EMEA Quarterly Email Review & Planning
Q3 20222.

21 November 2022

MARRIOTT BONVOY®

COURTYARD AL BARSHA, DUBAI, UAE

Meeting Agenda

1. Quarterly Performance Summary

2. Q3 Regional Campaign Highlights

3. Quarterly Campaign Highlights
   1. Core MAU
   2. METTs

4. Testing & Optimization

5. Actionable Insights

Quarterly Performance Summary

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Q3 2022 YoY Performance Overview

3.3 M	**196.1K**
Email Subscribers*	Points Activity
+2.3% vs. June '22	+24.3% vs. June '22
53.9 M	**0.22%**
Delivered Emails	Unsub. Rate
+16.5% QoQ	-0.00 pts. QoQ
+40.0% YoY	-0.02 pts. YoY
+30.6% vs Q3 '19	-0.08 pts. vs Q3 '19
1.0%	**2.7 K**
CTR	Bookings
-0.2 pts. QoQ	-8.5% QoQ
-0.4 pts. YoY	-16.1% YoY
-0.4 pts. vs Q3 '19	-57.8% vs Q3 '19
8.0 K	**$1.7 M**
Room Nights	Revenue
-10.0% QoQ	-4.1% QoQ
-16.1% YoY	-18.3% YoY
-64.4% vs Q3 '19	-57.8% vs Q3 '19

Additional campaigns launched throughout Q3 resulted in higher deliveries QoQ and YoY

CTR change impacted by less engagement from several key categories including Core MAU, Brand Campaigns and Promotional Solos; CTR shift aligned with overall Bonvoy trend for Q3

Unsubscribe rate positive compared to all time periods maintaining positive unsubscribe rate trend throughout 2022

QoQ decline in financials impacted by less revenue from Promotions and Core MAU ; Financial results also impacted by Brand campaigns (HVMI) not currently being tracked as well as ongoing Adobe tracking changes

Financials declined in Q3 aligned with seasonal and industry trends for EMEA

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

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3.3M Emailable Customers in September 2022 (+2.3%)

- Significant growth in Middle East and Africa member audience contributing to overall emailable audience growth

- Positive trend continues for growth amongst both members and nonmembers for EMEA residents

Region	Members	vs. July	Non-Members	vs. July
Africa	440,029	4.2%	40,448	1.8%
Europe	1,538,257	0.6%	70,283	2.1%
Middle East	1,118,318	4.1%	54,313	0.3%

Emailable Counts by Region	Sept'22	vs July'22
EMEA		
Africa	480,477	4.0%
Europe	1,608,540	0.6%
Middle East	1,172,631	4.0%
EMEA Total	**3,261,648**	**2.3%**
All Others		
Asia	3,909,593	5.8%
Australia	578,009	3.8%
Canada	1,346,804	3.0%
Caribbean Islands	135,553	13.4%
Central America	626,995	6.8%
Pacific Islands	161,555	5.3%
South America	628,210	8.0%
United States	28,432,734	1.0%
All Regions Total	**39,161,805**	**1.9%**

Emailable counts include emailable members that have engaged with a Marriott email in the past 15 months
*Report date October 26th

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15-Month Suppression List Tracking

- Point in time view of current suppression list
- This data will be used to help better understand actual audience counts with members currently in active status each month

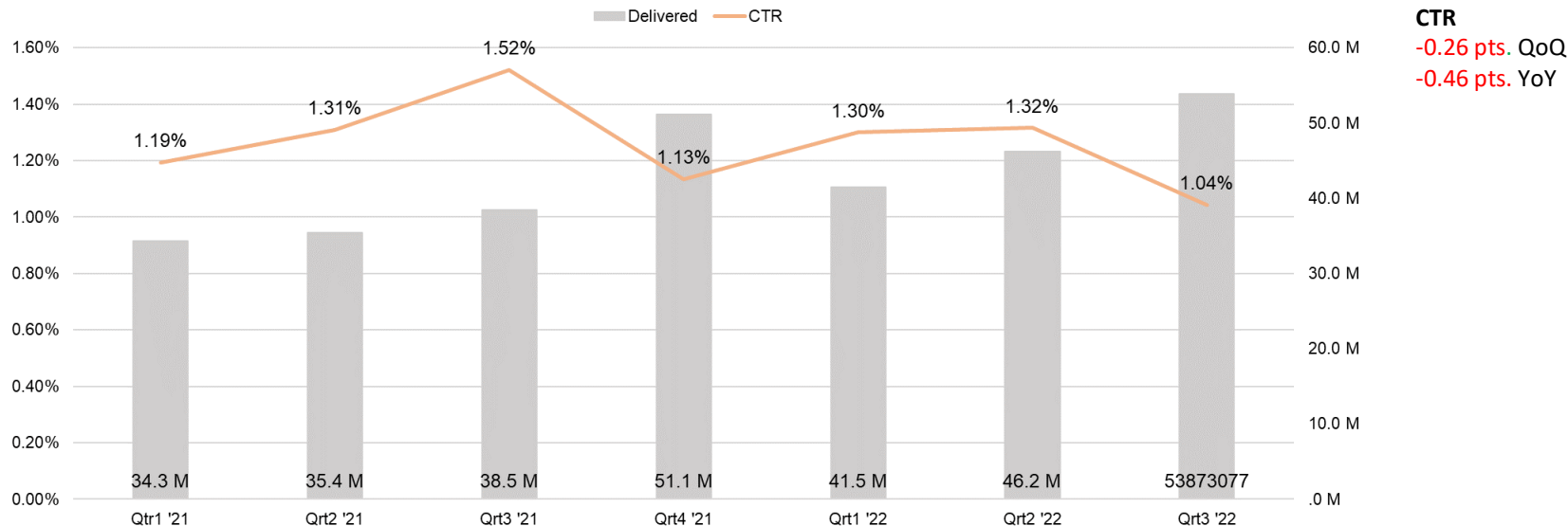| # of Members on the 15-month suppression list: |
|---|
| Europe = 1,857,691 |
| Middle East = 806,967 |
| Africa = 481,204 |

# of Non-Members on the 15-month suppression list:
Europe = 545,195
Middle East = 128,323
Africa = 88,656

*Report date October 26th

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Engagement Decline In Q3 Lower for Several Campaigns

- Based on available industry data, hotel volume experienced a sharp decline in August and September
- Delivery volume increased from additional Regional and Field Marketing campaigns **(+96%)**
- Top engagement in Q3 from Field Marketing (BPP CTR: 1.0% | METT CTR: 0.8%) and Engagement (Moments CTR: 1.7%)
- Lower engagement from several campaigns QoQ contributing to engagement shift: MAU and Promotions
- UK and South Africa markets were suppressed in September for several key dates impacting engagement

EMEA Quarterly Email KPI Trends (2021-2022)

Legend: Delivered | CTR

	Qtr1 '21	Qrt2 '21	Qrt3 '21	Qrt4 '21	Qrt1 '22	Qrt2 '22	Qrt3 '22
CTR	1.19%	1.31%	1.52%	1.13%	1.30%	1.32%	1.04%
Delivered	34.3 M	35.4 M	38.5 M	51.1 M	41.5 M	46.2 M	53873077

CTR
-0.26 pts. QoQ
-0.46 pts. YoY

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Adara Industry Travel Data For EMEA
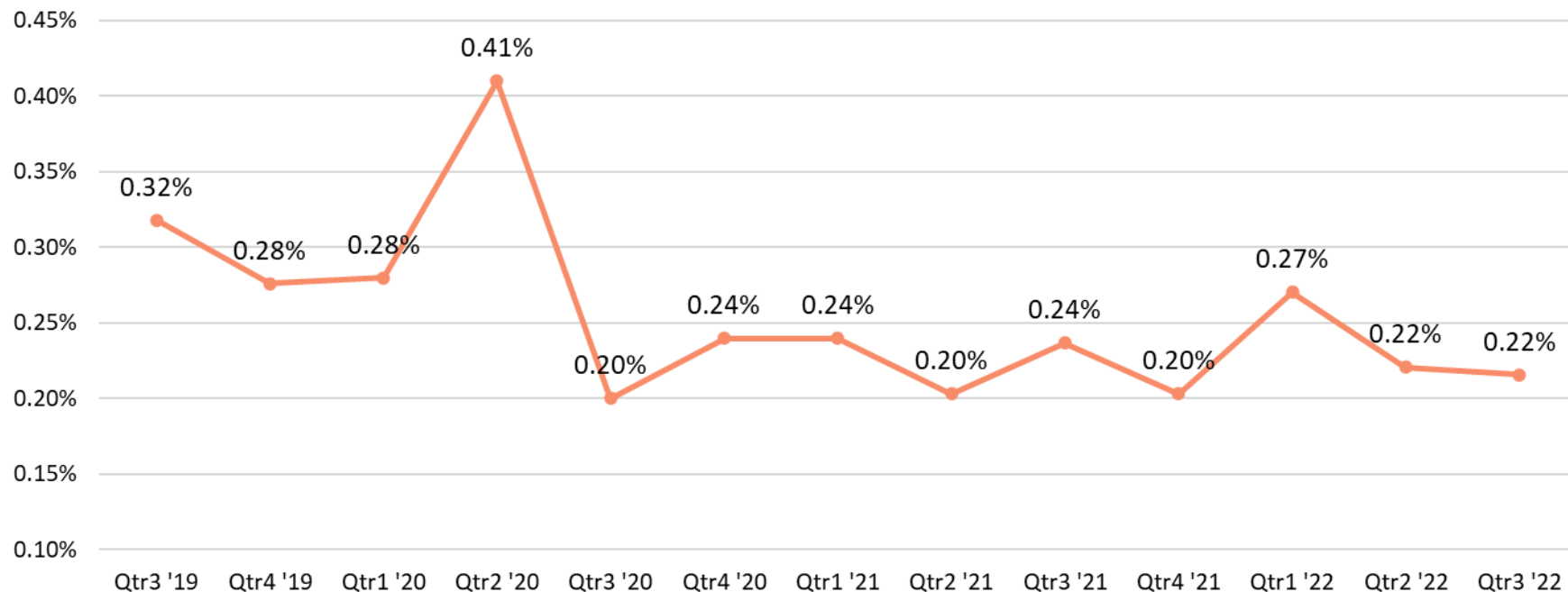
Flight Volume by Purpose

Hotel Volume by Purpose
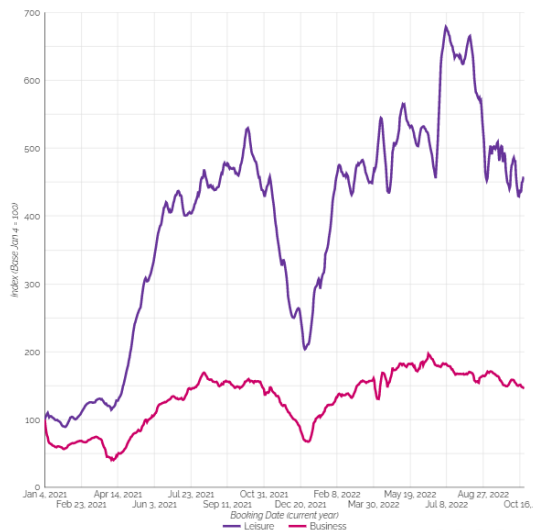
- Hotel volume decreased throughout Q3 after an initial spike in July aligned with EMEA campaign engagement and financial results

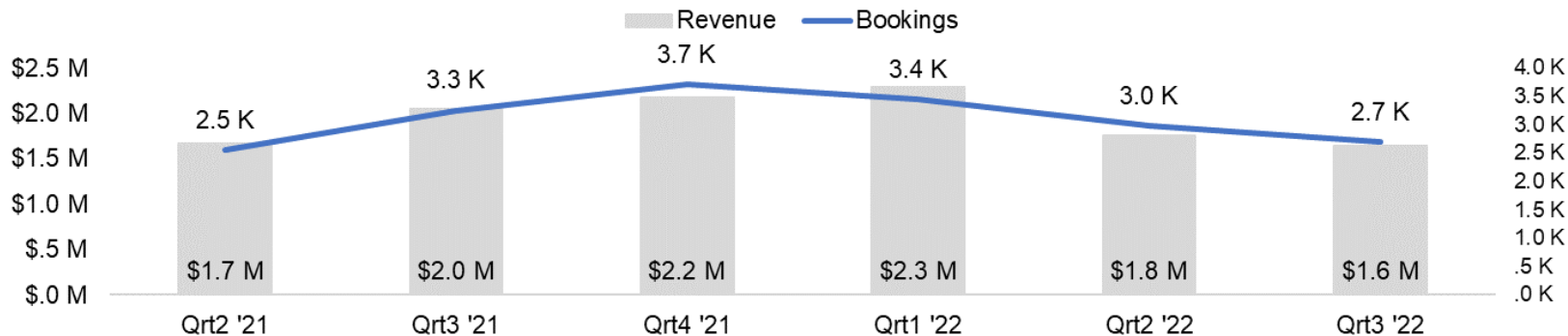MARRIOTT
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Positive Unsubscribe Rate Trends Continue in Q3

Unsubscribe rate remained consistent QoQ with significant increase in deliveries

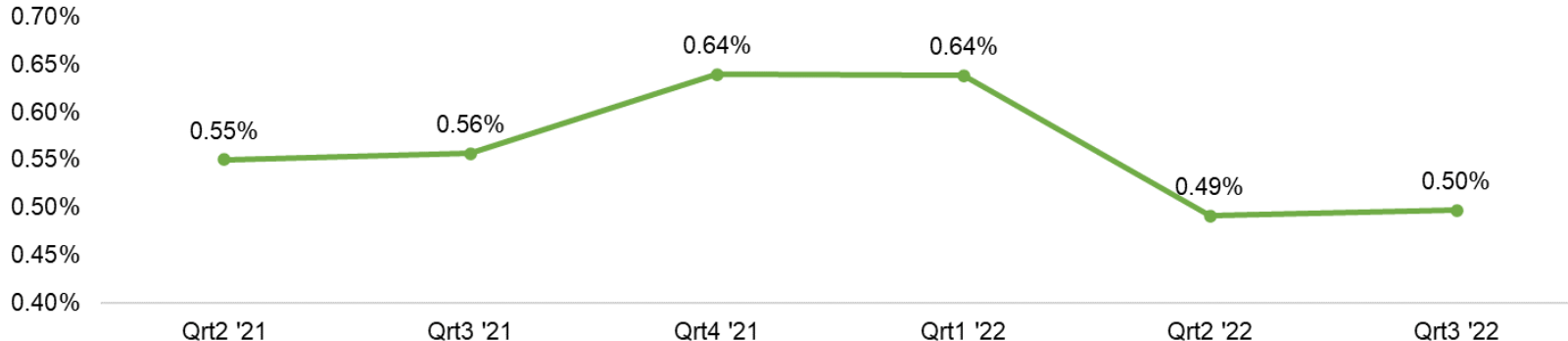**2019-2022 Quarterly Unsub. Rate Trends**

Qtr3 '19	Qtr4 '19	Qtr1 '20	Qtr2 '20	Qtr3 '20	Qtr4 '20	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22	Qtr3 '22
0.32%	0.28%	0.28%	0.41%	0.20%	0.24%	0.24%	0.20%	0.24%	0.20%	0.27%	0.22%	0.22%

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QoQ Decline Impacted By Ongoing Travel Pattern Changes

EMEA Quarterly Email Financial Trends (2021-2022)

Legend: Revenue (bars), Bookings (line)

	Qrt2 '21	Qrt3 '21	Qrt4 '21	Qrt1 '22	Qrt2 '22	Qrt3 '22
Bookings	2.5 K	3.3 K	3.7 K	3.4 K	3.0 K	2.7 K
Revenue	$1.7 M	$2.0 M	$2.2 M	$2.3 M	$1.8 M	$1.6 M

EMEA Quarterly Conversion Rate Trends (2021-2022)

	Qrt2 '21	Qrt3 '21	Qrt4 '21	Qrt1 '22	Qrt2 '22	Qrt3 '22
Conversion Rate	0.55%	0.56%	0.64%	0.64%	0.49%	0.50%

Q3 Goal Progress

- 196K members in EMEA earned and/or redeemed points in Q3; activity was above goal driven by points messaging in Q3
- Unsubscribe rate below goal with significantly increased deliveries indicating relevant content amongst openers
- CTR for both regions below quarterly engagement goals
- Revenue down in Q3 for both regions; Tracking issues impacting revenue with understated bookings in Q3

EMEA	Q3 '22	Quarterly Goal	vs. Goal
Points Activity	196.1K	135.9K	+44.3%

EMEA	Q3 '22	Quarterly Goal	vs. Goal
Unsubscribe	0.22%	0.24%	-0.02 pts

EUROPE	Q3 '22	Quarterly Goal	vs. Goal
CTR	1.4%	1.6%	-0.02 pts.
Revenue	$1.3 M	$1.8 M	-32.1%

MEA	Q3 '22	Quarterly Goal	vs. Goal
CTR	0.7%	1.00%	-0.3 pts.
Revenue	$472.7 K	$475.0 K	-8.4%

Europe 2022 Revenue Goal

	Value
YTD Actual	$4.4 M
YTD Goal	$5.3 M
Goal	$7.0 M

MEA 2022 Revenue Goal

	Value
YTD Actual	$1.3 M
YTD Goal	$1.4 M
Goal	$1.9 M

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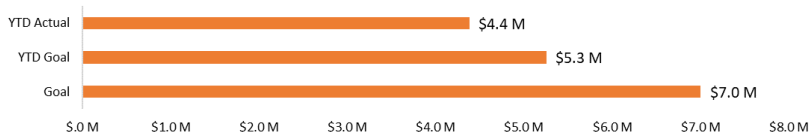
Less Total downloads in Q3

- Fewer total downloads in Q3 from less mobile app banners throughout EMEA campaigns.

- Continue to monitor for engagement as more data becomes available and dynamic targeting increases total members not receiving the download banner since they already downloaded the app

2022 Mobile App Downloads

Month	Downloads
January '22	200
February '22	242
March '22	159
April '22	194
May '22	326
June '22	286
July '22	222
August '22	159
September '22	67
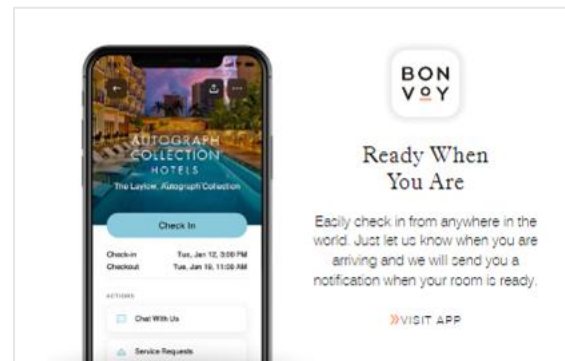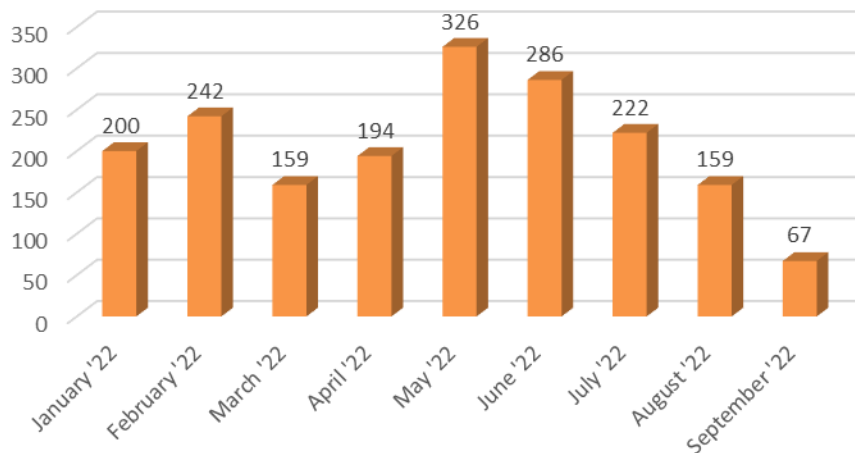
July Drive Market Solo '22 Creative

At Your Fingertips

Earn and redeem points on dining in the UAE, book a stay, check in, and unlock doors — everything from the Marriott Bonvoy App.

» ACCESS THE APP
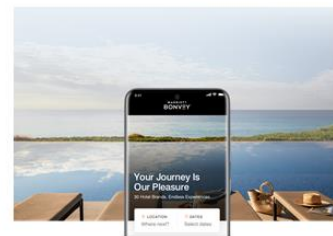
August Project Silk '22 Creative

Time Period	App Downloads
2022 Monthly Avg.	206
September '22 Total	67
vs Avg.	**-67.5%**
MoM	**-57.9%**

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YTD 2022 EMEA Member Point Activity

- Targeted points activity messaging continues to affect overall redemption and earning activity amongst members with increases to earning and redemption with the biggest change yet to members with no activity

Largest increase to earning activity and reduction from no activity members

3.3M

Total Emailable EMEA Members

779K (25%)	**116K (4%)**	**109K (3%)**	**2.4M (75%)**
Earned	Redeemed	Both Earn/Redeem	No Activity
+4 pts. vs June	**+1 pts. vs June**	**+0 pts. vs June**	**-3 pts. vs June**

*Counts and percentages are not mutually exclusive
**Report date: October 2022

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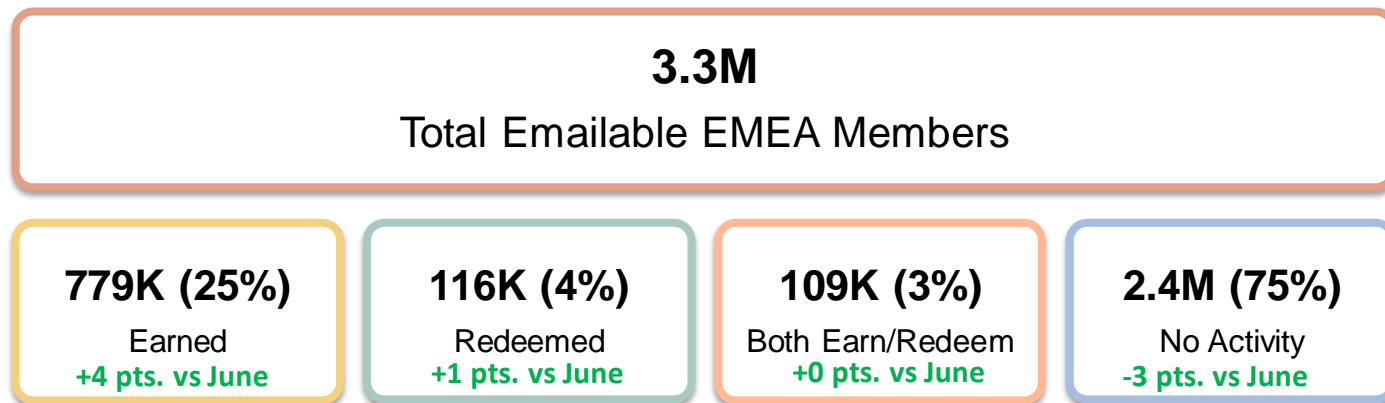
Activity Amongst Emailable Audience Continues To Increase

- Percentage of activity for emailable members basic through platinum significantly increased throughout Q3 with gold levels seeing the highest increase
- Silver, Gold and Platinum emailable members experienced double digit growth vs the same level of the non-emailable audience

EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	2,879,163	19%	3%	0%	81%
Silver	122,341	71%	25%	16%	27%
Gold	114,286	68%	44%	29%	32%
Platinum	28,161	91%	64%	57%	9%
Titanium	26,663	93%	77%	71%	6%
Ambassador	8,053	98%	89%	87%	1%
Total	**3.2 M**	**25%**	**4%**	**3%**	**75%**

NON-EMAILABLE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	23,478,940	7%	0%	0%	93%
Silver	288,272	48%	7%	6%	51%
Gold	320,761	29%	9%	9%	71%
Platinum	29,952	78%	42%	41%	21%
Titanium	22,385	82%	56%	55%	17%
Ambassador	5,641	95%	79%	78%	4%
Total	**22.78 M**	**8%**	**0%**	**0%**	**92%**

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Q3 Campaign Highlights & Trends

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Regional Campaigns

Performance Summary
Drive Market Solo
Marriott Bonvoy Escapes
Project Silk
Demand Gen
Points Activation

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Sent Over 22M Dedicated Regional Emails To Support Q3 Initiatives

Select messages featured below. Regional campaigns support the new Global/Local initiatives featuring hyper targeted email marketing efforts

July Drive Market Solo
Delivered: 2.7M
CTR: 1.0%
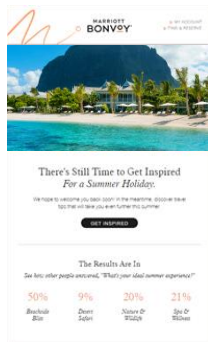
August MiLux Solo
Delivered: 3.1M
CTR: 0.9%
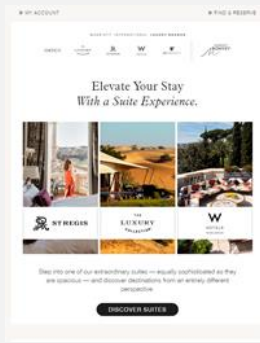
August EU Resorts
Delivered: 1.5M
CTR: 0.7%
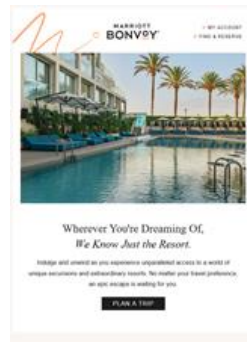
July EMEA MEO Solo
Delivered: 1.8M
CTR: 0.5%

September Demand Gen
Delivered: 2.9M
CTR: 0.8%

August Project Silk
Delivered: 0.2M
CTR: 0.9%
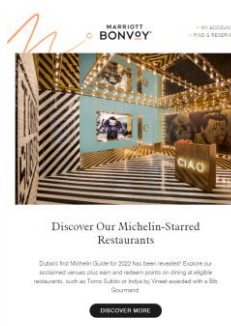
August MBE
Delivered: 3.0M
CTR: 0.7%
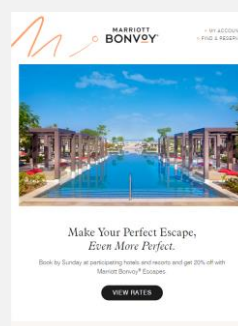
September MBE
Delivered: 3.1M
CTR: 0.8%

Q3 Regional Engagement Stats

- Highest CTR from regional campaigns in Q3 were from July and August drive market solos followed by September Demand Gen, Escapes and EU resorts campaigns

  - Engagement increased from August to September contributed to by September Demand Gen campaign

- Top revenue drivers within the regional category in Q3 were Escapes, July solo, August Solo, MEA MEO solo and EU resorts solo

  - Revenue back to EMEA from new regional campaigns averaged higher than drive market solos successfully driving revenue back to desired regions

- Unsubscribe rate for Q3 was 0.21% below the overall EMEA unsubscribe rate with considerably increased mailings and new campaigns indicating relevant content and engage openers

Regional	Q3 2022
Delivered	22.1 M
Clicks	182.9 K
CTR	0.8%
Unsub Rate	0.21%
Bookings	776
Room Nts.	2.4 K
Revenue	$488.2 K
% Bkgs. to EMEA	75.7%
% Rev. to EMEA	67.3%

Regional Engagement Chart

Regional Financial Chart
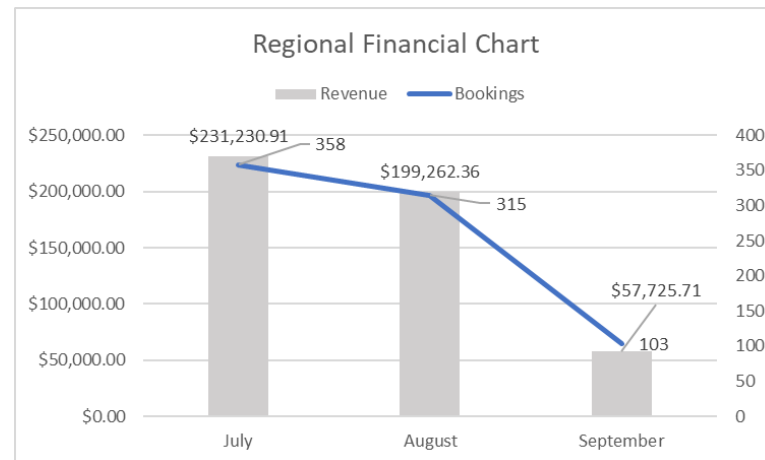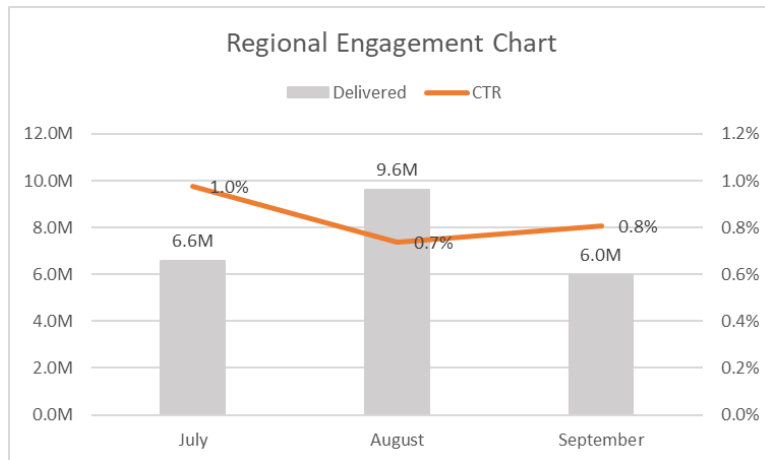
Driving Points Activity With Earning And Redemption Opportunities

Summary of Q3 2022 relevant, targeted email content that encouraged consumers to earn and/or use points.

Encourage Point Activation
Earning & Redeeming Offers
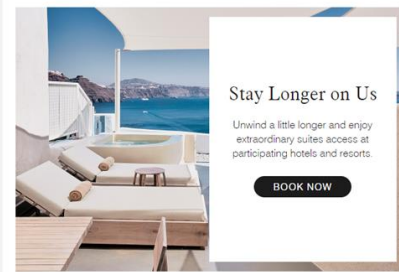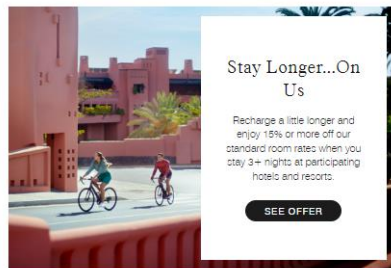
Personalized Messages
Targeted by region, program activity, etc.

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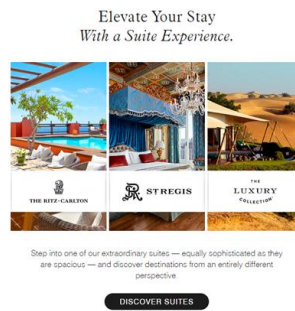
Q3 Engagement Insights

- July Solo featured a personalized hero based on previous poll responses resulting in a significantly higher CTR for the hero amongst poll responders vs the generic hero, recommend to continue to leverage click data for personalization

- Catch all CTAs using "Discover" messaging captured mor click activity when included with heros with multiple CTAs, recommend to continue incorporating opportunities to encourage readers to browse and explore within modules

- In August Marriott Bonvoy Escapes the destination module captured 55% of total click activity, the search bar captured more activity than any single location with 26% of activity within the destinations module and 14% of total click activity generating 15% of total revenue; recommend to include "where to" search bar within other travel or destination modules

July Solo Hero
4.5% CTR
(Poll Responders)

August Milux Hero
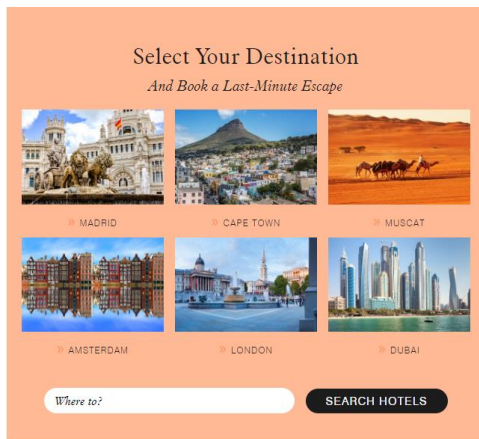0.32% CTR

July MBE Hero
0.71% CTR

August MBE Destinations
55% of clicks
0.41% CTR

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Top Performing Q3 '22 Messages

- MEO offer performed well across all emails it was included in including July Drive market solo, July Project Silk, and the July MEO solo

- Image grid modules continue to be a top performer for revenue and engagement when featured in solos and Marriott Bonvoy escapes in navigation and destinations modules

Earn Up to 5,000 Bonus Points

Book a premium room across the Middle East and Africa and get up to 5,000 bonus points per stay, from now until 11 September 2022

SEE OFFER
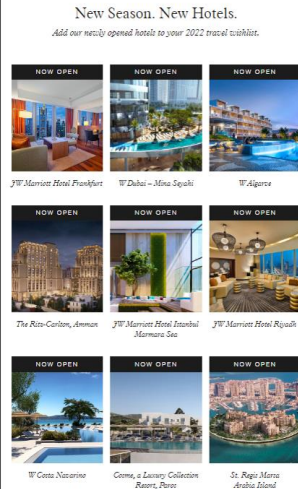
Travel That's Endlessly Rewarding, And Also Earns You Bonus Points.

Treat yourself to a rewarding stay in a premium room and get up to 5,000 bonus points per stay until 11 September 2022 across participating properties in the Middle East and Africa.

BOOK NOW

Ends Soon! Ea... to 5,000 Bonus

Book a premium room a... Middle East & Africa and... 5,000 bonus points per t... September 202...

» UNLOCK OFFER

Earn Up to 5,000 Bonus Points

Book a premium room across the Middle East & Africa and get up to 5,000 bonus points per stay, from now until 11 September 2022.

» BOOK NOW

Select Your Destination
And Book a Last-Minute Escape

» MADRID   » CAPE TOWN   » MUSCAT

» AMSTERDAM   » LONDON   » DUBAI

Where to?   SEARCH HOTELS

New Season. New Hotels.
Add our newly opened hotels to your 2022 travel wishlist.

NOW OPEN   NOW OPEN   NOW OPEN

JW Marriott Hotel Frankfurt   *W Dubai – Mina Seyahi*   *W Algarve*

NOW OPEN   NOW OPEN   NOW OPEN

The Ritz-Carlton, Amman   *JW Marriott Hotel Istanbul Marmara Sea*   *JW Marriott Hotel Riyadh*

NOW OPEN   NOW OPEN   NOW OPEN

W Costa Navarino   *Cosme, a Luxury Collection Resort, Paros*   *St. Regis Marsa Arabia Island*

Never Stop Exploring This Summer
Your guide to the perfect getaways near and far.

Around the World   Europe   Bristol   Edinburgh

Explore These Destinations
And Get Great Deals

United Arab Emirates   Germany   Netherlands   South Africa   Spain   United Kingdom

Q3 Delivery and Revenue Breakdown

- New regional campaigns resulted in a higher percent of revenue back to EMEA properties versus typical drive market solos

Regional Campaign	Total Revenue	% of Total Revenue by Property Region				
		Europe	MEA	APAC	US + Can	CALA
2022-07 EMEA						
July	$110,581.50	48.48%	13.42%	8.20%	28.10%	1.79%
2022-08 EMEA						
August	$80,965.52	59.90%	5.45%	8.00%	24.19%	2.47%
EMEA_FY22_EU_RESORTS						
August	$31,765.11	82.57%	0.00%	6.92%	10.51%	0.00%
EMEA_FY22_DEMAND_MANAGEMENT						
September	$36,073.39	40.66%	27.55%	1.70%	29.51%	0.58%
EMEA_FY22_MB_ESCAPES						
July	$77,777.80	72.73%	16.01%	1.52%	9.74%	0.00%
August	$74,001.83	58.26%	26.84%	7.66%	6.16%	1.06%
September	$21,652.32	47.41%	24.02%	0.00%	28.57%	0.00%
EMEA_FY22_PROJECT_SILK						
July	$1,308.65	19.89%	55.26%	12.60%	12.25%	0.00%
August	$798.81	100.00%	0.00%	0.00%	0.00%	0.00%
EMEA_MEA_MEO						
July	$41,839.42	14.70%	52.98%	0.63%	31.68%	0.00%
Grand Total	**$440,690.96**	**54.24%**	**19.31%**	**5.25%**	**20.18%**	**0.98%**

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Q3 2022 Drive Market Solos: CREATIVE EXAMPLES

July Highlights:
- Targeted poll responder hero
- Europe Stay Longer offer and MEO for MEA
- Domestic Cross border navigation 6-pack module
- HMVI module for European audiences
- Lux/Nonlux new openings module
- Preheader spoke to specific content including offers and new hotel openings

August Highlights:
- New luxury template
- PCIQ optimization – subject line
- PCIQ optimization – lifestyle vs property
- Lux vs Non-Lux branded hero
- Stay Longer on Us offer (versioned for Lux vs Non-Lux)
- Lux Suites redemption messaging

MILUX Version

Non-Lux Version

Q3 2022 Wins Drive Market Solo

1. Introduced Luxury header in August Milux Solo increasing personalization and versioning for luxury audiences

2. Continued to leverage poll results in drive market solos by sending personalized heros based on June poll responses in July Drive Market Solo

3. Leveraged PCIQ image optimization for property vs lifestyle test for MEO offer in August Milux solo

4. Promoted redemption with dynamic redemption messaging for members within a points threshold

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Q3 Drive Market Solo Performance Summary

- Last Drive Market Solo was sent in August with the Milux edition and transitioned into regional campaigns

- Engagement remained consistent with CTR decreasing slightly for both regions

- Overall financial declines were aligned with August industry trends for EMEA region

- Cross-border content resonated with readers throughout Q3 when the cross-border choice was around the world and a region catch all, recommend to incorporate into Escapes

- First time using Lux MAU header & footer in August to provide a complete luxury email experience for lux segments which resulted in higher bookings to luxury brands and increased engagement from luxury segments, recommend to continue incorporating Luxury header for luxury segments
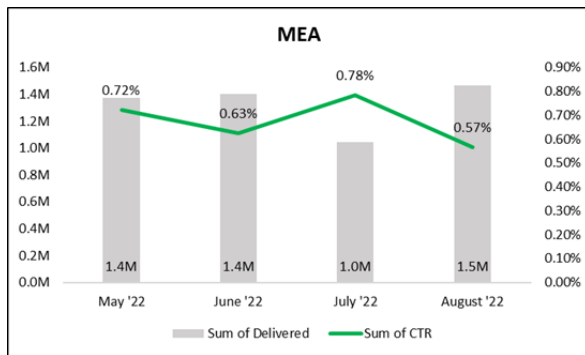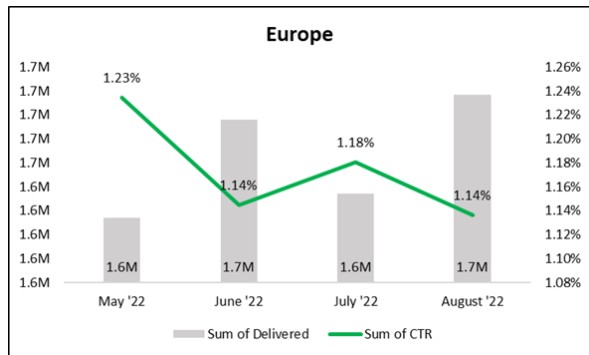
Europe: Engagement + Financials	
	Q3 '22
Delivered	3.3 M
Clicks	38.4 K
CTR	1.16%
Unsub Rate	0.26%
Booking	180
Revenue	$125.1 K

MEA: Engagement + Financials	
	Q3 '22
Delivered	2.5 M
Clicks	16.5 K
CTR	0.66%
Unsub Rate	0.18%
Booking	68
Revenue	$40.7 K

Europe — Sum of Delivered / Sum of CTR. May '22: 1.6M, 1.23%; June '22: 1.7M, 1.14%; July '22: 1.6M, 1.18%; August '22: 1.7M, 1.14%

MEA — Sum of Delivered / Sum of CTR. May '22: 1.4M, 0.72%; June '22: 1.4M, 0.63%; July '22: 1.0M, 0.78%; August '22: 1.5M, 0.57%

EMEA 2022 Learning Agenda:
Drive Market Solo

Category	Business Objectives	Key Questions	Test/Optimization Opportunity
Email Performance	- Establish benchmarks - Increase email KPI's through targeting and content optimization	- How can we improve performance by leveraging additional customer data & insights? - Are there technologies that will help improve engagement? - Are we able to increase engagement & personalization efforts with additional data that identifies those who have a propensity to stay at various brands (luxury, resorts, etc.)?	- Develop an iterative subject line/pre-header testing approach each month to increase open rates; improve personalization using member data - Increase re-send email open rates by testing subject lines with greater urgency to non-clickers; also include non-openers - Partner with other teams to explore additional targeting opportunities (for example, propensity models, Modern Data Platform)
Personalization	- Increase relevancy and engagement - Support localization goals & initiatives	- Are we yielding the biggest impact/ROI from email versioning - luxury vs. generic? If so, for which markets? - Can we improve clicks with additional member data to foster a more 1 to 1 relationship? - Does a repeatable feedback loop increase engagement and help to inform future content? - Which localization tactics improve engagement more than others?	- Increase clicks by enhancing hero personalization using member data & tech - Show 1 to 3 nearby properties in email to increase personalization - Use technology to support localization efforts: weather, maps, or web scrape abilities to pull in real-time content - Lift email interaction through survey, polls, games, quiz, sticky content - Include current point balance to increase clicks and encourage redemptions
Content	- Activate, educate and grow program loyalty - Present content that drives valuable clicks - Drive mobile app downloads - Educate members and non-members on brand portfolio and affiliation	- How do recipients engage with content? - Do some articles drive more clicks than others? - What content engages readers more and drives ongoing readership?	- Increase hero clicks by testing CTA copy (alternatives to 'Book Now') and module styles - Use technology to include video content in email and support cross border promotions - Learn which images drive more click activity: lifestyle, destination, or room - Improve mobile app tracking in emails; look for ways to optimize content - Test into brand education tactics that provide a more personalized experience; use previous stay data or brand propensity models to inform content
New Member Enrollments	- Grow Bonvoy member database	- Is there a more comprehensive way of tracking and reporting on new member enrollments from email? - What is the best way to convert?	- Set-up enrollment code for all emails for more comprehensive tracking & improved reporting - Test an enrollment message that includes benefits of membership & ease of sign-up to increase clicks & enrollments

EMEA 2022 Learning Roadmap:
Drive Market Solo

|	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Email Performance	- Explore Epsilon widget roadmap for additional global capabilities - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Explore trigger campaign/retargeting capabilities	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize - Plan to test trigger campaign	- Leverage Epsilon widgets to increase engagement - Optimize luxury segment engagement - Use PCIQ subject line to optimize
Personalization	- 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	- 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	- Test versioning content for luxury segments - Test using poll results for 1:1 personalization - Continue PCIQ cross-border optimization - Continue member module testing (lite version vs point balance)	- Test versioning content for luxury segments - Test presenting content based on poll results - Continue PCIQ cross-border optimization
Content	- Test creative treatments cross border content - Introduce in-language Traveler content - Test headlines, copy and CTAs for point earning messages - Test poll placement	- Test headlines, copy and CTAs for point earning messages - Test into regular offers CTA/module to increase clicks & bookings	- Test creative treatments for mobile app CTA - Test headlines, copy and CTAs for point earning messages - Test placement of personalized poll results	- Test headlines, copy and CTAs for point earning messages - Test creative treatments for member module - Test placement of personalized poll results
New Member Enrollment	- Submit request for additional enrollment code (METTS)	- Test point earning messages for non-members - Test creative and/or copy for enrollment message - Implement METT tracking code	- Test creative and/or copy for enrollment message - Test point earning messages for non-members	- Test creative and/or copy for enrollment message - Test point earning messages for non-members

Proposed Regional Campaign Learning Agenda

Area	Test Tactics	Learnings Supported	Key KPIs
Email Performance	• Introduce new SL tags • Test headlines, copy and CTAs • Optimize ongoing luxury segmentation	• How do recipients engage with content? • How can we improve performance by leveraging additional customer data & insights? • Are we able to increase engagement & personalization efforts with additional data that identifies those who have a propensity to stay at various brands (luxury, resorts, etc.)? • Which CTA copy approach in the hero drives better engagement? Does multiple CTAs drive a lift in engagement?	• CTR • Unsub. Rate • Bookings, Rmnts., Revenue
Personalization	• Geotargeting • Poll/Quizzes • Test account activity data across different modules	• Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level? • Can we improve clicks with additional member data to foster a more 1 to 1 relationship? • Which localization tactics improve engagement more than others? • Does a repeatable feedback loop increase engagement and help to inform future content?	• Click Counts • CTR • Unsub. Rate
Technology	• PCIQ • STO • Explore Epsilon widgets	• Are there technologies that will help improve engagement? • Can we improve engagement with content optimization and continued A/B tests?	• Open Counts • Open Rate • Click Counts • CTR

MARRIOTT BONV°Y X

# Marriott Bonvoy Escapes Performance Summary

- Engagement increased versus previous Marriott Bonvoy Escapes campaigns with the increase of clicks being higher than the overall increase in deliveries

- September had the highest amount of clicks increasing the CTR over August

- July and August drove 87% of revenue for the quarter
  - July MBE only went only to members in the engaged segment
  - Destination module was critical to the revenue numbers in July and August, outperforming the hero in August with 34% of total revenue and contributing to 12% of total revenue in July

	Q3 '22	QoQ
Delivered	8.0 M	+60.16%
Clicks	111.0 K	312.35%
CTR	1.37%	+0.84 pts.
Unsub Rate	0.19%	-0.03 pts.
Bookings	302	+16.60%
Revenue	$173.4 K	+24.68%

Escapes Three Month Engagement

Escapes Three Month Finanical Trends
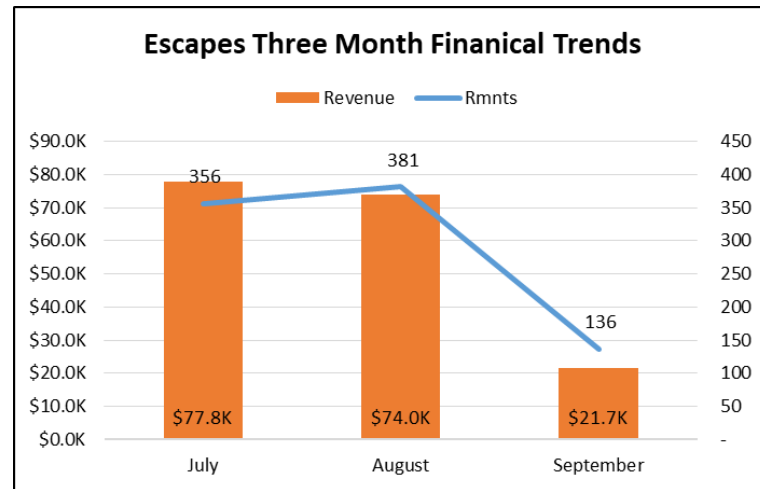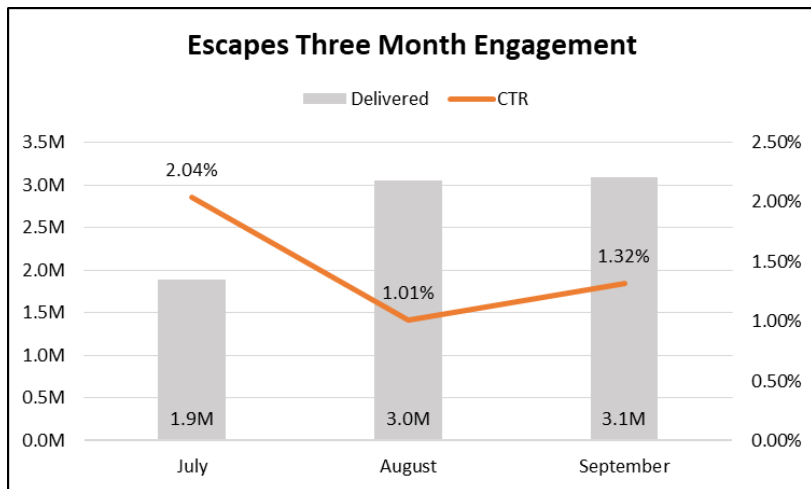
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Marriott Bonvoy Escapes Top Content/Insights

- Destinations 5 pack and 6 pack were key revenue drivers throughout Q3, recommend to include this high performing treatment with other content

- The "Where to?" search bar in August made up 44% of the revenue to the destinations module in the August Marriott Bonvoy Escapes, recommend to include in additional campaigns going forward

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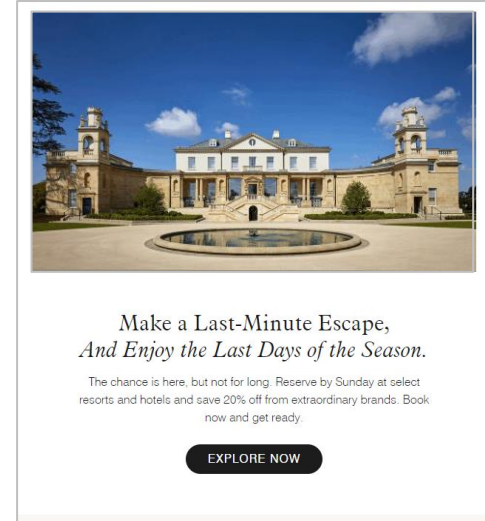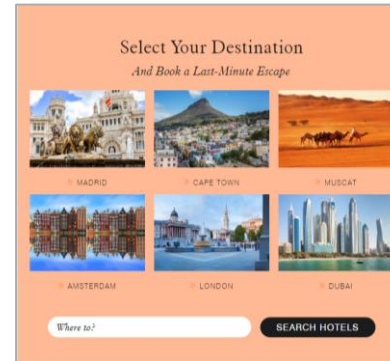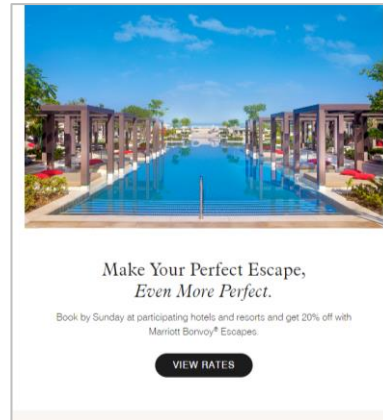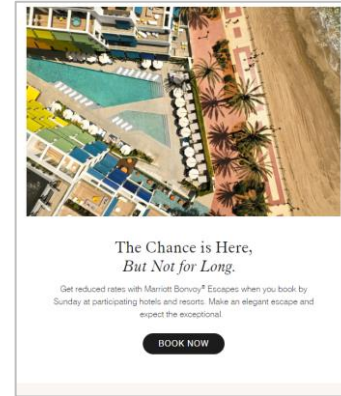
Project Silk Q3 Performance Summary

- Engagement increased from July to August with more clicks and higher CTR
  - Hero modules captured the most click activity in both months
  - Outside of the hero module openers engaged with offer content and cobrand modules
- Modules contributing to the increased engagement in August include:
  - 20% off, MEO and 10 pts F&B offer
- Engagement with Project silk was higher than Q3 MEA engagement and also had a lower unsub rate
- Qatar consistently engaged the most with Project Silk in Q3

Project Silk MoM Engagement
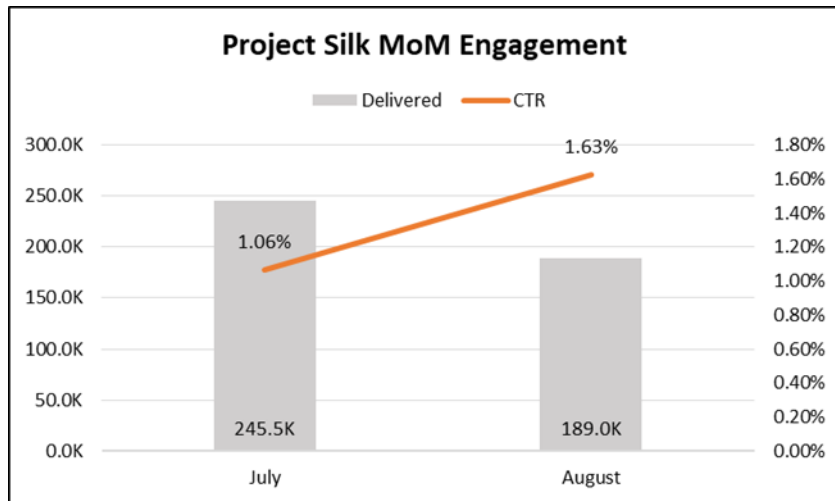
For Comparison: MEA Q3 CTR			
0.70%			

Project Silk Campaign	Delivered	CTR	Unsub. Rate
July	**245,450**	**1.06%**	**0.16%**
Abu Dhabi	58,285	0.50%	0.20%
Dubai	133,139	0.81%	0.13%
Qatar	54,026	2.31%	0.20%
August	**189,049**	**1.63%**	**0.13%**
Dubai	134,609	1.35%	0.13%
Qatar	54,440	2.31%	0.14%
Grand Total	**434,499**	**1.31%**	**0.15%**

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Project Silk Top Content
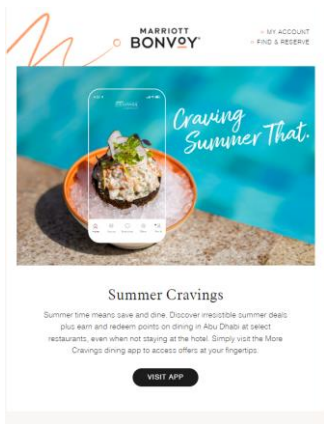
July Project Silk Hero
#1 Most Clicked

July Project Silk two-for-one
#2 Most Clicked

July Project Silk MEO
#3 Most Clicked

August Project Silk Hero
#1 Most Clicked
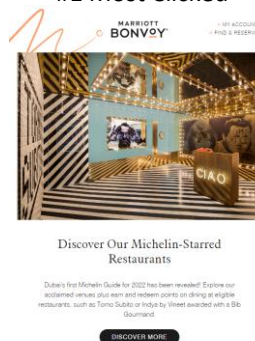
August Project Silk MEO
#3 Most Clicked
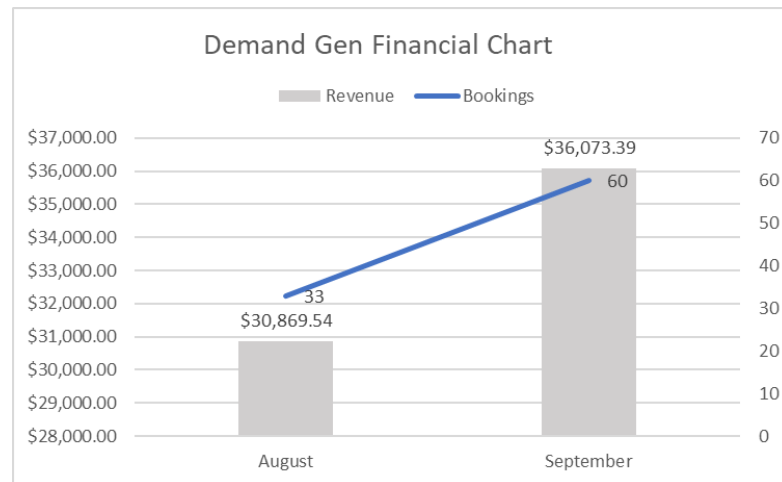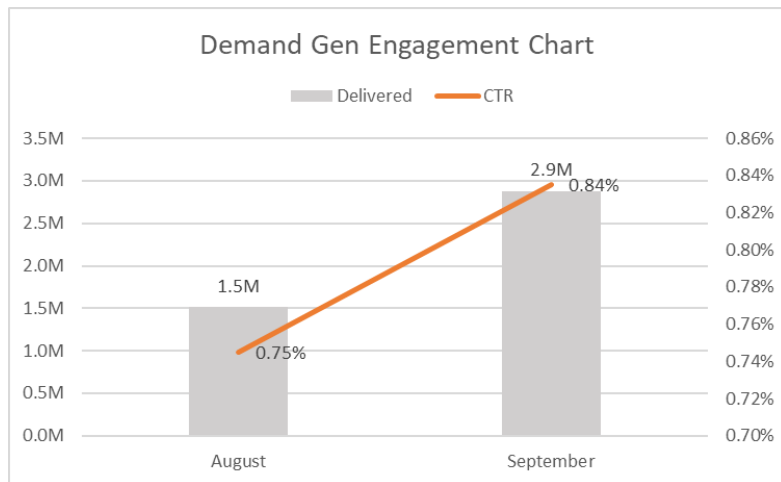

August Project Silk 20% Off
#2 Most Clicked

August Project Silk F&B Points
#4 Most Clicked

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Q3 Demand Generation Performance

- Demand Generation campaigns launched in August as part of the global/local initiative targeting EU members with September adding in MEA members

- September demand generation campaign continued the resorts strategy leveraging localized dynamic content targeting EMEA members

  - August and September campaigns both utilized STO technology

- Engagement and financials increased from August to September with higher deliveries in the September campaign; clicks increased amongst members resulting in a CTR lift

  - Highest engagement in September came from European member with a CTR of 1.01%

	Q3 '22
Delivered	4.4 M
Clicks	35.4 K
CTR	0.8%
Unsub Rate	0.26%
Bookings	93
Revenue	$66.9 K

Demand Gen Engagement Chart

Delivered · CTR

3.5M — 0.86%
3.0M — 0.84%
2.5M — 0.82%
2.0M — 0.80%
1.5M — 0.78%
1.0M — 0.76%
0.5M — 0.74%
0.0M — 0.72% — 0.70%

August: 1.5M, 0.75%
September: 2.9M, 0.84%

Demand Gen Financial Chart

Revenue · Bookings

$37,000.00 — 70
$36,000.00 — 60
$35,000.00 — 50
$34,000.00 — 40
$33,000.00 — 30
$32,000.00 — 20
$31,000.00 — 10
$30,000.00 — 0
$29,000.00
$28,000.00

August: $30,869.54, 33
September: $36,073.39, 60

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Demand Management Top Content/Insights

#1 Click Catcher in August Resorts solo

Highest revenue in September came from the MEA Hero

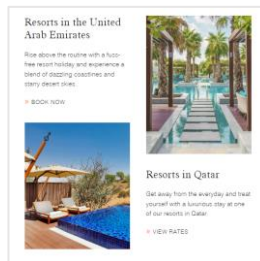Second highest revenue driver was the Dubai CTA

#1 click catcher out of all content in September but was the 5th revenue driver out of 7 modules that had revenue

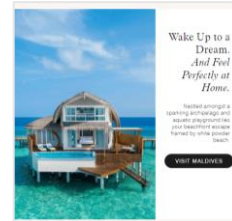Highest revenue in August came from Getaway modules

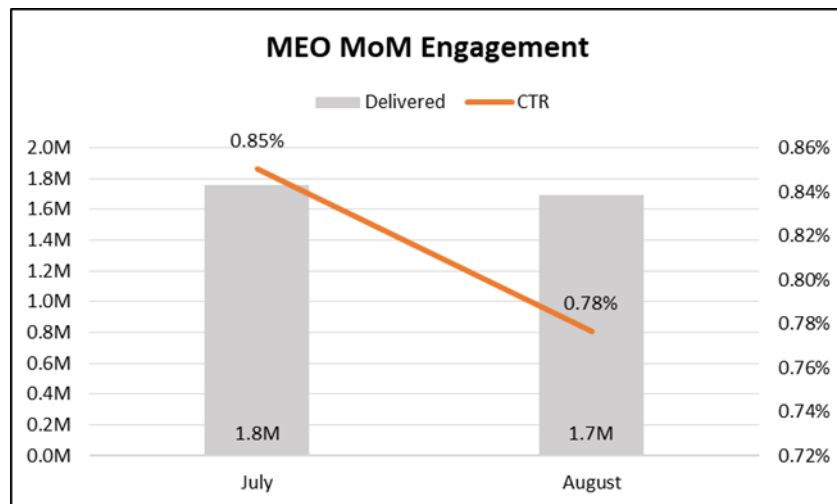Third driver of bookings was the Maldives CTA

MEA MEO Points Activation Performance

- MEO accounted for 3.4% of total revenue in Q3 driven by MEO offer content

- In both July and August MEO solos the main CTA captured a majority of engagement and revenue

- Both unsub and CTR were positive when compared to Q3 MEA performance metrics

	Q3 '22
Delivered	3.5 M
Clicks	28.1 K
Bookings	88
Revenue	$56.4 K

	Q3 '22	Vs MEA
CTR	0.81%	+0.11 pts.
Unsub Rate	0.15%	-0.03 pts.
BPK	2.55%	-0.37 pts.

MEO MoM Engagement — Delivered / CTR (July: 1.8M, 0.85%; August: 1.7M, 0.78%)

MEO MoM Engagement — Revenue / Rmnts (July: 41.8K, 223; August: 14.6K, 83)

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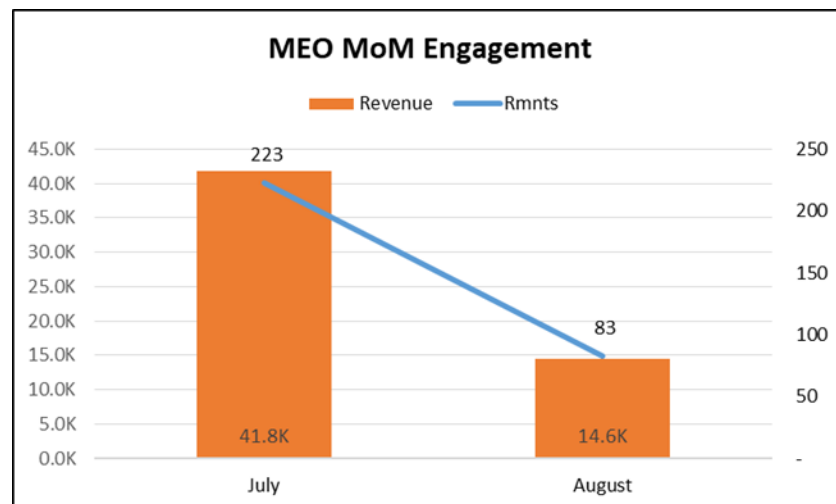
Core MAU
(Monthly Account Update)

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Q3 Core MAU Targeted EMEA Content

July '22

EUR Leisure — EN, BE, ES, FR, DE, IT

» CULTURE & HERITAGE   » BEACH ACTIVITIES   » NATURE & WILDLIFE
» THEME PARKS   » FOODIE   » SPA & WELLNESS

Discover the Red Sea
Enjoy exclusive savings at incomparable resorts on the shores of the crystal clear sea.
» DISCOVER MORE

Offer 2 — CALA+EUR Spain MEO — EN, ES

Get 1,000 Bonus Points per Night
Explore Spain's amazing beaches, gastronomy, architecture, and iconic landmarks.
» VIEW RATES

Offer 1 — EUR Stay Longer — EN, BE, ES, DE, IT, FR

Wo...
Stay ... 15% or more at participating hotels and resorts.
» SAVE NOW

Earn up to 150,000 points
Plus, accelerate your earning with 6 points per US$1 spent on stays. Terms apply.
» APPLY NOW

August '22

Offer 1 — MEA MEO Bonus Points — EN, DE, FR

Indulge in Summer Fun
Earn up to 5,000 bonus points on a premium room at select hotels across the Middle East and Africa.
» RESERVE NOW

Offer 1 — W Rome — BE, IT

W Hotels x Cercle: Rome
Enjoy a two-night stay and VIP tickets to an epic show produced by Cercle at Cinecitta.
» LEARN MORE

Offer 2 — Madrid MEO — BE

Now Open: Madrid's Urban Resort
Relax in the heart of Spain's capital with 10% off and 3,000 bonus points on each stay.
» VISIT MADRID

News 2 — EMEA Resorts — BE, ES, FR, DE, IT

Unwind Like Never Before
Enjoy unparalleled access to a world of unique experiences and inspiring resort destinations throughout Europe.
» EXPLORE RESORTS

September '22

Make a Brand New Bucket List.
Earn 2,000 Bonus Points on Each Eligible Stay.

Register now through December 1 to earn 2,000 bonus after completing an eligible stay' at a participating hotel. with your second stay. Eligible stays must be completed September 21 through December 15, 2022.

REGISTER NOW
Terms apply.

Offer 2 — EMEA Stay Longer — BE, ES, FR, DE, IT

Extend Your Vacation Time
Save 15% or more when you stay at least three nights at participating hotels.
» LET'S GO

Offer 2 — APAC Earn on Dining — BE

Earn on Dining
Earn up to 10 points for every US$1 you spent at our participating restaurants and bars in Asia Pacific.
» RESERVE NOW

News 1 — ROW Maritz — BE, ES, FR, DE, IT, PT, JP, CN

Reunite with What You Love
Use points to get what you need to make this the best reunion trip yet.
» SHOP NOW

News 2 — Moments — EN, BE

Score Big with Manchester United
Use points to watch Manchester United from the private Marriott Hotels M Club lounge at Old Trafford.
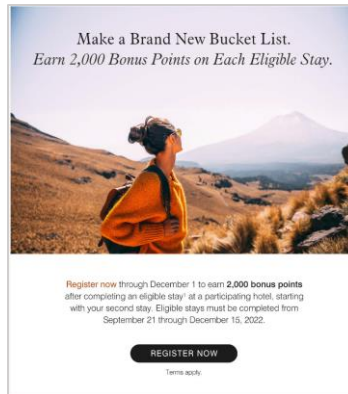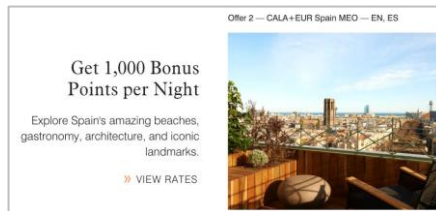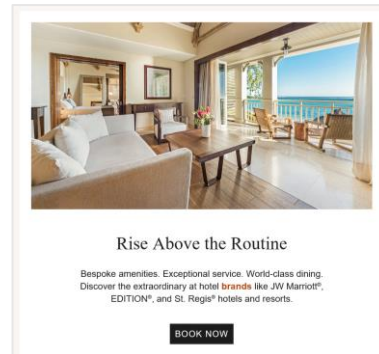» VIEW MOMENTS

Savour Even More
Save up to 20%, earn points, and more at participating restaurants and bars in Greater China.
» LEARN MORE

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Top Q3 Content

- Top performing heroes in Q3 were the GloPro hero in September and the luxury properties hero in July

  - Amongst recipients of the global promotion in September the largest share of revenue came from the Acquisition group

- Resorts content continues to resonate with openers and captured as many clicks as some of the offer content even in a lower module placement in July MAU

- Several top revenue driving offers in Q3 include:

  - Stay Longer (July)

  - Bonus Points (July)

  - Rome offer(August)

  - Madrid MEO (August)

September GloPro Hero

July Luxury Hero

July MEO Offer

July Stay Longer

August Rome Offer

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METT Emails

Q3 METT Performance Summary

|	Q3 2022	QoQ
Delivered	5.0 M	+52.71%
Clicks	38.2 K	+27.41%
CTR	0.76%	-0.15 pts.
Unsub Rate	0.12%	-0.04 pts.
Bookings	220	+28.65%
Room Nts.	640	+31.42%
Revenue	$141.7 K	+45.21%

- Higher deliveries in Q3 resulted in higher click activity; CTR down slightly QoQ

- Unsub rate at 0.12% was the lowest quarterly unsub rate seen in 2022 for METT campaigns

- Increase in all financials for Q3 contributed to from higher deliveries and engagement

- METT modules containing property imagery outperform lifestyle photos following the trend in solos

METT 3-Month Engagement Trends
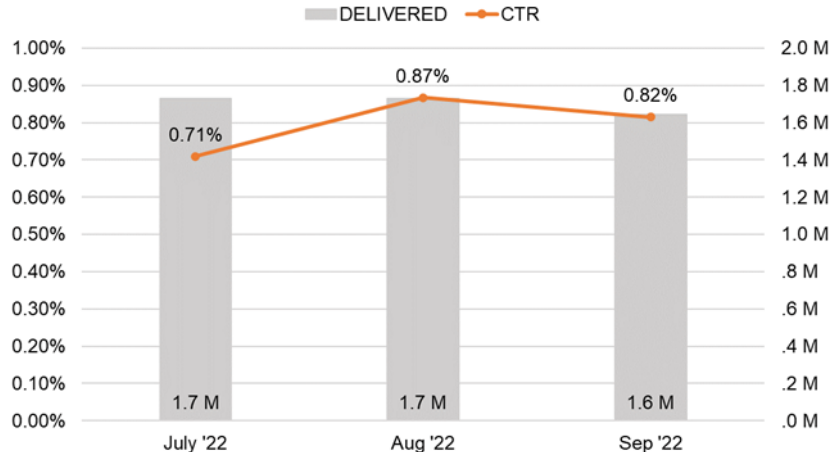
METT 3-Month Financial Trends

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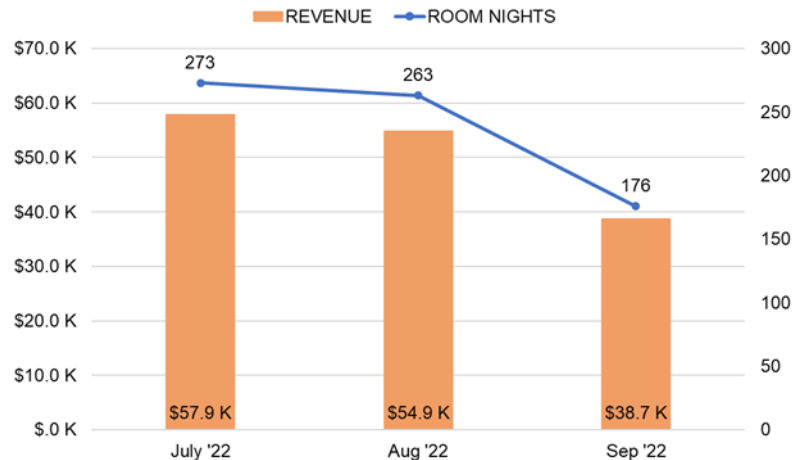
Top 10 Q3 2022 METT Revenue drivers

- Offer solos were top revenue drivers throughout Q3
- Common themes amongst top performing METTs were property imagery as well as subject lines calling out offers and bonus points opportunities
- New properties continue to resonate in METTs when used in heros and SL, recommend to incorporate learnings into other campaigns

Month	Description	Delivered	CTR	Bookings	Rmnts	Revenue
August	EMEA_W Costa Navarino_26Aug_EEO_EN	49,255	2.3%	15	45	$14,137
August	EMEA_SSA_BonusPoints_Aug26_EN_EMEA	78,639	1.62%	19	71	$13,027
July	EMEA_SE_FamilyOffers_Jul8_EN_UK&Other	78,795	0.70%	6	44	$12,449
July	APEC_SMM_MLE_LongStay_UK_1Jul22	67,314	1.28%	1	8	$9,825
July	EMEA_KSABE_Egypt_Jul8_EN	97,886	0.50%	9	31	$9,824
September	EMEA_WEM_Vienna_Sep9_DE	42,805	2.19%	3	9	$6,546
July	EMEA_TravelMoments_Ferragosto_July22_IT	49,059	1.02%	2	18	$5,220
September	EMEA_UK_SpaBreaks_Sept2_EN	98,143	1.48%	10	25	$5,105
September	EMEA_WEM_SuiteHighlights_Sept23_EN_EMEA	49,156	1.42%	6	15	$4,350
September	EMEA_WEM_SuiteHighlights_Sept23_EN_USA	49,058	0.62%	7	21	$3,943
August	EMEA_MH_Openings_AUG 2022_EN	98,376	0.62%	4	11	$3,849
Top Performing Total		758,486	1.11%	82	298	$88.3 K

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Top Performing METTs: Q3 2022

August: Highest Revenue + CTR
EMEA_W Costa Navarino_26Aug_EEO_EN

Subject Line: Introducing W Costa Navarino and Enjoy 10,000 Bonus Points On Us.

August: Highest Bookings and Rmnts
EMEA_SSA_BonusPoints_Aug26_EN_EMEA

Subject Line: Treat Yourself to a Rewarding Stay

July: Highest Revenue
EMEA_SE_FamilyOffers_Jul8_EN_UK&Other

Subject Line: Get Ready to Enjoy Summer With Your Family

Q3 Resulted In Over 63% Of Revenue Back To EMEA Properties

- Q3 saw the highest percent of revenue back to EMEA properties in 2022 so far
- Top revenue drivers to EMEA properties include:
  - Costa Novarino: 8.3% of total revenue to Europe
  - SE Family Offers: 8.1% of total revenue to Europe
  - KSABE: 6.4% of total revenue to MEA

Total Revenue By Region

US West 9%
MEA 14%
APAC 9%
US East 14%
Canada 1%
CALA 3%
Europe 50%

Legend:
- MEA
- APAC
- Canada
- CALA
- Europe
- US East
- US West
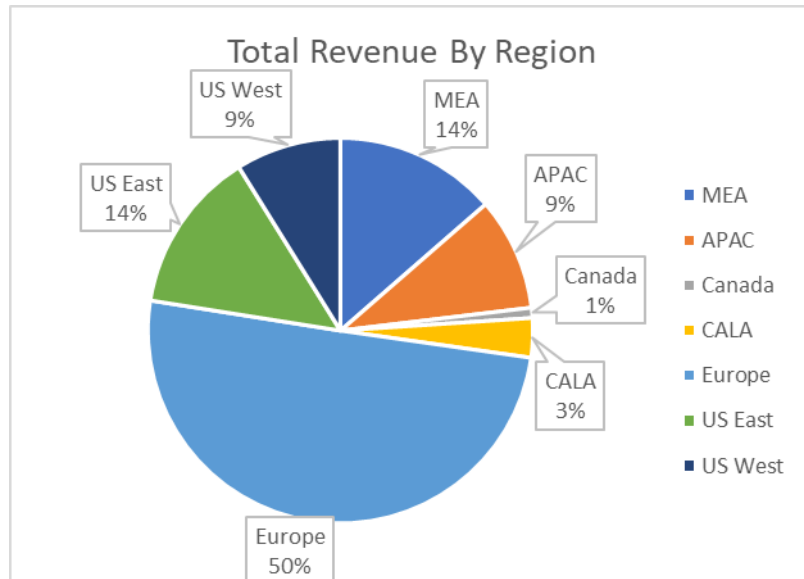
Top 5 Hotels Booked in EMEA	Revenue
W COSTA NAVARINO	$8,297.21
RZ RAS AL KHAIMAH, AL HAMRA BEAC	$8,172.07
XR THE ST. REGIS MARDAVALL MALLO	$6,025.20
PRAGUE	$4,841.61
SI FUERTEVENTURA BCH, GOLF & SPA	$3,329.55
Total Revenue	**$30,665.64**

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Testing & Optimization

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PCIQ SL Testing

- Top Subject lines in Q3 include Intrigue, Timely and Urgency tags combined with personalization
  - Including a personalized intrigue option resulted in Intrigue, Personalization being the highest performer in Q3 for all languages, continue to include Intrigue tags in additional combinations
- Combinations including Timely were tested to find high performing combinations, top combinations include Personalization, Personalization + Urgency and Intrigue + Timely
- ML model resulted in a slight increase over random deployment, continue monitoring for optimization in upcoming campaigns
- Recommend to evaluate engagement patterns of tags and incorporate learnings into updated learning agenda to use on other EMEA regional solos

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Property vs Lifestyle Image Optimization

Property Image

Lifestyle Image

Unique_Click_Rate : Click/Delivered		
Month	**PROPERTY**	**LIFESTYLE**
August	**1.210%**	**1.207%**

- Property image had a slightly better click rate than lifestyle imagery; consistent trend
- Recommend expanding image options to other property photos and/or property photos with people

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Actionable Insights

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Q3 Actionable Insights

- New regional campaigns resulted in a higher percent of revenue back to EMEA properties versus typical drive market solos

- July Solo featured a personalized hero based on previous poll responses resulting in a significantly higher CTR for the hero amongst poll responders vs the generic hero, recommend to continue to leverage click data for personalization

- Catch all CTAs using "Discover" messaging captured mor click activity when included with heros with multiple CTAs, recommend to continue incorporating opportunities to encourage readers to browse and explore within modules

- Cross-border content resonated with readers throughout Q3 when the cross-border choice was around the world and a region catch all, recommend to incorporate into Escapes

- First time using Lux MAU header & footer in August to provide a complete luxury email experience for lux segments which resulted in higher bookings to luxury brands and increased engagement from luxury segments, recommend to continue incorporating Luxury header for luxury segments

- Property image tests continue to outperform lifestyle with varying differences in engagement, recommend to continue optimizing and introducing additional image categories to test

- In August Marriott Bonvoy Escapes the destination module captured 55% of total click activity, the search bar captured more activity than any single location with 26% of activity within the destinations module and 14% of total click activity generating 15% of total revenue; recommend to include "where to" search bar within other travel or destination modules

- Image grid modules continue to be a top performer for revenue and engagement when featured in solos and Marriott Bonvoy escapes in navigation and destinations modules, continue to expand use of this creative treatment

- New properties continue to resonate in METTs when used in heros and SL, recommend to incorporate learnings into other campaigns

- Continue to monitor for mobile app engagement as more data becomes available and dynamic targeting increases total members not receiving the download banner since they already downloaded the app

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Thank you!

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Appendix

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New Hotel Openings

- Three of the top four clicked properties in the nonluxury group were luxury properties, recommend to continue finding opportunities to highlight luxury properties with nonlux segments

Property	Luxury	Nonluxury
JW Burj Rafal Riyadh	3.09%	---
Cosme a Luxury Collection Resort Paros	11.44%	---
Geneva Marriott Hotel	---	9.21%
Jeddah Marriott Hotel Madinah Road	---	10.85%
JW Marriott Hotel Frankfurt	9.35%	12.24%
JW Marriott Hotel Istanbul Marmara Sea	9.04%	---
Querencia de Sevilla, Autograph Collection	---	8.83%
Residence Inn by Marriott Dammam	---	7.70%
Sapphire House Antwerp Autograph Collection	---	6.19%
St. Regis Marsa Arabia Island	11.90%	11.44%
The College Hotel Amsterdam, Autograph Collection	---	20.86%
The Ritz-Carlton Amman	6.41%	---
W Algarve	19.01%	---
W Costa Navarino	17.70%	12.67%
W Dubai Mina Seyahi	12.06%	---

New Season. New Hotels.

Add our newly opened hotels to your 2022 travel wishlist.

JW Marriott Hotel Frankfurt — W Dubai – Mina Seyahi — W Algarve — The Ritz-Carlton, Amman — JW Marriott Hotel Istanbul Marmara Sea — JW Marriott Hotel Riyadh — W Costa Navarino — Cosme, a Luxury Collection Resort, Paros — St. Regis Marsa Arabia Island

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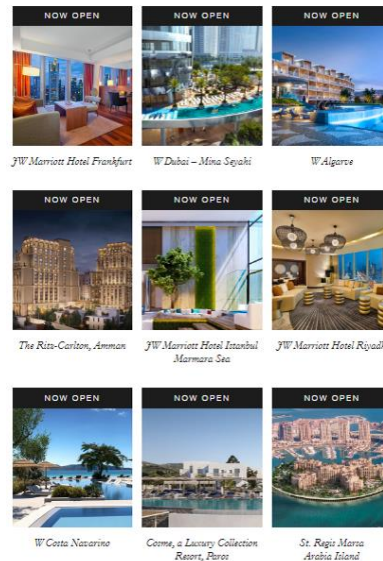
Cross-Border vs Domestic Destinations

- When including around the world and continent specific catch all CTAs as the cross-border choices, the cross-border CTAs captured more activity in most European markets for the first time in 2022
  - Readers clicked Europe significantly more than Around the world in European markets

- MEA markets engaged more with domestic locations with Around the world capturing the second most activity over the Middle East/Africa CTAs

Never Stop Exploring This Summer
Your guide to the perfect getaways near and far.

Around the World | Europe | Bristol | Edinburgh | Dublin

| Cross-Border | Domestic |

Destination (% of clicks)	EUROPE	MEA
Cross Border	**57.10%**	**30.90%**
Africa	---	3.39%
Around the World	14.13%	18.08%
Europe	42.94%	6.85%
Middle East	---	12.83%
Domestic	**42.90%**	**69.10%**
Abu Dhabi	---	0.12%
Amsterdam	0.61%	---
Antwer	0.79%	---
Balearic Islands	1.83%	0.12%
Barcelona	1.07%	0.06%
Bordeaux	0.70%	---
Bristol	4.70%	---
Brussels	0.58%	---
Canary Islands	2.65%	0.06%
Cape Town	---	6.66%
Copenhagen	1.95%	0.86%
Doha	---	4.57%
Dublin	4.67%	---
Edinburgh	6.96%	3.76%
Florence	0.64%	---
Frankfurt	1.62%	---
Fujairah	---	0.06%
Geneva	4.39%	---
Holy Cities	---	1.91%
Jeddah	---	2.59%
Johannesburg	---	3.21%
Jordan	---	6.42%
Khobar	---	2.47%
Lusail	---	1.79%
Mauritius	---	4.87%
Milan	0.64%	---
Musherib	---	1.05%
Nice	1.31%	---
Paris	0.67%	---
Reykjavik	2.17%	2.28%
Rome	0.67%	---
Seychelles	---	7.90%
Tunisia	---	7.53%
Vienna	4.30%	---

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PCIQ SL Testing

•SL1 (Personal)(Timely): [Fname, Unwind][Unwind] In Style This [Summer][Winter]

•SL2 (Authority)(Timely): Your Guide to the Ultimate [Summer][Winter] Travel

•SL3 (Urgency)(Personal): [Fname, It's][It's] Time to Take Your Dream Holiday

•SL4 (Intrigue)(Timely): See Inside for [Summer][Winter] Travel Inspiration

•SL5 (Direct)(Timely): Your [Summer][Winter] Travel Guide Is Ready

Deployment Date	Language	Unique_Open_Rate across Tag				
		Authority, Timely	Direct, Timely	Intrigue, Timely	Personal, Timely	Urgency, Personal
	ARB	16.78%	18.02%	18.46%	17.37%	18.74%
	ENG	4.48%	6.24%	6.58%	7.90%	6.41%
	FRE	9.25%	9.08%	8.72%	10.21%	9.84%
	GER	20.03%	20.52%	20.24%	21.02%	20.63%
	ITA	8.05%	8.60%	7.99%	9.46%	8.11%
July	SPA	21.37%	21.73%	21.94%	21.74%	22.05%

- Personal, Timely performed best across most versions with Urgency, Personal performing the best in SPA and ARB versions
- Combinations including Timely were tested to find high performing combinations, top combinations include Personalization, Personalization + Urgency and Intrigue + Timely
- Recommend to continue testing with a shared tag amongst most options and combine to test high performing combinations

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PCIQ SL Testing

- **SL1 (Direct):** Explore the Most Luxurious Suites Near and Far
- **SL2 (Authority):** Your Guide to Suite Dreams
- **SL3 (Intrigue)(How To):** Learn How to Live the Suite Life
- **SL4 (Intrigue)(Personalization):** Discover Your Suite Style[, Fname]
- **SL5 (Intrigue)(Personalization):** [Fname,]Your Suite Escape Awaits…

Deployment Date	Language	Authority	Direct	Intrigue, How To	Intrigue, Personalization
August	ARB	20.94%	20.93%	21.54%	22.55%
	ENG	19.16%	19.22%	18.76%	19.41%
	FRE	18.86%	17.23%	17.75%	19.65%
	GER	19.51%	19.17%	20.64%	21.61%
	ITA	18.77%	18.53%	18.39%	19.43%
	SPA	20.41%	19.55%	19.86%	20.98%

- Intrigue, Personalization was the top performer for all languages in August
  - Including a personalized intrigue option resulted in Intrigue, Personalization being the highest performer for all languages, continue to include Intrigue tags in additional combinations
- ML model resulted in a slight increase over random deployment, continue monitoring for optimization in upcoming campaigns
- Recommend to evaluate engagement patterns of tags and incorporate learnings into updated learning agenda to use on other EMEA regional solos

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