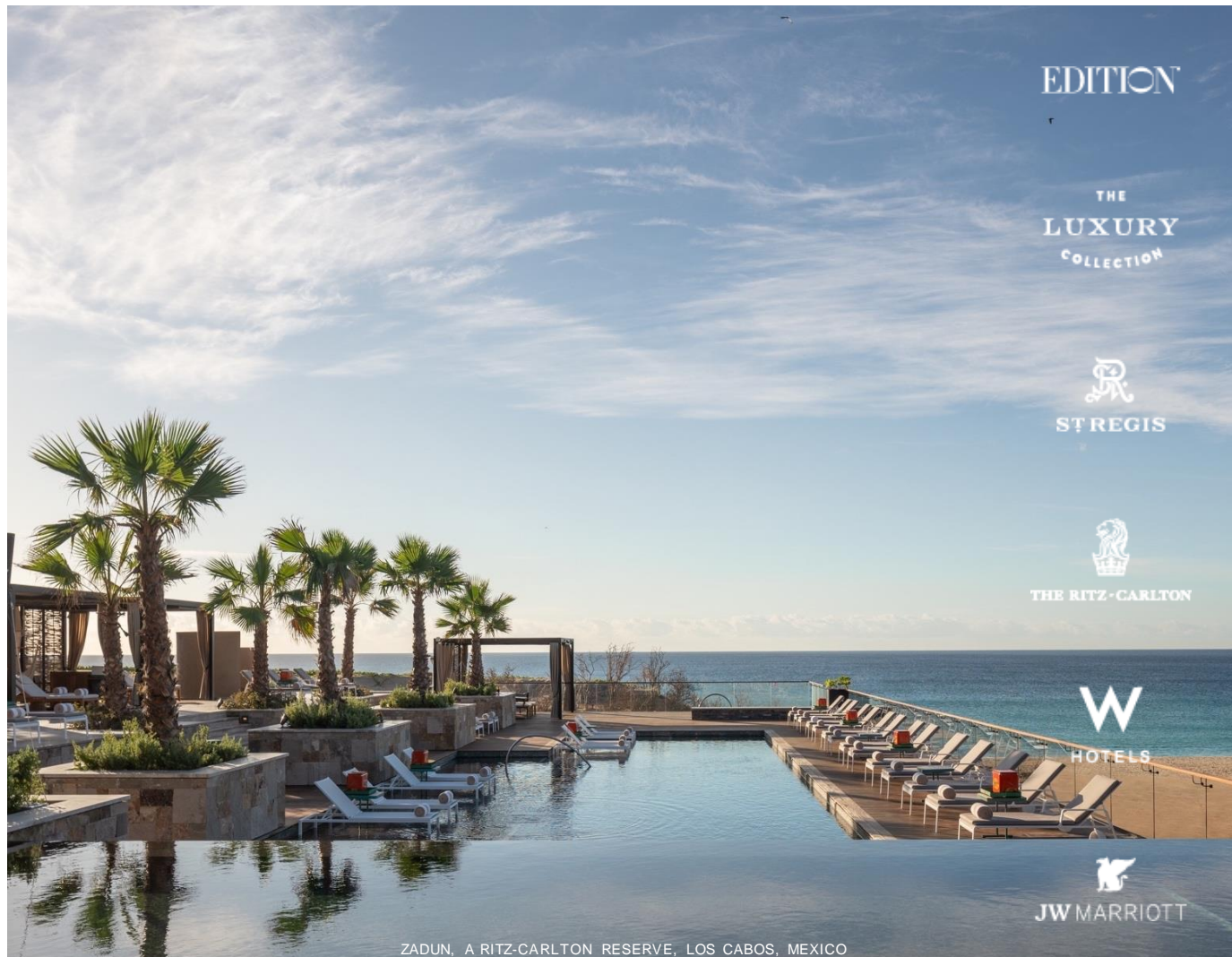


Luxury MAU February 2022 Email Performance Review

March 24, 2022

MARRIOTT
BONVOY



EDITION

THE
LUXURY
COLLECTION



ST REGIS



THE RITZ-CARLTON



HOTELS



JW MARRIOTT

ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

Observations

- Feb engagement was positive across most metrics in comparison to January and Lux MAU 6-month average
 - Click engagement and revenue saw a significant increase in performance MoM
 - Two key contributors were an increase in delivered volume along with continued MoM offer content in which February included a global promotion sent to everyone
- While revenue increased the percent to luxury brands returned to normal levels in February; likely impacted by the global promotion drawing a broader appeal to both luxury and non-luxury brands
- Elites saw the most significant increase in CTR MoM and highest to date since October; with all levels seeing an increase since January
- Majority of regions saw increase in click activity MoM with U.S. and Canada most significant
- Hero 6-across module drove significant interest with an over 10pt. increase since January
- Offer content drew heavy interest from readers which featured both a global promotion and geo-targeted offer; driving the 3rd most percentage of clicks behind the account box

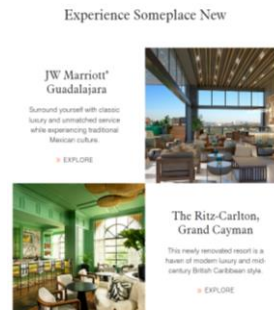
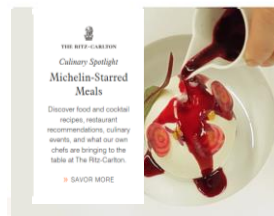
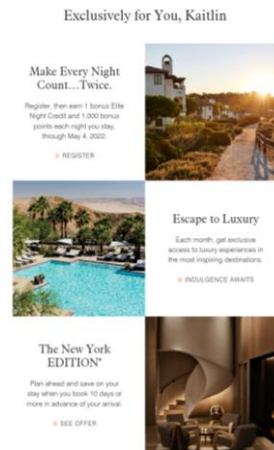
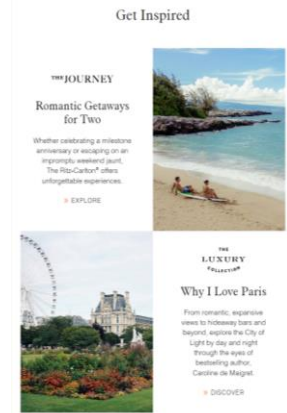
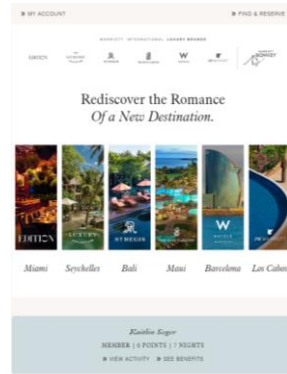
Lux MAU: February 10, 2022

Subject Line:

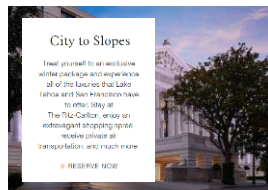
Your Account Update (test winner)

Pre-Header:

Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman

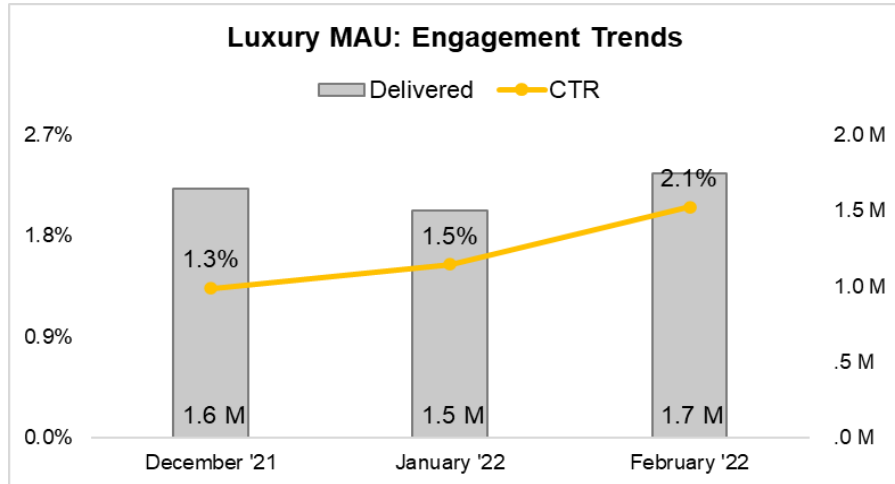


Creative:
Member Version



February 2022 Engagement Statistics

- Observations:
 - CTR increased 0.6 points MoM with February seeing a more significant increase as we continue to move away from seasonal lows
 - Promotional offers continued into February which also drives a lift in engagement along with a global promotion this month
 - % of bookings and revenue returned to previous levels in February whereas total revenue and bookings saw an increase
 - Both the offers and increase in delivered volume, +16.4%, contributed to this increase
- Recommendation:
 - Continue to monitor offer engagement after March campaign at the segment level to measure lift in overall engagement

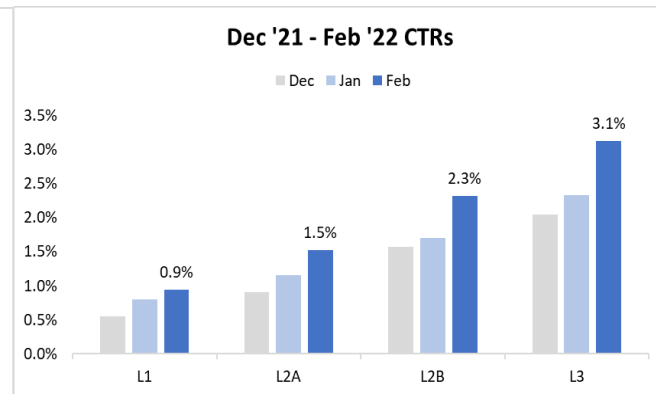
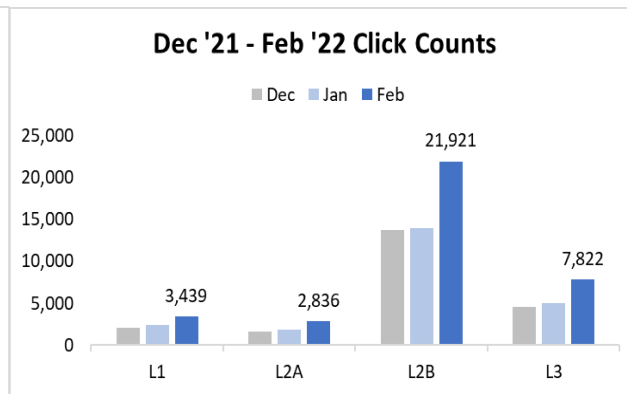
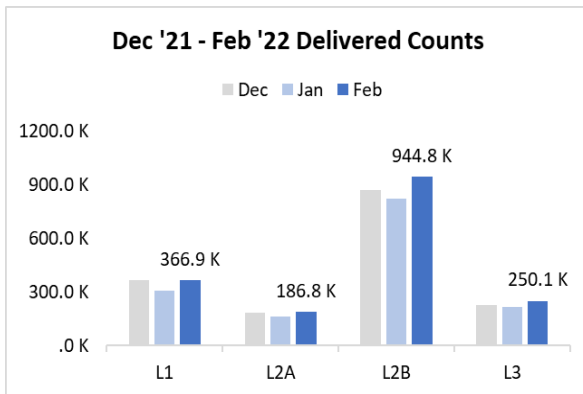


	February '22	MoM
Delivered	1.7 M	+16.4%
Open Rate	21.9%	-2.7 pts.
CTR	2.1%	+0.5 pts.
CTOR	9.4%	+3.1 pts.
Unsub Rate	0.05%	-0.03 pts.
Bookings	620	+65.8%
Revenue	\$360.3 K	+21.2%
% Bkgs to Lux	17.7%	-19.4 pts.
% Rev to Lux	41.5%	-22.4 pts.

Delivery Increased MoM, Driving Increase in Clicks

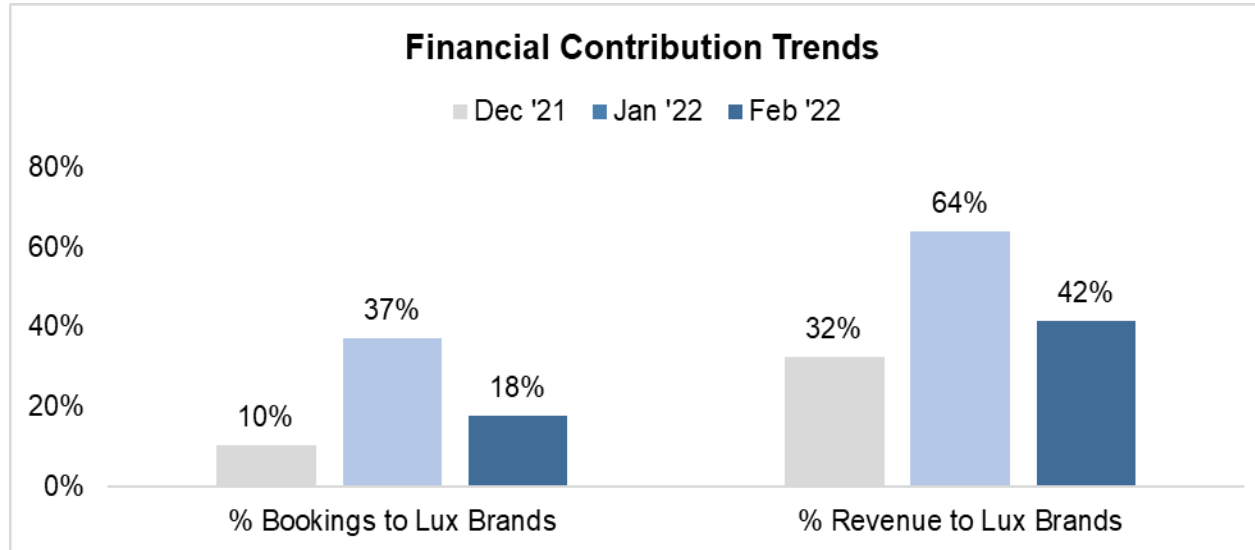
- Segment level delivery counts increased across all segments MoM with L2B seeing the most significant increase
- Click counts also increased for all segments with L2B and L3 seeing more of an increase than L1 and L2A – resulting in higher CTRs
 - Openers responded favorably to hero 6-across module
 - L1 and L2A were more engaged with the account box whereas L2B and L3 were with the offers section particularly around the Global promotion

Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points



Luxury Brand Contribution Decreased MoM

- February saw a decrease in percent of bookings and revenue attributed to luxury brands in comparison to January but did stabilize and return to normal levels; 2nd highest year to date
- Global promotion content likely to be a key contributor to decrease with it drawing a broader appeal for brands including luxury and non-luxury



February '22 Lux MAU A/B Test Results:

Segment Level Performance

Hypothesis:

Sending a more tailored, relevant email to a targeted luxury audience will increase engagement

Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,748,567	397,352	
Open rate	21.9%	24.9%	-3.0 pts.
CTR	2.1%	3.2%	-1.1 pts.
CTOR	9.4%	13.0%	-3.6 pts.
Revenue	\$360,251	\$114,944	+213.4%
Rev/Delivered	\$0.21	\$0.29	-28.8%
Rev Share to Lux Brands	41.5%	30.9%	+10.6 pts.
Total Bookings	620	182	+240.7%
Bookings Share to Lux Brands	17.7%	11.5%	+6.2 pts.

- CTR was stronger for Core MAU in February than Lux MAU
 - Global promotion drove significant interest overall with Core MAU featuring offer in hero and Lux MAU featuring offer lower in the email
- L1 and L2A CTR was similar across both campaigns
- L2B and L3 had a significant difference in CTR between test and control
 - L2B test was 2.3% and control was 3.7%
 - L3 test was 3.1% and control was 4.9%

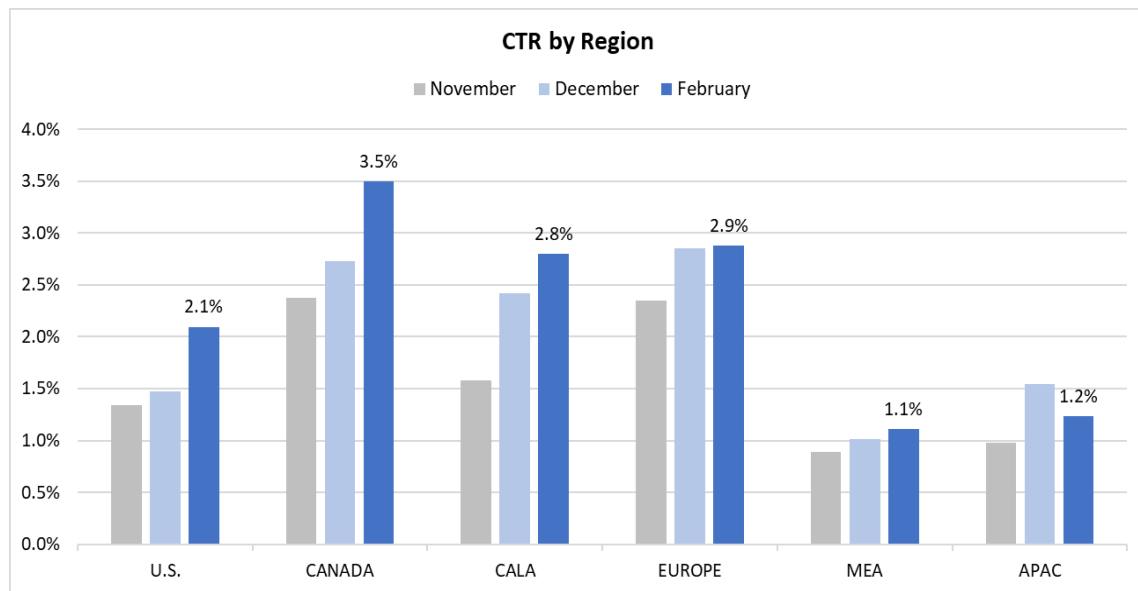
Lux MAU Performance versus Other Luxury Emails

- CTR was higher than Ritz eNews and Luxury Escapes
- Lux MAU drove a sizeable amount of bookings and revenue overall in comparison to other Luxury emails

Metrics February	Engagement Data for Luxury Segments Only		
	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	1.7 M	2.3 M	3.3 M
<i>Open Rate</i>	21.9%	13.1%	19.9%
CTR	2.1%	1.5%	0.7%
CTOR	9.4%	11.4%	3.6%
Bookings	620	60	282
Revenue	\$360.3 K	\$111.3 K	\$203.5 K
Rev/Del	\$0.21	\$0.05	\$0.06
% Bkgs to Lux	17.7%	20.0%	10.1%
% Rev to Lux	41.5%	31.4%	17.2%

Lux MAU Luxury Regional Breakdown

- CTR improvements across all regions except APAC
- U.S. and Canada saw the most significant increase MoM
- Europe and MEA saw less of an increase in February in comparison to other regions outside of APAC which decreased
- Continue geo-targeting content to drive regional engagement



Region	Delivered
US	2.8 M
CANADA	104.5 K
CALA	26.2 K
EUROPE	108.6 K
MEA	144.5 K
APAC	272.2 K
Grand Total	3.5 M

Increase in Engagement

MoM – All Levels

- All levels saw delivery increases MoM
- Open rate engagement shifts tied to Apple iOS update
- Feb click rates improved for all levels from Non-mbrs. to Ambassador
- Elites saw most significant increase in CTR MoM; and highest to date since October

Oct '21 – Feb '22

		Feb '22	Engagement Trends
Non-Member	Deliv.	128.1 K	MoM +18.0% (+128.1K)
	Open%	17.9%	
	CTR	0.5%	
Basic	Deliv.	625.9 K	MoM +0.6% (+3.9 K)
	Open%	17.7%	
	CTR	1.3%	
Silver	Deliv.	208.6 K	MoM +8.0% (+15.5 K)
	Open%	20.6%	
	CTR	2.0%	
Gold	Deliv.	377.0 K	MoM +11.5% (+38.8 K)
	Open%	23.7%	
	CTR	2.5%	
Platinum	Deliv.	157.9 K	MoM +8.9% (+12.9 K)
	Open%	27.5%	
	CTR	3.3%	
Titanium	Deliv.	204.1 K	MoM +9.7% (+18.0 K)
	Open%	29.0%	
	CTR	3.5%	
Ambassador	Deliv.	46.9 K	MoM +21.5% (+8.3 K)
	Open%	30.7%	
	CTR	3.3%	

Offer Engagement Remains Stronger with L2B and L3

- Following offers included in December, January and February: Escape to Luxury, RC Reconnect Package, Plan Ahead & Save, Global Promotion and New York Edition
- Global Promotion had most significant click activity than other two offers followed by Escape to Luxury and New York Edition
 - L1 had the least engagement of all segments
 - L2A had stronger engagement with February offers
 - L2B and L3 continue to be most engaged with offer content
- Recommend continuing to evaluate what content mix is optimal at each segment level

Segment = CTR (Click Counts)

February '22

Exclusively for You, Karlin



Escape to Luxury

Global Promo

EDITION

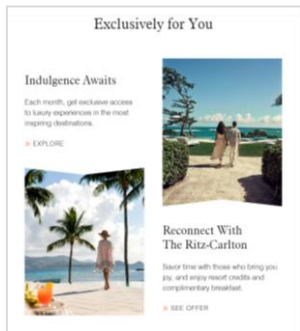
- | | | |
|-----------------------------|-----------------------------|-----------------------------|
| • L1 = 0.03% (166) | • L1 = 0.02% (86) | • L1 = 0.03% (120) |
| • L2A = 0.06% (146) | • L2A = 0.08% (200) | • L2A = 0.03% (76) |
| • L2B = 0.07% (1.2K) | • L2B = 0.32% (5.2K) | • L2B = 0.06% (1.1K) |
| • L3 = 0.10% (452) | • L3 = 0.10% (2.1K) | • L3 = 0.09% (412) |

Segment = CTR (Click Counts)

December '21

Escape to Luxury

RC Reconnect Package



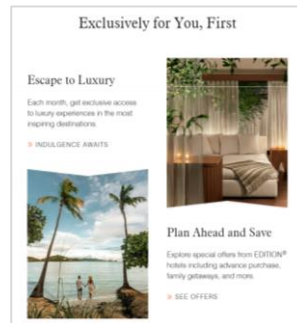
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|--------------------|----------------------------|
| • L1 = 0.00% (6) | • L1 = 0.01% (17) |
| • L2A = 0.01% (7) | • L2A = 0.02% (26) |
| • L2B = 0.01% (52) | • L2B = 0.03% (218) |
| • L3 = 0.01% (28) | • L3 = 0.04% (87) |

Segment = CTR (Click Counts)

January '22

Escape to Luxury

Plan Ahead and Save Offers

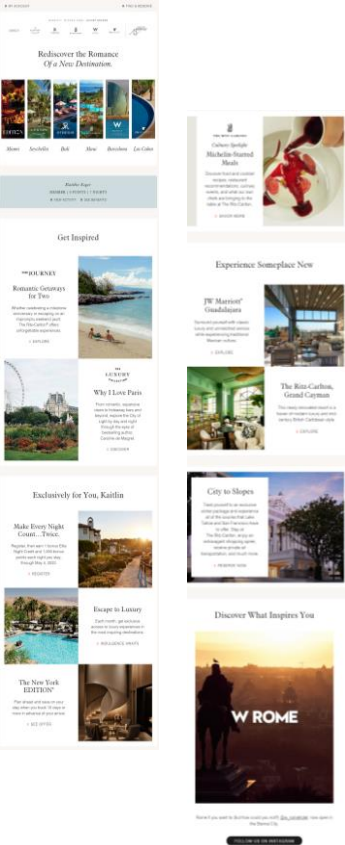


- | | |
|---------------------|----------------------------|
| • L1 = 0.01% (36) | • L1 = 0.02% (88) |
| • L2A = 0.02% (40) | • L2A = 0.04% (82) |
| • L2B = 0.02% (356) | • L2B = 0.05% (648) |
| • L3 = 0.03% (102) | • L3 = 0.06% (236) |

Lux MAU Segment Heat Maps:

February 2022

(Member Version)



- Account box activity remains high for all segments, with L2A the highest
- Timely romance hero featuring all 6 luxury brands generated the most engagement; combined average of 37% of clicks – first-time using this module in the hero
- Offer content had strong click activity for all segments, but Global Promo was stronger with L2A, L2B and L3 segments – will continue testing offer content in March for patterns

% of Clicks by Segment				
Module	L1	L2A	L2B	L3
Header	11.17%	10.49%	7.64%	7.77%
Hero (Romance Content, All Lux Brands)	35.59%	33.71%	36.55%	37.95%
Account Box	28.01%	34.94%	25.03%	21.72%
Inspiration	4.98%	4.86%	6.99%	7.44%
Romantic Getaways for Two	2.73%	2.21%	3.57%	3.60%
Why I Love Paris	2.25%	2.65%	3.42%	3.84%
Offers	6.45%	8.55%	16.90%	18.29%
Escape to Luxury	2.38%	2.90%	2.72%	2.77%
Global Promo	1.80%	3.91%	11.56%	12.73%
EDITION Offer (geo-targeted)	2.27%	1.77%	2.65%	2.79%
Moments – Culinary	0.92%	0.79%	1.11%	1.05%
Hotel Spotlight	2.72%	3.36%	3.96%	4.15%
JW Marriott® Guadalajara	1.17%	1.23%	1.37%	1.36%
The Ritz-Carlton, Grand Cayman	1.54%	2.13%	2.59%	2.79%
Weekend Getaway	0.59%	0.49%	0.58%	0.64%
Instagram	1.00%	0.55%	0.58%	0.48%
Footer	8.58%	2.27%	0.65%	0.51%
Grand Total	100.00%	100.00%	100.00%	100.00%

Subject Line Test Results: Feb '22

- Continue to see stronger engagement with “Your Account Update” in the subject line which is more transactional in nature
- Significant lift over both SL1 and SL2; which both had extended copy in comparison to test winner
- Continue to test the shorter transactional style for patterns

Subject Line	Delivered	Opens	Opens Lift	Open Rate	Open Rate Lift	Clicks	CTR	CTOR
Winner: Julie's Account Update	174,918	43,337		24.78%		5,522	3.16%	12.74%
SL 1: Julie's Account Update: 6 Places to Fall in Love this Season	174,904	36,460	+18.9%	20.85%	+3.9 pts.	3,371	1.93%	9.25%
SL 2: Julie's Account Update: 6 Romantic Destinations, Michelin-Starred Dining, and Special Offers	174,891	36,867	+17.5%	21.08%	+3.7 pts.	3,766	2.15%	10.22%

PH: Plus, 3 new luxury hotels to discover in Mexico, China, and Grand Cayman

Recommendations

- Continue to monitor offer engagement after March campaign at the segment level to measure lift in overall engagement
- Conduct a content level deep dive to look at the past 6 months of engagement data to better understand differences at the luxury segment level, especially offers
- Continue to test the shorter transactional style subject line for patterns



Thank You!

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Performance Metrics: Luxury MAU, February 2022

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate	Bookings	Room Nts.	Revenue
L1 LUX ONLY	366.9 K	65.6 K	17.9%	3.4 K	0.9%	5.2%	0.15%	38	101	\$30.0 K
L2A HIGH USER	186.8 K	35.2 K	18.9%	2.8 K	1.5%	8.1%	0.07%	36	106	\$26.2 K
L2B LOW USER	944.8 K	215.7 K	22.8%	21.9 K	2.3%	10.2%	0.02%	387	952	\$219.4 K
L3 REDEEM ONLY	250.1 K	66.4 K	26.6%	7.8 K	3.1%	11.8%	0.02%	159	359	\$84.7 K
Total	1.7 M	383.0 K	21.9%	36.0 K	2.1%	9.4%	0.05%	620	1518	\$360.3 K

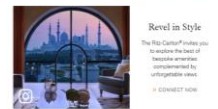
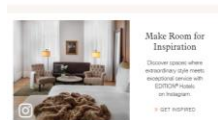
February '22 Lux MAU A/B Test Results:

Segment Level Performance

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L1	Delivered	366,876	63,045	
	Open rate	17.9%	20.5%	-2.6 pts.
	CTR	0.9%	0.8%	+0.1 pts.
	CTOR	5.2%	4.0%	+1.2 pts.
L2A	Delivered	186,762	36,917	
	Open rate	18.9%	22.2%	-3.3 pts.
	CTR	1.5%	1.5%	+0.0 pts.
	CTOR	8.1%	6.8%	+1.3 pts.

Luxury Segment	Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
L2B	Delivered	944,837	236,387	
	Open rate	22.8%	25.6%	-2.8 pts.
	CTR	2.3%	3.7%	-1.4 pts.
	CTOR	10.2%	14.5%	-4.3 pts.
L3	Delivered	250,092	61,003	
	Open rate	26.6%	28.3%	-1.7 pts.
	CTR	3.1%	4.9%	-1.8 pts.
	CTOR	11.8%	17.4%	-5.6 pts.

Luxury Escapes Performance: February 2022



- Subject Line: Explore a Winter Wonderland with up to a \$300 Credit
- Preheader: Vanessa, discover this month's Escape to Luxury.

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	548.5 K	101.4 K	18.5%	1.8 K	1.8%	0.3%	0.2%
L2A HIGH USER	308.3 K	57.8 K	18.8%	1.5 K	2.6%	0.5%	0.1%
L2B LOW USER	1.9 M	382.9 K	19.8%	15.0 K	3.9%	0.8%	0.0%
L3 REDEEM ONLY	533.7 K	118.8 K	22.3%	5.6 K	4.7%	1.1%	0.0%
Everyone Else	718.7 K	140.1 K	19.5%	5.4 K	3.8%	0.7%	0.1%
Total	4.0 M	801.2 K	19.8%	29.3 K	3.7%	0.7%	0.1%

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