

EMEA Quarterly Email Review *Q3 2021*

28 October 2021

MARRIOTT
BONVOY[®]



LE MÉRIDIEN BARCELONA, SPAIN





Meeting Agenda

1. Quarterly Performance Summary

2. Q3 Campaign Highlights & Trends

- Drive Market Solo
- MAU
- METTs

3. Testing & Optimization

4. Actionable Insights



Quarterly Performance Summary

Q3 2021 YoY Performance Overview

<div><div>2.9 M</div><div>Email Subscribers*</div><div>+1.4% vs. July '21</div></div>	<div><div>38.5 M</div><div>Delivered Emails</div><div>+41.4% YoY</div><div>+15.6% vs. 2019</div></div>	<div><div>\$2.0 M</div><div>Revenue</div><div>+33.3% YoY</div><div>-56.7% vs. 2019</div></div>	<div><div>9.9 K</div><div>Room Nights</div><div>+2.6% YoY</div><div>-51.6% vs. 2019</div></div>	<div><div>Q3 engagement was strong with most KPIs higher than previous periods</div><div>Increased deliveries 41% YoY & 15% vs. Q3 '19 while maintaining audience engagement; CTR remained flat and low unsub. rate</div></div>
<div><div>29.1%</div><div>Open Rate</div><div>+7.1 pts. YoY</div><div>+9.5 pts. vs. 2019</div></div>	<div><div>1.5%</div><div>CTR</div><div>-0.0 pts. YoY</div><div>+0.0 pts. vs. 2019</div></div>	<div><div>3.3 K</div><div>Bookings</div><div>-20.1% YoY</div><div>-44.5% vs. 2019</div></div> <div><div>Booking Contribution</div><div>(By Email Category)</div><div><div></div></div></div>		<div><div>Collecting more open activity than previous years led to open rate lifts</div><div>Fewer bookings YoY, but longer stays and higher rates may be driving room night and revenue lifts</div></div>
<div><div>5.2%</div><div>CTOR</div><div>-1.9 pts. YoY</div><div>-2.7 pts. vs. 2019</div></div>	<div><div>0.24%</div><div>Unsub. Rate</div><div>+0.03 pts. YoY</div><div>-0.08 pts. vs. 2019</div></div>	<div><div><div></div></div><div><div>Continent Mktg.</div><div>1.4 K</div></div><div><div>Core Mktg.</div><div>1.4 K</div></div><div><div>Promotions</div><div>440</div></div><div><div>Lifecycle</div><div>434</div></div><div><div>Field Marketing Tool</div><div>253</div></div><div><div>Brand</div><div>131</div></div><div><div>Partner</div><div>38</div></div><div><div>Travel Inspiration</div><div>13</div></div><div><div>Cobrand CC</div><div>12</div></div></div>		

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

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MARRIOTT

BONVOY

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

2.9M Emailable Customers in October 2021 (+1.4%)

- Lift in EMEA emailable audience compared to July 2021
- Middle East had the strongest overall lift of 5.2% compared to all other regions
- Europe decline from member audience (-1%)
- All regions saw non-member lifts vs. July '21

Region	Members	vs. July	Non-Members	vs. July
Africa	366,244	+3%	38,411	+3%
Europe	1,492,474	-1%	71,594	+1%
Middle East	878,794	+6%	58,075	+0%

Emailable Counts by Region	Oct '21	vs. July '21
EMEA		
Africa	418,057	+3.3%
Europe	1,543,437	-1.3%
Middle East	985,353	+5.2%
EMEA Total	2,946,847	+1.4%
All Others		
Asia	3,192,904	+4.0%
Australia	566,468	-5.4%
Canada	1,232,073	+2.5%
Caribbean Islands	94,385	+4.6%
Central America	526,711	+3.4%
Pacific Islands	141,612	-1.1%
South America	495,629	+2.9%
United States	26,572,176	+2.2%
All Regions Total	35,870,442	+2.1%

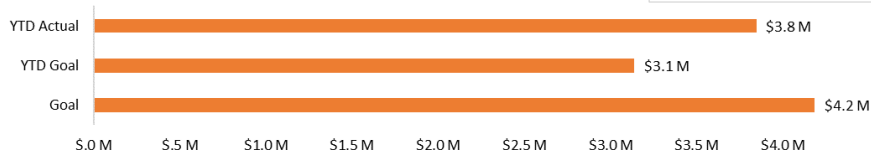
Q3 2021 Engagement Above Goal

- Engagement in both regions continues to be above goal for most KPIs
- Higher open activity compared to clicks; led to CTOR decline
- Strong revenue lifts for both regions; MEA almost reaching year-end goal of \$1M (currently \$984K through Sept)

EUROPE	Q3 '21	Goal	vs. Goal
Open Rate	30.4%	26.0%	+4.4 pts.
CTOR	6.1%	6.50%	-0.4 pts.
Unsub. Rate	0.25%	0.35%	-0.10 pts.
Revenue	\$1.6 M	\$1.0 M	+50.8%

Europe 2021 Revenue Goal

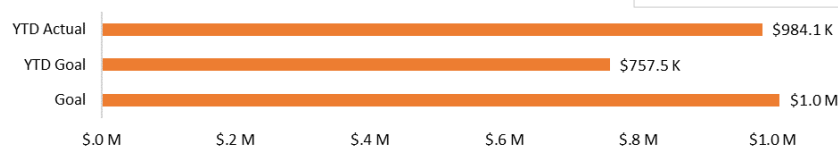
+23% vs. YTD Goal



MEA	Q3 '21	Goal	vs. Goal
Open Rate	27.2%	19.0%	+8.2 pts.
CTOR	3.8%	4.50%	-0.7 pts.
Unsub. Rate	0.21%	0.20%	+0.01 pts.
Revenue	\$472.2 K	\$252.5 K	+87.0%

MEA 2021 Revenue Goal

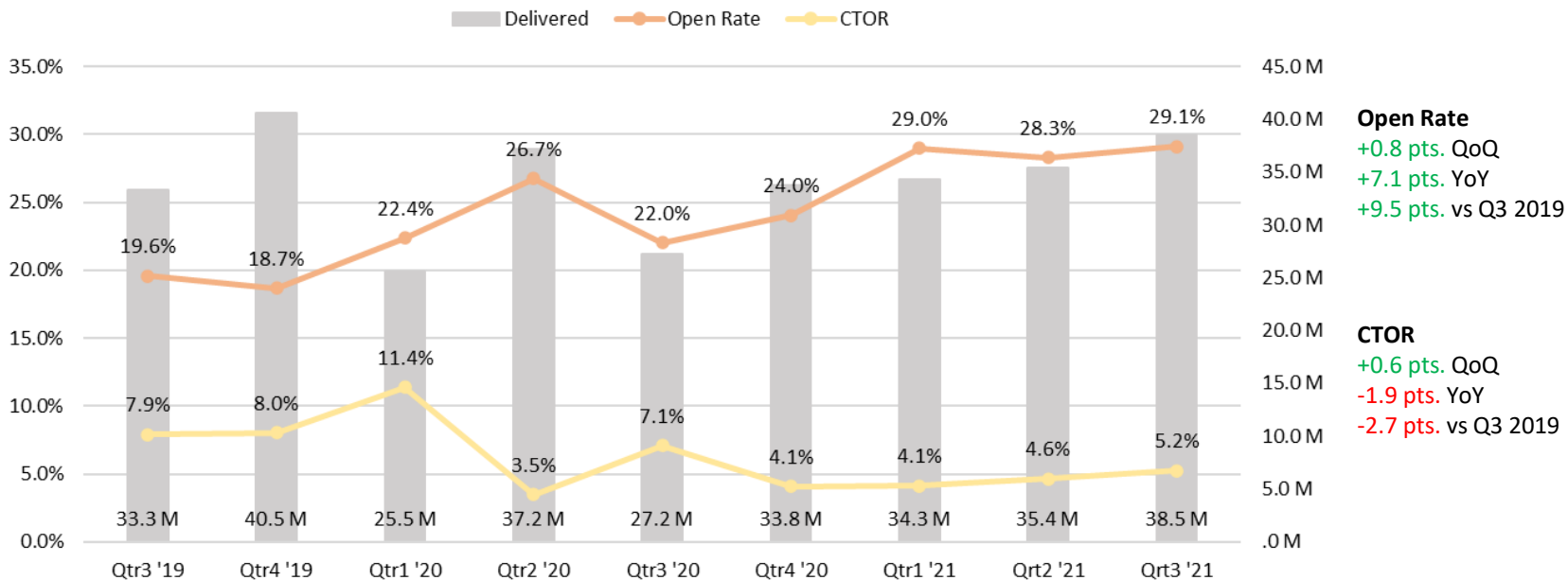
+30% vs. YTD Goal



Increased Engagement Continues Into Q3 With Above Average Open Rates and Annual High In CTOR

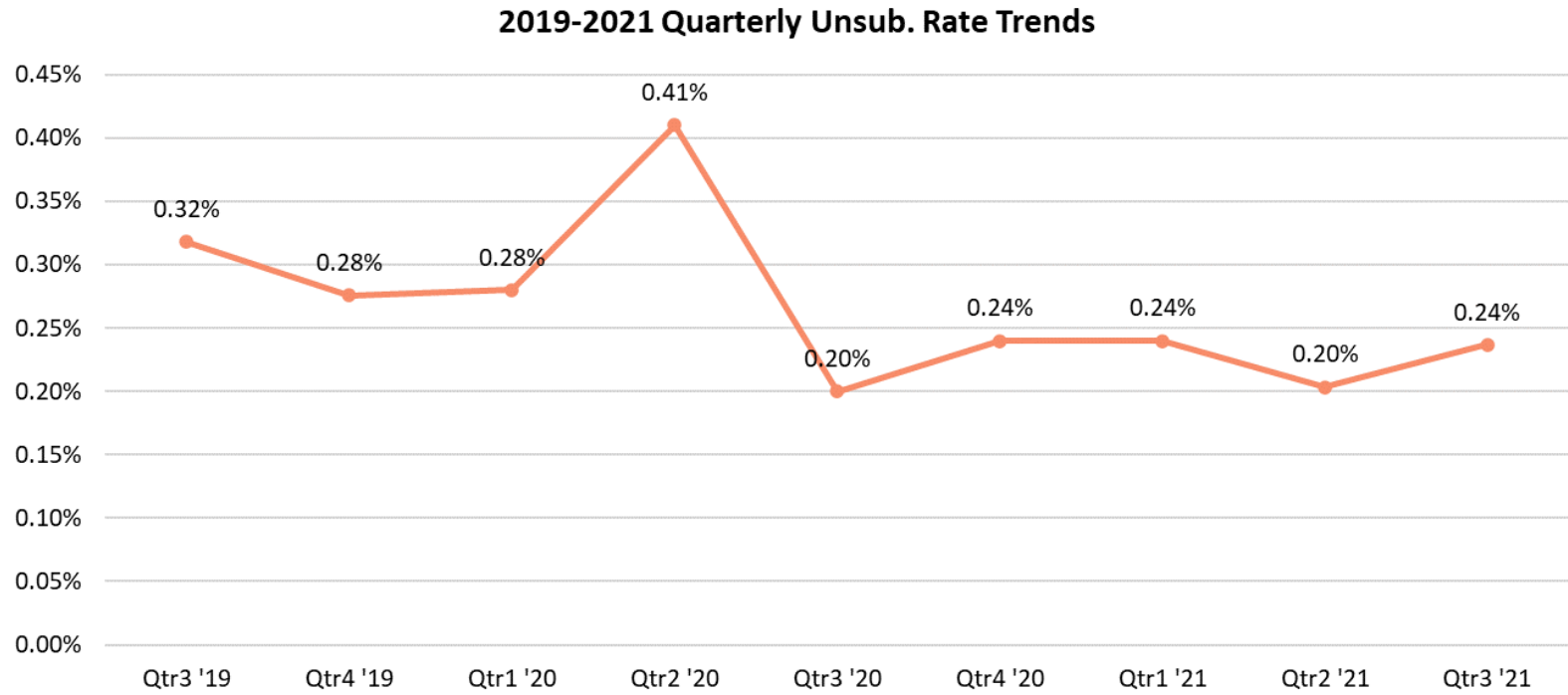
Ongoing optimizations support KPI lifts

EMEA Quarterly Email KPI Trends (2019-2021)



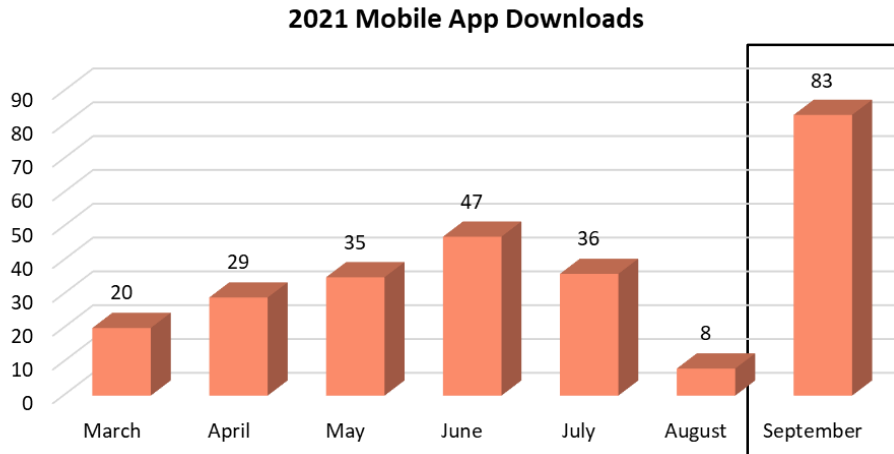
Steady Unsubscribe Rate Trends Since Q3 2020

QoQ increase from select high-volume September campaigns that resulted in high unsub rates (regional solo, promo, MVC, RCYC); increase aligned with Bonvoy overall engagement trends



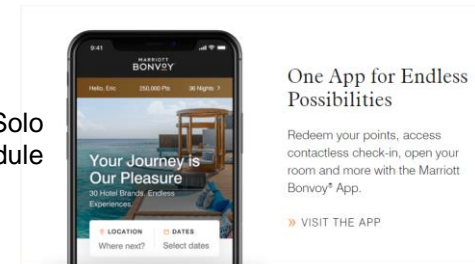
Significant Mobile App Download Lifts

Returned to including app download content in September; activity +125% vs. monthly average and +938% MoM
52% of the downloads came from Sept 20th Drive Market solo; also added new tracking link to Russian version

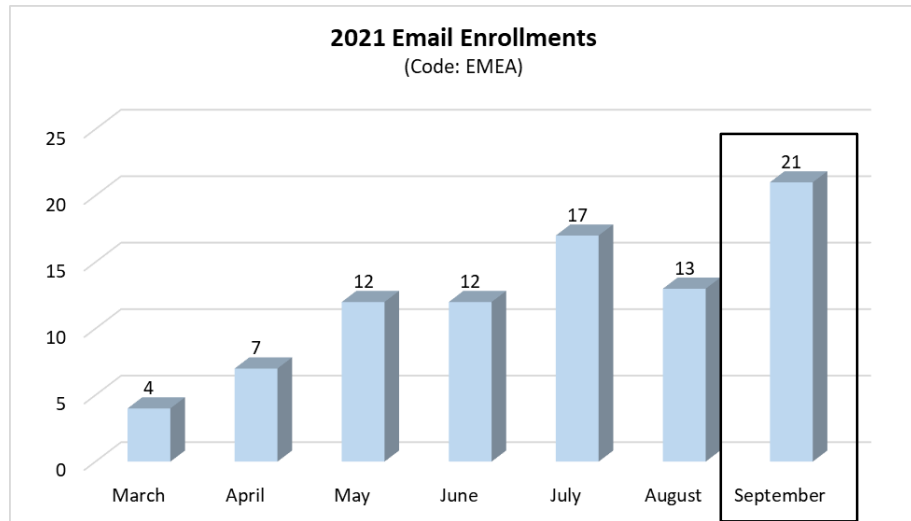


Time Period	App Downloads
September	83
Monthly Avg.	37
vs Avg.	+125%

Sept. Solo
Module



Highest Enrollment Month YTD



Time Period	# Enroll
September Total	21
Monthly Avg.	12
vs Avg.	+71%
MoM	+62%

Regional solo was a contributing factor to engagement lifts with 2 relevant and prominent placements of join messaging

Above Hero

Get More Out of Travel With Points

Join Marriott Bonvoy® today to unlock unparalleled earning opportunities just for you. With every journey you take you will be rewarded with extra points for future stays and endless experiences.

Step Away From Screen Time.
Embrace Go Time.

Register now, then earn 1,500 bonus points on each stay, plus 3,000

Above Earning Module

Earn Points With Ease.

Join Marriott Bonvoy today to take advantage of these special offers.

Celebrate Your Big Day With Us

Earn 3x points when you book your wedding with us. Your 'Just Married' holiday is closer than you think.

START PLANNING

Q3 Campaign Highlights & Trends

Drive Market Solo:

Quarterly Plan & Roadmap

Q3 Highlights & Trends

EMEA 2021 Learning Roadmap:

Monthly Drive Market Solos

Q1 2021		Q2 2021	Q3 2021	Q4 2021
Email Performance	<ul style="list-style-type: none"> - Test subject lines/pre-headers - Explore optimization tech opportunities 	<ul style="list-style-type: none"> - Test subject lines/pre-headers (PCIQ/Epsilon) 	<ul style="list-style-type: none"> - Test subject lines/pre-headers - Explore additional targeting opportunities (luxury segmentation) - Explore re-send optimization tactics 	<ul style="list-style-type: none"> - Test subject lines/pre-headers - Optimize re-sends (targeting, SL/PH) - Explore additional targeting opportunities (3rd party data)
Personalization	<ul style="list-style-type: none"> - Measure effectiveness of luxury & generic solo versioning 	<ul style="list-style-type: none"> - Optimize hero engagement/personalization - Feedback loop (survey, poll, quiz content) 	<ul style="list-style-type: none"> - Optimize hero engagement/personalization - Use member data (pt. balance, etc.) - Explore showing nearby properties 	<ul style="list-style-type: none"> - Optimize hero engagement/personalization - Feedback loop (survey, poll, quiz content) - Use member data (pt. balance, etc.)
Content	<ul style="list-style-type: none"> - Enhance brand education content - Investigate mobile app email tracking - Launch Non-member enrollment code (METT) 	<ul style="list-style-type: none"> - CTA testing - Enhance brand education content - Launch mobile app download tracking capabilities - Launch Non-member enrollment code (Solo) 	<ul style="list-style-type: none"> - Image/Content Testing - Enhance brand education content 	<ul style="list-style-type: none"> - Image/Content Testing - Hero module testing - Video promo support

Other Supported Priorities:

- Grow and activate members
- Mobile App download/usage
- Cobrand acquisition/usage
- Global Promotions



Q3 2021 Wins

1. Encouraged point usage by including discount offers, Cobrand acquisition bonus point offer, HVMI earning offer, redemption messaging, and member status module
2. Established app download & enrollment benchmarks for monthly comparisons
3. Leveraged new elevated template and Bonvoy branding
4. Increased personalization by acknowledging offer redeemers and recent stayers, encouraging language preference updates, and featuring targeted resorts content (in market, region, and abroad)
5. Expanded enrollment efforts by targeting members with refer a friend messaging
6. Optimized hero content with video and CTA testing, elevated brand education creative/content, and tested Traveler creative

Driving Points Activity Through Email Marketing

Summary of Q3 2021 relevant, targeted email content that encouraged consumers to earn and/or use points.

Encourage Point Activation Earning & Redeeming Offers

Earn 21,000 Bonus Points on Holiday Homes.

Book a private home today and earn a 21,000 Marriott Bonvoy points bonus for stays through 30 Sep 2021.

EXPLORE HOMES & VILLAS



Especially for You in August.
Discover Offers for an Elegant Escape.



Weekends With Benefits.
Enjoy 20% off a long weekend getaway when you book your room between Wednesday and Sunday this week for travel over the next four weekends.

SAVE 25%

Points Can Take You There.

Redeem your Marriott Bonvoy® points for free nights at hotels near you or beyond.

REDEEM POINTS



Savour Your Rewards.

Get 25% off with your Emirates NBD Debit or Credit Card at participating restaurants. Plus, earn double points with your Marriott Bonvoy World Mastercard®.

SEE RESTAURANTS



Personalized Messages Targeted based on program activity

Turn Your Points Into a Summer Holiday.
Platinum Elite Status | 1,000,000 Points

Thank You for Staying.

Our Associates were happy to welcome you back on your recent stay at AC Hotels by Marriott Belfast. We hope you enjoyed the experience and the memories you made, and we look forward to welcoming you back to our hotels again soon.

We Look Forward to Welcoming You Back.

Whether your plans are made, or you are still planning, we've got just the place on our website or mobile app to meet your travel needs. Our flexible cancellation remains in place so you can book now with confidence. Whenever you decide to travel, associates are preparing to welcome you to our hotels and resorts.



THANKS FOR BOOKING WITH US
Where to Next?

Keep exploring our family offers for memorable breaks in the UK, Ireland and beyond. Relax and reconnect this summer with the people who matter most.

SEE OFFERS

As always, please check local government policies and travel restrictions, particularly if crossing borders, before you depart. Always follow with confidence to ensure cancellation is possible in your time emergency.

Program Activity Downloads, promo registration, RAF



One App for Endless Possibilities

Redeem your points, access exclusive check-in, open your room and more with the Marriott Bonvoy® App.

Get More Out of Travel With Points.

Our Associates are looking forward to welcoming you to Courtyard Oxford City Centre for your upcoming trip. Please visit our Mobile App to check in, make requests, and learn more about the hotel and surrounding area to make the most of your stay.

VISIT THE APP



Step Away From Screen Time.
Embrace Go Time.

Register now, then earn 1,500 bonus points on each stay, plus 3,000 more points on stays of 48 nights by Marriott Bonvoy resorts, through 12 December 2021.

REGISTER NOW

Travelers should review applicable travel restrictions and government policies, particularly if crossing borders, before you depart. Always follow with confidence to ensure cancellation is possible in your time emergency.



Reward Your Friends. Reward Yourself.

Earn up to 50,000 bonus points. Refer up to five new members and earn 2,000 bonus points for each stay your referrals make. Plus, your friend will earn 2,000 bonus points per stay, up to five stays.

SEND INVITES

Dedicated Points Solo in Sept '21

Get More Out of Travel With Points

Let us help you make the most of your Marriott Bonvoy® Platinum Elite membership by unlocking unparalleled earning opportunities. With every journey you take you will be rewarded with extra points for future stays and endless experiences.

Your current points balance is 5,000

Earn Points With Ease.

Take advantage of these special offers to boost your points before the new year.



Your Mystery Bonus Is Out There

Get closer to your next extraordinary experience when you purchase 2,000 points. And keep in your Marriott Bonvoy account through the link below to get started.

REDEEM YOUR BONUS



Last Chance to Earn on Holiday Homes

Book a private home today and earn a 21,000 Marriott Bonvoy points bonus for stays through 30 September 2021.

EXPLORE HOMES & VILLAS



Celebrate Your Big Day With Us

Earn 10 points when you book your wedding with us. Your "Last Moment" wedding is closer than you think.

BOOK YOUR WEDDING



Earn Double With Your World Rewards™

Earn Rewards faster when you stay at hotels participating in Marriott Bonvoy plus earn points when you fly with Emirates.

LEARN MORE

More to Love in September.

Look forward to extraordinary experiences that are just what you need.



The World's Greatest Show

Enjoy the best of Dubai and Abu Dhabi at our hotels participating in Marriott Bonvoy from 1 October 2021 to 31 March 2022 with convenient access to the Expo 2020 site.

SEARCH HOTELS

Earn Double Points on Your Card

For a limited time, earn 12 points for each USD spent at hotels participating in Marriott Bonvoy through 30 September 2021 meeting stays and any more.

LEARN MORE



New Hotels. New Experiences

Earn or redeem points for stays at our newest

Explore All New Hotels

Book your stay at our newest hotels across Europe, the Middle East and beyond.

SEE ALL NEW



YTD 2021 EMEA Member Point Activity

2.9M

Total Emailable EMEA Members

Track activity
quarterly to
measure shifts

358.7K (12%)

Earned

49.9K (2%)

Redeemed

43.7K (1%)

Both Earn/Redeem

2.6M (88%)

No Activity

Opportunity is with Basic,
Silver, and Gold members
to increase activity

Levels	Count	% Earned	% Redeemed	% Both	% No Activity
Basic	2.7 M	9%	0%	0%	91%
Silver	108.6 K	39%	7%	6%	59%
Gold	101.9 K	42%	14%	13%	57%
Platinum	22.5 K	70%	33%	31%	28%
Titanium	22.6 K	77%	45%	43%	20%
Ambassador	5.9 K	90%	64%	62%	9%
Total	2.9 M	12%	2%	1%	88%

Q4 Plans

- Support loyalty and regional initiatives:
 - Week of Wonders offers
 - Holiday flash sale
 - EXPO Dubai
 - Global Promo
- Continue encouraging point usage
- Expand PCIQ optimization to content modules
- Continue enhancing brand education module
- Continue luxury personalization efforts
- Plan for impacts of the Apple iOS 15 update on email performance and open tracking starting with October 2021 measurements

Q3 2021 Drive Market Solos: CREATIVE EXAMPLES



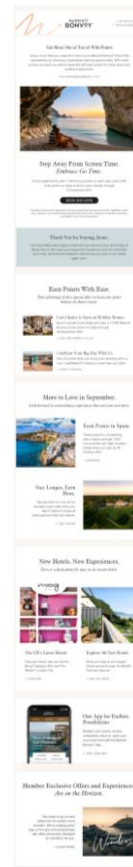
July Highlights:

- Tested subject lines & CTAs
- Featured Summer Sale & Family Offer
- Highlighted resorts content
- Shared June 2021 poll results



August Highlights:

- New branded template
- Thank you for recent stay
- Video animation in Hero
- Member offers sections
- Member status module
- Traveler creative test



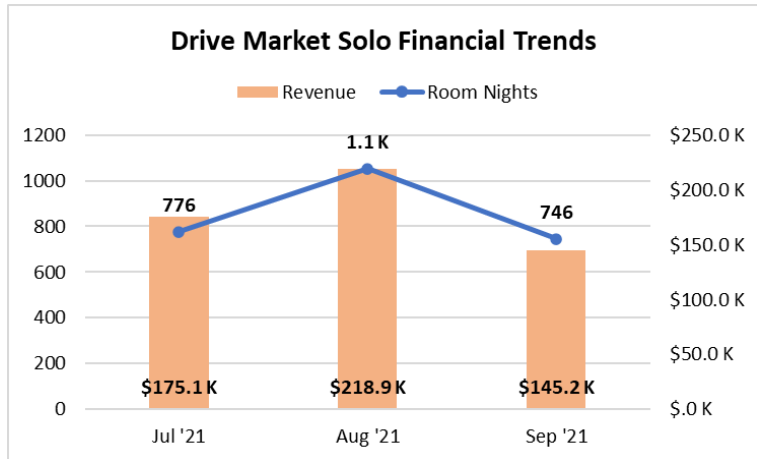
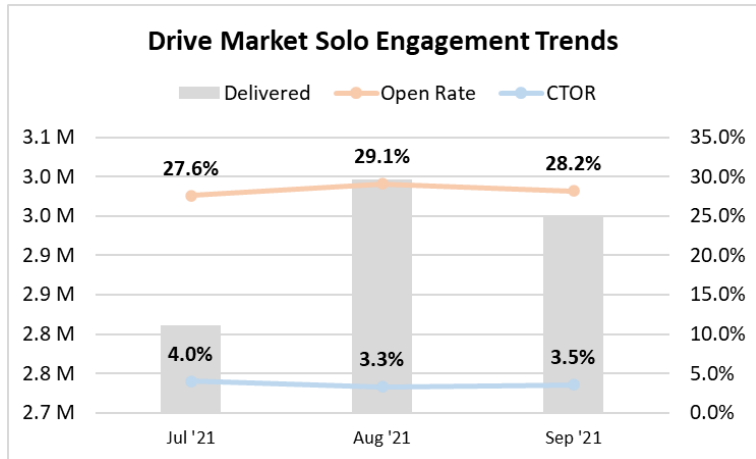
September Highlights:

- Featured Global Promo & Stay Longer offers
- Prominent join messages
- Targeted recent & upcoming, and non-stayer messages
- Point earning module
- New hotel openings by market
- Mobile app module
- Week of Wonders teaser

Positive QoQ Performance

- Strong performance across most KPIs when comparing to previous quarter
- Ongoing subject line testing helped lift open rates
- Click and unsub. rates were near flat; CTOR was steady each month
 - Continuing to test hero CTAs and secondary content to lift engagement
- August solo drove Q3 financial lifts
 - 59% of Aug. revenue from Escapes/Summer Sale secondary content and the Hero

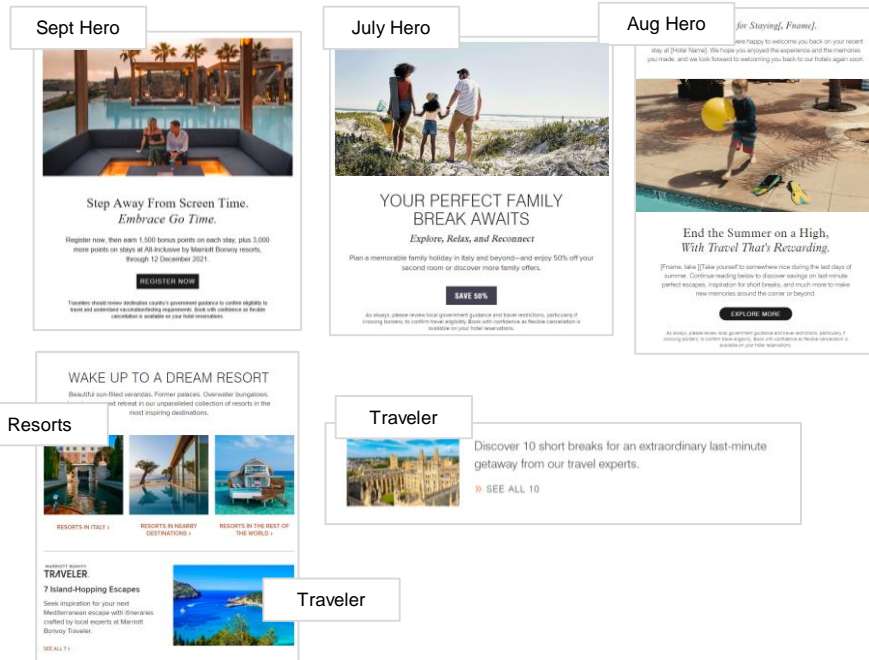
Drive Solos	Q3 2021	QoQ
Delivered	8.8 M	+8.5%
Opens	2.5 M	+18.8%
Open Rate	28.3%	+2.4 pts.
Clicks	89.2 K	+6.5%
CTR	1.02%	-0.0 pts.
CTOR	3.6%	-0.4 pts.
Unsub. Rate	0.22%	+0.01 pts.
Bookings	823	+65.6%
Room Nts.	2.6 K	+53.9%
Revenue	\$539.2 K	+61.4%



Top Performing Solo Content: Offers, Resorts, Traveler, and New Openings

- 8 of the top 10 most clicked content modules in Q3 2021 were also on the top 10 most bookings list (exceptions bolded)
- Sept Global Promo hero generated the most clicks and revenue
- Openers responded favorably to July resorts content; combined engagement was same as Sept Hero, 13.3K clicks & 0.47% CTR
 - Continue featuring content in future mailings
- Higher placement and testing creative lifted Traveler click activity (Aug); use winning creative approach in future mailings and continue leveraging higher placements when appropriate

Month	Module	Content	Clicks	CTR
Sep	Hero	Hero – Global Promo	13.6 K	0.46%
Jul	Hero	Hero – Family Offer/Summer Sale	12.0 K	0.43%
Aug	Hero	Hero – Destination/Portfolio	7.1 K	0.24%
Aug	Offers	Escapes/Summer Sale	6.8 K	0.23%
Jul	Resorts	Resorts: In Market	6.7 K	0.24%
Jul	Resorts	Resorts: Nearby	4.1 K	0.15%
Aug	Hero2	Traveler article	3.7 K	0.12%
Sep	New Hotels	Explore All New Hotels	3.1 K	0.10%
Sep	Offers	Points Purchase Promo	2.5 K	0.08%
Jul	Resorts	Resorts: Rest of the World	2.4 K	0.09%




Top Performing Solo Content: Offers, Resorts, Traveler, and New Openings

Most Clicked

Month	Module	Content	Clicks	CTR
Sep	Hero	Hero – Global Promo	13.6 K	0.46%
Jul	Hero	Hero – Family Offer/Summer Sale	12.0 K	0.43%
Aug	Hero	Hero – Destination/Portfolio	7.1 K	0.24%
Aug	Offers	Escapes/Summer Sale	6.8 K	0.23%
Jul	Resorts	Resorts: In Market	6.7 K	0.24%
Jul	Resorts	Resorts: Nearby	4.1 K	0.15%
Aug	Hero2	Traveler article	3.7 K	0.12%
Sep	New Hotels	Explore All New Hotels	3.1 K	0.10%
Sep	Offers	Points Purchase Promo	2.5 K	0.08%
Jul	Resorts	Resorts: Rest of the World	2.4 K	0.09%

Most Revenue

Month	Module	Content	Bookings	Revenue
Sep	Hero	Hero – Global Promo	185	\$119,633
Jul	Hero	Hero – Family Offer/Summer Sale	102	\$94,871
Aug	Offers	Escapes/Summer Sale	77	\$39,783
Aug	Hero	Hero – Destination/Portfolio	36	\$17,015
Aug	Offers	Redeem Points	21	\$7,850
Sep	Secondary	Earn Points in Spain	20	\$16,129
Jul	Resorts	Resorts: In Market	15	\$10,982
Sep	New Hotels	Explore All New Hotels	8	\$4,640
Jul	Resorts	Resorts: Nearby	5	\$15,180
Aug	Hero2	Traveler article	4	\$5,766



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Get Out of Your Work Zone

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

- Travel Packages
- Travel Insurance
- Travel Arrangements
- Travel Packages

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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Step Away From Screen Time. Embrace Go Time.

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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There's No Time for Nothing, Anymore.

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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- Travel Arrangements
- Travel Packages

Earn Points With Ease

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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More to Love in September.

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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East Points to Spain

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Long Lanes Have Secrets.

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- Travel Packages

New Horizons. New Experiences.

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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- Travel Arrangements
- Travel Packages

The City's Latest Finds

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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- Travel Arrangements
- Travel Packages

Light As Air Horizons

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

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- Travel Packages

One Day for Endless Possibilities

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- Travel Packages
- Travel Insurance
- Travel Arrangements
- Travel Packages

Member Exclusive Offers and Experiences. All on the Horizon.

BonVoy is a travel agency that specializes in creating custom travel packages for individuals, families, and groups. We offer a variety of travel services, including:

- Travel Packages
- Travel Insurance
- Travel Arrangements
- Travel Packages

- [illegible]




BOVVLY

100% VEGAN
 100% WHOLEFOOD
 100% PLANT-BASED

Get One Out of Your Food Frazzle

Bovvly's new **Plant-Based Protein Bars** are the perfect solution for anyone who's tired of eating the same old, same old. With 12 delicious flavors, these bars are packed with protein, fiber, and essential nutrients. They're also 100% vegan, 100% wholefood, and 100% plant-based.

[Shop Now](#)



Step Away From Screen Time, Embrace Life Time

Experience the beauty of nature with our **Beachside Retreats**. These luxurious accommodations offer stunning views of the ocean and a peaceful atmosphere. Perfect for a romantic getaway or a solo escape.



[Book Now](#)

Thank You for being, here.

We're grateful for your support and love. Thank you for being a part of our community.

Earth Prints With Ease

Discover the beauty of nature with our **Earth Prints**. These stunning prints are made from recycled paper and feature vibrant, eco-friendly designs. Perfect for your home or office.

[Shop Now](#)



More to Love in September

Celebrate the month of September with our **September Special**. This exclusive offer includes a variety of products at a special price. Don't miss out!

[Shop Now](#)

Earth Prints in Style

Elevate your home decor with our **Earth Prints in Style**. These elegant prints are perfect for adding a touch of nature to your interior.

[Shop Now](#)



New Lamps, New Vibes

Refresh your living space with our **New Lamps**. These modern lamps are perfect for adding a touch of style and warmth to your home.

[Shop Now](#)

Your Plants, New Experiences

Discover the joy of gardening with our **Plant Kits**. These kits include everything you need to grow your own herbs and vegetables.

[Shop Now](#)

Explore Our New Finds

Discover our latest arrivals with our **New Finds**. These unique items are perfect for adding a touch of personality to your home.

[Shop Now](#)

Our App for Eco-Fashion

Download our **Eco-Fashion App** today. This app allows you to shop for eco-friendly clothing and accessories directly from your phone.

[Download Now](#)

Member Exclusive Offers and Experiences, Just in the Moment

As a member, you'll enjoy exclusive offers and experiences. Join now to unlock all the benefits.

[Join Now](#)

- [illegible]



1-800-800-BOBBY

Our Most Used Of Travel With Friends

Whether you're looking for a place to stay or a place to eat, Bobby's has you covered. Our most popular travel packages are designed to make your trip as easy as possible. From the moment you book your trip, we'll take care of everything. So you can relax and enjoy the trip.




Stay Longer On Us. Earn More For Us.

Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.

Use More Of Us Travel With Friends

Whether you're looking for a place to stay or a place to eat, Bobby's has you covered. Our most popular travel packages are designed to make your trip as easy as possible. From the moment you book your trip, we'll take care of everything. So you can relax and enjoy the trip.

Earn Points With Ease

Join Bobby's Rewards Program and you'll earn 10% off your total stay. Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.




More to Love in September

Whether you're looking for a place to stay or a place to eat, Bobby's has you covered. Our most popular travel packages are designed to make your trip as easy as possible. From the moment you book your trip, we'll take care of everything. So you can relax and enjoy the trip.




Earn Double Points and Save Your Cash

Join Bobby's Rewards Program and you'll earn 10% off your total stay. Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.

New Hotels, New Experiences

Whether you're looking for a place to stay or a place to eat, Bobby's has you covered. Our most popular travel packages are designed to make your trip as easy as possible. From the moment you book your trip, we'll take care of everything. So you can relax and enjoy the trip.




Double Your Points

Join Bobby's Rewards Program and you'll earn 10% off your total stay. Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.

Double Your Points

Join Bobby's Rewards Program and you'll earn 10% off your total stay. Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.

Our App Is Fastest

Download the Bobby's app and you'll earn 10% off your total stay. Reserve a room for 7 nights or more and you'll earn 10% off your total stay. Reserve for 14 nights or more and you'll earn 20% off your total stay. Reserve for 21 nights or more and you'll earn 30% off your total stay. Reserve for 28 nights or more and you'll earn 40% off your total stay. Reserve for 35 nights or more and you'll earn 50% off your total stay. Reserve for 42 nights or more and you'll earn 60% off your total stay. Reserve for 49 nights or more and you'll earn 70% off your total stay. Reserve for 56 nights or more and you'll earn 80% off your total stay. Reserve for 63 nights or more and you'll earn 90% off your total stay. Reserve for 70 nights or more and you'll earn 100% off your total stay.

Member Exclusive Offers and Experiences. Are on the Horizon.

Whether you're looking for a place to stay or a place to eat, Bobby's has you covered. Our most popular travel packages are designed to make your trip as easy as possible. From the moment you book your trip, we'll take care of everything. So you can relax and enjoy the trip.

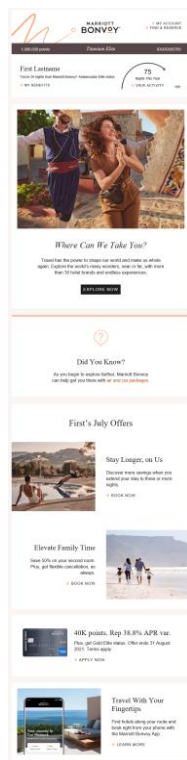
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Monthly Account Update (MAU)

Q3 2021 MAU: CREATIVE EXAMPLES



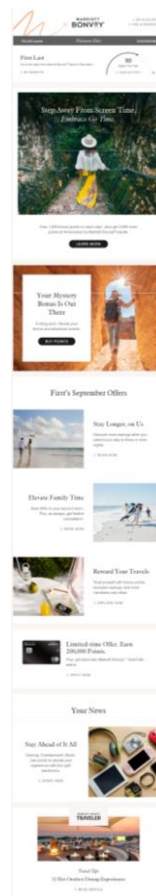
July Highlights:

- New elevated email template and Bonvoy branding
- New global campaign, "Where Can We Take You"
- New member account module & messaging
- Included several targeted offers by market



August Highlights:

- Announced Q3 Points.com Promo in hero
- Moments relaunch messaging
- Targeted Leisure module



September Highlights:

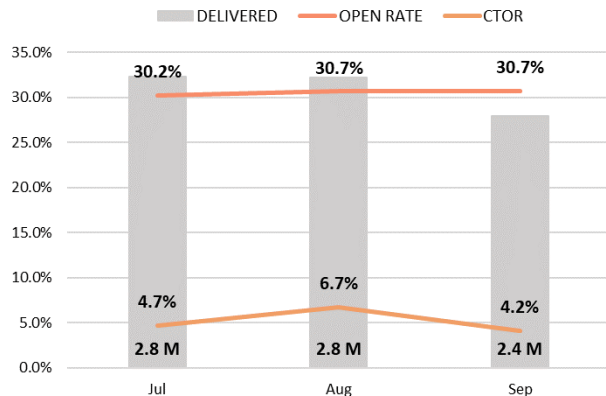
- Announced Q3 Global Promo in hero
- Reminder for Q3 Points.com Promo
- Promoted Stay Longer & Family Offers
- Targeted EU & MEA Traveler module

Positive MAU Engagement Lifts For Most KPIs

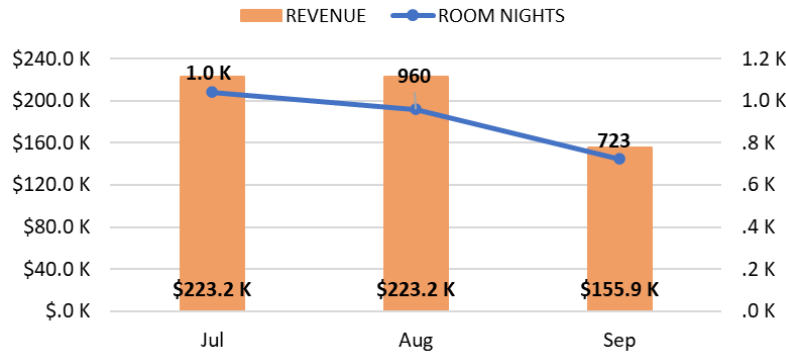
- Consistently capturing more open activity QoQ and YoY led to open rate lifts
- High click activity on Aug Q3 Points.com promo content (hero) contributed to QoQ CTR and CTOR lifts
- Regional offers contributed to July and August revenue gains; test including offer in pre-header and moving to higher and/or more prominent placements

	Q3 2021	QoQ	YoY
Delivered	7.9 M	-5.6%	+9.8%
Opens	2.4 M	-4.5%	+65.8%
Open Rate	30.5%	+0.3 pts.	+10.3 pts.
Clicks	126.8 K	+19.2%	+7.3%
CTR	1.6%	+0.3 pts.	-0.0 pts.
CTOR	5.2%	+1.0 pts.	-2.9 pts.
Unsub. Rate	0.22%	+0.01 pts.	-0.03 pts.
Bookings	924	+6.0%	-21.0%
Room Nts.	2.7 K	+1.3%	-5.3%
Revenue	\$602.2 K	+2.0%	+28.4%

MAU Q3 2021 Engagement Trends



MAU Q3 2021 Financial Trends



Top Performing MAU Content: Offers, Travel Inspiration, Moments, Shopping

- Q3 Points Purchase mystery bonus and animated CTA intrigued openers in Aug & Sep
- Continue to test the placement of regional offers; top performer in INL versions and consider using in ENG version
- Travel inspiration also captured clicks: Leisure Destinations & Traveler; targeting for EMEA readers helped lift engagement
- Continue to tout point earning & redeeming opportunities in future mailings; shopping with points, Moments, and United MP messaging resonated with readers

EMEA Most Clicked - ENG

Month	Content	Clicks
Sep	Hero Q3 GloPro Register	20,864
Sep	Promo Q3 Points Purchase	18,977
Aug	Hero Q3 Points Purchase	13,439
Sep	Hero Generic Booking	6,623
July	Hero Portfolio Campaign	3,040
Sep	News Moments	3,000
Sep	News United MileagePlus	2,817
July	Leisure Destinations	2,030
Aug	Leisure EUR Destinations	1,378
July	Offers EUR Escapes	1,368
Sep	News ROW Shop with Points	1,246
Aug	Promo Moments Relaunch	789
Aug	News EUR HVMI	728
Aug	EMEA Traveler	599
Sep	Benefits Phone Number Add	354

EMEA Most Clicked – INL Combined (BEN, FRE, GER, ITA, SPA)

Month	Content	Clicks
Aug	Hero_Q3_PointsPurchase	14,635
July	Hero_PortfolioCampaign	5,749
Sep	Promo_Q3_PointsPurchase	5,235
Sep	Hero_Q3_GloPro_Register	4,504
Aug	Leisure_EUR_Destinations	4,158
Sep	Hero_GenericBooking	3,656
Sep	Offers_StayLonger	3,029
Sep	News_ROW_ShopwithPoints	2,394
Aug	Offers_StayLonger	2,314
Aug	Offers_EUR_Escapes	1,623
July	Offers_EUR_StayLonger	1,315
Sep	Offers_EMEA_FamilyOffer	1,191
July	Offers_EMEA_FamilyOffer	976
Aug	EMEA_Traveler	758
Aug	Offers_SummerSale	621

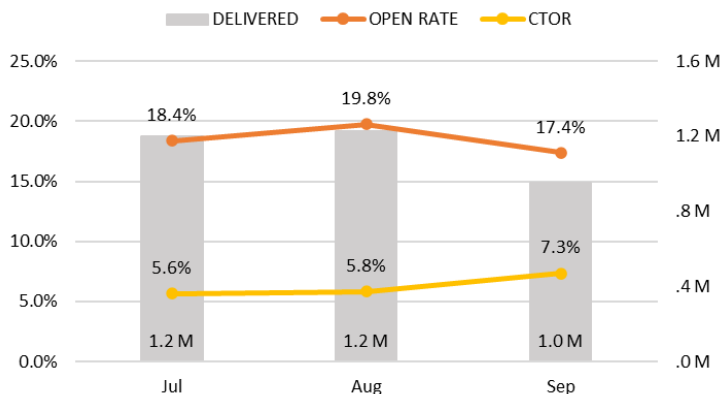
METT Emails

METT KPIs Shifted QoQ, But Higher Than 2020

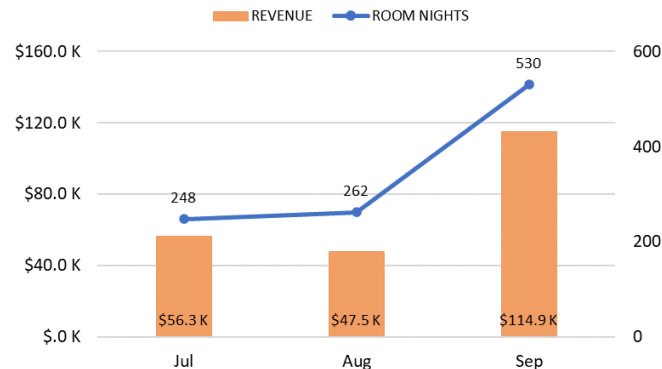
- Sending fewer emails QoQ impacted open and click counts
- Open and click rates were stable with slight declines and increases
- Sept financials contributed to quarterly gains
 - 60% of revenue from 2 emails: EU Stay Longer (9/24) and Bonvoy Escapes (9/3)

	Q3 2021	QoQ	YoY
Delivered	3.4 M	-22.9%	+16.7%
Opens	627.7 K	-24.8%	+9.7%
Open Rate	18.6%	-0.5 pts.	-1.2 pts.
Clicks	38.7 K	-19.1%	+61.4%
CTR	1.15%	+0.1 pts.	+0.3 pts.
CTOR	6.2%	+0.4 pts.	+2.0 pts.
Unsub. Rate	0.15%	+0.00 pts.	+0.12 pts.
Bookings	360	+7.5%	+42.3%
Room Nts.	1.0 K	-10.7%	+66.1%
Revenue	\$218.7 K	-10.9%	+106.7%

METT Q3 2021 Engagement Trends



METT Q3 2021 Financial Trends



Top 10 Booking & Revenue Drivers

The top 10 or 23% of Q3 METT emails generated the majority quarterly bookings, and most of that revenue went to EMEA properties; booking share +24 pts. QoQ and revenue +13 pts.

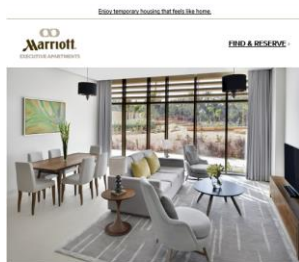
Month	Description	Delivered	Open Rate	CTOR	Unsub Rate	Bookings	Revenue	% Rev to EMEA
September	EMEA Franchise Europe EU 24Sep EN	49.3 K	25.4%	6.7%	0.08%	32	\$36.0 K	96%
September	EMEA Marriott Bonvoy Escapes Europe 3Sep EN	118.1 K	22.6%	11.4%	0.13%	66	\$33.5 K	98%
July	EMEA Marriott Bonvoy Escapes Europe 9Jul EN	147.1 K	20.6%	7.7%	0.19%	47	\$31.3 K	94%
September	EMEA KSABE KSA Hotel Offers All Sep24 EN	98.1 K	11.9%	4.8%	0.06%	13	\$18.3 K	100%
August	EMEA GLPT Summer Sale Doha Hotel Offers All Aug6 EN	98.3 K	15.5%	4.0%	0.10%	13	\$9.6 K	89%
September	EMEA ER Brand Sep 10 EN	98.2 K	25.0%	13.7%	0.09%	20	\$8.4 K	100%
August	EMEA Franchise Greece 20Aug DE	37.5 K	36.7%	9.8%	0.38%	8	\$8.2 K	100%
August	EMEA DACH Stay Longer 6Aug DE	59.2 K	29.8%	7.8%	0.25%	25	\$8.0 K	95%
September	EMEA SSA Hotel Offers All Sep24 EN	65.9 K	10.0%	5.5%	0.05%	9	\$7.8 K	100%
August	EMEA Spain EEO Campaign Aug20 EN	14.3 K	30.1%	7.8%	0.04%	10	\$4.8 K	95%
Top Performing Total		785.9 K				243	\$165.8 K	
% of Total (Q3 2021 METTs)		23%				68%	76%	
QoQ		+3 pts.				+ 24 pts.	+13 pts.	

Top Performing METTs: September 2021

(High Open & CTO Rates)

EMEA_ER_Brand_Sep 10_EN

Subject Line: Marriott Executive Apartments for longer stays

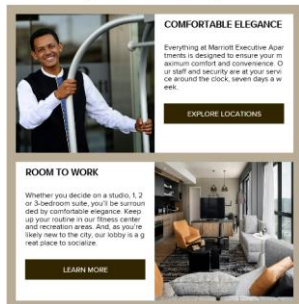


You don't stay here ... you live here®

When travel leads you to destinations throughout the world, indulge in the reassurance of Marriott Executive Apartments®. With apartment-style living and a 24-hour premier hotel service, we always go the extra mile to welcome you, no matter how far you've traveled to get here.

Travellers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

LEARN MORE



COMFORTABLE ELEGANCE

Everything at Marriott Executive Apartments is designed to ensure your maximum comfort and convenience. Our staff and security are at your service around the clock, seven days a week.

EXPLORE LOCATIONS

ROOM TO WORK

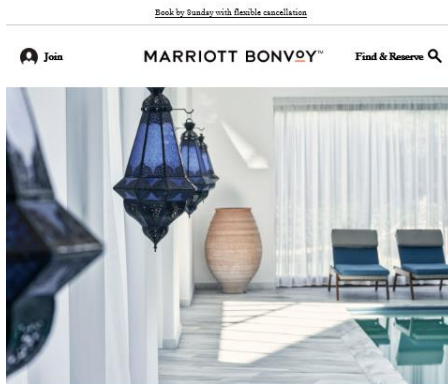
Whether you decide on a studio, 1, 2 or 3-bedroom suite, you'll be surrounded by comfortable elegance. Keep up your routine in our fitness center and recreation areas. And, as you're lively new to the city, our lobby is a great place to socialize.

LEARN MORE

(Strong Engagement)

EMEA_MarriottBonvoyEscapes_Europe_3Sep_EN

Subject Line: Save 25% off at participating hotels and resorts



MARRIOTT BONVOY ESCAPES

Last Minute Deals. Whether you're staying close to home or venturing out, an idyllic escape is on the cards.

As a Marriott Bonvoy Member, save 25% off with flexible cancellation when you book by Sunday at participating hotels and resorts.

[T&CS APPLY >>](#)

Travellers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements.

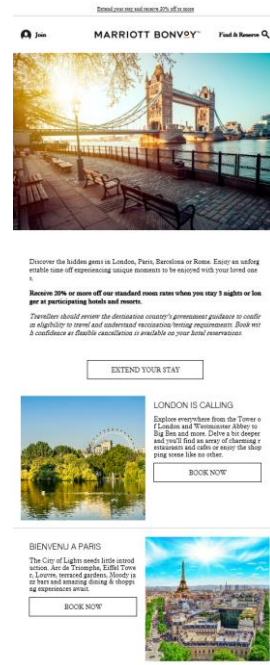
BOOK NOW

(Highest Revenue)

EMEA_Franchise_Europe_EU_24Sep_EN

Subject Line: Stay Longer On Us

Over 90% of revenue attributed to EMEA



Discover the hidden gems in London, Paris, Barcelona or Rome. Enjoy an unforgettable escape with off-experiencing unique moments to be enjoyed with your loved ones.

Receive 30% or more off our standard room rates when you stay 3 nights or longer at participating hotels and resorts.

Travellers should review the destination country's government guidance to confirm eligibility to travel and understand vaccination/testing requirements. Book with confidence as flexible cancellation is available on your hotel reservation.

EXTEND YOUR STAY



LONDON IS CALLING.
Escape overlooking from the Tower of London and Westminster Abbey to Big Ben and more. Delve a bit deeper and you'll find an array of charming restaurants and pubs or enjoy the shopping scene like no other.

BOOK NOW



BIENVENUE A PARIS.
The City of Lights awaits little island action. Art in the Louvre, Eiffel Tower in the heart, endless gardens. Ready to go? Then and amazing during a shopping spree.

BOOK NOW



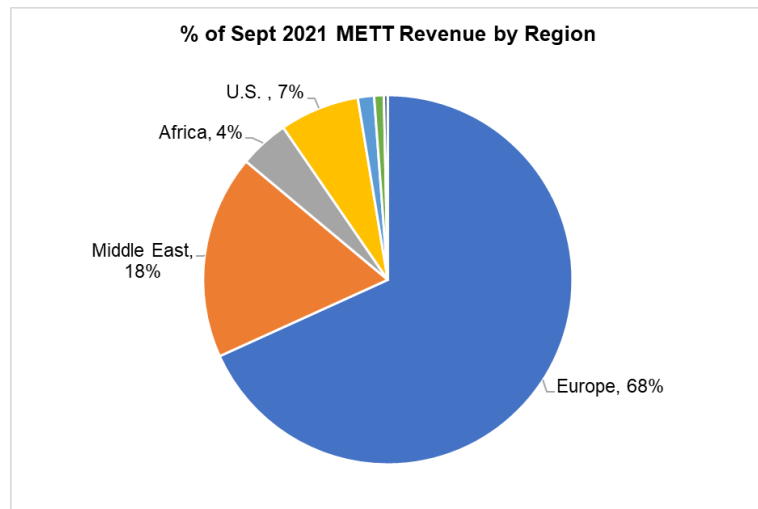
September 2021 METT Performance Summary

- MoM open rate decline was impacted by fewer deliveries and several mailings with below average open rates
 - Low opens seen more in MEA region
- Those who opened were highly engaged resulting in CTOR lift

Email Description	Delivered	Open Rate	CTOR	Unsub Rate
September 2021 Total	1.0 M	17.4%	7.3%	0.11%
MoM Comparison	-22.3%	-2.4 pts.	+1.5 pts.	-0.08 pts.
<i>Campaign Level Engagement</i>				
EMEA_Franchise_Europe_EU_24Sep_EN	49.3 K	25.4%	6.7%	0.08%
EMEA_MarriottBonvoyEscapes_Europe_3Sep_EN	118.1 K	22.6%	11.4%	0.13%
EMEA_KSABE_KSA_HotelOffers_All_Sep24_EN	98.1 K	11.9%	4.8%	0.06%
EMEA_ER_Brand_Sep10_EN	98.2 K	25.0%	13.7%	0.09%
EMEA_SSA_HotelOffers_All_Sep24_EN	65.9 K	10.0%	5.5%	0.05%
EMEA_SouthAfrica_Destinations_3Sep_EN	56.6 K	12.8%	9.7%	0.16%
EMEA_WesternEurope_UK_24Sep_EN	49.1 K	19.7%	3.0%	0.12%
EMEA_UAE_HotelOffers_Members_24Sep_EN	67.9 K	10.8%	6.1%	0.09%
EMEA_Krakow_Opening_Sep24_EN	16.6 K	17.3%	6.2%	0.09%
EMEA_OctoberHalfTerm_24Sept_EN	56.0 K	15.4%	4.0%	0.09%
EMEA_Spain&Portugal_LateSummer_Sep3_EN	148	19.6%	3.4%	0.00%
EMEA_GLTP_DohaFoodFest_HotelOffers_All_Sept24_EN	83.9 K	11.5%	8.5%	0.10%
EMEA_WesternEurope_BonusPoints_3Sep_EN	147	18.4%	7.4%	0.00%
EMEA_Budapest_September3_EN	16.4 K	20.8%	3.8%	0.24%
EMEA_WesternEurope_Belgium_24Sep_EN	2.1 K	19.7%	0.5%	0.24%
EMEA_Italy_MEO_EEO_Offer_3Sept_EN	98.3 K	20.8%	2.3%	0.14%
EMEA_GLPT_Turkey_All_Sep24_EN	35.4 K	11.1%	5.5%	0.08%
EMEA_WesternEurope_SouthofFrance_3Sep_EN	1.8 K	32.1%	4.0%	0.00%
EMEA_SheratonGrandWarsaw_September24_EN	38.4 K	23.7%	3.7%	0.17%

Generated \$122.8K From September 2021 METTs; 91% to EMEA Region

- Europe properties received most of the revenue share at 68%
- All monthly financials and revenue to EMEA share up MoM
- Top 5 campaigns were also top performers for the quarter



Month	Bookings	Room Nights	Revenue	% to EMEA
Sep 2021	184	567	\$122,808	91%
MoM	+55.9%	+61.1%	+97.6%	+7.0 pts.

Top 5 Campaigns

	Revenue	% to EMEA
EMEA_Franchise_Europe_EU_24Sep_EN	\$35,952	96%
EMEA_MarriottBonvoyEscapes_Europe_3Sep_EN	\$34,077	98%
EMEA_KSABE_KSA_HotelOffers_All_Sep24_EN	\$18,292	100%
EMEA_ER_Brand_Sep 10_EN	\$8,393	100%
EMEA_SSA_HotelOffers_All_Sep24_EN	\$7,768	100%
Top 5 Total	\$104,481	

Testing & Optimization

Q3 2021 Test and Learn Summary

- **Results Summary:**

- Ongoing subject line testing and optimization
 - July testing showed that personalized copy drove more opens and higher open rates than the offer-driven control
 - Partnering with Epsilon on PCIQ analysis and insights gathering
- Consistent CTA testing showed that “See Offer(s)” copy attracted more clicks
- Destination images drove more clicks in Traveler creative test vs. showing the Traveler logo

- **Up Next:**

- Expanding PCIQ optimization to content modules: hero images and UK cross border
- Personalizing content with member data and based on luxury segmentation
- Testing enhanced brand education module

EMEA Solo: A/B Subject Line Test Results

6 July 2021

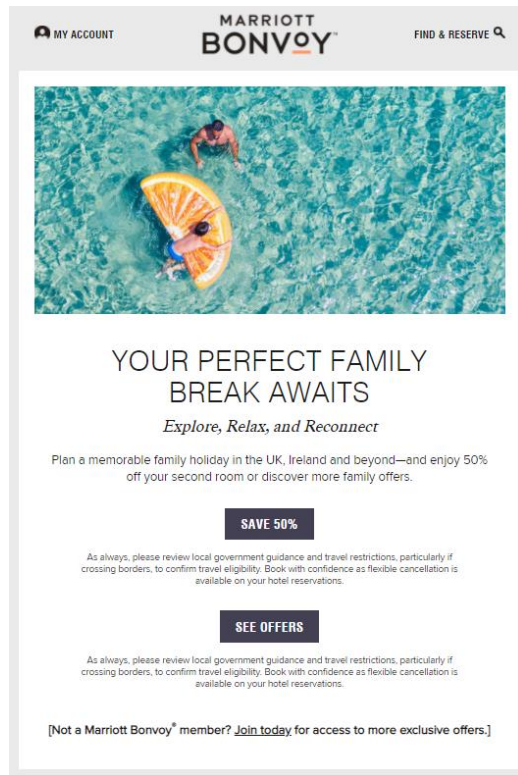
- Personalized test version drove more opens and higher open rates than the offer-driven control
- Engagement was consistent for UK and UAE markets; strong lifts in UAE
- Continue using personalization in subject lines and/or pre-headers; combine with other approaches for deeper insights

Subject Line	Delivered	Opens	Winner Open Count Lift	Open Rate	Winner Open Rate Lift	Clicks	CTR	CTOR	Description of Winner
UK Test: Mei, Save on Your Perfect Family Break	295,991	85,316	+1.0%	28.8%	+0.3 pts.	3,708	1.25%	4.3%	Personalization
UK Control: Save 50% Off Your Second Room	295,767	84,490		28.6%		3,593	1.21%	4.3%	
PRE-HEADER: All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									
UAE Test: Mei, Save 20% On Your Perfect Summer Holiday	163,465	45,431	+3.6%	27.8%	+0.9 pts.	1,761	1.08%	3.9%	Personalization
UAE Control: Save 20% On Summer Holidays	162,826	43,852		26.9%		1,335	0.82%	3.0%	
PRE-HEADER: All You Need (This Summer) is Inside: Special Offers, Travel Inspiration and Much More — plus enjoy flexible cancellation in case your plans change									





All results were statistically significant

“See Offer(s)” Consistent CTA Winner

EMEA Regional Solo: July ‘21



- Conducted CTA copy test #3 in July; engagement consistent with previous tests
- “See Offer(s)” copy generated the most CTA clicks and had the highest CTOR in both versions
 - broader copy approach drove interest in knowing about other offers in UK version
 - learning more about offer details intrigued those in the UAE
- Consider testing against traditional CTA copy, Book Now or Reserve Now

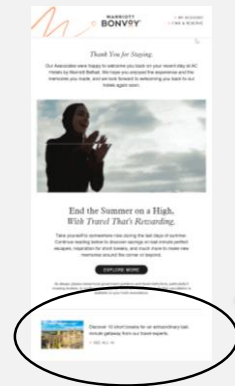
	UK_ENG		UAE_ENG	
CTA Versions				
	SEE OFFERS	SAVE 50%	SEE OFFER	SAVE 20%
	Intriguing	Offer-driven, Direct	Intriguing	Offer-driven, Direct
Delivered	295,991	295,767	163,465	162,826
Open Rate	28.8%	28.6%	27.8%	26.9%
CTA Clicks	+11% 1,669	1,501	+104% 947	463
CTA CTOR	+0.2% 2.0%	1.8%	+1% 2.1%	1.1%
Bookings	6	8	5	4
Revenue	\$2,660	\$3,923	\$6,662	\$2,752

More Clicks From Destinations Image In Traveler Module

EMEA Regional Solo: Aug '21

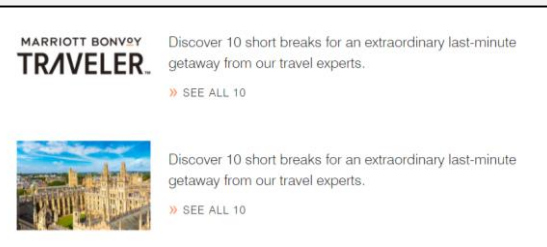
- Conducted A/B test on Traveler creative in UAE & UK ENG versions
- Test version with destination image outperformed the control; results were statistically significant
- Recommend using image in future mailings, especially for this size module
 - Other test opportunities include trying a combo of brand logo and image, or a destinations image with the Traveler branding in the body copy

Creative:



Module under hero

Control
(Logo)



Test
(Image)



Discover 10 short breaks for an extraordinary last-minute getaway from our travel experts. SEE ALL 10

Results:

UAE	Delivered	Open Rate	Content Clicks	Lift	Content CTR	Lift
Test	165.4 K	28.0%	1522	+200%	0.9%	+0.6 pts.
Control	165.2 K	27.9%	508		0.3%	

UK	Delivered	Open Rate	Content Clicks	Lift	Content CTR	Lift
Test	293.4 K	29.2%	9997	+285%	3.4%	+2.5 pts.
Control	294.4 K	29.2%	2596		0.9%	

Actionable Insights

Actionable Insights

- Continue tracking member point activity to measure shifts
- Look for opportunities to engage Basic, Silver, and Gold members with low point activity
- Continue featuring resorts content in future Drive Market Solos
- Use destination images when featuring Traveler content
 - Other test opportunities include trying a combo of brand logo and image, or a destinations image with the Traveler branding in the body copy
- Test including regional offer copy in pre-header and moving content to higher and/or more prominent placement in MAU
 - Consideration for ENG version as well
- Continue to tout point earning & redeeming opportunities in future MAU mailings; shopping with points, Moments, and United MP messaging resonated with readers



THE ST. REGIS MARDAVALL MALLORCA RESORT,
PALMA DE MALLORCA, SPAIN

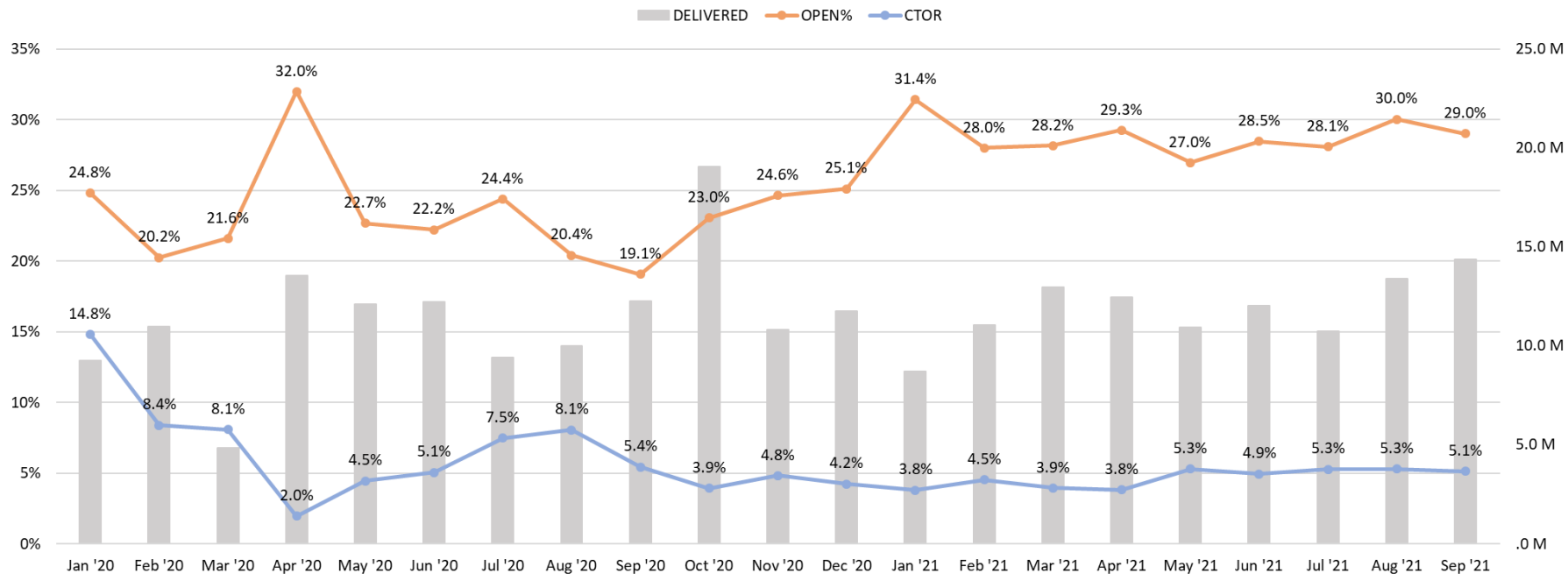
Thank you!

MARRIOTT
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Email Engagement Trends

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