

# Luxury MAU April 2023 Email Performance Review

May 11, 2023

MARRIOTT  
**BONVOY**<sup>®</sup>



EDITION

THE  
LUXURY  
COLLECTION

  
ST REGIS

  
THE RITZ-CARLTON

  
HOTELS

  
JW MARRIOTT

# Lux MAU: April 19<sup>th</sup>, 2023

Theme: Long Weekends

## Member Subject Line:

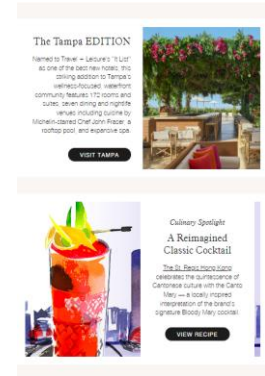
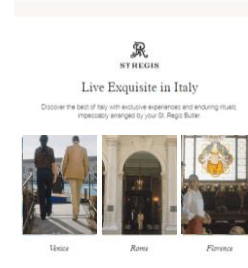
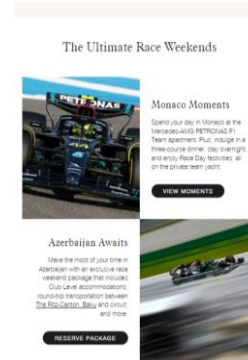
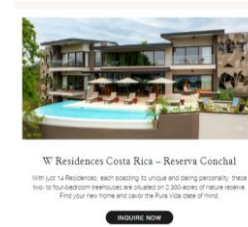
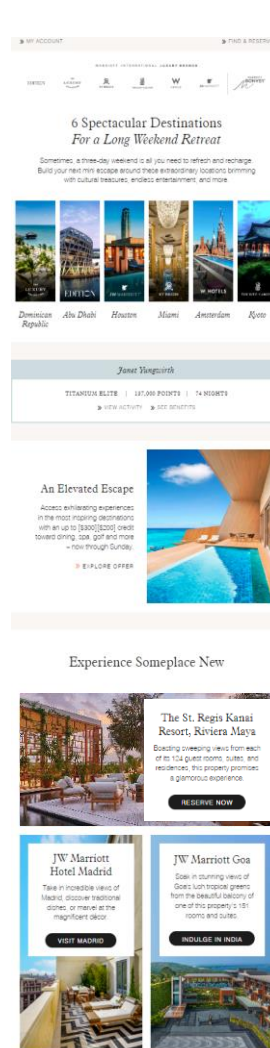
- Kaitlin's [Your] Account Update

## Pre-Header (PCIQ):

- PH 1 (Direct): Find the perfect destinations for long weekend trips
- PH 2 (Authority): Your guide to superb long weekend escapes
- PH 3 (Listicle): 6 unforgettable destinations for a long weekend retreat

## Non-Member:

- SL: Your Guide to Superb Long Weekend Escapes
- PH: Plus, discover 4 new hotel openings to add to your travel list



U.S. version

# Performance Summary: April 2023

- Strong engagement continues into April with a CTR of 1.9%
- Seasonality driving an increase in click activity MoM (+0.02 pts.)
- Hotel Spotlight continues to drive higher performance for secondary content
  - Overall, the most clicked properties in this module were The St. Regis Kanai Resort
  - L2B/L3 had strong engagement with the W Residences Costa Rica module
- Performance for long versus short version for L1/L2A comparable; short version saw a lift in engagement when looking at secondary content and in particular the Instagram module

# Performance Metrics:

## April 2023

- 2.3 M delivered in April which was 29.6% higher than last year
  - Last year inclusion of control group drove lower monthly delivered volume
  - Shifts in audience size in the past year with rescoring of the luxury segments in both August and December; no negative impact to engagement levels
  - Rescoring of luxury audience occurs monthly which impacts MoM delivered volumes
- Seasonality driving increase in click activity MoM
  - April CTR of 1.9% which is 0.2 pts. higher than March
  - YoY CTR decrease of 0.8 pts. primarily attributed to interest driven in the Reserve Announcement hero, which included member benefits copy below the hero
  - CTR comparable to 12-month rolling average

	Apr-23	MoM	YoY	vs. Avg.
Delivered	2.3 M	-0.7% (-16.7 K)	+29.6% (+530.4 K)	+11.9% (+246.7 K)
Clicks	44.0 K	+14.3% (+5.5 K)	-8.3% (-4.0 K)	+14.9% (+5.7 K)
CTR	1.9%	+0.2 pts.	-0.8 pts.	-0.0 pts.
Unsub Rate	0.05%	-0.00 pts.	-0.01 pts.	-0.01 pts.

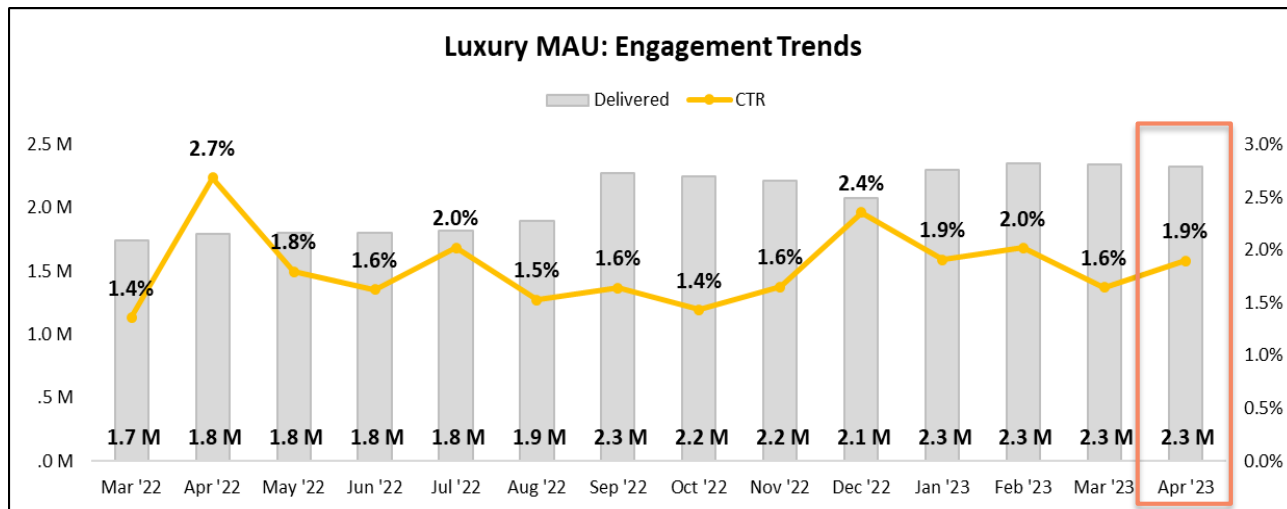
\*Lux MAU rolling 12-month avg. includes Apr '22 – Mar '23

Ritz April (for reference):

- CTR: 1.2%
- Unsub Rate: 0.20%

# Engagement Trends: April 2023

- Engagement levels remain very strong this month; CTR of 1.9% for April and the same when looking at YTD
- Seasonality driving increase of 0.2 pts. MoM with last year having stronger engagement due to the Reserve Announcement



## YTD Averages

Jan '23 – Apr '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **43.4 K**

CTR: **1.9%**






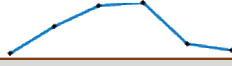

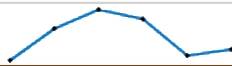
Unsub Rate: **0.06%**

Themes	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
<b>2022/ 2023</b>	Road Trips & Spring Travel	Family & Spring Getaways	Long Weekends & Culinary Experiences	Summer Planning/ Outdoor Spaces	Summer Travel/ Beaches	Last of Summer/ Pools	Weekend Getaways	Fall Travel & Long Weekends	Relaxing Holiday Escapes	Holiday Travel	Bucket List Travel	Romantic Escapes	Family Getaways	Long Weekends

# Luxury Segment Level Engagement Trends: April 2023

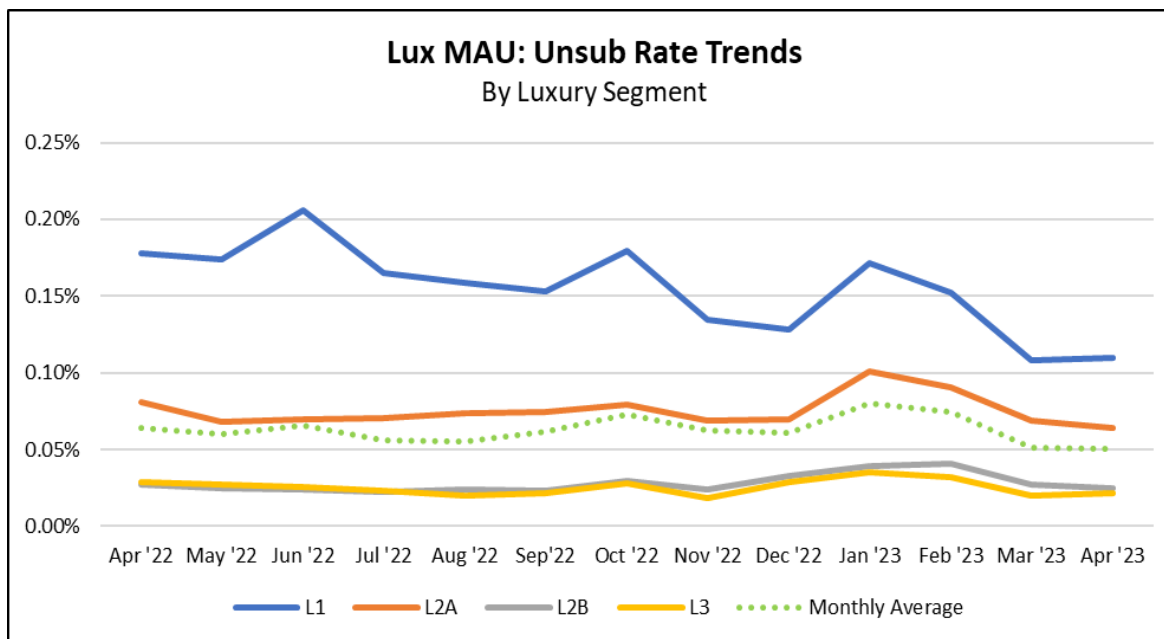
- Engagement increased at similar levels across all luxury segments in April; 0.2 pt. to 0.3 pt. increase
- Unsub rates continue to remain low with slight declines in the last few months
  - L1 performance consistent with March which had a 0.4 pt. decrease from February
- 3rd test in market in June for the L1/L2A  
Shorter/Longer test to conclude testing and determine best approach moving forward with these segments

Nov '22 – Apr '23

		Feb '23	Mar '23	Apr '23	Engagement Trends
L1	Del.	611.1 K	601.2 K	593.1 K	MoM -1.3% (-8.1 K)
	CTR	1.0%	0.7%	0.9%	
	Unsub Rate	0.15%	0.11%	0.11%	
L2A	Del.	265.8 K	263.5 K	261.6 K	MoM -0.7% (-1.8 K)
	CTR	1.6%	1.2%	1.5%	
	Unsub Rate	0.09%	0.07%	0.06%	
L2B	Del.	1.2 M	1.2 M	1.2 M	MoM -0.5% (-5.3 K)
	CTR	2.4%	2.0%	2.3%	
	Unsub Rate	0.04%	0.03%	0.02%	
L3	Del.	310.4 K	310.7 K	309.2 K	MoM -0.5% (-1.5 K)
	CTR	3.0%	2.6%	2.8%	
	Unsub Rate	0.03%	0.02%	0.02%	

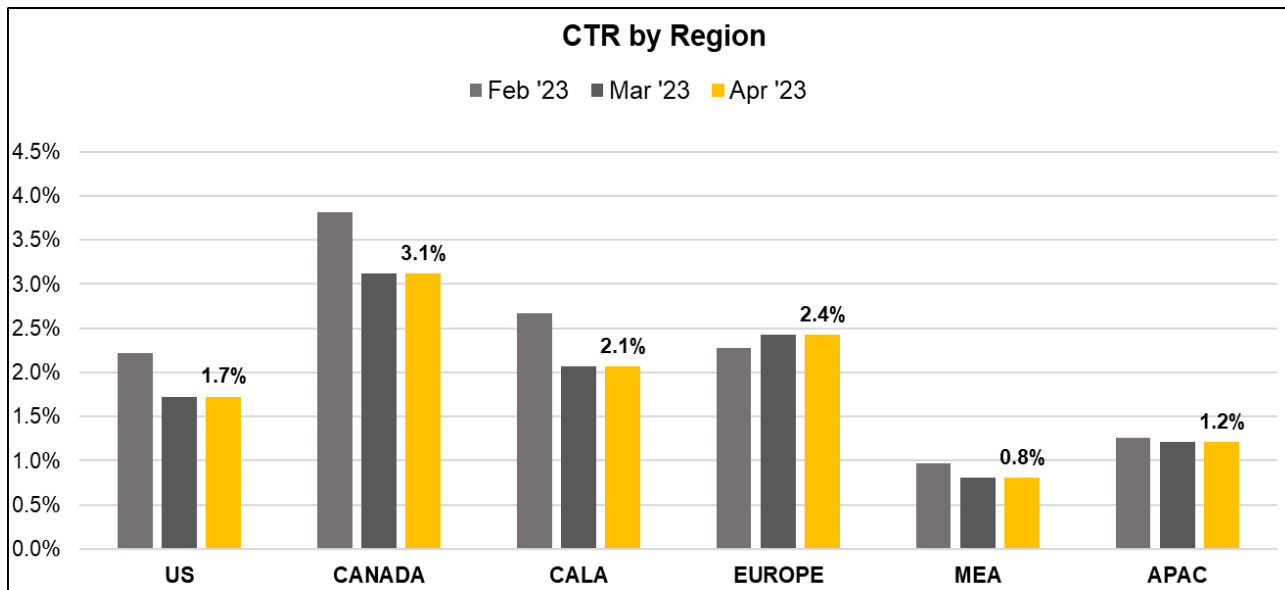
# Luxury Segment Level Unsubscribe Trends: April 2023

- Unsub rates remain healthy across all luxury segments
- L1 continues to see lower unsub rates YoY; it remains lower than Bonvoy average of 0.17% as of Mar '23



# Regional Engagement Trends: April 2023

- Canada had the highest CTR of 3.1%; up 0.7 pts. from Europe which was the second highest engaged region
  - Canada, Europe, CALA and U.S. continued to see higher engagement than MEA and APAC
  - In looking at the last three months U.S. and Canada have lower unsub rates (0.04% to 0.07%) with other regions having an average unsub rate of around 0.10%
- Continue to expand regional relevancy, across all regions with a focus on MEA and APAC, through geo-targeting and personalization



DELIVERED	Mar '23	Apr '23	MoM
US	1.6 M	1.6 M	-0.7%
CANADA	61.9 K	61.4 K	-0.7%
CALA	17.2 K	17.1 K	-0.9%
EUROPE	97.1 K	96.8 K	-0.3%
MEA	168.7 K	168.3 K	-0.2%
APAC	380.2 K	375.6 K	-1.2%



# Member Level Engagement Trends: April 2023

- Audience sizes increased for Gold through Ambassador member levels whereas Basic and Silver saw decreases
  - Upper Elites continue to have the highest engagement levels MoM with Basic continuing to show less engagement
  - Overall, Members CTR increased by 0.3 pts. MoM
- Perform a click engagement analysis for Basic members to determine which content resonates with this audience and where there may be optimization opportunities

Nov '22 – Apr '23

		Feb '23	Mar '23	Apr '23	Engagement Trends
NON-MEMBER	Del.	152.7 K	149.5 K	147.0 K	MoM -1.7% (-2.6 K)
	CTR	0.5%	0.2%	0.2%	
	Unsub Rate	0.21%	0.16%	0.15%	
BASIC	Del.	916.6 K	1.0 M	1.0 M	MoM -2.4% (-24.1 K)
	CTR	1.3%	1.0%	1.2%	
	Unsub Rate	0.10%	0.07%	0.07%	
SILVER	Del.	263.5 K	286.8 K	253.5 K	MoM -11.6% (-33.4 K)
	CTR	2.1%	1.8%	2.3%	
	Unsub Rate	0.05%	0.03%	0.02%	
GOLD	Del.	451.0 K	386.3 K	428.6 K	MoM +10.9% (+42.2 K)
	CTR	2.5%	2.2%	2.4%	
	Unsub Rate	0.04%	0.02%	0.02%	

Nov '22 – Apr '23

		Feb '23	Mar '23	Apr '23	Engagement Trends
PLATINUM	Del.	226.8 K	254.2 K	254.8 K	MoM +0.3% (+645)
	CTR	3.1%	2.8%	2.9%	
	Unsub Rate	0.03%	0.01%	0.01%	
TITANIUM	Del.	270.4 K	207.8 K	208.2 K	MoM +0.2% (+400)
	CTR	3.3%	3.2%	3.3%	
	Unsub Rate	0.02%	0.02%	0.02%	
AMBASSADOR	Del.	68.1 K	27.0 K	27.1 K	MoM +0.4% (+108)
	CTR	3.3%	3.4%	3.9%	
	Unsub Rate	0.03%	0.02%	0.03%	
MEMBER	Del.	2.2 M	2.2 M	2.2 M	MoM -0.6% (-14.1 K)
	CTR	2.1%	1.7%	2.0%	
	Unsub Rate	0.06%	0.04%	0.04%	

# Lux MAU Segment Heat Maps: April 2023

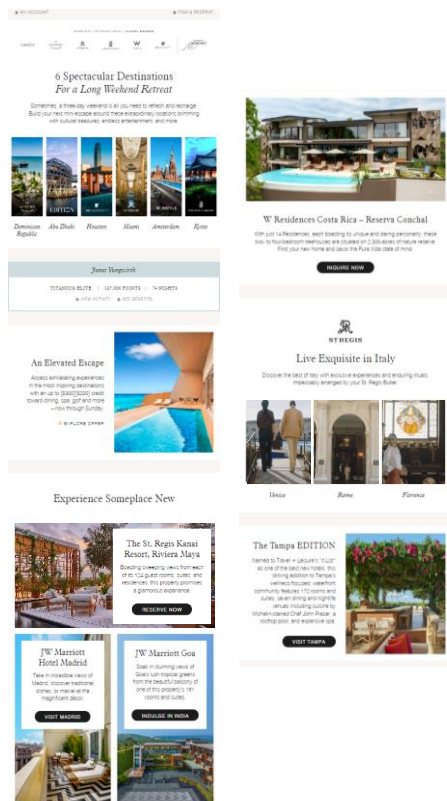
- L1 and L2A had stronger engagement in both the header and account box while L2B and L3 had more engagement with the Hero
  - The Luxury Collection Dominican Republic and The Ritz-Carlton Kyoto properties drove the most clicks in the Hero across all segments
- The Escape to Luxury offer had strong engagement across all segments, resonating most with L2B and L3
  - Note: April had Secondary Hero creative treatment
- Hotel Spotlight continues to drive higher performance for secondary content
  - Overall, the most clicked properties in this module were The St. Regis Kanai Resort
- F1/Moments content continued to have higher engagement for L2B and L3
- Instagram content geo-targeted with California Sunsets for U.S. and Maldives for Non-U.S.
  - Maldives generated 3.2% of clicks for this audience
  - California Sunsets had 0.9% of clicks

Module	L1	L2A	L2B	L3	Total
<b>Header</b>	<b>12.95%</b>	<b>11.33%</b>	8.88%	8.35%	9.54%
<b>Hero</b>	27.85%	26.38%	<b>31.76%</b>	<b>31.96%</b>	30.78%
Dominican Republic	<b>6.47%</b>	<b>6.13%</b>	<b>9.40%</b>	<b>9.32%</b>	<b>8.70%</b>
Abu Dhabi	3.78%	3.05%	2.87%	2.86%	3.00%
Houston	2.87%	2.82%	3.78%	3.58%	3.53%
Miami	4.64%	<b>5.71%</b>	<b>5.58%</b>	<b>5.77%</b>	<b>5.51%</b>
Amsterdam	4.08%	3.59%	4.73%	<b>5.26%</b>	4.64%
Kyoto	<b>6.01%</b>	<b>5.08%</b>	<b>5.40%</b>	<b>5.18%</b>	<b>5.41%</b>
<b>Account Box</b>	<b>32.02%</b>	<b>37.71%</b>	29.55%	27.49%	30.25%
<b>Escape to Luxury Offer</b>	4.58%	5.50%	<b>6.65%</b>	<b>7.02%</b>	<b>6.34%</b>
<b>Hotel Spotlight</b>	7.41%	8.14%	<b>12.54%</b>	<b>13.90%</b>	<b>11.72%</b>
The St. Regis Kanai Resort	2.51%	3.05%	<b>4.77%</b>	<b>5.03%</b>	<b>4.37%</b>
JW Marriott Hotel Madrid	1.18%	1.77%	2.03%	2.07%	1.91%
JW Marriott Goa	1.71%	1.20%	1.45%	1.34%	1.44%
W Residences Costa Rica	2.01%	2.11%	<b>4.29%</b>	<b>5.46%</b>	<b>4.01%</b>
<b>F1</b>	1.26%	1.48%	<b>3.74%</b>	<b>3.28%</b>	3.12%
<b>Inspiration</b>	2.57%	2.86%	2.72%	3.09%	2.78%
<b>The Tampa EDITION</b>	1.18%	1.14%	1.65%	2.22%	1.65%
<b>Culinary Spotlight</b>	0.17%	0.28%	0.43%	0.62%	0.42%
<b>Instagram</b>	<b>2.44%</b>	<b>2.56%</b>	1.18%	1.50%	1.54%
<b>Footer</b>	7.56%	2.62%	0.90%	0.56%	1.86%

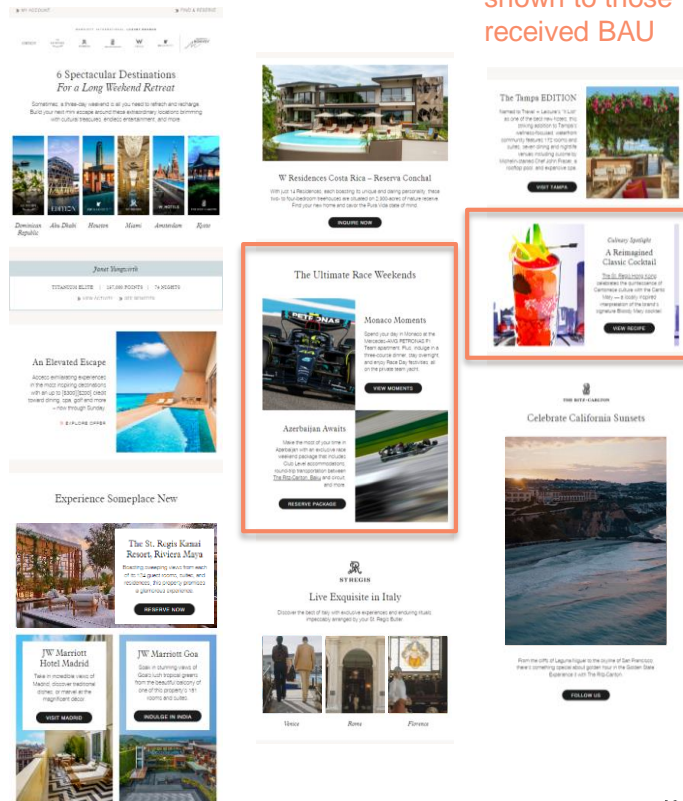
# L1/L2A: Short vs. Long Version

- 50% of L1 and L2A audience receive shorter condensed version with 50% receiving BAU (longer version)

## Short



## Long (BAU)



Additional modules shown to those who received BAU

# L1: April Long vs Short Version Test Results (April)

- L1 had the same CTR across both short and long versions for April
- Unsub rate did a see slight decrease of 0.02% for long version
- Stronger engagement overall for April due to seasonality

Metrics	March (Initial test)		April (Test 2 of 3)	
	L1 Short	L1 Long	L1 Short	L1 Long
Delivered	300.7 K	300.5 K	296.6 K	296.5 K
Clicks	2.1 K	2.0 K	2.5 K	2.5 K
CTR	0.71%	0.67%	0.85%	0.85%
Unsub Rate	0.10%	0.11%	0.12%	0.10%
Revenue	\$7,565	\$12,983	--	--
Rev/Del	\$0.03	\$0.04	--	--

## L2A: April Long vs Short Version Test Results (April)

- L2A had a slightly higher CTR (+0.03 pts.) for the long version
- Overall, in reviewing click performance, test results remain inconclusive for April for both segments
- 3rd test in market in June for the L1/L2A Shorter/Longer test to conclude testing and determine best approach moving forward with these segments
  - For post-analysis look at regional engagement and performance for L1/L2A Short vs. long

Metrics	March (Initial test)		April (Test 2 of 3)	
	L2A Short	L2A Long	L2A Short	L2A Long
Delivered	131.7 K	131.8 K	130.8 K	130.8 K
Clicks	1.6 K	1.7 K	2.0 K	2.0 K
CTR	1.22%	1.26%	1.51%	1.54%
Unsub Rate	0.07%	0.06%	0.07%	0.06%
Revenue	\$9,324	\$30,487	--	--
Rev/Del	\$0.07	\$0.23	--	--

# L1/L2A: April Long and Short Heatmaps

- Similar engagement levels for L1 and L2A across hero and hotel spotlight when looking at short versus long version
- L2A is traditionally the most engaged with the Account box with a 2 pt. increase in engagement for the Short version
  - Similar trend when looking at engagement for Escape to Luxury offer
- L1 engaged at a higher rate in the long version with St. Regis Italy inspiration content (+0.5 pts.)
- The Tampa EDITION and Instagram modules also generated more clicks when looking at the short version for both segments

Module	L1 Short	L1 Long	L2A Short	L2A Long
<b>Header</b>	<b>13.04%</b>	<b>12.85%</b>	<b>11.56%</b>	<b>11.11%</b>
<b>Hero</b>	<b>27.56%</b>	<b>28.15%</b>	<b>25.56%</b>	<b>27.17%</b>
Dominican Republic	6.25%	6.69%	5.98%	6.26%
Abu Dhabi	3.71%	3.85%	2.99%	3.11%
Houston	3.14%	2.60%	2.59%	3.04%
Miami	4.78%	4.50%	5.66%	5.76%
Amsterdam	3.79%	4.38%	3.44%	3.73%
Kyoto	5.89%	6.13%	4.89%	5.27%
<b>Account Box</b>	<b>31.95%</b>	<b>32.09%</b>	<b>38.74%</b>	<b>36.74%</b>
<b>Escape to Luxury Offer</b>	<b>4.58%</b>	<b>4.58%</b>	<b>6.11%</b>	<b>4.92%</b>
<b>Hotel Spotlight</b>	<b>7.30%</b>	<b>7.53%</b>	<b>7.89%</b>	<b>8.38%</b>
The St. Regis Kanai Resort	2.43%	2.60%	2.91%	3.19%
JW Marriott Hotel Madrid	1.10%	1.26%	1.78%	1.77%
JW Marriott Goa	1.84%	1.58%	1.25%	1.15%
W Residences Costa Rica	1.92%	2.10%	1.94%	2.27%
<b>F1</b>	<b>--</b>	<b>2.57%</b>	<b>--</b>	<b>2.88%</b>
<b>Inspiration</b>	<b>2.32%</b>	<b>2.83%</b>	<b>2.91%</b>	<b>2.81%</b>
<b>The Tampa EDITION</b>	<b>1.73%</b>	<b>0.61%</b>	<b>1.37%</b>	<b>0.92%</b>
<b>Culinary Spotlight</b>	<b>--</b>	<b>0.35%</b>	<b>--</b>	<b>0.54%</b>
<b>Instagram</b>	<b>2.94%</b>	<b>1.93%</b>	<b>3.23%</b>	<b>1.92%</b>
<b>Footer</b>	<b>8.57%</b>	<b>6.51%</b>	<b>2.63%</b>	<b>2.61%</b>

# Recommendations & Next Steps

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## Recommendations

- Continue to expand regional relevancy, across all regions with a focus on MEA and APAC, through geo-targeting and personalization
- Perform a click engagement analysis for Basic members to determine which content resonates with this audience and where there may be optimization opportunities

## Next Steps

- 3<sup>rd</sup> test in market in June for the L1/L2A Shorter/Longer test to conclude testing and determine best approach moving forward with these segments
  - For post-analysis look at regional engagement and performance for L1/L2A Short vs. long
- Max ADR Suite Upsell test in market in July for \$500+ Max ADR last 5 years
- Preheader test continuation into June with updated listicle-based approach to optimize tag performance



A modern living room interior featuring a fireplace with a white tiled surround and a black metal mesh screen. A warm fire is burning in the hearth. To the left, a wooden-framed crossword puzzle is mounted on the wall, with some letters filled in, including 'MARRIOTT', 'BONVOY', and 'CHICAGO'. Below the puzzle, a small table holds a container of colored pencils and some papers. In the foreground, there are several round ottomans in shades of orange and red. To the right, a brown leather armchair with a blue cushion and a brown bag is visible. A dark wooden side table with a black spherical object and sunglasses sits next to the chair. The overall atmosphere is cozy and contemporary.

# Thank You!

MARRIOTT  
**BONVOY**

# Lux MAU Heatmaps

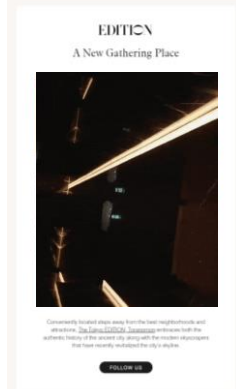
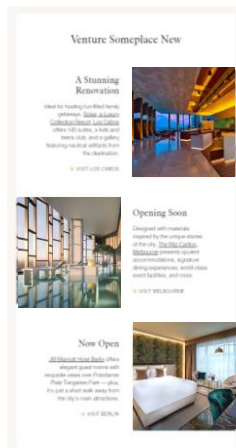
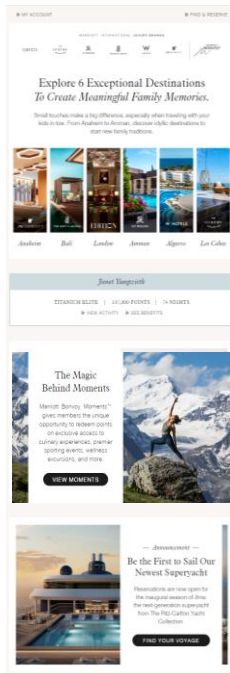
MODULE	August '21 8/14  (Introduction)	September '21 9/9  (Weekend Getaways)	October '21 10/14 (Resorts & Indulgent Getaways)	November '21 11/11 (Holiday Travel Planning & Local Holiday Experiences)	December '21 12/9 (New Years Bucket List)	January '22 1/14 (Wellness Getaways)	February '22 2/10 (Romantic Escapes)	March '22 3/10 (Road Trips + Spring Travel)	April '22 4/14 (Family & Spring Getaways)	May '22 5/12 (Long Weekends & Culinary Experiences)	June '22 6/9 (Summer Planning/Best Outdoor Spaces)	July '22 7/14 (Summer Travel/ Breathtaking Beaches)
Header	5.7%	8.2%	8.9%	7.8%	9.8%	11.2%	7.8%	13.1%	5.7%	6.8%	11.5%	8.2%
Hero	17.5%	21.3%	37.2%	24.7%	12.6%	26.3%	38.0%	18.6%	40.5%	18.1%	34.1%	35.5%
Account Box	34.0%	35.8%	12.4%	33.2%	25.3%	26.3%	21.7%	20.1%	27.5%	31.4%	35.7%	24.3%
Resorts	--	--	28.3%	--	25.2%	--	--	--	--	--	--	--
Loyalty	6.8%	--	--	--	7.7%	--	--	2.0%	--	--	--	--
Offers	16.1%	--	--	3.5%	2.1%	3.9%	18.3%	10.0%	--	18.9%	7.1%	10.3%
Moments	--	3.2%	1.0%	1.5%	--	2.2%	--	0.9%	--	5.5%	--	--
Brand Inspiration	7.4%	13.1%	1.3%	6.1%	1.8%	11.1%	7.4%	6.3%	1.5%	12.9%	1.9%	7.4%
Hotel Spotlight	8.9%	6.9%	5.6%	--	10.1%	--	4.2%	24.0%	20.0%	--	--	3.8%
Culinary	0.7%	1.4%	1.2%	0.9%	--	0.6%	1.1%	1.2%	0.3%	1.5%	--	0.9%
Yacht	--	--	--	9.7%	--	--	--	--	--	--	--	6.0%
Boutiques	--	--	--	1.9%	1.5%	1.0%	--	--	--	--	--	--
New Hotel Opening	--	--	--	4.7%	--	9.7%	--	1.1%	1.3%	1.7%	4.4%	--
Hotel Spotlight 2	--	--	--	--	--	--	0.6%	--	--	--	1.5%	--
Instagram	1.0%	6.1%	0.7%	2.7%	0.7%	4.1%	0.5%	0.4%	1.6%	1.2%	1.2%	1.8%
Footer	1.9%	4.0%	3.5%	3.4%	3.3%	3.8%	0.5%	2.5%	1.6%	1.9%	2.6%	1.8%

MODULE	August '22 8/11  (Last of Summer/ Spectacular Pools)	September '22 9/8  (Weekend Getaways)	October '22 10/13 (Fall Travel & Long Weekends)	November '22 11/10 (Relaxing Holiday Escapes)	December '22 12/8 (Winter/Holiday/ Family Travel)	January '23 1/11 (Bucket List Travel)	February '23 2/8 (Romantic Escapes)	March '23 3/16 (Family Getaways)	April '23 4/19 (Long Weekends)	May '23	June '23	July '23
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%	9.7%	7.7%	9.5%			
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%	50.9%	35.2%	30.8%			
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%	19.5%	32.0%	30.3%			
Escape to Luxury	--	--	--	--	--	4.4%	--	--	6.3%			
Loyalty	--	--	--	--	--	--	--	--	--			
Offers	5.2%	12.2%	5.3%	6.4%	6.3%	5.4%	9.1%	5.6%	--			
Moments	2.4%	5.8%	2.8%	1.6%	0.5%	1.5%	0.8%	2.4%	2.8%			
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--	2.6%	5.2%	1.5%	--			
Hotel Spotlight	23.2%	--	1.0%	4.9%	7.0%	--	0.7%	3.4%	1.7%			
Culinary	1.1%	0.9%	--	--	1.5%	--	--	--	0.4%			
Yacht	--	--	--	--	4.6%	--	--	8.9%	--			
Boutiques	0.7%	1.3%	--	4.3%	2.2%	--	--	--	--			
New Hotel Opening	2.3%	2.8%	1.0%	--	--	3.9%	--	--	11.7%			
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--	--	--	--			
F1	--	--	2.0%	--	--	--	--	--	3.1%			
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%	1.8%	0.8%	1.5%			
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%	2.3%	2.5%	1.7%			

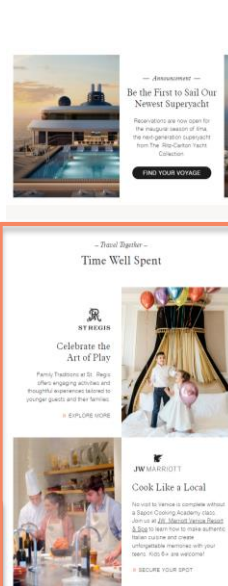
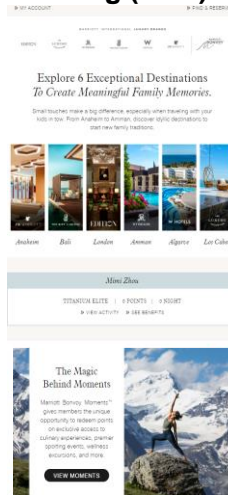
# L1/L2A: Short vs. Long Version Test (March)

- 50% of L1 and L2A audience receive shorter condensed version with 50% receiving BAU (longer version)

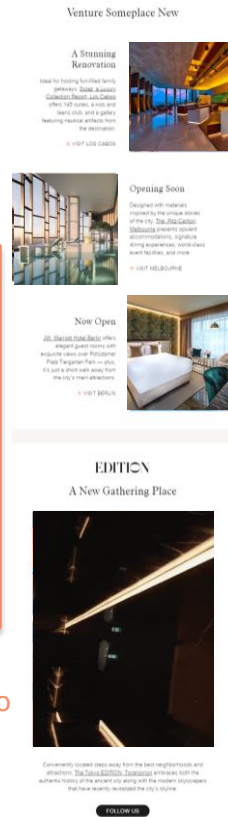
## Short



## Long (BAU)



Additional modules shown to those who received BAU



# L1/L2A: Long vs Short Version Test Results (March)

- L1 Short outperformed L1 Long when looking at CTR (+0.04 pts.) with comparable unsub rate; rev/delivered was within \$0.01
- L2A engaged at a higher rate with Long (0.4 pts.) whereas there was a significantly lower rev/delivered for the short version
- Revenue for the long version was more than the short version for both L1 and L2A
- Continue testing long versus short version in April
  - Note: Offer content was suppressed in the shorter version. We may consider bringing back and removing other lower performing content in future test iterations for at least L2A to try and maintain revenues generated and still understand optimal content mix

Metrics	L1 Short	L1 Long	L2A Short	L2A Long
Delivered	300.7 K	300.5 K	131.7 K	131.8 K
Clicks	2.1 K	2.0 K	1.6 K	1.7 K
CTR	0.71%	0.67%	1.22%	1.26%
Unsub Rate	0.10%	0.11%	0.07%	0.06%
Revenue	\$7,565	\$12,983	\$9,324	\$30,487
Rev/Del	\$0.03	\$0.04	\$0.07	\$0.23

\*When assessing click performance results are inconclusive for L2A (lacking statistical significance); results for L1 are statistically significant at a 90% confidence interval

# Luxury MAU Targeting Criteria

Segment Name	Segment Description
L1	All stays are luxury
L2A	$\geq 50\%$ of stays are luxury
L2B	$< 50\%$ of stays are luxury
L3	All luxury stays are paid by bonus points