

Luxury MAU July 2023 Email Performance Review

August 1, 2023

MARRIOTT
BONVOY



EDITION

THE
LUXURY
COLLECTION



ST REGIS

THE RITZ-CARLTON



HOTELS



JW MARRIOTT

THE ST. REGIS MALDIVES VOMMIJI RESORT, MALDIVES

Lux MAU: July 13th, 2023

Theme: Outdoors

Member Subject Line:

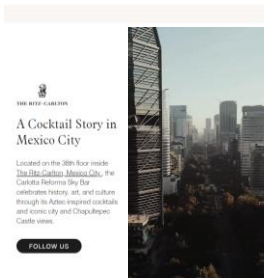
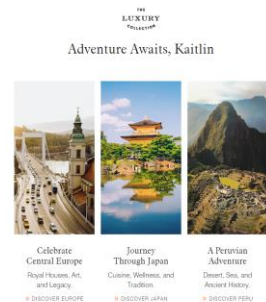
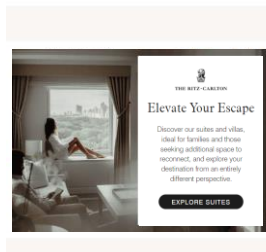
- Kaitlin's [Your] Account Update

Pre-Header (PCIQ):

- PH 1 (Intrigue): The perfect destinations to spend summer outdoors
- PH 2 (Authority): Your guide to unforgettable outdoor escapes
- PH 3 (Direct): Experience the great outdoors, explore our latest openings, and more

Non-Member:

- SL: Kaitlin's [Your] Guide to Unforgettable Outdoor Escapes
- PH: Plus, exciting new hotel openings, travel inspiration, and more.



Performance Summary: July 2023

- July closed out the second year Lux MAU has been in market with August kicking off our 3rd year
- CTR of 1.4% in July with engagement comparable to Ritz eNews; seeing decline overall MoM
- Regional engagement differences prevalent for both hero and secondary based content
- Costa Rica had the highest percent of clicks in the Hero for all regions besides EMEA , APAC and CALA
 - EMEA engaged most with Seychelles whereas CALA also had strong engagement with Costa Rica but slightly higher engagement with Barcelona
- Journey through Japan had the most engagement overall for TLC module for most regions with EMEA engaging at a higher rate with Central Europe and CALA with A Peruvian Adventure

Performance Metrics:

July 2023

- Delivered volume remained stable in July at 2.3 M with a slight decrease of 1.1% MoM
- Engagement declined in comparison to June with a CTR of 1.4%; comparable to Ritz performance within 0.2 pts.
- 0.16% unsub rate was higher than average, which was an outlier from normal engagement trends. Other campaigns, including Ritz, seeing a similar trend in July
- Focus on finding new ways to gain incremental clicks including Hotel Spotlight focused Solos and net new modules that can drive interest

	Jul-23	MoM	YoY	vs. Avg.
Delivered	2.3 M	-1.1% (-26.3 K)	+24.9% (+451.0 K)	+2.9% (+64.5 K)
Clicks	32.3 K	-26.6% (-11.7 K)	-12.0% (-4.4 K)	-20.8% (-8.5 K)
CTR	1.4%	-0.5 pts.	-0.6 pts.	-0.4 pts.
Unsub Rate	0.16%	-0.02 pts.	+0.10 pts.	+0.08 pts.

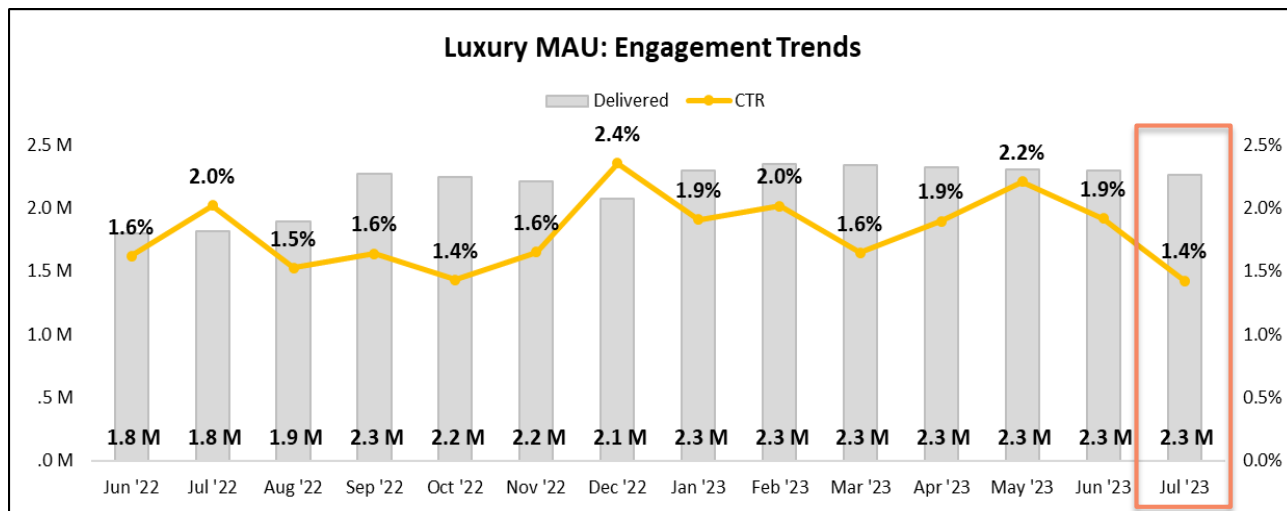
*Lux MAU rolling 12-month avg. includes Jul '22 – Jun '23

Ritz July (for reference):

- CTR: 1.2%
- Unsub Rate: 0.27%

Engagement Trends: July 2023

- Delivered volume remained consistent MoM at 2.3 M driving on average 43 K unique clickers each month YTD
- CTR saw a decrease MoM showing a similar trend to what was seen June to July
 - July 2022 featured Summer Travel/Breathtaking Beaches which is a top performer with June of 2023 also having a Summer Destinations theme



YTD Averages

Jan '23 – Jul '23

Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **43.0 K**

CTR: **1.9%**

Unsub Rate: **0.11%**

Themes	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
2022/2023	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	New Hotels	Summer Destinations	Outdoors

Regional Engagement Trends: July 2023

- U.S./Canada and Europe had the most significant declines in CTR in July but still remain strong; Canada and Europe had the strongest CTRs in June (2.3% and 1.7%) with CALA at 1.9%
- MEA and APAC had similar performance to June seeing less variance in CTR MoM

YTD Averages

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Avg. Monthly Deliveries: **2.3 M**

Avg. Monthly Unique Clicks: **43.0 K**

CTR: **1.9%**

Unsub Rate: **0.11%**

Feb '23 – Jul '23

		May '23	Jun '23	Jul '23	Engagement Trends
US	Del.	1.6 M	1.6 M	1.6 M	MoM -1.0% (-16.2 K)
	CTR	2.3%	2.1%	1.5%	
	Unsub Rate	0.13%	0.18%	0.14%	
Canada	Del.	61.3 K	60.8 K	60.1 K	MoM -1.2% (-738)
	CTR	3.8%	2.8%	2.3%	
	Unsub Rate	0.23%	0.29%	0.30%	
CALA	Del.	16.9 K	16.8 K	16.6 K	MoM -1.1% (-189)
	CTR	3.2%	2.1%	1.9%	
	Unsub Rate	0.25%	0.31%	0.31%	

Feb '23 – Jul '23

		May '23	Jun '23	Jul '23	Engagement Trends
Europe	Del.	96.4 K	95.7 K	94.7 K	MoM -1.1% (-1.1 K)
	CTR	3.3%	2.2%	1.7%	
	Unsub Rate	0.29%	0.31%	0.29%	
MEA	Del.	166.9 K	165.2 K	162.6 K	MoM -1.6% (-2.7 K)
	CTR	1.3%	0.9%	0.8%	
	Unsub Rate	0.16%	0.14%	0.18%	
APAC	Del.	372.7 K	369.0 K	363.5 K	MoM -1.5% (-5.4 K)
	CTR	1.8%	1.2%	1.1%	
	Unsub Rate	0.17%	0.15%	0.16%	

Lux MAU Segment Heat Maps (By Region): July 2023

- US showed strongest engagement in Hero section among all regions
 - Costa Rica had the highest percent of clicks in the Hero for all regions besides EMEA, APAC and CALA
 - EMEA engaged most with Seychelles whereas CALA had slightly higher engagement with Barcelona than Costa Rica
- Journey through Japan had the most engagement overall for the TLC module for most regions with EMEA engaging at a higher rate with Central Europe and CALA with A Peruvian Adventure
- MEA and APAC continued to engage at a higher rate with secondary modules including Vilebrequin's Signature Style, Culinary, 1 Point drop and Instagram
- Continue to focus on regional performance assessment and personalization efforts to optimize and drive incremental engagement

Module	% of Clicks	US	Canada	CALA	Europe	MEA	APAC
Header	11.20%	11.00%	14.10%	11.93%	12.07%	11.40%	10.88%
Hero	33.21%	36.50%	29.14%	28.16%	33.09%	26.59%	22.45%
Seychelles	7.23%	7.51%	6.61%	5.73%	8.85%	7.83%	5.29%
Perth	2.80%	2.51%	1.99%	1.43%	3.09%	2.81%	4.39%
San Francisco	3.92%	4.06%	2.93%	4.30%	4.10%	3.76%	3.53%
Costa Rica	10.06%	12.63%	8.72%	6.92%	7.24%	3.82%	2.61%
Aspen	3.41%	3.84%	1.46%	2.63%	2.72%	3.32%	2.30%
Barcelona	5.78%	5.95%	7.43%	7.16%	7.10%	5.05%	4.34%
Account Box	34.98%	35.60%	41.31%	36.75%	32.40%	23.18%	37.11%
Suites - Max ADR	0.05%	0.03%	--	--	0.18%	0.13%	0.03%
TLC	7.11%	6.58%	7.26%	8.35%	8.11%	7.14%	9.11%
Celebrate Central Europe	2.29%	2.16%	2.81%	3.10%	2.90%	2.53%	2.40%
Journey Through Japan	2.78%	2.45%	2.87%	1.67%	2.76%	2.37%	4.66%
A Peruvian Adventure	2.03%	1.97%	1.58%	3.58%	2.44%	2.24%	2.06%
St. Regis x Vogue	1.74%	1.32%	1.17%	2.39%	1.57%	3.95%	2.75%
Vilebrequin's Signature Style	2.77%	2.13%	1.17%	2.39%	2.76%	6.85%	4.18%
New Hotels	2.43%	1.83%	2.28%	3.34%	3.27%	4.80%	3.72%
Culinary	0.69%	0.69%	0.70%	0.48%	0.51%	0.98%	0.65%
1-Point-Moment Drop	0.93%	0.84%	0.59%	0.24%	1.01%	1.52%	1.18%
Cobrand	0.42%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%
Instagram	0.93%	0.68%	0.76%	1.19%	0.92%	2.62%	1.31%
Footer	3.55%	2.18%	1.52%	4.77%	4.10%	10.86%	6.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Recommendations & Next Steps

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Recommendations

- Continue to focus on regional performance assessment and personalization efforts to optimize and drive incremental engagement
- Identify new ways to gain incremental clicks including Hotel Spotlight focused Solos and net new modules that can drive interest

Next Steps

- August to launch Hotel Finder test in which 50% to receive a hotel finder module located above the footer to see if this can support driving incremental click activity
- Refreshed Max ADR module to be sent to non-clickers in August; assess Max ADR July performance
- Subject line Elite optimization and testing in September with incorporation of member level for Silver+ (i.e. Kaitlin, Your Silver Monthly Account Update)

Thank You!

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MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

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 5/13 (New Hotels)	June '23 6/8 (Summer Destinations)	July '23 (Outdoors)
Header	17.2%	11.0%	12.4%	10.2%	7.5%	9.2%	9.7%	7.7%	9.5%	7.7%	5.6%	11.2%
Hero	18.9%	22.6%	28.4%	27.3%	35.6%	38.0%	50.9%	35.2%	30.8%	42.5%	45.7%	33.2%
Account Box	23.8%	30.2%	37.0%	40.9%	27.1%	31.4%	19.5%	32.0%	30.3%	26.9%	23.3%	35.0%
Escape to Luxury	--	--	--	--	--	4.4%	--	--	6.3%	--	--	--
Loyalty	--	--	--	--	--	--	--	--	--	--	--	0.1%
Offers	5.2%	12.2%	5.3%	6.4%	6.3%	5.4%	9.1%	5.6%	--	--	4.0%	--
Moments	2.4%	5.8%	2.8%	1.6%	0.5%	1.5%	0.8%	2.4%	2.8%	--	1.1%	0.9%
Brand Inspiration	2.4%	8.4%	3.1%	1.3%	--	2.6%	5.2%	1.5%	--	--	0.4%	7.1%
Hotel Spotlight	23.2%	--	1.0%	4.9%	7.0%	--	0.7%	3.4%	1.7%	--	3.0%	1.7%
Culinary	1.1%	0.9%	--	--	1.5%	--	--	--	0.4%	--	0.4%	0.7%
Yacht	--	--	--	--	4.6%	--	--	8.9%	--	--	5.0%	--
Boutiques	0.7%	1.3%	--	4.3%	2.2%	--	--	--	--	--	--	--
New Hotel Opening	2.3%	2.8%	1.0%	--	--	3.9%	--	--	11.7%	20.1%	8.9%	2.4%
Hotel Spotlight 2	--	--	1.3%	--	4.6%	--	--	--	--	--	--	2.8%
F1	--	--	2.0%	--	--	--	--	--	3.1%	--	--	--
Cobrand	--	--	--	--	--	--	--	--	--	--	--	0.4%
Instagram	0.7%	2.2%	2.2%	0.6%	1.2%	0.7%	1.8%	0.8%	1.5%	1.2%	0.9%	0.9%
Footer	2.2%	2.7%	3.6%	2.4%	1.9%	2.9%	2.3%	2.5%	1.7%	1.7%	1.6%	3.6%

Luxury MAU Targeting Criteria

Luxury Segments Defined

- Only Luxury (L1): Customers who only stay at Luxury brands
- Luxury Users High vs Low:
 - High Luxury Users (L2A): Luxury customers who also stayed in other brands in last 5yrs, but more than 50% at luxury brands
 - Low Luxury Users (L2B): Luxury customers who also stayed in other brands in last 5yrs; with less than 50% at luxury brands
- Redemption Only (L3): Customers who uses Luxury only through redemption stays