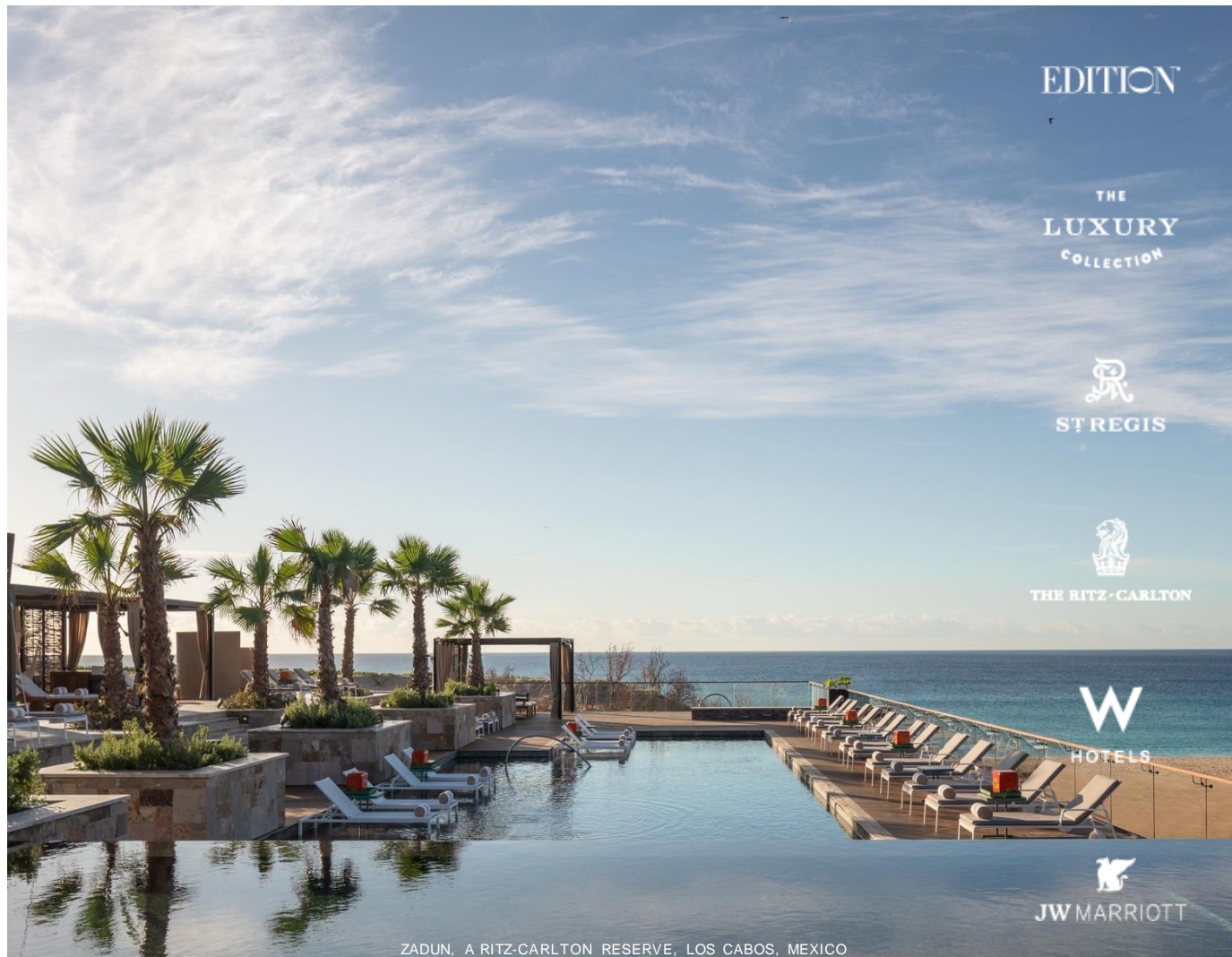


Luxury MAU May 2022 Email Performance Review

May 27, 2022

MARRIOTT
BONVOY



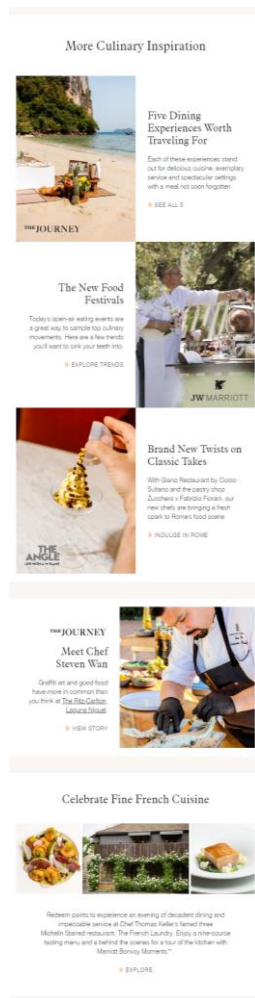
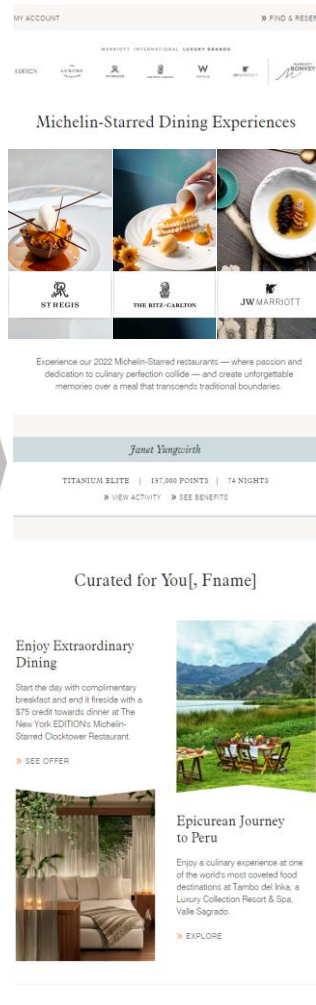
Lux MAU: May 12, 2022

Subject Line:

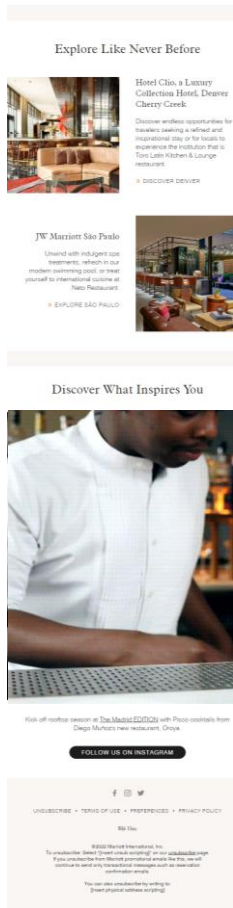
[Fname's][Your]Account Update: New Michelin Stars, Culinary Offers, and More

Pre-Header:

Plus, five dining experiences worth traveling for and our newest hotel openings



Creative:
Member Version



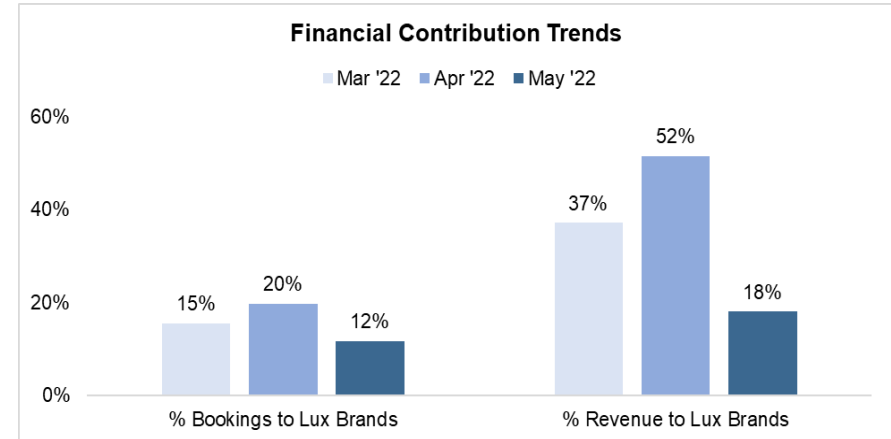
Key Storylines

- CTR saw a decrease MoM with April being the top performing month post-launch in which the hero had the Reserve Member Benefits announcement
- Despite this MoM decline, click activity was still very strong for May, having the 3rd highest CTR in the last nine months
- Engagement outperformed other luxury mailings when comparing click and unsub. rates
- All luxury segments, member levels and regions saw declines MoM in line with overall email engagement trends
- Member Account Box, Offer Content and Hero were top three performing modules for May
 - Clocktower Restaurant offer generated more interest than Journey to Peru offer

Most KPIs Performed Above 6-Mo. Average

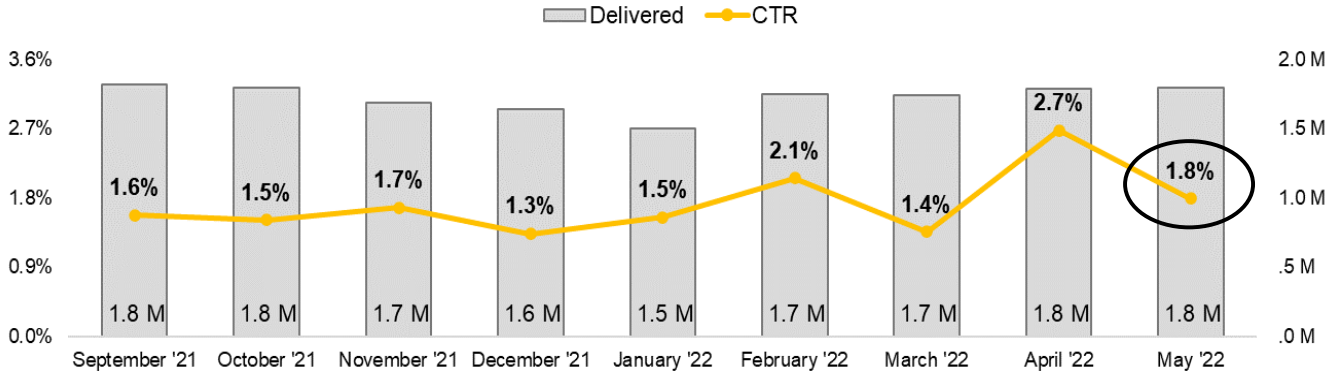
- May click activity was down compared to April, but increased 25% in comparison to the six-month average
 - MoM declines impacted by strong April engagement – it had the 2nd highest CTR since launch
- Unsub rates remain consistent MoM and trend similar against the six-month average
- Monthly financials impacted by recent data issues that may be understating Omniture tracking
 - Data will be refreshed once updates have been made in the system

Metrics	May '22	vs. Avg.	MoM
Delivered	1.8 M	+24.3%	+0.4%
Clicks	32.2 K	+24.5%	-32.8%
CTR	1.8%	+0.0 pts.	-0.9 pts.
Unsub Rate	0.06%	-0.01 pts.	-0.00 pts.
Bookings	273	-12.1%	-14.4%
Revenue	\$138.5 K	-28.8%	-40.4%



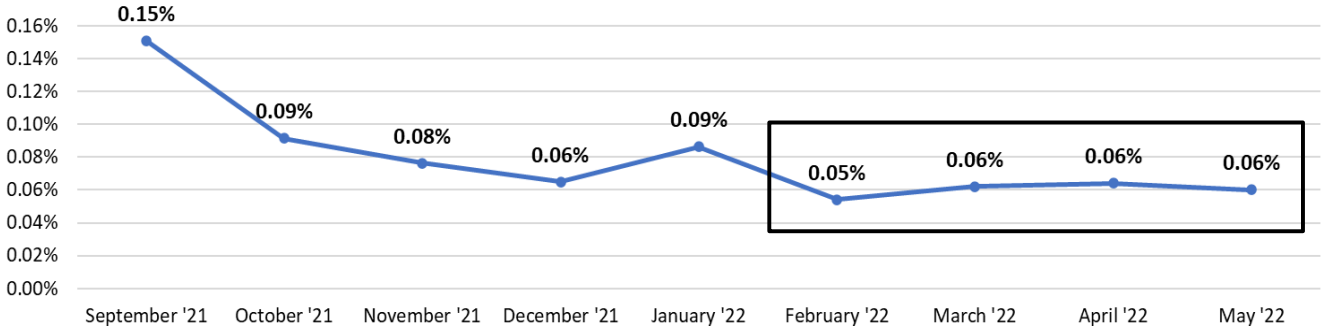
May Engagement Positive in Comparison to Previous Months

Luxury MAU: Engagement Trends



1.8% CTR was 3rd highest in last nine months

Luxury MAU: Unsubscribe Rate Trends

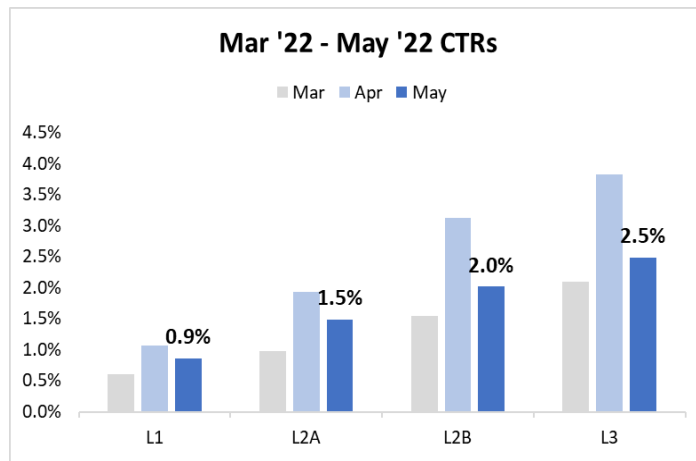
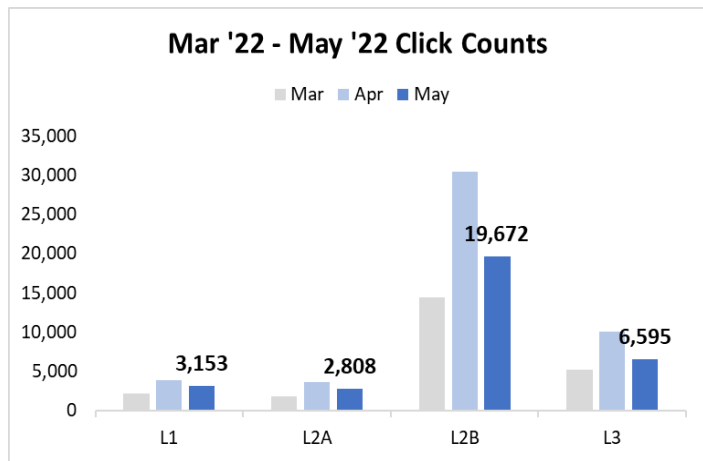
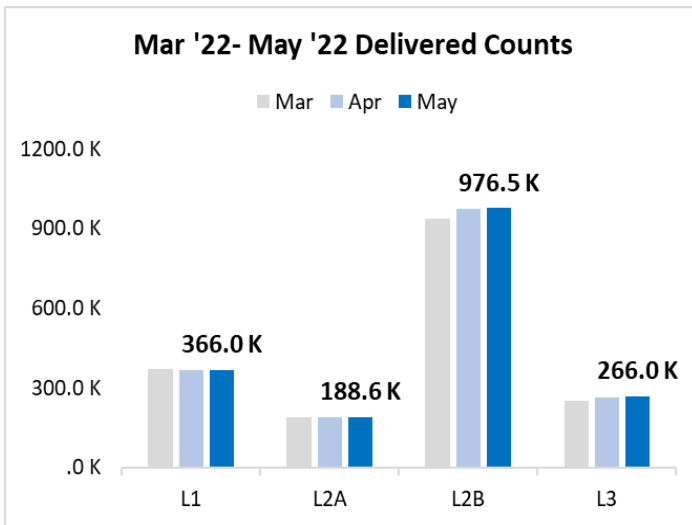


Low unsub. rate trends support strong audience health

- For Comparison
Bonvoy Averages (May 1-15):
- CTR = 1.43%
 - Unsub Rate = 0.11%
 - Unsub Benchmark = 0.20%

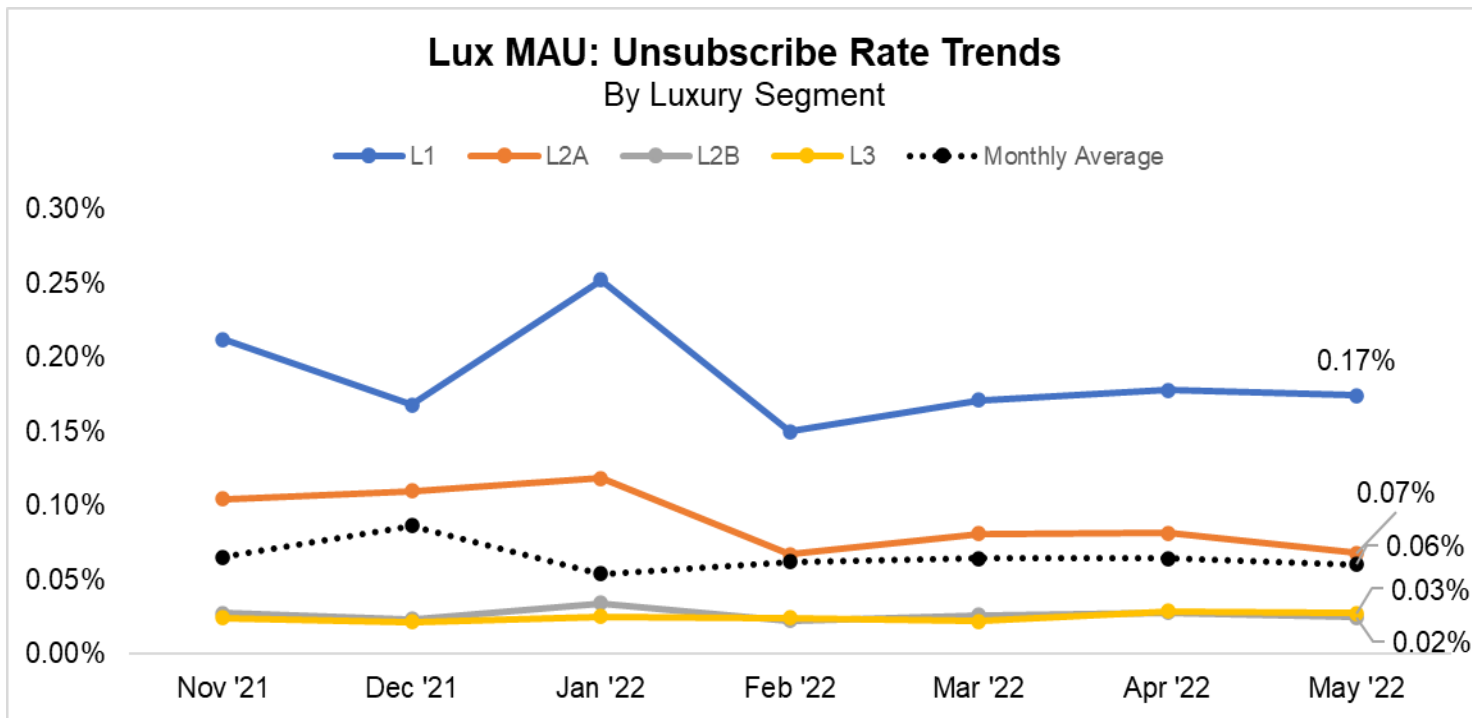
Consistent MoM Engagement Trends

- May delivery counts were nearly the same MoM for all segments
- Generated one-third fewer clicks from all segments MoM; impacted CTRs
 - Most of the clicks in April went to the Ritz Reserve Member Benefits announcement hero with April being the 2nd strongest performing month post-launch
 - Click activity still strong overall when looking at an extended window of time



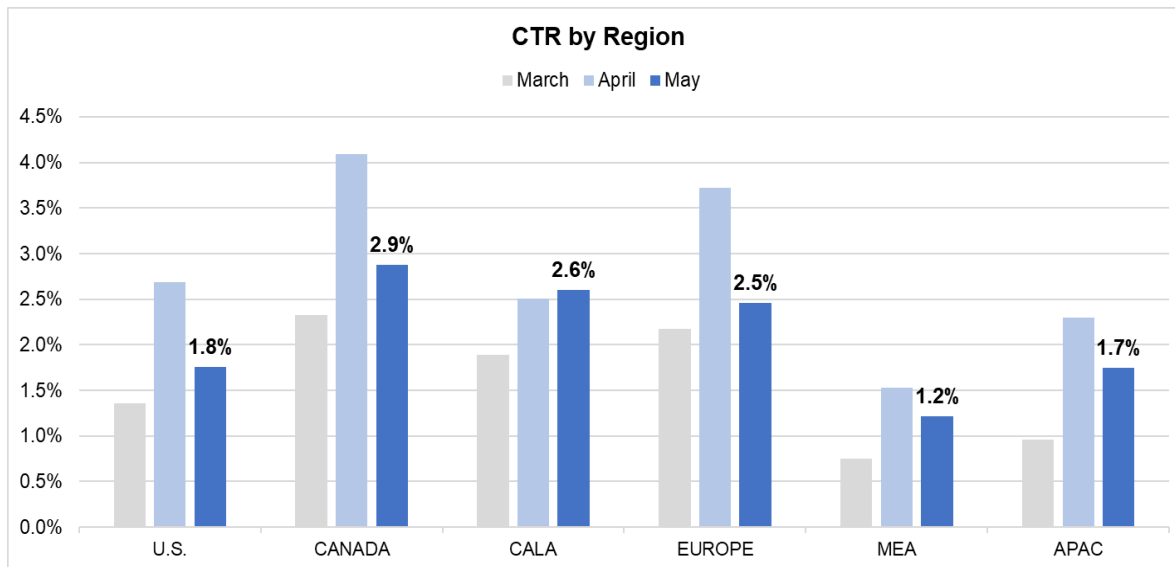
Positive Unsubscribe Rate Trends Continue into May

- Email content continues to engage readers MoM; low monthly unsub rates indicate strong audience health
- L2B and L3 continue to have rates below the Lux MAU monthly unsub average with L2A slightly above
- L1 was the highest for all luxury segments, but still strong overall in comparison to the Bonvoy historical benchmark of 0.20%



Consistent Regional Engagement

- Deliveries continue to remain steady MoM for all regions with slight increases & decreases
- Outside of a slight uptick in CALA all regions saw a decrease in engagement MoM
- Continue to geo-target where possible to drive relevancy at the regional level and a lift in click engagement



Region	May '22 Delivered	MoM
US	1.5 M	+0.3%
CANADA	55.3 K	+1.3%
CALA	13.3 K	-0.1%
EUROPE	55.9 K	+0.2%
MEA	73.5 K	-1.0%
APAC	137.6 K	+2.0%
Grand Total	1.8 M	+0.4%

Decrease in Engagement MoM

- Delivery counts remained fairly consistent MoM for all levels
- CTRs were down compared to April; consistent with overall engagement trends
 - Rates for most members returned to previous month levels; rates were either at or above March rates
 - Steeper MoM declines for upper Elite levels, but still higher than March rates
 - Continue to track activity for seasonal impacts as we near 1 year mark in August

			Dec '21 - May '22 Engagement Trends
			May '22
Non-Member	Deliv.	125.8 K	MoM -0.6% (-723)
	CTR	0.3%	
Basic	Deliv.	628.5 K	MoM -0.0% (-226)
	CTR	1.2%	
Silver	Deliv.	213.8 K	MoM +0.7% (+1.6 K)
	CTR	1.8%	
Gold	Deliv.	393.3 K	MoM +1.0% (+4.0 K)
	CTR	2.1%	
Platinum	Deliv.	168.1 K	MoM +0.9% (+1.5 K)
	CTR	2.8%	
Titanium	Deliv.	216.9 K	MoM +0.5% (+1.0 K)
	CTR	2.9%	
Ambassador	Deliv.	50.7 K	MoM +0.6% (+298)
	CTR	2.9%	

May '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

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,797,079	181,149	
CTR	1.79%	1.72%	+0.08pts.
Unsub Rate	0.06%	0.04%	+0.02pts.
Revenue	\$138,530	\$19,431	
Rev/Delivered	\$0.08	\$0.11	-28.1%
Rev to Lux Brands	18.0%	35.9%	-17.8pts.
Total Bookings	273	47	
Bkgs. to Lux Brands	11.7%	19.1%	-7.4pts.

- Positive lift in CTR for Lux MAU versus Core for the first time since launch; slight difference in unsubscribe rate, but still below Bonvoy benchmark average of 0.20%
- Monthly financials impacted by recent data issues that may be understating Omniture tracking
 - Revisit performance once updates have been made in the system and data is refreshed

Engagement Outperforms Other Luxury Emails

- Lux MAU engagement strongest in comparison to other luxury mailings when looking at click activity
- Unsub rates positive for all luxury mailings with Lux MAU and Luxury Escapes both having an Unsub Rate of .06%
- Financial tracking data potentially impacting all luxury mailings for May. To be updated once new data is available

Engagement Data for Luxury Segments Only

May 2022	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	1.8 M	2.2 M	1.7 M
Clicks	32.2 K	27.8 K	24.1 K
CTR	1.79%	1.23%	1.44%
Unsub. Rate	0.06%	0.19%	0.06%
Bookings	273	27	162
Revenue	\$138.5 K	\$33.8 K	\$146.6 K
Rev/Del	\$0.08	\$0.02	\$0.09
% Bkgs. to Lux	11.7%	18.5%	41.0%
% Rev to Lux	18.0%	86.1%	74.1%

Recommendations

- Finalize learning agenda and 2022 testing roadmap, as discussed in last quarterly review
- Devise and finalize a content strategy and testing plan at each luxury segment level, personalizing content based on known engagement behaviors for each level
- Determine timing for leveraging send time optimization (STO) for upcoming campaigns
- Incorporate geo-targeting where possible to drive lift in engagement
- Consider additional hero CTA copy and format testing in Q2/3 to better understand engagement patterns

A modern living room interior. In the background, a fireplace with a black metal mesh screen contains a warm fire. The wall above the fireplace is made of light-colored, rectangular stone tiles. To the left, a framed crossword puzzle hangs on the wall, with the words 'MARRIOTT BONVOY' and 'CHICAGO' visible. Below the puzzle, a small table holds a container of pens and pencils and some papers. In the foreground, there are several pieces of furniture: a large orange leather armchair with a blue cushion, a brown leather bag, and a small black side table with a decorative sphere. A dark wooden coffee table is partially visible on the left. The overall atmosphere is cozy and sophisticated.

Thank You!

MARRIOTT
BONVOY

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

Performance Metrics: Luxury MAU, May 2022

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate	Bookings	Room Nts.	Revenue
L1 LUX ONLY	366.0 K	70.6 K	19.3%	3.2 K	0.86%	4.5%	0.17%	19	48	\$9.7 K
L2A HIGH USER	188.6 K	38.4 K	20.4%	2.8 K	1.49%	7.3%	0.07%	28	53	\$11.0 K
L2B LOW USER	976.5 K	232.2 K	23.8%	19.7 K	2.01%	8.5%	0.02%	175	411	\$95.9 K
L3 REDEEM ONLY	266.0 K	72.0 K	27.1%	6.6 K	2.48%	9.2%	0.03%	51	131	\$21.9 K
Total	1.8 M	413.2 K	23.0%	32.2 K	1.79%	7.8%	0.06%	273	643	\$138.5 K

Luxury Escapes Performance: May 2022



Soothe Your Senses
Enjoy a Credit of up to \$300



Marriott Bonvoy
EDITION
Discover more

Marriott summer relaxation is on the horizon. Reserve by Sunday or select properties to receive a credit of up to \$300 for spa services, dining, golf, and more.*

Reserve Today



Enchanting Experiences Await
Find a collection of extraordinary stays and exceptional service at EDITION Hotels worldwide
GET INSPIRED

Enhance Your Essentials

Travel smarter in this beautifully designed and designed 24x7 hotel service lounge. Discover PJs and other guest favorites at The Rooftop Lounge.



THE JOURNEY

Revel in the Magic of Travel

Explore the best that travel has to offer with curated guides to extraordinary destinations.



Family Getaways

Beach Retreats


City Escapes

Lake Life

- Subject Line: Enjoy up to a \$300 Credit and Get Away
- Preheader: [Name], Discover More Relaxation

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	275.4 K	45.2 K	16.4%	1.7 K	0.62%	3.8%	0.18%
L2A HIGH USER	154.4 K	25.8 K	16.7%	1.5 K	0.94%	5.6%	0.11%
L2B LOW USER	973.8 K	178.2 K	18.3%	15.0 K	1.54%	8.4%	0.04%
L3 REDEEM ONLY	275.5 K	58.8 K	21.3%	5.9 K	2.16%	10.1%	0.02%
Everyone Else	399.8 K	72.5 K	18.1%	5.8 K	1.45%	8.0%	0.10%
Total	2.1 M	380.4 K	18.3%	29.9 K	1.44%	7.9%	0.07%


Ritz eNews Performance: May 2022



THE RITZ-CARLTON

RELAXING RETREATS

Weekend Getaways, Perfected.



Just as, whether your ideal weekend away involves lushly landscaped lawns or locally inspired spa treatments, The Ritz-Carlton hotels and resorts are ready to make your dreams come true.

[Explore Golf Resorts](#) [Explore Spa Resorts](#)


Relax Close to Home

You don't have to travel far to experience the ultimate spa day.

The Ritz-Carlton Georgetown, Washington D.C. >

The Ritz-Carlton, Washington D.C. >

[Explore More Hotels](#)



THE JOURNEY

5 Destinations for a Getaway With Friends

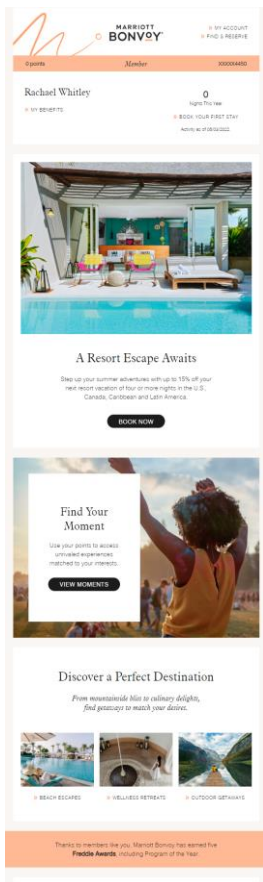
From restorative waterfront retreats to exhilarating outdoor adventures, find inspiration for your next group getaway.

[View All](#)

- Subject Line: INSIDE THE RITZ-CARLTON: Weekend Getaways, Perfected.
- Preheader: Plus, new hotel opening, award-winning cocktail recipe, and more.

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	525.0 K	45.8 K	8.7%	4.5 K	0.85%	9.8%	0.23%
L2A HIGH USER	248.7 K	24.5 K	9.8%	3.0 K	1.21%	12.3%	0.19%
L2B LOW USER	1172.5 K	128.1 K	10.9%	15.6 K	1.33%	12.2%	0.17%
L3 REDEEM ONLY	307.1 K	37.4 K	12.2%	4.7 K	1.51%	12.4%	0.17%
Everyone Else	3076.1 K	465.6 K	15.1%	45.1 K	1.47%	9.7%	0.24%
Total	5.3 M	701.5 K	13.2%	72.9 K	1.37%	10.4%	0.22%

Core MAU Performance: May 2022



- Subject Line: May Account Update: Save 15% on a Resort Escape
- Preheader: See what's new this month.

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	30.5 K	5.0 K	16.4%	283	0.93%	5.7%	0.11%
L2A HIGH USER	17.7 K	2.8 K	15.8%	218	1.23%	7.8%	0.07%
L2B LOW USER	104.3 K	12.6 K	12.1%	1.9 K	1.85%	15.3%	0.02%
L3 REDEEM ONLY	28.6 K	3.5 K	12.1%	684	2.39%	19.8%	0.01%
Everyone Else	18.3 M	2.6 M	14.2%	158.0 K	0.86%	6.1%	0.09%
Total	18.5 M	2.6 M	14.2%	161.2 K	0.87%	6.1%	0.09%