

EMEA Email Review: September 2020

21 October 2020

MARRIOTT
BONVOY | data axle



ST REGIS

THE ST. REGIS MAURITIUS RESORT

TODAY'S AGENDA

1. Performance Summary
2. Key Initiatives & Campaigns
3. Actionable Insights
4. Next Steps

KEY STORYLINES

- Slight decline in September engagement compared to August, but open rates returned to previous year levels
- Delivered counts increased for all and drove more bookings in MEA MoM, but Europe decline impacted Sept engagement – influence from broad targeting and a rise in COVID-19 cases
- Other emails may have pulled engagement away from 15 Sept Solo featuring Global Promo (hero clicks below average); geo-targeted secondary content helped lift engagement & bookings
- June - Sept engagement trends and solo email learnings drive future optimization efforts; several opportunities outlined for Q4 2020 and 2021



PERFORMANCE SUMMARY

Performance Summary: EMEA Combined

- Email delivery was +4.8% vs. average and +22.9% MoM due to sending more Solos & Promo emails, but the resurgence of Covid-19 in select EU areas may have impacted KPIs
- 19.1% open rate and 5.4% CTOR were down compared to EMEA averages and MoM, but open rates were in line with 2019
- Bookings continue to be below average due to current travel market conditions

EMEA September 2020 vs. EMEA Rolling 12-Month Average

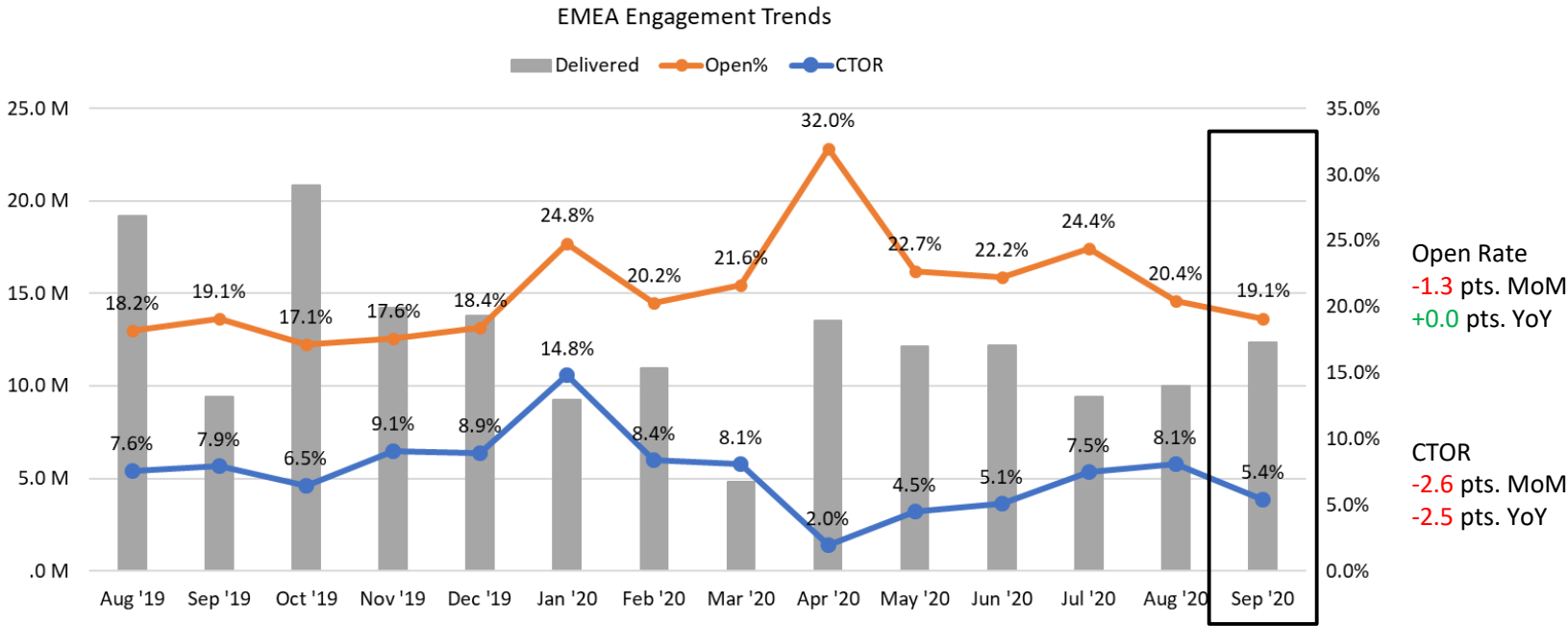
Engagement

12.3 M	2.3 M	19.1%	127.1 K	1.0%	5.4%	0.20%
Delivered Emails	Opens	Open Rate	Clicks	CTR	CTOR	Unsub. Rate
+4.8%	-6.7%	-2.3 pts.	-28.0%	-0.5 pts.	-1.6 pts.	-0.10 pts.

Financials

846	2.0 K	\$300.7 K	0.07	0.67%
Bookings	Room Nights	Revenue	Bookings Per Delivered (K)	Conversion
-51.9%	-56.6%	-61.3%	-54.1%	-0.33 pts.

EU Resurgence Impacts Overall CTOR; Down 2.6 Pts. MoM



Performance Summary: Europe

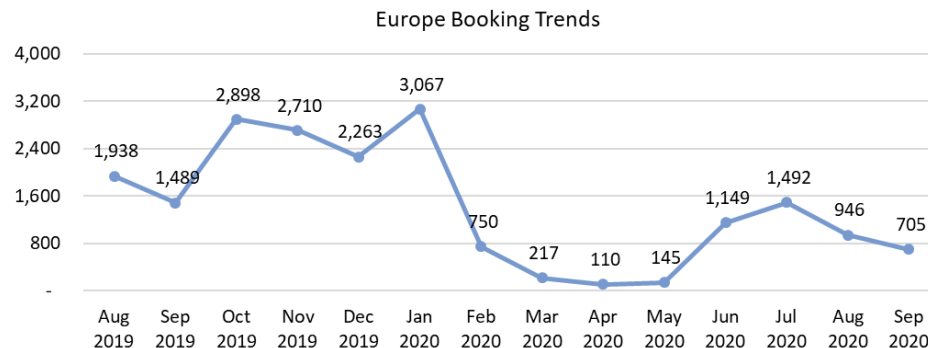
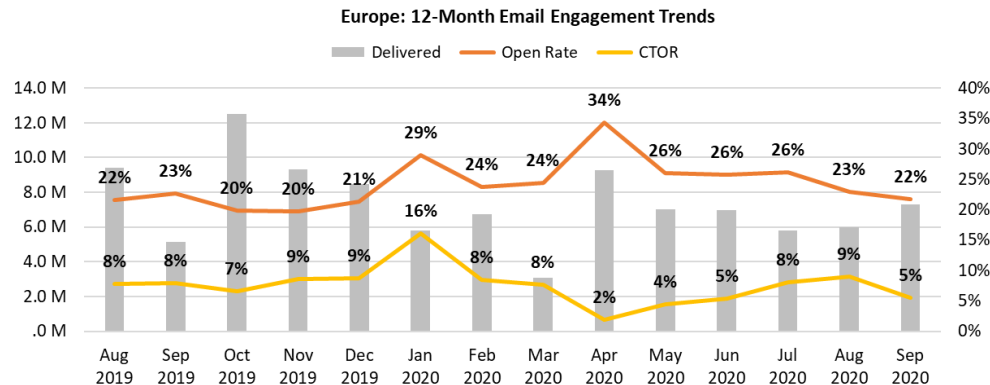
- Email engagement trends are aligned with seasonal rates, except CTOR may be down due to lower promo engagement and possibly recent pandemic activity

Europe	Sept 2020	vs. EU Avg.
Delivered	7.3 M	+1.3%
Open Rate	21.7%	-2.7 pts.
CTOR	5.5%	-1.7 pts.
Unsub. Rate	0.22%	-0.14 pts.
Bookings	705	-50.9%
Revenue	\$243.4 K	-59.4%
BPK	0.10	-51.8%

Average = rolling 12-months

Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails



Executive Dashboard:

Sept 2020 Email Categories: EUROPE

- Increase in delivered counts from better LPM deliverability (up from 92%) and sending more METT & Global Promo emails
- Solo bookings were mostly from 15 Sept Solo
- Global Promo emails & MAU had a similar contribution: nights & revenue
- METT open rates in line with Solos, but low click rates show opportunity to improve content

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

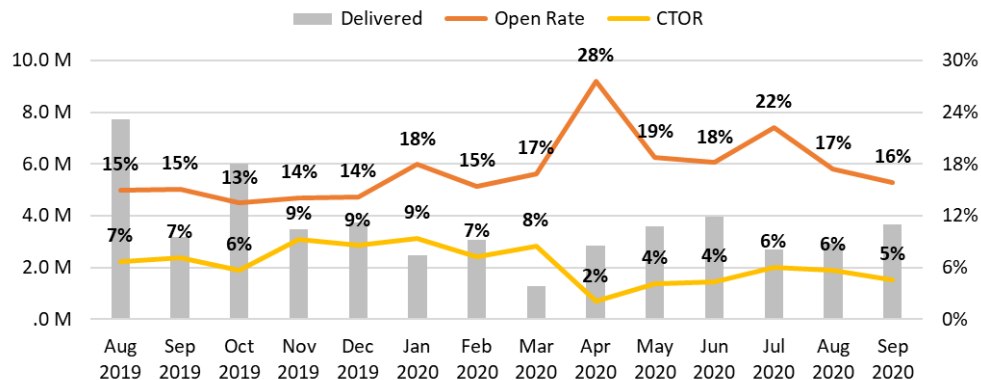
	EUROPE						
	Total	MAU	LPM	Solo	Promotions	Cobrand Other	METT & Brand BPP
SENT	7.3 M 0.5%	1.7 M -12.3%	10.4 K -95.3%	2.8 M -7.0%	1.5 M 112.6%	1.9 K -98.1%	1.4 M 197.9%
DELIVERED	7.3 M 1.3%	1.7 M -12.5%	10.0 K -95.1%	2.8 M -5.9%	1.5 M 114.4%	1.9 K -98.1%	1.3 M 199.5%
DELIVERY%	99.0% +0.8 pts.	98.7% -0.2 pts.	96.2% +4.0 pts.	99.2% +1.2 pts.	99.0% +0.8 pts.	99.9% +0.5 pts.	99.1% +0.6 pts.
OPEN	1.6 M -10.0%	381.5 K -7.1%	4.3 K -94.3%	595.5 K -22.0%	307.1 K 143.4%	731 -96.7%	288.5 K 138.0%
OPEN%	21.7% -2.7 pts.	22.8% +1.3 pts.	43.6% +6.0 pts.	21.5% -4.4 pts.	20.8% +2.5 pts.	38.5% +17.0 pts.	21.5% -5.5 pts.
CLICK	86.4 K -31.6%	22.3 K -37.4%	1.5 K -91.9%	40.0 K 0.2%	12.5 K 49.2%	72 -91.7%	10.0 K 48.0%
CTR	1.19% -0.6 pts.	1.33% -0.5 pts.	15.39% +6.1 pts.	1.44% +0.1 pts.	0.84% -0.4 pts.	3.80% +2.9 pts.	0.75% -0.8 pts.
CTOR	5.5% -1.7 pts.	5.8% -2.8 pts.	35.3% +10.5 pts.	6.7% +1.5 pts.	4.1% -2.6 pts.	9.8% +5.9 pts.	3.5% -2.1 pts.
UNSUB	15.9 K -38.2%	4.6 K -22.0%	50 -96.9%	6.7 K -47.9%	3.8 K 78.0%	0 ---	705 -32.6%
UNSUB%	0.22% -0.1 pts.	0.28% -0.0 pts.	0.50% -0.3 pts.	0.24% -0.2 pts.	0.26% -0.1 pts.	0.00% ---	0.05% -0.2 pts.
BOOKINGS	705 -50.9%	179 -49.1%	22 -87.5%	268 -40.2%	153 -12.8%	0 ---	83 34.6%
ROOMNIGHTS	1.5 K -55.5%	367 -59.3%	44 -86.8%	628 -44.6%	348 -13.3%	0 ---	158 5.3%
REVENUE	\$243.4 K -59.4%	\$56.8 K -65.0%	\$11.3 K -76.4%	\$98.7 K -48.6%	\$51.7 K -23.4%	\$0.00 ---	\$24.9 K -9.3%
CON%	0.82% -0.3 pts.	0.80% -0.2 pts.	1.44% +0.5 pts.	0.67% -0.5 pts.	1.23% -0.9 pts.	0.00% ---	0.83% -0.1 pts.
BPK	0.10 -51.6%	0.11 -41.9%	2.21 156.2%	0.10 -36.5%	0.10 -59.3%	0.00 ---	0.06 -55.1%

Performance Summary: Middle East

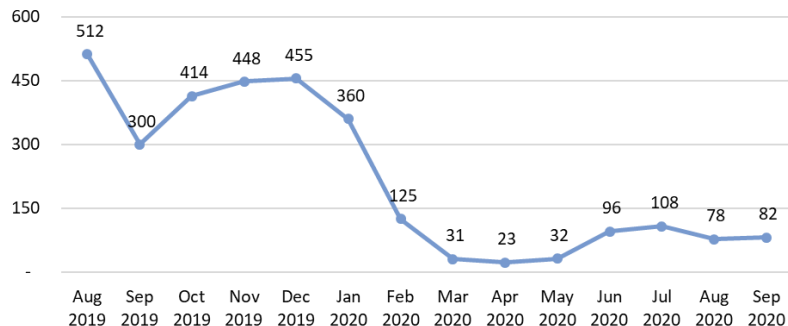
- Email engagement was stable MoM and YoY
- Solos led to a slight increase in bookings; up 5% MoM

Middle East	Sept 2020	vs. ME Avg.
Delivered	3.7 M	+11.0%
Open Rate	15.8%	-1.3 pts.
CTOR	4.6%	-1.5 pts.
Unsub. Rate	0.18%	-0.04 pts.
Bookings	82	-60.2%
Revenue	\$33.5 K	-72.9%
BPK	0.02	-64.4%

Middle East: 12-Month Email Engagement Trends



Middle East Booking Trends



Average = rolling 12-months

Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

Executive Dashboard:

Sept 2020 Email Categories: MIDDLE EAST

- Solos and MAU drove bookings
- Low deliverability for LPM emails; deep dive needed to understand lows and to make recommendations

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

LPM = Bonvoy Lifecycle Emails (Welcome, Achievers, etc.)

MIDDLE EAST									
	Grand Total	MAU	LPM	Solo	Promotions	Cobrand Acquisition Mastercard	Cobrand Other	METT & Brand BPP	Traveler
SENT	3.7 M 10.1%	864.4 K -8.1%	14.2 K -84.0%	1.4 M 21.4%	799.5 K 135.7%	326.8 K 447.8%	1.0 K -98.6%	162.0 K -36.4%	107.3 K -20.7%
DELIVERED	3.6 M 11.0%	859.1 K -7.5%	11.1 K -85.7%	1.4 M 22.5%	790.4 K 138.0%	323.4 K 452.5%	1.0 K -98.6%	153.3 K -38.5%	107.0 K -19.7%
DELIVERY%	98.8% +0.8 pts.	99.4% +0.7 pts.	78.2% -8.9 pts.	99.0% +0.9 pts.	98.9% +0.9 pts.	99.0% +0.8 pts.	99.0% +1.2 pts.	94.6% -3.3 pts.	99.7% +1.3 pts.
OPEN	572.2 K 2.3%	131.8 K -4.0%	2.5 K -86.1%	197.2 K -5.2%	117.4 K 178.2%	42.0 K 439.0%	399 -95.5%	26.1 K -42.2%	54.7 K 24.2%
OPEN%	15.8% -1.3 pts.	15.3% +0.6 pts.	22.5% -0.7 pts.	14.3% -4.2 pts.	14.9% +2.1 pts.	13.0% -0.3 pts.	38.6% +26.7 pts.	17.0% -1.1 pts.	51.2% +18.1 pts.
CLICK	26.1 K -22.5%	8.6 K -30.8%	761 -67.9%	10.2 K 4.8%	3.7 K 82.0%	1.0 K 259.8%	54 -86.4%	699 -61.4%	1.1 K -8.4%
CTR	0.72% -0.3 pts.	1.00% -0.3 pts.	6.86% +3.8 pts.	0.74% -0.1 pts.	0.47% -0.1 pts.	0.32% -0.2 pts.	5.22% +4.7 pts.	0.46% -0.3 pts.	1.05% +0.1 pts.
CTOR	4.6% -1.5 pts.	6.5% -2.5 pts.	30.5% +17.3 pts.	5.2% +0.5 pts.	3.2% -1.7 pts.	2.4% -1.2 pts.	13.5% +9.0 pts.	2.7% -1.3 pts.	2.1% -0.7 pts.
UNSUB	6.4 K -7.1%	1.5 K -16.1%	46 -89.8%	2.5 K -9.9%	1.5 K 138.4%	519 376.5%	1 -99.3%	94 -49.3%	336 -18.3%
UNSUB%	0.16% -0.0 pts.	0.17% -0.0 pts.	0.36% -0.2 pts.	0.18% -0.1 pts.	0.19% +0.0 pts.	0.15% -0.0 pts.	0.05% -0.1 pts.	0.06% -0.0 pts.	0.31% -0.0 pts.
BOOKINGS	82 -60.2%	30 -50.1%	1 -92.9%	35 -32.3%	13 -47.8%	0 ---	1 -69.2%	2 -84.5%	0 ---
ROOMNIGHTS	200 -69.8%	72 -64.2%	1 -97.6%	86 -48.1%	29 -60.5%	0 ---	1 -91.7%	11 -74.2%	0 ---
REVENUE	\$33.5 K -72.9%	\$16.5 K -59.3%	\$4 K -93.9%	\$12.6 K -54.0%	\$2.6 K -77.9%	\$0.00 ---	\$89.00 -96.1%	\$1.4 K -85.6%	\$0.00 ---
CON%	0.31% -0.3 pts.	0.35% -0.1 pts.	0.13% -0.5 pts.	0.34% -0.2 pts.	0.35% -0.9 pts.	0.00% ---	1.85% +1.0 pts.	0.29% -0.4 pts.	0.00% ---
BPK	0.02 -64.1%	0.03 -46.1%	0.09 -50.8%	0.03 -44.7%	0.02 -78.1%	0.00 ---	0.97 2113.5%	0.01 -74.8%	0.00 ---

Performance Summary: Africa

- Email engagement returned to seasonal levels at 14% open rate; CTOR remained steady MoM
- Solos led to a slight increase in bookings; up 5% MoM

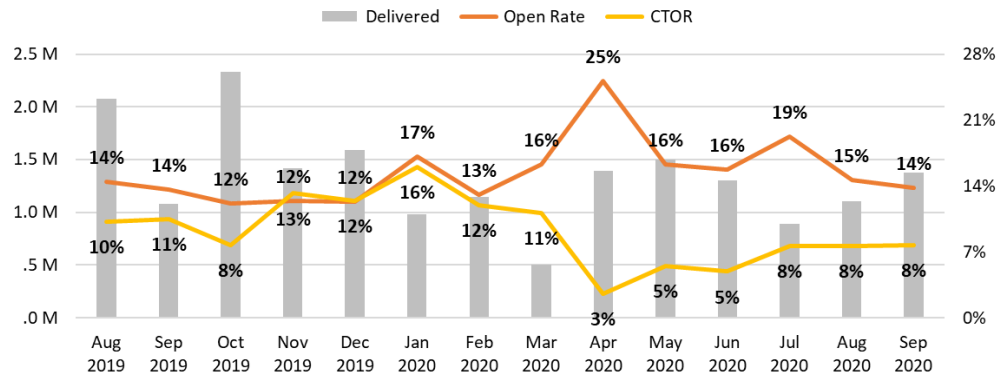
Africa	Sept 2020	vs. AF Avg.
Delivered	1.4 M	+8.1%
Open Rate	13.8%	-1.5 pts.
CTOR	7.7%	-0.7 pts.
Unsub. Rate	0.14%	-0.06 pts.
Bookings	59	-49.2%
Revenue	\$23.7 K	-54.9%
BPK	0.04	-53.1%

Average = rolling 12-months

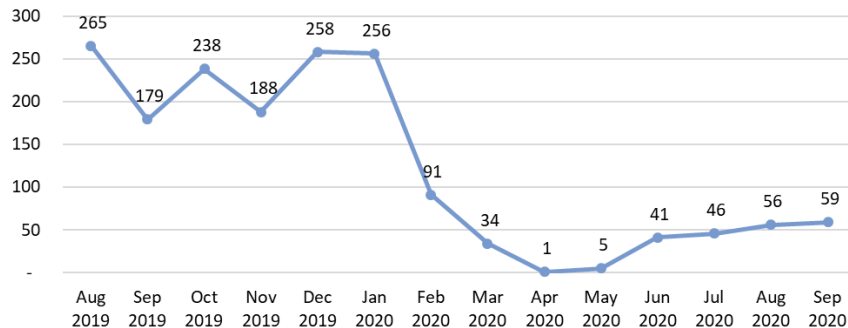
Financial data source: Omniture 7-day cookie

BPK = Bookings per Thousand Delivered Emails

Africa: 12-Month Email Engagement Trends



Africa Booking Trends



Sept 2020 Email Categories:

AFRICA

- Solos continue to drive bookings and conversion
- Low deliverability for LPM emails; deep dive needed to understand lows and to make recommendations
- Traveler continues to drive high open rates each month
 - Consider including more geo-targeted content to lift click rates

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

LPM = Bonvoy Lifecycle Emails (Welcome, Achievers, etc.)

AFRICA								
	Total	MAU	LPM	Solo	Promotions	Cobrand Other (ECM)	METT	Traveler
SENT	1.4 M 7.0%	368.5 K -9.8%	6.6 K -84.4%	461.6 K -1.0%	351.4 K 126.2%	150 -82.2%	174.0 K 235.2%	39.4 K -28.0%
DELIVERED	1.4 M 8.1%	363.4 K -9.5%	5.4 K -85.5%	452.5 K 0.4%	343.3 K 129.0%	150 -82.0%	168.7 K 234.8%	39.1 K -26.8%
DELIVERY%	97.9% +1.0 pts.	98.6% +0.4 pts.	81.8% -6.1 pts.	98.0% +1.4 pts.	97.7% +1.2 pts.	100.0% +1.2 pts.	96.9% -0.1 pts.	99.4% +1.5 pts.
OPEN	189.1 K -2.7%	48.7 K -3.6%	1.1 K -87.3%	55.8 K -25.9%	42.3 K 153.7%	31 -79.6%	22.6 K 218.0%	18.6 K 17.4%
OPEN%	13.8% -1.5 pts.	13.4% +0.8 pts.	19.9% -2.8 pts.	12.3% -4.4 pts.	12.3% +1.2 pts.	20.7% +2.4 pts.	13.4% -0.7 pts.	47.4% +17.9 pts.
CLICK	14.5 K -11.2%	4.7 K -25.3%	594 -69.3%	4.9 K 10.4%	2.2 K 97.1%	2 -84.0%	1.6 K 414.7%	640 6.4%
CTR	1.06% -0.2 pts.	1.28% -0.3 pts.	11.06% +5.8 pts.	1.07% +0.1 pts.	0.65% -0.1 pts.	1.33% -0.2 pts.	0.93% +0.3 pts.	1.64% +0.5 pts.
CTOR	7.7% -0.7 pts.	9.6% -2.8 pts.	55.5% +32.5 pts.	8.7% +2.9 pts.	5.2% -1.5 pts.	6.5% -1.8 pts.	7.0% +2.7 pts.	3.4% -0.4 pts.
UNSUB	2.0 K -24.1%	582 -18.1%	10 -94.3%	704 -33.3%	583 122.7%	0 ---	0 ---	84 -39.5%
UNSUB%	0.14% -0.1 pts.	0.16% -0.0 pts.	0.19% -0.3 pts.	0.16% -0.1 pts.	0.17% -0.0 pts.	0.00% ---	0.00% ---	0.21% -0.0 pts.
BOOKINGS	59 -49.2%	13 -63.9%	0 ---	27 -12.2%	11 -14.3%	0 ---	6 33.3%	2 242.9%
ROOMNIGHTS	213 -43.6%	87 -25.1%	0 ---	51 -51.2%	34 -19.8%	0 ---	37 110.4%	4 300.0%
REVENUE	\$23.7 K -54.9%	\$6.9 K -56.9%	\$0.00 ---	\$4.3 K -70.9%	\$7.3 K 9.4%	\$0.00 ---	\$5.0 K 62.3%	\$382 261.0%
CON%	0.41% -0.3 pts.	0.28% -0.3 pts.	0.00% ---	0.56% -0.1 pts.	0.50% -0.6 pts.	0.00% ---	0.38% -1.1 pts.	0.31% +0.2 pts.
BPK	0.04 -53.0%	0.04 -60.1%	0.00 ---	0.06 -12.6%	0.03 -62.6%	0.00 ---	0.04 -60.2%	0.05 368.5%



KEY CAMPAIGN ENGAGEMENT

- Regional Offer Solo

Solo Email Creative: 15 September 2020

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*Especially when it's 2,500 bonus points per stay**

Register now, then start earning. Plus, get a one-time bonus of 5,000 additional points after your first stay. Whether you stay in the United Kingdom & Ireland, or venture out, get unlimited bonus points.

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ELEVATE YOUR STAY

You can also enjoy a £20 daily hotel credit and complimentary room upgrade at participating hotels.

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PLAN A GETAWAY

Save 20% off your hotel stay at participating hotels in Italy and beyond.

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Escape the everyday and enjoy our best rates from £50 with experiences you'll remember.

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GET TO KNOW US

Visit London Member Hotel, County Hall and let us take care of you with exclusive members offers and impeccable service.

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Travel with Peace of Mind

Enjoy our best rates guaranteed, a flexible cancellation policy, and commitment to clean.

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Visit London Member Hotel, County Hall and let us take care of you with exclusive members offers and impeccable service.

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UAE Member

WE ARE READY TO WELCOME YOU

Also, thank you for choosing to stay with us. We can't wait to welcome you to our upcoming trip.

VIEWS ARE EVEN BETTER WITH BONUS POINTS

You're registered!

Start earning 2,500 bonus points per stay, whether you stay in the United Arab Emirates, or venture out. Plus, get a one-time bonus of 5,000 additional points after your first stay.

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Connect with the finest restaurants and lounges in the United Arab Emirates from our portfolio of hotels.

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Escape the everyday and enjoy our best rates from AED 300 with experiences you'll remember.

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GET TO KNOW US

Visit La Royal Meridien Beach Resort & Spa and let us take care of you with exclusive members offers and impeccable service.

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Travel with Peace of Mind

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UAE Non-Member

WE APPRECIATE YOU

Thank you for your continued loyalty to Marriott Bonvoy®. We look forward to welcoming you back and meet your next trip.

VIEWS ARE EVEN BETTER WITH BONUS POINTS

*Especially when it's 2,500 bonus points per stay**

Register now, then start earning. Plus, get a one-time bonus of 5,000 additional points after your first stay. Whether you stay in the United Arab Emirates, or venture out, get unlimited bonus points.

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DINING EXPERIENCES

Connect with the finest restaurants and lounges in the United Arab Emirates from our portfolio of hotels.

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[EXPLORE >](#)

GET TO KNOW US

Visit La Royal Meridien Beach Resort & Spa and let us take care of you with exclusive members offers and impeccable service.

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Travel with Peace of Mind

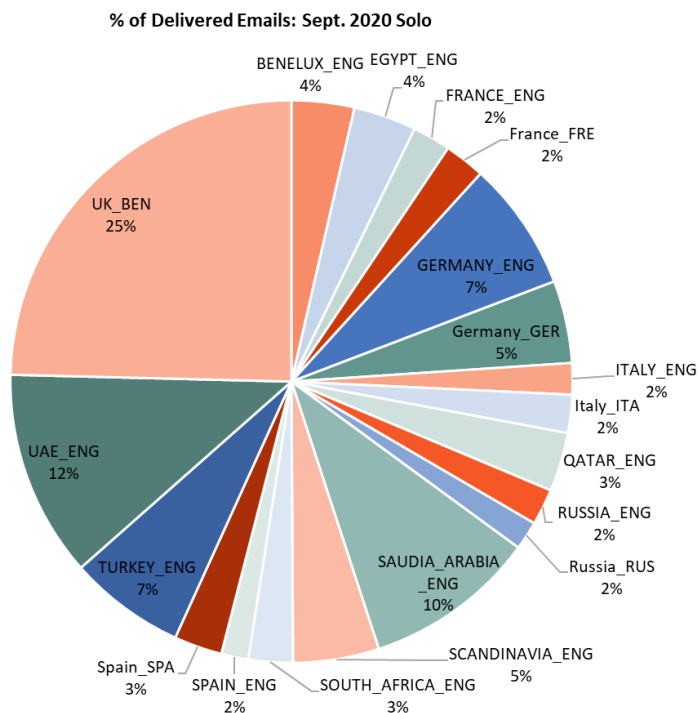
Enjoy our best rates guaranteed, a flexible cancellation policy, and commitment to clean.

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15 September 2020 Solo

	Delivered	Open Rate	CTR	CTOR	Unsub Rate	Bookings	Revenue	Enrollments
Sept Email Total	2.3 M	17.1%	0.94%	5.5%	0.26%	199	\$72.6 K	18
vs. August Generic	+249%	-5.4%	-2.1%	-8.0%	+0.08%	-30.4%	-42.1%	+1700%

- Expanding targeting to all residents increased reach, but not email engagement MoM
- Bookings up for MEA only
 - Possible impact from 11 Sept Global Promo solo
 - Space deployments farther apart or include promo as secondary content



Markets	Open Rate	CTOR	Bookings
BENELUX_ENG	21.1%	4.9%	7
EGYPT_ENG	12.6%	6.0%	1
FRANCE_ENG	16.2%	3.7%	1
France_FRE	18.9%	4.8%	5
GERMANY_ENG	19.6%	5.1%	17
Germany_GER	25.8%	9.1%	61
ITALY_ENG	16.8%	4.8%	3
Italy_ITA	18.3%	5.9%	2
QATAR_ENG	15.0%	4.2%	3
RUSSIA_ENG	13.8%	4.7%	4
Russia_RUS	18.2%	11.4%	9
SAUDIA_ARABIA_ENG	13.8%	3.2%	8
SCANDINAVIA_ENG	17.5%	4.0%	7
SOUTH_AFRICA_ENG	13.3%	14.2%	11
SPAIN_ENG	16.0%	4.7%	2
Spain_SPA	18.8%	6.7%	1
TURKEY_ENG	15.1%	3.8%	2
UAE_ENG	12.4%	5.6%	5
UK_BEN	19.3%	5.5%	50

Engagement Rates Down MoM From Sending More; Bookings Up For Some

Sending more did not result in more opens and clicks

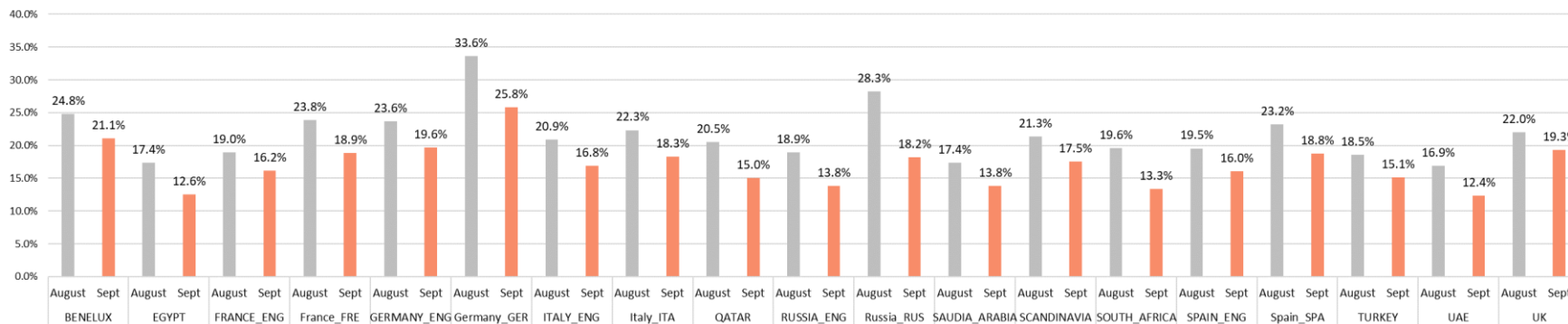
Open & click rates were down MoM for all and unsub. rates increased

But, sending more DID result in more bookings for MEA and select markets in Europe

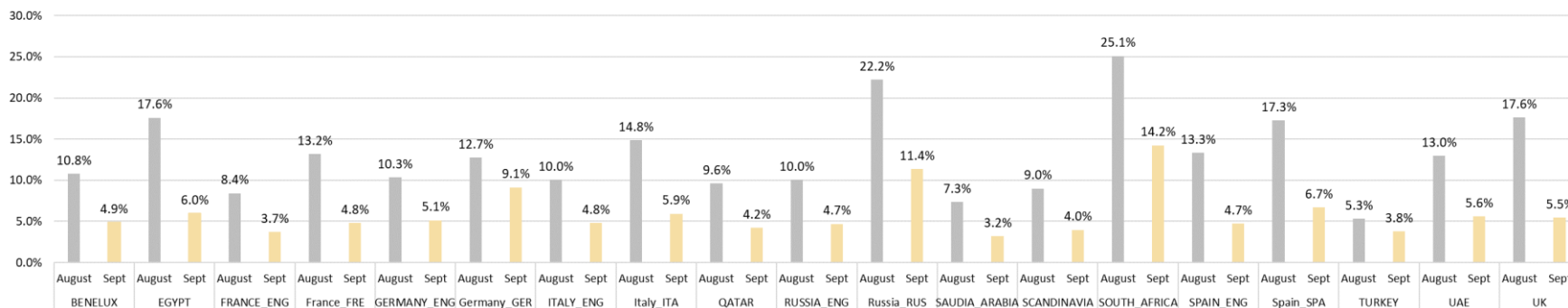
Deployments	Delivered	Open Rate	CTR	CTOR	Unsub Rate	Bookings	Revenue
September 2020 Solo	2.3 M	17.1%	0.94%	5.5%	0.26%	199	\$ 72,598
Africa	140.5 K	12.9%	1.23%	9.5%	0.18%	12	\$ 1,875
Europe	1.5 M	19.1%	1.08%	5.7%	0.30%	169	\$ 65,222
Middle East	668.7 K	13.6%	0.58%	4.3%	0.20%	18	\$ 5,501
Sept vs. August Generic	+249%	-5.4%	-2.1%	-8.0%	+0.08%	-30%	-42%
Africa	+684%	-5.3%	-2.5%	-11.1%	+0.06%	+500%	+2808%
Europe	+194%	-4.8%	-2.3%	-8.3%	+0.11%	-40%	-48%
Middle East	+398%	-4.1%	-1.2%	-5.6%	+0.05%	+350%	+823%

MoM Engagement Declines For All Markets

Open Rate Engagement: Sept. Vs. Aug. Generic 2020



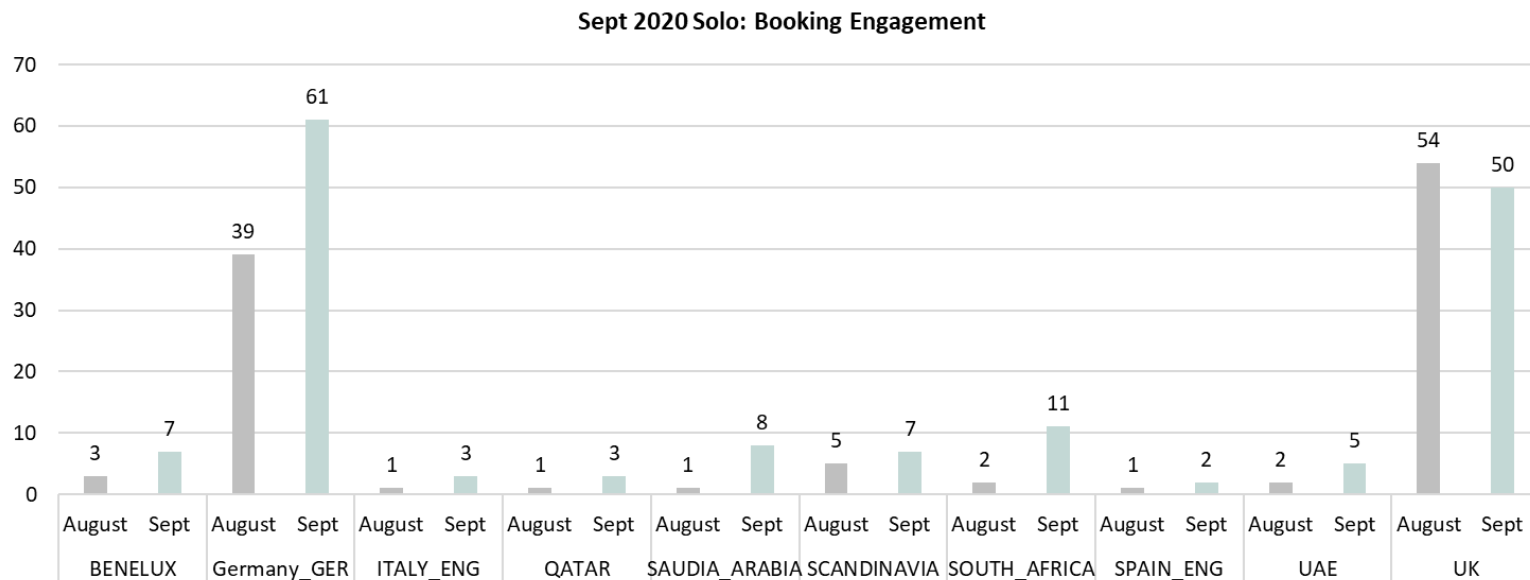
CTOR Engagement: Sept. Vs. Aug. Generic 2020



9 Markets Saw Increase in Bookings MoM

Several markets were able to engage residents and generate more bookings

All other markets were down; UK was down, but still drove 25% of Sept solo bookings



Note: Sept. Solo compared to Aug. Generic Solo

Optimization Needed For Basics & Non-Members

- Non-members had a high open rate from offer-driven subject line, but low clicks & bookings show need for testing/optimization (e.g. offers, enrollment messaging, hero CTAs)
- Recommend subject line optimization for Basics to lift open rates; stronger reason to open for previous non-openers

Member Levels	Delivered	Open Rate	CTR	CTOR	Unsub Rate	Bookings	Revenue	BPK
NON-MEMBER	163.7 K	21.8%	0.64%	2.9%	0.63%	5	\$ 1,656	0.03
BASIC	1.9 M	15.8%	0.71%	4.5%	0.25%	93	\$ 34,672	0.05
SILVER	75.7 K	21.0%	2.59%	12.3%	0.10%	28	\$ 7,976	0.37
GOLD	76.2 K	26.2%	3.26%	12.5%	0.09%	30	\$ 13,354	0.39
PLATINUM	16.4 K	35.7%	6.50%	18.2%	0.01%	13	\$ 4,354	0.79
TITANIUM	15.6 K	37.1%	6.80%	18.3%	0.01%	21	\$ 5,899	1.35
AMBASSADOR	3.7 K	36.2%	6.16%	17.0%	0.05%	9	\$ 4,687	2.45
TOTAL	2.3 M	17.1%	0.94%	5.5%	0.26%	199	\$ 72,598	0.09

Heat Map: Member Version (Markets Combined)

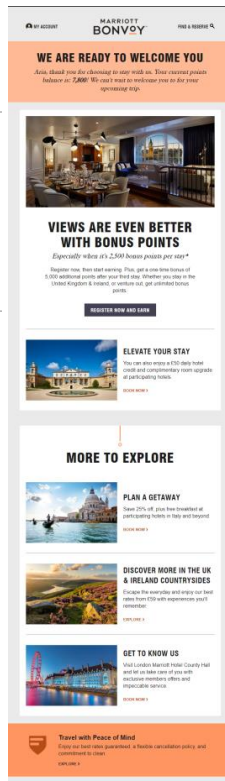
Example: UK Member

Header

Hero

Secondary Offers

Travel Peace of Mind



Email Sections (% of Clicks)	All Markets
Header	14.8%
Hero: Global Promo	32.7%
Secondary Offers (In order)	28.9%
<ul style="list-style-type: none"> Elevate Your Stay: Luxury Offer Travel More For Less: Generic Offer Dine Somewhere New (<i>Spain only</i>) Dining Experiences Discover More + Destination/Rate Plan a getaway: Generic Offer Doha Food Fest (<i>Qatar only</i>) Get To Know Us (Hotel Feature) 	
Travel With Peace of Mind	1.0%
Footer	22.6%

- 32.7% of clicks on Global Promo hero; overall engagement was below hero range (35-60%)
 - Impact from 11 Sept Global Promo email
 - Test CTAs in future mailings to lift clicks
- Bookings were mostly from the header and hero; 43% and 35% of clicks respectively
- Secondary offers engaged almost as much as hero did at 28.9% of clicks; interest was mixed, as placement didn't seem to matter
- Keep peace of mind content fresh by focusing on a different benefit each month
 - Highlight clean practices one month and flexible cancellation the next

Top Performing Secondary Content Across Most Markets (Members)

What do they have in common?

- Personalized destination
- Actual property name
- Local rate



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GET TO KNOW US

Visit Le Royal Méridien Beach Resort & Spa and let us take care of you with exclusive members offers and impeccable service.

[BOOK NOW >](#)



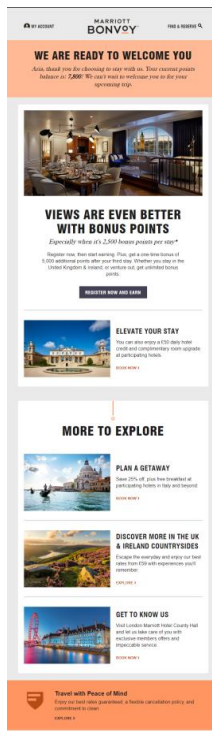
TRAVEL MORE FOR LESS

Enjoy 25% off our standard rates, plus free breakfast at participating hotels in the United Arab Emirates and more.

[BOOK NOW >](#)

Heat Map: Member Version by Market

Example: UK Member



France:
2nd highest clicks on Lux offer
Highest clicks on hotel feature

Germany:
Promo was most engaging
Hero clicks were above avg.

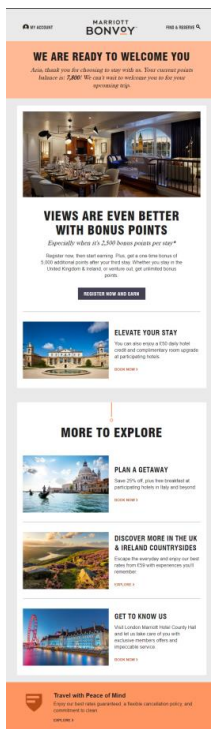
Email Sections (% of Clicks)	BENELUX_ENG	EGYPT_ENG	FRANCE_ENG	FRANCE_FRE	GERMANY_ENG	GERMANY_GER
Header	14.3%	19.7%	17.2%	19.0%	13.5%	11.7%
Hero: Global Promo	29.1%	29.2%	27.9%	18.6%	32.5%	44.3%
Secondary Offers (In order)						
Elevate Your Stay: Luxury Offer			4.0%	11.0%	3.8%	4.9%
Travel More For Less: Generic Offer	10.2%	7.7%	5.1%		4.3%	5.7%
Dining Experiences		5.9%				
Plan a getaway: Generic Offer	3.6%		8.3%	8.8%	2.3%	4.6%
Discover More + Destination/Rate	3.8%	7.8%	4.9%	9.8%	5.7%	9.5%
Get To Know Us (Hotel Feature)	6.7%	4.4%	3.6%	11.9%	5.8%	6.0%
Travel With Peace of Mind	0.9%	0.9%	0.5%	0.0%	0.9%	1.1%
Footer	31.4%	24.4%	28.3%	20.8%	31.1%	12.0%

Heat Map: Member Version by Market

Italy:
Geo-targeted destination + rate was
most engaging of secondary offers

Russia:
Lux offer was most engaging of
secondary offers; highest % of clicks

Example: UK Member



Email Sections (% of Clicks)	ITALY_ENG	ITALY_ITA	QATAR_ENG	RUSSIA_ENG	RUSSIA_RUS	SAUDIA_ARABIA_ENG
Header	18.3%	16.8%	17.3%	21.0%	17.2%	18.9%
Hero: Global Promo	32.0%	30.6%	30.0%	26.3%	32.8%	26.0%
Secondary Offers (In order)						
Elevate Your Stay: Luxury Offer	3.1%	9.8%	3.2%	1.3%	17.7%	2.9%
Travel More For Less: Generic Offer	5.4%		7.4%	8.8%		9.1%
Dining Experiences				3.9%	6.0%	5.9%
Discover More + Destination/Rate	11.2%	12.7%				
Plan a getaway: Generic Offer			3.7%			
Discover More + Destination/Rate				6.0%	9.3%	
Doha Food Fest (<i>Qatar only</i>)			9.2%			
Get To Know Us (Hotel Feature)	5.4%	7.3%	4.1%	4.3%	5.1%	5.0%
Travel With Peace of Mind	1.7%	1.1%	1.0%	1.3%	1.1%	1.0%
Footer	23.0%	21.7%	24.1%	27.2%	10.9%	31.3%

Heat Map: Member Version by Market

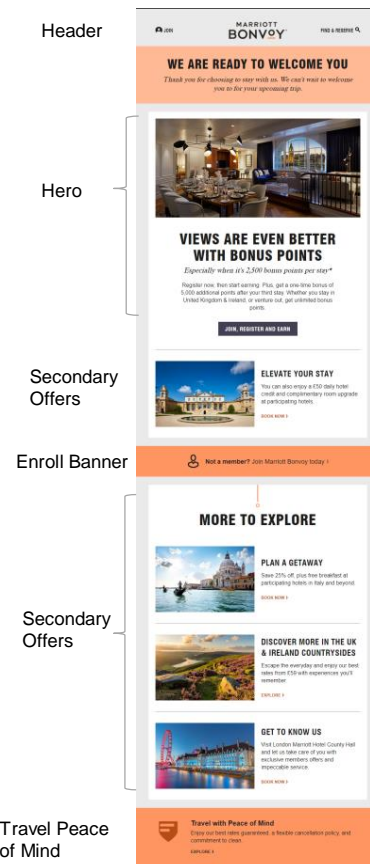
South Africa:
Highest clicks on Discover More
Secondary offers pulled hero clicks

Spain:
Less interest in F&B – low clicks on
Lux offer and other dining content

Email Sections (% of Clicks)	SCANDINAVIA_ENG	SOUTH_AFRICA_ENG	SPAIN_ENG	SPAIN_SPA	TURKEY_ENG	UAE_ENG	UK_BEN
Header	13.5%	15.6%	14.6%	17.5%	15.6%	15.3%	13.0%
Hero: Global Promo	34.5%	23.3%	25.2%	30.2%	33.2%	28.9%	36.3%
Secondary Offers (In order)							
Elevate Your Stay: Luxury Offer			1.6%	2.8%	1.4%	4.5%	5.1%
Travel More For Less: Generic Offer	6.7%	10.6%	7.0%	11.1%	8.4%	7.3%	5.4%
Dine Somewhere New (<i>Spain only</i>)			4.6%	6.3%			
Dining Experiences					3.6%	6.1%	
Discover More + Destination/Rate		19.9%					
Plan a getaway: Generic Offer	5.0%						4.4%
Discover More + Destination/Rate			3.2%	5.9%	3.6%	5.5%	10.9%
Get To Know Us (Hotel Feature)		13.4%	6.0%	10.7%	4.2%	3.9%	5.3%
Travel With Peace of Mind	6.8%	1.2%	0.6%	1.0%	1.2%	1.0%	0.9%
Footer	1.4%	16.1%	37.2%	14.5%	28.8%	27.6%	18.6%

Heat Map: Non-Member Version (Markets Combined)

Example: UK Non-Member



Email Sections (% of Clicks)	All Markets
Header	9.1%
Hero: Global Promo	19.3%
Not a Member? Stretchy Band	1.9%
Secondary Offers (In order)	18.1%
<ul style="list-style-type: none"> Elevate Your Stay: Luxury Offer Discover More + Destination/Rate Plan a Getaway: Generic Offer Dining Experiences Doha Food Fest (<i>Qatar only</i>) Get To Know Us (Hotel Feature) 	
Travel with Peace of Mind	1.1%
Footer	50.6%

- Hero featured Global Promo offer and did not engage (range is 24-40% of clicks)
 - Consider testing different ways to position member only offers to lift clicks
 - Highlight the benefit of membership, ways to use points earned, and ease of enrolling
- Secondary had just as many clicks as hero; most clicked on the generic offer and Discover More destination content
- High footer clicks shows opportunity to improve content relevancy & positioning

Top Performing Secondary Content Across Most Markets (Non-Members)

What do they have in common?

- Personalized destination
- Local rate
- % Discount offer + free breakfast



DISCOVER MORE IN DUBAI

Escape the everyday and enjoy our best rates from AED 300 with experiences you'll remember.

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PLAN A GETAWAY

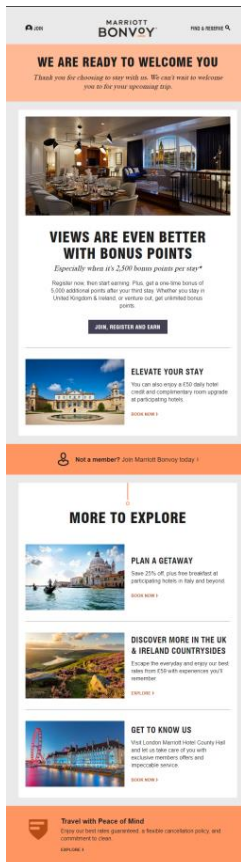
Save 25% off, plus free breakfast at participating hotels in Italy and beyond.

[BOOK NOW >](#)

Heat Map: Non-Member Version by Market

Egypt:
Highest clicks on Hero/GloPro offer
2nd highest clicks on Getaway offer

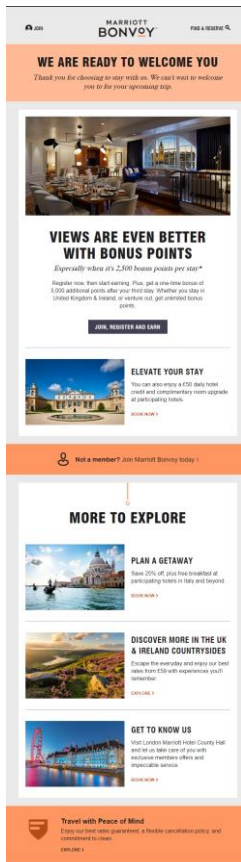
Example: UK Non-Member



Email Sections (% of Clicks)	BENELUX_ENG	EGYPT_ENG	FRANCE_ENG	FRANCE_FRE	GERMANY_ENG	GERMANY_GER
Header	8.7%	10.9%	15.0%	9.4%	5.8%	15.1%
Hero: Global Promo	13.0%	36.0%	10.0%	13.2%	19.0%	15.1%
Not a Member? Stretchy Band	0.0%	2.8%	5.0%	3.8%	1.2%	4.3%
Secondary Offers (In order)						
Elevate Your Stay: Luxury Offer				5.7%	0.6%	1.1%
Plan a Getaway: Generic Offer	18.8%	4.3%	15.0%	1.9%	2.1%	12.9%
Dining Experiences		2.8%				
Discover More + Destination/Rate	5.8%	6.2%		3.8%	3.7%	7.5%
Get To Know Us (Hotel Feature)	7.2%	1.9%	5.0%	7.5%	2.4%	3.2%
Travel with Peace of Mind	1.4%	1.4%		1.9%	0.6%	
Footer	44.9%	33.6%	50.0%	52.8%	64.5%	40.9%

Heat Map: Non-Member Version by Market

Example: UK Non-Member



Email Sections (% of Clicks)	ITALY_ENG	ITALY_ITA	QATAR_ENG	RUSSIA_ENG	RUSSIA_RUS	SAUDIA_ARABIA_ENG
Header	7.1%	8.9%	9.6%	7.7%	11.4%	20.8%
Hero: Global Promo	7.1%	8.9%	22.4%	23.1%	11.4%	24.0%
Not a Member? Stretchy Band	0.0%	1.3%	3.2%	0.0%	0.8%	3.2%
Secondary Offers (In order)						
Elevate Your Stay: Luxury Offer		5.1%	1.6%		12.2%	2.4%
Discover More + Destination/Rate	14.3%	6.3%				
Plan a getaway: Generic Offer			4.8%	3.8%		9.6%
Dining Experiences					6.5%	7.2%
Discover More + Destination/Rate					6.5%	
Doha Food Fest (Qatar only)			4.8%			
Get To Know Us (Hotel Feature)		2.5%	2.4%	3.8%	2.4%	4.0%
Travel with Peace of Mind	7.1%	1.3%	3.2%		1.6%	0.8%
Footer	64.3%	65.8%	48.0%	61.5%	47.2%	28.0%

Look for opportunities to improve non-member message in these markets; high footer clicks

Heat Map: Non-Member Version by Market

Secondary offers drove similar or more engagement than hero for most markets

Email Sections (% of Clicks)	SCANDINAVIA_ENG	SOUTH_AFRICA_ENG	SPAIN_ENG	SPAIN_SPA	TURKEY_ENG	UAE_ENG	UK_BEN
Header	3.4%	0.0%	0.0%	6.9%	13.4%	7.0%	6.3%
Hero: Global Promo	7.6%	6.7%	12.5%	24.1%	18.8%	25.0%	15.1%
Not a Member? Stretchy Band	0.8%	0.0%	0.0%	0.0%	1.0%	2.3%	1.9%
Secondary Offers (In order)							
Elevate Your Stay: Luxury Offer					0.3%	3.1%	0.9%
Discover More + Destination/Rate		13.3%					
Plan a getaway: Generic Offer	9.2%	20.0%		10.3%	4.5%	5.7%	7.9%
Dining Experiences					1.3%	3.4%	
Discover More + Destination/Rate			12.5%		2.2%	4.4%	12.1%
Get To Know Us (Hotel Feature)	2.5%	6.7%		10.3%	3.2%	3.4%	4.4%
Travel with Peace of Mind	0.8%	0.0%	0.0%	0.0%	1.3%	0.5%	1.2%
Footer	75.6%	53.3%	75.0%	48.3%	54.1%	45.1%	50.3%

Look for opportunities to improve non-member message in these markets; high footer clicks

Future Testing & Optimization Opportunities

2020 Opportunities

Subject Line Testing (Nov.)

- Test = iterative approach each month
- Goal = Increase open rates

Hero CTA Copy (Dec.)

- Test = alternatives to 'Book Now'
- Goal = Increase clicks, bookings

Initial Test Audience:
UK and UAE residents, with an
English language preference

Future Opportunities

Resend Emails

- Test = SL urgency to non-clickers; Include non-openers
- Goal = Increase Open Rates

Hero CTA Placement

- Test = Higher placement in Hero
- Goal = Capture first click faster

Non-Member Enrollment Message

- Test = Elevate message: tout member benefits & easy enrolling
- Goal = Increase clicks, enrollments

For Redemption Messages, Show Point Balance

- Test = Include current point balance to encourage usage
- Goal = Increase clicks, redemptions



TESTING & OPTIMIZATION

Subject Line Test Results: 15 Sept Solo

- Open rates were very close for the tested subject lines in most versions; results were not statistically significant
- Consider retesting with other offer-driven approaches, like including more than one offer in the subject line:
“For You: Earn Unlimited Points | 25% off + Free Breakfast”

Version	Subject Line	Open Rate Lift
ENG	Earn Unlimited Bonus Points for Free Nights Earn 2,500 Bonus Points per Stay	Winner +0.30 pts.
BEN	Earn Unlimited Bonus Points for Free Nights Earn 2,500 Bonus Points per Stay	Winner +0.26 pts.
FRE	Gagnez un nombre illimité de points bonus pour profiter de nuits gratuites Gagnez 2 500 points bonus par séjour	Winner +0.76 pts.
ITA	Accumulate punti bonus illimitati per notti gratuite Ottenete 2.500 punti bonus per soggiorno	Winner +0.80 pts.
GER	Sichern Sie sich 2.500 Bonuspunkte pro Aufenthalt Sichern Sie sich unbegrenzte Bonuspunkte für kostenlose Nächte	Winner -1.47 pts.
SPA	Obtenga puntos adicionales ilimitados para conseguir noches gratis Consiga 2.500 puntos adicionales por estancia	Winner +0.48 pts.
RUS	Заработайте неограниченное количество бонусов и оплатите ими отель Заработайте 2500 баллов за каждое пребывание в отеле	Winner +1.39 pts.

The 2nd subject line had a higher open rate after a couple of weeks



ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

- METT open rates in line with Solos, but low click rates show opportunity to improve content; additional data needed to understand engagement changes
- Low deliverability for LPM emails in MEA; deep dive needed to understand lows and to make recommendations for improving delivery for impacted campaigns
- Keep broad solo targeting for MEA to drive additional bookings; target active emailers/stayers in Europe to maintain KPI levels
- Consider testing different ways to position member only offers to non-member that will lift opens and clicks
 - Highlight the benefit of membership, ways to use points earned, and ease of enrolling
 - Test different offers and hero CTAs

ACTIONABLE INSIGHTS

- Recommend subject line optimization for Basics to lift open rates; provide a stronger reason to open for previous non-openers that will make message stand out in the inbox
- Consider testing Solo hero CTAs in future mailings to lift clicks; leverage previous Bonvoy learnings
- Keep peace of mind content fresh by focusing on a different benefit each month; highlight clean practices one month and flexible cancellation the next
- Consider retesting with other offer-driven approaches, like including more than one offer in the subject line: “For You: Earn Unlimited Points | 25% off + Free Breakfast”

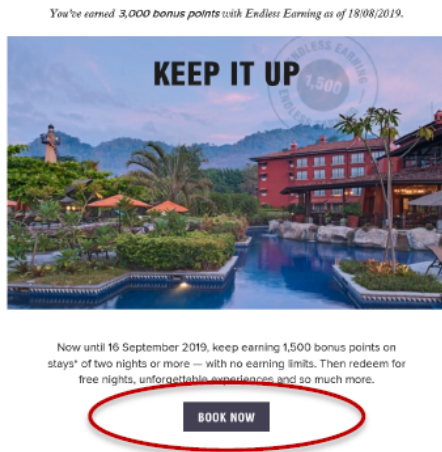
Next Steps

1. Outline Nov Solo subject line options for test & roll
2. Prepare for Dec hero CTA test opportunity
3. Investigate enrollment tracking codes; determine methodology

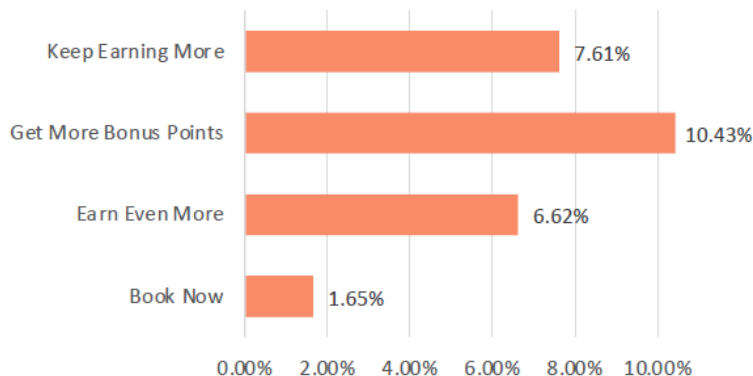
Thank You!

Appendix: Bonvoy CTA Test Learnings

AUGUST 2019 ENDLESS EARNING, LAST CHANCE AUGUST REMINDER – *POINTS EARNED:* WYLEI SMARTCONTENT



Overall Results:

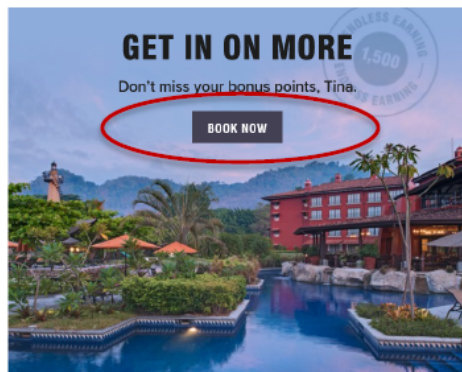


CTA Options

- Keep Earning More
- Get More Bonus Points
- Earn Even More
- Book Now
- 4.05% Lift with no Statistical Significance
- “Get More Bonus Points” was heavily favored
- “Book Now” was extremely underwhelming
- Results were consistent across all Member levels

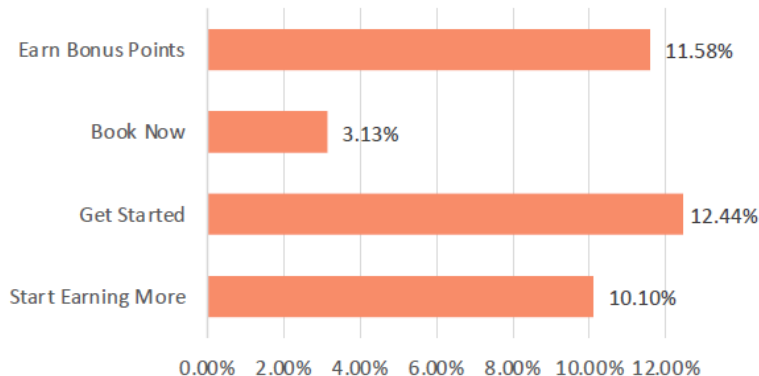
	Total Opens	Total Clicks	Unique Opens	Unique Clicks	CTOR %	Lift	SS
Control	16,048	1,090	16,047	1,061	6.61%		
Optimized	144,230	9,948	144,156	9,917	6.88%	4.05%	84%

AUGUST 2019 ENDLESS EARNING, LAST CHANCE AUGUST REMINDER – *POINTS NOT EARNED:* WYLEI SMARTCONTENT



With Endless Earning, earn 1,500 bonus points on stays* of two nights or more, now until 16 September 2019. Then use your points to redeem

Overall Results:

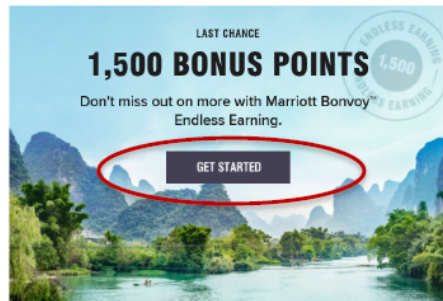


CTA Options

- Earn Bonus Points
- Book Now
- Get Started
- Start Earning More
- 8.86% Lift with Statistical Significance
- “Get Started” was favored most, with “Earn Bonus Points” a close second
- Results were consistent across all Member levels

	Total Opens	Total Clicks	Unique Opens	Unique Clicks	CTOR %	Lift	SS
Control	19,336	1,868	19,362	1,784	9.21		
Optimized	176,100	17,808	175,455	17,599	10.03%	8.86%	99%

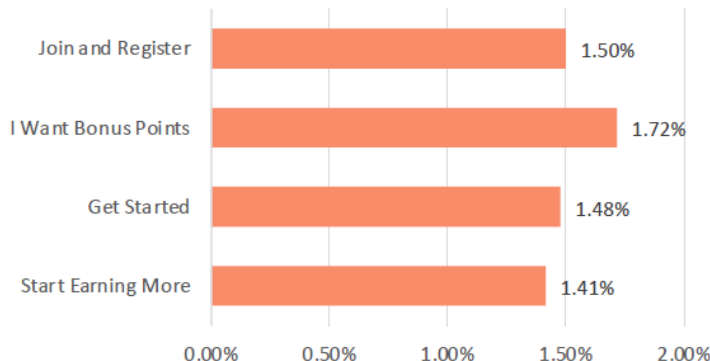
AUGUST 2019 ENDLESS EARNING, LAST CHANCE AUGUST REMINDER – NON-MEMBERS: WYLEI SMARTCONTENT



Join Marriott Bonvoy and register for Endless Earning by September 2. You'll earn 1,500 bonus points on stays* of two nights or more through September 10, 2019 — with no earning limits.

[JOIN AND REGISTER >](#)

Overall Results:



CTA Options

- Join and Register
 - I Want Bonus Points
 - Get Started
 - Start Earning More
- 2.1% Lift with no Statistical Significance
 - “I Want Bonus Points” was favored the most

	Total Opens	Total Clicks	Unique Opens	Unique Clicks	CTOR %	Lift	SS
Control	81,115	1,335	81,106	1,293	1.59%		
Optimized	724,470	11,867	723,574	11,777	1.63%	2.10%	65%