARKEN, BOHLEN & FLIEGEN

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

NEU ERLEBEN



LÄNGER GEMEINSAM

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

BUCHEN



DIE STADT DER FAHRWAGEN

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

NEU ERLEBEN

(Strong Engagement)

EMEA_MomentsExpo_members_4 Mar_EN

Subject Line:

Go Behind The Scenes at Expo 2020 Dubai



VIP EXPO 2020 DUBAI ACCESS AND SUITE STAY

Wie immer bei der Buchung der Apartments über unsere App erhalten Sie Bonus- und Preisvorteile. Buchen Sie jetzt!

- Two nights stay at [The Rixos Dubai](#) in a new bedroom suite
- Dinner at [The Rixos Dubai](#)
- Special for access to the Expo 2020
- VIP car of exclusive service
- and more

NEU ERLEBEN



MORE EXPO 2020 DUBAI MOMENTS

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

BUCHEN



VISIT MARIOTT BONVOY AT EXPO

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

BUCHEN



ONE APP FOR ENDLESS POSSIBILITIES

Die Apartments der Marke in geräumigen Lage, mit kostenloser Internetverbindung & kostenloser Einzahlungsmöglichkeit. Sie werden Sie überzeugen werden Sie die nächsten Wochen Urlaub, Frühling, Sommerurlaub oder Last Minute!

BUCHEN

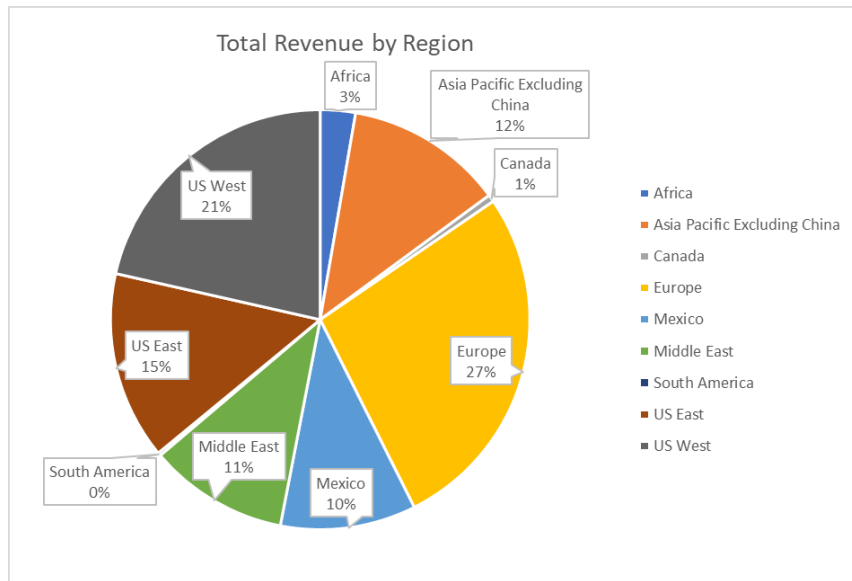
March METT Campaign List

- Increased March mailings brought higher clicks and overall engagement
- March financials were the highest of the quarter with increased engagement contributing to overall increase

Campaign Name	Delivered	CTR	Bookings	Revenue
Total	1536329	0.70%	60	\$39,775.56
EMEA_Spain&Portugal_UnitedAirlines_Mar4_EN	98,568	0.8%	8	\$1,374
EMEA_SSA_EasterSummer_25Mar_EN	98,452	0.4%	6	\$1,401
EMEA_UK_Mother'sDay_March11_EN	98,281	0.5%	2	\$3,015
EMEA_EDITIONMadrid_Feb25_EN	98,229	0.6%	2	\$164
EMEA_WSTN_World Sleep Day_MARCH4_EN	98,113	0.6%	2	\$1,980
EMEA_XR_SouthernEurope_Mar11_EN	98,059	0.8%	2	\$3,690
EMEA_UAE_HotelOffersInt_all_11Mar_EN	97,908	0.6%	3	\$2,700
EMEA_UAE_HotelOffersLocal_all_4Mar_EN	97,550	0.5%		
EMEA_UAE_FB_ALOFT_11MAR_EN	97,496	0.3%		
EMEA_KSAEB_Egypt_HotelOffers_4Mar_All_EN	96,077	0.7%	2	\$793
EMEA_GLP_MEOUnitedAirlines_Members_Mar25_EN	79,109	0.5%	1	\$269
EMEA_WEM_Amsterdam_Mar25_DE	78,862	1.0%	8	\$7,824
EMEA_WEM_Amsterdam_Mar25_EN	78,841	0.5%	4	\$1,941
EMEA_WEM_Zurich_Mar11_EN	71,602	0.8%	5	\$1,420
EMEA_WEM_Zurich_Mar11_DE	71,426	1.7%	7	\$7,892
EMEA_EE_CzechRepublic_March25_EN	57,087	0.5%	3	\$872
EMEA_MomentsExpo_members_4Mar_EN	56,599	1.5%	2	\$370
EMEA_KSABE_LocalPromo_Mar25_EN	47,096	0.6%	3	\$4,071
EMEA_EU_Golf_Mar4_EN	16,974	1.1%		

Share Of Revenue To EMEA Properties Decreased In Europe In March

- 41% of March Revenue went to EMEA properties



Top 5 Hotels booked in EMEA	Revenue
LC THE LANGLEY, A LUXURY COLLECT	\$2,557.27
JW MARRIOTT MARQUIS HOTEL DUBAI	\$2,108.36
WH ISTANBUL	\$2,020.12
FP SHEIKH ZAYED ROAD, DUBAI	\$1,962.16
BERLIN MARRIOTT	\$897.48
Total Revenue	\$9,545.39

US METT Audience Breakdown and Revenue

2/6 campaigns targeted to us audiences drove greater percentage to EMEA region revenue, remaining campaigns generate revenue outside of EMEA


Q1 METTs	% of Deliveries by Region		Email Revenue	% of Total Revenue by Property Region				
	US	EMEA	Total	EMEA	APAC	Mexico	S. Am	US
EMEA_XR_SouthernEurope_Mar11_EN	93.14%	6.09%	\$3,689.70	13%		87%		
EMEA_WEM_Amsterdam_Mar25_EN	73%	27%	\$1,941.18	14%				86%
EMEA_SSA_EasterSummer_25Mar_EN	63%	37%	\$1,400.60	59%	32%			9%
EMEA_Spain&Portugal_UnitedAirlines_Mar4_EN	99.62%		\$1,374.42	37%		24%	7%	33%
EMEA_GLP_MEOUnitedAirlines_Members_Mar25_EN	99.26%		\$269.00					100%
EMEA_EDTIONMadrid_Feb25_EN	99.58%		\$164.00					100%

Additional Campaign Analysis


Bonvoy Escapes

- Engagement performed well amongst EMEA members with significantly higher CTR than '21 mailing
- Unsub rate was 21% lower in vs '21 mailing
- Reporting was understated in Q1 for this campaign due to tracking issues

Bonvoy Escapes	
	Feb '22
Delivered	1.4 M
Clicks	17.5 K
CTR	1.3%
Unsub Rate	0.33%
Bookings	60
Room Nts.	153
Revenue	\$35.9 K



MY ACCOUNT
FIND & RESERVE



Unwind Like Never Before,
With Marriott Bonvoy Escapes.

From a city break to a country escape, the perfect getaway is waiting for you. Enjoy 20% off at participating hotels and resorts when you book by this Sunday.

[VIEW RATES](#)

Where to?

[SEARCH HOTELS](#)

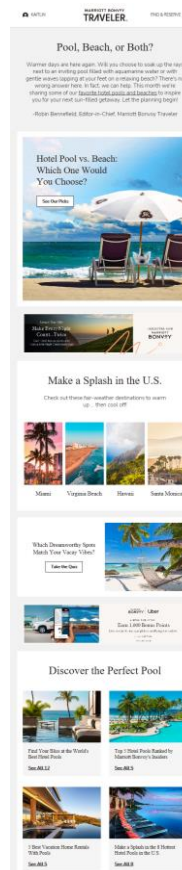
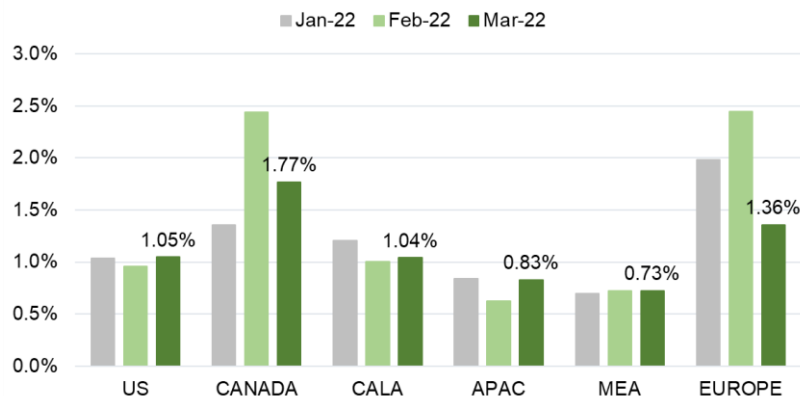
Travelers should review destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

Europe Traveler

- European engagement close to Bonvoy Average with lower CTR coming from MEA recipients
- Strong revenue from EU with higher engagement and clicks contributing to quarterly financials

Europe Traveler – Q1 '22			
	Total	EU	MEA
Delivered	2.7 M	1.6 M	1.0 M
Clicks	30.9 K	23.5 K	7.5 K
CTR	1.2%	1.4%	0.7%
Unsub Rate	0.18%	0.21%	0.14%
Bookings	65	54	11
Room Nts.	216	167	49
Revenue	\$37.7 K	\$26.8 K	\$11.0 K

CTR by Region: MoM Engagement



Polish Announcement

- CTR above average resulting in strong engagement
- 225 members selected language preference after mailing

Polish Ann. – 02/16/22	
Delivered	20.1 K
Clicks	380
CTR	1.9%
Unsub Rate	0.23%
Bookings	5
Room Nts.	12
Revenue	\$1.6 K
# Polish Lang.	225



Email Communications in Polish Language

Thank you for being a Marriott Bonvoy® member. As part of our ongoing effort to deliver the content and messages relevant to you, we are working on expanding our email communications to include additional languages.

Is Polish your preferred language? To continue receiving all emails in English, there is no action necessary. However, if you would like to start receiving select Marriott Bonvoy emails in Polish — such as program news, travel inspiration and exclusive offers (e.g., discounted rates, bonus points, hotel packages) — please sign in to your account by visiting [Marriott.com](https://marriott.com), or clicking the link below, and navigating to: Your Profile > Communication Preferences to select the language you would like to receive.

While we continue developing our Polish language communications, you will continue to receive select Marriott Bonvoy emails in English in order to ensure you do not miss any important communication.

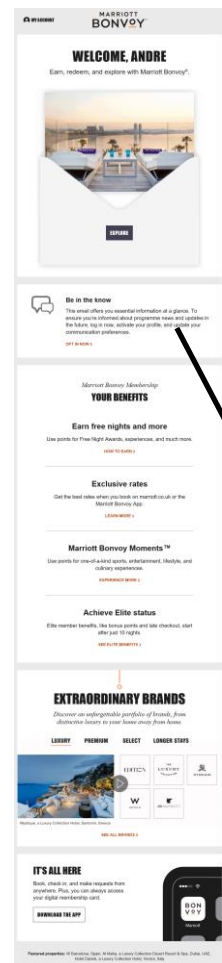
Thank you again for being a member and for choosing to travel with us. We look forward to welcoming you — wherever your journey takes you.

[UPDATE LANGUAGE PREFERENCE](#)

Polish Lang. are as of end of March '22



Welcome Transactional - EMEA



- Targeted Welcome campaign with new opt-in solicitation
- Engagement increased and remained steady in Q1 2022
- Most KPIs were above EMEA Welcome average during the same time period

New Opt-In Module

Be in the know

This email offers you essential information at a glance. To ensure you're informed about programme news and updates in the future, log in now, activate your profile, and update your communication preferences.

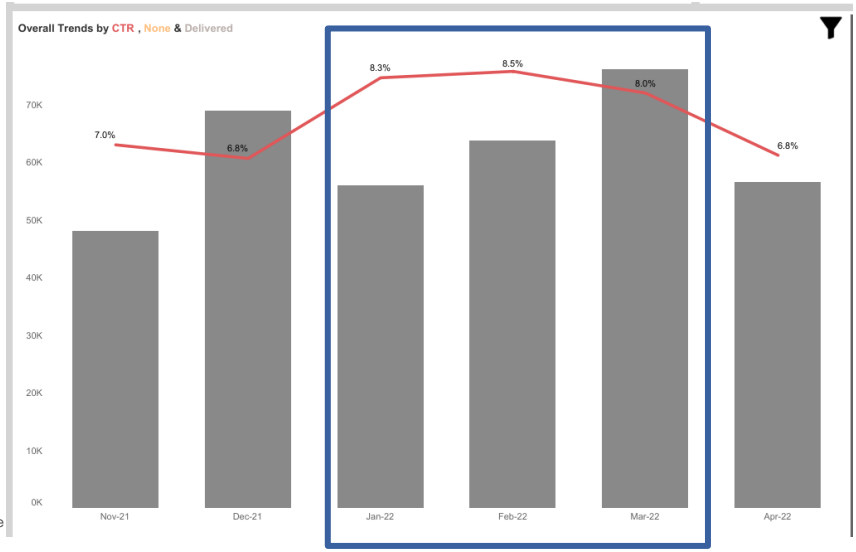
[OPT IN NOW >](#)

EMEA Welcome Avg.

- Delivery Rate = 83.5%
- CTR = 7.0%
- Unsub Rate = 2.81%
- Bookings/Delivered (K) = 0.47

Reporting time period: 9 Nov – 26 April 2022 compared to previous period




426.8 K ▲0.61 % Sends	369.4 K ▼-17.20 % Delivered	28.1 K ▼-29.07 % Clicks	148.93 K ▼-42.48 % Opens
86.5% ▼-1.6 % Delivery Rate	2.87% ▲0.11 % Unsub Rate	7.6% ▼-0.2 % CTR	18.9% ▲1.07 % CTOR
206.00 ▼-24.98 % Bookings	579.00 ▼-26.21 % RoomNights	\$104.80 K ▼-21.33 % Revenue	0.56 ▼-0.2 % Bookings/ Delivery(k)



Offer Summary: Email Performance

January – March 2022

- Total of 184 tracked bookings and \$155K from promoting regional offers in Q1 campaigns: Core MAU, Regional Solos, and METT
- Most deliveries included messaging for both EU and MEA resorts offers
- Plans are in place to continue tracking engagement each quarter

					
Offer Name	Delivered	Clicks	CTR	Bookings	Revenue
Stay Longer On Us	905,941	9,707	1.07%	49	\$35,692
Bonvoy Escapes*	3,793,475	19,802	0.52%	69	\$53,285
Family Offer	484,313	5,605	1.16%	25	\$19,715
EU Resorts	5,095,833	16,648	0.33%	37	\$43,761
MEA Resorts	3,822,203	6,515	0.17%	4	\$2,579
TOTAL	14,101,765	58,277	0.41%	184	\$155,033

*Bonvoy Escapes: reporting was understated in Q1 due to regional solo tracking issues

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Testing & Optimization

Q2 Plans

April 2022

- ✓ PCIQ image testing for Hero Imagery
- ✓ Upcoming trip module
- ✓ Lux vs Non-lux member status module
- ✓ PCIQ Global Promotion image testing
- ✓ Points balance module testing

May 2022

- ✓ Continue PCIQ SL for all languages
- ✓ Targeting based on stay activity
- ✓ PCIQ A/B Test for Stay Longer on Us offer
- ✓ Cobrand module targeting
- ✓ Copy test for join banner

February Dream Getaway Poll #3 Most Clicked Module

- Poll captured 6% of total clicks between both regions and continues to be in the top clicked modules
- Top answer by region: **France** in Europe and **UAE** in MEA
- Develop an ongoing strategy to leverage poll content & previous clicks for better personalization

Poll By Region	Europe	MEA	Total
France	32.97%	25.90%	29.04%
Qatar	9.36%	14.18%	13.61%
United Arab Emirates	27.68%	34.84%	30.16%
United Kingdom	29.99%	25.08%	27.19%

Take Our Poll

What's Your Dream Getaway?

Your points can earn you free nights. Where would you spend yours?

☐ France
 ☐ Qatar

☐ United Kingdom
 ☐ United Arab Emirates

Versions	France	Qatar	United Arab Emirates	United Kingdom
BENELUX_ENG	67	12	32	34
EGYPTPLUS_ARB	1		5	3
EGYPTPLUS_ENG	79	44	118	92
FRANCE_ENG	19	3	7	8
FRANCE_FRE	44	11	22	6
GERMANY_ENG	47	11	38	29
GERMANY_GER	61	11	61	28
ITALY_ENG	8	4	11	6
ITALY_ITA	23	15	24	10
KAZAKHSTAN_RUS	4	3	4	3
QATAR_ARB				3
QATAR_ENG	10	27	15	13
RUSSIA_ENG	115	120	115	118
RUSSIA_RUS	20	8	46	25
SAUDI_ARABIA_ARB	10	1	7	5
SAUDI_ARABIA_ENG	21	25	50	26
SCANDINAVIA_ENG	99	32	83	98
SOUTH_AFRICA_ENG	33	9	26	23
SPAIN_ENG	4	1	3	6
SPAIN_SPA	35	9	11	12
SWITZER_GER	4		6	4
TURKEY_ENG	8	1		4
UAE_ARB	4		3	1
UAE_ENG	59	30	107	45
UK_ENG	125	44	131	248
Total	900	421	925	850

March Poll results Engagement

- First time targeting hero content based on previous poll responses
- Low counts for targeted poll respondents resulted in fewer clicks
 - UK 579
 - UAE 515
 - FRANCE 454
 - QATAR 120
 - NO_ANSWER 2,741,725
- Destinations module captured more clicks than it typically has in previous months with new creative pulling activity from the hero
- Click tracking issues with poll respondents; unable to determine heat map activity for hero compared to other modules
- Recommend testing approach in future mailing and confirming tracking with data team is in place to measure personalization engagement

Actionable Insights

Q4 Actionable Insights

- Continue testing translated Traveler content to monitor for engagement as content captures strong activity from in-language markets.
- Recommend testing personalized poll approach again in future mailing and confirming tracking with data team is in place to measure personalization engagement.
- Develop strategy around feedback loop for poll schedule and using personalized content based on responses.
- Emailable members demonstrated considerably higher point activity proving points activity messaging working among emailable members, test CTA copy that encourages point earn/redeem for example, Earn Points Now, Redeem Points.
- Core MAU regional content resonates most with EMEA audiences, continue including regional offers in monthly account updates.
- Global promotion performed well in all module including secondary offer and captured engagement multiple campaigns, continue to include global promotion in secondary content to capture clicks and encourage point earning opportunities.

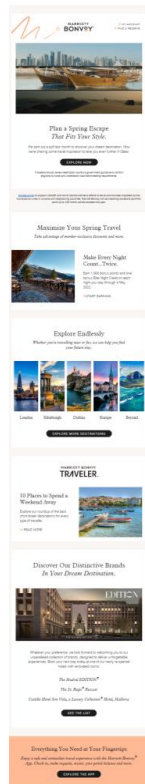
Thank you!

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March '21 Heat Map: Member Version

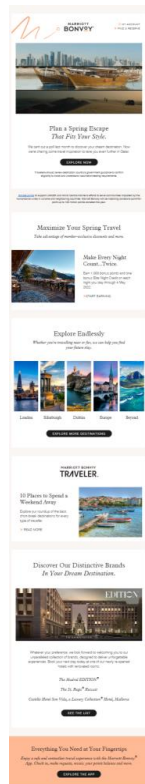
- Highest Cross border engagement from Benelux, French +, Germany and Italy
- Highest click activity from Hero and Destinations module across most markets



Module	BENELUX_ ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GER+ _GER	ITALY _ENG	ITALY+ _ITA	QATAR _ARB	QATAR _ENG
Header	23.86%	12.94%	20.39%	22.40%	7.64%	20.10%	16.28%	15.87%	7.09%	41.46%	15.85%
Hero	14.95%	24.71%	18.62%	19.40%	22.56%	14.08%	15.96%	14.86%	62.49%	13.41%	15.41%
ARB Lang. Pref.	---	7.06%	6.74%	---	---	---	---	---	---	14.63%	5.48%
Member Module	6.12%	8.24%	7.21%	7.62%	3.20%	6.07%	6.33%	8.82%	3.44%	4.88%	8.15%
Donate Points	0.31%	0.00%	0.39%	0.00%	0.00%	0.14%	0.00%	0.25%	0.00%	0.00%	0.74%
Offers	8.06%	8.24%	6.27%	5.54%	6.84%	9.15%	11.67%	6.55%	3.11%	0.00%	5.04%
Global Promo Reg.	5.19%	8.24%	4.75%	3.46%	3.70%	5.70%	6.96%	5.29%	1.69%	0.00%	3.85%
Resorts Promo	2.87%	0.00%	1.52%	2.08%	3.15%	3.45%	4.71%	1.26%	1.42%	0.00%	1.19%
Destinations	18.51%	22.35%	14.25%	14.32%	30.40%	18.12%	23.31%	19.65%	10.03%	15.85%	18.67%
Cross Border	13.32%	5.88%	6.22%	8.31%	24.51%	12.28%	14.33%	10.58%	6.54%	2.44%	5.04%
Domestic	5.19%	16.47%	8.04%	6.00%	5.89%	5.84%	8.98%	9.07%	3.49%	13.41%	13.63%
Traveler Article	4.73%	5.88%	2.35%	4.62%	2.60%	4.83%	7.79%	4.79%	3.60%	2.44%	3.41%
New Hotel Openings	2.25%	1.18%	2.04%	2.08%	1.90%	2.53%	2.73%	4.53%	2.29%	1.22%	1.48%
Mobile App	0.39%	0.00%	1.24%	0.23%	0.75%	0.55%	0.98%	0.50%	0.38%	0.00%	2.07%
Footer	20.84%	9.41%	20.50%	23.79%	24.11%	24.43%	14.94%	24.18%	7.58%	6.10%	23.70%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

March '21 Heat Map: Member Version

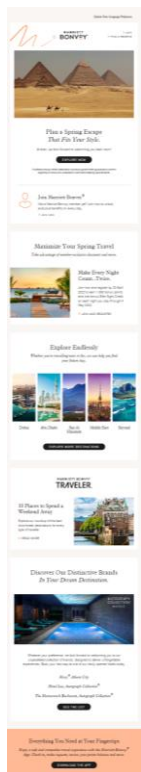
- Highest click activity from Hero and Destinations module across most markets among members
- Highest engagement with Global Promotion across all member markets from Spain +



Module	SAUDI ARABIA _ARB	SAUDI ARABIA _ENG	SCAND _ENG	SOUTH AFRICA _ENG	SPAIN _ENG	SPAIN+ _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	13.82%	14.44%	18.37%	20.48%	21.02%	25.05%	34.27%	10.81%	15.29%	15.87%
Hero	23.68%	22.21%	16.92%	17.80%	15.90%	9.61%	13.99%	13.51%	14.16%	16.67%
ARB Lang. Pref.	7.24%	5.19%	---	---	---	---	---	14.86%	3.79%	---
Member Module	3.95%	7.43%	5.70%	5.79%	9.43%	4.65%	6.99%	5.41%	7.14%	8.45%
Donate Points	0.00%	0.28%	1.10%	0.17%	0.27%	0.00%	1.40%	0.00%	0.48%	0.80%
Offers	7.89%	4.84%	6.91%	6.66%	8.63%	20.62%	5.59%	4.05%	6.62%	7.78%
Global Promo Reg.	7.24%	3.57%	4.11%	5.19%	6.20%	19.34%	4.20%	2.70%	5.08%	4.95%
Resorts Promo	0.66%	1.26%	2.80%	1.47%	2.43%	1.27%	1.40%	1.35%	1.53%	2.83%
Destinations	28.95%	14.72%	17.22%	30.51%	16.98%	12.34%	17.48%	28.38%	18.84%	16.01%
Cross Border	10.53%	5.61%	10.83%	9.77%	7.82%	6.15%	9.79%	9.46%	4.76%	8.51%
Domestic	18.42%	9.11%	6.39%	20.74%	9.16%	6.19%	7.69%	18.92%	14.08%	7.49%
Traveler Article	3.29%	2.17%	3.81%	4.58%	2.70%	3.07%	5.59%	4.05%	3.35%	6.72%
New Hotel Openings	1.32%	2.52%	3.32%	1.73%	1.89%	1.36%	3.50%	2.70%	1.65%	3.72%
Mobile App	0.00%	1.82%	0.71%	0.95%	1.35%	0.35%	0.00%	0.00%	1.41%	0.79%
Footer	9.87%	24.39%	25.94%	11.32%	21.83%	22.94%	11.19%	16.22%	27.27%	23.20%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

March '21 Heat Map: Non-Member Version

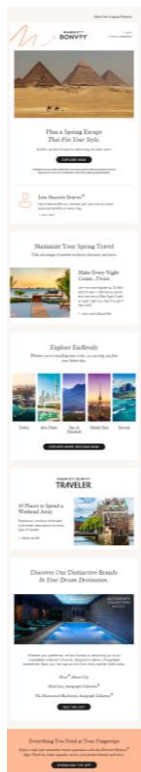
- Highest engagement with domestic content from French market
- Highest poll engagement from Qatar among nonmembers



Module	BENELUX _ENG	EGYPT+ _ENG	FRANCE _ENG	FRANCE _FRE	GERMANY _ENG	GER+ _GER	ITALY _ENG	ITALY _ITA	QATAR _ENG
Header	2.44%	13.79%	6.25%	9.68%	7.38%	20.41%	0.00%	16.67%	13.04%
Hero	19.51%	18.62%	6.25%	12.90%	4.61%	9.91%	0.00%	20.83%	30.43%
ARB Lang. Perf.	0.00%	5.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.70%
Join Marriott Bonvoy	0.00%	3.22%	6.25%	0.00%	0.55%	1.55%	0.00%	0.00%	0.00%
Offers	14.63%	5.29%	6.25%	0.00%	5.35%	3.70%	0.00%	0.00%	4.35%
Global Promo Non-Reg.	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.00%	0.00%	0.00%
Resorts Promo	14.63%	5.29%	6.25%	0.00%	5.35%	0.00%	0.00%	0.00%	4.35%
Destinations	14.63%	14.48%	25.00%	22.58%	11.25%	2.33%	0.00%	12.50%	13.04%
Cross Border	7.32%	5.29%	6.25%	6.45%	3.69%	1.55%	0.00%	8.33%	0.00%
Domestic	7.32%	9.20%	18.75%	16.13%	7.56%	0.78%	0.00%	4.17%	13.04%
Traveler Article	7.32%	1.84%	0.00%	3.23%	2.21%	18.22%	0.00%	16.67%	4.35%
New Hotel Openings	0.00%	1.15%	0.00%	3.23%	1.29%	0.00%	14.29%	4.17%	0.00%
Mobile App	0.00%	0.46%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%
Footer	41.46%	35.86%	50.00%	48.39%	66.79%	43.88%	85.71%	29.17%	26.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

March '21 Heat Map: Non-Member Version

- Nonmember audiences engaged most with hero and Destinations module
- Turkey and Spain most engaged with traveler content



Module	SAUDI _ARABIA_ENG	SCAND _ENG	SOUTH _AFRICA_ENG	SPAIN _ENG	SPAIN _SPA	TURKEY _ENG	UAE _ARB	UAE _ENG	UK _ENG
Header	16.67%	11.68%	0.00%	0.00%	14.71%	33.33%	100.00%	31.15%	6.67%
Hero	14.29%	10.22%	20.00%	0.00%	20.59%	11.11%	0.00%	13.93%	16.19%
ARB Lang. Perf.	7.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.66%	0.00%
Join Marriott Bonvoy	2.38%	2.43%	0.00%	0.00%	5.88%	0.00%	0.00%	0.82%	2.86%
Offers	5.95%	4.87%	20.00%	0.00%	2.94%	0.00%	0.00%	3.28%	11.90%
Global Promo Non-Reg.	0.00%	0.00%	0.00%	0.00%	2.94%	0.00%	0.00%	0.00%	0.00%
Resorts Promo	5.95%	4.87%	20.00%	0.00%	0.00%	0.00%	0.00%	3.28%	11.90%
Destinations	20.24%	9.00%	40.00%	0.00%	29.41%	11.11%	0.00%	9.84%	15.71%
Cross Border	9.52%	3.65%	20.00%	0.00%	20.59%	0.00%	0.00%	0.00%	8.10%
Domestic	10.71%	5.35%	20.00%	0.00%	8.82%	11.11%	0.00%	9.84%	7.62%
Traveler Article	2.38%	4.62%	0.00%	0.00%	8.82%	0.00%	0.00%	1.64%	7.62%
New Hotel Openings	1.19%	0.73%	20.00%	0.00%	5.88%	0.00%	0.00%	0.00%	1.90%
Mobile App	1.19%	0.49%	0.00%	0.00%	0.00%	0.00%	0.00%	1.64%	1.43%
Footer	28.57%	55.96%	0.00%	100.00%	11.76%	44.44%	0.00%	27.05%	35.71%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Lux MAU March 2022

EMEA Engagement

Region	Delivered	Clicks	CTR	Unsub Rate	Bookings	Revenue
Europe	64.9 K	1.4 K	2.1%	0.07%	\$11.4 K	\$11.4 K
MEA	68.0 K	529	0.8%	0.09%	\$2.4 K	\$2.4 K
Total	133.0 K	1.9 K	1.4%	0.08%	\$13.8 K	\$13.8 K
MoM	+0.1%	-26.4%	-0.5 pts.	-0.02 pts.	-25.6%	-65.0%

Observations:

- March engagement down MoM experienced across all Lux MAU campaigns
- Strong February performance made up 60% of quarterly revenue
- Global Promotion strong click catcher and revenue driver in February Lux MAU

March Core MAU Heatmap

ENG	% of Clicks	% of Revenue
Header	28.97%	50.79%
Member Module	19.77%	42.10%
Hero	9.35%	0.00%
Donate Points	1.24%	0.00%
Hero - Points Purchase	7.95%	0.00%
Hero - Standard Booking	0.15%	0.00%
Offers	7.27%	5.63%
GloPro Register	4.97%	1.01%
GloPro Booking	1.08%	3.20%
Mobile App	1.22%	1.42%
EMEA Resorts	6.26%	0.00%
Cobrand	4.29%	0.00%
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K	0.45%	0.00%
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K	0.01%	0.00%
Flex Redemption	3.84%	0.00%
EMEA Escapes	4.18%	1.28%
Alert	0.92%	0.00%
Freddies	1.31%	0.00%
Footnote GloPro Bkg.	0.06%	0.19%
Footer	17.63%	0.00%
Grand Total	100.00%	100.00%

INL Version	% of Clicks	% of Revenue
HEADER	21.32%	48.99%
MEMBER MODULE	20.81%	25.38%
Hero	11.53%	1.63%
Donate Points	1.24%	0.00%
Hero - Q1 Points Promo	9.18%	0.00%
Hero - Booking	1.10%	1.63%
Offers	8.60%	3.03%
GloPro Register	5.43%	0.40%
GloPro Booking	1.20%	2.53%
Mobile App	1.97%	0.11%
EMEA Resorts	7.64%	1.99%
Cobrand (?)	5.35%	4.17%
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K	0.47%	0.00%
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_LTO40K	1.17%	0.00%
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K	0.01%	0.00%
Flex Redemption	3.70%	4.17%
EMEA Escapes	3.95%	11.85%
Alert	0.97%	0.11%
Footnote GloPro Bkg.	0.07%	1.19%
Footer	19.76%	1.64%
Grand Total	100.00%	100.00%

US METT Revenue Breakdown

Campaign Description	Delivered	Clicks	CTR	Unsub Rate	Bookings	Room Nights	Revenue
February Total	194.2 K	1.0 K	0.50%	0.03%	9	19	\$4.4 K
EMEA_EE_Israel_Feb11_EN	95.6 K	533	0.56%	0.03%	4	7	\$1.4 K
EMEA_WEM_2022TravelDestinations_USMembers_Feb25_EN	98.6 K	445	0.45%	0.02%	5	12	\$3.0 K
March Total	487.1 K	2.6 K	0.54%	0.11%	18	34	\$6.6 K
*EMEA_EDTIONMadrid_Feb25_EN	98.2 K	618	0.63%	0.11%	2	4	\$2.2 K
*EMEA_XR_SouthernEurope_Mar11_EN	91.7 K	622	0.68%	0.31%	2	7	\$3.7 K
*EMEA_GLP_MEOUnitedAirlines_Members_Mar25_EN	79.1 K	367	0.46%	0.07%	1	1	\$3.3 K
*EMEA_Spain&Portugal_UnitedAirlines_Mar4_EN	98.5 K	791	0.80%	0.02%	8	15	\$1.4 K
EMEA_WEM_Zurich_Mar11_EN	4	---	---	---	---	---	---
EMEA_UAE_HotelOffersInt_all_11Mar_EN	4	---	---	---	---	---	---
EMEA_WEM_Amsterdam_Mar25_EN	57.7 K	120	0.21%	0.06%	2	2	\$5.5 K
EMEA_SSA_EasterSummer_25Mar_EN	62.0 K	120	0.19%	0.07%	3	5	\$6.6 K
Grand Total	681.3 K	3.6 K	0.53%	0.09%	27	53	\$10.9 K

Offer Analysis Details

STAY LONGER						
Featured Email Campaign	Campaign Month(s)	Campaign Quantity (Delivered)	Offer Clicks	Offer CTR	Offer Bookings	Offer Revenue
MAU	---	---	---	---	---	---
Regional Solo	---	---	---	---	---	---
METT	Jan, Feb, Mar	905,941	9,707	1.07%	49	\$35,692
TOTAL		905,941	9,707	1.07%	49	\$35,692
BONVOY ESCAPES						
Featured Email Campaign	Campaign Month(s)	Campaign Quantity (Delivered)	Offer Clicks	Offer CTR	Offer Bookings	Offer Revenue
MAU	Mar	2,438,360	2262	0.09%	9	\$17,417
Regional Solo	---	---	---	---	---	---
METT	---	---	---	---	---	---
Global Local	Feb - Europe only	1,355,115	17,540	1.29%	60	\$35,868
TOTAL		3,793,475	19,802	0.52%	69	\$53,285
FAMILY OFFER						
Featured Email Campaign	Campaign Month(s)	Campaign Quantity (Delivered)	Offer Clicks	Offer CTR	Offer Bookings	Offer Revenue
MAU	---	---	---	---	---	---
Regional Solo	Feb	190,303	3,534	1.86%	13	\$12,099
METT	Jan, Feb, Mar	294,010	2,071	0.70%	12	\$7,616
TOTAL		484,313	5,605	1.16%	25	\$19,715

Offer Analysis Details

MEA Resorts						
Featured Email Campaign	Campaign Month(s)	Campaign Quantity (Delivered)	Offer Clicks	Offer CTR	Offer Bookings	Offer Revenue
MAU	Feb, Mar	2,457,184	1,713	0.07%	0	\$0
Regional Solo	Jan	1,365,019	4,802	0.35%	4	\$2,579
METT	---	---	---	---	---	---
TOTAL		3,822,203	6,515	0.17%	4	\$2,579
EU Resorts						
Featured Email Campaign	Campaign Month(s)	Campaign Quantity (Delivered)	Offer Clicks	Offer CTR	Offer Bookings	Offer Revenue
MAU	Feb, Mar	2,865,316	5,410	0.19%	9	\$17,223
Regional Solo	Jan, Mar	2,230,517	11,238	0.50%	28	\$26,538
METT	---	---	---	---	---	---
TOTAL		5,095,833	16,648	0.33%	37	\$43,761