

The background of the slide is a photograph of a rooftop terrace. On the left, there is a black wicker armchair with a yellow and white cushion. In the center, there are two white lounge chairs with yellow cushions. Several large potted plants are scattered around. In the background, a cityscape with a red-tiled roof and mountains is visible under a clear blue sky. The text is overlaid on the upper half of the image.

# EMEA Quarterly Email Review & Planning *Q1 2023*

27 April 2023

MARRIOTT  
**BONVOY**®

LE MÉRIDIEN BARCELONA, SPAIN

# Meeting Agenda

## 1. Q1 2023 Performance Summary

## 2. Campaign Highlights & Trends

- Regional Solos
- Core MAU
- METTs

## 3. Testing & Optimization

## 4. Actionable Insights



COURTYARD AL BARSHA, DUBAI, UAE

# Key Storylines

# Q1 Key Storylines

- Q1 deliveries were the highest quarter yet impacted by a combination of additional Regional Solos and Promotional Solos sent throughout Q1
  - Promotional solos including Q1 Global Promotion in February made up 20% of deliveries
- Engagement increased from Q4 2022 to Q1 2023 contributed to by January CTR at 1.2%
  - Engagement campaigns had a CTR of 2.0% led by Wanderlust and Boutiques, recommend to leverage content in upcoming regional solos
  - CTR for Europe in Q1 was 1.4% versus MEA at 0.5%, the highest CTR for Europe was 1.6% in January, Africa consistently had a higher CTR vs ME throughout the quarter
- Unsubscribe rate increased slightly QoQ but remains below previous 2022 rates (-0.02pts)
  - Lowest unsubscribe rate in Q1 came from March led by Regional Solos and Promotional Solos
- Revenue increased QoQ with the highest revenue in Q1 from January campaigns followed by February
  - Throughout Q1 the highest revenue contributors have been Regional, METTs, Lifecycle and Promotion campaigns
  - January lifecycle hit a new high with EMEA members driven by Incent Redemption campaign
  - Q1 Global Promotion in February lifted overall revenue and led monthly revenue numbers

# Q1 2023 Performance Summary

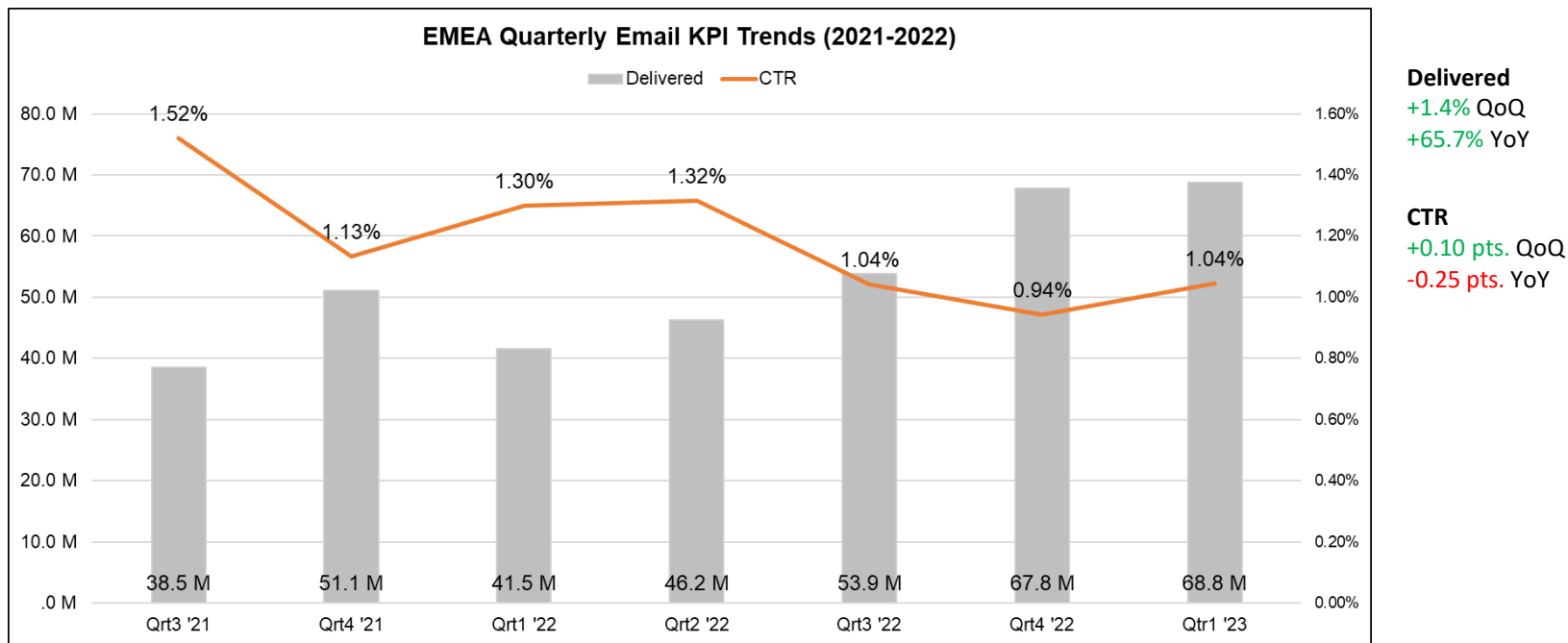
# Q1 2023 Performance Overview

<b>3.6M</b> Email Subscribers* +3.9% vs. Jan '23	<b>102.5K</b> Points Activity -23% vs. Q4 '22	<ul style="list-style-type: none"> <li>Higher deliveries YoY and versus Q4 2022 with more regional solos sent in Q1 supporting global local initiatives</li> <li>CTR down YoY impacted by lower CTR from MAU (0.68% vs 1.1%) Promotions (0.97% vs 1.4%) and Drive Market Solo vs combined Global/Local campaigns (1.0% vs 0.84%) <ul style="list-style-type: none"> <li>CTR higher QoQ (1.04% vs 0.95%) impacted by significantly higher CTR from Engagement campaigns (includes Moments), METT campaigns, and Traveler</li> </ul> </li> <li>MAU typically contributes up to 30% of revenue each month and plays a significant role in quarterly engagement, currently missing March reporting which impacts both engagement and revenue for Q1</li> <li>Higher revenue QoQ but lower when compared to Q1 2022 <ul style="list-style-type: none"> <li>Q1 Global promotion generated \$417K which resulted in higher revenue from promotions, as well as a significant lift in engagement campaigns</li> </ul> </li> <li>Financials continue to be impacted by ongoing Adobe Omniture tracking issues, email reporting here may be understated when comparing to other financial reporting sources</li> <li>Lower unsubscribe rate YoY impacted by lower unsubscribe activity from combined Regional campaigns indicating engaged openers and relevant content</li> </ul>
<b>68.8M</b> Delivered Emails +65.7% YoY -2.6% vs. Q4 '22	<b>0.25%</b> Unsub. Rate -0.02 pts. YoY +0.02 pts. vs Q4 '22	
<b>1.0%</b> CTR -0.25 pts. YoY +0.08 pts. vs Q4 '22	<b>3.0K</b> Bookings -11.8% YoY -6.0% vs Q4 '22	
<b>9.0K</b> Room Nights -14.0% YoY +2.7% vs. Q4 '22	<b>\$2.0M</b> Revenue -12.9% YoY +16.1% vs. Q4 '22	

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

# Quarterly Engagement Trends

- Deliveries remained near flat from Q4 to Q1 but were up 65.7% versus Q1 2022 impacted by introduction of Regional Solos in mid 2022
- CTR increased QoQ influenced by high engagement in January





## 3.6M EMailable EMEA Customers (+3.9%)

- As of April '23, emailable audience counts were up 3.9% compared to Jan '23 reporting
  - Changes to the 15-month suppression rule impacted counts; the rule now excludes Apple bot opens from being added to the suppression list
  - Members across all EMEA regions experienced growth in Q1

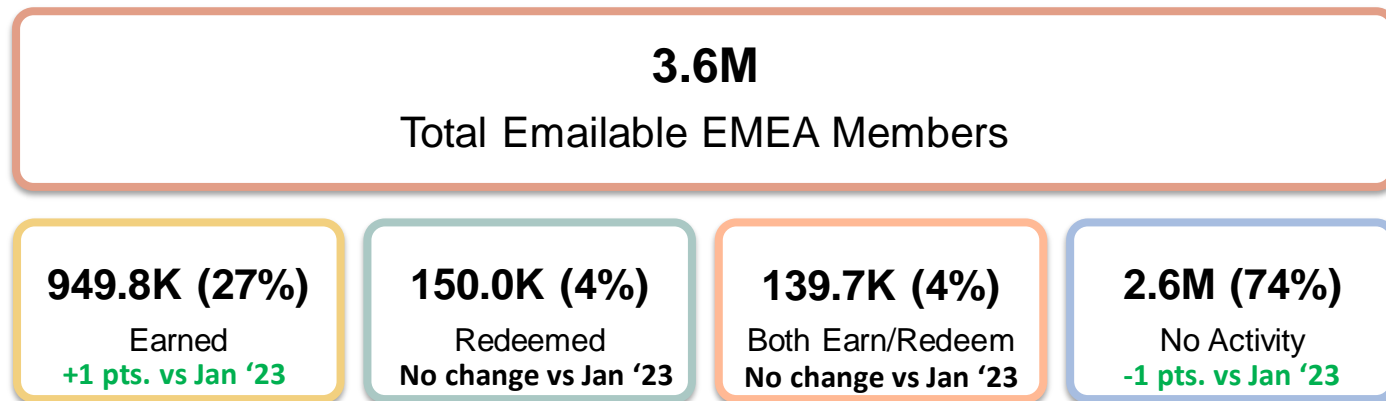
Emailable Counts by Region	April '23	vs Jan '23
EMEA		
Africa	522,667	3.0%
Europe	1,803,707	4.3%
Middle East	1,258,396	3.8%
<b>EMEA Total</b>	<b>3,631,996</b>	<b>3.9%</b>
<b>All Regions Total</b>	<b>44,809,811</b>	<b>5.1%</b>

Region	Members	vs. Jan '23	Non-Members	vs. Jan '23
<b>Africa</b>	<b>484,798</b>	<b>4%</b>	<b>37,869</b>	<b>-6%</b>
<b>Europe</b>	<b>1,737,191</b>	<b>5%</b>	<b>66,516</b>	<b>-4%</b>
Germany	175,668	8%	1,907	-3%
Ireland	44,847	4%	1,424	-3%
Switzerland	117,509	3%	19,598	-8%
United Kingdom	682,335	5%	14,986	-3%
<b>Middle East</b>	<b>1,251,548</b>	<b>4%</b>	<b>54,074</b>	<b>-2%</b>
United Arab Emirates	462,323	4%	10,856	-5%



# EMEA Member Point Activity: Emailable Members

Emailable member activity as of April 2023 for redeemers and both earners and redeemers was consistent with the previous period reporting in January 2023; comparison shows just a slight increase for earners and a reduction in overall no activity



\*Counts and percentages are not mutually exclusive

\*\*Report received: April 2023

# Emailable Members Continue To Have Higher Levels Of Activity

## Emailable:

- Compared to the last report in January '23 there was an increase in earning and a reduction in no activity
- Silver members experienced an 11pt lift in earners as well as a 10pt reduction in no activity
- All emailable member levels produced higher in all activities with the biggest difference in earning, recommend to continue exploring additional opportunities to drive redemption for basic – gold levels to increase activity

EMAILABLE AUDIENCE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	3.3 M	22%	1%	1%	78%
Silver	104.4 K	86%	27%	27%	13%
Gold	103.4 K	76%	37%	37%	23%
Platinum	31.5 K	95%	70%	69%	5%
Titanium	21.7 K	98%	80%	80%	2%
Ambassador	4.4 K	100%	91%	91%	0%
<b>Total</b>	<b>3.6 M</b>	<b>27%</b>	<b>4%</b>	<b>4%</b>	<b>73%</b>

## Non-Emailable:

- Significantly more earning activity and less % of no activity from emailable members vs non-emailable
- Email communications contributed to the largest difference in earning for Silver and Gold member levels which experienced significant increases in Q1, recommend to explore redemption modules versioned by member level

NON-EMAILABLE					
Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	24.7 M	9%	0%	0%	91%
Silver	215.1 K	59%	12%	12%	41%
Gold	244.0 K	36%	12%	12%	64%
Platinum	21.0 K	84%	52%	52%	16%
Titanium	14.2 K	93%	69%	68%	7%
Ambassador	2.4 K	99%	84%	84%	1%
<b>Total</b>	<b>24.6 M</b>	<b>9%</b>	<b>0%</b>	<b>0%</b>	<b>91%</b>

# 2023 EMEA Email Channel Goals

Set goals based on previous year engagement.

## Primary Metrics:

- Eailable Members (Europe, Middle East, Africa)
- Email Engagement (CTR, Unsubscribes)
- Points Active Members (Eailable vs Non-eailable)
- Revenue (Determined once reporting is fixed.)

## Supporting Metrics:

- Mobile App Downloads
- Enrolments
- MBV Penetration / Digital Share



# 2022 EMEA Email Engagement

Region	Emailable Members*	CTR	Unsub Rate	Revenue** Total	Revenue** (Monthly Avg.)
Europe	1.73 M	1.42%	0.28%	\$5.71 M	\$475.95 K
Middle East	1.26 M	0.65%	0.18%	\$1.07 M	\$89.17 K
Africa	507.30 K	0.95%	0.18%	\$638.79 K	\$53.23 K
2022 Total	3.49 M	1.12%	0.24%	\$7.42 M	\$618.36 K

\* Emailable member counts as of 17 Jan 2023

\*\*Revenue and Room Nights KPIs have been impacted by current reporting issues

# 2023 Campaign Highlights & Trends

# Regional Campaigns

Overall Performance Summary

Marriott Bonvoy Escapes

Project Silk

Demand Generation

Points Activation

EMEA Destinations

EMEA MILUX

# Over 29M Deliveries Sent Throughout Q1 2023

Top performing campaigns by month highlighting ongoing Global/Local initiatives

## January Points Activation

Delivered: 3.0M

CTR: 0.83%

The graphic features the Marriott Bonvoy logo at the top. Below it is a photograph of a historic European street with a tall church spire. The text reads: "Expand Your Horizons And Get Rewarded." followed by "You currently have 788 points. Plan your next adventure and boost your balance with bonus points ranging from 1,000 to 25,000." and a "SEE OFFERS" button. At the bottom, it says "More Ways to Earn" above a blue bar.

## January Destinations

Delivered: 2.9M

CTR: 0.89%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a person standing on a balcony overlooking a city at sunset. The text reads: "Qatar Awaits Your Arrival" followed by "Discover this stunningly modern country where skyscrapers punctuate the skyline, contrasting with traditional souqs and dhows in the harbour. With plenty of activities to do, discover your way of travel." and an "EXPLORE QATAR" button.

## January Demand Generation

Delivered: 3.2M

CTR: 1.0%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a tropical beach with palm trees and a lagoon. The text reads: "Spend More Time With Family. Stay Longer on Us." followed by "Start the year strong by planning your next getaway with the family. Simply explore our exciting offers for a longer stay and choose from one of our extraordinary hotel brands." and an "EXPLORE NOW" button.

## February Demand Generation

Delivered: 3.0M

CTR: 0.85%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a white building with a blue dome. The text reads: "Good Travel Starts With Great Offers" followed by "Whether you want a getaway across the globe or a cozy staycation, there's always a great offer for your next trip." and a "SEE OFFERS" button. Below that, it says "Take Your Travel Further" followed by "Find hotel deals, offers, and more on trip and more." and a photo of a family. At the bottom, it says "Enjoy Up to 25% Off" followed by "Book a longer stay and receive up to 25% off the standard rate on your next staycation." and a "SEE OFFERS" button.

## February MB Escapes

Delivered: 3.3M

CTR: 1.2%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a modern lounge with a large circular table and a view of a city skyline. The text reads: "Experience the Extraordinary" followed by "Relax, have romantic meals, or family escapes with exceptional service at our incredible properties. Choose from the world's most inspiring destinations." and an "EXPLORE PROPERTIES" button.

## February Points Activation

Delivered: 341K

CTR: 1.7%

The graphic features the Marriott Bonvoy logo. Below it is a photo of three soccer players in a stadium. The text reads: "Especially for You" followed by "Use your points balance to redeem for unforgettable experiences." and an "EXPLORE PROPERTIES" button. Below that, it says "Score Unrivaled Access To Orlando Pirates FC Matches." followed by "Throughout the season, we're rewarded with grandstand seats, VIP suite access, exclusive content, and extraordinary offers." and a "LEARN MORE" button.

## March MILUX

Delivered: 289K

CTR: 1.2%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a resort with a large pool and a view of the ocean. The text reads: "Embrace the Sun At the Ultimate Resort Retreats." followed by "Relax and unwind in perfect harmony at our exceptional retreats across idyllic destinations. Spend each moment with friends and family through curated experiences and bespoke services." and an "EXPLORE RESORTS" button.

## March MB Escapes

Delivered: 3.0M

CTR: 0.62%

The graphic features the Marriott Bonvoy logo. Below it is a photo of a resort with a large pool and a view of the ocean. The text reads: "Extraordinary Properties With Exceptional Service" followed by "Pretter, you deserve an unforgettable weekend away at one of our exceptional properties, or unwind in bliss longer at a resort. Let us inspire your next escape." and an "EXPLORE PROPERTIES" button.

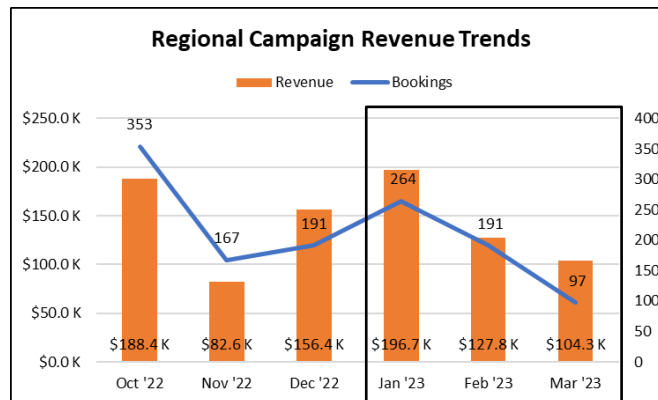
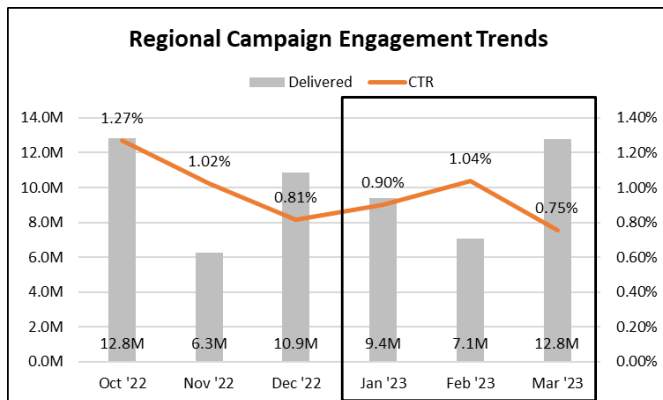


# Q1 Regional Engagement Stats

- Delivery volumes remain nearly flat from Q4 to Q1 for combined regional campaigns.
- CTR for Europe continues to increase. Feb held the highest combined regional CTR since regional solos began in Aug 2022. With MEA CTR continuing to decrease, a deep dive on current MEA content is recommended.
- Revenue was consistent QoQ, however, overall share of revenue from MEA decreased to 15% from 18% and Europe increased to 78% from 74%, recommend to evaluate MEA content to increase revenue.
  - Destinations was the top revenue driver within each month it was included followed by Demand Generation and Points Activation.
- Top revenue contributors in Q1 were the January EMEA Destinations, Points Activation and Demand Generation campaigns.
- Europe:** 13.6M Delivered | 1.13% CTR
- MEA:** 12.8M Delivered | 0.46% CTR

Regional	Q1 2023*	Vs Avg.
Delivered	29.2 M	--
Clicks	254.4 K	--
Bookings	552	--
Room Nts.	1.7 K	--
Revenue	\$428.8 K	--
CTR	0.87%	-0.06 pts.
Unsub Rate	0.22%	+0.02 pts.

*\*March campaigns missing partial engagement and revenue data*



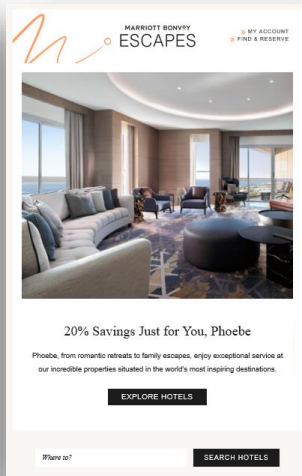
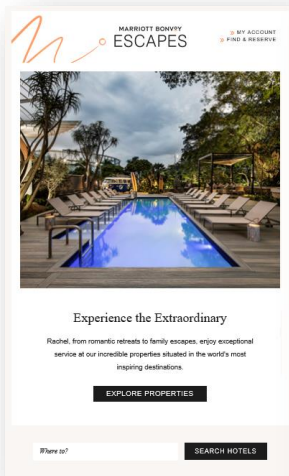
# Marriot Bonvoy Escapes

# Q1 2023 Performance Summary: Creative Examples

## February

Delivered: 3.3M

CTR: 1.21%

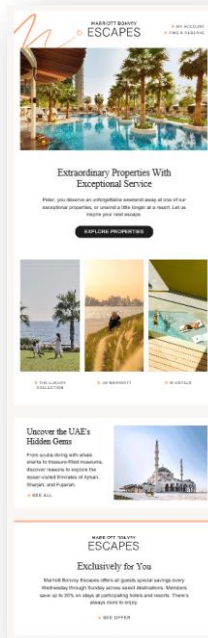


SL: {Fname}, A Rewarding February Awaits...

## March

Delivered: 3.0M

CTR: 0.62%



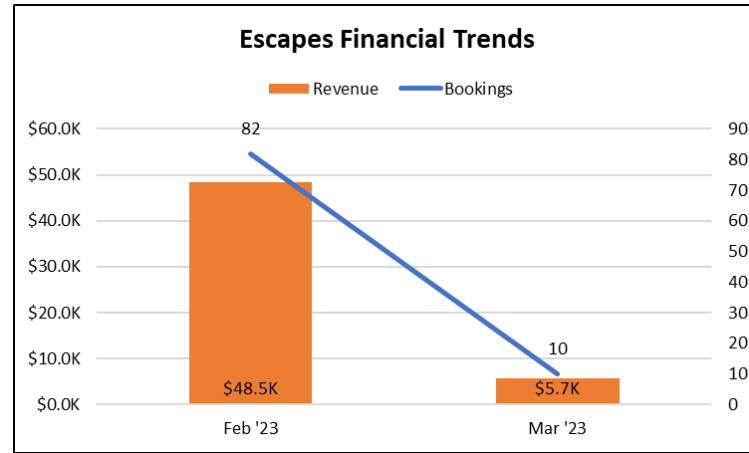
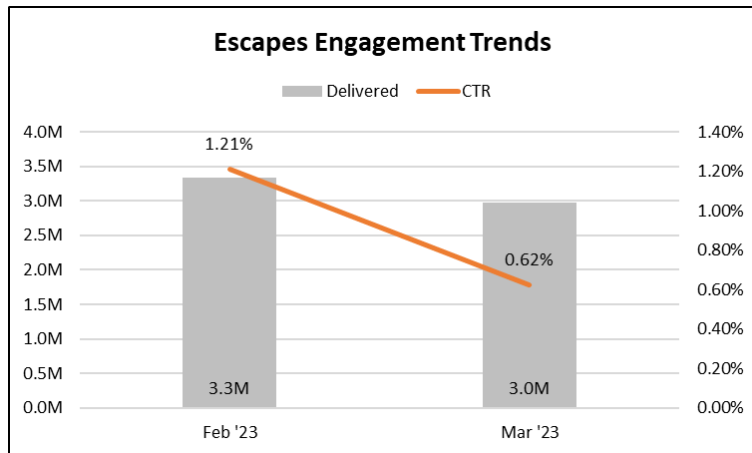
SL: This Season Calls for an Exceptional Escape, {Fname}

SL: Soak Up Seasonal Savings Inside, {Fname}

# Q1 2023 Performance Summary

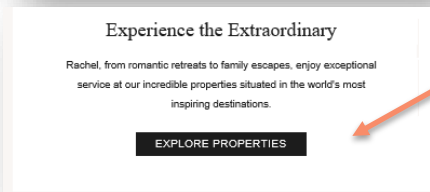
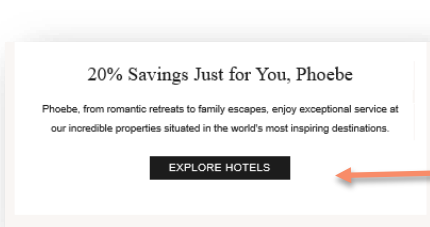
- Strong February click engagement with continued personalization and localization when compared to March engagement; March performance declined despite steady MoM delivery volumes.
- March included 'newly joined segment' for personalization. Adding new audiences may impact click activity initially. Subsequently booking and revenue declines experienced in March, which may be impacted by ongoing data delays.
  - Europe:** 3.2 M Delivered | 1.27% CTR
  - Middle East:** 2.2 M Delivered | 0.52% CTR
  - Africa:** 863 K Delivered | 0.73% CTR

Escapes	2023	Vs Avg.
Delivered	6.3 M	--
Clicks	58.9 K	--
Bookings	92	--
Revenue	\$53.7 K	--
CTR	0.93%	-0.05 pts.
Unsub Rate	0.25%	+0.06 pts.



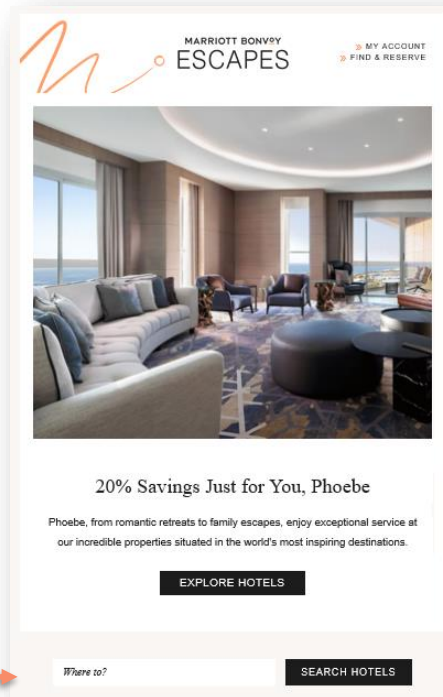
\*no Jan 2023 EMEA Marriott Bonvoy Escapes

# Q1 2023 Performance Summary: Content Highlights



Strong CTAs encouraging exploration within Q1 Escapes generated 26% of Feb MBE booking revenue

Continue to optimize placements for the Search Module as it contributed to Feb's higher engagement activity with 6% of total clicks and nearly 11% of booking revenue



Feb Escapes non-lux

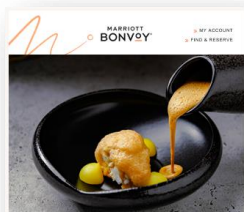
# Project Silk

# Q1 2023 Performance Summary: Creative Examples

## January

Delivered: 332.9K

CTR: 0.48%



The Taste of Something New.  
That Also Earns You Points.

Nancy, unlock the best of the city's rapidly expanding culinary scene with the More Coverage by Marriott Bonvoy dining app. From Amari, a contemporary Indian restaurant, to MyMosaic, a fusion beach-side dining experience, delicious discoveries await that also earn you points.

EXPLORE NOW

Hello Foodie Staycation



Embark on a journey of discovery of UAE's top cuisines and most iconic restaurants when staying at one of our participating hotels until 31 October 2023. From award-winning restaurants, unlock key chef secrets to bring family restaurants, there are over 100 dining experiences to choose from across multiple avenues.

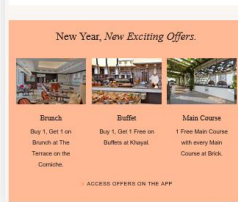
LEARN MORE  
Terms & Conditions apply



Earn and Redeem – Even Without a Hotel Stay.

Don't miss your chance to earn and redeem points anytime you dine at participating restaurants and lounges in the UAE and Qatar.

FIND RESTAURANTS



New Year, New Exciting Offers.



**Brunch**  
Buy 1, Get 1 on Brunch at The Terrace on the Corniche.

**Buffet**  
Buy 1, Get 1 Free on Buffets at Khayal.

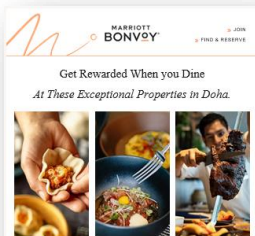
**Main Course**  
1 Free Main Course with every Main Course at Brek.

ACCESS OFFERS ON THE APP

## February

Delivered: 336.7K

CTR: 0.41%



Get Rewarded When you Dine  
At These Exceptional Properties in Doha.



THE BEESTER DOHA HOTEL & SPA  
AN MARriott MARJULI CITY CENTER DOHA  
MARriott MARJULI CITY CENTER DOHA HOTEL



— Chef's Dish of the Month —  
Chef Debdash Balaga from Jamavar Doha.

Chef Debdash brings authentic cooking techniques, indigenous spices and the flavours of India to Jamavar Doha. He recommends to redeem points on his signature Also Tahi golden fried potato patties with yogurt and chutneys. Flavours that transport you to the streets of Chennai, India.

VIEW JAMAVAR DOHA

Rediscover Iftar. And Rewards.



With Ramadan around the corner, we are here to help you find authentic dining experiences with the More Coverage app. Download the app from now and unlock ongoing promotions or simply book your table. Plus, earn points on dining this Ramadan even without staying in one of our hotels.

LEARN MORE

Get Even More Points  
To Redeem for Culinary Experiences and More



Member Exclusive Offers.

Plan your staycation and earn up to 10,000 bonus points per stay.

BOOK NOW

Get 40% More Points.

Don't indulge in a rewarding stay any. Enjoy a beautiful dining experience. Relax a little longer. Buy at least 2,000 bonus points, now through 3 April, and add more to your travel story.

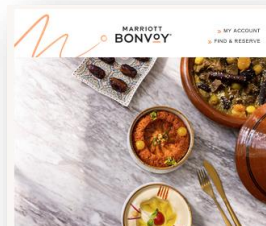
BUY POINTS



## March

Delivered: 339.4K

CTR: 0.67%



Rediscover Iftar

Explore endless dining experiences and offers that also earn you points at participating restaurants in Abu Dhabi.

VIEW RESTAURANTS

2 for 1 Iftar Deals

Get the best 2 for 1 deals for iftar with the More Coverage app. From Khayal, Marjulas to Fatmeh, enjoy smart savings this Ramadan.

ACCESS THE APP



— Ramadan Nights —  
At Catch at St. Regis



Plan the perfect Ifar or Suhoor and indulge into an exclusive menu carefully curated by Chef Remon Nabil and his excellent team at the MICHELIN Guide-selected restaurant. Delight your senses with the mouthwatering Suhoor creations while enjoying the fun entertainment at the relaxing outdoor garden of Catch at St. Regis.

BOOK NOW

Limited-Time Offer:  
Earn up to 10,000 Bonus Points.

The Marriott Bonvoy® World Mastercard® allows points for free nights at thousands of worldwide. Plus, get Gold Elite status and enjoy elevated travel benefits. Terms apply.

APPLY NOW



SL: New Year, New Dining Adventures in  
{Dubai/Abu Dhabi/Doha}

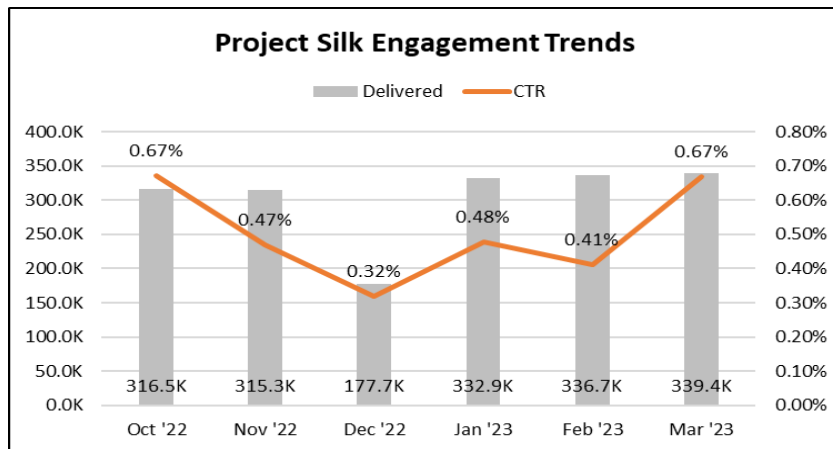
SL: Marvellous March for Foodies in  
{Dubai/Abu Dhabi/Doha}

SL: Come Together This Ramadan



# Q1 2023 Performance Summary

- March's 'Come Together This Ramadan' messaging brought top click engagement and low unsub rates. The Dubai and Qatar audiences were the larger of the 3 segments and carried the highest CTR impact during the quarter.
  - The Dubai and Qatar audiences continue to be top performers MoM. Their segment performance peaked in March when presented with cultural content. We recommend continuing to tastefully tie in culturally relevant holidays to major promotions as seen in the Oct '22 Week of Wonders (CTR 0.67%) and this quarter's Mar '23 Ramadan message (CTR 0.67%).
- Compared to prior quarter (Q4 2022), delivered volumes remain on par with monthly averages.

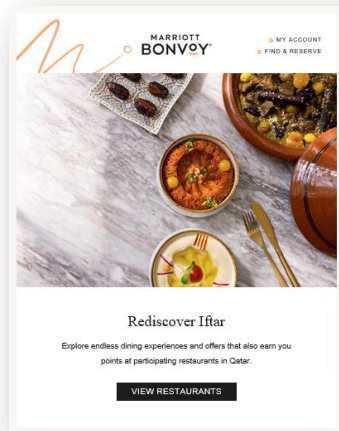


Month/Audience	Delivered	CTR	Unsub Rate
<b>Jan '23</b>	<b>332,895</b>	<b>0.48%</b>	<b>0.17%</b>
ABUDHABI_ENG	59,598	0.29%	0.12%
DUBAI_ENG	140,581	0.53%	0.16%
QATAR_ENG	132,446	0.51%	0.19%
<b>Feb '23</b>	<b>336,735</b>	<b>0.41%</b>	<b>0.16%</b>
ABUDHABI_ENG	59,731	0.26%	0.17%
DUBAI_ENG	141,989	0.37%	0.15%
QATAR_ENG	135,015	0.53%	0.17%
<b>Mar '23</b>	<b>339,384</b>	<b>0.67%</b>	<b>0.13%</b>
ABUDHABI_ENG	59,402	0.45%	0.12%
DUBAI_ENG	141,974	0.74%	0.11%
QATAR_ENG	138,008	0.69%	0.15%
<b>Grand Total</b>	<b>1,009,014</b>	<b>0.52%</b>	<b>0.15%</b>

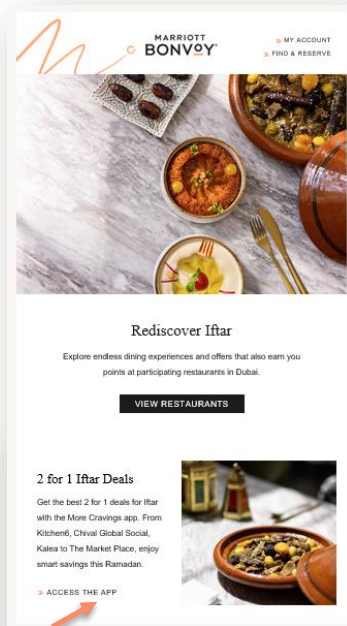
# Q1 2023 Performance Summary: Content Highlights

- Our hero content brings a personal touch to food and culture by versioning the regions within the body copy {Abu Dhabi, Dubai, Qatar} allowing recipients to engage locally and increase click engagement within the Mar Project Silk campaign.
- Behind only the Hero and the Header, the App Module drove 18% of total clicks. The module promoted '2 for 1 Deals' using the more Cravings app.
- Nearly 10% of clicks within the Abu Dhabi audience engaged with the Cobrand Module. Opportunity to test whether the points or LTO urgency messaging increased interest in offer.

March Module	Abu Dhabi	Dubai	Qatar	Total
<b>Header</b>	8.89%	9.57%	49.73%	31.88%
<b>Hero</b>	27.65%	31.49%	32.84%	31.85%
<b>App</b>	30.37%	36.94%	4.28%	18.07%
<b>Ramadan</b>	7.41%	5.59%	5.81%	5.90%
<b>Cobrand</b>	9.63%	5.37%	- -	2.81%
<b>Footer</b>	16.05%	11.04%	7.34%	9.49%
<b>Total</b>	100%	100%	100%	100%

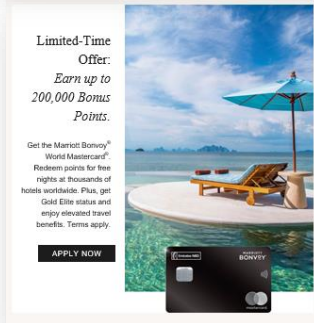


March Silk Qatar



March Silk Dubai w App Module

## March Silk Cobrand Module

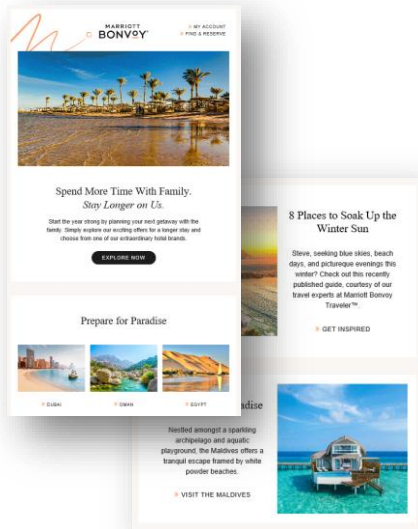


# EMEA Demand Generation

# Q1 2023 Performance Summary: Creative Examples

## January

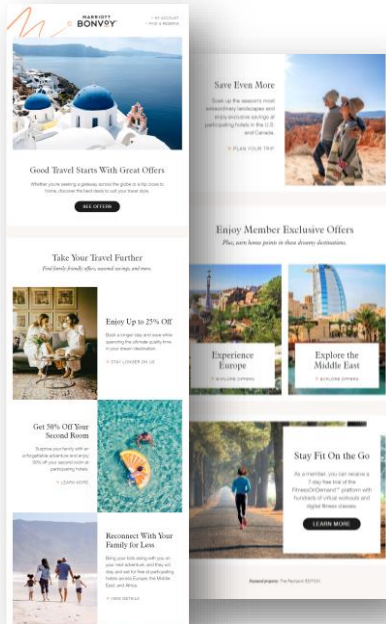
Delivered: 3.2M  
CTR: 1.02%



SL: 8 Destinations to Soak Up the Winter Sun

## February

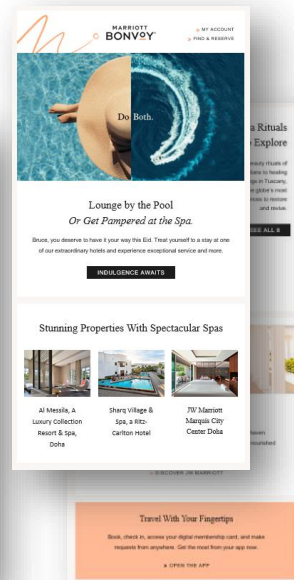
Delivered: 3.0M  
CTR: 0.85%



SL: How To Take Advantage of Our Top Offers  
SL: Can't-Miss Offers for You, {Fname}  
SL: Discover Irresistible Offers Inside

## March

Delivered: 3.4M  
CTR: 0.48%

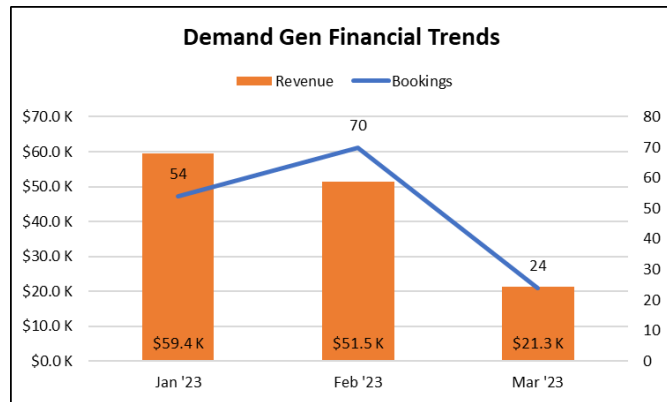
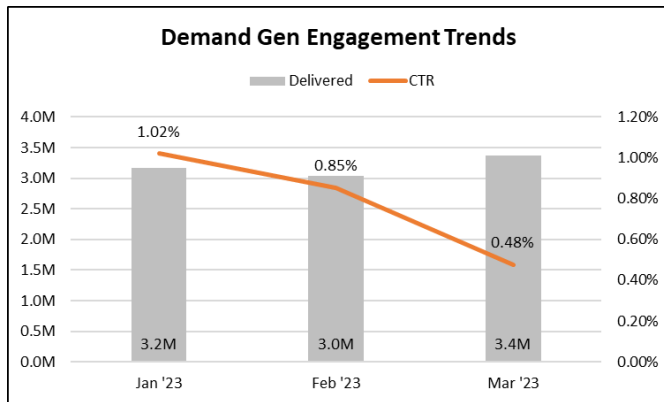


SL (Easter): Here's How to Celebrate Easter in Style  
SL (Eid): Discover 2 Ways to Treat Yourself This Eid and Beyond

# Q1 2023 Performance Summary

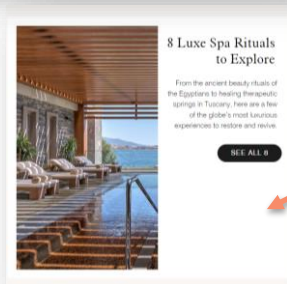
- The January Demand Gen campaign held the highest CTR in January which is consistent with the performance of other Regional Solos in Q1. Throughout Q1 within MEA, Africa consistently had higher CTR vs Middle East, recommend to continue to monitor for engagement patterns.
  - Europe CTR:** 1.06% and **MEA CTR:** 0.44%
  - January CTR for Europe was a 1.42%, one of the highest single month CTRs from all regional solos sent in Q4 and Q1.
  - January Demand Gen highlighted seasonal destinations, recommend to continue to highlight “Sunny” destinations coming out of winter for European residents – expand testing to images.
- Demand Gen campaigns made up 31% of total Q1 regional revenue. Outside of Hero for both Europe and MEA Maldives, Dubai and Egypt drove monthly revenue in January

Demand Gen	Q1 2023	Vs Avg.
Delivered	9.6 M	--
Clicks	74.4 K	--
Bookings	148	--
Revenue	\$132.3 K	--
CTR	0.78%	-0.01 pts.
Unsub Rate	0.26%	+0.01 pts.



# Q1 2023 Performance Summary: Content Highlights

- Aside from click engagement with the Header/Footer, the Hero, Spa Editorial and Spa Properties Modules earned top click engagements during the March Demand Gen campaign.
- Of the 14.83% of Spa Properties Modules' click engagements, 2.47% of those were directed at the Hanbury Manor Marriott Hotel & Country Club.



The Spa Editorial Module was a top performing content block linking to Marriott Bonvoy Traveler's wellness article. As expected, content continues to be popular on mobile. Of those that clicked, approximately 70% viewed on mobile.

March Module	% of Clicks
Header	18.01%
Hero	15.00%
Spa Properties	14.83%
Spa Editorial/UK Spa	17.99%
Brand Edu /Ramadan	7.69%
App	0.31%
ARB Lang Link	1.67%
Footer	24.51%
Unsub Link	12.96%
<b>Total</b>	<b>100%</b>

# EMEA Points Activation

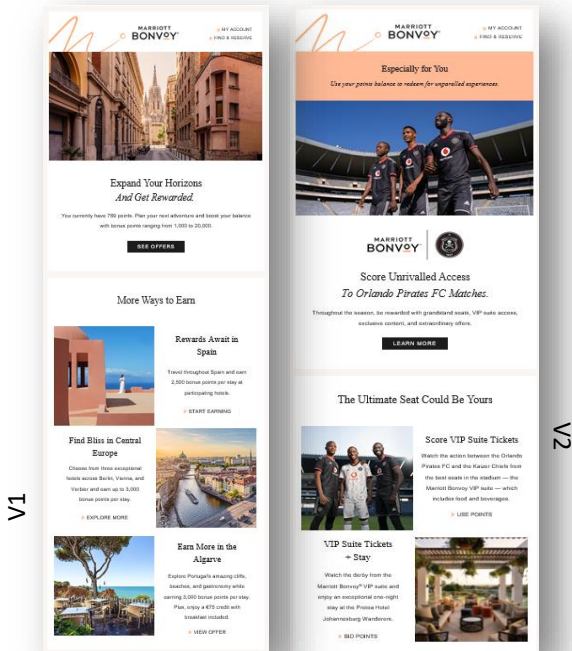


# Q1 2023 Performance Summary: Creative Examples

## January

Delivered: 2.97M

CTR: 0.83%

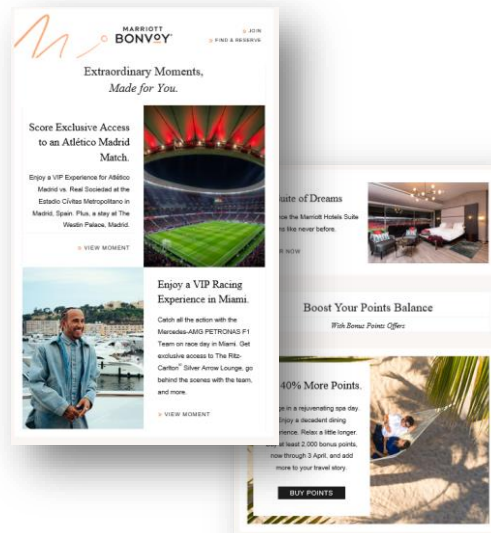


SL (v1): Here's How to Maximise Your Points  
SL (v2): Want to Score the Ultimate Orlando Pirates Seats?

## March

Delivered: 2.7M

CTR: 1.47%



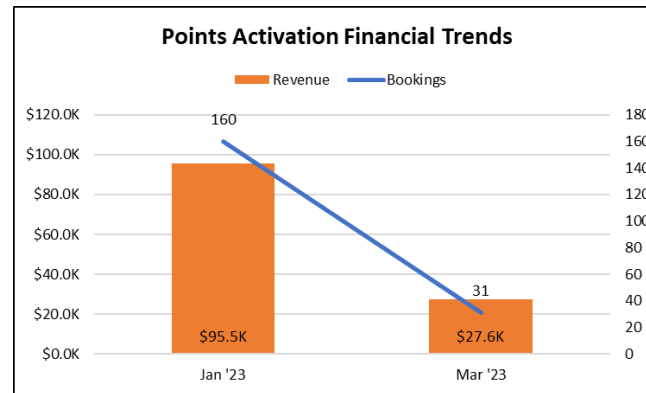
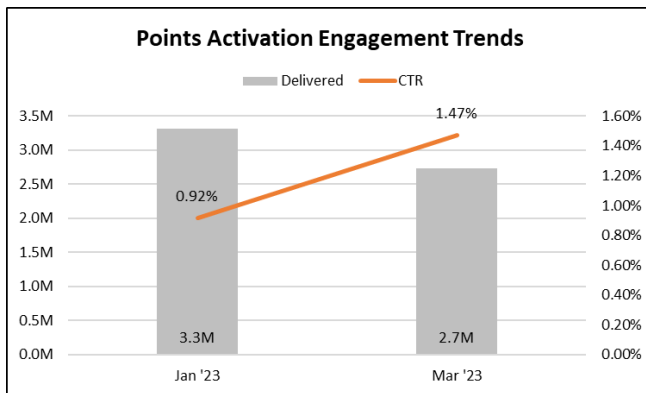
SL: Your Extraordinary Moment Awaits

# Q1 2023 Performance Summary

- Points Activation campaign has consistently had a high CTR each month having the highest CTR in February and March
- Points Activation contributed to at least 20% of monthly regional revenue each month in Q1 with the second highest revenue of all regional solos in January
- January made up 55% of total quarterly revenue for Points Activation aligned with other regional solos
  - Europe accounted for 92% of revenue from all Q1 Points activation campaigns
  - Non-lux openers accounted for 93% of total engagement driven by hero, Algarve and Bliss EU modules
  - Spain Rewards offers captured most of the remaining revenue.

Points Activation	2023*	Vs Avg.
Delivered	6.0M	--
Clicks	70.5 K	--
Bookings	191	--
Revenue	\$123.1 K	--
CTR	1.17%	-0.11 pts.
Unsub Rate	0.13%	-0.01 pts.

*\*March campaign missing partial engagement and revenue data*



# EMEA Destinations

# Q1 2023 Performance Summary: Creative Examples

**January**

Delivered: 2.9M  
CTR: 0.89%



**MARRIOTT BONVOY** MY ACCOUNT FIND & RESERVE

*Ian, find joy this Blue Monday by planning your next resort holiday in Europe. Discover our amazing resorts and plan for more joyous days ahead.*

### Unlock Your Next Luxury Resort Getaway in Europe



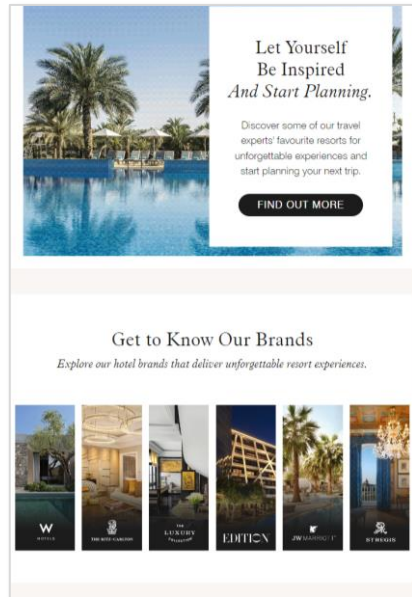
Cyprus Portugal Italy Greece Spain Türkiye

Indulge, explore, unwind like never before, and experience unparalleled access to inspiring resort destinations. Plan your next resort getaway.

**EXPLORE ALL RESORTS**

Your points balance is 580,463, Ian. Remember, points can take you all the way to your resort experience. Redeem for free nights using points or cash + points.

**LEARN HOW**



**MARRIOTT BONVOY** MY ACCOUNT FIND & RESERVE


### Let Yourself Be Inspired And Start Planning.

Discover some of our travel experts' favourite resorts for unforgettable experiences and start planning your next trip.

**FIND OUT MORE**

### Get to Know Our Brands

Explore our hotel brands that deliver unforgettable resort experiences.



**March**

Delivered: 3.1M  
CTR: 0.52%

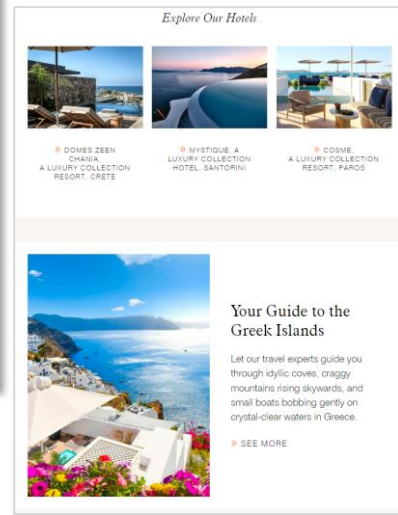


**MARRIOTT BONVOY** MY ACCOUNT FIND & RESERVE

### Get Away to the Greek Islands


Greece has as many as 6,000 islands and islets, and although many remain uninhabited, each island offers something unique to its visitors.

**BOOK YOUR TRIP**



**MARRIOTT BONVOY** MY ACCOUNT FIND & RESERVE

### Explore Our Hotels



**DOMES ZEEN**  
A LUXURY COLLECTION RESORT, CRETE

**MYSTIQUE**  
A LUXURY COLLECTION HOTEL, SANTORINI

**COSME**  
A LUXURY COLLECTION RESORT, PAROS

### Your Guide to the Greek Islands

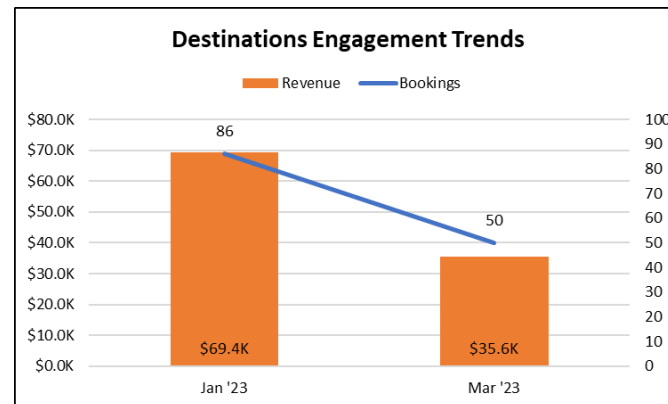
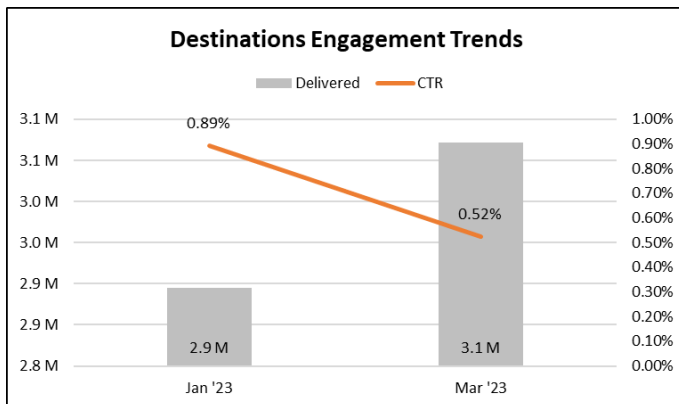
Let our travel experts guide you through idyllic coves, craggy mountains rising skywards, and small boats bobbing gently on crystal-clear waters in Greece.

**SEE MORE**

# Q1 Performance Summary

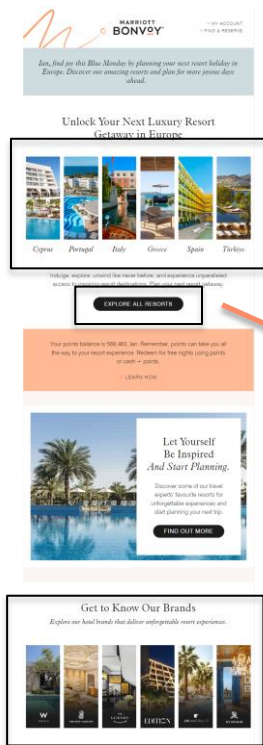
- EMEA Destinations CTR was higher in January influenced by higher engagement with L2b and L3 luxury levels
  - Engagement for both months was higher amongst non-lux, L2B and L3, recommend to version for lux and non-lux to increase engagement
- In both months a significant majority of revenue came from L2B, L3 and non-lux members (Jan. 93% and Feb. 87%)
- Engagement was significantly higher in both January and February for Europe vs ME
  - Europe: 1.21%, 0.74% | ME 0.37% 0.27
  - Africa had a higher CTR in February vs ME (0.41% vs 0.27%)

Destinations	2023	Vs Avg.
Delivered	6.0 M	--
Clicks	41.9 K	--
Revenue	\$105.0 K	--
CTR	0.70%	-0.05 pts.
Unsub Rate	0.25%	+0.03 pts.



# Q1 2023 Performance Summary: Content Highlights

Jan '23



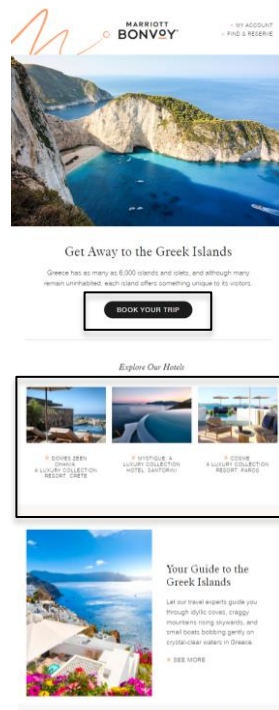
Spain captured the most click activity and was the number 1 revenue generator

**Malta, Greece, Turkey, Portugal and Italy made up the remaining top 5 locations**

Explore all CTA was a close second in revenue with a higher overall conversion rate

**Honorable Mention**  
St Regis Marsa Arabia Island generated \$1.6K in revenue and was the top clicked Brand

Mar '23



Book your trip was the top clicked CTA and second highest revenue driver

Explore Hotels combined engagement was the second highest with all of the revenue going to the Domes Zee Chania

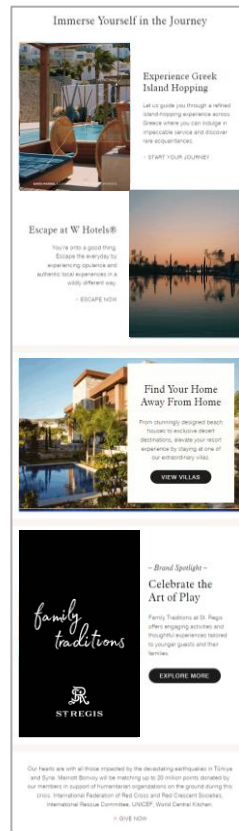
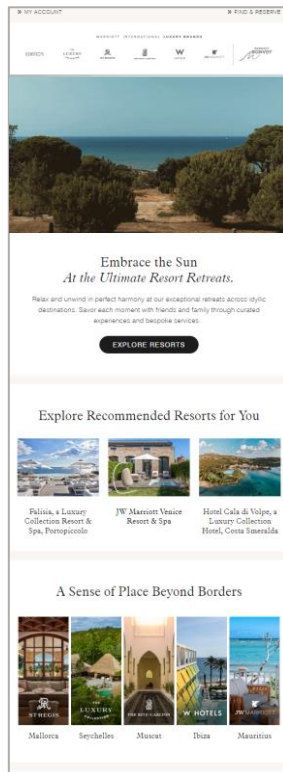
**All \$1.3K in revenue to this module was tracked to the property.. Win!**

# EMEA MILUX



# March 2023 Performance Summary: Creative Example

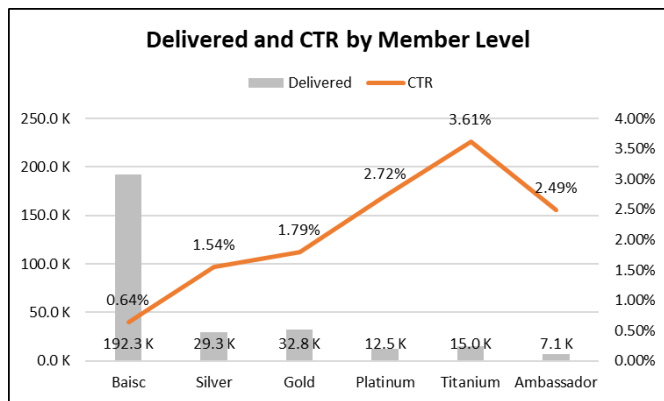
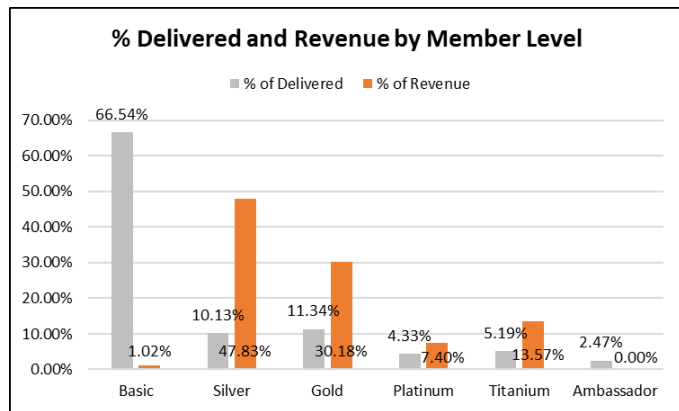
**March**  
Delivered: 289K  
CTR: 1.15%



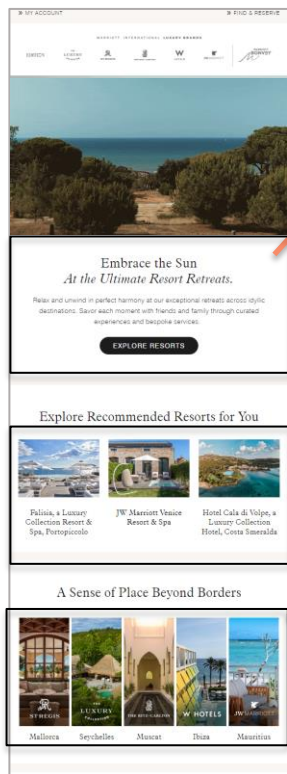
# March 2023 Performance Summary

- The March MILUX campaign featured the highest CTR yet from a MILUX email and also had an unsubscribe rate significantly below average and other regional campaigns in Q1
- Revenue for March MILUX resulted in a rev/del. of \$0.05 which is the highest yet for a MILUX solo impacted by highly targeted luxury audiences; recommend to evaluate continued luxury only MILUX campaigns with tailored luxury content
- Top modules for click activity were the hero, resort module and 5 pack navigation module recommend to continue using destinations to support different themes (resorts in Ibiza, hotels in Spain, etc.)
  - Within the Hero the CTA was the top clicked component and drove 100% of hero revenue
- Outside of the hero module the #1 revenue driver was the Italy Resort from the Rest of Europe segment (Romania), resort content continues to be a top revenue driver recommend to incorporate a resort themed solo in Spring/Summer
  - The hero module captured 12.4% of revenue followed by the Spain resort at 10.4%

MILUX	March '23
Delivered	289.0 K
Clicks	3.3 K
CTR	1.15 %
Unsub Rate	0.11%
Revenue	\$14.0 K
Bookings	13



# Q1 2023 Performance Summary: Content Highlights



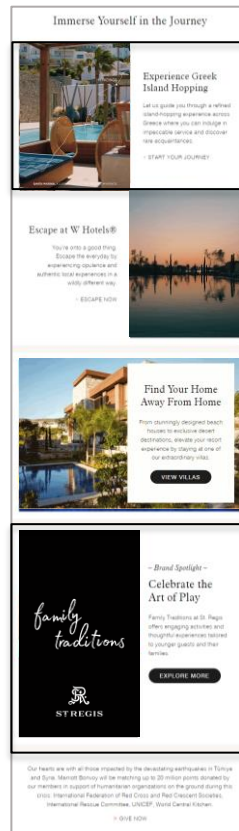
Hero Explore All CTA was the #1 click catcher and generated 25% of total revenue

MEA audiences engaged with resorts more than EU openers

Combined clicks for the 5-pack captured greater revenue and engagement than the hero, recommend to continue including high performing module

**Top Destinations**  
Italy, Seychelles, Spain and UAE

*Highest share of revenue went to properties in Italy (49%)*



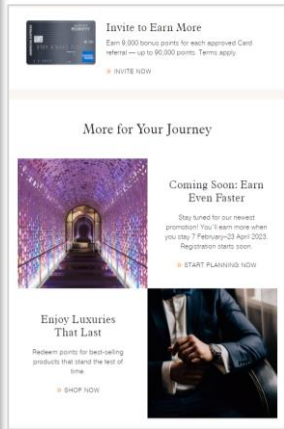
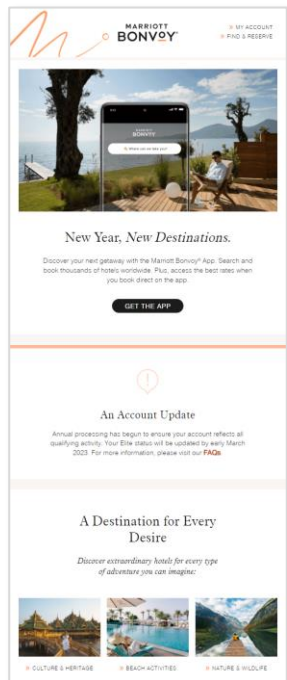
Top clicked secondary offer module, most click activity came from UK

Second most clicked secondary module, majority of clicks from UK audiences

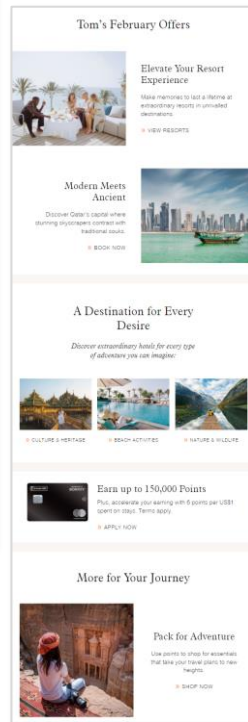
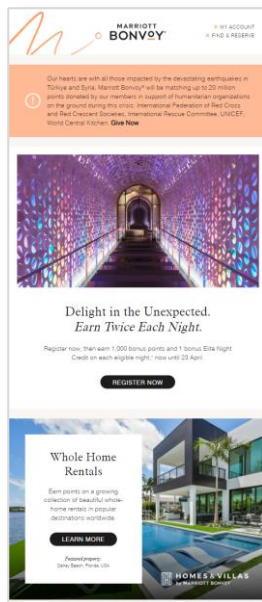
# Monthly Account Update (Core MAU)

# Q1 2023 MAU: CREATIVE EXAMPLES

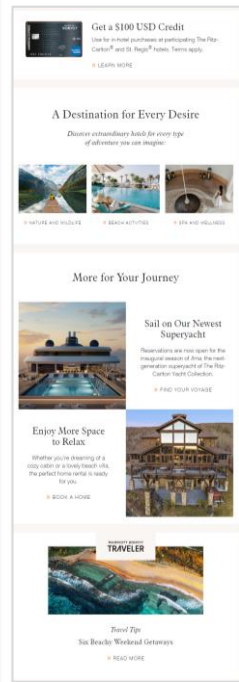
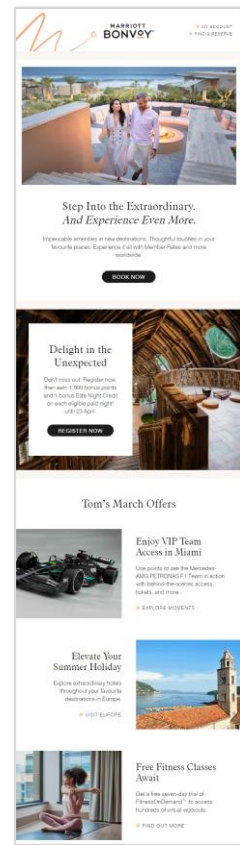
January '23



February '23



March '23

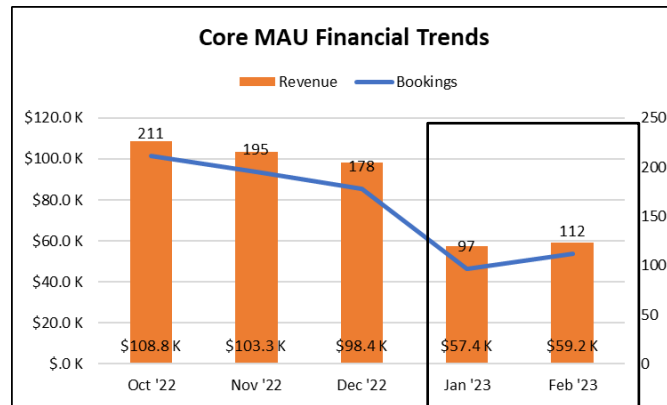
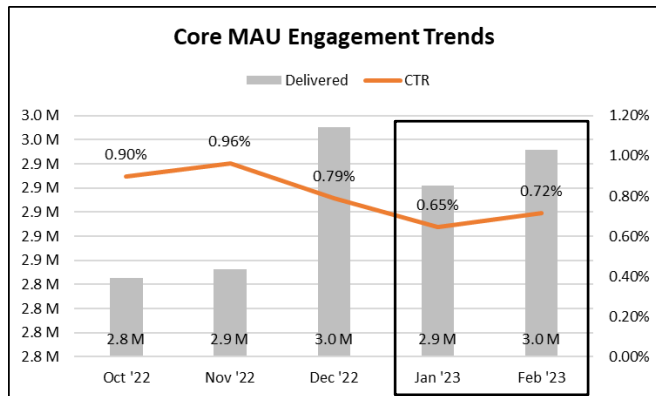


# Core MAU: Q1 2023 Performance

- Both January and February content resonated significantly more with European openers resulting in higher engagement and revenue
  - Outside of hero and Glopro Spain MEO offer captured a remainder of monthly revenue
- Highest engagement and revenue came from the February Glopro hero with a majority of revenue coming from register group
  - February Glopro hero captured \$20K from European openers versus \$530 from MEA openers, recommend to try additional offers in the hero for MEA residents
  - Remaining revenue in February came from leisure destination module, a regular top performer which featured multiple destination themes, recommend to test in regional solos
- Brand bar consistently captures significant revenue and engagement, recommend to look into developing a brand bar treatment for a module

Core MAU	Q1 2023*	Q4 2022	QoQ
Delivered	5.9 M	8.7 M	--
Clicks	40.0 K	76.3 K	--
Bookings	209	584	--
Revenue	\$116.6 K	\$310.5 K	--
CTR	0.68%	0.88%	-0.20 pts.
Unsub Rate	0.25%	0.19%	+0.06 pts.
Rev/Del	\$0.02	\$0.04	-44.57%

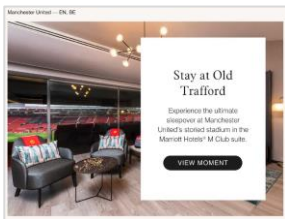
\*Missing March campaign data



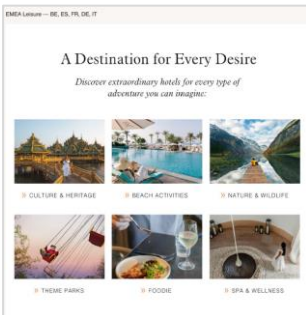


# Q1 2023 Core MAU: EMEA Submitted Content

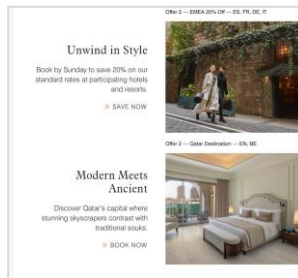
## January '23



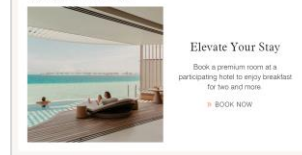
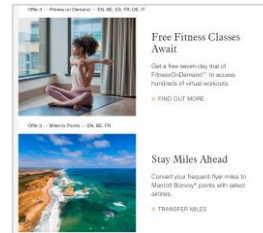
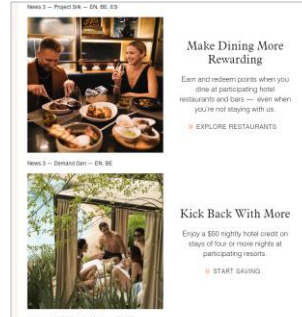
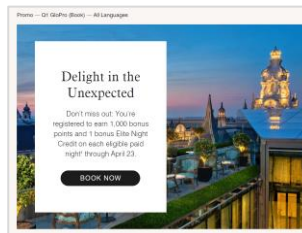
## Jan - Mar '23



## February '23



## March '23



# Q1 2023 Core MAU: EMEA Submitted Content Performance

- Mobile app hero led engagement in January with the greatest share of click activity, near equal activity between has app and does not have app groups; recommend to leverage mobile app crossover module in regional solos
- MEO Spain was the top performer in January Core MAU and the highest performing offer in Q1, recommend to include MEO Spain in regional solos when available
- Europe Summer offer was the second highest performing offer in all of Q1, recommend to include as a primary offer in regional solos
- Several offers in March Core MAU had above average performance, recommend to include in regional solos leading to 2023 summer

	Delivered / Reach	Clicks	CTR
<b>January</b>			
Resort Credit	1,156,023	3	0.00%
APAC Dining	2,635,616	28	0.00%
MEO Spain	282,931	956	0.34%
<b>February</b>			
EMEA Resorts	21,206,521	3,087	0.01%
EMEA 20% Off	369,893		
Qatar Destination	18,617,270	129	0.00%
<b>March</b>			
Moments Miami	400,416	470	0.12%
Europe Summer	400,416	483	0.12%
Family Offer	372,937	611	0.16%
Fitness on Demand	773,353	565	0.07%
Miles to Points	490,296	4	0.00%
Europe Summer Animated	372,937	989	0.27%
Europe Summer Total	773,353	1472	0.19%

Offer 2 — Europe Summer — EN, BE — Same as Offer 1 Animation

## Elevate Your Summer Holiday

Explore extraordinary hotels throughout your favorite destinations in Europe.

» VISIT EUROPE




Offer 2 — MEO Spain — FR, DE, IT

## Earn 2,500 Bonus Points

Get more for each stay in Spain and explore beaches, dining, and iconic landmarks.

» BOOK NOW



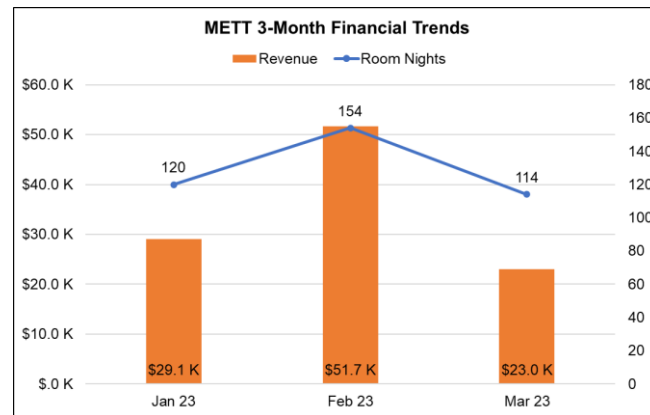
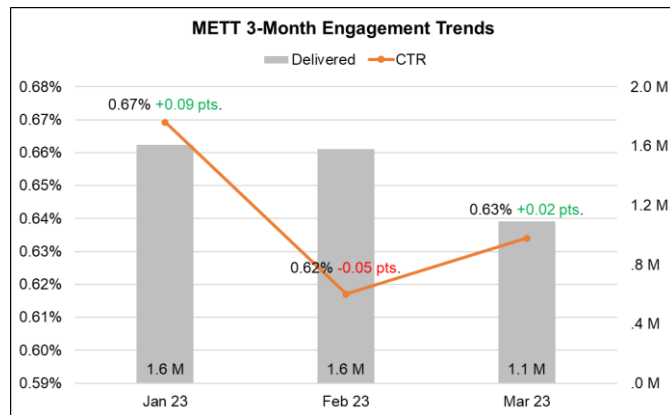


# METT Emails

# Q1 2023 METT Performance Summary

- Quarterly deliveries were down in Q1 with below average deliveries in March
- Engagement in Q1 was up QoQ with all three months having similar CTRs
- Revenue increased in Q1 driven by strong financial performance in February
- Highest CTR in Q1 was in January driven by campaigns using several key tactics including spring break SLs, locations in SL and pool/beach messaging
  - Oman METT featured property imagery and Spa/Dining discounts
- Top performers in February called out specific property names in subject lines
- Throughout Q1 top performers property imagery was a consistent them and lifestyle photography that was included was set within the property, recommend to leverage insight in regional solo campaigns

	Q1 2023	QoQ
Delivered	4.3 M	-8.59%
Clicks	27.4 K	-5.83%
CTR	0.64%	+0.02 pts.
Unsub Rate	0.17%	+0.01 pts.
Bookings	138	+16.95%
Room Nts.	388	+11.49%
Revenue	\$103.8 K	+8.95%



# Top 10 Q1 2023 METT Revenue drivers

- Highest revenue driver in Q1 featured a romantic getaway theme, recommend to continue this METT and incorporate romantic getaway themes into other regional solos
- Several spring break campaigns in Q1 consistently among the top performers, recommend to continue using spring break themes in Q1 months for additional regional solos
- Several high performing METT campaigns including Czech and Spring break leveraged a mix of lifestyle and scenic regional photography, recommend to continue testing additional photo categories in PCIQ image optimization

Month	Description	Delivered	CTR	Bookings	Rmnts	Revenue
February	EMEA_Czech_METT_Feb10_EN	97,825	0.59%	4	9	\$6,928
February	EMEA_WEM_Spring_Break_US_Feb3_EN	48,880	0.71%	6	14	\$5,676
March	EMEA_Italy_MARCH10_ITA	38,352	1.53%	4	37	\$4,909
March	EMEA_UAE_International_Mar10_EN	45,020	0.11%	5	18	\$4,693
March	EMEA_EGY_MARCH10_EN	47,079	0.54%	5	16	\$4,021
January	EMEA_UK_WinterWellness_Jan6th_EN	95,951	1.04%	12	29	\$3,441
February	EMEA_WEM_Spring_Travel_EU_Feb24_EN	64,780	0.61%	3	12	\$3,307
January	UAE_Local_Jan20_EN	57,992	0.50%	4	17	\$2,275
March	EMEA_UK_Mother'sDay_Mar3_EN	96,728	0.58%	7	11	\$2,177
March	EMEA_WEM_Easter_City_Breaks_Europe_March3_EN	96,089	0.83%	5	9	\$2,138
Top Performing Total		688.7 K	0.70%	55	172	\$39.6 K

# Top Performing METTs: Q1 2023

(Highest CTR)

EMEA\_MH\_MANUNITED\_MAR24\_EN

**Subject Line:** Enter for a chance to win the dream matchday overnight stay at Ol



## A DIFFERENT KIND OF WIN

We invite you to experience the Marriott Hotels Suite of Dreams like never before. Enter for the chance to win this unforgettable sleeper experience with Marriott Hotels and Manchester United.

Stay the night at the iconic Old Trafford stadium in the Marriott Hotels designed room.

Not only will you wake up in the stadium, as part of the prize, you and a guest will also be at Old Trafford to cheer on Manchester United as they take on Aston Villa.

NPN. Ends 6 April. T&C visit <http://manutd.com/suiteofdreams-tandc>

ENTER NOW

(Highest Revenue)

EMEA\_Czech\_METT\_Feb10\_EN

**Subject Line:** Perfect Destination For A Romantic Getaway



## EXCITING CITY BREAK IN THE HEART OF EUROPE

The Czech Republic is a treasure of everything that's fascinating about continental Europe, with historic cities, impressive baroque and Rococo mansions, rolling hills and vineyards. Prague is the star attraction, a dazzling combination of architectural beauty and vibrant life, although **handmade Brno** and beer-loving **Pilsen** both offer plenty of fascination.

SEE DESTINATION



**ARCHITECTURALLY DAZZLING PRAGUE**  
The City of a Hundred Spires is a treasure with a history and palette for other locations. Splendour the day exploring art, music, and architecture in Prague. (Should with traditional, and even **hearty Czech cuisine** before heading out the vibrant night).

SEE OUR HOTELS



**MAGICAL BRNO**

The ideal option for a romantic escape from the noise of bustling cities is the small **City of Brno**. From the 13th to the 19th century, Brno was a major center of the textile industry. The city is a treasure of historic architecture, and the grandest of the **Liberty Square**.

BOOK NOW



**ESCAPE TO PILSEN**  
For those who are interested in something more, **Prague** is a treasure of historic architecture. The city is a treasure of historic architecture, and the grandest of the **Liberty Square**.

STAY IN PILSEN



**LET US GUIDE YOU**  
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(High CTR + Revenue)

EMEA\_Italy\_MARCH10\_ITA

**Subject Line:** Welcome Spring Offers



## REGALATEVI UN INDIMENTICABILE SOGGIORNO

Con spirito della bella giornata, regalatevi il sole del sole mai per offrire un'esperienza di lusso, shopping e benessere. Lasciatevi ispirare da uno dei nostri **paesaggi paradisiaci** per un soggiorno indimenticabile. Per questo vi offriamo:

SCOPRITE DI PIÙ



**SHOPPING A MILANO**  
Immergetevi nel confort del **The West Palace Milano** e scoprirete il fascino del shopping a Milano. Il nostro hotel è situato nel cuore di Milano, vicino al centro storico e al centro commerciale. Per questo vi offriamo:

PRENOTATE ORA



**VENEZIA ROMANTICA**  
Regalatevi un'esperienza di lusso e benessere a Venezia. Il nostro hotel è situato nel cuore di Venezia, vicino al centro storico e al centro commerciale. Per questo vi offriamo:

SCOPRITE DI PIÙ



**PER UN SOGGIORNO INDIMENTICABILE**  
Immergetevi nel fascino del **The West Palace** e scoprirete il fascino del shopping a Milano. Il nostro hotel è situato nel cuore di Milano, vicino al centro storico e al centro commerciale. Per questo vi offriamo:

VEDETE L'OFFERTA

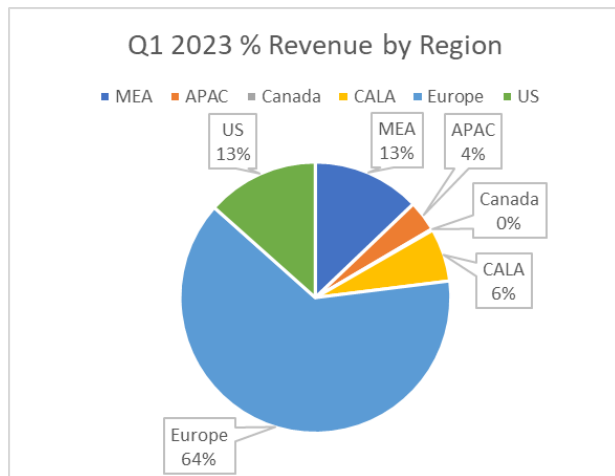


**GRANDE INAGURAZIONE A ROMA**  
L'opera **EDIZIONE** a Roma, con architettura e design di **Luigi** e **Stefano**, è un'opera d'arte. Per questo vi offriamo:

ESPLORATE

# Q1 2023 Revenue Attribution

- In Q1 77% of METT revenue in went back to EMEA properties
- 40/50 campaigns in Q1 resulted in a majority of revenue going back to EMEA properties which is the highest quarterly percentage
- Revenue back to EMEA was the highest January with over 95% of revenue going back to EMEA properties which can be used to inform locations included in Spring Destination Solos, recommend to continue to monitor for engagement patters
- Top properties booked in Q1 include: JW Marriott Cannes (\$6.6K), JW Marriott Venice Resort and Spa (\$6.6K) and the Hotel Arts Barcelona (\$4.8K) recommend to include in property spotlights in regional solos



## Top 5 Campaigns

	Revenue	% to EMEA
EMEA_EDITION_REYKJAVIK_27JAN_UK	\$18,593	100%
EMEA_JW_Venice_Season_Opening_24FEB_EN	\$18,089	100%
EMEA_Czech_METT_Feb10_EN	\$13,290	100%
EMEA_WEM_Spring_Break_US_Feb3_EN	\$13,063	77%
EMEA_W_VERBIER_06JAN_EN	\$11,508	100%
Top 5 Total	\$32,740	

# Testing & Optimization

# Q1 PCIQ SL Optimization: January

- Listicle performed well amongst most language in 16/1 deployment, recommend to pair listicle with other high performing subject lines
- How to was the top performer in the second January deployment and an average performer in the 16/1 deployment, recommend to include How to in additional solos to monitor for engagement
- FOMO performed well with German and Spanish openers in the 16/1 deployment, recommend to pair with personalization to increase engagement

## Destinations

Deployment Date_M	Language	Direct, Personal	FOMO	How To	Intrigue	Listicle	Question, Personal
01/16/2023	ARB	-	5.4%	5.8%	5.0%	6.6%	4.8%
	ENG	4.2%	5.4%	5.4%	5.5%	6.8%	5.5%
	FRE	-	8.7%	8.8%	7.8%	9.0%	9.1%
	GER	-	14.1%	13.8%	13.7%	13.9%	14.2%
	ITA	-	8.0%	7.1%	7.7%	8.3%	8.0%
	SPA	-	7.6%	7.4%	7.4%	7.2%	7.3%

- Direct, Personal:** Qatar is Waiting[, Fname]!
- FOMO:** Don't Miss Out: European Resorts to Explore
- How To:** How to Travel Within Europe in Style
- Intrigue:** Inside: The Cure for Blue Monday
- Listicle:** European Resorts Worth Exploring
- Question, Personal:** Are These Resorts in Europe on Your Wishlist[, Fname]?

## Demand Gen

		Direct	FOMO	How To	Intrigue	Question, Personal
1/30/2023	ENG	5.4%	5.4%	5.5%	5.5%	5.5%

- Direct, Personal:** Score Marriott Bonvoy VIP Lounge Tickets
- FOMO:** Don't Miss Out On Maximising Your Points
- How To:** Here's How to Maximise Your Points
- Intrigue:** Your January Guide to Maximising Points
- Question, Personal:** Curious How to Boost Your Points Balance [, Fname]?

# Q1 PCIQ SL Optimization: February

- Question personalized performed better with FRE and GER openers with how to performing significantly better with Italian and SPA openers; How to performed the highest in subsequent campaigns in Q1 recommend to expand How to tags and continue including:

Points Activation		FOMO	How To	Question, Personal
2/3/2023	FRE	19.5%	19.9%	20.0%
	GER	19.9%	20.1%	20.7%
	ITA	21.4%	22.4%	21.0%
	SPA	8.5%	8.7%	8.4%

- **FOMO:** No pierda la oportunidad de maximizar sus puntos
- **How To:** Aquí encontrará claves para maximizar sus puntos
- **Question, Personal:** ¿Tiene curiosidad por saber cómo aumentar su saldo de puntos [, Fname]?



# Q1 PCIQ SL Optimization: March

- Intrigue was a top performer in every deployment in March amongst most languages, recommend to continue to include Intrigue especially when PCIQ is unavailable and a single SL is needed in multiple languages
- Listicle performed the highest in March and the highest in January, recommend to continue to include and pair with other high performing tags in upcoming campaigns

MILUX		FOMO	How To	Intrigue, Personal	Listicle	Question, Personal
3/1/2023	ENG	6.5%	5.6%	6.3%	5.8%	5.6%
MILUX (INL)		FOMO	How To	Intrigue, Personal	Listicle	Question, Personal
3/3/2023	ARB	10.5%	13.0%	8.8%	8.3%	10.4%
	FRE	6.2%	8.1%	10.2%	8.7%	8.7%
	GER	14.3%	12.9%	15.3%	14.9%	15.5%
	ITA	9.2%	9.5%	9.2%	7.3%	8.3%
	SPA	7.8%	7.3%	8.2%	7.0%	7.5%
Destinations		FOMO	How To	Intrigue	Listicle	Question, Personal
3/6/2023	ARB	20.4%	19.6%	21.3%	20.3%	19.9%
	ENG	18.0%	18.0%	18.1%	18.2%	18.0%
	FRE	20.3%	20.8%	21.2%	21.2%	21.2%
	GER	18.9%	19.2%	20.2%	18.8%	19.4%
	ITA	21.3%	21.3%	20.8%	21.5%	21.0%
	POL	32.6%	34.6%	31.7%	36.7%	28.9%
	SPA	21.8%	21.1%	21.9%	21.5%	21.1%

- **Intrigue, Personal:** Your Resort Awaits [, Fname]!
- **FOMO:** You're Due for an Unforgettable Resort Retreat
- **Question, Personal:** Which Resort Retreat Is Right for You[, Fname]?
- **How To:** How to Plan the Perfect Resort Escape
- **Listicle:** 3+ Resort Retreats Worth Exploring

- **Intrigue:** Fall in Love With This Stunning Destination
- **FOMO:** Don't Miss Out on Your Most Enchanting Escape Yet...
- **Question, Personal:** Searching for a Charming Escape Close By[, Fname]?
- **How To:** How to Enjoy a Charming Escape in Europe
- **Listicle:** Inside: The Most Charming Destinations to Visit This Spring

# Q1 Hero Image Testing

- Throughout Q1 several hero image tests were conducted with Destination vs Pool exterior images
  - 5/7 tests resulted in Pool Exterior images having a higher CTR
  - The January deployment resulted in all languages besides Arabic favoring destination imagery
  - Recommend to continue testing Destination imagery to monitor for engagement patterns and seasonality
- Property vs Lifestyle testing in March resulted in a higher CTR for 5/7 languages tested, recommend to incorporate additional property categories to continue testing

Unique Click Rate : Click/Delivered				
Deployment Date	DESTINATION_IMAGE	PROPERTY_HOTEL_POOL_EXTERIOR	SPAIN_DESTINATION_IMAGE	SPAIN_PROPERTY_HOTEL_POOL_EXTERIOR
1/16/2023	1.46%	1.38%		
1/30/2023	1.26%	1.28%	1.29%	1.26%
2/3/2023	2.07%	2.10%		

Deployment Date	DESTINATION_IMAGE	PROPERTY_HOTEL_POOL_EXTERIOR	LIFESTYLE	PROPERTY
2/20/2023	1.28%	1.38%		
2/25/2023		2.38%		
3/2/2023			1.424%	1.415%
3/6/2023	1.04%	1.15%		



DESTINATION\_IMAGE



PROPERTY\_HOTEL\_POOL\_EXTERIOR



LIFESTYLE



PROPERTY

# 2023 Email Marketing Roadmap

	Q1 2023	Q2 2023	Q3 2023	Q4 2023
<b>Email Performance</b>	App-exclusive offer Targeting by point balance Ongoing: Send-Time Optimization	Discount vs bonus points offer Earning / redeeming CTA copy Ongoing: Send-Time Optimization	Email length Scope reminders emails Ongoing: Send-Time Optimization	Test reminder emails Ongoing: Send-Time Optimization
<b>Personalisation</b>	Hero image optimization Targeted content (pts. balance, country) New member messaging Ongoing: PCIQ SL/PH Optimization; luxury segment versioning	Member data in PCIQ optimizations New member messaging Ongoing: PCIQ SL/PH Optimization; luxury segment versioning	Member data in PCIQ optimizations New member messaging Ongoing: PCIQ SL/PH Optimization; luxury segment versioning	Member data in PCIQ optimizations New member messaging Ongoing: PCIQ SL/PH Optimization; luxury segment versioning
<b>Localisation</b>	Market level event email versioning (Easter, Eid) Language preference messages (comm. strategy & alert message testing) Targeted property features & brand awareness Targeted Moments & partnership content	Market level event email versioning Language preference messages (comm. strategy & alert message testing) Targeted property features & brand awareness Targeted Moments & partnership content	Market level event email versioning Language preference messages Targeted property features & brand awareness Targeted Moments & partnership content	Market level event email versioning Language preference messages Targeted property features & brand awareness Targeted Moments & partnership content
<b>Content</b>	Cross-regional marketing	Video content New creative designs Develop mobile app test plan	Mobile app download creative & multi-touch assessment Cross-regional marketing	Video content New creative designs Cross-regional marketing

# Actionable Insights

# Q1 Actionable Insights

- Engagement campaigns had a CTR of 2.0% led by Wanderlust and Boutiques, recommend to leverage content in upcoming regional solos
- All emailable member levels produced higher in all activities with the biggest difference in earning, recommend to continue exploring additional opportunities to drive redemption for basic – gold levels to increase activity
- Email communications contributed to the largest difference in earning for Silver and Gold member levels which experienced significant increases in Q1, recommend to explore redemption modules versioned by member level
- CTR for Europe continues to increase. Feb held the highest combined regional CTR since regional solos began in Aug 2022. With MEA CTR continuing to decrease, a deep dive on current MEA content is recommended.
- Revenue was consistent QoQ, however, overall share of revenue from MEA decreased to 15% from 18% and Europe increased to 78% from 74%, recommend to evaluate MEA content to increase revenue.
- Continue to optimize placements for the Search Module as it contributed to Feb's higher engagement activity with 6% of total clicks and nearly 11% of booking revenue
- The January Demand Gen campaign held the highest CTR in January which is consistent with the performance of other Regional Solos in Q1. Throughout Q1 within MEA, Africa consistently had higher CTR vs Middle East, recommend to continue to monitor for engagement patterns.
- January Demand Gen highlighted seasonal destinations, recommend to continue to highlight “Sunny” destinations coming out of winter for European residents – expand testing to images.

# Q1 Actionable Insights

- Engagement for both months was higher amongst non-lux and lower luxury levels, recommend to version for lux and non-lux to increase engagement
- Revenue for March MILUX resulted in a rev/del. Of \$0.05 which is the highest yet for a MILUX solo which was impacted by highly targeted luxury audiences; recommend to evaluate continued luxury only MILUX campaigns with tailored luxury content
- Top modules for click activity were the hero, resort module and 5 pack navigation module recommend to continue using destinations to support different themes (resorts in Ibiza, hotels in Spain, etc.)
- Outside of the hero module the #1 revenue driver was the Italy Resort from the Rest of Europe segment (Romania), resort content continues to be a top revenue driver recommend to incorporate a resort themed solo in Spring/Summer
- Combined clicks for the 5-pack in MILUX captured greater revenue and engagement than the hero, recommend to continue including high performing module
- Mobile app hero led engagement in January with the greatest share of click activity, near equal activity between has app and does not have app groups; recommend to leverage mobile app crossover module in regional solos
- February Glopro hero captured \$20K from European openers versus \$530 from MEA openers, recommend to try additional offers in the hero for MEA residents

# Q1 Actionable Insights

- Remaining revenue in February came from leisure destination module, a regular top performer which featured multiple destination themes, recommend to test in regional solos
- Brand bar consistently captures significant revenue and engagement, recommend to look into developing a brand bar treatment for a module
- MEO Spain was the top performer in January Core MAU and the highest performing offer in Q1, recommend to include MEO Spain in regional solos when available
- Europe Summer offer was the second highest performing offer in all of Q1, recommend to include as a primary offer in regional solos
- Several offers in March Core MAU had above average performance, recommend to include in regional solos leading to 2023 summer
- Throughout Q1 top performers property imagery was a consistent theme and lifestyle photography that was included was set within the property, recommend to leverage insight in regional solo campaigns
- Highest revenue driver in Q1 featured a romantic getaway theme, recommend to continue this METT and incorporate romantic getaway themes into other regional solos
- Several spring break campaigns in Q1 consistently among the top performers, recommend to continue using spring break themes in Q1 months for additional regional solos
- Several high performing METT campaigns including Czech and Spring break leveraged a mix of lifestyle and scenic regional photography, recommend to continue testing additional photo categories in PCIQ image optimization
- Revenue back to EMEA was the highest January with over 95% of revenue going back to EMEA properties which can be used to inform locations included in Spring Destination Solos, recommend to continue to monitor for engagement patterns
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Thank you!

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