

# July 2022 Newsletter Preliminary Results

August 9, 2022

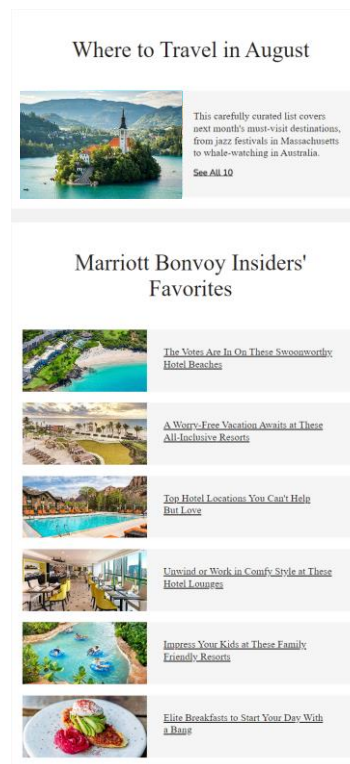
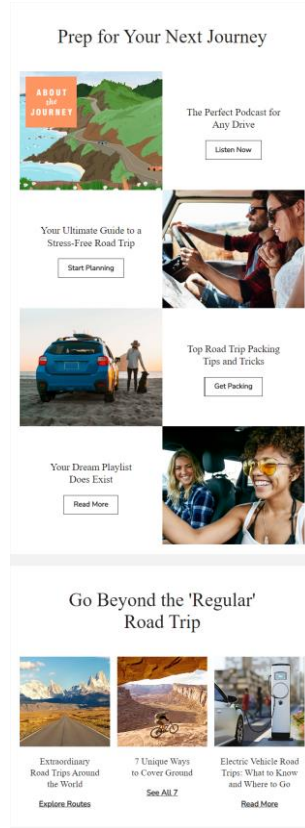
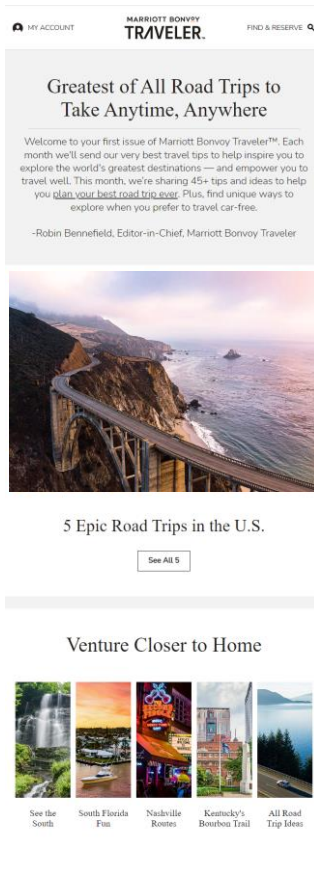




# Creative: July 16, 2022



## Theme: Road Trips (U.S. Version)



**SL:** 45+ Road Trip Ideas for you, Robin

**PH:** Here's everything you need to prepare for an epic adventure.

*Showing the heavier version  
(Test B; US\_Southeast Sub-Region).*

# Key Storylines

- Readers engaged with Road Trips-themed campaign, resulting in positive engagement lifts MoM and YoY
- Below average unsubscribe rate showed audience responded favorably to the email content
- Engagement rebounded MoM for all member levels. Across regions, the U.S. saw engagement lifts, while other regions saw declines.
  - EU had highest decline relative to deliveries and was driven by a continued increase in first-time readers (CTR -0.13 pts. MoM)
- Most of the clicks went to the geo-targeted hero and nav bar, as well as the Reading List module.
  - Sub-region targeting helped lift engagement in the U.S., which positively impacted overall campaign performance and drove highest click activity for the nav bar YTD (U.S. version).
- Heavier weighted modules tested stronger vs. lighter modules, showing similar results as June test
- STO tracking will resume with a holdout group in Sept, but we will continue to use STO as a best practice in the meantime.

# July 2022 Performance Summary and Engagement Trends

# MoM and YoY Performance Comparison

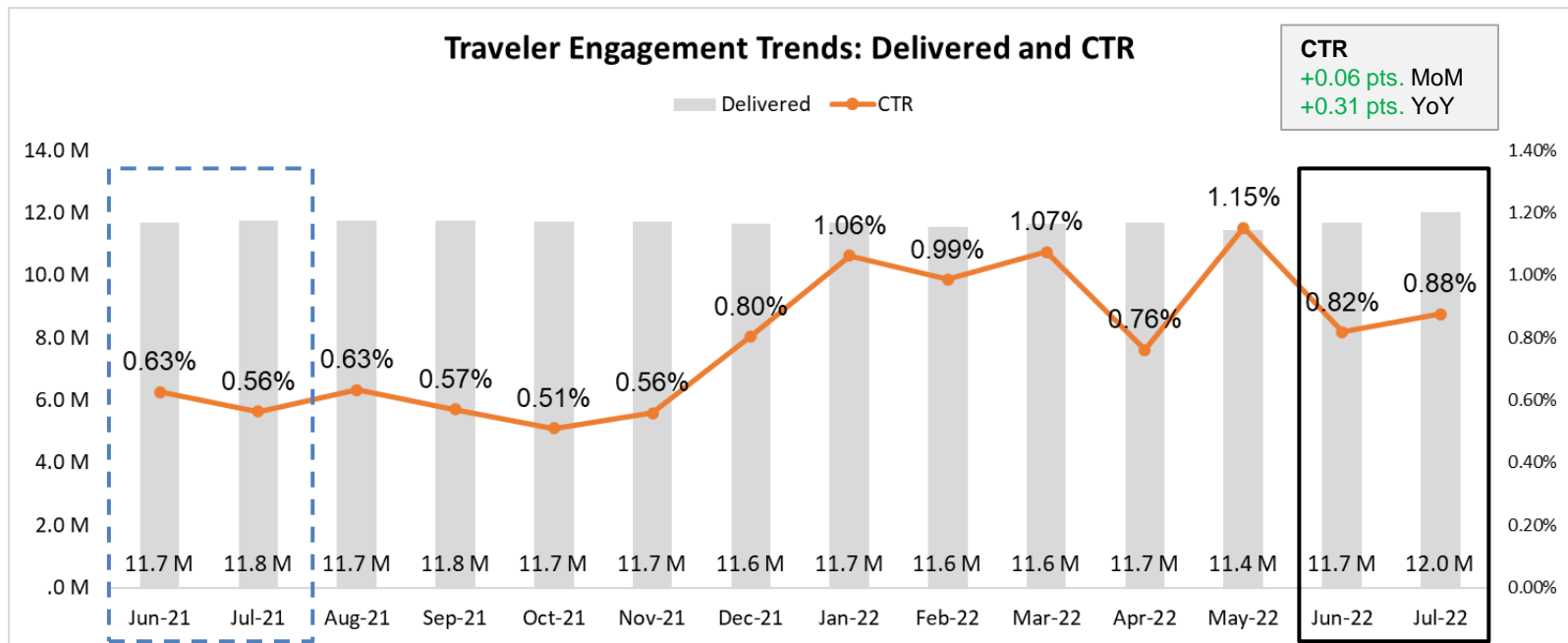
- Increased deliveries from Europe, CALA, APAC and US regions.
- Stronger click activity MoM and YoY resulted in higher CTR
- Below avg unsub rate, along with increase in online sessions, duration and pages per session, indicates readers responded favorably to the theme
- MoM online stat comparisons reflect the differences in using Adobe. Online goals will need to be reset using Adobe performance results.

	Delivered	Clicks	CTR	Unsub Rate	Conv Rate	Bookings	Sessions	Duration	PPS
<b>July 2022</b>	<b>12.0 M</b>	<b>105.3 K</b>	<b>0.88%</b>	<b>0.08%</b>	<b>0.22%</b>	<b>232</b>	<b>141,602</b>	<b>4:05</b>	<b>1.28</b>
<b>MoM</b> △	+2.8%	+10.2%	+0.06 pts.	-0.01 pts.	-0.02 pts.	+3.1%	+32.8%	+12.9%	+7.1%
<b>YoY</b> △	+2.3%	+59.1%	+0.31 pts.	0.0 pts.	-0.28 pts.	-29.3%	--	--	--
<b>vs. Goal</b> △	--	--	-0.12 pts.	--	--	--	--	--	--

- CTR = 0.93%
- Unsub Rate = 0.14%
- Unsub Benchmark = 0.20%

# MoM and YoY Engagement Lifts

- Highest volume of deliveries within the past year. Most of this month's lift in deliveries coming from Europe.
- Most of the clicks this month went to the geo-targeted hero and nav bar, as well as the Reading List (both test versions).
- July CTR rates saw a **+0.31 pt.** lift YoY



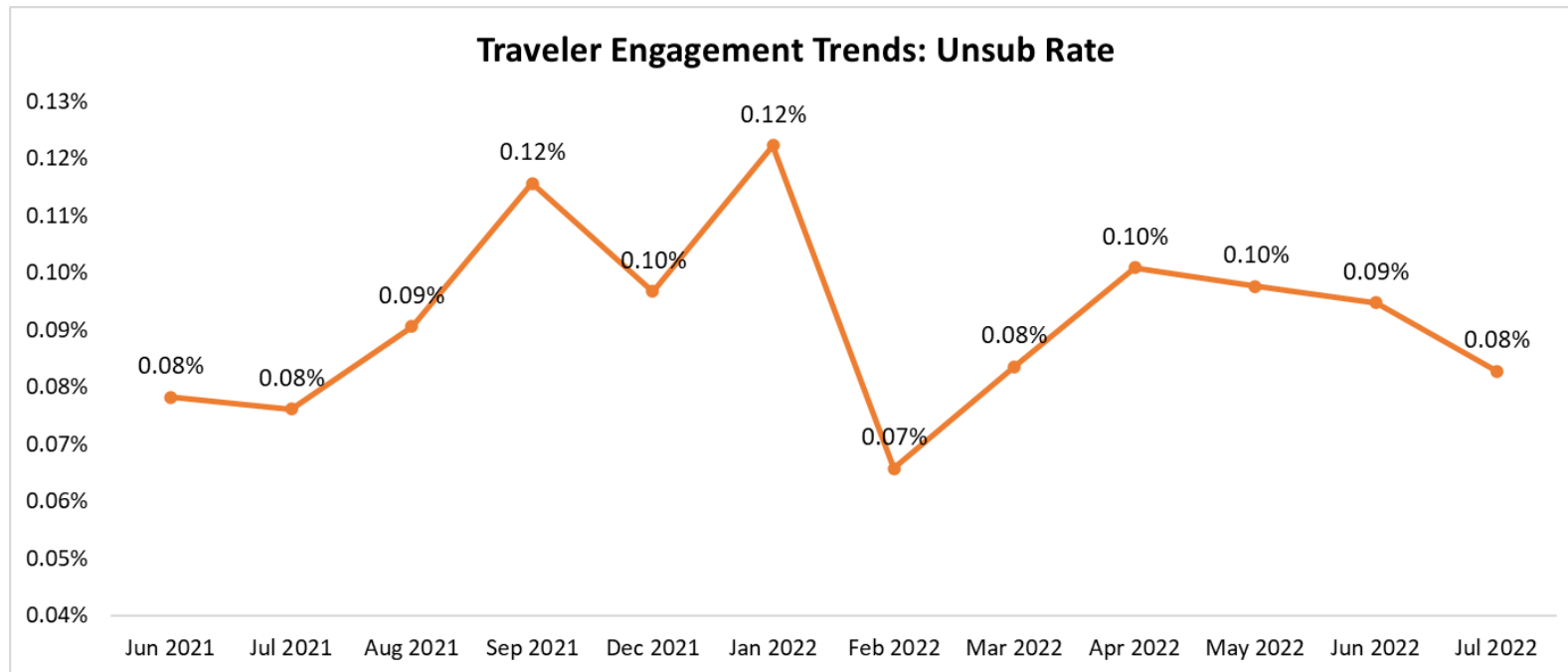
For Comparison  
Bonvoy Averages (July 1-26):  
• CTR = 0.93%

# Flat Unsubscribe Rate MoM and YoY

For Comparison

Bonvoy Averages (July 1-26):

- Unsub Rate = 0.14%
- Unsub Benchmark = 0.20%



**Unsub %**

-0.01 pts. MoM

0.0 pts. YoY

# CTR Rebounded For All Member Levels

- Delivery counts fluctuated for some, but CTRs consistently increased MoM for all levels; Basic CTR was flat.
- Unsubscribe rates were flat MoM for Silver, Gold, Titanium and Ambassador, and fell for Basic, Platinum and Non-Members.

Jan 2022 – Jul 2022

		Jun '22	Jul '22	Engagement Trends
NON-MEMBER	Del.	915	797	MoM -12.9% (-118)
	CTR	1.3%	1.9%	
	Unsub Rate	0.22%	0.00%	
BASIC	Del.	9.2 M	9.5 M	MoM +2.2% (+206.2 K)
	CTR	0.7%	0.7%	
	Unsub Rate	0.11%	0.09%	
SILVER	Del.	1.0 M	1.1 M	MoM +5.3% (+52.6 K)
	CTR	1.2%	1.3%	
	Unsub Rate	0.05%	0.05%	
GOLD	Del.	1.0 M	1.1 M	MoM +5.3% (+53.8 K)
	CTR	1.4%	1.6%	
	Unsub Rate	0.05%	0.05%	

Jan 2022 – Jul 2022

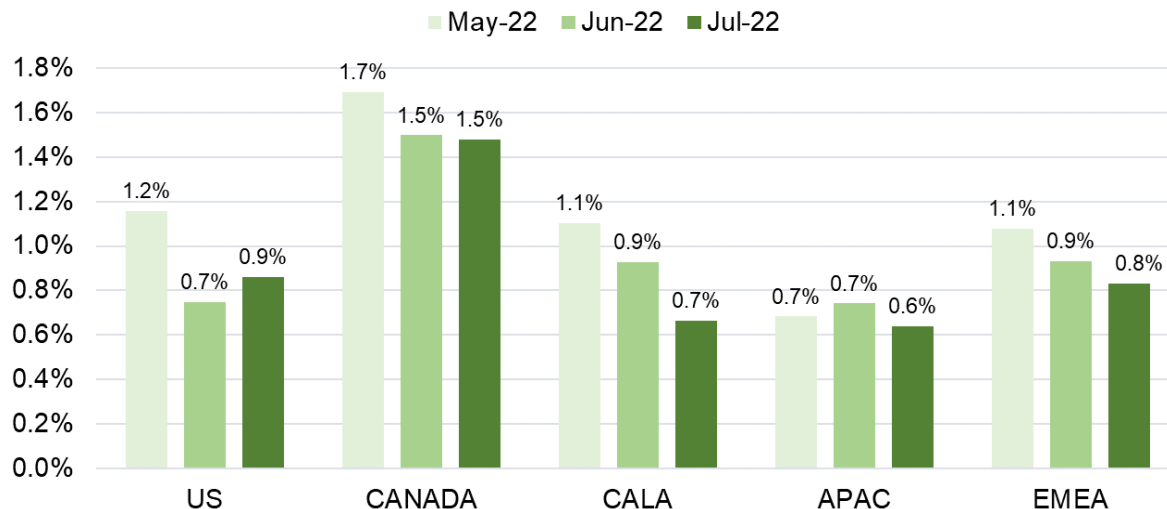
		Jun '22	Jul '22	Engagement Trends
PLATINUM	Del.	209.1 K	220.3 K	MoM +5.3% (+11.2 K)
	CTR	1.9%	2.3%	
	Unsub Rate	0.03%	0.01%	
TITANIUM	Del.	195.0 K	203.5 K	MoM +4.4% (+8.5 K)
	CTR	1.9%	2.4%	
	Unsub Rate	0.02%	0.02%	
AMBASSADOR	Del.	25.6 K	26.2 K	MoM +2.2% (+554)
	CTR	1.3%	1.4%	
	Unsub Rate	0.02%	0.02%	



# CTR Rebounds For U.S., Declines For Most Other Regions

- Lift in MoM deliveries coming from Europe, CALA, APAC and the US.
- US region saw **+0.20 pt.** MoM increase in CTR, while Canada was flat. CALA, APAC and EMEA all saw slight decreases in CTR.
  - Europe overall deliveries continue to increase MoM. This month increased 57%, with first-time readers continuing to make up more than half the audience.
  - These new readers had a lower CTR MoM **(-0.13 pts.)** which impacted the overall performance, but unsubs were low.

## CTR by Region: MoM Engagement



DELIVERED	Jun-22	Jul-22	MoM
US	9.1 M	9.5 M	+3.6%
CANADA	904.1 K	692.1 K	-23.4%
CALA	99.0 K	111.9 K	+13.0%
APAC	873.8 K	930.9 K	+6.5%
EUROPE	328.4 K	515.1 K	+56.8%
MEA	354.1 K	315.3 K	-10.9%

# Mostly Consistent Engagement With Modules Across Regions

## Greatest of All Road Trips to Take Anytime, Anywhere

Welcome to your first issue of Marriott Bonvoy Traveler™. Each month we'll send our very best travel tips to help inspire you to explore the world's greatest destinations — and empower you to travel well. This month, we're sharing 45+ tips and ideas to help you [plan your best road trip ever](#). Plus, find unique ways to explore when you prefer to travel car-free.

—Robin Bennefield, Editor-in-Chief, Marriott Bonvoy Traveler



### 6 Unforgettable Road Trips Throughout Canada

[See All 6](#)

## Venture Closer to Home



Bali's Scenic Route   Journey Jeju Island   Tour Malaysia   Australian Open Road   All Road Trip Ideas

- Similar engagement levels for hero and nav bar across all regions.
  - APAC was different from other regions, as it drove higher engagement from nav bar than from hero. Canada saw highest level of engagement for the geo-targeted hero among all regions.
- Header drove significantly more engagement for MEA region, which so far this year has been typical.

% of Clicks	APAC	CALA	CANADA	EUROPE	MEA	US
Header	7.1%	10.5%	4.2%	7.8%	20.8%	4.5%
Hero	26.1%	28.6%	40.6%	34.2%	20.4%	38.7%
Nav Bar	32.9%	19.2%	26.8%	23.2%	24.9%	32.6%
Curated A	8.6%	8.2%	8.2%	7.2%	6.1%	5.4%
Curated B	4.5%	6.4%	3.6%	6.0%	4.3%	2.3%
Where to Travel	3.6%	5.5%	2.5%	3.1%	2.9%	3.1%
Reading List	4.1%	8.6%	5.1%	5.4%	4.1%	6.4%
Footer	10.8%	11.1%	6.6%	10.1%	10.5%	4.3%

Pictured are Canada Hero/APAC Nav Bar

# Heat Map: Lighter Modules

## U.S. Version

Top 3 articles:

1. **Hero:** 5 Epic Road Trips in the U.S.
2. **Nav Bar:** Respective Regionally-Specific Article
3. **Where to Travel** in August

Geo-targeted approach to hero and nav bar generated just over 70% of clicks and 21% of bookings from these two modules alone.

- Identified 5 sub-regions in the U.S.
- Used relevant headline copy & images
- Hero and nav bar engagement was consistently high across all regions outside of the U.S. as well
- This month's nav bar saw its strongest click activity YTD

The **lighter weight test modules (text only)** generated strong engagement, as well. Reading List was a top driver of click activity, even with bottom placement.

No Quiz or Poll this month may have contributed to more MoM click activity to the other top-performing modules.

**Header:**  
4.3% clks 73.0% bkg.

**First Time Intro Copy:**  
2.0% clks 7.4% bkg.

**Existing Intro Copy:**  
3.2% clks 0.0% bkg.

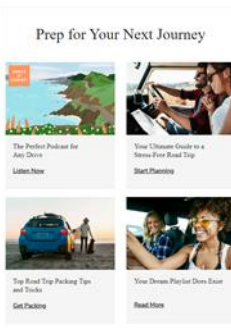
**Hero:**  
39.3% clks 14.1% bkg.

**Navigation Bar:**  
32.7% clks 7.1% bkg.

**Curated A (test module):**  
5.0% clks 1.2% bkg.

**Podcast:**  
0.9% clks 0.0% bkg.

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**Air + Car Banner**  
(light module version only):  
0.35% clks 0.0% bkg.

**Curated B:**  
2.0% clks. 0.0% bkg.

**Where to Travel:**  
3.1% clks 2.4% bkg.

**Reading List**  
(test module):  
5.6% clks 0.0% bkg.

**Footer (not shown):**  
4.8% clks 0.0% bkg.

# Heat Map: Heavier Modules

## U.S. Version

### Top 3 articles:

- 1. Hero:** 5 Epic Road Trips in the U.S.
- 2. Nav Bar:** Respective Regionally-Specific Article
- 3. Where to Travel** in August

Geo-targeted approach to hero and nav bar generated just over 70% of clicks and 15% of bookings from these two modules alone.

- Identified 5 sub-regions in the U.S.
- Used relevant headline copy & images
- Hero and nav bar engagement was consistently high across all regions outside of the U.S. as well
- This month's nav bar saw its strongest click activity YTD

The **heavier weight test modules (images + text/CTA buttons)** generated strong engagement. Reading List was a top driver of click activity, even with bottom placement.

No Quiz or Poll this month may have contributed to more MoM click activity to the other top-performing modules.

**Header:**  
4.4% clks 76.4% bkg.

**First Time Intro Copy:**  
2.0% clks 5.4% bkg.

**Existing Intro Copy:**  
3.0% clks 0.0% bkg.

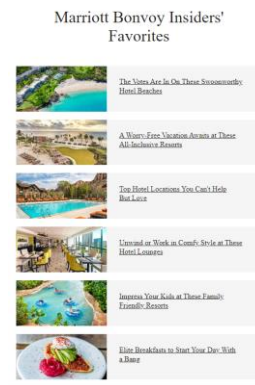
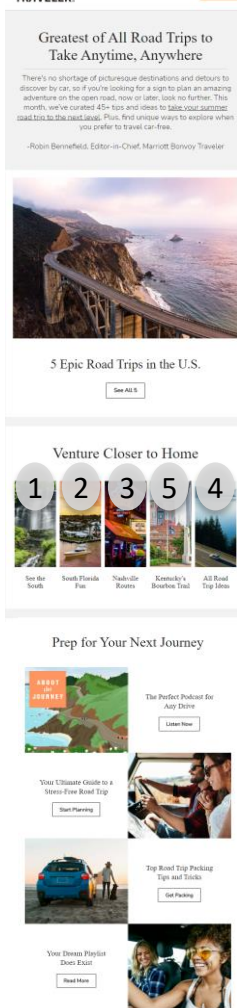
**Hero:**  
38.1% clks 10.0% bkg.

**Navigation Bar:**  
32.6% clks 5.5% bkg.

**Curated A (test module):**  
5.8% clks 1.8% bkg.

**Podcast:**  
1.0% clks 0.0% bkg.

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**Curated B:**  
2.0% clicks 0.0% bkg.

**Where to Travel:**  
3.1% clicks 0.0% bkg.

**Reading List (test module):**  
7.1% clks. 3.6% bkg.

**Footer (not shown):**  
3.9% clicks 0.9% bkg.

# A/B Test Results: More Engagement From Modules With Heavier Code Weight

- A/B tested the Curated A and Reading List modules among U.S. audience to understand engagement impacts of lighter vs. heavier code weights
- The heavier modules drove higher click volume and CTR lifts compared to the lighter versions.
- Results are consistent with June A/B test of heavier vs. lighter module
- Leverage insights from U.S. heavier vs. lighter module test for future mailings (all regions)
  - Use heavier modules to capture more click activity overall
  - Consider using the lighter Curated A module as another option; engagement was somewhat flat between versions for Curated A

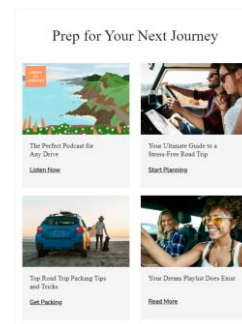
A/B Test by reader segment	Delivered	Clicks	CTR
<b>Existing</b>			
Light	2.2 M	27.8 K	1.25%
Heavy	2.2 M	27.9 K	1.25%
<b>First Time</b>			
Light	2.5 M	12.6 K	0.51%
Heavy	2.5 M	13.1 K	0.52%

A/B Test by module	Delivered	Clicks	CTR
Light - Curated A	4.7 M	40.5 K	0.86%
Heavy - Curated A	4.7 M	41.0 K	0.87%
Light - Reading List	4.7 M	40.5 K	0.86%
Heavy - Reading List	4.7 M	41.0 K	0.87%

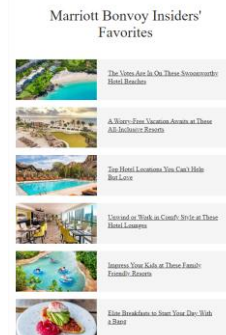
Modules CLICKS	Modules CLICKS LIFT	Modules CTR	Modules CTR Lift	% of Clicks on Modules
4,414		0.20%		11.2%
5,142	16.5%	0.23%	+0.03 pts.	13.0%
1,652		0.07%		9.4%
2,293	38.8%	0.09%	+0.02 pts.	12.6%

Modules CLICKS	Modules CLICKS LIFT	Modules CTR	Modules CTR LIFT	% of Clicks on Modules
2,846		0.06%		5.0%
3,344	17.5%	0.07%	+0.01 pts.	5.8%
3,220		0.07%		5.6%
4,091	27.0%	0.09%	+0.02 pts.	7.1%

A = Light



B = Heavy





# Top Performing Content (U.S. Version)

- Strongest engagement from Hero, Nav Bar articles and Where to Travel in August
- The geo-targeted nav bar drove 5 of the top 10 articles in July.
  - All U.S. sub-regions, except Southwest, contributed to the top 5 nav bar articles below.
- Curated A module (Prep for Your Next Journey) still generated a top 10 article, but the module fell slightly in volume of clicks compared to prior months.

July Top Content			
Module	Article	Clicks	CTR
Hero	5 Epic Road Trips in the U.S.	44.5 K	0.47%
Navigation	All Road Trip Ideas	6.2 K	0.07%
Navigation	Northeast Mountains	3.6 K	0.04%
Navigation	See the South	3.6 K	0.04%
Section	Where to Travel in August	3.5 K	0.04%
Navigation	California's Central Coast	2.9 K	0.03%
Header	Intro Copy (Existing Segment)	2.5 K	0.03%
Navigation	South Florida Fun	2.4 K	0.03%
Curated A	Top Road Trip Packing Tips and Tricks	2.4 K	0.03%
Reading List	The Votes Are In On These Swoonworthy Hotel Beaches	2.1 K	0.02%

# Geo-Targeted Navigation Bar Engagement by U.S. Sub-Region

- Strongest with the locations that were more specific to each region vs. the broader content called, “All Road Trip Ideas”.
- For most sub-regions, the top 2 most-clicked options were the regionally specific locations.
- Broader content like “All Road Trip Ideas” and “US Scenic Byways” ranked #3, 4, or 5 for all except US West.
- Look for more opportunities to include regionally specific articles to support targeting goals.

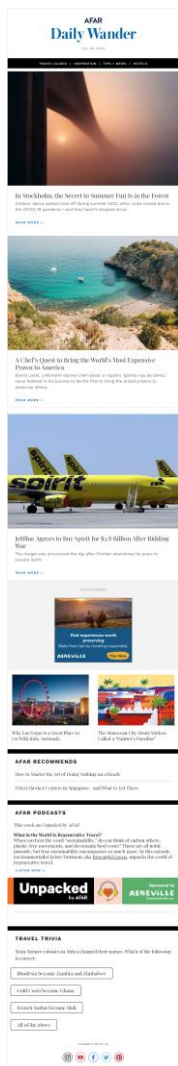
US_Midwest	
Navigation	29.16%
Tour Ohio	6.66%
U.S. Roads Less Traveled	6.19%
U.S. Scenic Byways	6.05%
All Road Trip Ideas	5.74%
For Baseball Lovers	4.51%

US_Northeast	
Navigation	33.29%
Northeast Mountains	13.07%
Boston to D.C.	5.66%
All Road Trip Ideas	5.25%
Virginia Treasures	4.76%
U.S. Scenic Byways	4.54%

US_Southeast	
Navigation	33.84%
See the South	11.17%
South Florida Fun	7.49%
Nashville Routes	5.13%
All Road Trip Ideas	5.11%
Kentucky's Bourbon Trail	4.94%

US_Southwest	
Navigation	33.30%
New Orleans to Florida	9.47%
San Antonio Routes	8.98%
Tour Phoenix	5.23%
All Road Trip Ideas	5.22%
U.S. Scenic Byways	4.40%

US_West	
Navigation	32.76%
California's Central Coast	13.22%
All Road Trip Ideas	5.94%
Colorado Hot Springs	5.41%
Seattle to Whistler	5.23%
Oahu's North Shore	2.96%



# Podcast Module Industry Example: AFAR

## Test Approach:

- Editorial layout
- Direct, branded headline

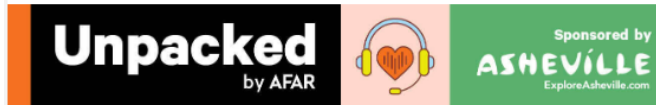
### AFAR PODCASTS

This week on *Unpacked by AFAR*

#### What in the World Is Regenerative Travel?

When you hear the word "sustainability," do you think of carbon offsets, plastic-free movements, and decreasing food waste? Those are all noble pursuits, but true sustainability encompasses so much more. In this episode, environmentalist Kristy Drutman, aka [Browniegirl Green](#), unpacks the world of regenerative travel.

[LISTEN NOW >](#)



### Traveler Podcast % of Email Clicks

Jan	Mar	Apr	May	Jul
0.6%	0.4%	0.7%	0.4%	1.0%

### 2022 Podcast Clicks

by Member Level	Jan	Mar	Apr	May	July	Total
NON-MEMBER	1	-	-	-	-	1
BASIC	1,089	540	702	24	963	3,318
SILVER	110	46	92	4	197	449
GOLD	127	93	82	2	228	532
PLATINUM	43	38	26	1	84	192
TITANIUM	51	63	37	3	69	223
AMBASSADOR	4	7	-	-	5	16
Total	1,425	787	939	34	1,546	4,731

# Podcast Creative: Jan 2022 – Jul 2022

Jan

## New Podcast Episode



### Road Trip from Toronto to Montreal

Join us as we travel between Toronto and Montreal to discover the diverse people, places, and foods that Canada has to offer.

Listen Now



Mar

## Your Next Podcast Listen



### Taking the Plunge into Aquatic Design at Gaylord Opryland's SoundWaves

In this episode, we go on a deep dive into the design of SoundWaves, a one-of-a-kind water attraction at the Gaylord Opryland Resort in Nashville, Tennessee.

Listen Now



Apr

## Your Next Podcast Listen



### Wyoming's National Parks: Witness Wildlife

From legendary grizzlies to a sanctuary for mustang, we're driving around Wyoming's National Parks in search of some serious wildlife.

Listen Now



May

## Your Next Podcast Listen



### Los Angeles to San Diego: Rolling into SoCal

From roller skates to birria tacos, this episode takes us southbound on the 5 from Los Angeles to sunny San Diego.

Listen Now



Jul



## Prep for Your Next Journey



The Perfect Podcast for Any Drive

Listen Now

Your Ultimate Guide to a Stress-Free Road Trip

Start Planning



Top Road Trip Packing Tips and Tricks

Get Packing

Your Dream Playlist Does Exist

Read More



Traveler Podcast % of Email Clicks					
Jan	Mar	Apr	May	Jul	
0.6%	0.4%	0.7%	0.4%	1.0%	

# Traveler STO Results: June '22

- Created a holdout group for STO (send time optimization) audiences receiving Traveler June newsletter; 10% of each segment, Engaged & Everyone Else
- Initial results showed a positive lift on unique open and click rates for most segments; overall a successful first run
- Plans are in place to create holdout groups for upcoming September Traveler to measure STO optimization efforts; test results expected to show positive performance lifts



STO **Open Rate** Lift = +0.38 pts.

STO **CTR** Lift = -0.01 pts.



STO **Open Rate** Lift = +0.24 pts.

STO **CTR** Lift = +0.05 pts.



## Recommendations

- Continue road trips-themed content in July for stronger engagement
- Leverage insights from U.S. heavier vs. lighter module test for future mailings (all regions)
- Continue testing sub-regions when it makes sense for engagement patterns and to inform future versioning tactics
- Continue to look for opportunities to include regionally-specific articles to support targeting goals
- Look for next opportunity to test PCIQ hero headlines

## Next Steps

- Utilize send time optimization (STO) to help lift engagement KPIs; tracking will resume with a holdout group in Sept.
- Update 2022 online activity goals
- Prepare to track performance of New Reader template

Thank You!

# July '22 Traveler Banner Clicks


Total banner clicks for all regions:

Email Banners	Clicks
Air + Car	490

## Book Air + Car

Redeem points for flights or car rentals for as little as 10,000 points.

[GET STARTED](#)



# 2022 YTD MONTHLY ENGAGEMENT

Metrics	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	YTD Total
Delivered	11.7 M	11.6 M	11.6 M	11.7 M	11.4 M	11.7 M	12.0 M						81.7 M
Opens	2.8 M	2.4 M	2.5 M	2.4 M	2.2 M	2.5 M	1.6 M						16.4 M
Open Rate	24.1%	20.6%	21.3%	20.5%	19.6%	21.6%	13.2%						20.1%
Clicks	124.0 K	113.9 K	124.9 K	89.0 K	131.7 K	95.6 K	105.3 K						784.4 K
CTR	1.06%	0.99%	1.07%	0.76%	1.15%	0.82%	0.88%						0.96%
CTOR	4.4%	4.8%	5.0%	3.7%	5.9%	3.8%	6.6%						4.8%
Unsub Rate	0.12%	0.07%	0.08%	0.10%	0.10%	0.09%	0.08%						0.09%
Bookings	290	363	238	295	436	225	232						2.1 K
Revenue	\$148.9 K	\$189.3 K	\$150.3 K	\$130.1 K	\$174.2 K	\$94.0 K	\$87.6 K						\$974.4 K

# 2021 MONTHLY ENGAGEMENT

Metrics	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Grand Total
Delivered	11.7 M	11.4 M	13.0 M	12.2 M	11.7 M	11.7 M	11.8 M	11.7 M	11.8 M	11.7 M	11.7 M	11.6 M	142.1 M
Opens	2.1 M	3.2 M	2.4 M	2.4 M	3.0 M	3.2 M	3.4 M	3.2 M	3.6 M	3.0 M	3.0 M	2.6 M	35.1 M
Open Rate	18.0%	27.6%	18.6%	19.5%	25.8%	27.4%	28.9%	27.4%	30.8%	25.7%	25.4%	22.6%	24.7%
Clicks	114.4 K	79.6 K	138.1 K	106.0 K	154.7 K	73.0 K	66.2 K	74.4 K	67.1 K	59.9 K	65.5 K	93.6 K	1.1 M
CTR	0.98%	0.70%	1.06%	0.87%	1.32%	0.63%	0.56%	0.63%	0.57%	0.51%	0.56%	0.80%	0.77%
CTOR	5.4%	2.5%	5.7%	4.5%	5.1%	2.3%	1.9%	2.3%	1.9%	2.0%	2.2%	3.6%	3.1%
Unsub Rate*	0.18%	0.11%	0.10%	0.08%	0.08%	0.08%	0.08%	0.09%	0.12%	---	---	0.10%	0.13%
Bookings	267	99	450	323	185	71	328	123	226	167	275	252	2.8 K
Revenue	\$121.5 K	\$42.3 K	\$174.9 K	\$138.3 K	\$92.1 K	\$30.7 K	\$160.7 K	\$43.0 K	\$82.7 K	\$58.0 K	\$90.0 K	\$112.8 K	\$1.1 M

\*Unsub. rate impacted by Oct and Nov data discrepancies, so excluded from trend chart



# Monthly Heat Map Trends by Module

(U.S. Version)

U.S. Version	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22
% of Module Clicks	Love!	Beach vs Pool	Outdoor Wellness	Weekend Getaways	Family Travel	Road Trips
Header	5.70%	4.00%	6.60%	5.20%	6.01%	4.34%
Intro Copy	1.20%	2.10%	0.70%	2.10%	2.38%	2.78%
Hero	<b>37.50%</b>	<b>25.60%</b>	<b>40.60%</b>	<b>49.80%</b>	<b>28.59%</b>	<b>38.73%</b>
Navigation Bar	<b>27.60%</b>	<b>19.00%</b>	<b>18.30%</b>	<b>18.00%</b>	<b>25.10%</b>	<b>32.62%</b>
Banner	3.80%	0.90%	1.50%	1.30%	<b>0.80%</b>	0.35%
Curated A	10.90%	<b>25.20%</b>	4.70%	11.90%	<b>12.70%</b>	4.44%
Banner	0.50%	0.80%	0.90%	0.90%	<b>0.40%</b>	---
Curated B	4.30%	<b>11.40%</b>	4.70%	4.00%	<b>4.70%</b>	2.30%
Banner	---	2.80%	---	---	---	---
Curated C	1.70%	---	<b>3.70%</b>	---	---	---
Quiz	---	---	---	0.90%	---	---
Curated D	---	---	---	---	---	---
Where to Travel	3.50%	1.80%	<b>7.80%</b>	1.00%	3.60%	3.10%
Reading List	1.20%	2.50%	3.20%	---	0.80%	6.36%
Podcast/Instagram	---	0.40%	0.70%	0.40%	---	0.95%
Footer	1.90%	3.50%	6.50%	4.30%	6.00%	4.34%