

# EMEA Email Review: Q2 2021

22 July 2021

MARRIOTT  
BONVOY™ | data axle



The Langley, a Luxury Collection Hotel, Buckinghamshire

# TODAY'S AGENDA

1. Quarterly Plan and Roadmap
2. Q2 Performance Summary
3. Key Campaign Engagement
  - Drive Solo
  - METT
  - MAU
4. Q2 Highlights
  - EU Welcome Pilot
  - Q2 Points Purchase Promo
5. Testing & Optimization
6. Actionable Insights



Grosvenor House, A Luxury Collection Hotel, Dubai

# Quarterly Plan & Roadmap

## EMEA 2021 Learning Roadmap:

### Monthly Drive Market Solos

	Q1 2021	Q2 2021	Q3 2021	Q4 2021
<b>Email Performance</b>	<ul style="list-style-type: none"> <li>- Test subject lines/pre-headers</li> <li>- Explore optimization tech opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Test subject lines/pre-headers (PCIQ/Epsilon)</li> </ul>	<ul style="list-style-type: none"> <li>- Test subject lines/pre-headers</li> <li>- Explore additional targeting opportunities (MarketView, luxury segments)</li> <li>- Explore re-send optimization tactics</li> </ul>	<ul style="list-style-type: none"> <li>- Test subject lines/pre-headers</li> <li>- Optimize re-sends (targeting, SL/PH)</li> </ul>
<b>Personalization</b>	<ul style="list-style-type: none"> <li>- Measure effectiveness of luxury &amp; generic solo versioning</li> </ul>	<ul style="list-style-type: none"> <li>- Optimize hero engagement/personalization</li> <li>- Feedback loop (survey, poll, quiz content)</li> </ul>	<ul style="list-style-type: none"> <li>- Optimize hero engagement/personalization</li> <li>- Use member data (pt. balance, etc.)</li> <li>- Test showing nearby properties</li> </ul>	<ul style="list-style-type: none"> <li>- Optimize hero engagement/personalization</li> <li>- Feedback loop (survey, poll, quiz content)</li> <li>- Use member data (pt. balance, etc.)</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>- Enhance brand education content</li> <li>- Investigate mobile app email tracking</li> <li>- Launch Non-member enrollment code (METT)</li> </ul>	<ul style="list-style-type: none"> <li>- CTA testing</li> <li>- Enhance brand education content</li> <li>- Launch mobile app download tracking capabilities</li> <li>- Launch Non-member enrollment code (Solo)</li> </ul>	<ul style="list-style-type: none"> <li>- Image Testing</li> <li>- Enhance brand education content</li> </ul>	<ul style="list-style-type: none"> <li>- Image Testing</li> <li>- Hero module testing</li> <li>- Video promo support</li> </ul>

#### Other Supported Priorities:

- Grow and activate members
- Mobile App download/usage
- Cobrand acquisition/usage
- Global Promotions

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## Q2 2021 Wins:

Started optimizing subject lines with PCIQ in June

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Launched Arabic language versions in April (8 versions across 3 markets)

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Increased brand awareness with new gamification approach in April & May

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Promoted local properties by featuring new openings in June

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Leveraged mobile app deep links to track engagement starting in April

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Launched enrollment tracking in April

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Began tracking luxury segmentation in May

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Increased interactive content with reader poll in June

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Started testing hero CTAs to increase clicks and bookings in May and June

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**Q3 2021 Plans:** Launch new refreshed Bonvoy email template and elevated branding

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Expand PCIQ optimization efforts across markets to include subject lines and content

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Encourage language preference update

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Increase personalization by acknowledging those with recent booking activities and upcoming trips

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Use PCIQ to optimize hero images

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Continue to enhance brand awareness

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# **Q2 2021 Performance Summary**



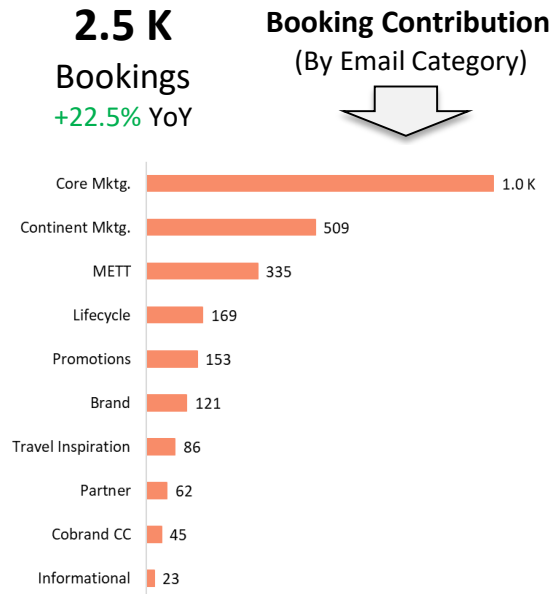
# Q2 2021 YoY Performance Overview

<b>2.9 M</b> Email Subscribers* +1.4% vs. Apr '21	<b>35.3 M</b> Delivered Emails -4.7% YoY	<b>\$1.7 M</b> Revenue +71.5% YoY	<b>8.1 K</b> Room Nights +40.9% YoY
<b>28.2%</b> Open Rate +1.5 pts. YoY	<b>1.3%</b> CTR +0.4 pts. YoY	<b>2.5 K</b> Bookings +22.5% YoY	
<b>4.6%</b> CTOR +1.2 pts. YoY	<b>0.20%</b> Unsub. Rate -0.25 pts. YoY		

Positive YoY engagement and financial rebounds when comparing to Q2 2020

Emailable audience +1.4%; reflects return to travel for select EMEA markets

55% of Q2 revenue from MAU and Drive Market Solos



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



## Over 3% Lift In Emailable Audiences in MEA; Europe Down 0.5%

MEA emailable audiences +3.8% (48.6K) since April '21; increases were seen across all levels except for non-member counts (-4%)

Europe counts were -0.5% (-7.4K) since April; Basics were driving the decline while all Elite levels had lifts

Emailable Counts by Region	July '21	vs. Apr '21
<b>EMEA</b>		
Africa	404,655	+3.4%
Europe	1,564,068	-0.5%
Middle East	936,869	+3.9%
<b>Total</b>	<b>2,905,592</b>	<b>+1.4%</b>
<b>All Others</b>		
Asia	3,070,691	+3.5%
Australia	599,048	-2.0%
Canada	1,202,214	+1.9%
Caribbean Islands	90,252	+3.5%
Central America	509,347	+5.0%
Pacific Islands	143,143	+0.9%
South America	481,848	+2.8%
United States	26,010,699	+8.4%
<b>Grand Total</b>	<b>35,120,565</b>	<b>+6.7%</b>

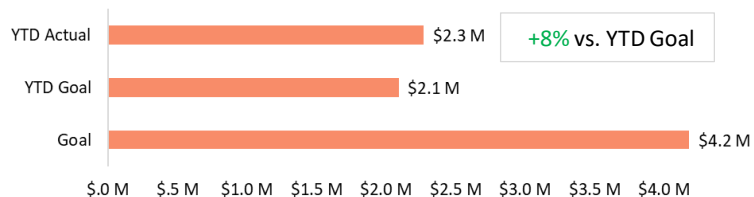
\*Small and Unknown locations are not shown, but included in grand total

## Q2 2021 Performance vs. Goal

- Positive gains in open rates and unsubscribe rates compared to goal
- Continuing to capture more opens, but click activity remains steady resulting in CTOR decline
- Started testing CTAs in May and June Drive Market Solo to help lift clicks and bookings; ongoing effort

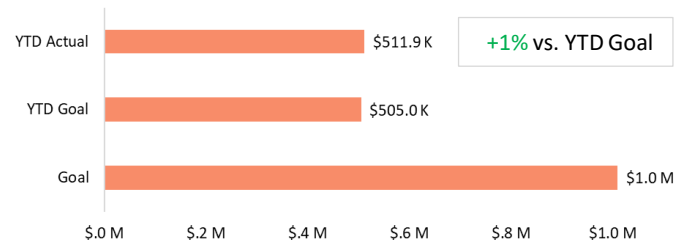
EUROPE	Q2 2021	Goal	vs. Goal
Open Rate	30.6%	26.0%	+4.6 pts.
CTOR	5.2%	6.5%	-1.3 pts.
Unsub. Rate	0.22%	0.35%	-0.13 pts.

Europe 2021 Revenue Goal

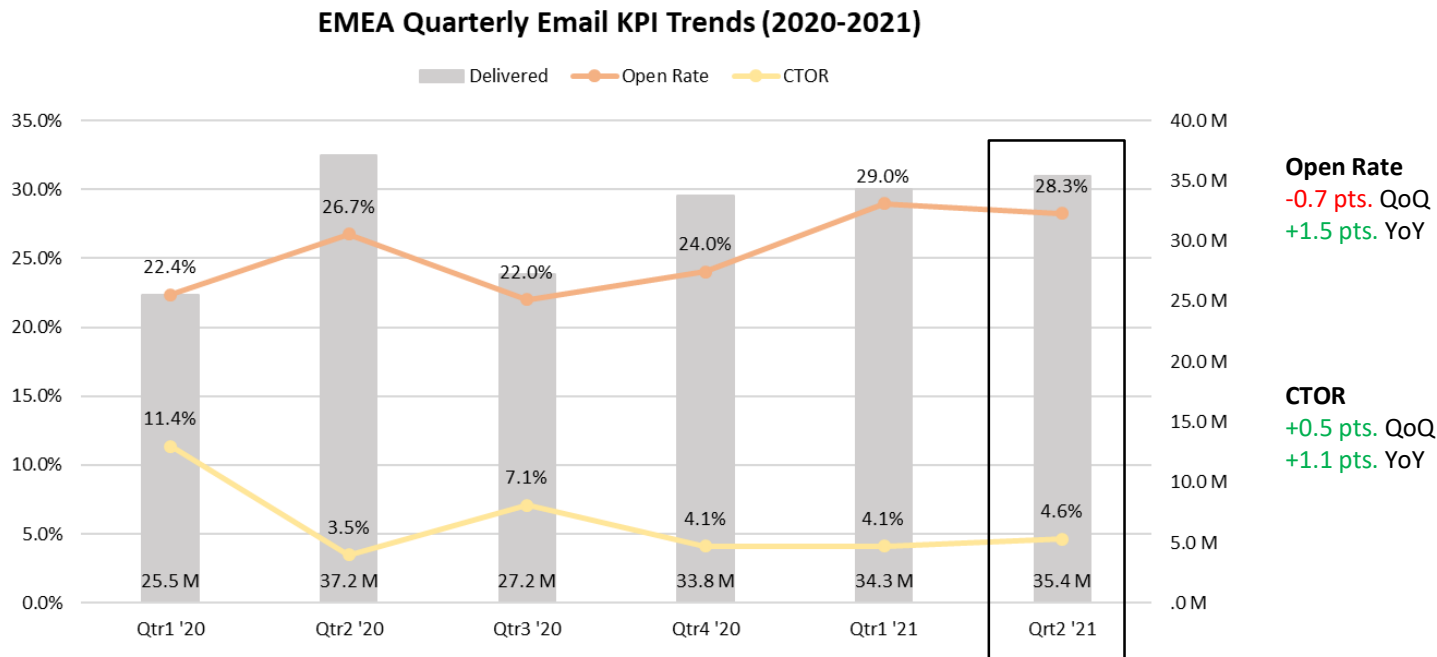


MEA	Q2 2021	Goal	vs. Goal
Open Rate	24.9%	19.0%	+5.9 pts.
CTOR	3.7%	4.5%	-0.8 pts.
Unsub. Rate	0.17%	0.20%	-0.03 pts.

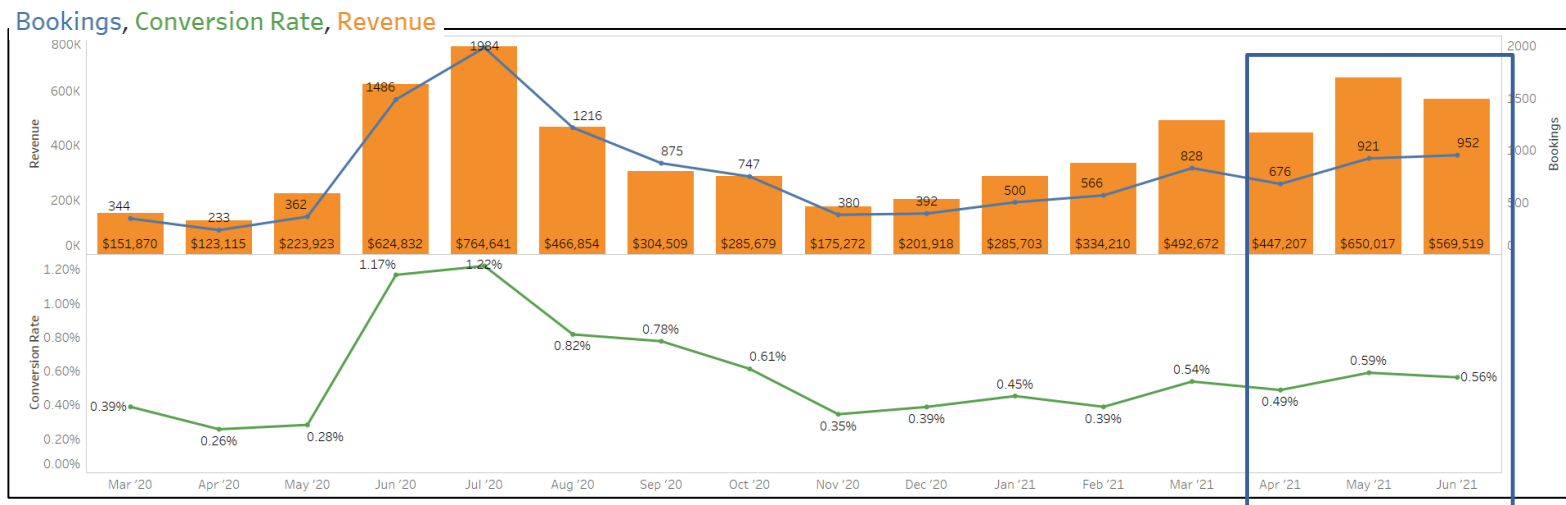
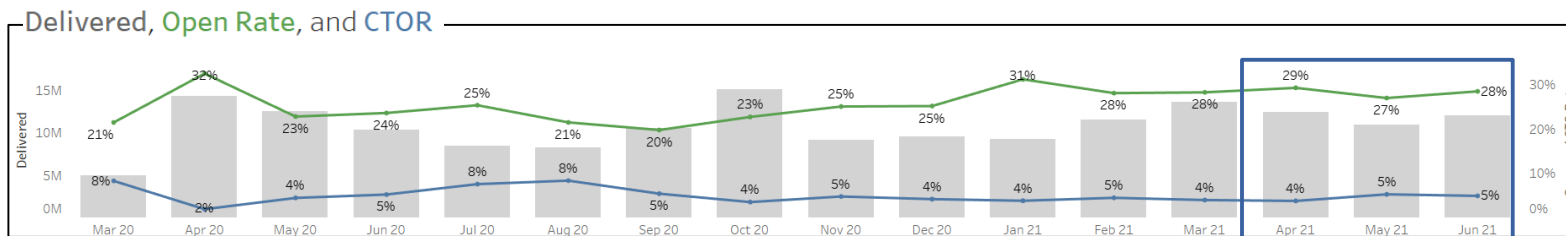
MEA 2021 Revenue Goal



## Q2 Performance Higher Than Previous Periods; May '21 Open Rate Dip Contributed to QoQ Decline

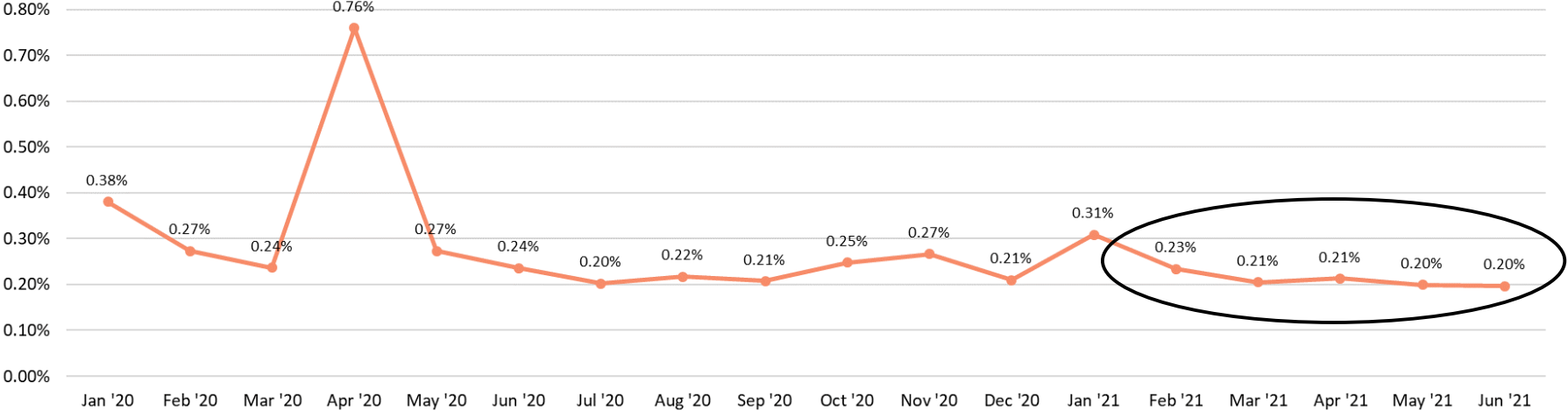


# Steady Engagement Trends in Q2 2021; Highest Revenues Since July 2020



# Positive Unsubscribe Rate Trends Since Feb '21

EMEA Engagement Trends: Unsubscribe Rate




## Positive Increase in Mobile App Downloads

- 54% of June downloads were from Drive Market Solo
- Next up: establish monthly benchmarks

Month	Total	MoM
June '21	41	+17%
May '21	35	
April '21	29	

June '21  
Creative

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 >](#)

April '21  
Creative

Enjoy Contactless Stays

Discover booking options, enhanced contactless experiences and more ways to earn and redeem points towards free nights.

[DOWNLOAD APP >](#)



# Key Campaign Engagement

- Drive Market Solo
- EU Welcome Pilot
- Q2 2021 Global Points Purchase
- METT
- MAU

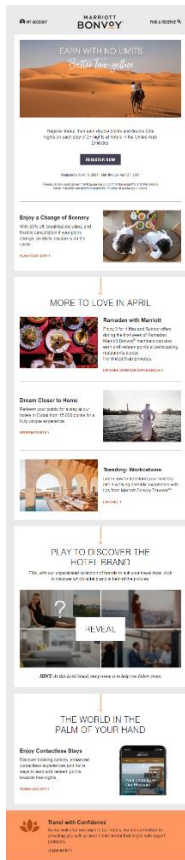


# Drive Market Solos

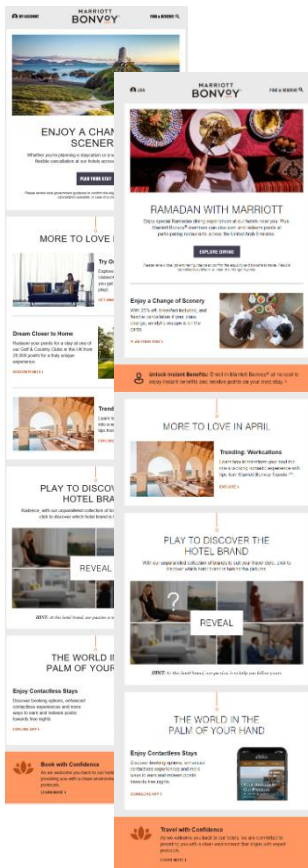
# Email Creative Examples

7 April 2021

## Global Promo

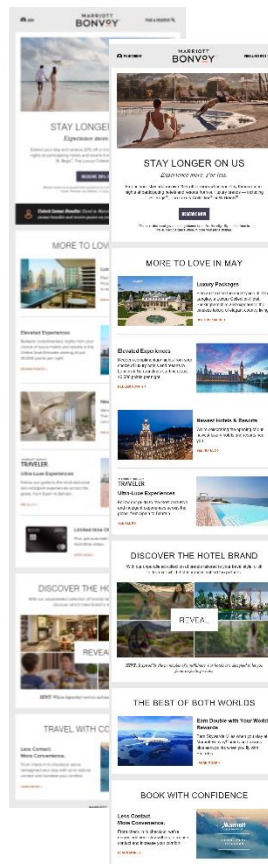


## GloPro Holdout



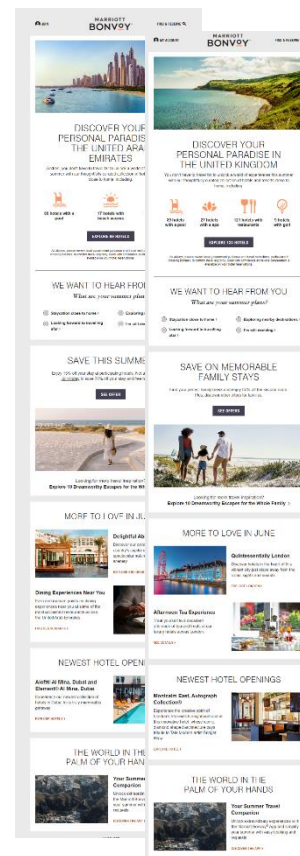
5 May 2021

## Stay Longer On Us Member & Non-Member



11 June 2021

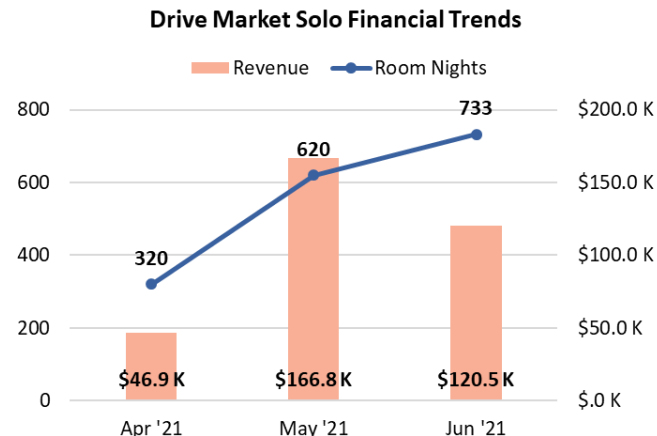
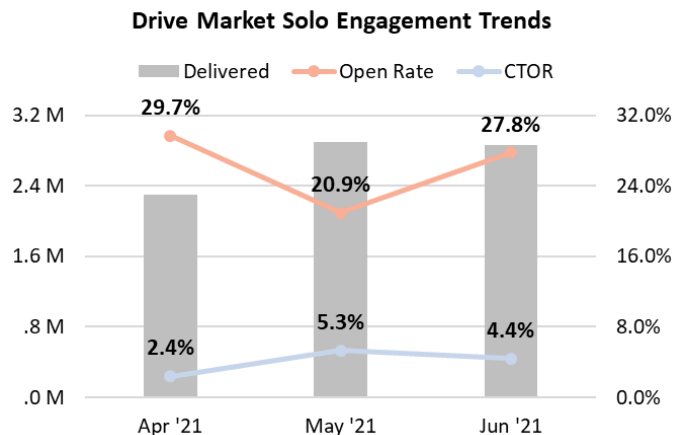
## Summer in market (data points) + Family Offer/Summer Sale



# Drive Market Solo Engagement Stats

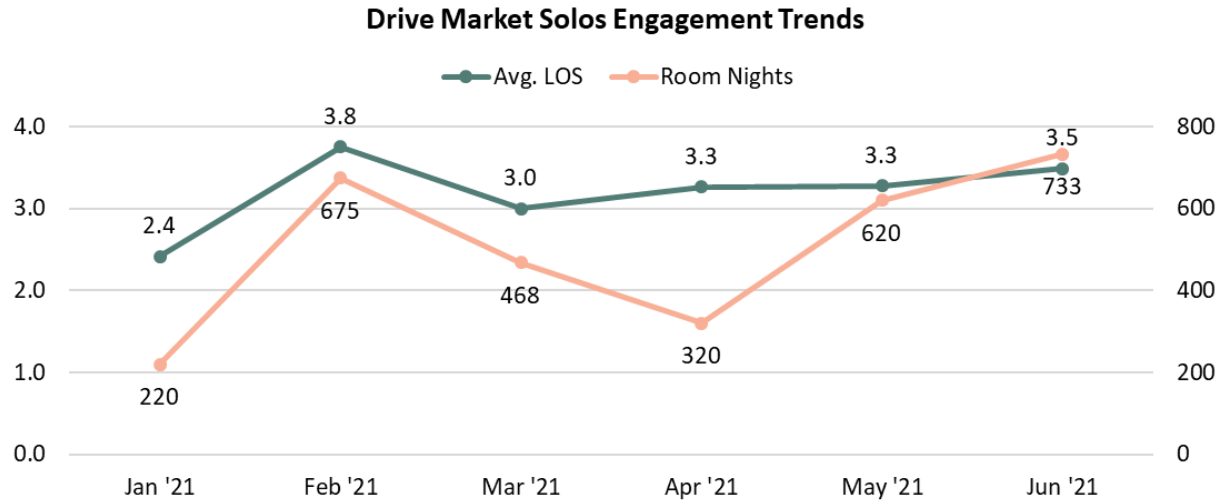
- Maintained engagement QoQ with slight shifts in open and CTO rates
- May open rate dip to 20.9% contributed to QoQ decline
- Continuing efforts to test different subject lines across markets to lift rates
- Capturing more click activity in May and June lifted quarterly average
- Personalized June hero captured most of the activity: 42% of clicks and 38% of revenue

Drive Solos	Q2 2021	QoQ
Delivered	8.1 M	-0.5%
Opens	2.1 M	-2.8%
Open Rate	25.9%	-0.6 pts.
Clicks	83.7 K	+9.9%
CTR	1.04%	+0.1 pts.
CTOR	4.0%	+0.5 pts.
Unsub. Rate	0.21%	-0.05 pts.
Bookings	497	+16.4%
Room Nts.	1.7 K	+22.7%
Revenue	\$334.2 K	+62.8%



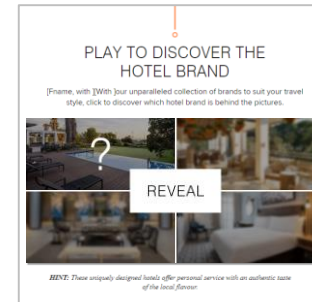
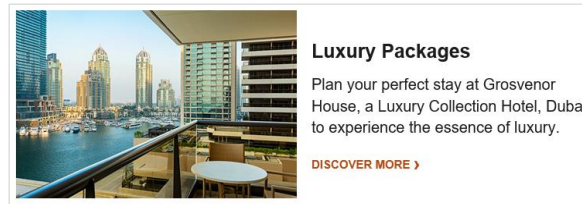
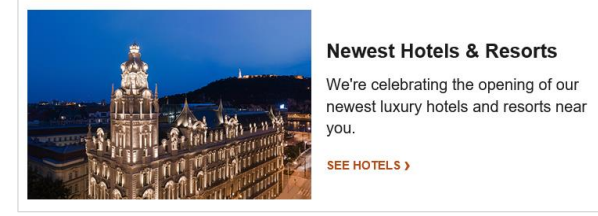
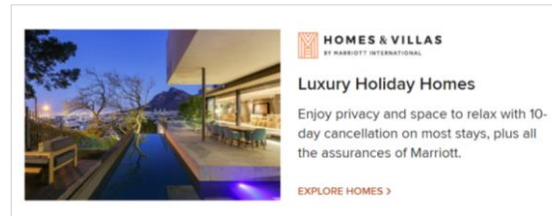
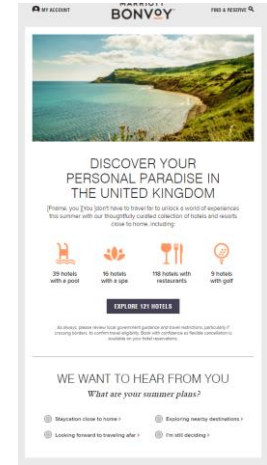
## Increased Room Nights and Length of Stay

- Rebound in room night activity from previous month lows; the pandemic impacted several markets in Q1 and early Q2
- Stay Longer On Us promotion was included in May solo and Family Offer/Summer Sale in June



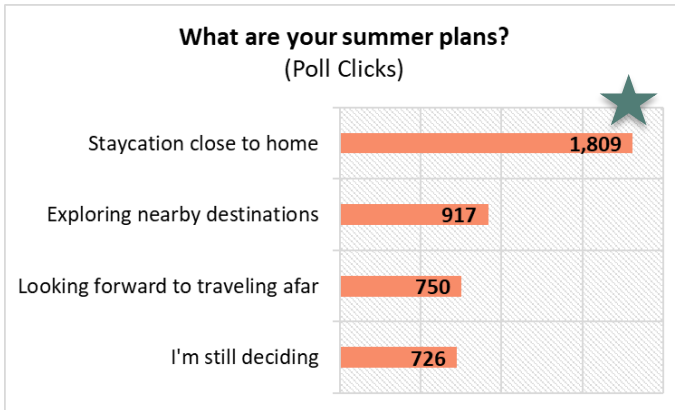
# Top Performing Solo Content

- Hero modules continue to drive engagement generating the highest % of clicks
- June hero generated the highest % of clicks in Q2; promoted summer travel within market using data points
- Interactive poll under the hero in June was also a strong click-catcher; 9% of clicks
- May new openings content was #2 most clicked for several markets
- Brand awareness module consistently drove engagement with click activity ranging from 5% to 7%; April and June had the highest overall engagement
- Luxury content in May also captured the attention of readers: Luxury Homes (HVMi) and Traveler luxury experiences article




# Most Readers Plan to *Staycation Close to Home*

June 2021



- Overall, the poll captured 9% of email clicks (4,202 clicks)
- 43% of poll clicks went to Staycation close to home
- Engagement was consistent across most markets



Versions	Exploring nearby destinations	I'm still deciding	Looking forward to traveling afar	Staycation close to home
AUSTRIA_GER	3	7	5	6
BENELUX_ENG	27	21	25	23
EGYPTPLUS_ARB	3	2	3	6
EGYPTPLUS_ENG	104	88	107	185
FRANCE_ENG	5	7	5	3
FRANCE_FRE	11	12	11	13
GERMANY_ENG	56	40	56	56
GERMANY_GER	89	60	75	169
ITALY_ENG	11	6	4	15
ITALY_ITA	27	16	27	31
QATAR_ARB	2		3	8
QATAR_ENG	10	10	16	30
RUSSIA_ENG	6	3	11	6
RUSSIA_RUS	33	18	25	11
SAUDI_ARABIA_ARB	19	7	11	31
SAUDI_ARABIA_ENG	21	29	18	57
SCANDINAVIA_ENG	76	65	72	92
SOUTH_AFRICA_ENG	62	26	23	94
SPAIN_ENG	7	11	4	9
SPAIN_SPA	58	37	25	291
SWITZER_GER	7	9	8	14
TURKEY_ENG	8	9	8	8
UAE_ARB	3		4	4
UAE_ENG	53	45	59	116
UK_ENG_CONTROL	95	99	77	276
UK_ENG_TEST	121	99	68	255
<b>Total</b>	<b>917</b>	<b>726</b>	<b>750</b>	<b>1809</b>

# June '21 Drive Market Solo: Heat Map

(Member & Non-Member Combined)

- Hero received the most clicks and bookings across markets
- Secondary offers at times competed with hero engagement
- Interactive poll and secondary modules also engaged readers

Module	AUSTRIA_ GER	BENELUX_ ENG	EGYPTPLUS_ ARB	EGYPTPLUS_ ENG	FRANCE_ ENG	FRANCE_ FRE	GERMANY_ ENG	GERMANY_ GER	ITALY_ ENG	ITALY_ ITA	QATAR_ ARB	QATAR_ ENG
Header	10%	8%	6%	14%	9%	11%	12%	10%	5%	7%	15%	9%
Hero	41%	55%	29%	25%	46%	53%	36%	48%	60%	57%	45%	51%
Reader Poll Total	8%	4%	10%	11%	3%	4%	7%	13%	4%	6%	6%	5%
Exploring nearby destinations	1%	1%	2%	2%	1%	1%	2%	3%	1%	2%	1%	1%
Im still deciding	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	1%
Looking forward to traveling afar	2%	1%	2%	2%	1%	1%	2%	3%	0%	2%	1%	1%
Staycation close to home	2%	1%	4%	4%	1%	1%	2%	6%	2%	2%	4%	2%
Secondary Offer Total	6%	4%	33%	26%	4%	4%	6%	5%	4%	6%	12%	11%
Offer	6%	4%	33%	25%	4%	4%	4%	5%	3%	6%	12%	10%
Travel Inspiration	N/A	1%	N/A	1%	0%	N/A	1%	N/A	1%	N/A	N/A	1%
Secondary Modules Total	11%	8%	6%	5%	14%	9%	17%	9%	6%	7%	6%	7%
Secondary 1	11%	2%	6%	5%	7%	9%	7%	9%	3%	5%	3%	4%
Secondary 2	0%	6%	N/A	N/A	7%	0%	9%	0%	3%	2%	3%	3%
New Opening/Brand Educ.	6%	10%	2%	6%	6%	6%	4%	5%	8%	11%	5%	5%
Mobile App	3%	0%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%
View ENG Link (ARB only)			8%								11%	
Footer	16%	10%	5%	13%	17%	13%	18%	9%	13%	8%	1%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



# June '21 Drive Market Solo: Heat Map

(Member & Non-Member Combined)

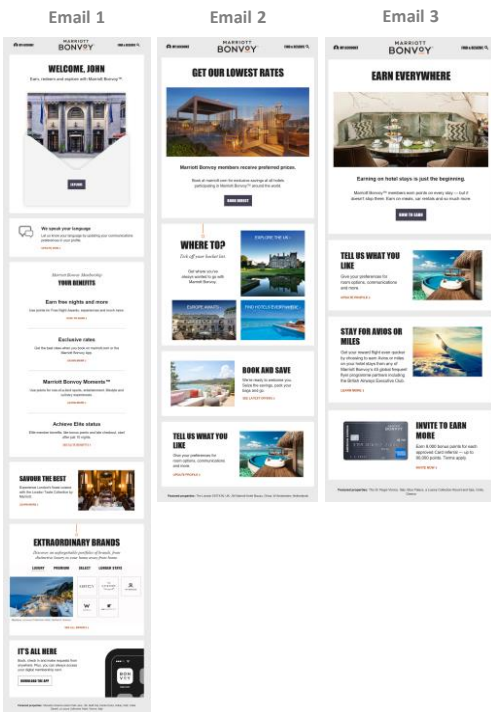
- Hero received the most clicks and bookings across markets
- Secondary offers at times competed with hero engagement
- Interactive poll and secondary modules also engaged readers

Module	RUSSIA_ENG	RUSSIA_RUS	SAUDI_ARABIA_ARB	SAUDI_ARABIA_ENG	SCAND_ENG	S_AFRICA_ENG	SPAIN_ENG	SPAIN_SPA	SWITZER_GER	TURKEY_ENG	UAE_ARB	UAE_ENG	UK_ENG_CONTROL	UK_ENG_TEST
Header	11%	6%	5%	13%	9%	10%	11%	8%	11%	9%	7%	13%	8%	8%
Hero	52%	54%	40%	36%	26%	42%	48%	47%	36%	53%	41%	32%	47%	49%
Reader Poll Total	5%	5%	12%	7%	8%	13%	4%	17%	11%	12%	5%	9%	11%	11%
Exploring nearby destinations	1%	2%	3%	1%	2%	4%	1%	2%	2%	3%	1%	2%	2%	3%
Im still deciding	1%	1%	1%	2%	2%	2%	2%	2%	3%	3%	0%	2%	2%	2%
Looking forward to traveling afar	2%	2%	2%	1%	2%	1%	1%	1%	2%	3%	2%	2%	2%	1%
Staycation close to home	1%	1%	5%	3%	2%	6%	1%	12%	4%	3%	2%	4%	6%	5%
Secondary Offer Total	7%	10%	18%	10%	18%	15%	7%	7%	3%	4%	16%	18%	12%	13%
Offer	6%	10%	18%	9%	15%	14%	6%	7%	3%	4%	16%	16%	10%	12%
Travel Inspiration	1%	N/A	N/A	1%	2%	1%	1%	N/A	0%	0%	N/A	1%	1%	1%
Secondary Modules Total	3%	5%	7%	7%	16%	12%	11%	9%	15%	11%	6%	6%	7%	7%
Secondary 1	3%	5%	4%	3%	9%	6%	7%	6%	15%	11%	4%	3%	3%	3%
Secondary 2	N/A	N/A	3%	4%	7%	6%	5%	3%	N/A	0%	1%	3%	5%	4%
New Opening/Brand Educ.	7%	15%	8%	7%	7%	0%	6%	6%	8%	4%	7%	4%	2%	2%
Mobile App	1%	0%	0%	2%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%
View ENG Link (ARB only)			2%								10%			
Footer	14%	6%	7%	18%	16%	8%	11%	6%	15%	5%	8%	16%	11%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

# EU Welcome Pilot

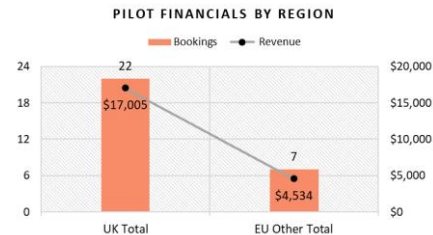
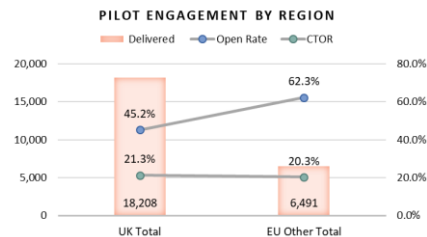
# EU Welcome Pilot: Jan-May 2021 Performance Summary

Launch Date: Jan 29, 2021



## Email Engagement Results:

<b>24,538</b> Total Delivered	<b>53.7%</b> Open Rate
<b>11.1%</b> CTR	<b>20.7%</b> CTOR
<b>0.59%</b> Unsubscribe Rate	<b>\$21,539</b> Total Revenue



## Performance Summary:

- Findings are in line with the impact of the Pandemic which caused significant travel declines – but engagement was high for those that enrolled during this time period
- Pilot is outperforming with higher email open rates and CTRs than prior version and industry avg.
- Stronger open and CTO rate engagement lifts seen in the UK than the other Europe countries
- Bookings & revenue were impacted by the pandemic; generated only 29 bookings in 22 weeks
- As expected, and in line with similar Welcome series, initial interest is highest with the first touch and drops from there; email 1 open rates were 53% in UK & 62% in EU Other
- New regional content resonated with local audiences; the Hero, Travel Inspirations and Member Benefits were consistently top performers across most markets
- Engagement in the series was similar for all versions, except the GER versions of emails 2 and 3 which had high unsub clicks

## Pilot Recommendations

- Continue to monitor pilot performance throughout the year; next review in Q3 2021
- Use PCIQ for ongoing optimization of subject line and pre-header combinations; test pulling in most clicked content into pre-header (consideration for overall Welcome program)
- Optimize pilot program by expanding on the highest performing content:
  - Test email 1 hero CTA to lift CTOR (ex. Explore Benefits, Learn More, Start [or Keep] Earning)
  - Include link to new openings for additional travel inspiration content
  - Elevate mobile app benefits/download message for digital enrollment sources and those with upcoming stays
  - Use luxury vs. non-luxury enrollment source to inform brand education module; test default for other sources
  - Consider adding a book CTA in email 3 to support stay earning opportunities; promote regional offers
- Add in 4th email to encourage redemptions when it makes sense for business
- Conduct further analysis:
  - Answer additional questions re: profile updates and app downloads
  - Deeper dive needed to better understand engagement of the Digital-No Reservation source (most delivered source)

# **Q2 2021 Global Points Purchase Reminder Email**

## Q2 '21 Points Purchase Reminder: Regional Offer Inclusion



### Regional Offer Creative

#### MEA



#### GET AWAY FROM THE EVERYDAY

Plan your next adventure with up to 20% off your stay and free breakfast at participating hotels.

[LEARN MORE >](#)

#### Europe



#### EXTEND YOUR STAY

Take advantage of our offer to stay longer at participating hotels and resorts, including St. Regis, The Luxury Collection and W Hotels.

[FIND OUT MORE >](#)

\*Note: EURO FRE version translated to ENG

- 3 June reminder included regional offers to support marketing goals and drive engagement
- Engagement in regional content was strong in ENG, GER and ITA versions
- Most clicks went to the hero and secondary Buy Points CTA
- Continue testing different geo-targeted messages to increase relevancy and drive interest in point usage, like new property openings and most redeemed properties

MODULES	ENG	BEN	FRE	GER	ITA	SPA
HEADER	15.0%	15.1%	17.1%	13.4%	19.9%	22.5%
HERO	34.9%	30.5%	40.1%	35.1%	35.2%	39.5%
BUY POINTS CTA	23.2%	16.3%	19.1%	23.3%	15.9%	17.4%
GIFT POINTS CTA	3.2%	4.7%	4.8%	0.9%	0.6%	0.4%
REGIONAL OFFER	11.8%	8.8%	4.8%	17.3%	13.6%	7.4%
FOOTER	11.9%	24.7%	14.1%	10.1%	14.8%	12.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

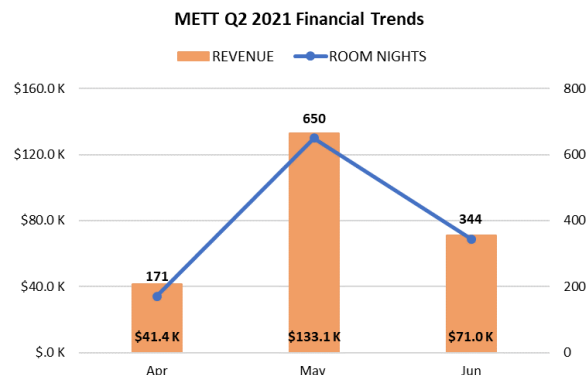
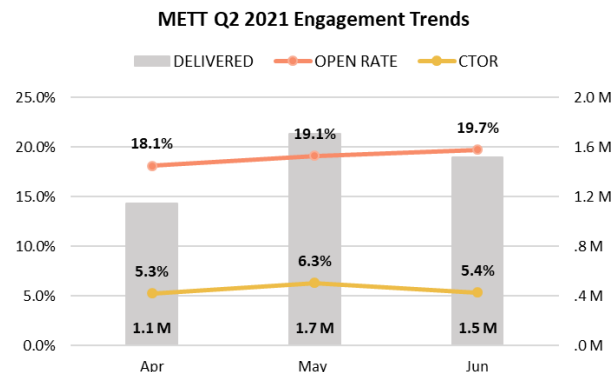
# METT Campaigns



# Strong QoQ Performance

- Deliveries increased 55% QoQ from additional mailings in May and June
- Captured more open activity leading to higher open rates
- Maintained CTOR by capturing more clicks
- Several mailings consistently had high CTORs: Bonvoy Escapes, HVMI, new openings, and hotel offers in Egypt and South Africa
- Bonvoy Escapes mailings contributed to financial gains

	Q2 2021	QoQ
Delivered	4.4 M	+55.9%
Opens	835.2 K	+64.5%
Open Rate	19.1%	+1.0 pts.
Clicks	47.8 K	+55.9%
CTR	1.09%	+0.0 pts.
CTOR	5.7%	-0.3 pts.
Unsub. Rate	0.15%	+0.02 pts.
Bookings	335	+174.6%
Room Nts.	1.2 K	+243.7%
Revenue	\$245.5 K	+231.8%



## Top 10 Booking & Revenue Drivers

- 20% of Q2 delivered METT emails generated 63% of the revenue
- Most of the revenue was booked at EMEA properties
- Highest engagement from Bonvoy Escapes mailings; held 4 of the top 10 positions
- Leverage insights from Drive Solo CTA testing to help inform future METT campaigns and lift bookings

Month	Description	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue
May '21	EMEA_MarriottBonvoyEscapes_7May_EN	118.1 K	16.4%	5.7%	0.09%	19	\$39.2 K
May '21	EMEA_MarriottBonvoyEscapes_Europe_28May_EN	118.6 K	22.1%	10.3%	0.09%	48	\$36.4 K
June '21	EMEA_Spain_Spain&Portugal_Jun25_EN	98.5 K	20.9%	3.7%	0.12%	9	\$16.2 K
Apr '21	EMEA_SSA_2Apr_EN	87.7 K	10.7%	4.4%	0.08%	5	\$16.0 K
June '21	EMEA_MarriottBonvoyEscapes_Europe_11Jun_EN	117.4 K	21.0%	6.0%	0.18%	15	\$14.8 K
June '21	EMEA_MarriottBonvoyEscapes_11Jun_DE	49.2 K	29.2%	10.8%	0.23%	24	\$11.2 K
May '21	EMEA_UKFamilyBankHoliday_21May_EN	98.9 K	21.3%	7.3%	0.11%	17	\$8.5 K
May '21	EMEA_GLPT_Crossborder_28May_EN	97.7 K	16.1%	5.1%	0.08%	8	\$7.0 K
June '21	EMEA_ItalianSwimmingPools_11June_ENG	96.5 K	21.6%	4.0%	0.31%	4	\$5.9 K
<b>Top Performing Total</b>		<b>882.7 K</b>				<b>149</b>	<b>\$155.3 K</b>
<b>% of Total (Q2 2021 METTs)</b>		<b>20%</b>				<b>44%</b>	<b>63%</b>

### % EMEA Revenue

- May Escapes 92%
- June Escapes 100%
- Spain/Portugal 93%
- SSA 100%
- GLPT 85%
- UK Bank Holiday 100%
- Italian Pools 36%

# Top Performing METT Emails: June 2021

4 June

**Subject Line:** Gönnen Sie sich eine neue Perspektive

*Translation: Treat yourself to a new perspective*

Highest Open Rate

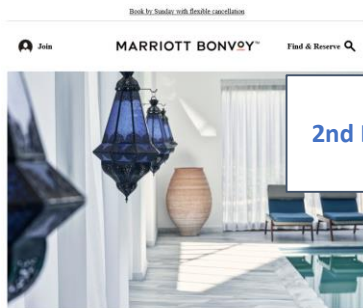


11 June

All Marriott Bonvoy Escapes Emails DE, IT, and ENG

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

Most Bookings & Combined Revenue



DE version only:  
2nd Highest Open Rate & Highest CTR

## MARRIOTT BONVOY ESCAPES

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

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

[T&CS APPLY >>](#)

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

BOOK NOW

25 June

**Subject Line:** Get ready to enjoy summer in the Iberian Peninsula

Most Revenue



## 43% of June Revenue From Bonvoy Escapes

- Engagement was steady MoM even with 11% fewer deliveries; most of the revenue generated was at properties in the EMEA (88% of revenue)
- Spain & Portugal mailing on 25 June generated the most revenue; 19% of email revenue went to W Ibiza featured as new opening

Description	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue	% EMEA Rev.	
EMEA_GreekLuxuryIslandHopping_4Jun_ENG	98.7 K	24.8%	5.5%	0.24%	0	\$0.0		
EMEA_WE_Germany_4Jun_DE	49.5 K	30.2%	6.2%	0.19%	7	\$1.1 K	100%	Highest open rate
EMEA_Franchise_UAE_HotelOffers_4Jun_EN	97.6 K	13.6%	5.7%	0.08%	6	\$946	100%	
EMEA_SSA_WinterOffers_4Jun_EN	50.8 K	10.6%	5.4%	0.12%	4	\$1.4 K	86%	
EMEA_Netherlands_Family_11Jun_EN	96.0 K	21.3%	3.8%	0.25%	2	\$609	100%	
EMEA_DE_Brand_JUN11_EN	98.9 K	22.2%	5.0%	0.11%	5	\$3.6 K	13%	
EMEA_ItalianSwimmingPools_11June_ENG	96.5 K	21.6%	4.0%	0.31%	4	\$5.9 K	36%	
EMEA_MarriottBonvoyEscapes_11Jun_DE	49.2 K	29.2%	10.8%	0.23%	24	\$11.2 K	100%	Most bookings and combined revenue
EMEA_MarriottBonvoyEscapes_11Jun_IT	49.6 K	19.7%	7.7%	0.14%	11	\$4.4 K	100%	
EMEA_MarriottBonvoyEscapes_Europe_11Jun_EN	117.4 K	21.0%	6.0%	0.18%	15	\$14.8 K	100%	
EMEA_Yerevan_EVNMC_June11_RU	42.5 K	18.6%	5.2%	0.15%	2	\$132	100%	
EMEA_PRGDT_MarriottPrague_25June_EN	59.4 K	22.8%	3.8%	0.21%	5	\$1.7 K	100%	
EMEA_SouthAfrica_HotelOffers_25Jun_EN	56.8 K	12.1%	7.9%	0.14%	2	\$298	100%	
EMEA_Spain_Spain&Portugal_Jun25_EN	98.5 K	20.9%	3.7%	0.12%	9	\$16.2 K	93%	Highest revenue
EMEA_Med_Summer_Campaign_25June_ENG	98.6 K	22.3%	4.5%	0.14%	4	\$1.7 K	70%	
EMEA_UAE_Moments_HotelOffers_Members_25Jun_EN	98.2 K	12.9%	5.7%	0.08%	4	\$1.0 K	100%	
EMEA_UK_BrandDestination_25June_EN	69.0 K	25.1%	3.3%	0.21%	1	\$21	100%	
EMEA_VCEJW_WellnessExperiences_25June_ENG	50.4 K	19.4%	3.1%	0.13%	0	\$0.0		
GLT_Jordan_SummerSale_AmEx_Hotels_All_Jun25_EN	29.5 K	14.6%	7.4%	0.12%	0	\$0.0		
GLT_Oman_SummerSale_AmEx_HotelOffers_All_Jun25_EN	21.6 K	12.5%	7.0%	0.06%	1	\$530	100%	
EMEA_Egypt_HotelOffers_25Jun_EN	78.3 K	12.8%	9.1%	0.07%	9	\$5.6 K	100%	
EMEA_GLPT_TurkeyFranchise_25Jun_EN	11.7 K	17.6%	5.7%	0.14%	0	\$0.0		
<b>Total</b>	<b>1.5 M</b>	<b>19.7%</b>	<b>5.4%</b>	<b>0.16%</b>	<b>115</b>	<b>\$71.0 K</b>	<b>88%</b>	
MoM Comparison	-11%	+0.6%	-0.9%	+0.03%	-37%	-47%		



**MAU**

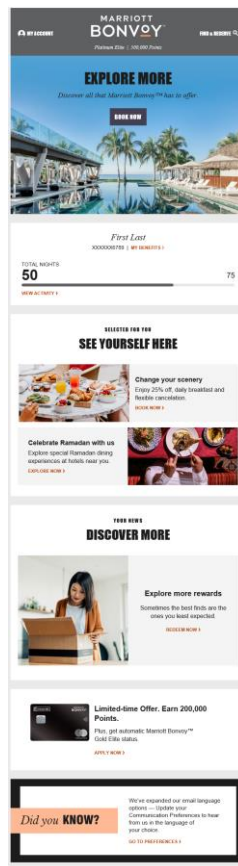
# MAU Q2 2021

## Email Creative Examples

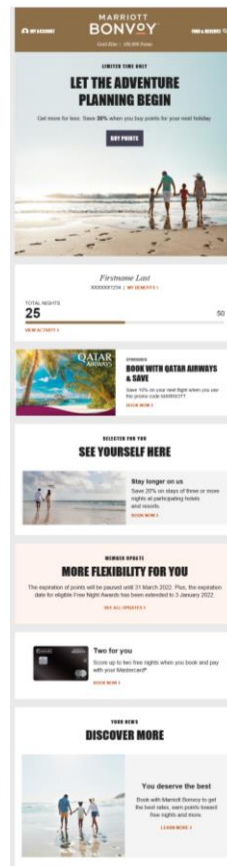
**Subject Line:** Your Marriott Bonvoy Account Update: Special Offers, Benefits & More

**Pre-Header:** See What's New in [month]

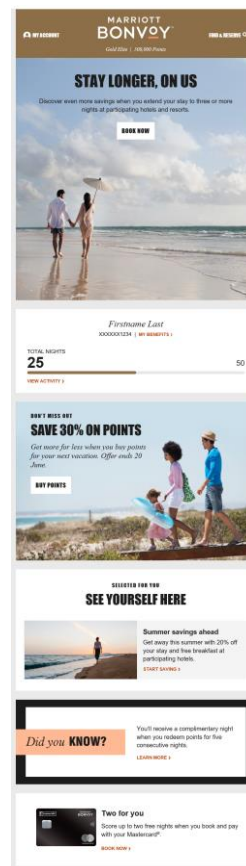
April



May



June

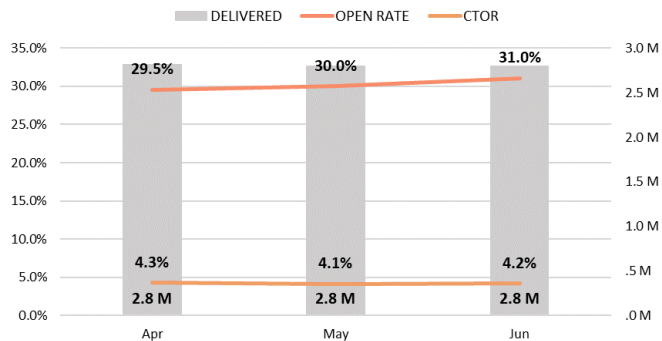


## Q2 2021 MAU Revenue +73% QoQ

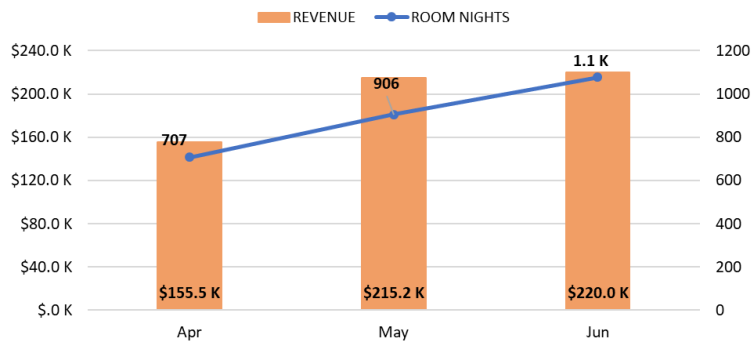
- Deliveries were nearly flat QoQ, but all other metrics were up QoQ
- Captured 34% more clicks; activity was consistently high each month in comparison to Q1 engagement
- Financials rebounded MoM with increases in room nights and revenue
- Most of the June clicks and bookings went on the Hero (Stay Longer on Us offer), Family Offer, and destinations content
- First time testing regional offer in hero; continue efforts and leverage solo learnings to inform creative decisions (headlines, CTAs, images)

	Q2 2021	QoQ
Delivered	8.4 M	-0.6%
Opens	2.5 M	+3.9%
Open Rate	30.2%	+1.3 pts.
Clicks	106.4 K	+34.1%
CTOR	4.2%	+0.9 pts.
Unsub. Rate	0.21%	-0.04 pts.
Bookings	872	+57.4%
Room Nts.	2.7 K	+55.5%
Revenue	\$590.7 K	+73.6%

MAU Q2 2021 Engagement Trends



MAU Q2 2021 Financial Trends





# Increased Hero Click Activity With Regional Offer

- June MAU tested featuring the Stay Longer offer in the Hero module for EMEA audiences
- Click activity increased significantly compared to April and May engagement
- Continue testing regional offers in higher, more prominent places when possible; leverage headline, image, and CTA learnings from Drive Solos

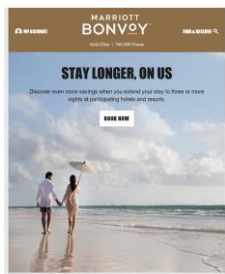
Apr '21: Generic Hero



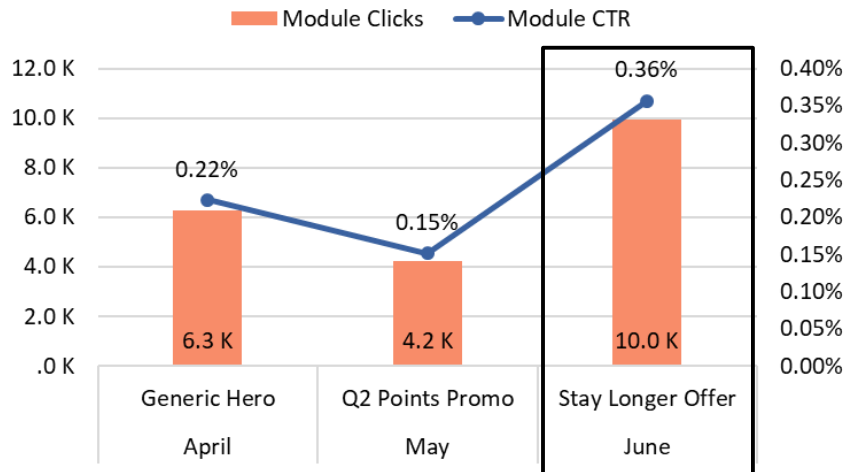
May '21: Q2 Points Promo



Jun '21: Stay Longer Offer



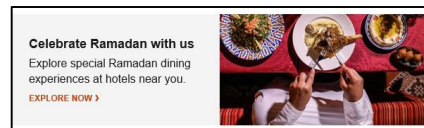
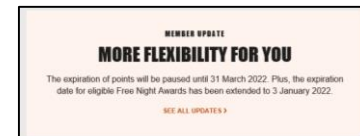
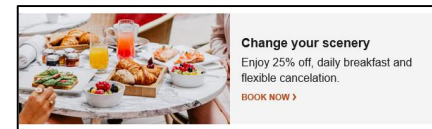
MAU Hero Click Activity



Clicks counts:  
+136% MoM  
+59% vs. April

# Top Performing Secondary Content

- Readers engaged with the following offers this quarter driving high clicks and bookings:
  - Q1 Global Promo, Generic booking, and Welcome Back offer (April; all versions)
  - Leisure destinations (May; ENG)
  - Stay Longer and Member Rates (May; in-language versions)
  - Family Offer/Summer Sale (June; all language versions)
- Click activity was also high for several other content pieces; engagement was consistent across all versions:
  - Shop with Points (April; in-language versions)
  - FNA Points Expiration (May; all versions)
  - Qatar Airways (May; in-language versions)
  - Q2 Points Purchase Promo (June; all versions)
  - Leisure Destinations (June; all versions)
- Some content resonated more in select versions/regions:
  - MoreCravings Ramadan (April; MEA)
  - JW Venice (April; ITA version)
  - EUR Spain (April; SPA version)
  - Traveler (April; ENG)
  - Homes & Villas (April; ENG)
  - Shop Marriott (May; ENG)
  - Escapes (June; ENG)
- Continue promoting regional messages to increase relevancy, like the JW Venice, EUR Spain, and Ramadan content; drives ongoing readership
- Consider regular cadence for featuring shopping with points content, especially to those with high points balance and during gift giving seasons



# MAU June '21

## Heat Map: Europe

Stay Longer hero offer received the most clicks for all language versions in Europe; also generated the most revenue

Family Offer, Destinations, and Escapes messages also engaged readers and generated revenue; consistently #2 or 3 most clicked

Row Labels	Delivered	Clicks	Bookings	Revenue
<b>Europe</b>	<b>1.6 M</b>	<b>11.9 K</b>	<b>103</b>	<b>\$96,920</b>
20210610_IQ_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_ENG	793.2 K	4.7 K	61	\$72,581
MAU_JUN21_Benefits_5for4		180	4	\$658
MAU_JUN21_Hero_StayLonger_Europe		2.3 K	49	\$44,064
MAU_JUN21_Leisure_Destinations		1.0 K		
MAU_JUN21_News_InternationalRedCross		56		
MAU_JUN21_News_ToursActivities		264		
MAU_JUN21_Offers_Escapes_EUR		434	8	\$27,858
MAU_JUN21_Promo_Q2_PointsPurchase		412		
20210617_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_BEN	528.0 K	3.0 K	21	\$16,482
MAU_COBRAND_UK_AMEX_CONSUMER_ACQ_BAU20K		127		
MAU_COBRAND_UK_AMEX_CONSUMER_ECM_RAF90K		1		
MAU_JUN21_Benefits_5for4		182		
MAU_JUN21_Hero_StayLonger_Europe		1.9 K	19	\$15,975
MAU_JUN21_Offers_FamilyOffer_EMEA		451	2	\$506
MAU_JUN21_Promo_Q2_PointsPurchase		327		
20210617_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_FRE	64.4 K	571	1	\$179
MAU_JUN21_Benefits_5for4		15	1	\$179
MAU_JUN21_Hero_StayLonger_Europe		309		
MAU_JUN21_Offers_Destinations_EMEA		154		
MAU_JUN21_Offers_FamilyOffer_EMEA		45		
MAU_JUN21_Promo_Q2_PointsPurchase		48		
20210617_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_GER	119.7 K	2.1 K	9	\$2,821
MAU_JUN21_Benefits_5for4		160		
MAU_JUN21_Hero_StayLonger_Europe		1.1 K	7	\$2,611
MAU_JUN21_Offers_Destinations_EMEA		401		
MAU_JUN21_Offers_FamilyOffer_EMEA		202	2	\$210
MAU_JUN21_Promo_Q2_PointsPurchase		202		
20210617_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_ITA	52.7 K	543	5	\$1,485
MAU_JUN21_Benefits_5for4		33		
MAU_JUN21_Hero_StayLonger_Europe		300	4	\$1,282
MAU_JUN21_Offers_Destinations_EMEA		133		
MAU_JUN21_Offers_FamilyOffer_EMEA		50	1	\$203
MAU_JUN21_Promo_Q2_PointsPurchase		27		
20210617_MBV_SOLO_LPM_JUNE_MAU_GLOB_MBR_SPA	76.7 K	1.0 K	6	\$3,373
MAU_JUN21_Benefits_5for4		37		
MAU_JUN21_Hero_StayLonger_Europe		583	6	\$3,373
MAU_JUN21_Offers_Destinations_EMEA		229		
MAU_JUN21_Offers_FamilyOffer_EMEA		101		
MAU_JUN21_Promo_Q2_PointsPurchase		63		

# MAU June '21

## Heat Map: MEA

Consistent engagement with Stay Longer offer and Summer Sale content as Europe; strong engagement across most language versions driving click and booking activity

Row Labels	Delivered	Clicks	Bookings	Revenue
<b>MEA</b>	<b>1.1 M</b>	<b>6029</b>	<b>26</b>	<b>\$13,361</b>
<b>20210610 IQ MBV SOLO LPM JUNE MAU GLOB MBR ENG</b>	<b>546.7 K</b>	<b>2.5 K</b>	<b>9</b>	<b>\$4,177</b>
MAU_JUN21_Benefits_5for4		142	3	\$899
MAU_JUN21_Hero_StayLonger_MEA		1.4 K	6	\$3,278
MAU_JUN21_Leisure_Destinations		382		
MAU_JUN21_News_InternationalRedCross		119		
MAU_JUN21_News_ToursActivities		113		
MAU_JUN21_Promo_Q2_PointsPurchase		294		
<b>20210617 MBV SOLO LPM JUNE MAU GLOB MBR BEN</b>	<b>572.7 K</b>	<b>3.3 K</b>	<b>17</b>	<b>\$9,184</b>
MAU_COBRAND_UAE_MC_CONSUMER_ACQ_BAU150K		108		
MAU_COBRAND_UAE_MC_CONSUMER_ECM_3FOR2		17		
MAU_JUN21_Benefits_5for4		195		
MAU_JUN21_Hero_StayLonger_MEA		1.8 K	14	\$7,102
MAU_JUN21_Offers_FamilyOffer_EMEA		427	2	\$1,851
MAU_JUN21_Offers_SummerSale_MEA		208	1	\$231
MAU_JUN21_Offers_WinterSale_SouthAfrica		137		
MAU_JUN21_Promo_Q2_PointsPurchase		413		
<b>20210617 MBV SOLO LPM JUNE MAU GLOB MBR FRE</b>	<b>18.6 K</b>	<b>242</b>		
MAU_JUN21_Benefits_5for4		19		
MAU_JUN21_Hero_StayLonger_MEA		147		
MAU_JUN21_Offers_Destinations_EMEA		24		
MAU_JUN21_Offers_FamilyOffer_EMEA		21		
MAU_JUN21_Promo_Q2_PointsPurchase		31		
<b>20210617 MBV SOLO LPM JUNE MAU GLOB MBR GER</b>	<b>342</b>	<b>7</b>		
MAU_JUN21_Benefits_5for4		1		
MAU_JUN21_Hero_StayLonger_MEA		4		
MAU_JUN21_Offers_FamilyOffer_EMEA		1		
MAU_JUN21_Promo_Q2_PointsPurchase		1		
<b>20210617 MBV SOLO LPM JUNE MAU GLOB MBR ITA</b>	<b>138</b>	<b>1</b>		
MAU_JUN21_Hero_StayLonger_MEA		1		
<b>20210617 MBV SOLO LPM JUNE MAU GLOB MBR SPA</b>	<b>500</b>	<b>6</b>		
MAU_JUN21_Hero_StayLonger_MEA		4		
MAU_JUN21_Offers_Destinations_EMEA		1		
MAU_JUN21_Promo_Q2_PointsPurchase		1		

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

# Testing & Optimization

## Q2 2021 Test & Learn Summary

### Results Summary:

- Most readers responded favorably to the luxury, offer-driven subject line in May; higher open counts and rates
  - **(Winner)** Inside: Discover Luxury Offers
- Mixed results for CTA hero testing in May and June
  - **(May Winner)** Receive 20% Off
  - **(June Winner)** See Offers
  - Continue testing for patterns and shift offer tone of voice to align with new Bonvoy elevated branding in Q3

### Up Next:

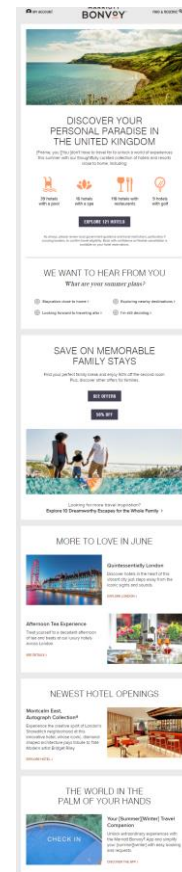
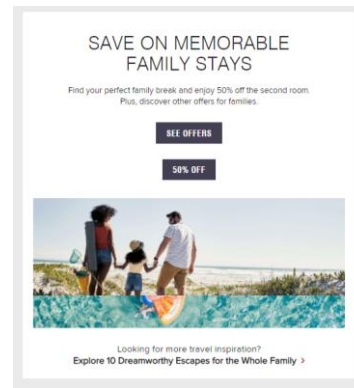
- Expand PCIQ subject line optimization across markets to lift open rates
- Begin PCIQ content optimization for images, headlines, and CTAs to increase clicks and bookings
- Continue leveraging member data to increase personalization and relevancy

# EMEA Solo: Hero CTA Test

June 2021 (Test #2)

- Continued testing hero CTAs in the UK English email version
- Randomized 50/50 split
- See Offers CTA drove the most engagement with lifts in clicks and CTR; also drove more bookings
- Results were statistically significant (SS)
- Using PCIQ technology in Q3 to test several CTAs that will be optimized at the customer level (ongoing effort)

Control = **50% Off**  
Test = **See Offers**



ENG Versions	Delivered	Open Rate	Offer Clicks	Offer Clicks Lift	Offer CTR	Offer CTR Lift	Bookings	Revenue
Control (50% Off)	297,856	28.3%	499		0.17%		0	\$0
Test (See Offers)	296,955	28.2%	576	+15% (SS)	0.19%	+0.03 pts. (SS)	8	\$3,076

# Actionable Insights

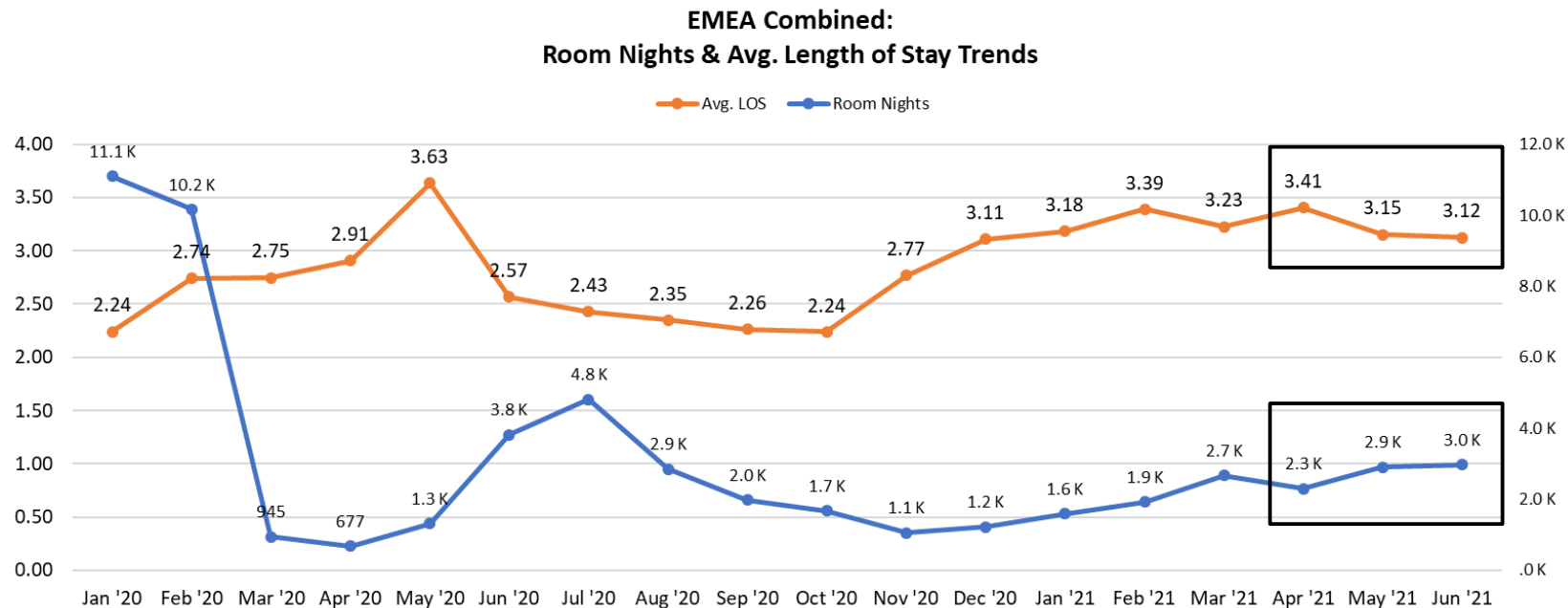


# ACTIONABLE INSIGHTS

- Establish benchmarks for mobile app downloads
- Continue including interactive content to lift engagement and develop a proactive plan to pull engagement results; performance results can inform future content decisions
- Continue testing regional offers in higher, more prominent places in MAU when possible; leverage headline, image, and CTA learnings from Drive Solos
- Expand PCIQ subject line optimization across markets to lift open rates
- Begin PCIQ content optimization for images, headlines, and CTAs to increase clicks and bookings
- Continue leveraging regional and member data to increase personalization and relevancy; strong engagement in June Drive Market Solo hero
- Continue promoting regional messages in MAU to increase relevancy, like the JW Venice, EUR Spain, and Ramadan content; drives ongoing readership
- Consider regular cadence for featuring shopping with points content in MAU, especially to those with high points balance and during gift giving seasons

**Thank You!**

## EMEA Room Night and Average Length of Stay Trends



# Subject Line Test Results

May 2021

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

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

# EMEA Solo: Hero CTA Test

May 2021

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

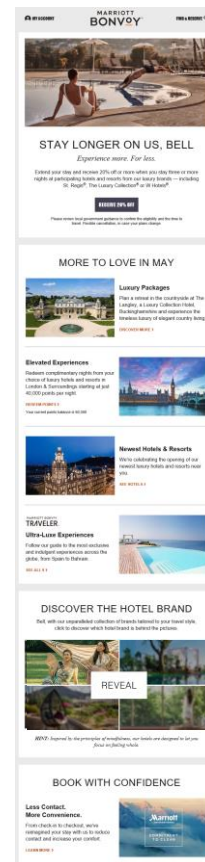
Control =

**RESERVE NOW**

Test =

**RECEIVE 20% OFF**

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



## New Campaign Dashboard Categories

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

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