

EMEA Quarterly Email Review & Planning *Q2 2022*

22 July 2022

MARRIOTT
BONVOY[®]



LE MÉRIDIEN BARCELONA, SPAIN



Meeting Agenda

1. Quarterly Performance Summary
2. Q2 Campaign Highlights & Trends
 - Drive Market Solo
 - MAU
 - Lux MAU
 - METT
 - Global Local
3. Testing & Optimization
4. Actionable Insights



COURTYARD AL BARSHA, DUBAI, UAE

Quarterly Performance Summary

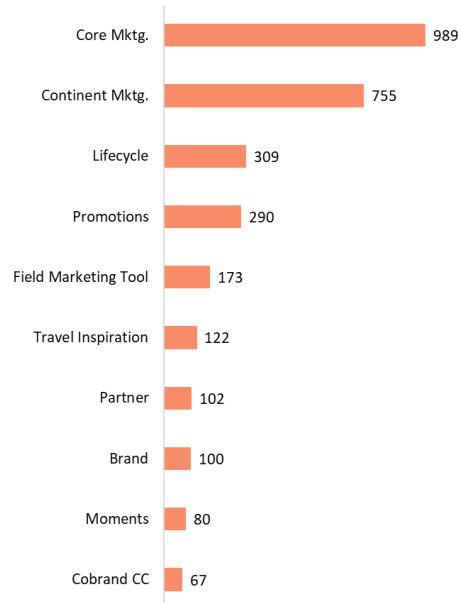
Q2 2022 YoY Performance Overview

3.2 M Email Subscribers* +3.4% vs. March '22	46.2 M Delivered Emails +11.4% QoQ +30.6% YoY +215.2% vs Q2 '19
1.3% CTR +0.0 pts. QoQ +0.0 pts. YoY -0.1 pts. vs Q2 '19	0.22% Unsub. Rate -0.05 pts. QoQ +0.02 pts. YoY -0.10 pts. vs Q2 '19
8.7 K Room Nights -16.8% QoQ +6.5% YoY +51.3% vs Q2 '19	\$1.8 M Revenue -23.4% QoQ +5.5% YoY +65.4% vs Q2 '19

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

3.0 K
Bookings
-13.2% QoQ
+51.0% YoY
-17.2% vs Q2 '19

Booking Contribution
(By Email Category)



Maintained CTR across all time periods with significantly larger total emails delivered

Unsubscribe rate positive compared to most time periods, slightly up against last year

Increase in all financials YoY; bookings saw the largest increase of +51% YoY

QoQ decline in financials impacted by fewer program solos and promotions, as well as new Adobe Analytics opt out tracking option in GDPR countries; performance will be understated

3.2M Emailable Customers in July 2022 (+3.4%)

- Significant growth in Middle East and Africa member audience contributing to overall emailable audience growth
- Europe emailable members increased slightly

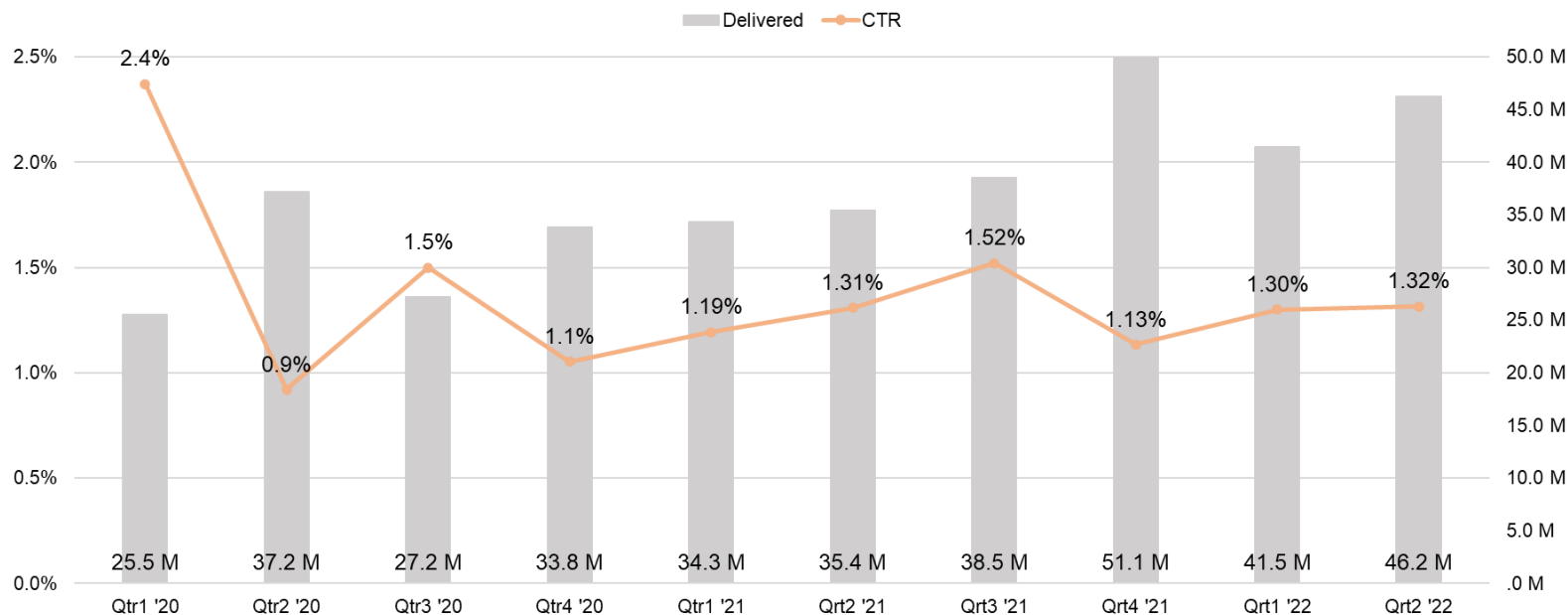
Region	Members	vs. Mar	Non-Members	vs. Mar
Africa	422,306	4%	39,728	3%
Europe	1,529,564	1%	68,838	1%
Middle East	1,073,774	6%	54,171	1%

Emailable Counts by Region	Jun '22	vs Mar'22
EMEA		
Africa	462,034	4.1%
Europe	1,598,402	1.4%
Middle East	1,127,945	6.0%
EMEA Total	3,188,381	3.4%
All Others		
Asia	3,694,623	6.79%
Australia	556,855	2.9%
Canada	1,307,892	5.3%
Caribbean Islands	119,560	13.3%
Central America	587,223	4.9%
Pacific Islands	153,352	4.2%
South America	581,480	6.6%
United States	28,158,980	3.6%
All Regions Total	38,430,694	4.0%

Positive Engagement Lifts; Aligned With Marriott Bonvoy Q1 to Q2 Increase

- Q2 represents the second highest CTR in the past two years
- Engagement trends consistent YoY and QoQ
- High performers in Q2 include: MAU, Brand Solos, and Promotional Solos

EMEA Quarterly Email KPI Trends (2020-2022)



CTR

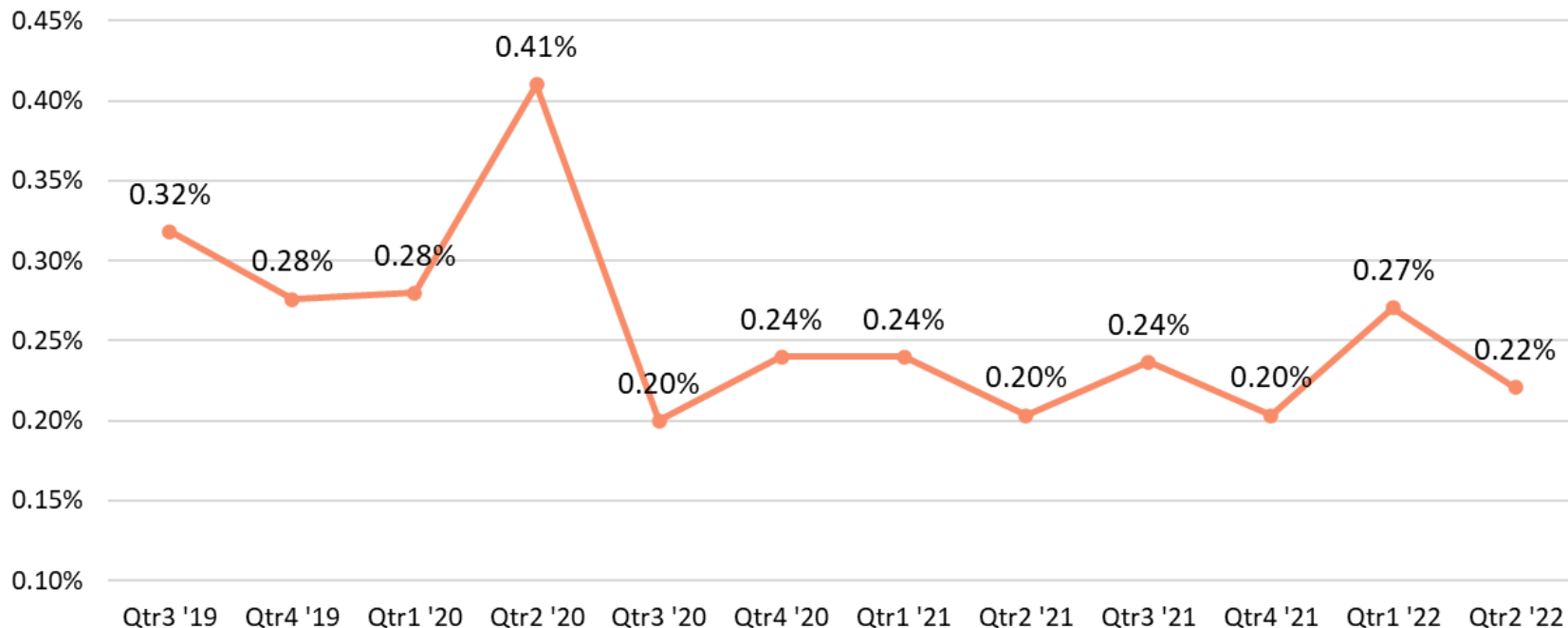
+0.02 pts. QoQ

+0.01 pts. YoY

Positive Unsubscribe Rate Trends

Unsubscribe Rate Decrease QoQ in alignment with '21 trend

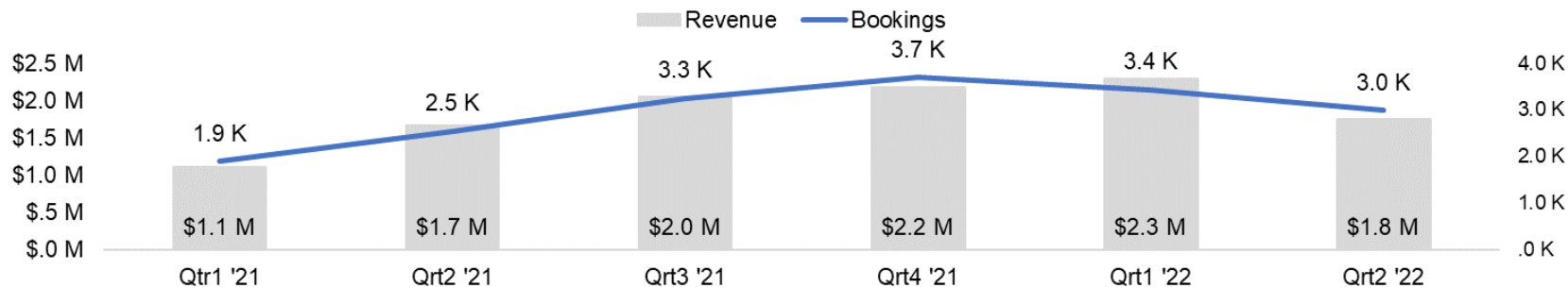
2019-2022 Quarterly Unsub. Rate Trends



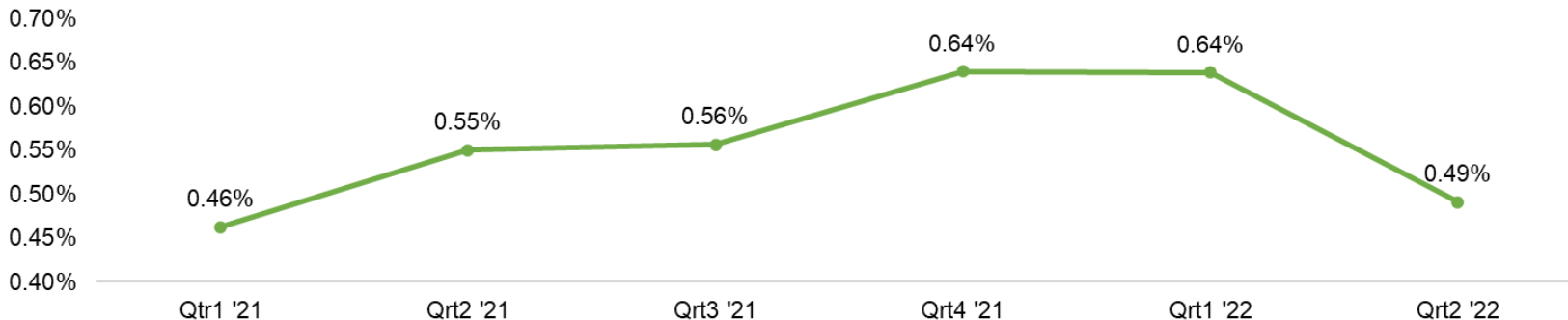
Q2 Financials Decline

QoQ decline in financials impacted by fewer program solos and promotions, as well as new Adobe Analytics opt out tracking option in GDPR countries; performance will be understated

EMEA Quarterly Email Financial Trends (2021-2022)



EMEA Quarterly Conversion Rate Trends (2021-2022)



Q2 Goal Progress

- 132K members in EMEA earned and/or redeemed points in Q2; activity was slightly below goal
- Unsubscribe rate aligns with goal for Q2; June engagement contributed to quarterly performance **(1.6% CTR and .21% Unsub.)**
- CTR for both regions either at or near quarterly goals
- Revenues in Europe most likely understated from online tracking changes with Adobe analytics

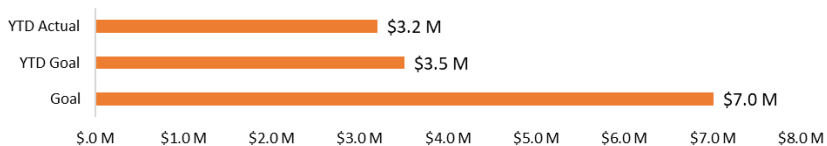
EMEA	Q2 '22	Quarterly Goal	vs. Goal
Points Activity	132.3K	135.9K	-2.6%

EMEA	Q2 '22	Quarterly Goal	vs. Goal
Unsubscribe	0.24%	0.24%	+0.0 pts

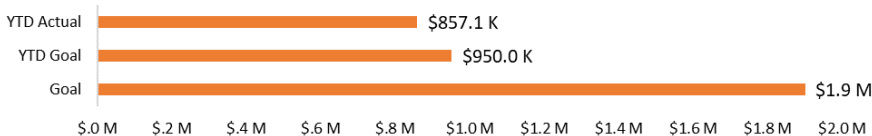
EUROPE	Q2 '22	Quarterly Goal	vs. Goal
CTR	1.6%	1.6%	+0.0 pts.
Revenue	\$1.3 M	\$1.8 M	-26.6%

MEA	Q2 '22	Quarterly Goal	vs. Goal
CTR	0.9%	1.00%	-0.1 pts.
Revenue	\$472.7 K	\$475.0 K	-0.5%

Europe 2022 Revenue Goal

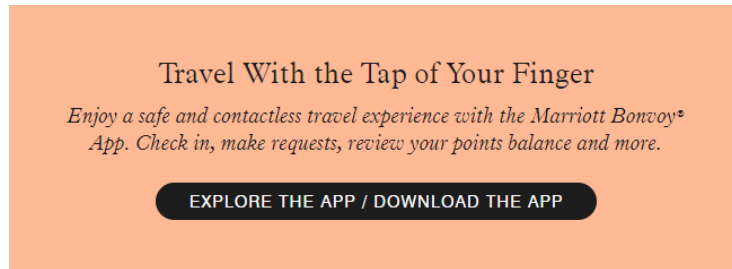


MEA 2022 Revenue Goal

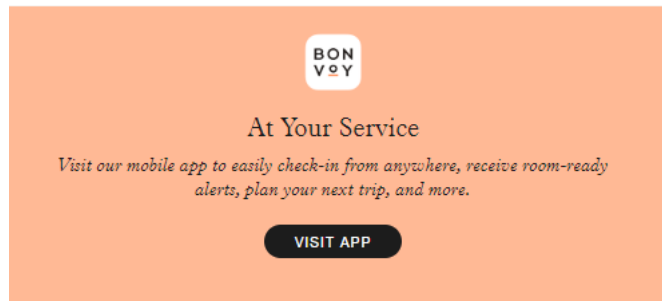


Mobile App Download Creative for Q2

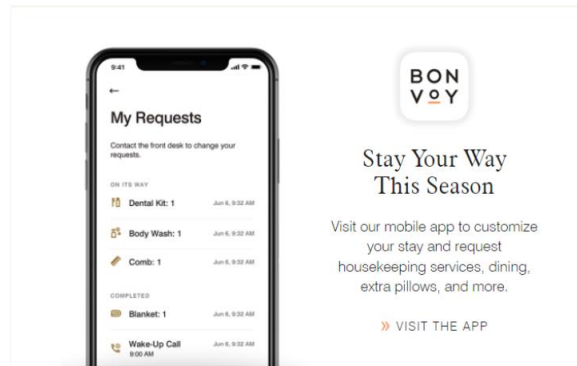
- Revamped app download treatment and dynamic app targeting contributing to highest quarter yet
- App icon introduced in May and June featured app mockup with download copy
- Recommend continuing to include recognizable app icon with banner and periodically refresh creative to keep audiences engaged



April '22 Creative



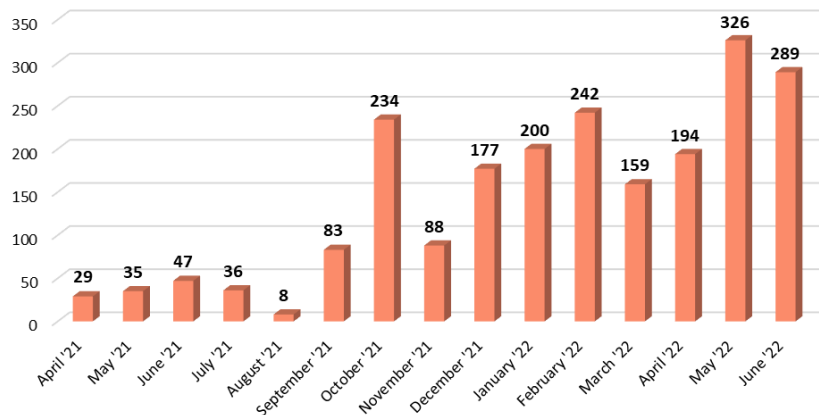
May '22 Creative



June '22 Creative

Q2 was the highest quarter for app download activity; Enrollment saw higher numbers compared to Q1

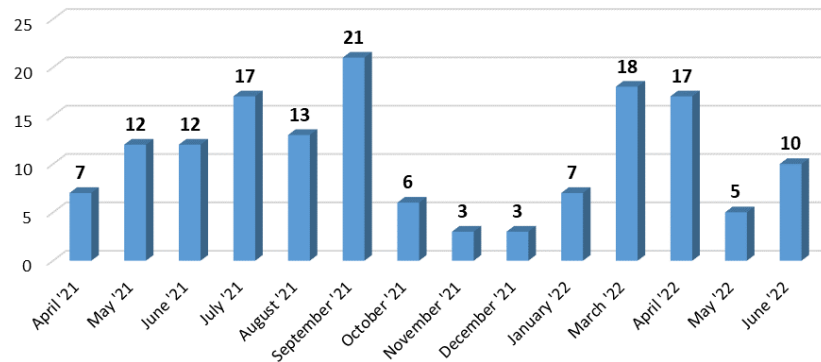
2021-2022 Mobile App Downloads



- New icon inclusion and creative swap in June resulted in continued high app download activity

Time Period	App Downloads
12 Mo. Avg.	150
Jun Total	289
vs Avg.	+93% (+140)
MoM	-11% (-37)

2021-2022 EMEA Enrollments
(Code: EMEA)



Time Period	# Enroll
12 Mo. Avg.	12
Jun Total	10
vs Avg.	-18%
MoM	+100% (+5)

- Increase MoM and above average quarter for enrollment

Q2 Campaign Highlights & Trends

Drive Market Solo

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

Q2 2022 Wins

1. Tested brand education hero versioned for Lux and Nonlux audiences in May to align with ongoing brand awareness initiatives; captured 26% of total click activity and 18% of revenue

2. Expanded personalization efforts in Q2 by versioning poll for luxury and non-luxury audiences, brand recommendation based on previous poll results, and regionally targeted holiday inspiration hero

3. Leveraged PCIQ image optimization for secondary offer featuring global promotion

4. Highest app download quarter since 2021 from using dynamic recent stay/upcoming trip module to target app vs no app users, plus several creative design refreshes

Driving Points Activity With Earning And Redemption Opportunities

Summary of Q2 2022 relevant, targeted email content that encouraged consumers to earn and/or use points.

Encourage Point Activation

Earning & Redeeming Offers

Choose From Three Unforgettable Resort Experiences

*From beachside suites to island retreats, explore our participating resorts.**



5,000 Bonus Points per Stay »

Book Now and Save up to 20% »

Complimentary Dinner for Two »

* These offers are available at select participating properties across Europe, Middle East, and Africa.

Stay Longer On Us

Recharge a little longer and save 15% or more on stays of 3 or more nights at participating hotels and resorts.

» VIEW RATES



Treat Yourself to Someplace New By Tying a Hotel That's New to You.



AUTOGRAPH COLLECTION HOTELS

COURTYARD HOTELS

MOXY HOTELS

FOUR POINTS BY SHERATON

Take your next trip in style and explore more places to earn and redeem points on a long weekend getaway at these hotels across the Marriott Bonvoy® portfolio.

» EXPLORE MORE BRANDS

Personalized Messages

Targeted by region, program activity, etc.



Swing Into Summer At These Spectacular Hotels

Near or far, wherever you are dreaming of traveling this summer, we have just the place to experience the extraordinary.

12

Hotels With Golf in the U.K. and Ireland

22

Hotels With Golf in Europe

658+

Hotels With Golf Around the World

» EXPLORE MORE

Thank You for Staying.

We look forward to welcoming you back soon. Please visit our Mobile App to help you plan your next getaway.

» VISIT THE APP

SILVER ELITE | 10,000 POINTS

» VIEW ACTIVITY » SEE BENEFITS

Inspired Travel Recommendations

Learn more about the hotel brand most-suited to your summer travel style from our May poll.

You Want to Experience "Indulgence Meets Sophistication"

Surround yourself in modern glamour as you relax, unwind and indulge in your own private sanctuary at St. Regis® Hotels & Resorts.

» EXPLORE ST. REGIS



Still Unsure? Tell Us More!

What is your ideal summer experience?

Select the type of experience you prefer for this season and we'll show you the hotels that deliver.

Beachside Bliss

Desert Safari

Nature & Wildlife

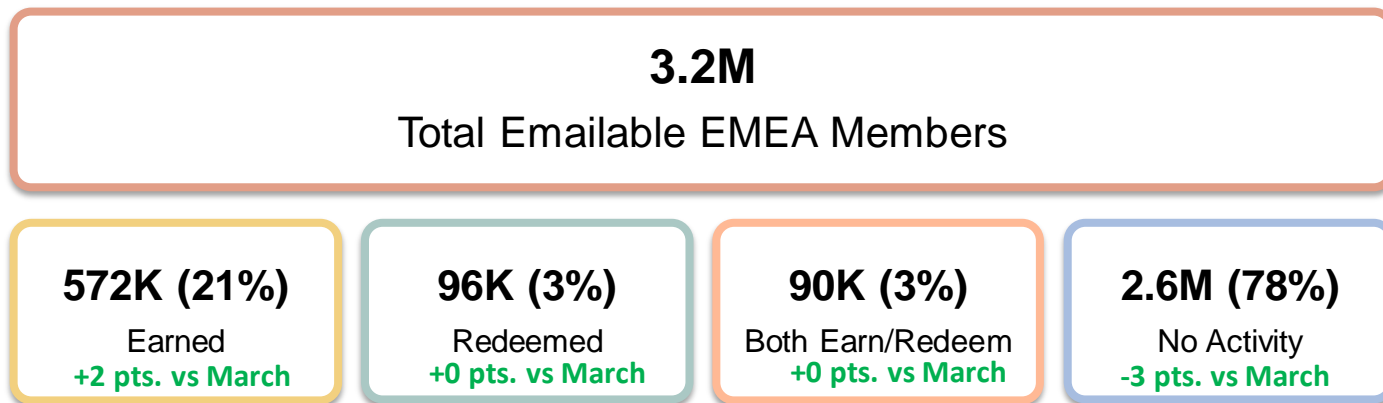
Spa & Wellness



YTD 2022 EMEA Member Point Activity

- Increase in total earners and significant decrease in members with no activity compared to last quarter
- All levels of activity represent substantial increase when compared to non emailable audiences for point activity

Consistent % of activity with more overall emailable members in Q2



Emailable Audience Members Have Higher Levels Of Activity

- July 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

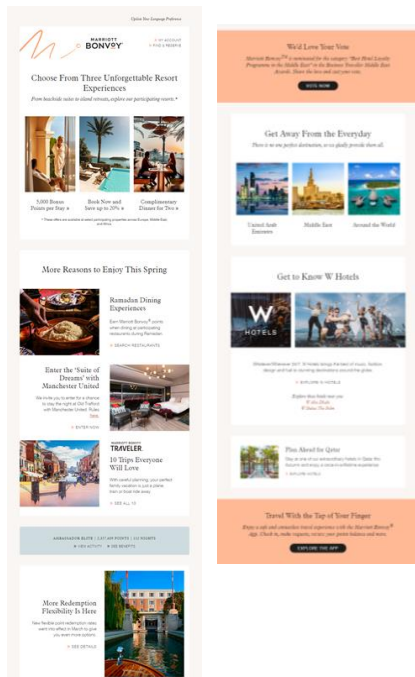
EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	2,811,739	17%	0%	0%	83%
Silver	115,243	64%	15%	13%	35%
Gold	109,624	62%	26%	25%	37%
Platinum	25,627	87%	53%	52%	12%
Titanium	24,829	91%	67%	66%	8%
Ambassador	7,431	97%	84%	83%	2%
Total	3.2 M	21%	3%	3%	78%

NON-EMAILABLE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	22,183,346	6%	0%	0%	94%
Silver	256,268	42%	6%	5%	57%
Gold	289,325	26%	8%	7%	74%
Platinum	25,550	74%	74%	37%	24%
Titanium	19,986	78%	78%	50%	20%
Ambassador	5,187	93%	93%	75%	6%
Total	22.78 M	6%	0%	0%	94%

Q2 2022 Drive Market Solos: CREATIVE EXAMPLES

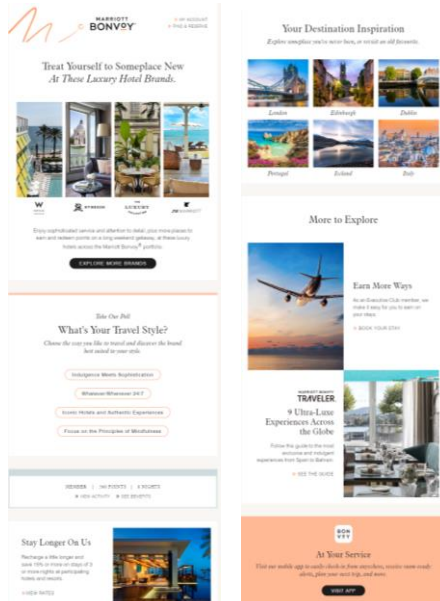
April Highlights:

- Upcoming Trip/Recent Stay module with app download CTA
- Lux vs Non-lux hero headline copy
- PCIQ image optimization for Global Promotion imagery
- Global Promotion secondary module
- Lux/Non-lux brand education module



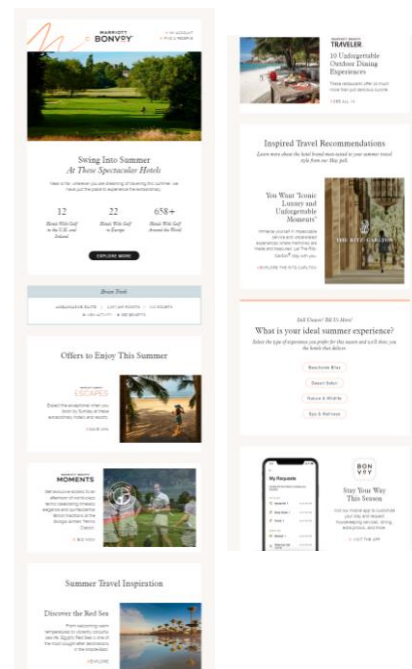
May Highlights:

- New Lux vs Non-lux hero design
- PCIQ Property vs Lifestyle A/B test for Stay Longer offer
- What's your travel style poll
- 6 pack destinations module (3 local/3 cross border)
- Cobrand targeting
- New join module messaging
- Icon included in app banner



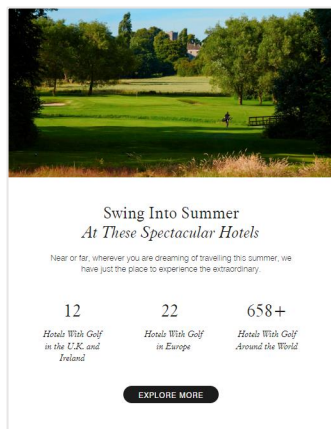
June Highlights:

- Golf, Pool, Spa regionally targeted hero
- Unlock instant benefits copy on join banner
- Escapes Offer
- May poll results brand education module
- Points promo in secondary offer

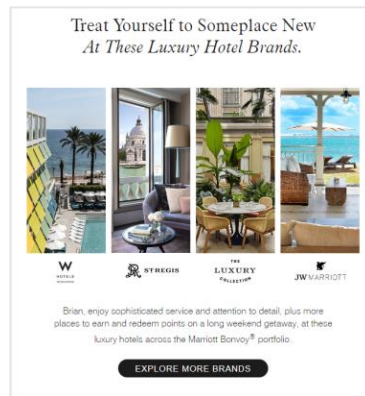


Q2 Engagement Insights

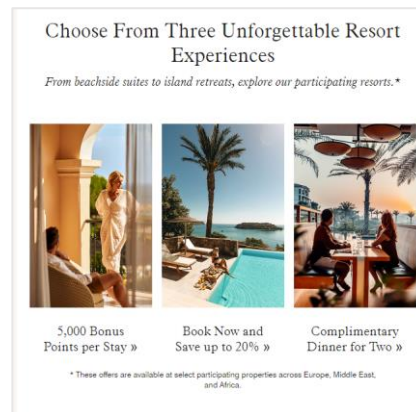
- April hero provided three offers geared towards point activation and driving revenue; the “Book Now & Save” offer performed well overall, but 5K bonus point offer resonated more for luxury redeemers and low luxury segments; use click activity to personalize future offer content
- May hero focused on lux and nonlux brand awareness versus leading with an offer; CTR for May remained steady MoM and overall bookings were up; content was new for the hero placement and the recommendation would be to continue testing this approach
- June regionally targeted hero featuring either Golf, Spa, or Pool content resonated with both lux and nonlux audiences and drove most of the monthly revenue and engagement; continue looking for more personalization opportunities
- When versioned by luxury segment in May the poll was the highest engaged poll in 2022 as well as being the second most clicked module for L2B and L3 which is strong compared to previous poll engagement



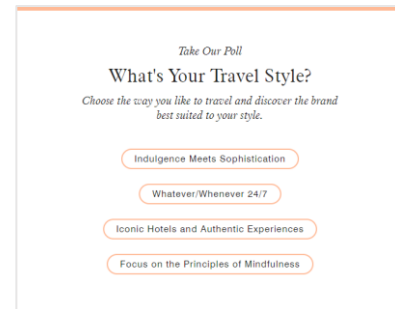
June Hero
40% of clicks



May Hero
26% of clicks



April Hero
31% of clicks



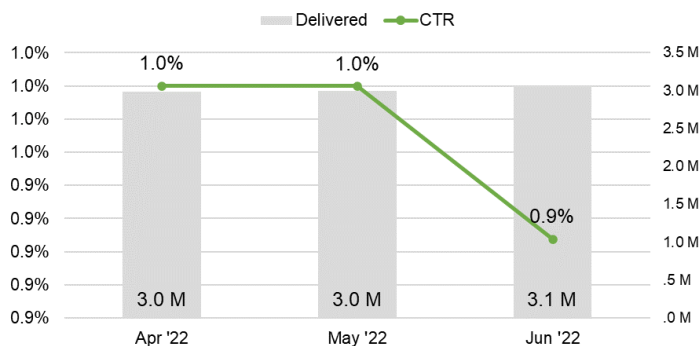
May Poll
9% of clicks

Q2 Engagement Stats

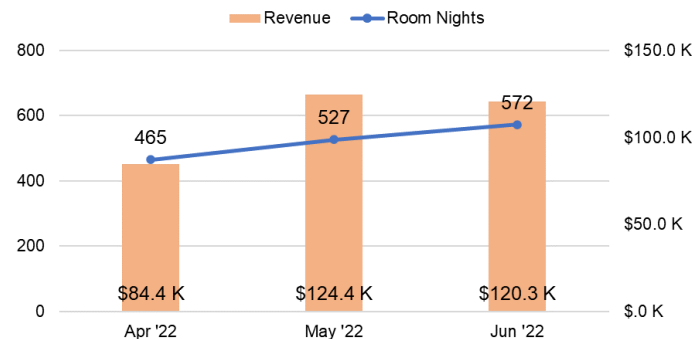
- Maintained consistent engagement through Q2
- Financials trended upwards throughout Q2 with June resulting in the highest total room nights of the quarter:
 - Engagement led by Hero, Escapes offer, Poll, and Destinations module with 68% of click activity and 61% of revenue
 - Honorable mention: June Poll accounted for 13% of revenue in June
- On average Q2 hero click activity was higher than Q1 with the geotargeted June Holiday hero having the highest engagement of 2022
- April Offer was second with 31% of clicks, and May Brand Education was third with 25% of clicks.
- April and May were the third and fourth most clicked hero's in 2022

Drive Solos	Q2 2022	QoQ
Delivered	9.1 M	-0.3%
Clicks	87.8 K	+0.9%
CTR	1.0%	+0.0 pts.
Unsub Rate	0.21%	-0.1 pts.
Bookings	489	-26.4%
Room Nts.	1.6 K	-25.2%
Revenue	\$329.2 K	-31.7%
% Bkgs. to EMEA	75.7%	-8.4 pts.
% Rev. to EMEA	67.3%	-17.6 pts.

Drive Market Solo Engagement Trends



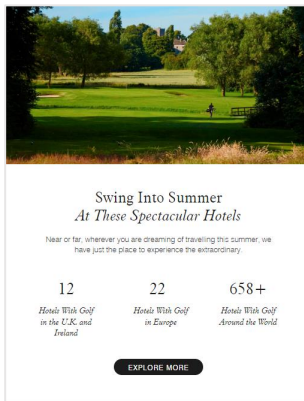
Drive Market Solo Financial Trends



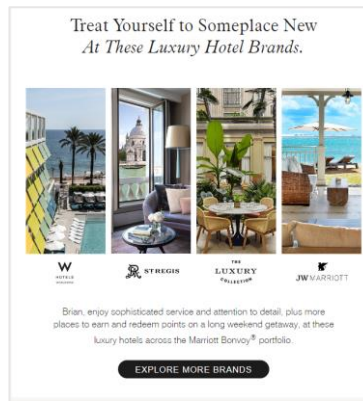
Top Performing Q2 '22 Content: Hero, Destinations, Offers and Poll Content

- Q2 Hero's averaged consistently higher than average engagement compared to Q1 with 3 of the top 4 most clicked modules in 2022
- Throughout Q2 most readers engaged with domestic content in destination modules over cross border and catch all CTAs
- Versioned poll content was the most clicked poll module in 2022
- Marriott Bonvoy escapes offer in June performed well with members and nonmembers; second most clicks and revenue

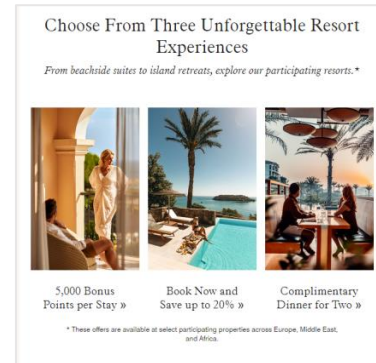
June Hero
#1 most clicked in June



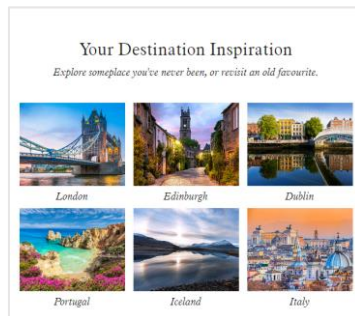
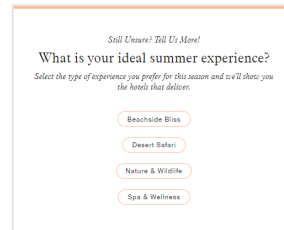
April Hero
31% of clicks



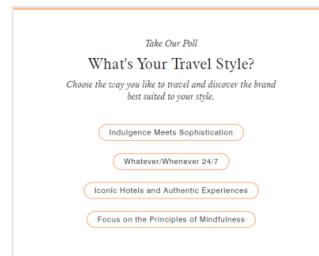
May Hero
26% of clicks



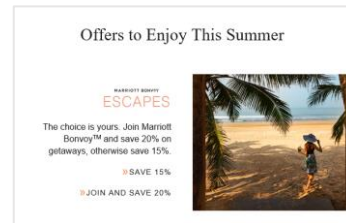
June Poll
13% of June Revenue



May Destinations
2nd most clicked in May



May Poll
Most Clicked Poll



Escapes Offer
15% of June Revenue

Higher CTR From L1; CTR Maintained For Nonlux Audiences

- Higher revenue from L1, up 7% QoQ
- Throughout Q2 bonus points offers engaged luxury segments the best and resulted in bookings and revenue including 5,000 bonus points hero offer and Global Promotion

Drive Market Solo (Q2 2022)	L1	L2A	L2B	L3	Everyone Else	Total
Delivered (QoQ)	449.2 K (+2.2%)	144.7 K (+0.6%)	255.0 K (+0.6%)	44.8 K (+2.2%)	8.2 M (-0.5%)	9.1 M (-0.3%)
Clicks	3.5 K	1.8K	6.7 K	1.5K	74.3 K	87.9 K
CTR (QoQ)	0.8% (+0.1 pts)	1.3% (-0.0 pts)	2.6% (-0.6 pts)	3.3% (-0.5 pts)	0.9% (+0.0 pts)	1.0% (+0.0 pts)
Unsub%	0.17%	0.13%	0.06%	0.05%	0.22%	0.21%
Bookings	16	11	74	17	375	493
Room Nts.	49	42	248	67	1165	1571
Revenue	\$19.1 K	\$11.4 K	\$63.7 K	\$12.6 K	\$222.9 K	\$329.7 K
Rev/Del.	\$0.04	\$0.08	\$0.25	\$0.28	\$0.03	\$0.04

CTR by Luxury Level	L1 Lux Only	L2A High User	L2B Low User	L3 Redeem Only	Total
Drive Market Solo	0.8%	1.3%	2.6%	3.3%	1.5%
Lux Mau	1.1%	2.0%	3.3%	3.5%	2.2%

June Delivery and Revenue Breakdown

EMEA members receiving Drive Market Solo booked largest share of revenue to Europe and US+Can in June

Market	Total Revenue	% of Total Revenue by Property Region				
		Europe	MEA	CALA	US + Can	APAC
AUSTRIA_GER	\$6.3 K	3.49%	0.00%	0.00%	0.00%	0.00%
BENELUX_ENG	\$3.4 K	0.00%	8.30%	0.00%	0.00%	0.00%
EGYPTPLUS_ENG	\$54.6 K	14.12%	25.67%	18.70%	10.37%	15.26%
FRANCE_ENG	\$3 K	0.18%	0.00%	0.00%	0.00%	0.00%
FRANCE_FRE	\$3.6 K	1.72%	1.24%	0.00%	0.00%	0.00%
GERMANY_ENG	\$31.8 K	6.77%	10.43%	0.99%	12.17%	15.50%
GERMANY_GER	\$47.5 K	12.75%	39.98%	0.00%	9.61%	1.97%
ITALY_ENG	\$13.7 K	6.94%	0.00%	0.00%	1.59%	0.00%
ITALY_ITA	\$29.4 K	15.93%	1.79%	0.00%	0.00%	0.00%
QATAR_ENG	\$3.0 K	1.64%	0.00%	0.00%	0.00%	0.00%
SAUDI_ARABIA_ARB	\$8 K	0.00%	0.00%	0.00%	1.11%	0.00%
SAUDI_ARABIA_ENG	\$8 K	0.00%	1.93%	0.00%	0.00%	0.00%
SCANDINAVIA_ENG	\$11.2 K	0.00%	4.55%	0.00%	11.48%	1.78%
SOUTH_AFRICA_ENG	\$40.0 K	7.68%	0.00%	0.00%	34.60%	0.00%
SPAIN_ENG	\$10.4 K	5.58%	0.95%	0.00%	0.00%	0.00%
SPAIN_SPA	\$1.3 K	0.00%	0.00%	0.00%	1.66%	0.00%
SWITZER_GER	\$2.9 K	1.61%	0.00%	0.00%	0.00%	0.00%
UAE_ENG	\$5 K	0.30%	0.00%	0.00%	0.00%	0.00%
UK_ENG	\$3.8 K	0.00%	1.60%	5.22%	0.00%	4.66%
Total	\$95.7 K	49.88%	11.47%	7.40%	20.96%	10.29%

Q2 Delivery and Revenue Breakdown

EMEA members receiving Drive Market Solo booked largest share of revenue to Europe and MEA in Q2

Market	Total Revenue	% of Total Revenue by Property Region				
		MEA	APAC	US + Can	CALA	Europe
AUSTRIA_GER	\$5,034.19	24.5%	0.0%	0.0%	0.0%	75.5%
BENELUX_ENG	\$8,328.65	23.1%	11.2%	8.0%	0.0%	57.7%
EGYPTPLUS_ARB	\$1,146.00	100.0%	0.0%	0.0%	0.0%	0.0%
EGYPTPLUS_ENG	\$51,356.89	35.1%	6.9%	14.4%	3.2%	40.4%
FRANCE_ENG	\$637.01	0.0%	0.0%	0.0%	0.0%	100.0%
FRANCE_FRE	\$6,307.61	19.3%	3.3%	0.0%	0.0%	77.5%
GERMANY_ENG	\$35,171.28	9.2%	5.9%	14.1%	0.3%	70.6%
GERMANY_GER	\$26,413.15	20.9%	12.1%	9.5%	3.0%	54.5%
ITALY_ENG	\$6,433.41	23.8%	0.0%	9.1%	0.0%	67.2%
ITALY_ITA	\$13,268.93	5.2%	0.0%	15.2%	0.0%	79.6%
PORTUGAL_SPA	\$986.33	0.0%	0.0%	0.0%	0.0%	100.0%
QATAR_ENG	\$1,560.81	0.0%	0.0%	27.9%	0.0%	72.1%
SAUDI_ARABIA_ARB	\$266.22	100.0%	0.0%	0.0%	0.0%	0.0%
SAUDI_ARABIA_ENG	\$9,015.87	28.6%	2.4%	32.1%	5.7%	31.2%
SCANDINAVIA_ENG	\$26,680.61	0.0%	10.0%	36.5%	0.0%	53.5%
SOUTH_AFRICA_ENG	\$5,246.96	36.2%	0.0%	0.0%	0.0%	63.8%
SPAIN_ENG	\$2,451.17	0.0%	0.0%	17.1%	0.0%	82.9%
SPAIN_SPA	\$3,709.30	0.0%	0.0%	0.0%	0.0%	100.0%
SWITZER_GER	\$6,521.61	84.8%	12.4%	0.0%	0.0%	2.8%
TURKEY_ENG	\$586.52	0.0%	0.0%	0.0%	0.0%	100.0%
UAE_ENG	\$19,568.67	20.3%	12.3%	2.3%	2.4%	62.7%
UK_ENG	\$71,487.00	1.4%	12.5%	23.8%	10.0%	52.3%
Grand Total	\$302,178.15	16.5%	8.3%	16.2%	3.5%	55.5%

June Poll Results Heatmap

- Beachside bliss was the top choice across all member levels
 - Aligns with Q2 pattern of seasonal messaging capturing engagement, recommend to continue theming polls with seasonal and regionally specific themes
 - Poll responses can be used to personalize Traveler in upcoming mailings
- Second most clicked for Nonmembers, Basic, Silver and Titanium was Spa & Wellness
 - Gold was Nature & Wildlife
 - Platinum and Ambassador was Desert Safari

Poll Results by Member Level	Non-Mem.	Basic	Silver	Gold	Platinum	Titan.	Ambass.	Overall Avg.	% of Email Revenue
Beachside Bliss	50.47%	53.70%	57.29%	59.23%	64.29%	52.46%	57.14%	54.45%	13%
Desert Safari	5.61%	8.31%	8.33%	10.00%	12.86%	6.56%	28.57%	8.53%	0%
Nature & Wildlife	14.02%	16.97%	14.58%	18.46%	11.43%	14.75%	7.14%	16.44%	0%
Spa & Wellness	29.91%	21.02%	19.79%	12.31%	11.43%	26.23%	7.14%	20.58%	0%

Still Unsure? Tell Us More!

What is your ideal summer experience?

Select the type of experience you prefer for this season and we'll show you the hotels that deliver.

Beachside Bliss

Desert Safari

Nature & Wildlife

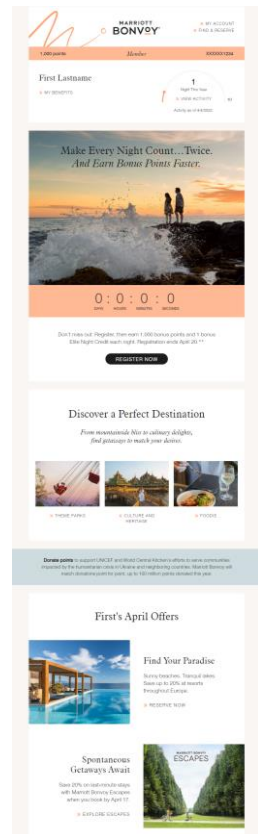
Spa & Wellness

Core MAU (Monthly Account Update)

Q2 Core MAU Creative Examples

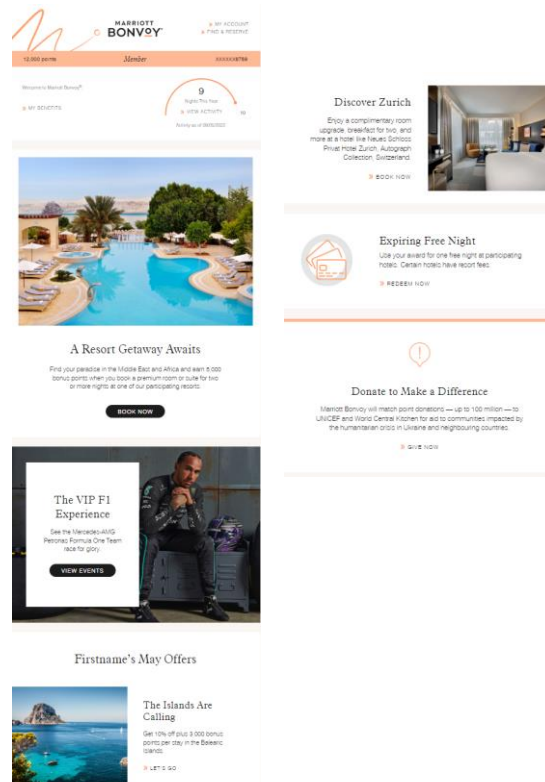
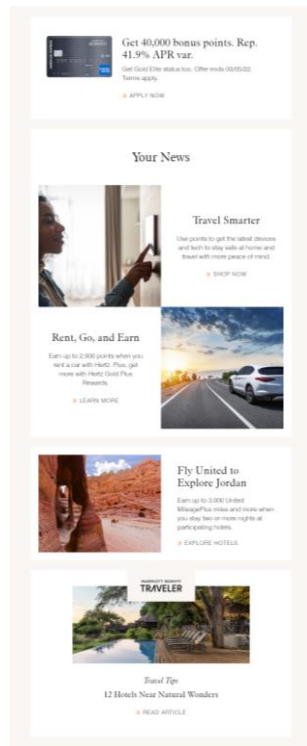
April '22

Q1 Global Promo Hero, Escapes



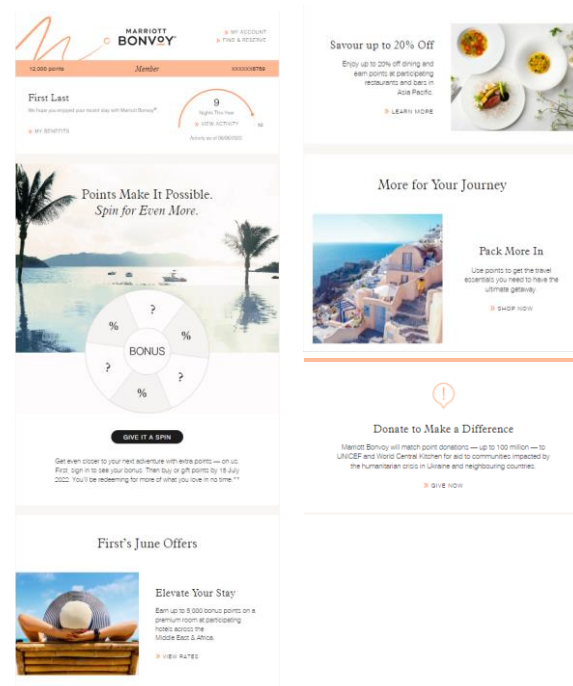
May '22

Resorts, AMG Moments, Balearic Islands and Zurich offers



June '22

Q2 Points Promo Hero and MEO MEA Bonus Point Offer

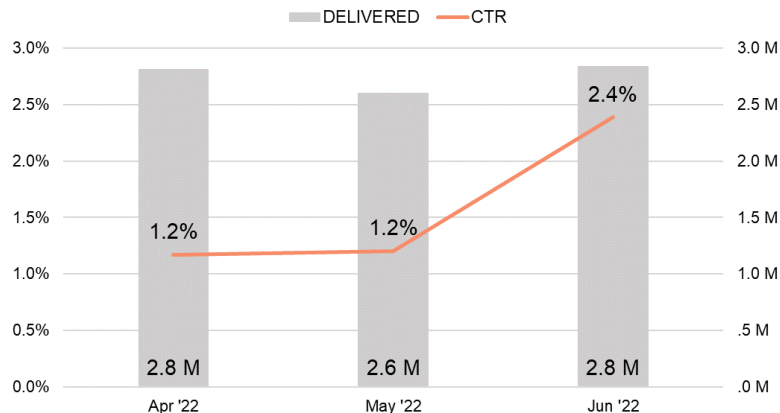


Increased Engagement QoQ

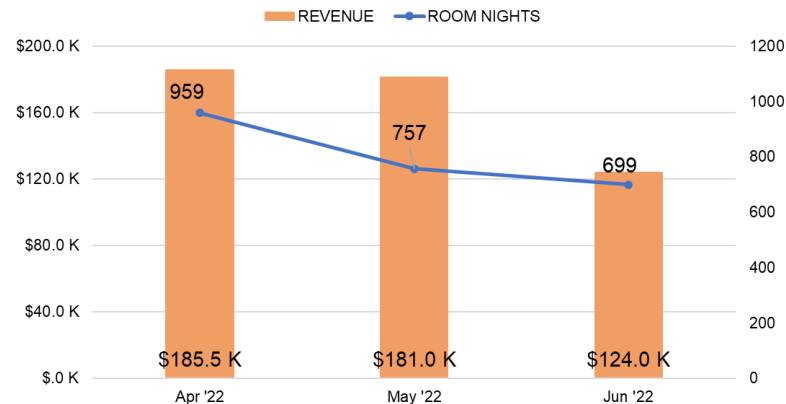
- Content including Global Promotion countdown in April, MEA resort hero in May, and Leisure Destinations content throughout the quarter engaged EMEA readers
- Q1 featured Global promotion in February and March which account for the decline in QoQ financials combined with understated numbers from new online tracking changes for EMEA
- Decrease in June aligned with Marriott Bonvoy trends with most click activity (63%) going to Q2 Points Purchase hero offer; remaining activity going to MEO offer for both Europe and MEA

	Q2 2022	QoQ
Delivered	8.2 M	-2.5%
Clicks	132.0 K	+38.9%
CTR	1.6%	+0.5 pts.
Unsub Rate	0.20%	-0.11 pts.
Bookings	904	-14.4%
Room Nts.	2.4 K	-19.1%
Revenue	\$490.5 K	-24.0%

MAU Q2 2022 Engagement Trends



MAU Q2 2022 Financial Trends




Top Q2 Content

- Regional Escapes content and offers including Balearic Islands and Zurich performed well in Q2
- Performance insights from METT and Drive Market solos around SL optimization for Persona/Exclusivity and List/Direct SL could be used in upcoming account updates
- Honorable mentions for Q2 include shop with points, Marriott shop, and Mercedes Moments
- Several key offers throughout the quarter performed well including:
 - Q1 Global Promotion (April)
 - Resorts Hero Offer (May)
 - Q2 Points Purchase Offer (June)
- Seasonal METTs have performed the best with engagement and revenue in Q2, recommend incorporating regionally specific and season specific messaging in subject lines and with offer messaging

April Glo Pro Hero

Clicks: 23% | Rev: 33%

Hero — Q1 Global Promo (Register) — All Languages



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

6 : 00 : 00 : 00
DAYS HOURS MINUTES SECONDS

Don't miss out: Register, then earn 1,000 bonus points and 1 bonus Elite Night Credit each night. Registration ends April 20.

REGISTER NOW

More for Your Journey



Pack More In

Use points to get the travel essentials you need to have the ultimate getaway.

SHOP NOW

Shop With Points

Clicks: 3%

EUR Leisure — EN, DE, ES, FR, DE, IT



CULTURE & HERITAGE



BEACH ACTIVITIES



NATURE & WILDLIFE



THEME PARKS



FOODIE



SPA & WELLNESS

Offer 1 — Balearic Islands — EN, DE, ES, DE



Europe Leisure

The Islands Are Calling

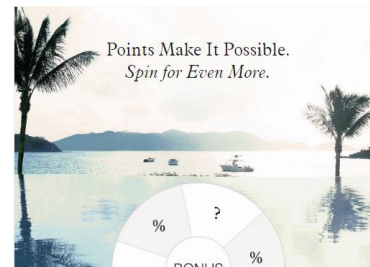
Get 10% off plus 3,000 bonus points per stay in the Balearic Islands.

LET'S GO

Balearic Islands Offer

June Hero

Clicks: 61%



Points Make It Possible.
Spin for Even More.



GIVE IT A SPIN

Get even closer to your next adventure with extra points — on us. First, sign in to see your bonus. Then buy or gift points by 15 July 2022. You'll be redeeming for more of what you love in no time.**

May Resorts Hero

Clicks: 18%



A Resort Escape Awaits

Earn 5,000 bonus points when you book a premium room or suite for two or more nights.

BOOK NOW

(In Dubai) Featured property: One&Only Movenpick Resort & Spa, Swireem, Jordan

Europe Escapes

Clicks: 6% | Rev: 5%

Offer 2 — EUR Shop Member — DE, ES, FR, DE

Bring Travel Home

For a limited time, save 20% on Marriott pillows, linens, fragrances, robes, and more.

SHOP NOW

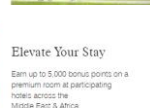


Offer 3 — MEA Escapes — EN, DE, ES, FR, DE, IT

Spontaneous Getaways Await

Save 20% on last-minute stays with Marriott Bonvoy Escapes when you book by April 17.

EXPLORE ESCAPES



Elevate Your Stay

Earn up to 5,000 bonus points on a premium room at participating hotels across the Middle East & Africa.

VIEW RATES

MEO MEA Bonus Point Offer

MARRIOTT
BONVOY

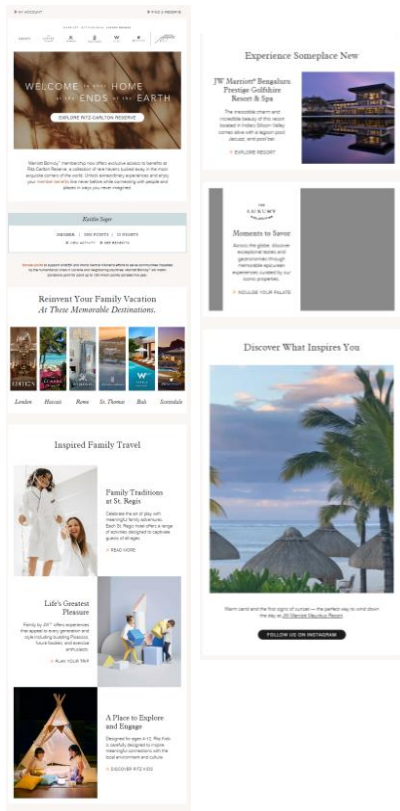


Lux MAU

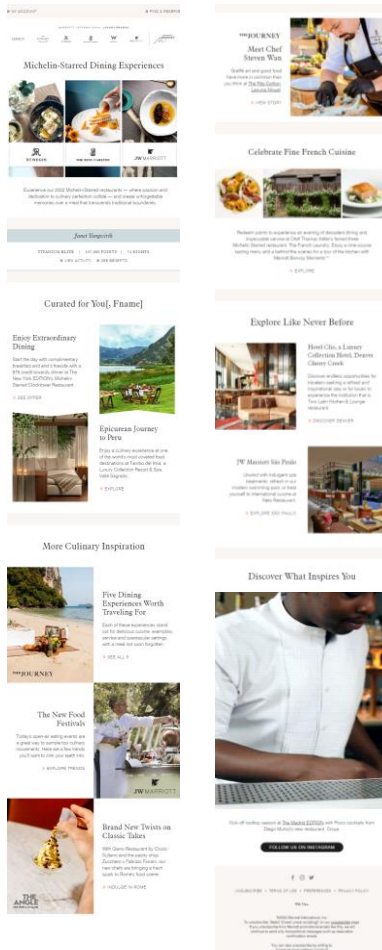
Lux Mau Creatives: Q2 2022

Example Of Member Version

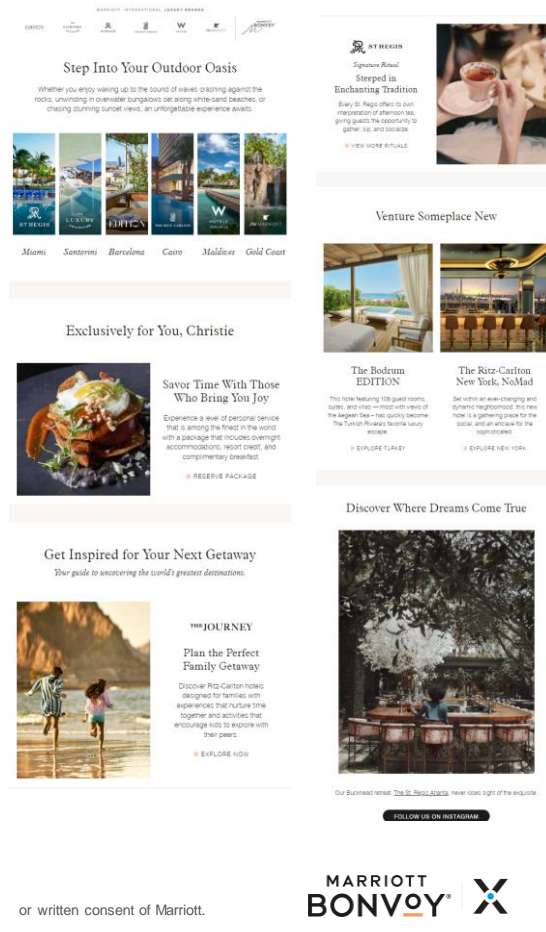
April '22



May '22



June '22



or written consent of Marriott.

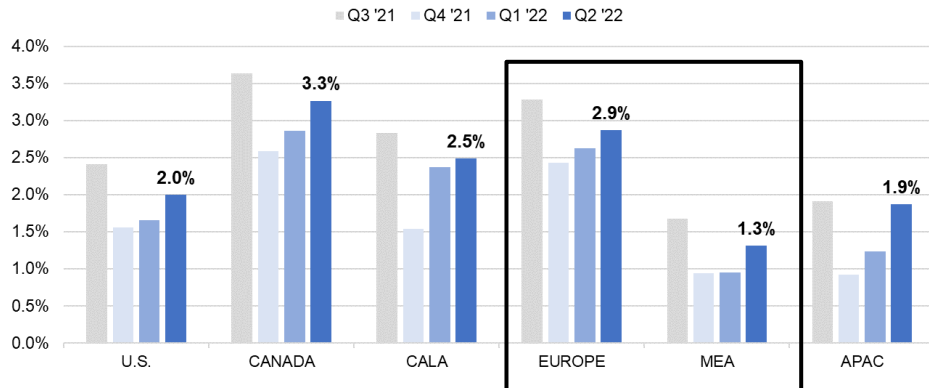


Lux MAU Performance Summary: Q2 2022

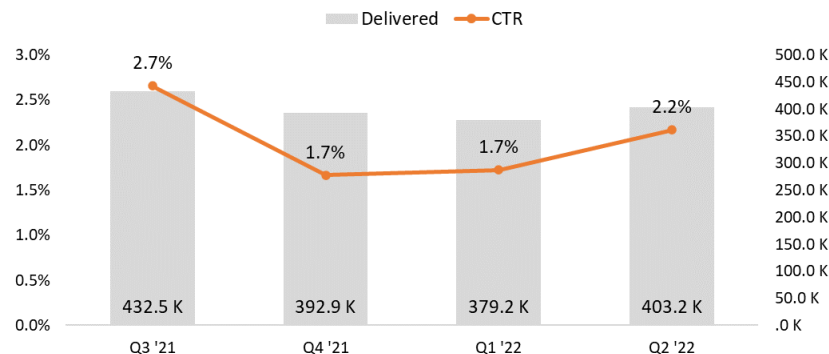
Q2 '22	Europe	MEA	Total	QoQ
Delivered	195.2 K	208.1 K	403.2 K	+6.3%
Clicks	5.7 K	3.0 K	8.7 K	+34.0%
CTR	2.9%	1.5%	2.2%	+0.4 pts.
Unsub Rate	0.07%	0.12%	0.10%	+0.01 pts.
Bookings	49	27	76	-12.6%
Revenue	\$36.2 K	\$35.5 K	\$71.7 K	+9.0%

- Q2 CTR was the highest CTR since Q3 of '21, April and June had the two highest CTRs in 2022
 - Strong engagement with April RC Reserve Hero, Culinary Hero in May and Lux MAU hero in June with new Lux header
- Reserve Package offer in June resonated with readers, potentially leverage this offer for EMEA lux audiences
- New hotels in June also had strong click activity, consider placement in upcoming EMEA solo

CTR by Region

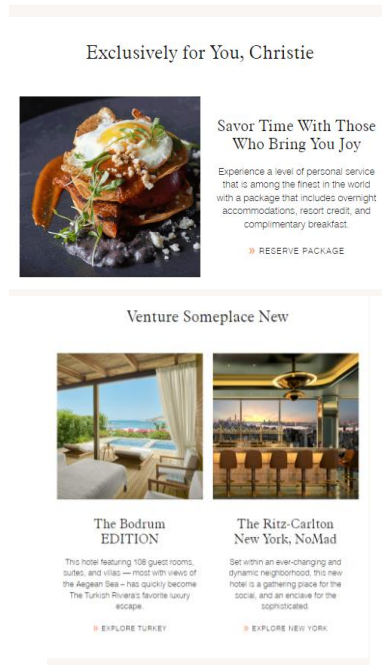


Lux MAU EMEA: 2021-2022 Trends



Lux MAU Heat Map: EMEA Version

Module	Europe	MEA
Header	11.41%	12.22%
Hero	37.58%	35.64%
Reserve Package	9.84%	5.90%
Member Account Bpx	27.63%	31.42%
Inspiration	2.49%	1.60%
Signature Ritual	1.15%	0.67%
New Hotels	6.50%	5.31%
Bodrum EDITION	4.25%	4.04%
The Ritz-Carlton New York, NoMad	2.25%	1.26%
Instagram	0.67%	1.52%
Footer	2.73%	5.73%
Grand Total	100.0%	100.0%



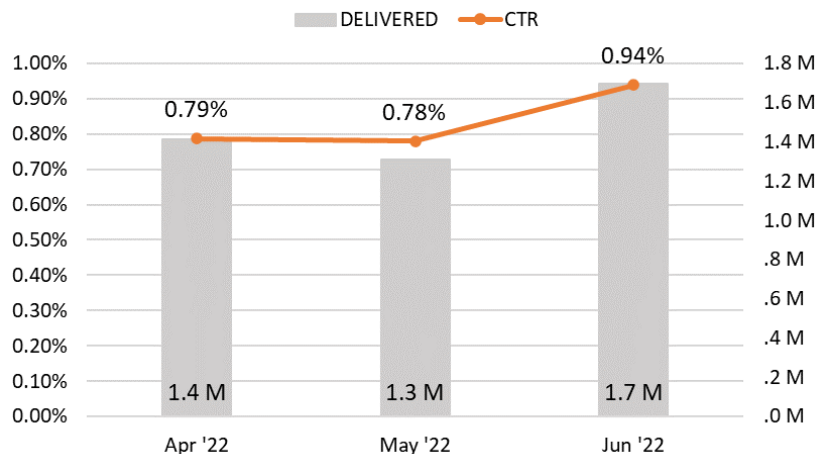
METT Emails

Q2 METT Performance Summary

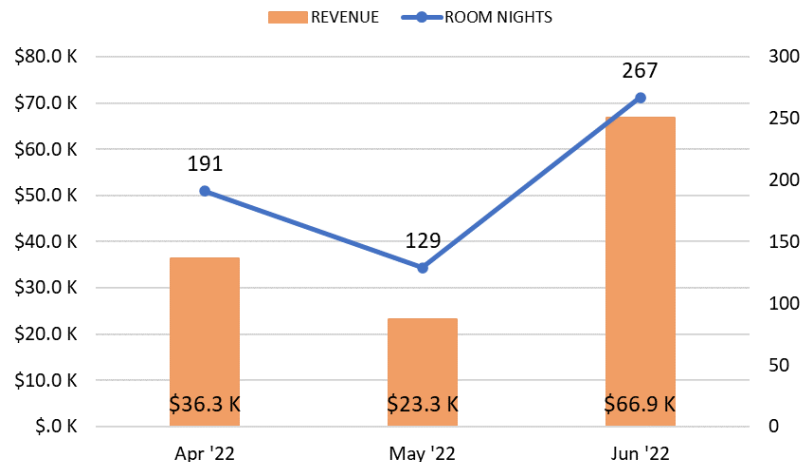
- Quarterly increase for engagement from normalized delivery volume leading to increased click activity and financials
- June saw an increase in engagement and financials contributing significantly to QoQ growth
 - Top June METT featured SLOU offer
 - METTs with attractive offers and seasonal content performed best in Q2

	Q2 2022	QoQ
Delivered	4.4 M	+48.7%
Clicks	37.3 K	+48.9%
CTR	0.8%	+0.0 pts.
Unsub Rate	0.16%	-0.01 pts.
Bookings	209	+68.5%
Room Nts.	587	+71.6%
Revenue	\$126.4 K	+69.2%

METT Q2 2022 Engagement Trends



METT Q2 2022 Financial Trends



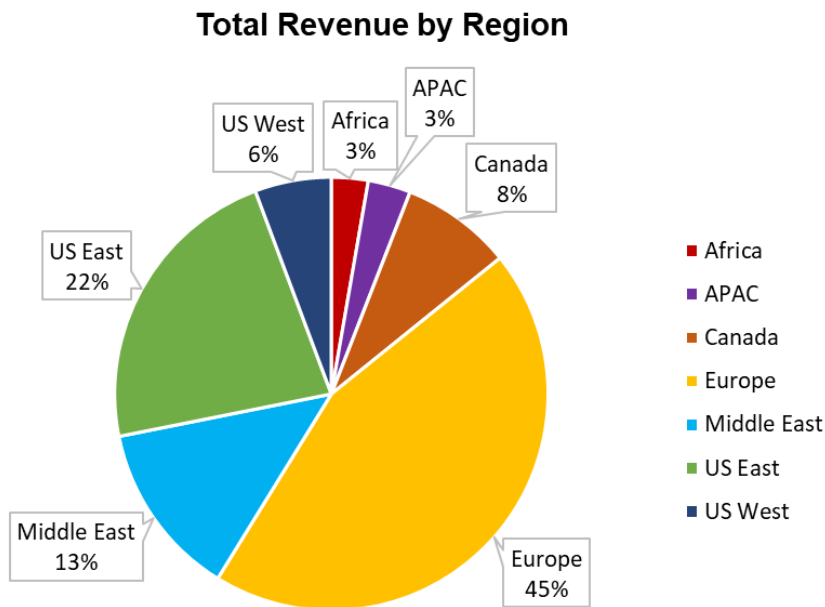
Top 10 Q2 2022 METT Revenue drivers

- Top performing METTs included:
 - Regional offers
 - Seasonal messaging

Month	Description	Delivered	CTR	Bookings	Rmnts	Revenue
June	EMEA_Franchise_EUCapitals_USA_Jun3_EN	48,993	0.9%	7	25	\$11,508
June	EMEA_UAE_Intl_Jun10_EN	97,554	1.1%	11	40	\$8,656
April	EMEA_KSABE_EGYPT_Apr8_EN	98,267	0.4%	9	28	\$7,738
May	EMEA_GLT_LuxuryBeachResorts_May20_EN	39,508	0.8%	4	18	\$7,503
June	EMEA_WEM_WestinGermany_Jun3_DE	49,451	3.9%	6	17	\$7,187
April	EMEA_EE_Poland_Apr22_EN	63,242	0.8%	9	30	\$6,899
June	EMEA_GLT_NewOpenings_Jun24_EN	38,439	1.9%	5	27	\$5,998
April	EMEA_WEM_Austria_MEO_Apr22_EN	57,712	0.9%	9	21	\$4,687
May	EMEA_SE_PortugalCampaign_May27_EN	93,624	1.0%	7	31	\$4,190
April	EMEA_SE_SpainResorts_Apr22_EN	89,039	1.2%	5	13	\$3,761
Top Performing Total		853,849		72	250	\$68.1K

Consistently Above 60% Revenue Attribution To EMEA Properties In Q2

- 69% of Q2 Revenue went to EMEA properties
- Offer content called out specific properties and regions in June METTs



Top 5 Hotels booked in EMEA	Revenue
WI THE WESTIN HAMBURG	\$7,187
BRISTOL CITY CENTRE	\$788
OHANNESBURG HOTEL MELROSE ARCH	\$256
YORK MARRIOTT HOTEL	\$742
BIRMINGHAM MARRIOTT HOTEL	\$107
Total Revenue	\$9,080

June US METT Breakdown

On average campaigns targeted to US audiences drove greater percentage of revenue to US + Canada

- 3/11 campaigns drove a majority of revenue to EMEA with US audiences

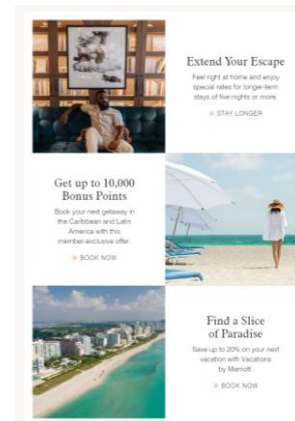
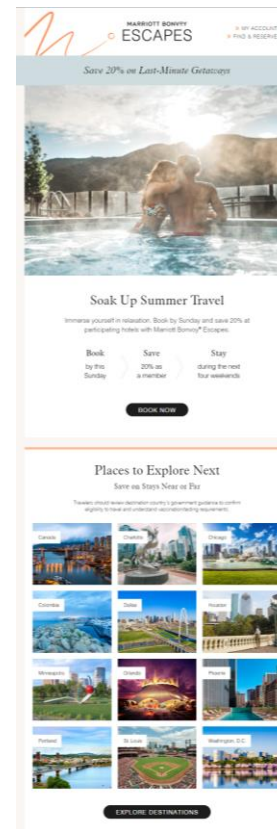
June METTs	Email Revenue	% of Total Revenue by Property Region				
	Total	EMEA	APAC	Mexico	S. Am	US
Copy of EMEA_SSA_SA_USA_Jun10_EN	\$ 381.90	13%		87%		
EMEA_Franchise_EUCapitals_USA_Jun3_EN	\$11,508.29	32%				68%
EMEA_GLPT_QatarDestination_OtherCountries_Jun10_EN	\$ 764.00	91%				9%
EMEA_KSA_RomanticRiyadh_UK_GCC_Jun24_EN	\$ 550.00					100%
EMEA_KSA_RomanticRiyadh_USA_Jun24_EN	\$ 25.00					100%
EMEA_KSABE_EgyptSummer_USA_Jun10_EN	\$ 1,661.00					100%
EMEA_SE_UnitedAirlines_Jun24_EN	\$ 2,832.08	11%				89%
EMEA_SSA_SLOU_UK&SSA_24June_EN	\$ 3,709.37	54%				46%
EMEA_UAE_Intl_Jun10_EN	\$ 8,656.16	25%	8%			67%
EMEA_WEM_RoadTrip_June24_EN	\$ 1,569.72	73%				27%
EMEA_WEM_WestinGermany_Jun3_EN	\$ 1,279.00					100%

Additional Campaign Analysis

Marriott Bonvoy Escapes

- Revenue up QoQ 159% vs Q1
- April tracking issues impacting click activity leading to understated engagement stats
- June was the highest month's financials in 2022 with \$55K in revenue
- Summer travel in June resonated with readers similar to METT results featuring seasonal messaging




Marriott Bonvoy Escapes	
Q2 '22	
Delivered	5.0 M
Clicks	26.7 K
CTR	0.5%
Unsub Rate	0.21%
Bookings	259
Room Nts.	788
Revenue	\$139.1 K



Offer Summary: Email Performance

April – June 2022

- Total of 233 tracked bookings and \$146K from promoting regional offers in Q2 campaigns: Core MAU, Regional Solos, and METT
- MEO and SLOU offer delivered the most revenue in Q2 for offers
- Plans are in place to continue tracking engagement each quarter

					
Offer Name	Delivered	Clicks	CTR	Bookings	Revenue
Stay Longer On Us	4,305,632	10,798	0.25%	72	\$ 44,499.23
Marriott Bonvoy Escapes	4,161,347	5,055	0.12%	17	\$ 9,562.47
Family Offer	359,340	2,114	0.59%	21	\$ 9,815.10
MEO	9,122,339	23,623	0.26%	111	\$ 69,174.40
Early Bird	2,988,041	5469	0.18%	12	\$ 13,252.03
TOTAL	20,936,699	47,059	0.22%	233	\$146,303.22

Testing & Optimization

Q3 Plans

July 2022

- ✓ Lux/Nonlux new openings module
- ✓ Testing for cross border/domestic destinations order
- ✓ Personalized hero with poll results
- ✓ Continue PCIQ SL testing
- ✓ Launch PCIQ STO

August 2022

- ✓ Including Lux MAU header for lux segment
- ✓ Continue PCIQ SL testing
- ✓ PCIW Image optimization for MEO offer
- ✓ SLOU Lux vs nonlux versioning
- ✓ Targeted redemption messaging
- ✓ Lux hero for both lux and nonlux segments

Q2 PCIQ Image Optimization Summary

- PCIQ image optimization results between property and lifestyle in April and May have shown property images consistently performing better over lifestyle imagery
 - The results vary between markets and each property/lifestyle image choice but property has taken the top engagement spot in Q2 and in Q1 efforts as well
- To gather more data for image optimization the recommendation is to potentially use PCIQ Image Optimization technology in a higher up module to capture more click activity
- Additionally, expanding the test to highlight amenities and other property features would provide a phase 2 optimization approach

Month ID	Property Mountain	Lifestyle Mountain	Lifestyle Sun	Property Sun
202203	0.96%	0.94%	0.51%	0.53%
202204	1.77%	1.74%	0.83%	0.78%
Month ID	Property		Lifestyle	
202205	1.36%		1.35%	

Q2 PCIQ SL Summary

- For all languages in Q2 on average the best performing SLs have included one of three tags:
 - List, Exclusivity, Direct and FOMO
- Persona/Intrigue combination was introduced in May and performed second to List/Exclusivity
- Recommend Including Persona/Exclusivity and List/Direct in next round of SL testing to incorporate new combinations of high performing SLs

Deployment Date	Language	SL1	SL2	SL3	SL4	SL5
4/8/2022	ARB	20.3%	22.3%	21.1%	20.5%	20.7%
4/5/2022	ENG	20.4%	21.9%	20.8%	21.2%	20.7%
	FRE	21.4%	21.4%	21.5%	21.6%	21.7%
	GER	21.4%	22.3%	21.6%	23.0%	21.1%
	ITA	21.5%	22.8%	20.7%	22.5%	21.9%
	SPA	23.3%	22.7%	22.5%	23.4%	22.5%

Deployment Date	Language	SL1	SL2	SL3	SL4	SL5
5/6/2022	ARB	21.7%	21.4%	20.8%	19.7%	21.6%
5/3/2022	ENG	18.7%	18.6%	18.2%	17.8%	18.9%
	FRE	20.2%	19.6%	19.9%	19.7%	20.6%
	GER	21.4%	22.3%	20.1%	20.1%	22.2%
	ITA	20.7%	20.6%	21.6%	20.2%	21.4%
	SPA	23.2%	22.3%	21.4%	21.4%	23.0%

SL NO	SL	Tags
SL1	3 Ways to Unwind in Style	List
SL2	Your Resort Retreat Awaits[, Fname]	Direct
SL3	A World of Resorts: Choose the Special Offer for You	Offer
SL4	[Fname,]Don't Miss Out on These Exceptional Resort Offers	FOMO
SL5	How to Unwind in Style	How To

SL NO	SL	Tags
SL1	Treat Yourself to Someplace New[, Fname]	Persona, Intriguing
SL2	Which hotel should you experience next[, Fname]?	Question, Personal
SL3	Plan a Long Weekend Someplace New	Direct
SL4	Save up to 15% on Long Weekend Getaways	Offer
SL5	Just for You: 4 Hotel Brands to Explore, Plus 6 Destinations to Visit	List, Exclusivity

Actionable Insights

Q2 Actionable Insights

- Brand education hero in May contributed to overall financials and captured engagement from lux and nonlux audiences continue to include brand education heroes to monitor for engagement patterns
- Use seasonal messaging within content to increase engagement in Solos and METT campaigns
- Continue to segment Poll responses by lux and nonlux in upcoming solos
- Recommend using click activity insights from April Drive Market Solo to provide personalized offers
- Throughout Q2 most readers engaged with domestic content in destination modules over cross border and catch all CTAs, recommend testing domestic content/messaging calling out locations within offers when available
- Core MAU June Hero with interactive spinner was the top performing hero of Q2; recommend testing intriguing creative treatments in drive market solo and/or other program solos
- Recommend continuing to include recognizable app icon with banner and periodically refresh creative to keep audiences engaged
- Recommend Including Persona/Exclusivity and List/Direct in next round of SL testing to incorporate new combinations of high performing SLs
- To gather more data for image optimization the recommendation is to potentially use PCIQ Image Optimization technology in a higher up module to capture more click activity, additionally, expanding the test to highlight amenities and other property features would provide a phase 2 optimization approach

Thank you!

MARRIOTT
BONVOY®



Appendix

June Destination Heatmap

- 7/11 European markets that were shown the domestic/cross border module engaged with domestic choices
- 6/8 MEA markets that were shown the domestic/cross border module clicked domestic choices

Destinations Module % of Clicks	BENELUX _ENG	EGYPT+ _ARB	EGYPT+ _ENG	FRANCE _ENG	FRANCE+ _FRE	GERMANY _ENG	GERMANY+ _GER	ITALY _ENG	ITALY+ _ITA
Cross Border	---	---	---	---	---	---	---	---	---
Domestic	4.21%	4.35%	4.24%	9.01%	7.47%	6.01%	3.36%	3.35%	2.73%

Destinations Module % of Clicks	QATAR _ARB	QATAR _ENG	SAUDI_A. _ARB	SAUDI_A. _ENG	SCAND _ENG	S.AFRICA _ENG	SPAIN _ENG	SPAIN+ _SPA	TURKEY _ENG	UK _ENG
Cross Border	---	---	---	---	4.78%	8.04%	7.26%	5.69%	12.19%	2.37%
Domestic	5.48%	4.59%	3.59%	3.97%	---	---	---	---	---	---

Core MAU Heatmap for June

- June Spin offer module led engagement for MAU in June with 63% of click activity

ENG Version	% of Clicks	% of Revenue
Header	12.34%	63.98%
Member Module	10.38%	28.08%
Hero	61.62%	0.18%
EAT Promo	0.05%	0.00%
MEO MEA Bonus Point Offer	3.78%	5.51%
Offers	0.16%	0.00%
Restaurant and Bar	0.03%	0.00%
Suites	0.14%	0.00%
Donate Points	0.04%	0.00%
French Laundry Moments Package	2.21%	0.00%
Shop with Points	0.01%	0.00%
Traveler	2.85%	0.00%
Footer	6.54%	2.24%
Grand Total	100.00%	100.00%

INL Version	% of Clicks	% of Revenue
Header	10.88%	49.27%
Member Module	11.12%	36.65%
Hero	63.70%	0.00%
MEO MEA Bonus Point Offer	4.22%	14.08%
Restaurant and Bar Offer	0.02%	0.00%
Cobrand	0.36%	0.00%
Donate Points	0.07%	0.00%
Shop with Points	2.68%	0.00%
Footer	6.94%	0.00%
Grand Total	100.00%	100.00%

June METT Campaign List

Campaign Name	Delivered	CTR	Bookings	Revenue
Total	1,385,642	1.0%	71	\$48,983
EMEA_UAE_Intl_Jun10_EN	97,483	1.1%	12	\$13,062.64
EMEA_WEM_WestinGermany_Jun3_DE	49,432	3.9%	6	\$7,187.00
EMEA_GLT_NewOpenings_Jun24_EN	38,402	1.9%	5	\$5,998.23
EMEA_SSA_SLOU_UK&SSA_24June_EN	78,818	0.8%	9	\$3,709.37
EMEA_GLPT_QatarDestination_KSA_Jun10_EN	37,348	0.6%	5	\$3,504.10
EMEA_UK_FathersDay_Jun3_EN	98,175	0.5%	5	\$3,349.58
EMEA_Franchise_Azerbaijan_Jun10_EN	90,171	0.6%	2	\$2,792.71
EMEA_SSA_SA_UK_Jun10_EN	78,411	0.6%	5	\$1,779.00
EMEA_WEM_RoadTrip_June24_EN	98,422	1.1%	5	\$1,569.72
EMEA_Franchise_EUCapitals_UAE_Jun3_EN	48,771	0.4%	1	\$1,495.30
EMEA_WEM_WestinGermany_Jun3_EN	49,212	1.1%	1	\$1,279.00
EMEA_Franchise_GreekVillas_Jun10_DE	49,394	3.7%	3	\$658.11
EMEA_EE_Israel_UK_June24_EN	38,541	0.3%	2	\$607.17
EMEA_GLPT_QatarDestination_OtherCountries_Jun10_EN	17,441	0.7%	6	\$589.74
EMEA_KSA_Romantic_Riyadh_UK_GCC_Jun24_EN	45,098	0.6%	1	\$550.00
EMEA_SE_WPride_Jun3_EN	98,389	1.0%	1	\$469.15
EMEA_SE_SummerItaly_Jun3_EN	86,181	0.7%	2	\$381.78
EMEA_TLC_GreekLuxuryIslandHopping_June24_EN-UK	48,820	1.0%	0	\$0.00
EMEA_KSABE_EgyptSummer_USA_Jun10_EN	23	0.0%	0	\$0.00
EMEA_UAE_Local_Jun3_EN	79,843	0.5%	0	\$0.00
EMEA_KSABE_EgyptSummer_GCC_Jun10_EN	68,590	0.5%	0	\$0.00
EMEA_SSA_USA_24June_EN	20	0.0%	0	\$0.00
EMEA_UK_SeasideBreaks_Jun24_EN	39,340	0.7%	0	\$0.00
EMEA_EE_Warsaw_Jun10_EN	49,045	0.5%	0	\$0.00
EMEA_TLC_GreekLuxuryIslandHopping_June24_EN-US	79	2.5%	0	\$0.00
EMEA_Franchise_EUCapitals_USA_Jun3_EN	53	5.7%	0	\$0.00
EMEA_KSA_Romantic_Riyadh_USA_Jun24_EN	17	0.0%	0	\$0.00
EMEA_EE_Israel_USA_June24_EN	21	0.0%	0	\$0.00
EMEA_Franchise_EUCapitals_USA_Jun3_EN	53	5.7%	0	\$0.00

Offer Analysis Details

Stay Longer On Us						
Email Campaign	Campaign Months	Delivered	Clicks	CTR	Offer Bookings	Revenue
METT	April, May, June	1,305,632	8,117	0.6%	64	\$ 35,959.98
Regional Solo	May	3,000,000	2,681	0.09%	8	\$ 8,539.24
MAU	--	--	--	--	--	--
Total		4,305,632	10,798	0.25%	72	\$ 44,499.23

MEO						
Email Campaign	Campaign Months	Delivered	Clicks	CTR	Offer Bookings	Revenue
METT	April, May, June	850,012	7,662	0.9%	58	\$ 35,314.13
Regional Solo	April	2,988,041	5,171		12	\$ 5,390.61
MAU	May, June	5,284,286	10,790	0.20%	41	\$ 28,469.67
Total		9,122,339	23,623	0.26%	111	\$ 69,174.40

Early Bird						
Email Campaign	Campaign Months	Delivered	Clicks	CTR	Offer Bookings	Revenue
METT	--	--	--	--	--	--
Regional Solo	April	2,988,041	5469	0.18%	12	\$ 13,252.03
MAU	--	--	--	--	--	--
Total		2,988,041	5469	0.18%	12	\$ 13,252.03

Offer Analysis Details Continued

MB Escapes						
Email Campaign	Campaign Months	Delivered	Clicks	CTR	Offer Bookings	Revenue
METT	--	--	--	--	--	--
Regional Solo	June	3,072,607	4,399		15	\$ 8,041.92
MAU	April	1,088,740	656	0.06%	2	\$ 1,520.56
Total		4,161,347	5,055	0.12%	17	\$ 9,562.47

Family Offer + Kids Stay/Eat Free						
Email Campaign	Campaign Months	Delivered	Clicks	CTR	Offer Bookings	Revenue
METT	April, May, June	359,340	2,114	0.59%	21	\$ 9,815.10
Regional Solo	--	--	--	--	--	--
MAU	--	--	--	--	--	--
Total		359,340	2,114	0.59%	21	\$ 9,815.10