

# EMEA 2022 Annual Email Review

1 February 2023

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# Meeting Agenda

1. 2022 Key Email Marketing Achievements
2. 2022 & Q4 Performance Summaries
3. Campaign Highlights & Trends
  - Regional Solos
  - Core MAU
  - METTs
4. Testing & Optimization
5. Actionable Insights



COURTYARD AL BARSHA, DUBAI, UAE

# 2022 Key Email Marketing Achievements



# 2022 Email Marketing Achievements

1

## Improved Email Deployment Processes & Tracking

- Improved speed to market with new Visual Editor (VE) deployment tool; launched 23 emails
- Used new Tableau dashboard for easier access to reporting
- Established dedicated Workfront EMEA email calendar

2

## Encouraged point usage

- Expanded communication strategy from 1 to 6 monthly solos in support of MB Escapes, Project Silk, Demand Gen Offers, Brands/MILUX, Destinations, and Points Activation
- Deployed total of over 30 emails (98M deliveries)
- Up to 4 point lifts on member point activity by level in Q4 vs. Q3 '22
- Points activity 2022 total of 536.0K was +19% YoY

3

## Increased brand awareness

- Launched dedicated solo elevating brand perception & awareness
- Tested branded education content in hero which captured 25% more click activity than average heroes
- Included targeted brand content in other solos like Escapes
- Introduced brand poll and a versioned brand educ. module (lux/non-lux) in Destinations solo to increase personalization efforts

4

## Optimized content to increase clicks

- Leveraged image optimization technology to test images: property vs lifestyle, promo images, hero images, and SLOU
- Property images had slight lift over lifestyle; consistent trend
- Optimized navigation module with domestic locations which regularly captured 30% of module activity
- Unsub. Rates trended at or below 0.24% EMEA average since April 2022; showed positive audience health & engagement

5

## Increased personalization

- Versioned heroes based on seasonal activity & poll data
- Use poll data to test hero, subject line, and brand ed. modules
- Dynamic video hero resulted in a 4.5% CTR vs typical Hero CTAs ranging from 0.3% to 0.75%
- Recent stayer & upcoming trip app download messaging helped lift performance YoY; +155% more downloads YoY
- Introduced in-language Traveler articles to inspire more readers
- Incorporated member point balance to encourage point usage
- December YIR had the second highest revenue in Q4

6

## Developed & implemented luxury engagement plan

- Introduced new luxury header/footer to provide complete luxury email experience consistent with other luxury communications
- Versioned modules lux/non-lux to lift performance: new hotels, SLOU offer, member module, & brand educ.
- Positive CTR lifts of 0.5pts from versioning MB Escapes solo with lux/non-lux content targeted to engaged openers and new members

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## Leveraged optimization technology to lift engagement

- Continued using optimization tech. to test subject lines; intrigue, timely, urgency, personalized were top performers
- Leveraged Send Time Optimization to improve delivery and engagement metrics
- 4 months of testing property vs lifestyle images; property was slightly favored across multiple tests

# 2022 + Q4 Performance Summaries

# 2022 Full Year Performance Overview

<b>3.4M</b> Email Subscribers* <b>+3.6%</b> vs. Oct '21	<b>536.0K</b> Points Activity	<p>Additional global marketing campaigns plus new regional solos resulted in higher deliveries YoY</p> <ul style="list-style-type: none"><li>Regional campaigns averaged a 0.96% CTR for 2022 and helped lift channel performance</li></ul>
<b>209.4M</b> Delivered Emails <b>+47.0%</b> YoY	<b>0.24%</b> Unsub. Rate <b>-0.69 pts.</b> YoY	<p>Near flat CTR when compared to 2021; slight decline impacted by lower engagement from cobrand and METT campaigns</p> <p>Q2 '22 had the second highest CTR in '21 and '22 followed by Q1 '22</p>
<b>1.2%</b> CTR <b>-0.1 pts.</b> YoY	<b>12.4K</b> Bookings <b>+22.5%</b> YoY	<p>Unsubscribe rate was positive compared to all time periods and continued to improve showing lower rates MoM</p> <p>Increase in all financial metrics impacted by strong revenue performance from regional campaigns, MAU and Promotional solos</p>
<b>35.9K</b> Room Nights <b>+14.3%</b> YoY	<b>\$7.4M</b> Revenue <b>+19.6%</b> YoY	<p><i>Note: Adobe Analytics tracking issues continued to impact performance since July '22; also a few regional campaigns (Sep-Dec '22) have missing data for both engagement and financials – used PCM reporting to supplement where possible</i></p> <p><small>*Emailable members &amp; non-members in EMEA; does not include anyone on a suppression list</small></p>

# Q4 2022 YoY Performance Overview

<b>3.4M</b> Email Subscribers* +3.6% vs. Oct '21	<b>198.2K</b> Points Activity +1.1% vs. Q3 '22
<b>67.8M</b> Delivered Emails +97.9% YoY +67.2% vs. Q4 '19	<b>0.24%</b> Unsub. Rate --- YoY -0.04 pts. vs Q4 '19
<b>1.0%</b> CTR -0.2 pts. YoY -0.5pts. vs Q4 '19	<b>3.2K</b> Bookings +33.8% YoY -69.0% vs Q4 '19
<b>8.8K</b> Room Nights +22.8% YoY -66.9% vs. Q4 '19	<b>\$1.7M</b> Revenue +23.1% YoY -64.3% vs. Q4 '19

Additional global marketing campaigns plus net new regional solos launched throughout Q3 and Q4 resulted in higher deliveries YoY

CTR down slightly with significantly higher deliveries overall in Q4; performance tracking impacted by missing email records for a few regional solos (Sep-Dec '22)

- November performance brought down the overall quarterly average with higher CTR coming from Oct. and Dec.
- Highest CTR in Q4 came from Oct. MBE, December YIR and Oct. Core MAU

Increase in all financial metrics YoY impacted by contributions from regional campaigns which experienced a positive lift in Q4; several campaigns are still missing financials and ongoing tracking issues are leading to potentially underreported figures

- Highest revenue contributions in Q4 came from Oct. MBE, Dec. YIR Solo and Nov. Demand Generation

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

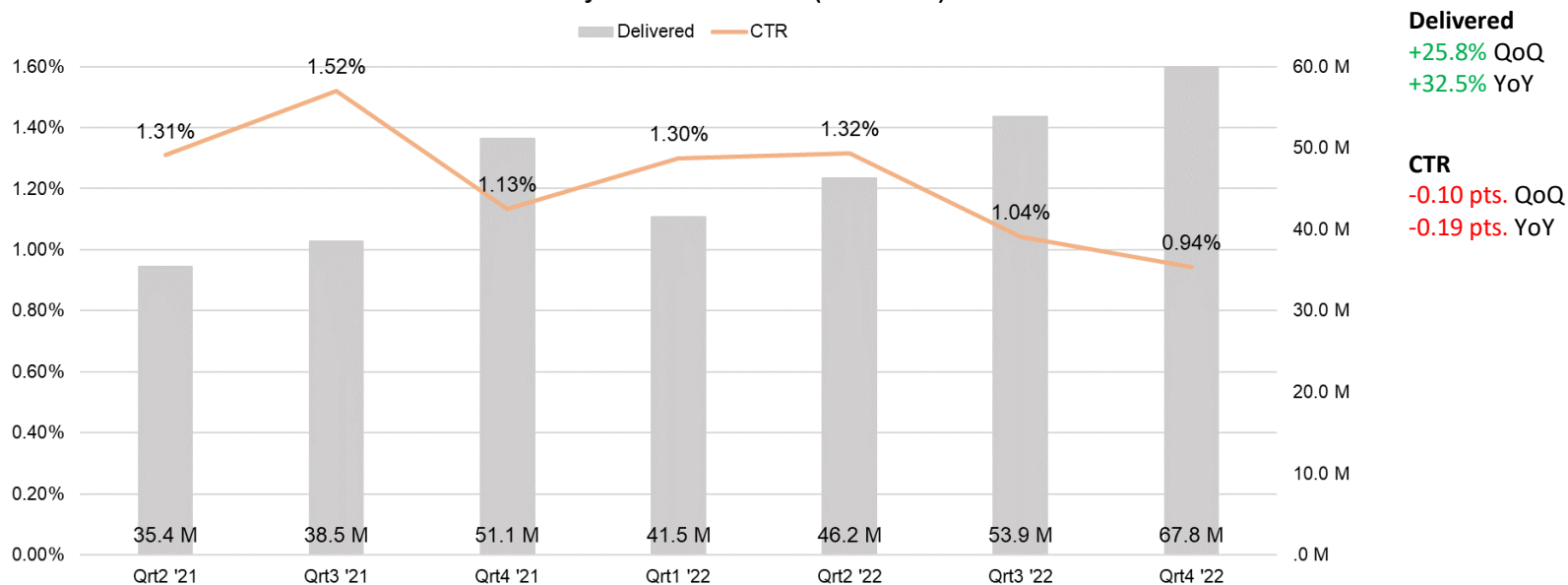


# Quarterly Engagement Trends

Positive increase on overall deliveries continue to trend each quarter with the launch of additional regional campaigns; Q4 had the highest delivery total in '21 and '22

- Highest Q4 engagement came from Regional and MAU content
- Engagement dip impacted by drop in click activity from promotions campaigns and METT campaigns

EMEA Quarterly Email KPI Trends (2021-2022)





## 3.49M EMailable EMEA Customers (+9.6%)

- As of Jan '23, emailable audience counts were up 9.6% compared to Oct '22 reporting
  - Changes to the 15-month suppression rule impacted counts; the rule now excludes Apple bot opens from being added to the suppression list
  - Similar member & non-member lifts across all regions

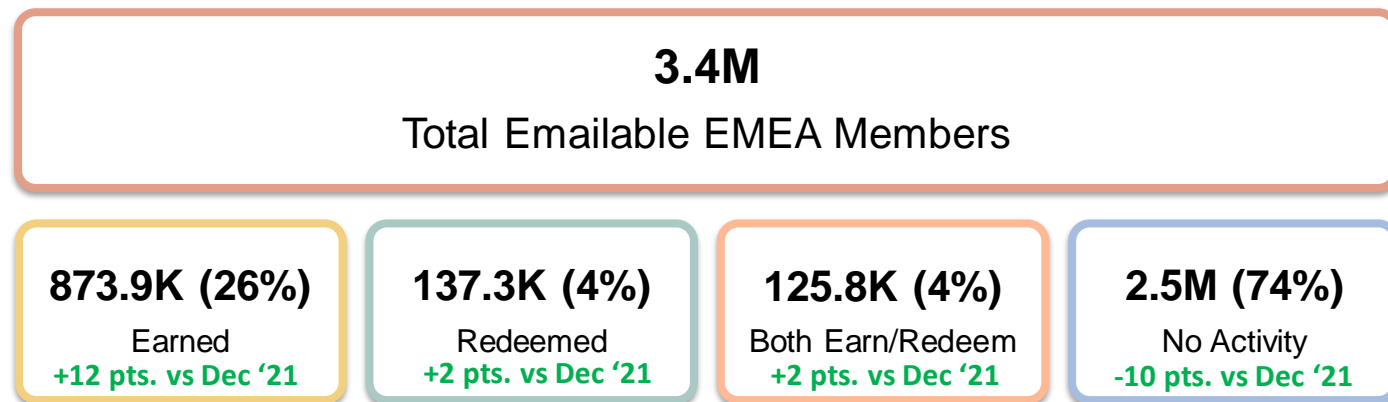
Region	Members	vs. Oct '22	Non-Members	vs. Oct '22
Africa	467,141	11%	40,166	1%
Europe	1,660,080	9%	69,456	1%
Middle East	1,203,122	12%	55,274	2%

Country	Jan '23	Oct '22	Diff.
GERMANY	163,143	148,647	+10%

Emailable Counts by Region	Jan '23	vs Oct '22
<b>EMEA</b>		
Africa	507,307	9.8%
Europe	1,729,536	8.2%
Middle East	1,258,396	11.6%
<b>EMEA Total</b>	<b>3,495,239</b>	<b>9.6%</b>
<b>All Others</b>		
Asia	4,196,446	13.6%
Australia	646,987	16.2%
Canada	1,411,304	7.9%
Caribbean Islands	142,163	18.9%
Central America	676,477	15.2%
Pacific Islands	175,850	14.7%
South America	690,012	18.7%
United States	31,092,608	10.4%
<b>All Regions Total</b>	<b>42,628,986</b>	<b>10.9%</b>

## EMEA Member Point Activity: Emailable Members

Emailable member activity as of January 2023 was consistent with the previous period reporting in October 2022; comparison shows just a slight increase for select earning and redeeming activities



# Driving Points Activity Through Email Marketing

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

## Encourage Point Activation Earning & Redeeming Offers



### Have More Together Time, And Stay Longer on Us.

Who wouldn't want a longer break? Explore our offers for a longer stay at one of our extraordinary hotel brands.

[BOOK NOW](#)

### Celebrate Your Lifetime Status

Explore your travel highlights like never before, claim your complimentary Lifetime Elite gift, and enjoy an exclusive offer.



### 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](#)



### 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.

### Get 25% Off Points

The perfect gift for yourself, your family, and friends, now through 20 December.

[BUY POINTS](#)



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



AUTOGRAF  
COLLECTION  
HOTELS



COURTYARD  
HOTELS



MORRIS  
HOTELS



FOUR  
POINTS  
BY MARRIOTT

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.

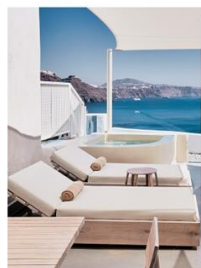
[EXPLORE MORE BRANDS](#)



### Holiday in Spain

Explore Spain's amazing beaches, gastronomy, architecture, and iconic landmarks, and enjoy 1,000 bonus points per night.

[REDEEM OFFER](#)



### Stay Longer On Us

Unwind a little longer and enjoy extraordinary suites access at participating hotels and resorts.

[BOOK NOW](#)



### Your Choice: Points or Avios

Learn more about our partnership with British Airways Executive Club and how you can earn Avios on your stays with us.

[LEARN MORE](#)

# Emailable Members Continue To Have Higher Levels Of Activity

## Emailable:

- Compared to the last report in Oct '22, all levels had an increase in activities
- 'Earning' and 'Both' activity buckets saw increases and 'Redeeming' and 'No Activity' saw declines
- Slight shift in Basic member activity by just a 1 or 2 percentage points across all buckets; stronger shifts for Elites
  - Silver 'Earning' bucket was +4pts.vs. previous period; other Elite level increases were +1 to 3pts.
- Recommend using 2022 reporting for YoY comparisons & seasonal trends

EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	3.1 M	20%	1%	1%	80%
Silver	130.3 K	75%	20%	18%	23%
Gold	122.0 K	71%	32%	31%	29%
Platinum	29.8 K	92%	61%	60%	7%
Titanium	29.0 K	95%	75%	74%	4%
Ambassador	9.3 K	99%	89%	88%	1%
<b>Total</b>	<b>3.4 M</b>	<b>26%</b>	<b>4%</b>	<b>4%</b>	<b>74%</b>

## Non-Emailable:

- Slight differences in comparison for non-emailable audiences
- Basic member activity stayed the same compared to the last reporting time period
- Elite activity increased in all 3 earning/redeeming activity buckets and decreased in 'No Activity'

NON-EMAILABLE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	23.9 M	7%	0%	0%	93%
Silver	298.9 K	51%	8%	7%	48%
Gold	330.5 K	30%	9%	9%	70%
Platinum	30.5 K	80%	45%	44%	19%
Titanium	23.4 K	83%	58%	57%	16%
Ambassador	6.1 K	96%	81%	80%	4%
<b>Total</b>	<b>24.6 M</b>	<b>8%</b>	<b>0%</b>	<b>0%</b>	<b>92%</b>

# 2022 Annual Goal Progress

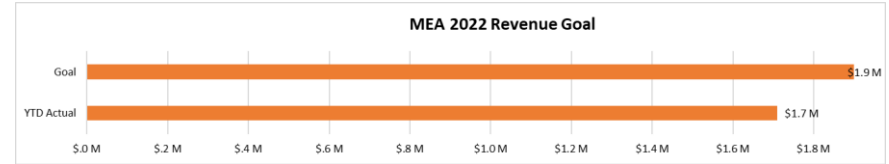
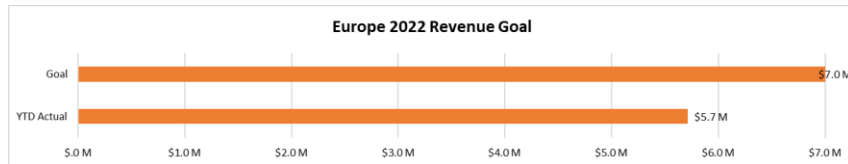
- Annual member activity was within 2% of goal for 2022 with over 30 campaigns promoting earning and redemption opportunities
- Unsubscribe rate meets goal for 2022 led by METTs (0.11%), Promotions (0.16%) and Regional campaigns (0.17%)
- Europe CTR at 1.4% led by strong engagement from Regional, MAU and Promotions campaign; these campaigns were also the top revenue drivers throughout 2022 bringing annual revenue near overall goal
- Average CTR across all campaigns for MEA was lower than Europe impacting progress toward engagement goal
- Financial tracking issues impacted our ability to report on campaign revenues and measure against goal
- MEA revenue came close to goal and highest revenue contribution was from MAU; recommend to incorporate high performing content from MAU into MEA solos

EMEA	2022	Annual	vs. Goal
Points Activity	536.0K	543.6K	-1.4%

EMEA	2022	Quarterly Goal	vs. Goal
Unsubscribe	0.24%	0.24%	-0.00 pts

EUROPE	2022	Annual Goal	vs. Goal
CTR	1.4%	1.6%	-0.02 pts.
Revenue	\$5.7 M	\$7.0 M	-18.4%

MEA	2022	Annual Goal	vs. Goal
CTR	0.7%	1.00%	-0.3 pts.
Revenue	\$1.7M	\$1.9M	-10.1%



# 2022 Campaign Highlights & Trends

# Regional Campaigns

Overall Performance Summary

Drive Market Solo

Marriott Bonvoy Escapes

Project Silk

Demand Gen

Points Activation

EMEA Destinations

EMEA Local Highlights

EMEA MILUX

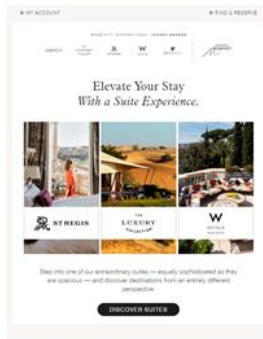


# Sent Over 50M Dedicated Regional Emails Throughout 2022

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

## August MILUX Solo

Delivered: 3.1M  
CTR: 0.9%



## August EU Resorts

Delivered: 1.5M  
CTR: 0.7%



## September Demand Generation

Delivered: 2.9M  
CTR: 0.8%



## October Moments

Delivered: 2.8M  
CTR: 1.0%



## October Points Activation

Delivered: 2.9M  
CTR: 2.2%



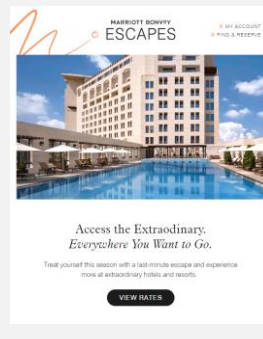
## November MBE

Delivered: 1.2M  
CTR: 1.4%



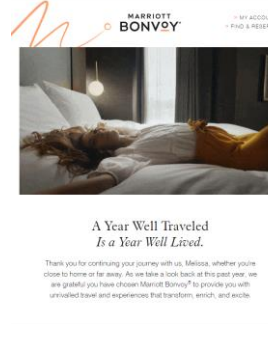
## December MBE

Delivered: 1.2M  
CTR: 1.4%



## December Local Highlights

Delivered: 2.9M  
CTR: 0.8%

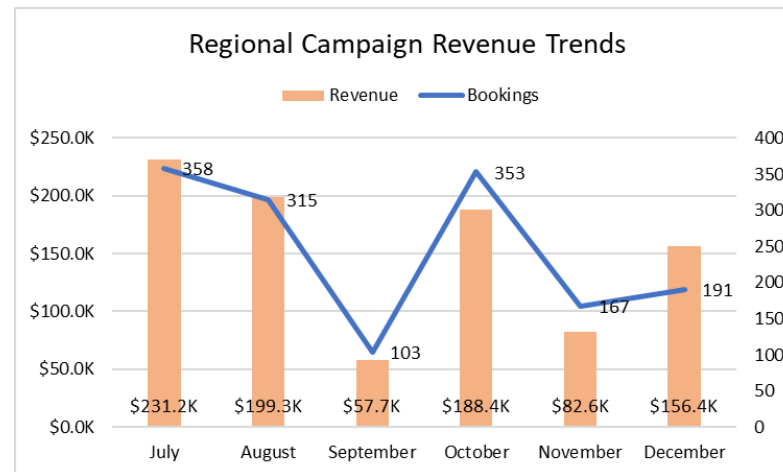
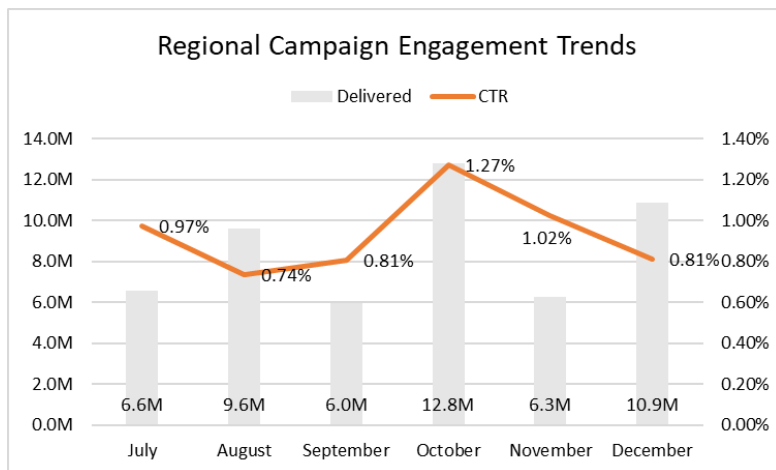


# 2022 Regional Engagement Stats

- Throughout 2022 regional campaigns targeted a mix of Europe and MEA audiences with EMEA averaging a higher overall CTR versus MEA:
  - Europe:** 21M Delivered | 1.04% CTR
  - MEA:** 19M Delivered | 0.52% CTR
- Unsubscribe rate ranged between 0.11% (November) to 0.25% (September) with the lowest unsubscribe rates coming from Points activation, Project Silk, and MBE; 0.19% is below the overall EMEA average
- Top revenue contributors in 2022 were Marriott Bonvoy Escapes, Demand Generation and Local Highlights campaign with 51% of total revenue

Regional	2022
Delivered	<b>52.1 M</b>
Clicks	<b>498.2 K*</b>
CTR	<b>0.96%</b>
Unsub Rate	<b>0.19%</b>
Bookings	<b>1.5K</b>
Room Nts.	<b>4.3K</b>
Revenue	<b>\$915.6K</b>

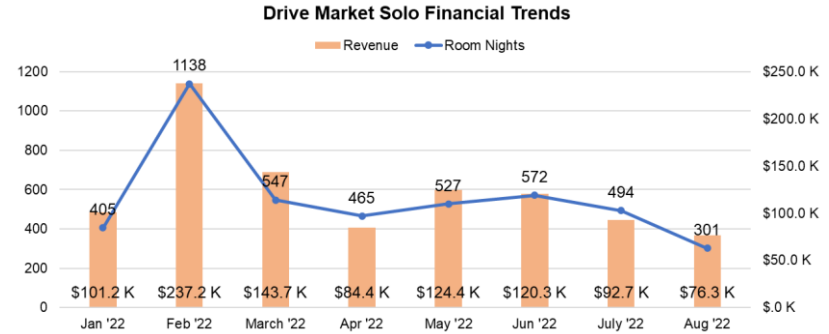
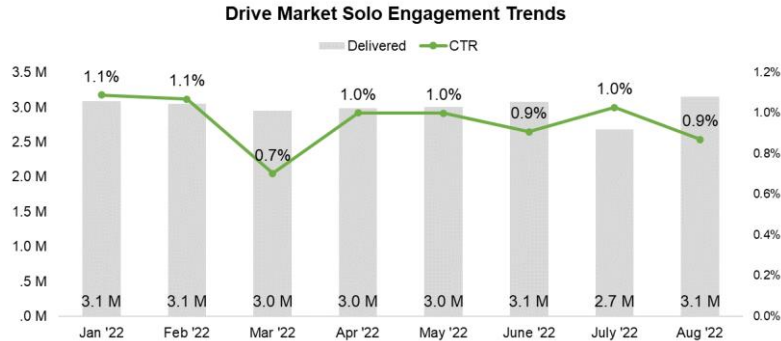
*\*Data source mixed; used both PCM and MicroStrategy to report on activity*



## 2022 Performance Summary

- Last Drive Market Solo was sent in August with the MILUX edition & transitioned into regional campaigns
- CTR was near level when compared to 2021 performance; 1.1% in 2021 compared to 1.0% in 2022
- Throughout Q2 most readers engaged with domestic content in destination modules over cross border and catch all CTAs
- 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
- February of '22 was the highest revenue month which was also one of the highest months in 2021, recommend to continue leveraging seasonality trends to support key business initiatives
- Unsubscribe rate was up by 0.02 pts in 2022 solos compared to 2021

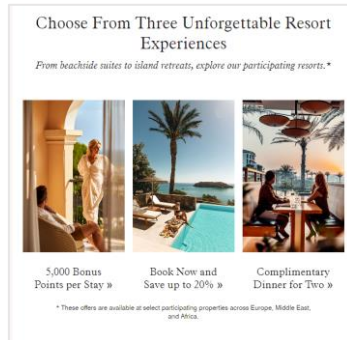
Drive Solos	2022
Delivered	<b>24.0 M</b>
Clicks	<b>229.6 K</b>
CTR	<b>1.0%</b>
Unsub. Rate	<b>0.25%</b>
Bookings	<b>1.4 K</b>
Room Nts.	<b>4.5 K</b>
Revenue	<b>\$980.4 K</b>



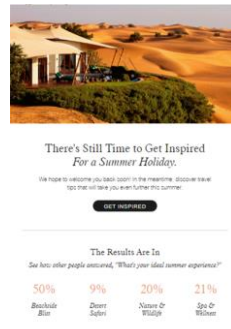
## Content Insights and Key Learnings

- 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
- 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
- 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 more click activity when included with heroes with multiple CTAs, recommend to continue incorporating opportunities to encourage readers to browse and explore within modules

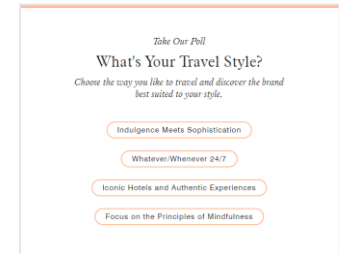
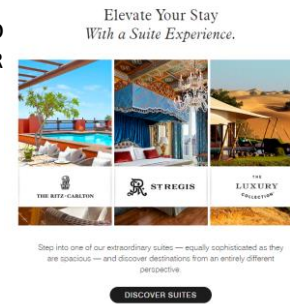
### May Hero 26% of clicks



### August MILUX Hero 0.32% CTR



### July Solo Hero 4.5% CTR (Poll Responders)



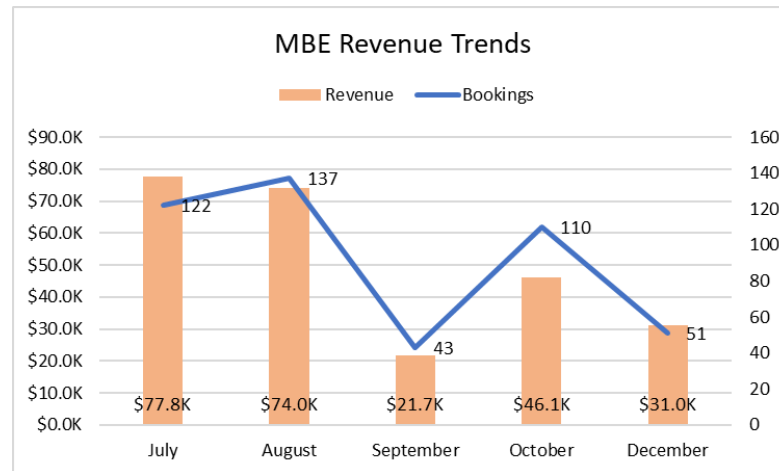
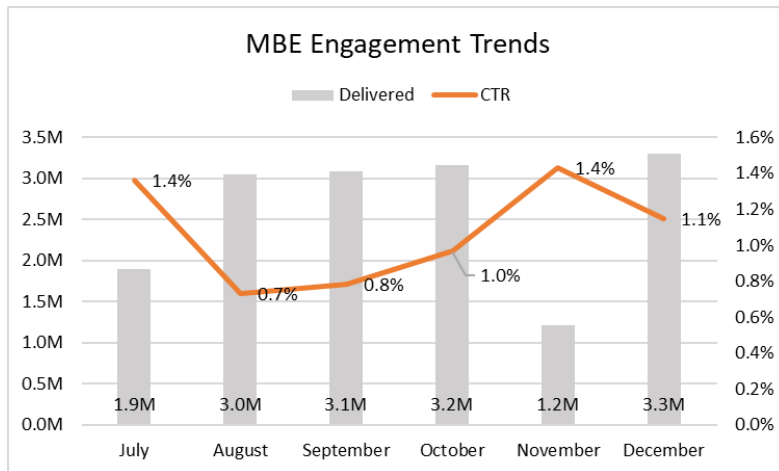
### May Poll Most Clicked Poll

# 2022 Performance Summary

- CTR for MBE trended positively throughout 2022 performing above the average when compared to the combined regional campaign average in 2022
  - Europe:** 1.2% and **MEA:** 0.5%
- 2022 efforts in content optimization and personalization include new template in November adding the MB Escapes logo, luxury and non-lux versioning, adding a “Newly Joined” segment with additional modules and adding a thank you message for recent stayers
  - December which featured the new thank you module, luxury versioning and localization efforts had the highest CTR in 2022 with full delivery targeting, continue to version and localize content
  - December featured regionally versioned properties versus regional/country locations in the navigation module, recommend to continue incorporating property navigation to monitor for engagement patterns

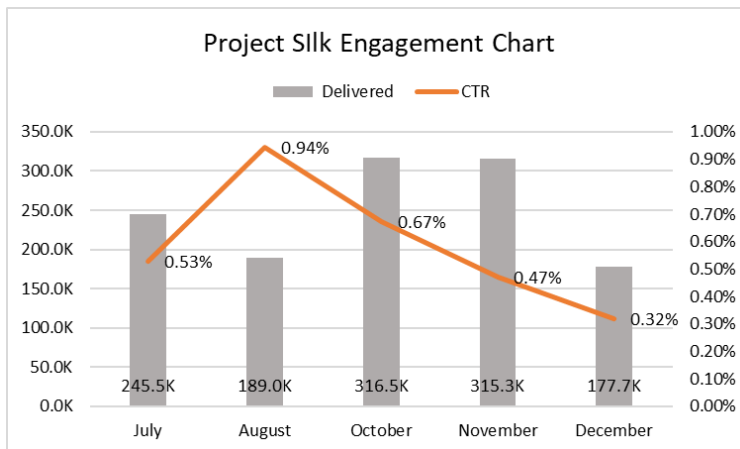
	2022
Delivered	15.7 M
Clicks	157.9 K*
CTR	1.0%
Unsub Rate	0.17%
Bookings	412
Revenue	\$250.5 K

\*Data source mixed; used both PCM and MicroStrategy to report on activity



## 2022 Performance Summary

- Highest engagement for Project silk came from August and October deliveries:
  - Email targeted to Dubai and Doha markets only which impacted delivery counts MoM (Abu Dhabi excluded due to poor engagement in previous months)
  - 40% of email clicks went to the Hero making it the most clicked module in this campaign
    - Hero CTA captured most activity in hero module with "Find Restaurants" following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content
- Qatar and Dubai averaged significantly higher CTR than Abu Dhabi throughout the year
  - Qatar is consistently the most engaged market for Project silk with higher engagement than other regional solos, consider incorporating F&B content to Qatar in other campaigns (for example, Points Activation); 2x dining offers, restaurant credit, etc.



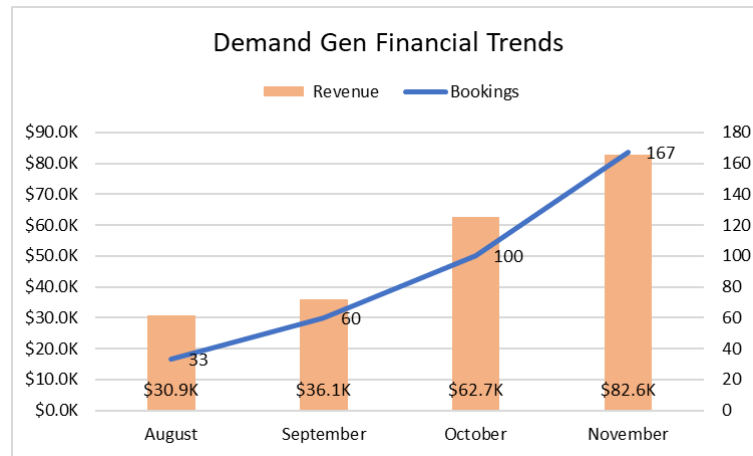
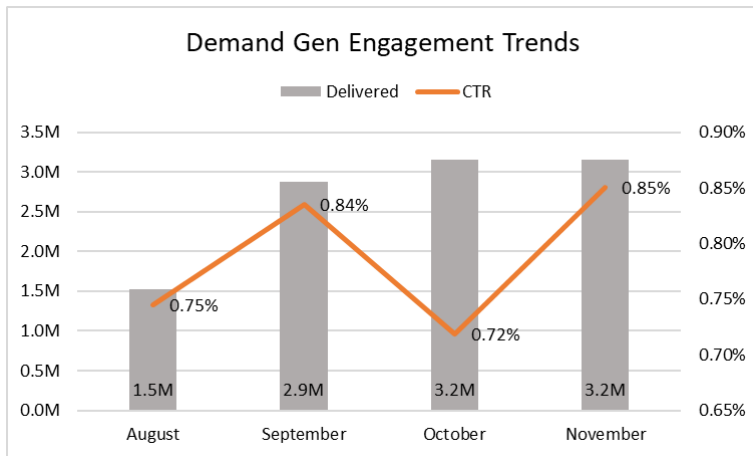
Month/Audience	Delivered	CTR	Unsub Rate
<b>July</b>	<b>245,450</b>	<b>0.53%</b>	<b>0.16%</b>
ABUDHABI_ENG	58,285	0.31%	0.20%
DUBAI_ENG	133,139	0.53%	0.13%
QATAR_ENG	54,026	0.74%	0.20%
<b>August</b>	<b>189,049</b>	<b>0.94%</b>	<b>0.13%</b>
DUBAI_ENG	134,609	1.03%	0.13%
QATAR_ENG	54,440	0.74%	0.14%
<b>October</b>	<b>316,494</b>	<b>0.67%</b>	<b>0.17%</b>
ABUDHABI_ENG	57,711	0.35%	0.18%
DUBAI_ENG	134,884	0.78%	0.15%
QATAR_ENG	123,899	0.71%	0.18%
<b>November</b>	<b>315,261</b>	<b>0.47%</b>	<b>0.15%</b>
ABUDHABI_ENG	57,090	0.28%	0.16%
DUBAI_ENG	133,302	0.46%	0.16%
FIFAWORLDCUP_ENG	50	4.00%	0.00%
QATAR_ENG	124,819	0.56%	0.14%
<b>December</b>	<b>177,708</b>	<b>0.32%</b>	<b>0.19%</b>
ABUDHABI_ENG	38,972	0.19%	0.21%
DUBAI_ENG	91,141	0.27%	0.19%
QATAR_ENG	47,595	0.51%	0.17%
<b>Grand Total</b>	<b>1,243,962</b>	<b>0.58%</b>	<b>0.16%</b>

## 2022 Performance Summary

- Demand Generation campaigns launched in August as part of the global/local initiative targeting EU members and then in September adding in MEA members
- Overall engagement trended up positively throughout 2022 outside of a dip in October
  - Europe CTR:** 0.98% and **MEA CTR:** 0.51%
- November campaign featured regionally versioned hero imagery which captured the most revenue and click activity out of all demand generation heroes, recommend to continue versioning hero imagery for different regions
  - Destination modules also contributed to higher engagement for November; top destinations include Mauritius, UK, UAE, Germany and Jordan

	2022
Delivered	10.7 M
Clicks	84.9 K*
CTR	0.8%
Unsub Rate	0.24%
Bookings	360
Revenue	\$212.3 K

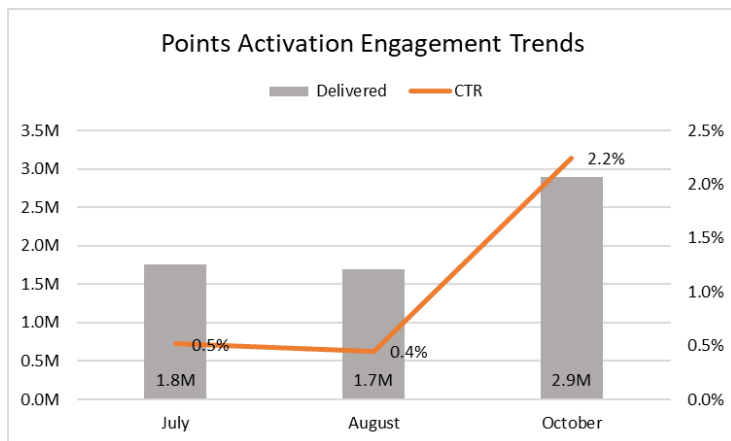
\*Data source mixed; used both PCM and MicroStrategy to report on activity





## 2022 Performance Summary

- Points Activation campaigns launched in July to promote points activity and support MEO program
- Unsubscribe rate for Points Activation campaigns continues to remain below average throughout 2022
- October campaign targeted both Europe and MEA members resulting in higher engagement and revenue
  - October campaign featured member-exclusive benefits verbiage in the SL, recommend to leverage this tactic in other member versioned content when available
- In all three months the main CTA captured a majority of engagement and revenue



	2022
Delivered	6.3 M
CTR	1.3%
Unusb. Rate	0.12%
Clicks	81.5 K*
Bookings	88
Revenue	\$56.4 K

*\*Data source mixed; used both PCM and MicroStrategy to report on activity*

# 2022 Performance Summary

Dec '22

- November cross border campaign featured a festive breaks theme and was deployed to inspire travel with destination themed content targeting all active members in Europe with EN, BE, FRE and DE languages

- November Engagement was above the average CTR for EMEA at 1.2% indicating relevant content that engaged openers

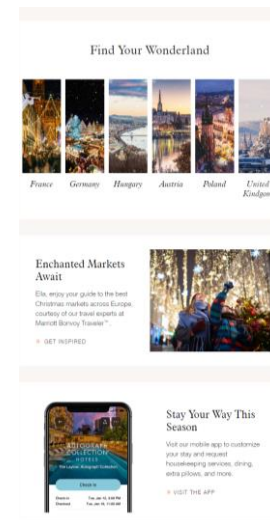
- Top content in December campaign included: Hero, Traveler and Go Beyond CTAs

- Cape town was a top clicked destination across multiple markets
- Hero resulted in 73% of revenue, recommend to continue using this style of hero
- Engagement included more cross border engagement than previous campaigns, recommend to expand cross border options across VE campaigns to monitor for engagement patterns

	2022
Delivered	3.1 M
Clicks	27.1 K*
CTR	0.86 %
Unsub Rate	0.16%

\*Data source mixed; used both PCM and MicroStrategy to report on activity

November '22 Sample Email Creative



# December Campaign Performance Summary



## A Year Well Traveled Is a Year Well Lived.

Thank you for continuing your journey with us. Because, whether you're close to home or far away. As we take a look back at this past year, we are grateful you have chosen Marriott Bonvoy® to provide you with unparalleled travel experiences that transform, enrich, and excite.

## Our Newest Hotel Openings

This year we've opened many hotels around the world, including these three exceptional properties:



• THE RITZ CARLTON, Athens • W, Algarve • THE SHANGRI-LA, London

SEE ALL NEW HOTELS

Plus, with over 30,000 Homes & Villas by Marriott Bonvoy to choose from in Europe, it's easy to find your perfect private getaway.

## Delta Hotels by Marriott Goes Nationwide

Delta Hotels by Marriott has arrived across the UK to offer guests an experience that is unexpected and new. With more than 30 locations including Birmingham, Liverpool, Edinburgh and Bristol.

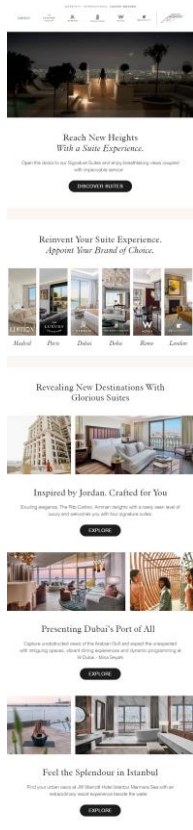
EXPLORE HOTELS



- December Year in Review campaign launched to reflect on 2022 achievements and inspire travel for 2023 targeting active members in EMEA
  - Campaign leveraged STO technology
  - Personalization efforts include dynamic points balance module, First name featured in Subject Line and luxury versioning
- EMEA December Solo featured the second highest CTR of regional campaigns sent in December and campaign revenue was the fourth highest amongst regional solos in 2022
- Top content includes NW Hotel, Traveler and Delta Hotels
- NW Hotel content captured significant activity and was the highest revenue driver followed Homes and Villa content
- Continue to deploy year in review campaigns and plan to test into 2023 strategy; align strategy with the global marketing team year in review messaging plan

Metrics	Dec '22
Delivered	2.9 M
Clicks	21.7 K
CTR	0.75%
Unsub Rate	0.22%
Revenue	\$65.0K
Bookings	119

# 2022 Performance Summary



- December MILUX campaign launched to grow engagement and loyalty with luxury member segments targeting EMEA members in luxury segments
- Unsubscribe rate was highest amongst non-luxury segments (16% of total activity)
- This campaign resulted in an ADR of \$370 which is above average and successfully accomplished one of the campaigns key objectives to contribute towards the increase of ADR in EMEA
- Hero CTA promoting suites captured the largest share of engagement and revenue resulting in 33% of the campaigns revenue, recommend to continue focusing luxury content around suite content which is a frequent top performer amongst luxury audiences
- Top brands capturing click activity were Paris Luxury Collection, London JW and Rome W
- Top brands resulting in revenue were Dubai RC, Madrid Edition and Rome W

	December'22
Delivered	2.9M
Clicks	19.4K
CTR	0.66 %
Unsub Rate	0.24%
Revenue	\$53.7K
Bookings	53

# Performance Insights for Regional Campaigns in 2022

1. December MBE featured versioned properties versus regional/country locations in the navigation module, recommend to continue incorporating property navigation to monitor for engagement patterns
2. Hero CTA in October Project Silk captured most activity in hero module with “Find Restaurants” following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content
3. Qatar is consistently the most engaged market for Project Silk with higher engagement than other regional solos, consider incorporating F&B content to Qatar in other campaigns (for example, Points Activation); 2x dining offers, restaurant credit, etc.
4. November Demand Generation campaign featured regionally versioned hero imagery which captured the most revenue and click activity out of all demand generation heroes, recommend to continue versioning hero imagery for different regions
5. October points activation campaign featured member-exclusive benefits verbiage in the SL, recommend to leverage this tactic in other member versioned content when available
6. Engagement for EMEA destinations included more cross border engagement than previous campaigns, recommend to expand cross border options across VE campaigns to monitor for engagement patterns
7. In December MILUX campaign the hero CTA promoting suites captured the largest share of engagement and revenue resulting in 33% of the campaigns revenue, recommend to continue focusing luxury content around suite content which is a frequent top performer amongst luxury audiences

# Monthly Account Update (Core MAU)

# Q4 2022 MAU: CREATIVE EXAMPLES

October '22

75000 points

Platinum Elite

0000041234

Tom Brady

See again your recent stay with Marriott Bonvoy®

50 nights this year

VIEW ACTIVITY

Activity as of 10/20/2022

MY BENEFITS

**Make a Brand New Bucket List.**  
Earn up to 4,000 Bonus Points on Each Eligible Stay.

Reminder: Register now until 1 December to earn 2,000 bonus points for each eligible stay\* at a participating hotel, starting with your second stay. Eligible stays must be completed now until 15 December 2022.

Plus, if you become a Marriott Bonvoy® Credit Card holder you can earn an additional 2,000 bonus points on each eligible stay at a different hotel brand until 15 December, starting with the stay at the second brand.

REGISTER NOW

Terms apply.

**A Destination for Every Desire**

Discover extraordinary hotels for every type of adventure you can imagine.

CULTURE & HERITAGE

BEACH ACTIVITIES

NATURE & WILDLIFE

November '22

**Tom's October Offers**

**Allow Us to Handle It All**

Travel stress with an all-inclusive offer at Shalimar Meadows Full Moon Resort & Spa

BOOK NOW

**Bring the Whole Family**

Get the space you need with 50% off your second room at participating hotels

BOOK NOW

**Earn More Each Night**

Get 1,000 bonus points per night at hotels in your favorite destinations across Spain

UNLOCK OFFER

**Limited-Time Offer**

Earn up to 200,000 bonus points. Redeem for five nights worldwide. Plus, get Gold Elite status. Terms apply.

APPLY NOW

**More for Your Journey**

**Get in the Spirit of Gifting**

Use points to find the perfect gift now to you can relax later.

SHOP NOW

100 points

Julian Ellis

0000000000

Tom Brady

Welcome to the Marriott Bonvoy® Team

10 nights this year

VIEW ACTIVITY

Activity as of 11/02/2022

MY BENEFITS

**Discover a Perfect Destination**

From mountainside bliss to culinary delights, find getaways to match your desires.

BEACH ACTIVITIES

NATURE AND WILDLIFE

CULTURE AND HERITAGE

**Tom's November Offers**

**Stay Miles Ahead**

Convert your frequent flyer miles to Marriott Bonvoy points with select airlines

TRANSFER VALUES

**Step Up to the Suite Life**

Upgrade your next stay with an exceptional suite in Europe, the Middle East, or Africa

RESERVE NOW

**Plan Your Holiday Getaway**

Whether you're looking for a winter wonderland or a tropical escape, get the most from all of your holiday travel with us.

BOOK NOW

**Make a Brand New Bucket List**

Earn up to 4,000 bonus points on each eligible stay\* starting with your second stay. When you book at hotels worldwide until 15 December, starting with the stay at the second brand.

BOOK NOW

100 points

Amelia Carter Ellis

0000000000

Amelia Carter

Celebrate even more of your travel highlights and claim a complimentary gift to you this Lifetime Journey.

50 nights this year

VIEW ACTIVITY

Activity as of 10/20/2022

MY BENEFITS

**An Unforgettable Year of Travel. And a World of Possibilities Ahead.**

**Tom. Your Year in Review**

Check out the details of your nights on your profile.

A Brand You Love

THANKS A LOT

**You Can Earn Points Every Day**

Book on marriott.com or the Marriott Bonvoy® App to earn points on stays. Plus, earn through our partnerships and so much more.

LEARN MORE

**Free Nights and More Await**

Use your points for free nights of extraordinary hotels, unrivaled experiences, and so much more.

EXPLORE NOW

**You achieved Marriott Bonvoy® Lifetime Titanium Elite status this year.**

**Lifetime Elite benefits include:**

- 75% Bonus Points
- Enhanced Room Upgrades
- Priority Travel Tools, when available
- 48-Hour Guarantee

VIEW ALL BENEFITS

**Where Will You Go in 2023?**

Explore popular destinations around the globe.

ICONIC CITIES

MOUNTAIN ADVENTURES

COASTAL ESCAPES

**KEEP EXPLORING**

Activity as of December 15, 2022. Sign in to your account for more details.

December '22

Celebrate even more of your travel highlights and claim a complimentary gift to you this Lifetime Journey.

LEARN MORE

**An Elevated Ambassador Experience Awaits**

Personal Ambassadors will once again be assigned to Ambassador Elite members to help tailor travel needs. Your personal Ambassador will reach out to you in mid-2023. Make sure to keep your profile up to date with expedited preferences in your Account so your personal Ambassador has all the details to give you the most personalized service.

LEARN MORE

**75 Million Points and Counting**

Members worldwide contributed more than 75 million points — all earned by Marriott Bonvoy® — to support UNICEF and World Central Kitchen's efforts to serve communities impacted by the humanitarian crisis in Ukraine and neighbouring countries.

DONATE POINTS

**THANKS A LOT**

Thanks to members like you, Marriott Bonvoy was awarded 2022 Programme of the Year for the 14th year in a row.

**MORE FOR YOU**

**Bring the Travel Experience Home**

With Marriott Bonvoy Styling, you can shop for essentials from hotel brands you love, including Marriott Hotels®, Element®, and others.

SHOP NOW

**Sail Into the Extraordinary**

The Rita-Carlton Yacht Collection has launched its inaugural voyage. Plan your now in the Mediterranean, Caribbean, and beyond.

RESERVE NOW

**Where Will You Go in 2023?**

Explore popular destinations around the globe.

ICONIC CITIES

MOUNTAIN ADVENTURES

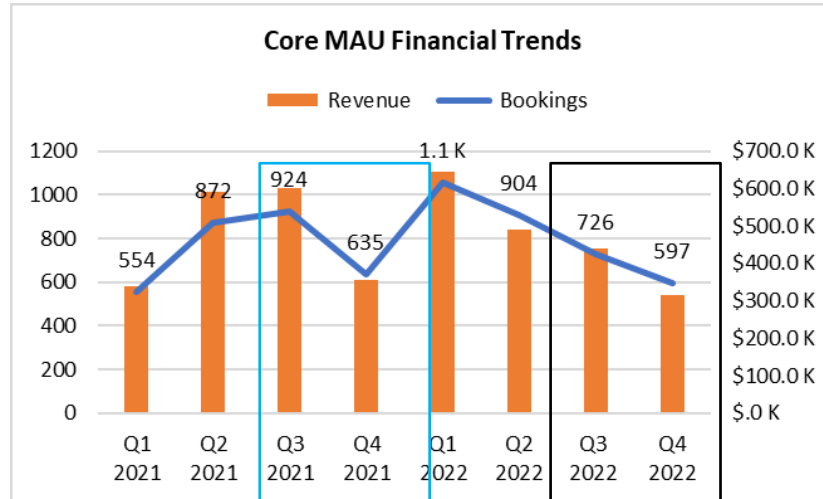
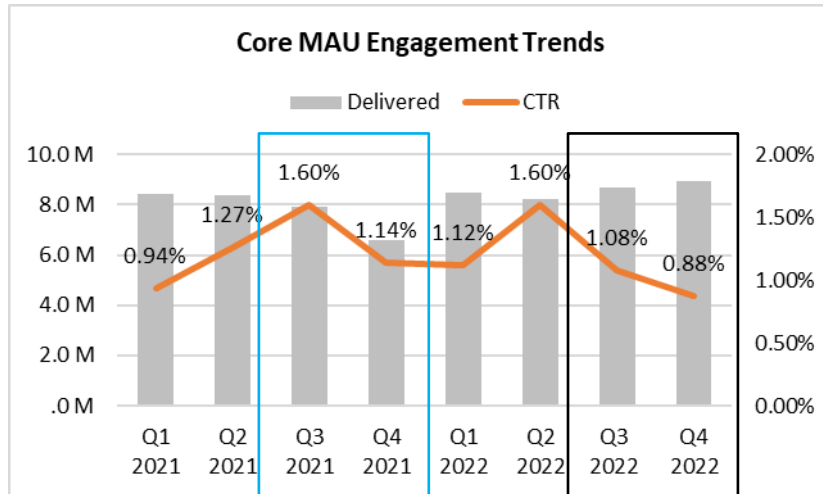
COASTAL ESCAPES



# Core MAU: 2022 Performance

- Sending more emails YoY led to additional clicks and bookings
  - Financials were impacted by ongoing Adobe email attribution reporting issues since July '22; investigation still underway so bookings may be over or understated
- Engagement consistent with YoY patterns; seasonal lows seen in Q4
- December MAU featured year-in-review content, which was more informative than the typical offer-driven content resulting in fewer clicks
  - Clicks were -15% MoM and revenue -3% MoM
- Expect to see performance rebound with the return of regional offers & content

Core MAU	2022	2021	YoY
Delivered	<b>34.3 M</b>	31.4 M	+9.5%
Clicks	<b>398.9 K</b>	387.3 K	+3.0%
CTR	<b>1.16%</b>	1.23%	-0.07%
Unsub. Rate	<b>0.23%</b>	--	--
Bookings	<b>3.3 K</b>	3.0 K	+10.0%
Room nights	<b>9.0 K</b>	9.0 K	+0.7%
Revenue	<b>\$1.9 M</b>	\$1.9 M	+0.2%



# Core MAU: Regional Performance

- QoQ click activity lows were consistent in both regions, but unsubscribe rate was lower in comparison – positive sign of maintaining audience health
- Deliveries increased slightly in December from changes made to the 15-month suppression criteria that excludes Apple audiences; resulted in retaining more emailable customers
- Regional escapes content consistently amongst top performing content throughout 2022
- June bonus points offer was a top performer compared to all hero messages in 2022, recommend to incorporate in regional solos
- Moments content was also a high performer, recommend to test Moments content in regional solos other than the Moments solo to help encourage point usage

2022 Core MAU	Q1 '22	Q2 '22	Q3 '22	Q4 '22
<b>MEA</b>				
Delivered	3.6 M	3.6 M	3.9 M	4.1 M
CTR	0.85%	1.18%	0.76%	0.57%
Unsub Rate	0.24%	0.17%	0.20%	0.15%
Bookings	158	214	165	124
Revenue	\$100.4 K	\$122.7 K	\$109.9 K	\$68.9 K
<b>Europe</b>				
Delivered	4.9 M	4.7 M	4.7 M	4.8 M
CTR	1.32%	1.92%	1.34%	1.14%
Unsub Rate	0.36%	0.22%	0.24%	0.23%
Bookings	898	690	561	473
Revenue	\$545.1 K	\$367.8 K	\$330.7 K	\$246.5 K
<b>Total Delivered</b>	<b>8.5 M</b>	<b>8.2 M</b>	<b>8.7 M</b>	<b>8.9 M</b>
<b>Total CTR</b>	<b>1.12%</b>	<b>1.60%</b>	<b>1.08%</b>	<b>0.88%</b>
<b>Total Unsub Rate</b>	<b>0.31%</b>	<b>0.20%</b>	<b>0.22%</b>	<b>0.19%</b>
<b>Total Bookings</b>	<b>1056</b>	<b>904</b>	<b>726</b>	<b>597</b>
<b>Total Revenue</b>	<b>\$645.5 K</b>	<b>\$490.5 K</b>	<b>\$440.6 K</b>	<b>\$315.5 K</b>

# Core MAU: 2022 Top Performing Content

Here — Global Promo (Registe) — 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

Offer 1 — EN, BE, ES, FR, DE, IT

CULTURE & HERITAGE BEACH ACTIVITIES NATURE & WILDLIFE

THEME PARKS FOODIE SPA & WELLNESS

Offer 1 — Balcian Islands — EN, BE, ES, DE

The Islands Are Calling

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

LET'S GO

A Resort Escape Awaits

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

BOOK NOW

Beaches' Featured property: Grand Beach Resort & Spa, Beaufort, Jordan

Offer 2 — EN, BE, ES, FR, DE, IT

Bring Travel Home

For a limited time, save 30% on Marriott hotels, homes, lodges, villas, and more.

SHOP NOW

Spontaneous Getaways Await

Save 30% 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.

EXPLORE HOTELS

Reinvent Resort Travel

Earn and redeem points at 40 included by Marriott Bonvoy resorts — unprecedented getaways await.

EXPLORE NOW

Discover a Perfect Destination

From mountainside bliss to culinary delights, find hotels and resorts to match your desires.

CULTURE & HERITAGE BEACH ACTIVITIES NATURE & WILDLIFE

Offer 3 — EN, BE, ES, FR, DE, IT

Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

BOOK NOW

Offer 4 — EN, BE, ES, FR, DE, IT

Stay Longer, on Us

Discover more savings when you extend your stay to three or more nights.

BOOK NOW

Earn 1,500 Bonus Points on Each Stay

Don't miss out. Book now to earn 1,500 bonus points on each stay. Plus, get 3,000 more points or stays\* at 40 included by Marriott Bonvoy resorts.

EARN MORE

Step Away From the Everyday. Embrace the Unforgettable.

Register now. Then earn more toward what you love. Earn 1,500 bonus points on each stay\*, plus get 3,000 more points on stays at Marriott Bonvoy resorts.

REGISTER NOW

Offer 5 — Family Offer — Europe

Bring the Whole Family

Kids stay and eat free at participating hotels throughout Europe, the Middle East, and Africa.

BOOK NOW

Offer 6 — Family Offer — South Africa

Bring the Whole Family

Kids stay and eat free at participating hotels throughout Europe, the Middle East, and Africa.

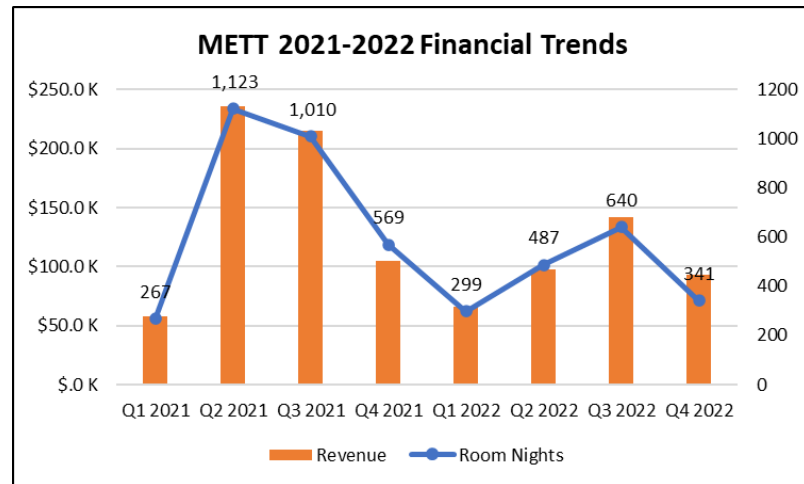
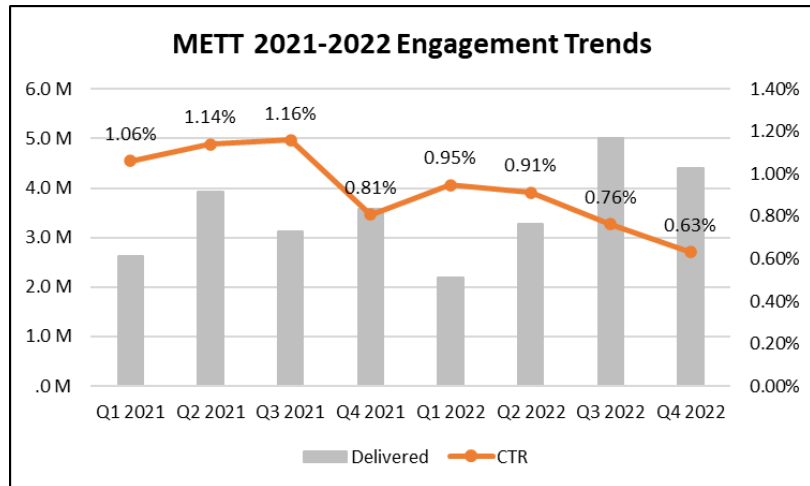
BOOK NOW

# METT Emails

# 2022 METT Performance Summary

- Highest engagement for METT campaigns came from Q1 and Q2
  - Additional METT campaigns were sent in Q3 and Q4 which impacted engagement
- Consistent top performers throughout 2022 include:
  - Suite Collection** called out suites in the SL, recommend a property type tag for PCIQ
  - WEM Campaigns:** Includes seasonal verbiage promoting spring travel in March
  - GLT:** Promoted new openings and included Country callouts in SL
- Positive revenue trend from Q1 – Q3 with a dip in Q4 impacted by the decline in engagement aligned with typical seasonality

	2022	YoY
Delivered	14.9 M	+12.4%
Opens	2.6 M	+12.8%
Clicks	116.7 K	-15.2%
CTR	0.78%	-0.25 pts.
Bookings	608	-36.9%
Room Nts.	1,767	-40.5%
Revenue	\$398.7 K	-35.0%



# Top 10 2022 METT Revenue drivers

- 4 of the top ten revenue drivers in 2022 came from Q3 following annual trends with Q2 and Q3 representing the top revenue drivers annually
  - Campaigns calling out summer travel, new openings, and points offers make up the top performers
- Several campaigns consistently in the top performers throughout 2022 include GLT, WEM and KSABE campaigns

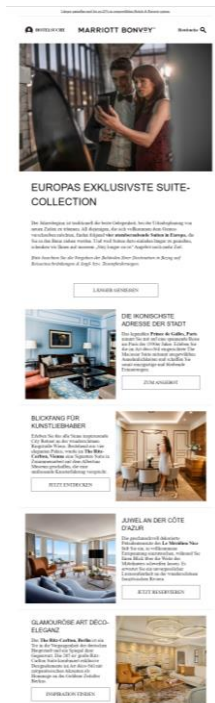
Month	Description	Delivered	CTR	Unsub Rate	Bookings	Revenue
December	EMEA_GLT_Turkey_Dec23_EN	97.7 K	0.74%	0.04%	6	\$18.1 K
June	EMEA_UAE_Intl_Jun10_EN	97.5 K	1.06%	0.12%	12	\$13.1 K
August	EMEA_SSA_BonusPoints_Aug26_EN_EMEA	78.6 K	1.62%	0.09%	19	\$13.0 K
July	EMEA_SE_FamilyOffers_Jul8_EN_UK&Other	78.6 K	0.70%	0.10%	6	\$12.4 K
July	APEC_SMM_MLE_LongStay_UK_1Jul22	67.3 K	1.28%	0.11%	1	\$9.8 K
July	EMEA_KSABE_Egypt_Jul8_EN	97.9 K	0.50%	0.12%	9	\$9.8 K
October	EMEA_GLT_Jordan_Oct28_EN	87.4 K	0.87%	0.09%	3	\$9.5 K
March	EMEA_WEM_Zurich_Mar11_DE	71.4 K	1.70%	0.21%	7	\$7.9 K
March	EMEA_WEM_Amsterdam_Mar25_DE	78.9 K	0.98%	0.20%	8	\$7.8 K
January	EU_WEM_SuiteCollection_Jan28_DE	83.3 K	3.46%	0.26%	8	\$7.7 K
Top Performing Total		838.8 K			79	\$109.2 K

# Top Performing METTs: 2022

(Highest CTR)

EU\_WEM\_SuiteCollection\_Jan28\_DE

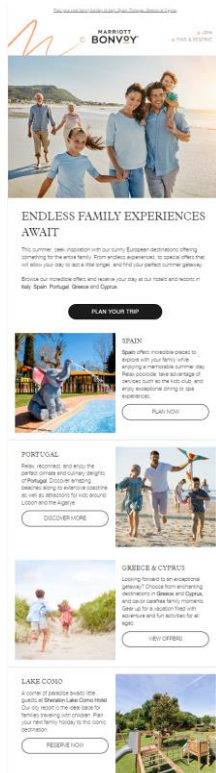
**Subject Line:** These 4 luxury suites will inspire you



(Highest Revenue)

EMEA\_SE\_FamilyOffers\_Jul8\_EN\_UK&Other

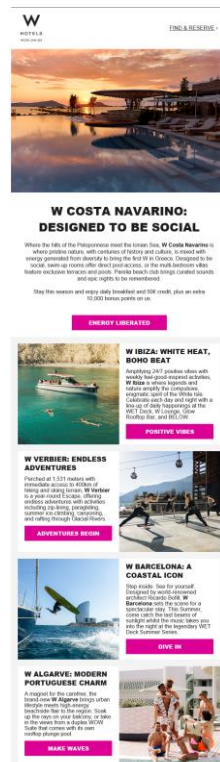
**Subject Line:** Get Ready to Enjoy Summer With Your Family



(High CTR + Revenue)

EMEA\_W Costa Navarino\_26Aug\_EEO\_EN

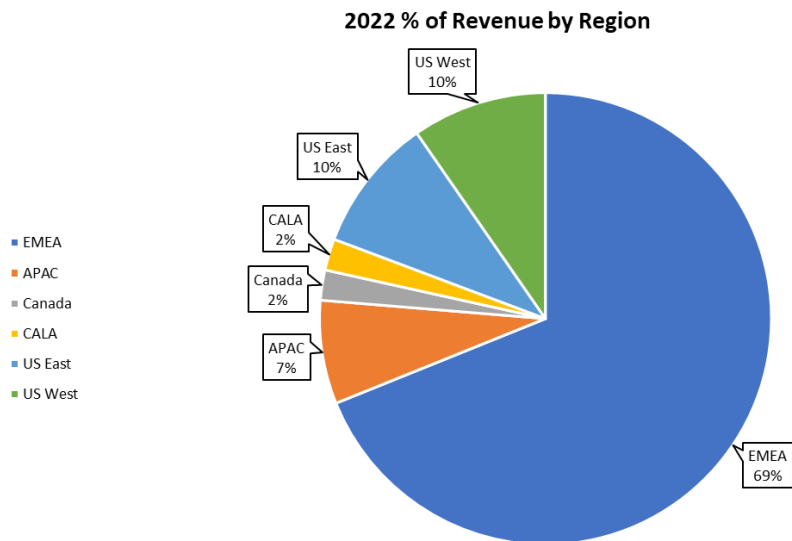
**Subject Line:** Introducing W Costa Navarino and Enjoy 10,000 Bonus Points On Us.





# Annual 2022 Revenue Attribution

- Overall 69% of METT revenue in 2022 went back to EMEA properties
- 3/5 of the top grossing campaigns in 2022 had 50% or higher revenue attributed to EMEA properties
- Top properties booked in 2022 include RC Abama (\$14.5K), LC Cristallo (\$11.6K) and WH Ibiza (\$9.5K)



## Top 5 Campaigns

	Revenue	% to EMEA
EMEA_SE_FamilyOffers_Jul8_EN_UK&Other	\$18,593	91%
EMEA_GLT_Turkey_Dec23_EN	\$18,089	82%
EMEA_SSA_BonusPoints_Aug26_EN_EMEA	\$13,290	38%
EMEA_UAE_Intl_Jun10_EN	\$13,063	50%
EMEA_Franchise_EUCapitals_USA_Jun3_EN	\$11,508	32%
<b>Top 5 Total</b>	<b>\$74,543</b>	

# Testing & Optimization

# Top 2022 Testing Insights

*Use insights to Inform Regional Messages*

1. Use **send time optimization** (STO) and PCIQ regularly to maximize optimization efforts
2. Top performing **subject lines tags**: urgency, intrigue, timely (pair with personalization: first name, poll responses, etc.)
3. Use **PCIQ** when available, and Test & Roll technology when not
4. Callout **new openings** in subject lines, when applicable
5. Include **cross border** content along with domestic destination features
6. Include **search bar**, when possible to drive additional clicks
7. Use **property images** when featuring offer content (i.e. exterior pool images – test other property image views)
8. Leverage high-performing **3 or 5-pack module** (any placement works well)
9. Target **active email subscribers**
10. Use previous email **click activity** to personalize content in future mailings (i.e. offer clicks, poll responses)
11. Periodically **poll** audiences and use to personalize
12. Version content for **luxury vs. non-luxury** audiences (i.e. brand education and new openings)
13. Target content to **recent stayers and upcoming trip** audiences, especially when featuring mobile app download messages
14. Leverage **catch-all CTAs** to capture more clicks
15. Including broad **regional CTAs** to promote exploring ‘rest of world’ or ‘Europe’ captures additional clicks
16. Include **current point balance** into modules that promote redemption offers/activity
17. **Suites content** resonates more with luxury audiences; resorts content performs well for all

# Proposed Regional Campaign Learning Agenda

*Leverage test plan when opportunities are available for regional campaigns*

Area	Test Tactics	Learnings Supported	Key KPIs
<b>Email Performance</b>	<ul style="list-style-type: none"> <li>• Introduce new SL tags</li> <li>• Test headlines, copy and CTAs</li> <li>• Optimize ongoing luxury segmentation</li> </ul>	<ul style="list-style-type: none"> <li>• How do recipients engage with content?</li> <li>• How can we improve performance by leveraging additional customer data &amp; insights?</li> <li>• Are we able to increase engagement &amp; personalization efforts with additional data that identifies those who have a propensity to stay at various brands (luxury, resorts, etc.)?</li> <li>• Which CTA copy approach in the hero drives better engagement? Does multiple CTAs drive a lift in engagement?</li> </ul>	<ul style="list-style-type: none"> <li>• CTR</li> <li>• Unsub. Rate</li> <li>• Bookings, Rmnts., Revenue</li> </ul>
<b>Personalization</b>	<ul style="list-style-type: none"> <li>• Geotargeting</li> <li>• Poll/Quizzes</li> <li>• Test account activity data across different modules</li> </ul>	<ul style="list-style-type: none"> <li>• Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level?</li> <li>• Can we improve clicks with additional member data to foster a more 1 to 1 relationship?</li> <li>• Which localization tactics improve engagement more than others?</li> <li>• Does a repeatable feedback loop increase engagement and help to inform future content?</li> </ul>	<ul style="list-style-type: none"> <li>• Click Counts</li> <li>• CTR</li> <li>• Unsub. Rate</li> </ul>
<b>Technology</b>	<ul style="list-style-type: none"> <li>• PCIQ</li> <li>• STO</li> <li>• Explore Epsilon widgets</li> </ul>	<ul style="list-style-type: none"> <li>• Are there technologies that will help improve engagement?</li> <li>• Can we improve engagement with content optimization and continued A/B tests?</li> </ul>	<ul style="list-style-type: none"> <li>• Open Counts</li> <li>• Open Rate</li> <li>• Click Counts</li> <li>• CTR</li> </ul>

# Actionable Insights

# Q4 + 2022 Actionable Insights

- Cross-border content in Drive Market Solo resonated with readers throughout Q3 when the cross-border choice was around the world and a region catch all, recommend to incorporate into Escapes
- February of '22 Drive Market Solo was the highest revenue month which was also one of the highest months in 2021, recommend to continue leveraging seasonality trends to support key business initiatives
- December MBE which featured the new thank you module, luxury versioning and localization efforts had the highest CTR in 2022 with full delivery targeting, continue to version and localize content
- December MBE featured regionally versioned properties versus regional/country locations in the navigation module, recommend to continue incorporating property navigation to monitor for engagement patterns
- Hero CTA in Project Silk captured most activity in hero module with “Find Restaurants” following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content
- Qatar is consistently the most engaged market for Project silk with higher engagement than other regional solos, consider incorporating F&B content to Qatar in other campaigns (for example, Points Activation); 2x dining offers, restaurant credit, etc.

# Q4 + 2022 Actionable Insights

- November demand generation campaign featured regionally versioned hero imagery which captured the most revenue and click activity out of all demand generation heroes, recommend to continue versioning hero imagery for different regions
- October points activation campaign featured member-exclusive benefits verbiage in the SL, recommend to leverage this tactic in other member versioned content when available
- Engagement in EMEA destinations included more cross border engagement than previous campaigns, recommend to expand cross border options across VE campaigns to monitor for engagement patterns
- Continue to deploy year in review campaigns and plan to test into 2023 strategy; align strategy with the global marketing team year in review messaging plan
- Hero CTA promoting suites captured the largest share of engagement and revenue resulting in 33% of the campaigns revenue, recommend to continue focusing luxury content around suite content which is a frequent top performer amongst luxury audiences
- Moments content was also a high performer, recommend to test moments content in regional solos other than the Moments solo

# Performance Insights for Regional Campaigns in 2022

1. December MBE featured versioned properties versus regional/country locations in the navigation module, recommend to continue incorporating property navigation to monitor for engagement patterns
2. Hero CTA in October Project Silk captured most activity in hero module with “Find Restaurants” following trends for exploration CTAs, recommend to continue incorporating CTAs leading to landing pages that feature browsable content
3. Qatar is consistently the most engaged market for Project Silk with higher engagement than other regional solos, consider incorporating F&B content to Qatar in other campaigns (for example, Points Activation); 2x dining offers, restaurant credit, etc.
4. November Demand Generation campaign featured regionally versioned hero imagery which captured the most revenue and click activity out of all demand generation heroes, recommend to continue versioning hero imagery for different regions
5. October points activation campaign featured member-exclusive benefits verbiage in the SL, recommend to leverage this tactic in other member versioned content when available
6. Engagement for EMEA destinations included more cross border engagement than previous campaigns, recommend to expand cross border options across VE campaigns to monitor for engagement patterns
7. In December MILUX campaign the hero CTA promoting suites captured the largest share of engagement and revenue resulting in 33% of the campaigns revenue, recommend to continue focusing luxury content around suite content which is a frequent top performer amongst luxury audiences



## Content Insights

- 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
- 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
- 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 more click activity when included with heroes with multiple CTAs, recommend to continue incorporating opportunities to encourage readers to browse and explore within modules

Thank you!

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