

◦ EMEA Quarterly Review: June - August 2020

MARRIOTT
BONVOY™ | data axle

21 September 2020



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THE ST. REGIS MAURITIUS RESORT

TODAY'S AGENDA

1. Quarterly Performance Highlights
2. Regional Solo Deep Dive
3. August Campaign Highlights
4. Actionable Insights

KEY STORYLINES

- Quarterly YoY engagement was positive for key performance metrics; open rate was up 3 pts., CTR was up 0.7 pts., and unsubscribe rates were down 0.11 pts
 - Engagement trends were consistent with other Bonvoy emails and travel industry averages
- Bookings continue to be below previous periods, but activity started to increase in June, which was mostly from Europe
 - Regional offer solos drove most of the engagement and booking lifts
- Tested different targeting options for the regional offer solos that included using past email and stay data; learnings will help drive future targeting opportunities



PERFORMANCE SUMMARY

Positive Quarterly YoY Email Engagement

- Open rate and CTR increased this quarter compared to the same quarter a year ago, and unsubscribe rates dropped suggesting openers were engaged with the content
- August open rates and bookings were down compared to July; possible impact from those taking holiday in Europe
- Over 50% of the quarterly financials came from solo emails, mostly the regional offers solos
 - To help with overall engagement and email list health, consider resting consistent non-openers; tactic is used in other Bonvoy emails
 - For example, exclude anyone that did not open the last two solo emails from the next mailing

EMEA Quarterly YoY Engagement (June – August 2020)

Engagement

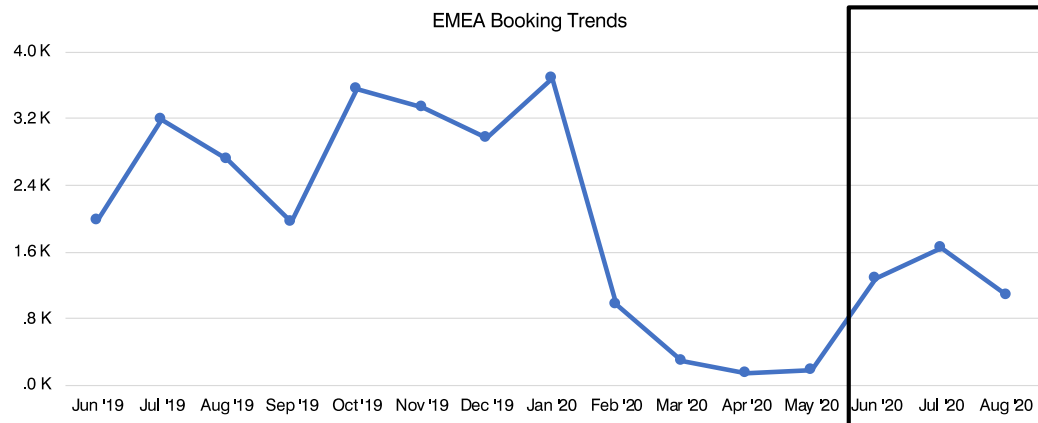
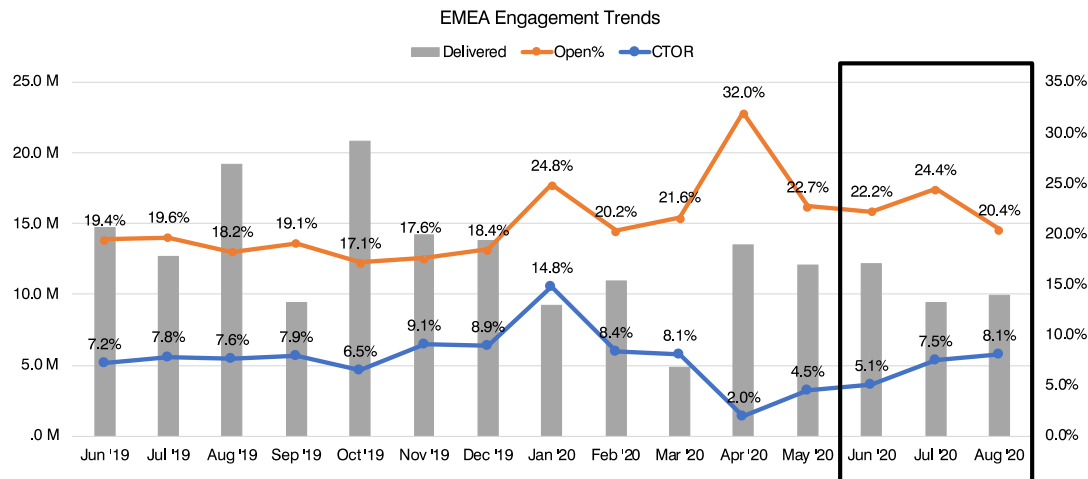
31.6 M	7.0 M	22.3%	472.4 K	1.5%	6.7%	0.21%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
-32.1% YoY	-20.2% YoY	+3.3 pts. YoY	-28.8% YoY	+0.07 pts. YoY	-0.8 pts. YoY	-0.11 pts. YoY

Financials

4.0 K	10.0 K	\$1.6 M	0.13	0.85%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-49.1% YoY	-55.5% YoY	-60.4% YoY	-25.1% YoY	-0.3 pts. YoY

Engagement Is Starting To Rebound

- Quarterly open rates (June-Aug) were above previous year rates; and CTORs returned to 2019 levels
- August was met with MoM open rate & booking declines
 - Engaged readers continued to open
 - Declines possibly impacted from Europe's annual holiday; same declines in 2019



Open Rates Were Up YoY; Booking Rebounds Seen in Europe

Quarterly YoY Comparison By Region

Location (% of Sent)	EMEA Total	Europe (62%)		Middle East (29%)		Africa (9%)	
	Combined	Qtr.	YoY	Qtr.	YoY	Qtr.	YoY
Sent	32.0 M	19.0 M	-31.8%	9.7 M	-42.7%	3.3 M	-21.8%
Delivered	31.6 M	18.8 M	-29.1%	9.5 M	-40.5%	3.3 M	-18.1%
Delivery Rate	98.8%	99.0%	+3.8 pts.	98.8%	+3.7 pts.	98.3%	+4.4 pts.
Opens	7.0 M	4.7 M	-18.5%	1.8 M	-27.0%	536.6 K	-8.0%
Open Rate	22.3%	25.0%	+3.3 pts.	19.1%	+3.5 pts.	16.3%	+1.8 pts.
Clicks	472.4 K	340.7 K	-21.0%	96.4 K	-41.9%	35.3 K	-46.8%
CTR	1.50%	1.82%	+0.19 pts.	1.01%	-0.02 pts.	1.07%	-0.58 pts.
CTOR	6.7%	7.3%	-0.2 pts.	5.3%	-1.4 pts.	6.6%	-4.8 pts.
Unsubs	64.9 K	44.3 K	-55.7%	15.6 K	-59.6%	5.1 K	-40.2%
Unsub Rate	0.21%	0.24%	-0.14 pts.	0.16%	-0.08 pts.	0.15%	-0.06 pts.
Bookings	4.0 K	3.6 K	-37.6%	282	-80.8%	143	-78.7%
Rm Nights	10.0 K	8.7 K	-43.1%	806	-83.1%	416	-81.5%
Revenue	\$1.6 M	\$1.4 M	-49.6%	\$133.4 K	-84.3%	\$33.7 K	-90.4%
Conversion	0.85%	1.05%	-0.3 pts.	0.29%	-0.6 pts.	0.41%	-0.6 pts.
Bkgs/Dlvd. (K)	0.13	0.19	-11.9%	0.03	-67.7%	0.04	-74.0%

- Delivering fewer emails was the reason for declines in total open and click counts
- Those in the Middle East & Africa may not be ready to travel; the CTOR and bookings were down more than Europe
 - Consider elevating the cleanliness and contactless service reassurance messages for these subscribers

Quarterly YoY = June – August 2020 vs. June – August 2019

Executive Dashboard:

Quarterly YoY Email Comparison

EUROPE

- 8.7M or 46% of Europe emails were Solos, which drove overall engagement for the period
 - June program update and July regional offer made up most of all delivered solos (nearly 50%)
- Solos also lifted overall bookings
 - 56% of quarterly bookings were from solo emails
 - Most of the solo bookings were from the regional offers (63%)

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

EUROPE								
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Moments
SENT	19.0 M -31.8%	5.3 M -26.4%	24.6 K -85.1%	8.7 M 0.1%	1.8 M -66.3%	4.1 K -77.3%	2.7 M -15.2%	222.6 K -85.8%
DELIVERED	18.8 M -29.1%	5.3 M -22.7%	23.8 K -84.9%	8.6 M 4.6%	1.8 M -64.7%	4.1 K -77.3%	2.6 M -12.7%	221.4 K -85.8%
DELIVERY%	99.0% +3.8 pts.	99.0% +4.7 pts.	97.0% +1.3 pts.	99.0% +4.2 pts.	99.0% +4.4 pts.	99.6% -0.2 pts.	98.5% +2.8 pts.	99.5% -0.0 pts.
OPEN	4.7 M -18.5%	1.2 M -18.2%	11.0 K -80.3%	2.3 M 41.5%	357.4 K -65.9%	1.9 K -77.6%	729.4 K -3.4%	62.1 K -86.9%
OPEN%	25.0% +3.3 pts.	22.0% +1.2 pts.	46.1% +10.7 pts.	26.8% +7.0 pts.	20.3% -0.7 pts.	45.3% -0.6 pts.	27.9% +2.7 pts.	28.1% -2.3 pts.
CLICK	340.7 K -21.0%	88.8 K -33.3%	4.8 K -59.7%	172.2 K 78.0%	23.7 K -73.9%	187 -81.0%	48.6 K 49.4%	1.8 K -94.2%
CTR	1.82% +0.19 pts.	1.68% -0.27 pts.	19.94% +12.47 pts.	2.00% +0.82 pts.	1.34% -0.47 pts.	4.57% -0.90 pts.	1.86% +0.77 pts.	0.82% -1.20 pts.
CTOR	7.3% -0.2 pts.	7.6% -1.7 pts.	43.2% +22.1 pts.	7.5% +1.5 pts.	6.6% -2.0 pts.	10.1% -1.8 pts.	6.7% +2.4 pts.	2.9% -3.7 pts.
UNSUB	44.3 K -55.7%	13.4 K -46.3%	94 -93.1%	18.5 K -41.6%	4.5 K -77.6%	2 -75.0%	7.3 K -28.2%	224 -90.2%
UNSUB%	0.24% -0.14 pts.	0.25% -0.11 pts.	0.39% -0.47 pts.	0.21% -0.17 pts.	0.26% -0.15 pts.	0.05% +0.00 pts.	0.28% -0.06 pts.	0.10% -0.04 pts.
BOOKINGS	3.6 K -37.6%	886 -51.8%	107 -47.8%	2.0 K 25.8%	200 -69.5%	1 -97.4%	346 23.6%	24 -95.7%
ROOMNIGHTS	8.7 K -43.1%	2.3 K -53.2%	264 -51.1%	4.9 K 15.0%	407 -75.7%	1 -98.8%	726 -5.7%	67 -95.4%
REVENUE	\$1.4 M -49.6%	\$354.5 K -61.4%	\$52.6 K -53.5%	\$825.5 K 7.0%	\$61.2 K -80.4%	\$88 -99.2%	\$123.0 K -11.3%	\$10.2 K -95.9%
CON%	1.05% -0.3 pts.	1.00% -0.4 pts.	2.25% +0.5 pts.	1.17% -0.5 pts.	0.84% +0.1 pts.	0.53% -3.4 pts.	0.71% -0.1 pts.	1.32% -0.5 pts.
BPK	0.19 -11.9%	0.17 -37.7%	4.49 245.5%	0.23 20.3%	0.11 -13.5%	0.24 -88.7%	0.13 41.6%	0.11 -69.7%

LPM = Bonvoy Lifecycle Emails

Quarterly YoY Email Comparison

MIDDLE EAST

- Most of the delivered emails in the ME were from solos (40%) and MAU (28%) this quarter
 - They generated 74% of overall bookings & revenue
- Traveler had the 2nd highest open rate and 3rd highest CTR
 - Residents were interested in travel inspiration content
 - Several articles were geo-targeted; August open rates increased MoM from testing geo-targeted subject lines

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

MIDDLE EAST									
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Moments	Traveler
SENT	9.7 M -42.7%	2.7 M -17.3%	26.1 K -92.0%	3.9 M 139.4%	946.9 K -60.1%	2.7 K -41.7%	1.5 M -78.1%	55.7 K -84.2%	524.5 K 16582.0%
DELIVERED	9.5 M -40.5%	2.7 M -13.2%	22.2 K -92.3%	3.9 M 145.5%	936.8 K -58.3%	2.7 K -41.8%	1.5 M -77.5%	55.5 K -84.2%	520.0 K 19173.1%
DELIVERY%	98.8% +3.7 pts.	99.3% +4.7 pts.	84.8% -3.3 pts.	99.1% +2.5 pts.	98.9% +4.4 pts.	99.3% -0.1 pts.	97.4% +2.4 pts.	99.7% +0.1 pts.	99.1% +13.3 pts.
OPEN	1.8 M -27.0%	399.9 K -13.6%	5.9 K -90.2%	774.2 K 191.9%	134.6 K -58.1%	1.2 K -39.6%	278.5 K -73.0%	12.6 K -85.6%	213.1 K 49807.7%
OPEN%	19.1% +3.5 pts.	15.1% -0.1 pts.	26.8% +5.7 pts.	20.0% +3.2 pts.	14.4% +0.1 pts.	44.5% +1.6 pts.	18.8% +3.1 pts.	22.8% -2.2 pts.	41.0% +25.2 pts.
CLICK	96.4 K -41.9%	29.2 K -45.0%	1.9 K -81.1%	39.9 K 102.3%	5.6 K -78.9%	184 -38.9%	12.6 K -59.9%	394 -92.9%	6.5 K 29290.9%
CTR	1.01% -0.02 pts.	1.10% -0.64 pts.	8.50% +5.05 pts.	1.03% -0.22 pts.	0.60% -0.59 pts.	6.78% +0.33 pts.	0.85% +0.37 pts.	0.71% -0.86 pts.	1.24% +0.43 pts.
CTOR	5.3% -1.4 pts.	7.3% -4.2 pts.	31.8% +15.3 pts.	5.2% -2.3 pts.	4.2% -4.1 pts.	15.3% +0.2 pts.	4.5% +1.5 pts.	3.1% -3.2 pts.	3.0% -2.1 pts.
UNSUB	15.6 K -59.6%	4.6 K -28.4%	80 -95.4%	6.9 K 57.0%	1.7 K -70.2%	4 -33.3%	696 -95.4%	53 -86.4%	1.5 K 21057.1%
UNSUB%	0.16% -0.08 pts.	0.17% -0.04 pts.	0.36% -0.24 pts.	0.18% -0.10 pts.	0.19% -0.07 pts.	0.15% +0.02 pts.	0.05% -0.18 pts.	0.10% -0.02 pts.	0.28% +0.03 pts.
BOOKINGS	282 -80.8%	92 -78.2%	11 -86.3%	117 -50.6%	12 -92.4%	2 -71.4%	33 -85.3%	6 -94.8%	9 ---
ROOMNIGHTS	806 -83.1%	269 -80.9%	29 -89.7%	330 -56.9%	44 -92.2%	3 -66.7%	72 -90.0%	16 -95.6%	43 ---
REVENUE	\$133.4 K -84.3%	\$50.9 K -80.6%	\$4.7 K -91.2%	\$47.5 K -64.6%	\$3.3 K -96.5%	\$356 -57.5%	\$15.3 K -87.5%	\$4.8 K -92.5%	\$6.5 K ---
CON%	0.29% -0.6 pts.	0.31% -0.5 pts.	0.58% -0.2 pts.	0.29% -0.9 pts.	0.21% -0.4 pts.	1.09% -1.2 pts.	0.26% -0.5 pts.	1.52% -0.6 pts.	0.14% +0.1 pts.
BPK	0.03 -67.7%	0.03 -74.9%	0.50 79.2%	0.03 -79.9%	0.01 -81.8%	0.74 -50.9%	0.02 -34.7%	0.11 -67.3%	0.02 ---

Quarterly YoY Email Comparison

AFRICA

- 70% of the delivered emails in Africa were from the solo & MAU categories
 - They generated 73% of bookings
- Traveler had the highest open rate of 37% and 2nd highest CTR
 - Residents were interested in travel inspiration content
 - Several articles were geo-targeted; August open rates increased MoM from testing geo-targeted subject lines

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

LPM = Bonvoy Lifecycle Emails

AFRICA									
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Moments	Traveler
SENT	3.3 M -21.8%	1.2 M -19.9%	9.7 K -92.2%	1.2 M 65.0%	428.3 K -60.2%	289 48.2%	356.3 K -15.9%	17.2 K -80.4%	204.5 K 19242.6%
DELIVERED	3.3 M -18.1%	1.1 M -15.8%	7.8 K -92.7%	1.2 M 70.2%	418.5 K -58.1%	288 48.5%	351.2 K -12.8%	17.0 K -80.5%	201.2 K 22161.4%
DELIVERY%	98.3% +4.4 pts.	98.6% +4.8 pts.	81.2% -5.6 pts.	98.3% +3.0 pts.	97.7% +4.9 pts.	99.7% +0.2 pts.	98.6% +3.5 pts.	99.1% -0.0 pts.	98.4% +12.9 pts.
OPEN	536.6 K -8.0%	142.3 K -20.1%	1.6 K -91.8%	203.2 K 91.1%	49.7 K -64.9%	76 1.3%	61.7 K -2.4%	3.3 K -84.2%	74.7 K 57346.2%
OPEN%	16.3% +1.8 pts.	12.5% -0.7 pts.	20.6% +2.3 pts.	17.5% +1.9 pts.	11.9% -2.3 pts.	26.4% -12.3 pts.	17.6% +1.9 pts.	19.4% -4.6 pts.	37.1% +22.7 pts.
CLICK	35.3 K -46.8%	13.8 K -46.4%	814 -84.1%	11.6 K 19.3%	3.0 K -79.6%	4 -75.0%	2.8 K 40.0%	194 -86.1%	3.0 K 59500.0%
CTR	1.07% -0.58 pts.	1.21% -0.70 pts.	10.39% +5.64 pts.	1.01% -0.43 pts.	0.72% -0.75 pts.	1.39% -6.86 pts.	0.81% +0.31 pts.	1.14% -0.46 pts.	1.48% +0.93 pts.
CTOR	6.6% -4.8 pts.	9.7% -4.8 pts.	50.4% +24.5 pts.	5.7% -3.4 pts.	6.0% -4.3 pts.	5.3% -16.1 pts.	4.6% +1.4 pts.	5.9% -0.8 pts.	4.0% +0.1 pts.
UNSUB	5.1 K -40.2%	1.7 K -25.8%	21 -96.1%	1.8 K 21.0%	688 -68.6%	0 ---	332 -55.8%	21 -71.6%	504 50300.0%
UNSUB%	0.15% -0.06 pts.	0.15% -0.02 pts.	0.27% -0.23 pts.	0.15% -0.06 pts.	0.16% -0.05 pts.	0.00% -1.03 pts.	0.09% -0.09 pts.	0.12% +0.04 pts.	0.25% +0.14 pts.
BOOKINGS	143 -78.7%	52 -81.6%	6 -90.5%	52 -40.9%	17 -77.0%	0 ---	8 0.0%	2 -96.4%	6 ---
ROOMNIGHTS	416 -81.5%	151 -84.5%	13 -91.7%	166 -45.8%	41 -77.6%	0 ---	32 -30.4%	2 -99.1%	11 ---
REVENUE	\$33.7 K -90.4%	\$8.5 K -94.9%	\$1.0 K -95.7%	\$15.9 K -60.3%	\$3.2 K -88.1%	\$0 ---	\$3.7 K -35.7%	\$98 -99.7%	\$1.2 K ---
CON%	0.41% -0.6 pts.	0.38% -0.7 pts.	0.74% -0.5 pts.	0.45% -0.5 pts.	0.57% +0.1 pts.	0.00% ---	0.28% -0.1 pts.	1.03% -2.9 pts.	0.20% ---
BPK	0.04 -74.0%	0.05 -78.1%	0.77 31.2%	0.04 -65.3%	0.04 -45.2%	0.00 ---	0.02 14.7%	0.12 -81.4%	0.03 ---

Key Quarterly Performance Takeaways

- Continue sending regional offers to encourage bookings, especially in the Middle East and Africa; consider elevating the cleanliness & contactless service reassurance messages in MEA
- Q3 Global Promo launched late August; continue to monitor engagement to see if promo helps drive more bookings
- Traveler content generated above average engagement in MEA; it shows that readers were interested in localized travel inspiration content
- Consider sending travel inspiration content to those in Europe who have not made a recent stay; road trips and weekend getaways are two types of high-performing messages for all readers
 - Target content non-stayers that are active email openers



CAMPAIGN HIGHLIGHTS

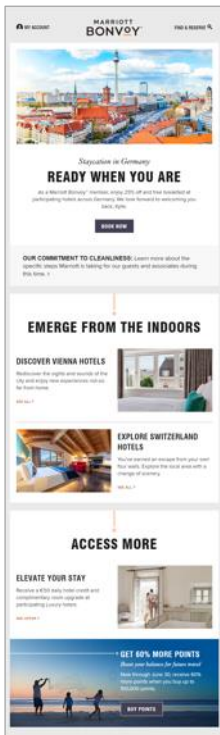
- Regional Offer Solos Deep Dive
 - Engagement & Trends
 - Targeting Criteria & Resend Strategy
- August Solos: Luxury & Generic

Regional Solo Email Creative

(UK Versions, Member)

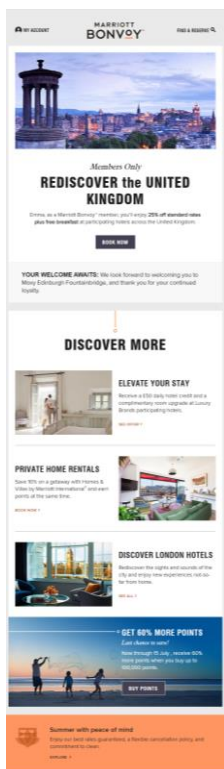
13 June

SL: Your Welcome Awaits, Jane.
PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.



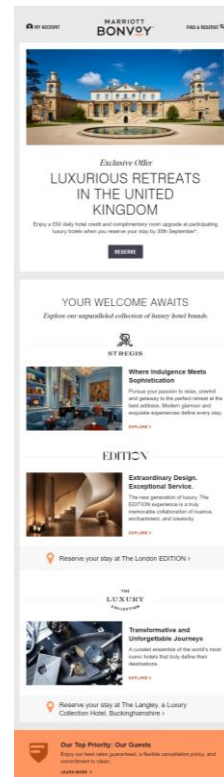
11 July Initial and 25 July Resend

SL: Save 25% at hotels across the United Kingdom.
PH: Plus free breakfast, a flexible cancellation policy, and our commitment to clean



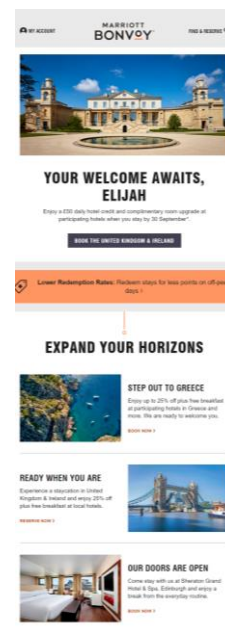
13 August - Luxury

SL: Reserve your luxury retreat
PH: Enjoy a daily hotel credit plus complimentary room upgrade.



19 August - Generic

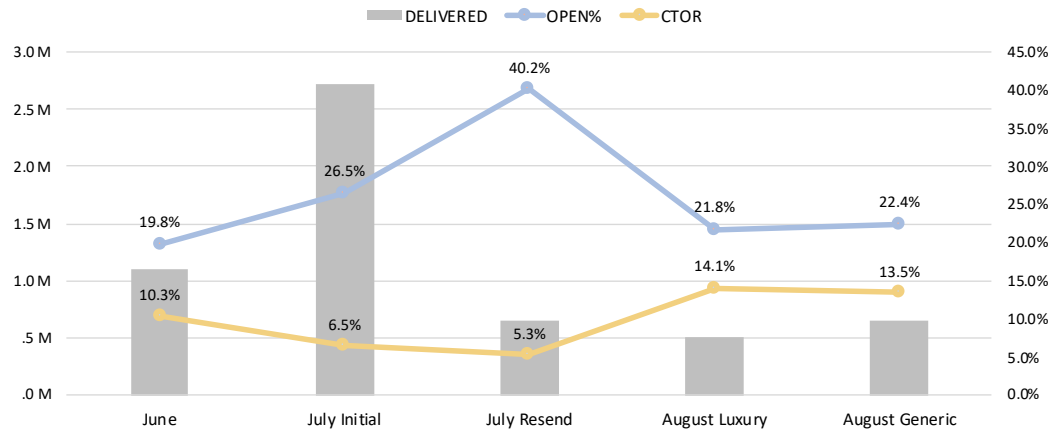
SL: Elijah, Our Doors Are Open.
PH: Enjoy 25% off, plus free breakfast at participating hotels.



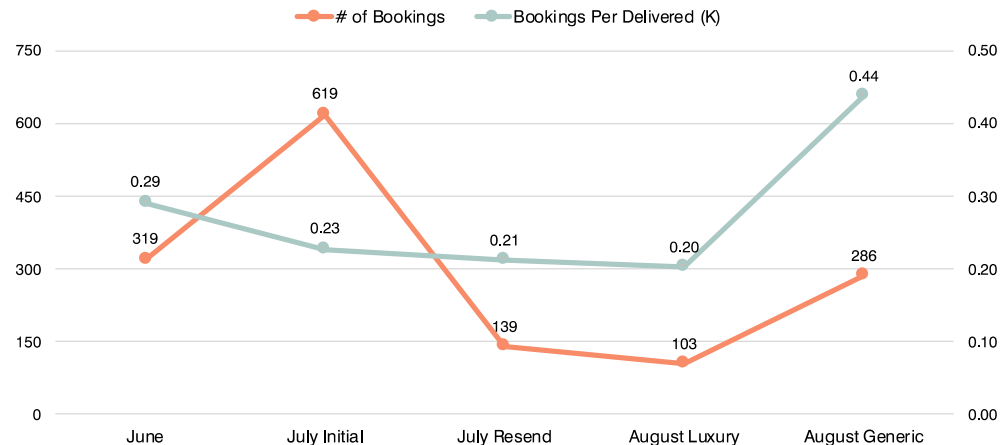
Regional Solo Engagement Trends & Bookings

- June and July featured the same 25% discount + free breakfast; expanding the targeting from past stayers to all residents in July resulted in more bookings MoM
 - Also, July subject line led with offer; may have had positive impact on open rate
- Above average open rates from resending July email to previous recipients; received 139 bookings
- August emails featured hotel credit + room upgrade offer and targeted past stayers and past luxury content clickers
 - Open rates & CTORs were almost the same for both mailings
 - Generic version drove more bookings; email included the 25% discount + free breakfast offer and may have impacted engagement

Regional Solo Email Engagement Trends



Regional Solo Email Bookings



Email Engagement Was Consistent Across Most Markets

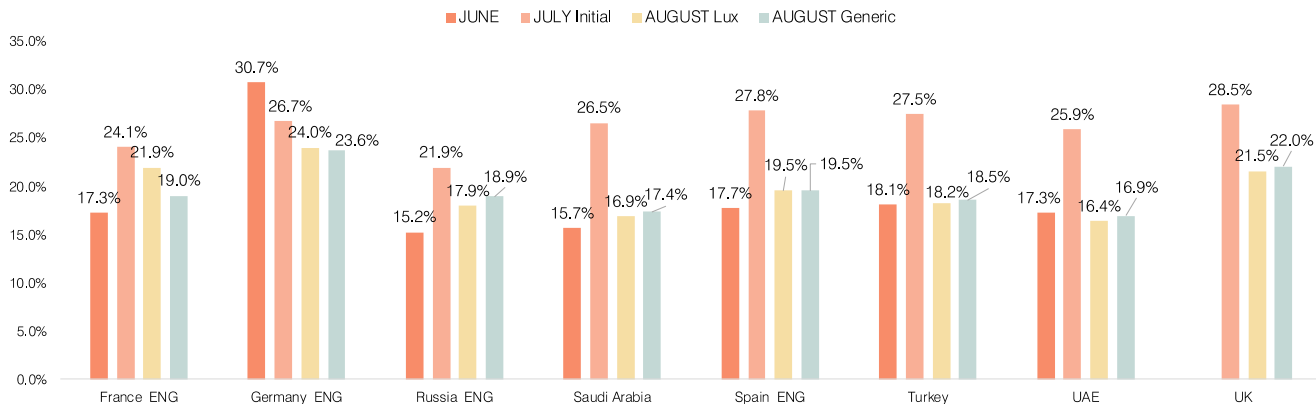
Open rates were high for all markets in July, except in Germany ENG where June was the top performer

Audiences responded almost the same to both August deployments

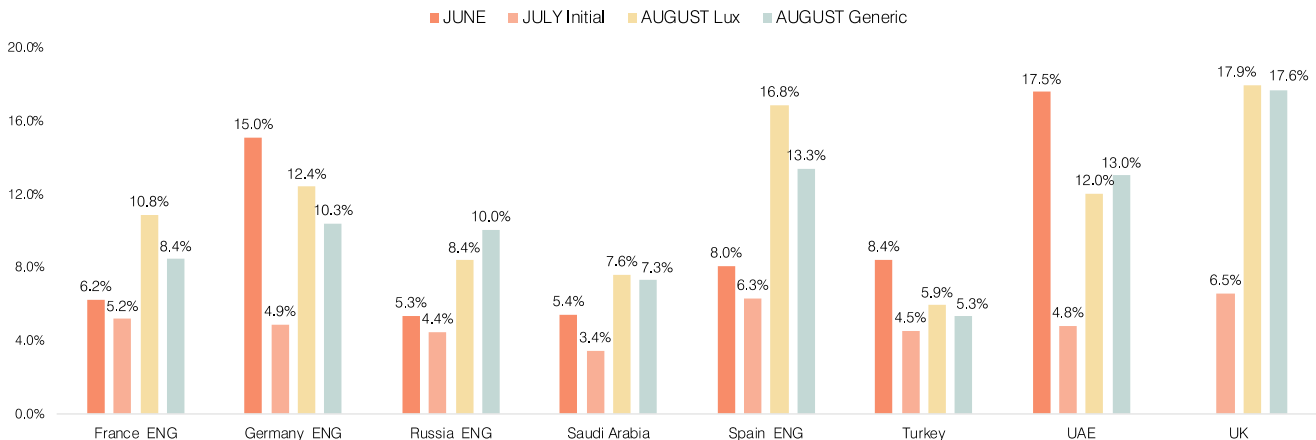
Those that opened in August were most likely your more engaged readers; CTORs were well above average in most markets

- Germany, Turkey, and UAE responded more to the June content

Regional Solo OPEN RATES By Market & Language



Regional Solo CTOR By Market & Language



Engagement Was Mixed For Lower Member Levels

- Non-members had high open & click rates, but member-only offers drove few bookings; tracked 69 enrollments

Enrollments from Header Module & Other Join Module Links	
June	14
July Initial	35
July Resend	19
August Generic	1
Total Enrollments	69

Tracking is limited to email links; improve by creating a unique enrollment code to report on all emails

- To lift non-member engagement, test including a module that highlights the benefits of membership and by calling out the ease of enrolling (thru booking process)
- Basics made up the majority of delivered emails which led to more bookings than other levels

Non-Members					Engagement Trends
	June	July Initial	July Resend	Aug Generic	<p>Open Rates & CTOR: Jun-Aug 2020</p>
DELIVERED	63.5 K	169.2 K	48.8 K	5.1 K	
OPEN%	25.6%	31.3%	47.9%	33.1%	
CTOR	6.9%	4.8%	3.5%	15.4%	
BOOKINGS	4	8	8	1	
					* No Non-Mem. In Luxury version

Basic						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	<p>Open Rates & CTOR: Jun-Aug 2020</p>
DELIVERED	928.1 K	2.3 M	545.8 K	396.8 K	493.8 K	
OPEN%	18.1%	25.4%	38.7%	19.9%	20.2%	
CTOR	8.9%	5.8%	4.7%	12.5%	11.8%	
BOOKINGS	126	378	76	33	119	

Silver						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	<p>Open Rates & CTOR: Jun-Aug 2020</p>
DELIVERED	42.5 K	88.6 K	23.4 K	46.8 K	63.0 K	
OPEN%	25.1%	30.2%	43.6%	23.3%	24.0%	
CTOR	15.7%	11.6%	9.6%	15.0%	15.0%	
BOOKINGS	30	60	23	20	42	

Engagement Was Consistent For Most Upper Member Levels

- Overall engagement metrics increased as the levels increased
- Ambassador performance aligned with Titanium, but bookings were low – just above non-member levels
- Continue messaging redemption opportunities to Elites for leisure stays; show current point balance to encourage redemption

Gold						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	Open Rates & CTOR: Jun-Aug 2020
DELIVERED	38.5 K	90.2 K	26.9 K	40.4 K	56.9 K	
OPEN%	32.1%	34.2%	47.0%	28.9%	29.2%	
CTOR	18.4%	12.2%	10.5%	17.2%	15.8%	
BOOKINGS	43	72	13	17	62	

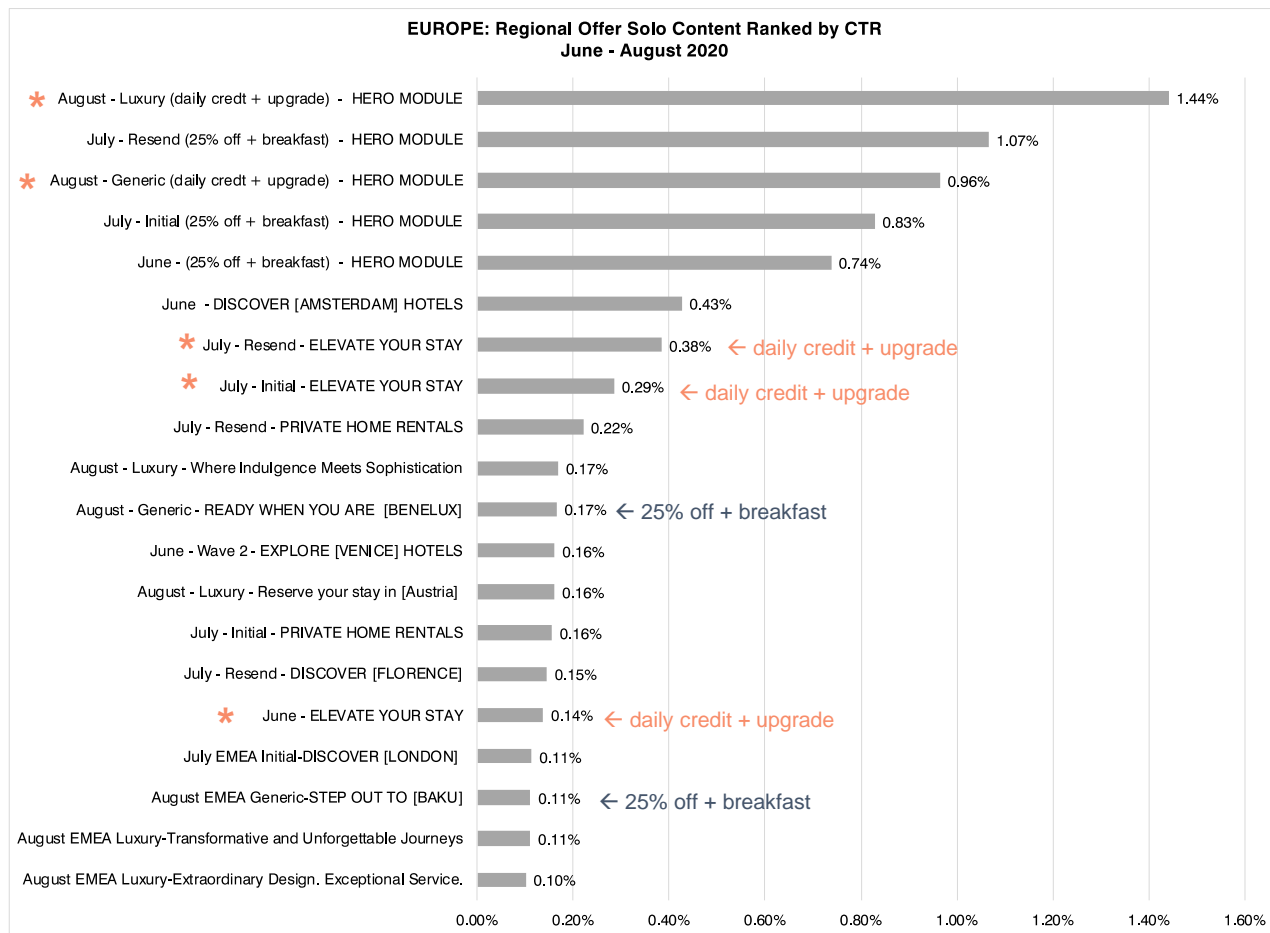
Platinum						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	Open Rates & CTOR: Jun-Aug 2020
DELIVERED	9.9 K	17.5 K	6.0 K	11.5 K	15.8 K	
OPEN%	41.5%	42.4%	51.4%	36.2%	37.5%	
CTOR	25.5%	19.8%	14.2%	22.2%	21.0%	
BOOKINGS	76	41	4	6	20	

Titanium						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	Open Rates & CTOR: Jun-Aug 2020
DELIVERED	10.0 K	16.7 K	6.2 K	11.3 K	15.2 K	
OPEN%	43.6%	45.1%	51.7%	38.5%	39.5%	
CTOR	23.6%	18.4%	14.0%	22.8%	21.8%	
BOOKINGS	23	48	12	20	32	

Ambassador						Engagement Trends
	June	July Initial	July Resend	Aug Lux	Aug Generic	Open Rates & CTOR: Jun-Aug 2020
DELIVERED	2.6 K	3.8 K	1.5 K	2.8 K	3.5 K	
OPEN%	42.6%	47.7%	46.6%	37.6%	38.3%	
CTOR	24.5%	16.1%	11.9%	20.6%	19.7%	
BOOKINGS	17	12	3	7	10	

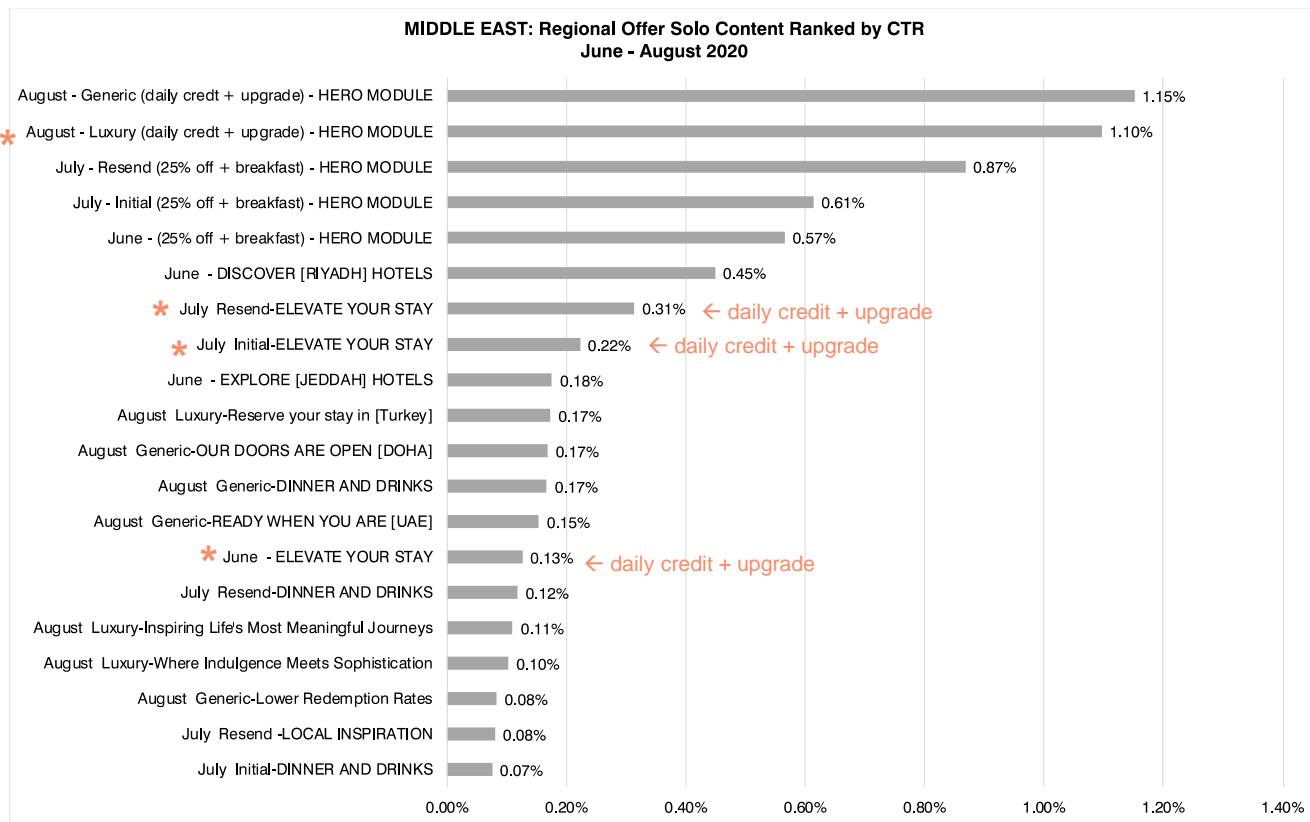
Most Engaging Content (Top 20): Europe

- Daily hotel credit + upgrade offer received the most clicks
 - Hero placement had the highest CTR overall
 - Offer was also presented as secondary content in June & July called “Elevate Your Stay”
- Hero content drove 86% of all quarterly regional solo bookings
- Other high-performing content:
 - 25% off + breakfast
 - Staycations “Discover [xx] Hotels” and “Ready When You Are”
 - Luxury brands
 - Home rentals
 - Cross border “Step Out To [xx]”



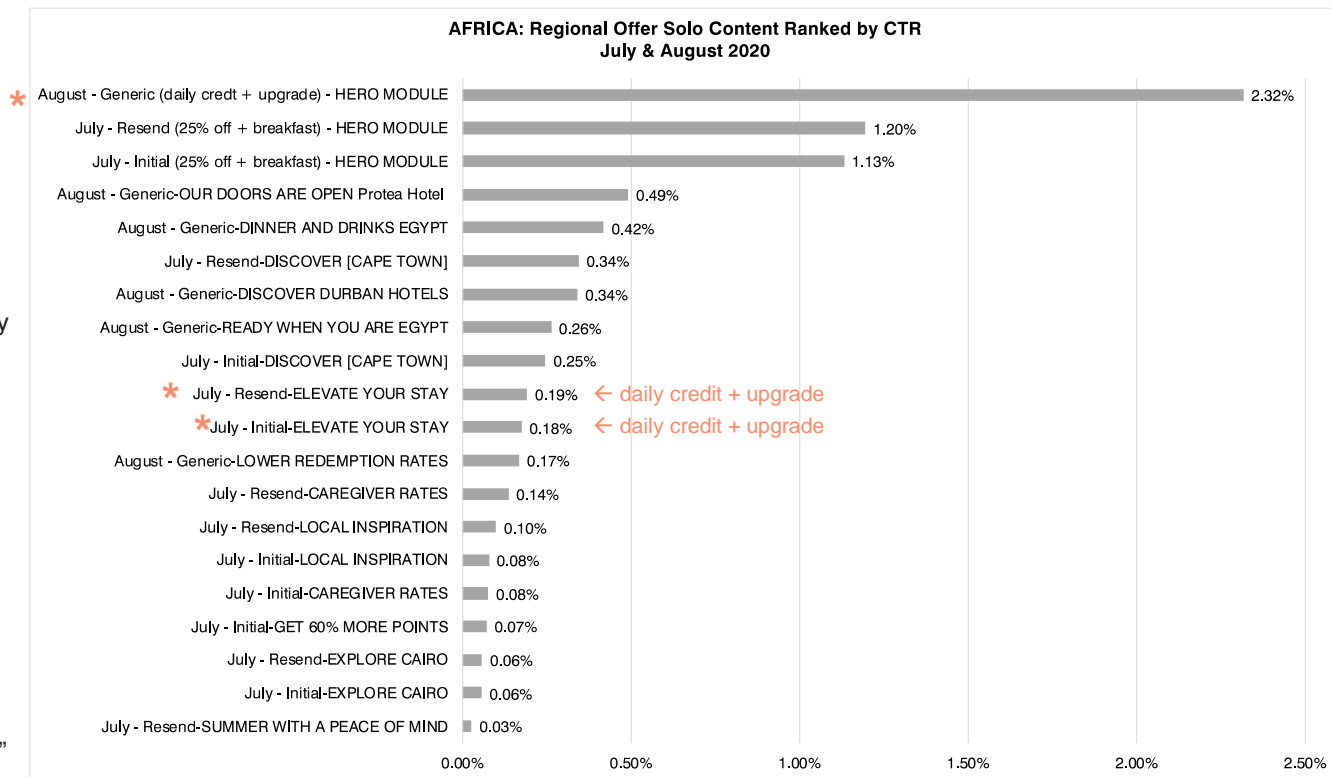
Most Engaging Content (Top 20): Middle East

- Most engaging content came from the August emails (9 out of top 20)
- Daily hotel credit + upgrade offer received the most clicks
 - Hero placements had the highest CTR overall
 - Offer was also presented as secondary content in June & July called “Elevate Your Stay”
- Hero content drove 79% of all quarterly regional solo bookings
- Other high-performing content:
 - 25% off + breakfast
 - Staycations “Discover [xx] Hotels” and “Explore [xx] Hotels”
 - Food & Beverage
 - Luxury brands
 - Lower Redemption Rates/Off-Peak



Most Engaging Content (Top 20): Africa

- Most of the top 20 content came from the July email
- Daily hotel credit + upgrade offer in August received the most clicks
 - Hero placement had the highest CTR overall
 - Offer was also presented as secondary content in July solo called “Elevate Your Stay”
- Hero content drove 69% of all quarterly regional solo bookings
- Other high-performing content:
 - 25% off + breakfast
 - Hotel highlight “Our Doors Are Open”
 - Food & Beverage
 - Staycations “Discover [xx] Hotels”, “Explore [xx] Hotels”, “Ready When...”
 - Lower Redemption Rates/Off-Peak
 - Caregiver Rates



Residents of Africa did not have a June or August Luxury version email

Targeting Recommendations

- Conduct targeting analysis after Sept deployment to determine optimal criteria for future regional offer solos
 - Testing broader targeting again in Sept
- Develop a standard targeting & tracking approach for monthly regional offer solos; enables you to consistently track engagement changes and seasonality trends MoM
- Change targeting to increase relevancy and better align criteria with featured offer and/or to support corporate goals
 - Use past email engagement data and member stay data to improve targeting

Resend Strategy

- Use the same resend targeting approach from July Solo; email had above average engagement rates

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
Initial: 11 July	2.7 M	26.5%	1.7%	6.5%	0.23%	619	\$199.1 K
Resend: 25 July	658.8 K	40.2%	2.1%	5.3%	0.34%	139	\$48.2 K
Total	3.4 M	29.2%	1.8%	6.2%	0.25%	758	\$247.3 K

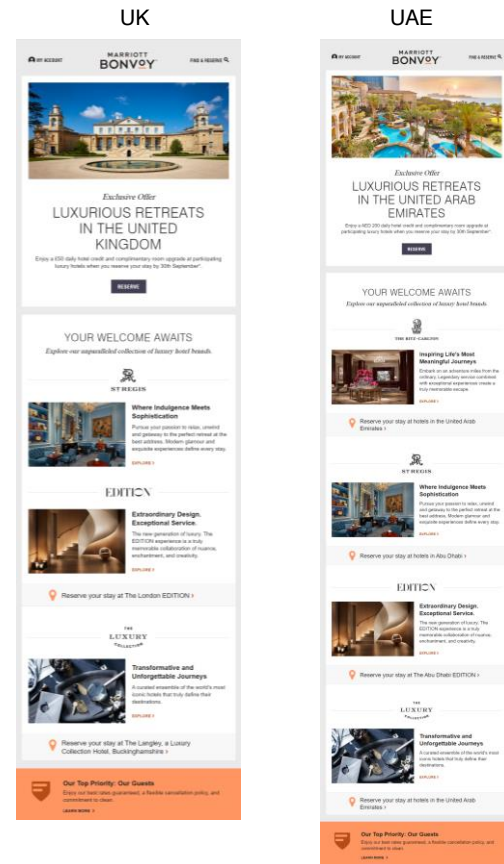
- July resend targeting criteria:
 - Those who received both June and July emails, but did not open the July email
 - Those who opened the July email, but did not click
- Future test opportunities:
 - Lift open rates by adding urgency to the subject line for those that opened but didn't click; test against using the same subject line as the initial mailing
 - Test sending to a sample of non-openers to see if we can re-engage this audience with a reminder

13 August '20 Luxury Solo (hotel credit + room upgrade)

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
Aug. Luxury	509.7 K	21.8%	3.1%	14.1%	0.16%	103	\$36.2 K
<i>For Comparison:</i>							
vs. July Initial	-81.3%	-4.7 pts.	+1.3 pts.	+7.6 pts.	-0.1 pts.	-83.4%	-81.8%

- Email featured a hotel credit offer + room upgrade and highlighted several luxury brands
 - Targeted residents in key markets that engaged in previous luxury email content, recent stayers, and new members
- Delivered counts declined MoM from targeting changes, but high engagement showed that it attracted openers who were more likely to click; click rates were up vs. July mailing
- 21.8% open rate was up 1.4 pts. over the August monthly email average and 14.1% CTOR was up 6.0 pts.
- Leverage a similar targeting approach in future emails that have a theme

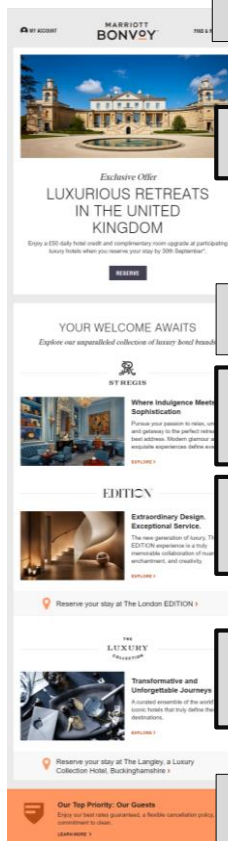
SL: Reserve your luxury retreat
PH: Enjoy a daily hotel credit plus complimentary room upgrade.



Luxury Version Heat Map

- Over 50% of email clicks went to the Hero modules in both UK and UAE member email versions
- Engagement in the brand modules was distributed evenly

UK (Member)



Header:
8.2% clks.; 31.3% bkg

Hero (Geo-Targeted):
59.3% clks.; 62.5% bkg

Your Welcome Awaits:
0.6% clks.; 0.0% bkg

St. Regis (Geo-Targeted):
8.2% clks.; 0.0% bkg

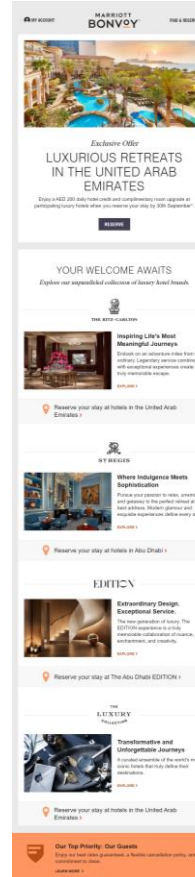
Edition (Geo-Targeted):
5.8% clks.; 0.0% bkg

The Luxury Collection (Geo-Targeted):
11.6% clks.; 6.3% bkg

Our Top Priority:
1.3% clks.; 0.0% bkg

Footer:
5.0% clks.; 0.0% bkg

UAE Member



Header:
9.4% clks.

Hero (Geo-Targeted):
52.0% clks.

Your Welcome Awaits:
1.0% clks.

The Ritz-Carlton (Geo-Targeted):
9.7% clks.

St. Regis (Geo-Targeted):
6.9% clks.

Edition (Geo-Targeted):
4.1% clks.

The Luxury Collection (Geo-Targeted):
6.1% clks.

Our Top Priority:
0.8% clks.

Footer:
9.9% clks.

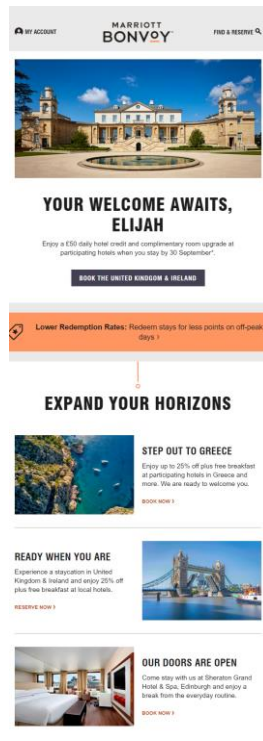
19 August '20 Generic Solo (hotel credit + room upgrade)

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
Aug. Generic	653.3 K	22.4%	3.0%	13.5%	0.18%	286	\$125.4 K
<i>For Comparison:</i>							
vs. July Initial	-76.0%	-4.1 pts.	+1.3 pts.	+7.0 pts.	-0.05 pts.	-53.8%	-37.0%
vs. Aug Luxury	28.2%	+0.6 pts.	-0.0 pts.	-0.6 pts.	+0.0 pts.	177.7%	246.3%

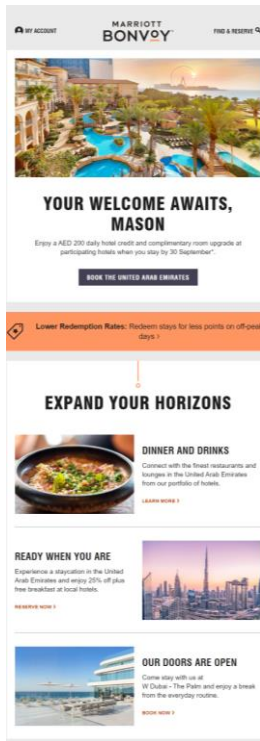
- Email leveraged the same offer in the hero as the Luxury version and targeting criteria; it was sent a week later
- Engagement was closely aligned for both August emails; open, click, and unsubscribe rates were consistent across both mailings
- Readers responded favorably to the generic version vs. luxury; email generated 286 bookings (+177% vs. Luxury solo)
 - Including other offers like the 25% off + free breakfast may have helped lift engagement, along with other staycation and dining messages

SL: Elijah, Our Doors Are Open.
PH: Enjoy 25% off, plus free breakfast at participating hotels.

UK



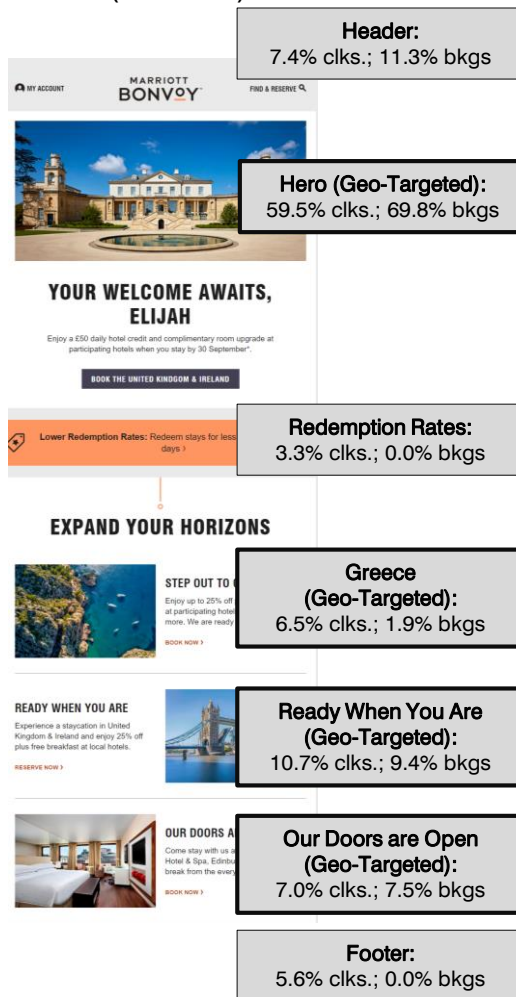
UAE



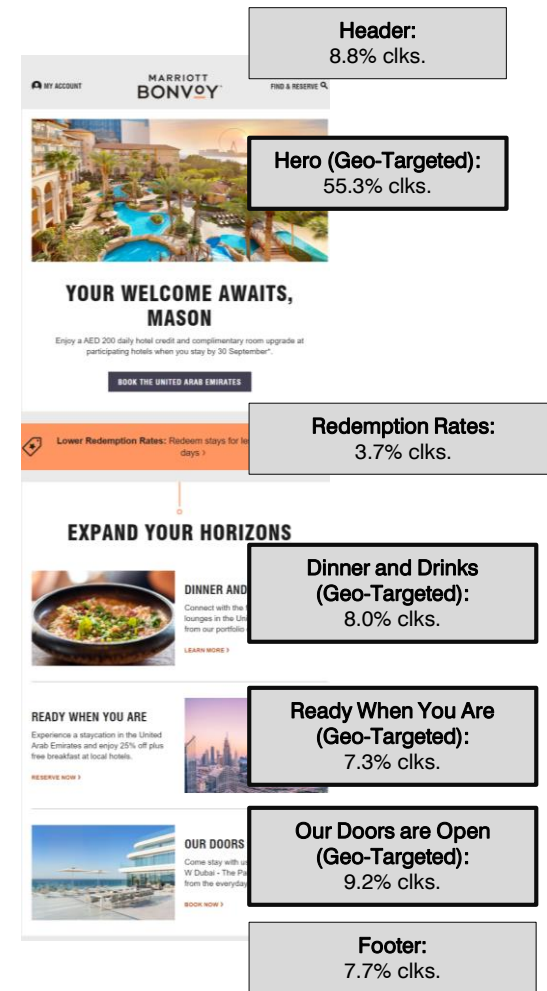
Generic Version Heat Map

- Hero received over 55% of email clicks for both UK and UAE member versions
- Redemption rates banner placed higher up in the email generated over 3% of email clicks
 - More clicks than the cleanliness message placed at the bottom
 - Consider moving up the cleanliness message, especially for non-stayers
- UK members responded more to the Ready When You Are: 25% off + breakfast offer, 10.7% of clicks and 9.4% of bookings
- UAE members were more interested in the Dubai (no offer) content, but readers were slow to convert with only 2 bookings from entire email

UK (Member)



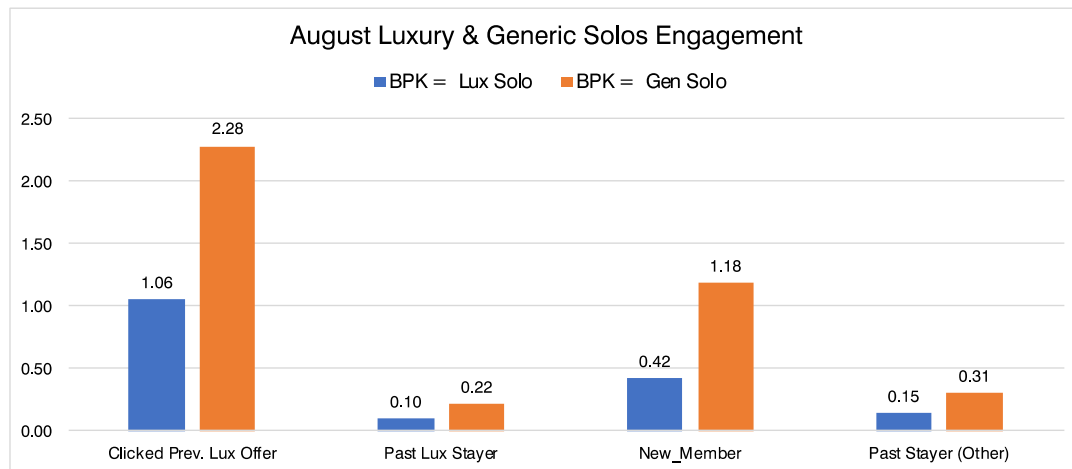
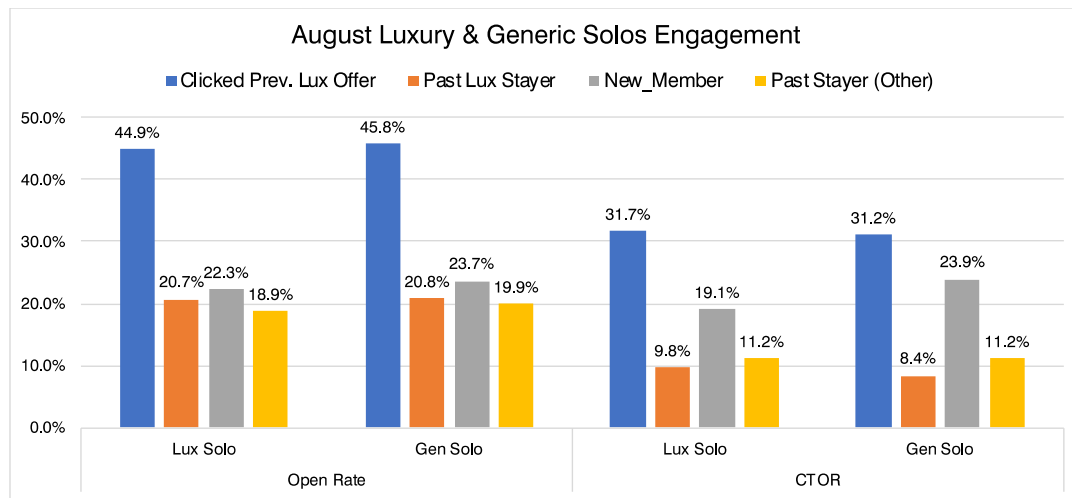
UAE Member



August Luxury & Generic Engagement by Targeted Segments

Clicked Previous Luxury Offer segment was the most engaged across both August emails

- Open rates and CTORs were significantly higher compared to other segments
- 42% of email bookings came from previous clicker segment (same % for both August emails)
- Continue using contact history to improve targeting, relevancy, and overall engagement





ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- To help with overall engagement and email list health, consider resting consistent non-openers; tactic is used in other Bonvoy emails
 - May need to develop re-engagement campaigns to activate non-openers before they stop engaging altogether
- Continue sending regional offers to encourage bookings, especially in the Middle East and Africa; consider elevating the cleanliness & contactless service reassurance messages in MEA
- Q3 Global Promo launched late August; continue to monitor engagement to see if promo helps drive more bookings
- Traveler content generated above average engagement in MEA; it shows that readers were interested in localized travel inspiration content

ACTIONABLE INSIGHTS

- Consider sending travel inspiration content to those in Europe who have not made a recent stay; road trips and weekend getaways are two types of high-performing messages for all readers
 - Target content non-stayers that are active email openers
- Streamline enrollment tracking by creating a unique code that enables reporting on all emails
- To lift non-member engagement, test including a module that highlights the benefits of membership and by calling out the ease of enrolling (thru booking process)
- Continue messaging redemption opportunities to Elites for leisure stays; show current point balance to encourage redemption

ACTIONABLE INSIGHTS

- Regional Solo Targeting:
 - Conduct targeting analysis after Sept regional offer solo deploys to determine optimal criteria for future solos;
 - Standard targeting approach enables you to consistently track engagement changes and seasonality trends MoM
 - Change targeting to increase relevancy and better align criteria with featured offer and/or to support corporate goals; use past email engagement data and member stay data to improve targeting
- Continue using the same targeting approach for future EMEA resends; lift open rates by changing the subject line for those that opened but didn't click using a slight urgency message or fear of missing out
 - Target to those who received both previous solo emails, but did not open AND
 - Target those who opened the initial months email, but did not click
 - Consider sending to a sample of non-openers to see if we can re-engage this audience with a reminder (equal sample of all member levels and non-members)

THANK YOU!



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Appendix A: Performance Engagement

Seasonal Lows Visible in August Engagement

Engagement was down in August compared to July, which aligned with previous year trends; however, open rates were up YoY and click rates remained flat, which means the content engaged readers

	Jan 2020	Feb 2020	MoM	Mar 2020	MoM	Apr 2020	MoM	May 2020	MoM	Jun 2020	MoM	Jul 2020	MoM	Aug 2020	MoM	Aug 2020 vs. 12 Month Average	YoY
SENT	9.6 M	11.2 M	16.8%	5.0 M	-55.6%	14.1 M	184.9%	12.3 M	-13.1%	12.4 M	0.8%	9.5 M	-23.1%	10.1 M	6.1%	-20.5%	-52.1%
DELIVERED	9.3 M	11.0 M	18.6%	4.8 M	-55.9%	13.5 M	179.6%	12.1 M	-10.5%	12.2 M	0.7%	9.4 M	-23.0%	10.0 M	6.2%	-19.8%	-51.1%
DELIVERY%	96.8%	98.3%	+1.5 pts.	97.7%	-0.6 pts.	95.9%	-1.8 pts.	98.8%	+2.9 pts.	98.7%	-0.0 pts.	98.9%	+0.1 pts.	99.0%	+0.1 pts.	+0.9 pts.	+2.2 pts.
OPEN	2.3 M	2.2 M	-3.2%	1.0 M	-52.9%	4.3 M	314.2%	2.7 M	-36.5%	2.7 M	-1.3%	2.3 M	-15.5%	2.0 M	-11.1%	-8.6%	-34.4%
OPEN%	24.8%	20.2%	-4.6 pts.	21.6%	+1.3 pts.	32.0%	+10.4 pts.	22.7%	-9.3 pts.	22.2%	-0.5 pts.	24.4%	+2.2 pts.	20.4%	-4.0 pts.	+3.0 pts.	+6.2 pts.
CLICK	339.8 K	186.4 K	-45.1%	84.5 K	-54.7%	84.8 K	0.4%	122.5 K	44.4%	137.1 K	11.9%	171.2 K	24.8%	164.1 K	-4.1%	-3.0%	-35.4%
CTR	3.67%	1.70%	-1.97 pts.	1.75%	+0.05 pts.	0.63%	-1.12 pts.	1.01%	+0.38 pts.	1.12%	+0.11 pts.	1.82%	+0.70 pts.	1.64%	-0.18 pts.	+0.32 pts.	+0.44 pts.
CTOR	14.8%	8.4%	-6.4 pts.	8.1%	-0.3 pts.	2.0%	-6.1 pts.	4.5%	+2.5 pts.	5.1%	+0.6 pts.	7.5%	+2.4 pts.	8.1%	+0.6 pts.	+0.4 pts.	-0.1 pts.
UNSUB	33.3 K	28.5 K	-14.6%	11.1 K	-61.2%	102.2 K	824.2%	30.5 K	-70.2%	26.5 K	-13.2%	17.7 K	-33.1%	20.8 K	17.5%	-49.9%	-70.5%
UNSUB%	0.36%	0.26%	-0.10 pts.	0.23%	-0.03 pts.	0.76%	+0.53 pts.	0.25%	-0.50 pts.	0.22%	-0.03 pts.	0.19%	-0.03 pts.	0.21%	+0.02 pts.	-0.11 pts.	-0.12 pts.
BOOKINGS	3.7 K	966	-73.8%	282	-70.8%	134	-52.5%	182	35.8%	1.3 K	606.6%	1.6 K	28.0%	1080	-34.4%	-6.4%	-39.4%
RMNTS	8.4 K	2.5 K	-69.7%	778	-69.4%	384	-50.6%	733	90.9%	3.2 K	335.5%	4.1 K	28.9%	2648	-35.7%	-8.8%	-46.0%
REVENUE	\$1.3 M	\$472.4 K	-64.9%	\$120.9 K	-74.4%	\$74.1 K	-38.7%	\$124.0 K	67.3%	\$510.0 K	311.1%	\$655.2 K	28.5%	\$433.0 K	-33.9%	-15.6%	-53.3%
CONV%	1.08%	0.52%	-0.6 pts.	0.33%	-0.2 pts.	0.16%	-0.2 pts.	0.15%	-0.0 pts.	0.94%	+0.8 pts.	0.96%	+0.0 pts.	0.66%	-0.3 pts.	-0.0 pts.	-0.1 pts.
BPK	0.40	0.09	-77.9%	0.06	-33.8%	0.01	-83.0%	0.02	51.7%	0.11	601.5%	0.18	66.2%	0.11	-38.2%	16.7%	23.9%

Note: Rolling 12-Month Avg. (Aug 2019 – July 2020)

Executive Dashboard:

Quarterly YoY Email Comparison

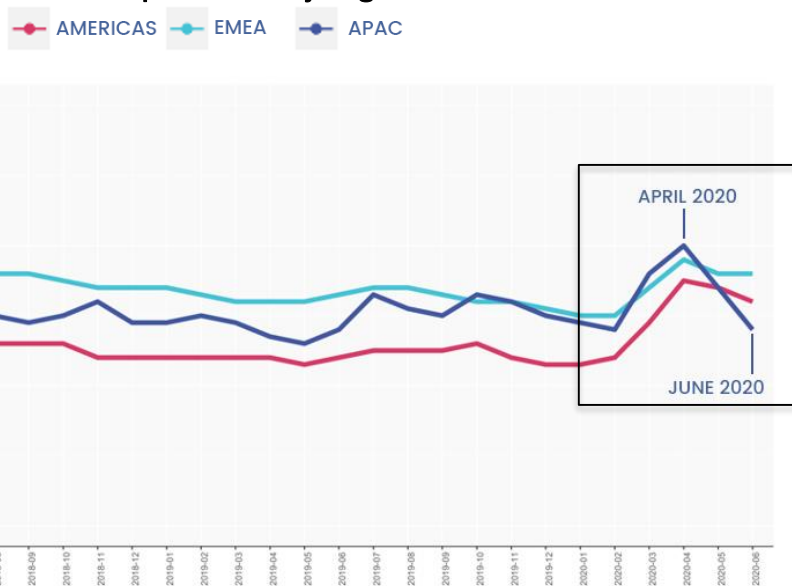
EMEA (All Regions)

EMEA									
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT	Moments	Traveler
SENT	32.0 M -34.7%	9.2 M -23.1%	60.3 K -90.2%	13.8 M 24.9%	3.2 M -63.9%	7.1 K -69.0%	4.5 M -56.8%	295.4 K -85.3%	728.9 K 12225.5%
DELIVERED	31.6 M -32.1%	9.1 M -19.3%	53.8 K -90.3%	13.6 M 30.0%	3.1 M -62.2%	7.1 K -69.0%	4.5 M -55.5%	293.9 K -85.3%	721.2 K 13844.9%
DELIVERY%	98.8% +3.8 pts.	99.0% +4.7 pts.	89.2% -0.7 pts.	99.0% +3.9 pts.	98.8% +4.4 pts.	99.5% -0.2 pts.	98.1% +2.9 pts.	99.5% -0.0 pts.	98.9% +11.5 pts.
OPEN	7.0 M -20.2%	1.7 M -17.4%	18.5 K -86.4%	3.3 M 64.0%	541.7 K -64.1%	3.1 K -69.7%	1.1 M -42.2%	78.1 K -86.6%	287.8 K 35429.1%
OPEN%	22.3% +3.3 pts.	18.8% +0.4 pts.	34.4% +9.9 pts.	24.1% +5.0 pts.	17.4% -0.9 pts.	44.2% -1.0 pts.	24.0% +5.5 pts.	26.6% -2.6 pts.	39.9% +24.2 pts.
CLICK	472.4 K -28.8%	131.8 K -37.8%	7.5 K -72.3%	223.8 K 77.3%	32.3 K -75.5%	375 -71.2%	64.1 K -3.0%	2.4 K -93.7%	9.4 K 21867.4%
CTR	1.50% +0.07 pts.	1.45% -0.43 pts.	13.84% +8.99 pts.	1.64% +0.44 pts.	1.04% -0.57 pts.	5.29% -0.40 pts.	1.44% +0.78 pts.	0.82% -1.10 pts.	1.31% +0.48 pts.
CTOR	6.7% -0.8 pts.	7.7% -2.5 pts.	40.2% +20.5 pts.	6.8% +0.5 pts.	6.0% -2.8 pts.	12.0% -0.6 pts.	6.0% +2.4 pts.	3.1% -3.5 pts.	3.3% -2.0 pts.
UNSUB	64.9 K -55.8%	19.7 K -41.4%	195 -94.6%	27.2 K -27.6%	6.9 K -75.4%	6 -62.5%	8.3 K -68.0%	298 -89.1%	2.0 K 15169.2%
UNSUB%	0.21% -0.11 pts.	0.22% -0.08 pts.	0.36% -0.29 pts.	0.20% -0.16 pts.	0.22% -0.12 pts.	0.08% +0.01 pts.	0.19% -0.07 pts.	0.10% -0.04 pts.	0.28% +0.02 pts.
BOOKINGS	4.0 K -49.1%	1.0 K -59.5%	124 -64.4%	2.2 K 13.3%	229 -74.2%	3 -93.5%	387 -24.6%	32 -95.6%	15 ---
ROOMNIGHTS	10.0 K -55.5%	2.8 K -62.6%	306 -68.7%	5.4 K 1.2%	492 -79.7%	4 -95.8%	830 -45.9%	85 -95.8%	54 ---
REVENUE	\$1.6 M -60.4%	\$414.0 K -69.3%	\$58.3 K -69.4%	\$888.9 K -6.0%	\$67.8 K -84.5%	\$443 -96.2%	\$142.1 K -46.8%	\$15.1 K -95.7%	\$7.7 K ---
CON%	0.85% -0.3 pts.	0.78% -0.4 pts.	1.66% +0.4 pts.	0.98% -0.6 pts.	0.71% +0.0 pts.	0.80% -2.7 pts.	0.60% -0.2 pts.	1.33% -0.6 pts.	0.16% ---
BPK	0.13 -25.1%	0.11 -49.8%	2.30 267.1%	0.16 -12.8%	0.07 -31.8%	0.42 -78.9%	0.09 69.4%	0.11 -70.1%	0.02 ---

Note: Data includes emails that were distributed from Marriott headquarters; it does not include locally managed campaigns

• EMEA Open Rate Trends Mirror The Hotel Industry With An April Peak & Above Pre-Pandemic Rates In July

Email open rates by region



Cendyn Findings:

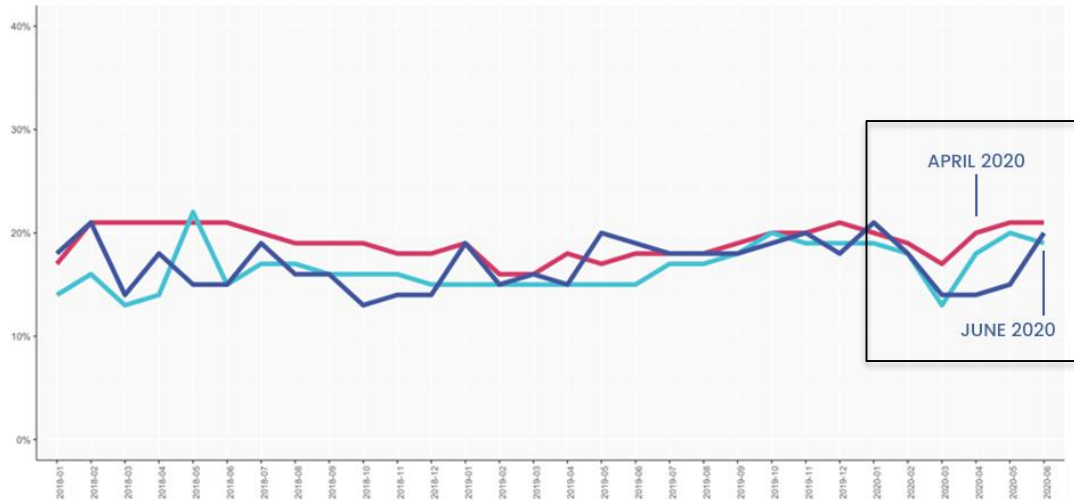
- We can see that open rates are down from their April peak, but the Americas and EMEA regions are still above their '18-'19 run rates.
- This tells us engagement levels are still higher than previously seen since the pandemic began and should be leveraged by hotels with **highly relevant and personalized communications** to help drive conversions.
- With travel restrictions constantly changing, it's important to **keep an eye on who you are communicating to and what messaging you are sharing** with them.

Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

EMEA CTOR Engagement Aligns With Hotel Industry Trends

Email CTOR by region



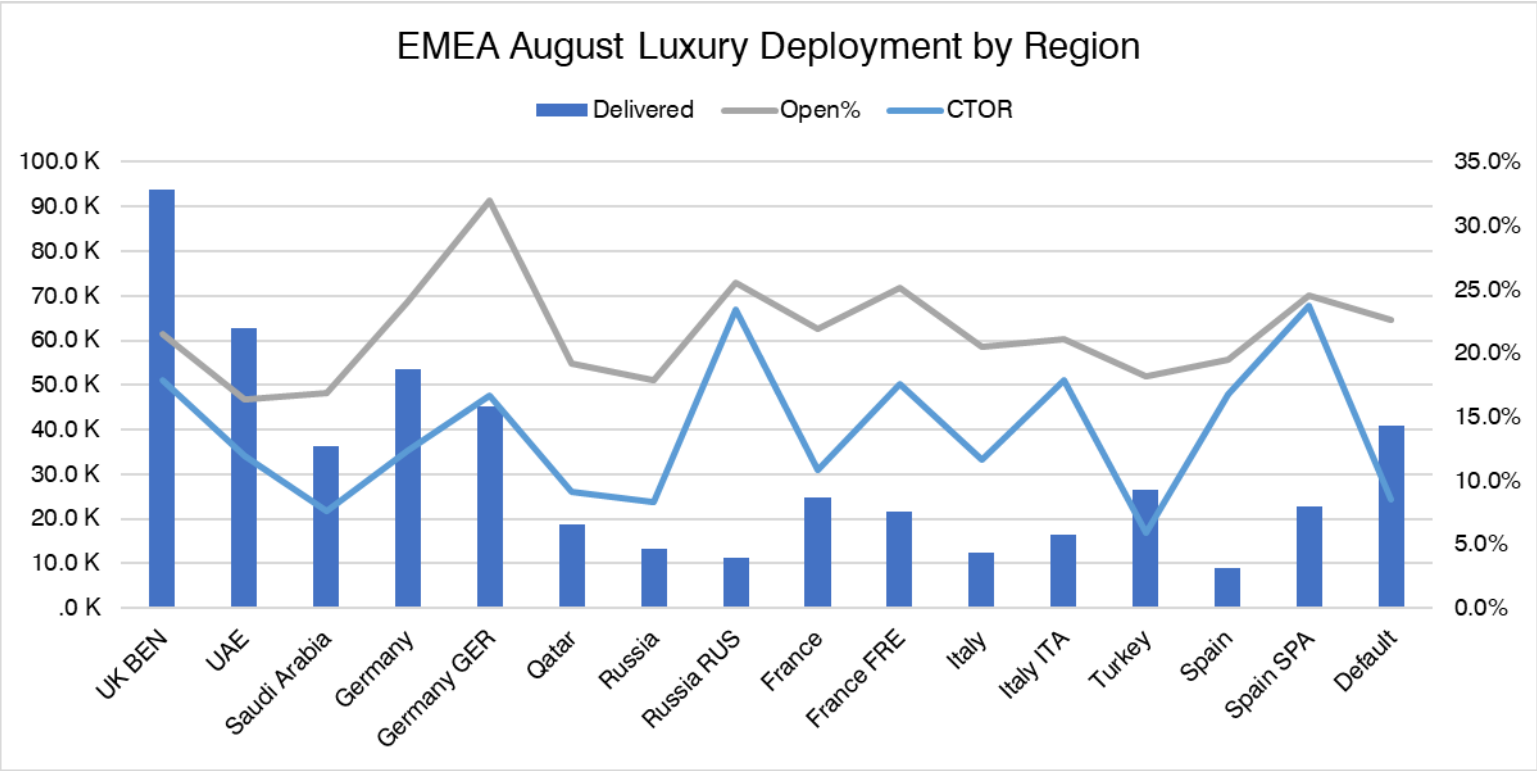
Cendyn Findings:

- While all regions saw a considerable dip in CTOR for March 2020, since April, we have seen continuous uptick in engagement reaching average 2018/2019 levels.
- We see the dip in March due to many emails being sent without call to actions (CTAs) and them simply including statements about the closure of properties.
- Americas' and EMEA's upward trends are encouraging in terms of hoteliers being more likely to achieve ROI on their campaigns.

Source: Cendyn, [The Email Benchmarks – how is email impacting reopening?](#)

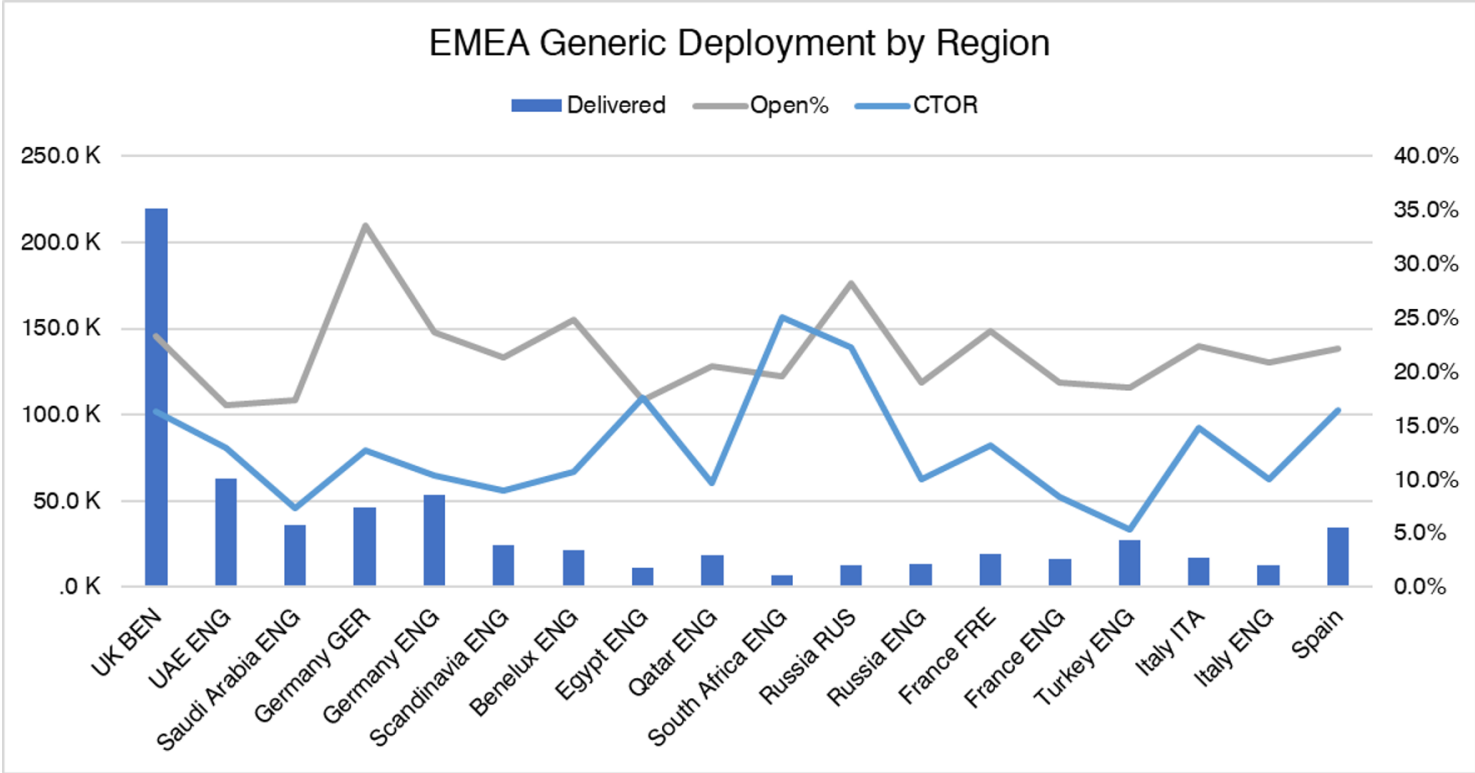
Approximately 2 billion emails from 75,000 campaigns across 1,000 properties were included in the study.

Engagement Was Higher For Residents With Email In Their Preferred Language



Default = default creative sent to members with an English language preference and live within Denmark, Sweden, Norway, Iceland, Netherlands, Luxembourg, Finland, or Portugal and meet one of the targeting criteria

Engagement Was Higher For Residents With Email In Their Preferred Language



UK BEN = includes Great Britain and Ireland
Spain SPA = includes Portugal

Regional Solo Email Targeting

- **June Solo Targeting** - Active members & non-members with English, British English, Italian, German, French, Spanish, or Russian language preference that have had at least one stay in the past 18 months and live within [country]
- **July Solo Targeting** - All email-able members & non-members English, British English, Italian, German, French, Spanish, or Russian language preference language preference and live within [country]
- **August Luxury Solo Targeting** - Members with English, British English, Italian, German, French, Spanish, or Russian language preference and live within [country] and meet one of the following criteria (listed in priority order):
 - Clicked on the June (CK#) or July (CK#) luxury offer
 - Had at least one stay at any luxury brand (no time frame)
 - Had at least one stay in the past 18 months at any non-luxury brand
 - Joined Marriott Bonvoy in the last 3 months

Appendix B: Regional Solos (June & July 2020)

EMEA REGIONAL SOLO: JUNE 2020

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
6/13	182.7 K	24.3%	3.9%	16.0%	0.18%	160	\$75.0 K
6/27	912.4 K	18.9%	1.7%	8.8%	0.24%	159	\$63.4 K
Total	1.1 M	19.8%	2.0%	10.3%	0.23%	319	\$138.4 K

- Campaign generated \$138K in revenue by encouraging readers to book a staycation, explore their city, and save 25% at local properties
- Austria, Germany, and Switzerland had the highest open rates in the 30's
- Engagement went up as the member levels increased; Basics made up over 65% of the audience in both deployments and drove overall performance
 - Non-members had high open and click rates, but member-only offer did not drive bookings (only 4 bkgs.)
 - Consider featuring other non-enrollment offers or promotions to drive bookings

SL: Your Welcome Awaits, Jane.
PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

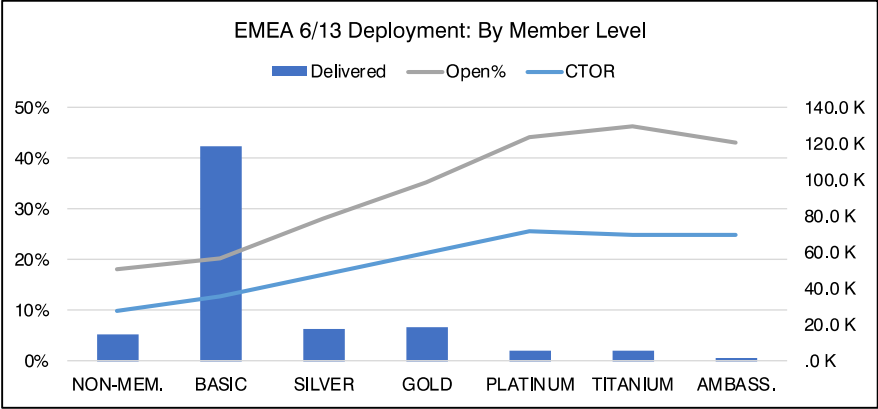
Non-Member

Member

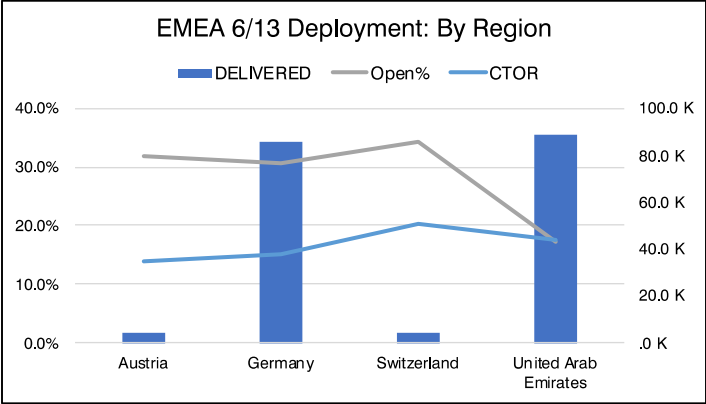
EMEA REGIONAL SOLO: JUNE 2020

Member Level Engagement

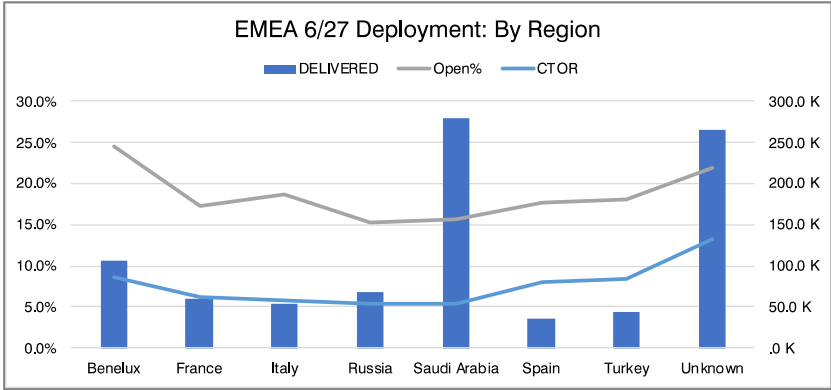
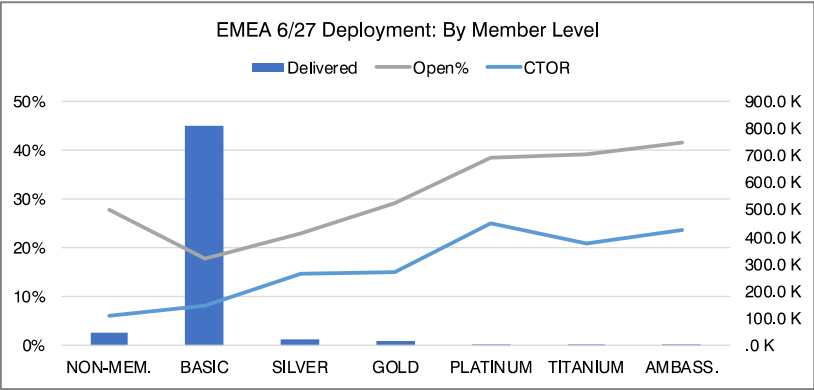
6/13



Regional Engagement



6/27

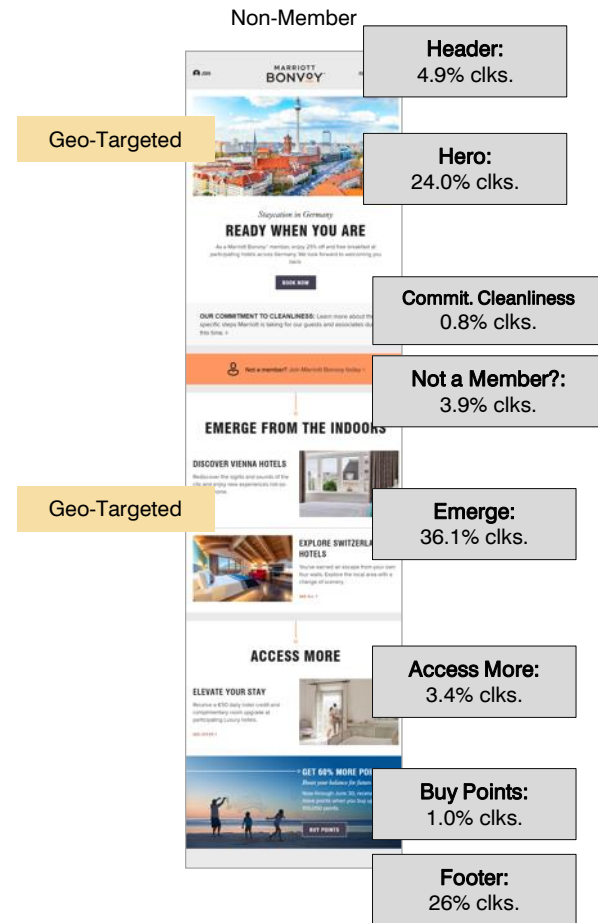
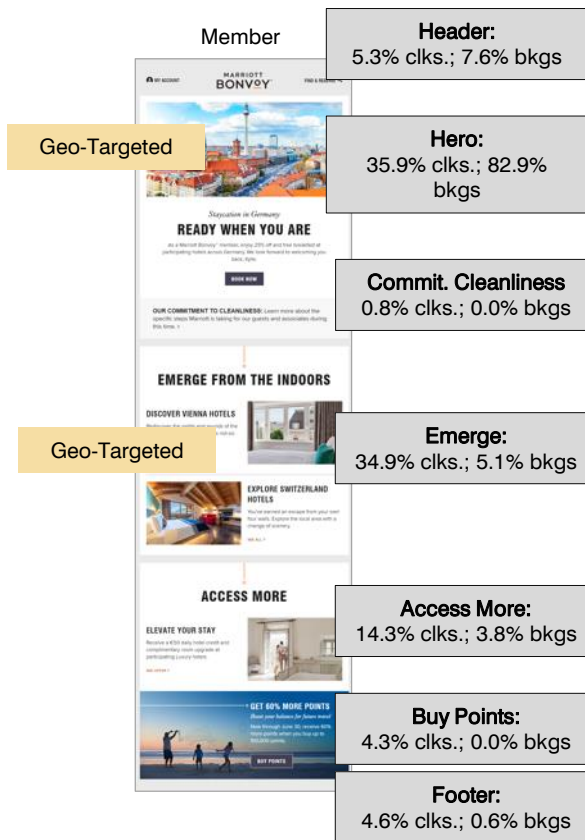


EMEA REGIONAL SOLO: 13 JUNE 2020

SL: Your Welcome Awaits, Jane.

PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

- Geo-targeted Hero generated most of the clicks and bookings in the member version: 36% of clicks and over 83% of bookings
 - Non-members clicks were higher with the property features (36%)
- Content in the Emerge From the Indoors section was also geo-targeted and generated over 34% of clicks
- Non-member bookings were low; only 2 with this version
 - Look for ways to lift section bookings; for example, add starting room rate or highlight special hotel/room amenities to entice readers to book
- 3.9% of clicks on enrollment link in the non-member version; received more clicks than the lower modules
 - Engaging stretchy band module was a successful click-catcher

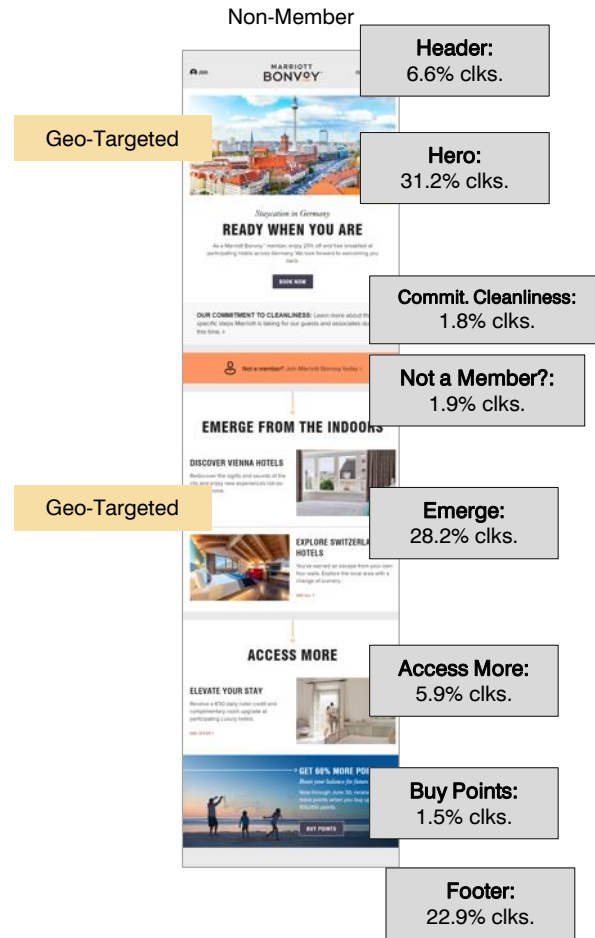
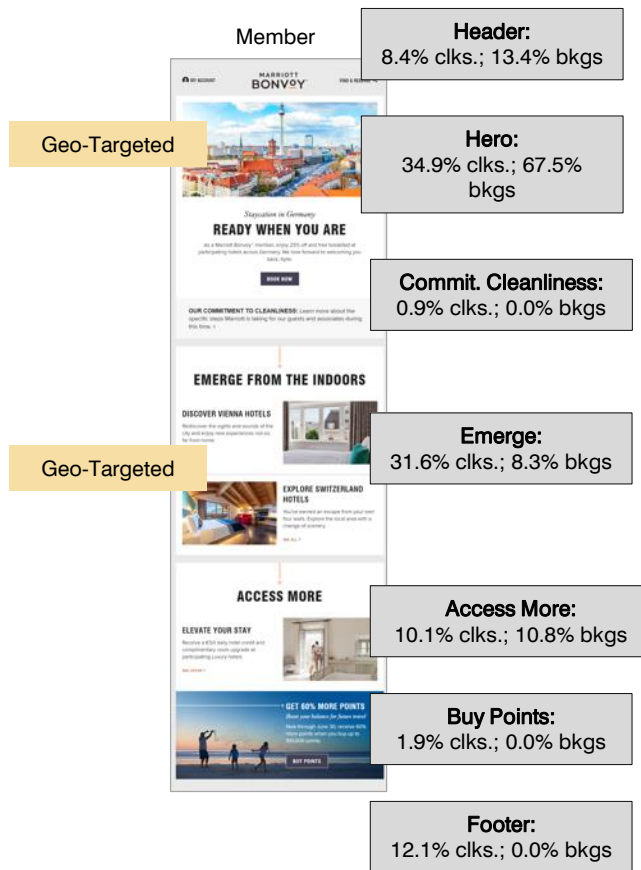


EMEA REGIONAL SOLO: 27 JUNE 2020

SL: Your Welcome Awaits, Jane.

PH: Save 25% off and get free breakfast in [Spain] when you plan your local travel.

- Email had similar click engagement to the 10 June deployment; the Hero and Emerge From the Indoors modules generated most of the email clicks
- Access More hotel credit module engaged members more than the non-members, in both mailings
 - Continue to monitor offer engagement by level/region and use learnings for future targeting and personalization



July 2020 Solo: 25% Off + Free Breakfast

Deployments	Delivered	Open Rate	CTR	CTOR	Unsub%	Bookings	Revenue
Initial: 11 July	2.7 M	26.5%	1.7%	6.5%	0.23%	619	\$199.1 K
Resend: 25 July	658.8 K	40.2%	2.1%	5.3%	0.34%	139	\$48.2 K
Total	3.4 M	29.2%	1.8%	6.2%	0.25%	758	\$247.3 K
<i>For Comparison: Initial email vs. June EMEA solo deployments</i>							
Initial vs. June	+148.5%	+6.7 pts.	-0.3 pts.	-3.8 pts.	0.0 pts.	+94.0%	+43.9%

- Open rate was 6.7 pts higher than June mailing, and resend provided additional exposure and engagement (40% open rate)
- Click rate declines may have been tied to seeing the same offer that was featured in June solo; monitor to see if additional targeting is needed to reduce fatigue
- Resend was successful at driving more openers and 139 more bookings
 - Targeted to those who received both June & July solo emails, but did not open the initial July email + those who opened the July email, but did not click
 - Recommend leveraging targeting criteria for future resends; test with non-openers
 - Lift open rates by changing the subject line for those that opened but didn't click with a little FOMO or urgency messaging

MEMBER & NON-MEMBER:

SL: Save 25% at hotels across the United Kingdom.

PH: Plus free breakfast, a flexible cancellation policy, and our commitment to clean

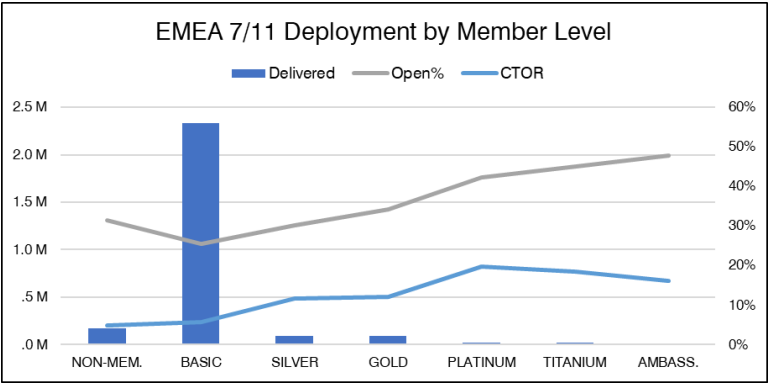
Member

Non-Member

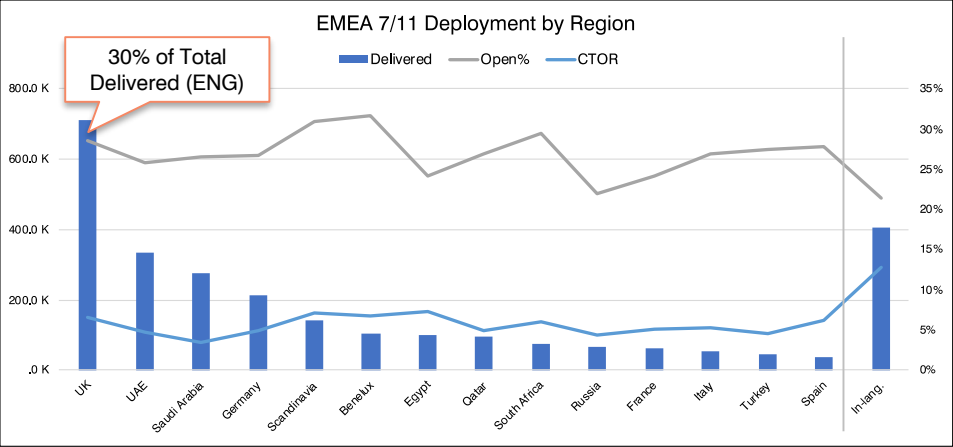
Overall Engagement Driven By Basic Members and UK Residents; Right Size For Future Optimizations

Member Level Engagement: All Versions

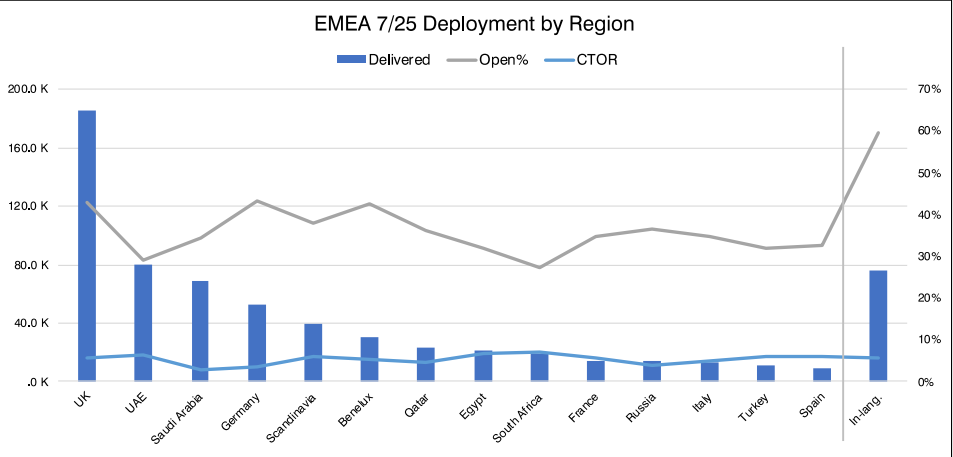
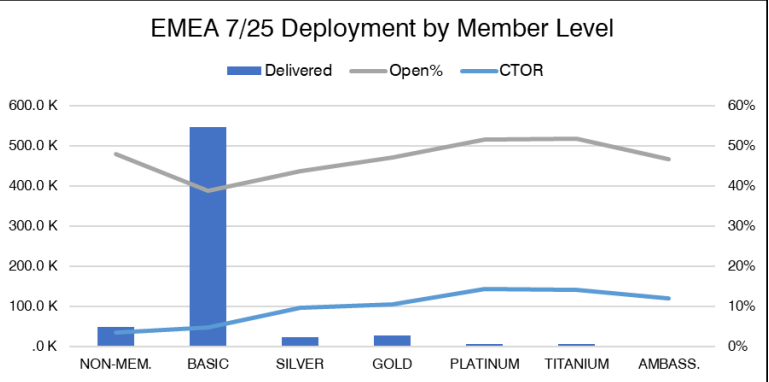
INITIAL



Regional Engagement: English Versions



RESEND

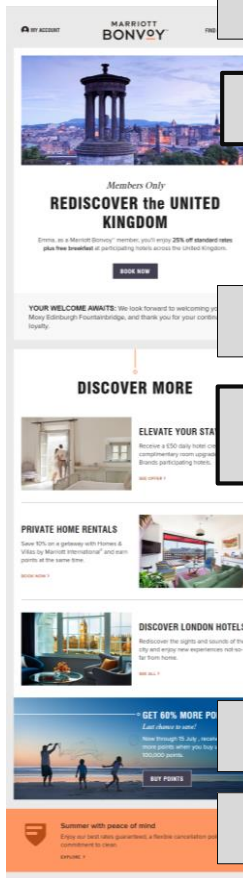


EMEA Regional Initial Solo

11 July (UK Version)

- Most clicks were on geo-targeted hero
- Luxury offer “Elevate Your Stay” drove most of the engagement in the secondary module for both members and non-members
- Almost all campaign bookings were from members; only 5 from non-members (4 from hero & 1 from enrollment stretchy band)
- Readers engaged with Peace of Mind content; consider highlighting individual benefits to keep content fresh each month
 - Highlight flexible cancellation one month, then clean practices the next

Member



Header:
7.4% clks.; 16.6% bkg

Hero (Geo-Targeted):
44.7% clks.; 74.4% bkg

Your Welcome Awaits:
0.2% clks.; 0.0% bkg

Discover More (Geo-Targeted):
35.0% clks.; 9.0% bkg

% of Section Clicks

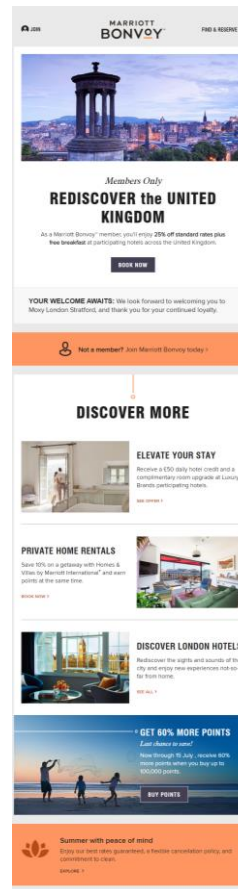
- Elevate Your Stay: 57%
- Private Home Rentals: 26%
- Discover London Hotels: 17%

60% More Points:
2.6% clks.; 0.0% bkg

Peace of Mind:
1.0% clks.; 0.0% bkg

Footer:
9.1% clks.; 0.0% bkg

Non-Member



Header:
6.0% clks.

Hero (Geo-Targeted):
35.1% clks.

Enrollment Message:
1.8% clks.

Discover More (Geo-Targeted):
30.4% clks.

% of Section Clicks

- Elevate Your Stay: 45%
- Private Home Rentals: 32%
- Discover London Hotels: 23%

60% More Points:
1.8% clks.

Peace of Mind:
1.8% clks.

Footer:
22.7% clks.

EMEA Regional Resend

25 July (UK Version)

- Resend successfully engaged non-openers and non-clickers from initial email
- Member and non-member engagement was aligned with the initial mailing

