

Luxury MAU Quarterly Email Performance Review (Aug – Oct 2022)

November 4, 2022

MARRIOTT
BONVOY[®]



EDITION

THE
LUXURY
COLLECTION

ST REGIS

THE RITZ-CARLTON

W
HOTELS

JW MARRIOTT

Quarterly Meeting Agenda:

- Quarterly Engagement Trends
- Content Engagement Analysis
- Testing & Optimizations
- Recommendations and Next Steps
- October Email Performance



Quarterly Engagement Trends

Lux MAU: Q1 2022 Sample Creative

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August 2022 Last of Summer/ Spectacular Pools

MY ACCOUNT

FINES & RESERVE

EDITION


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W HOTELS

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Pictureque Pools,
In Dreamy Destinations.




Whether you prefer to be entertained by the sun, sand and sea or enjoy the immediate respite from the shade of a cabana, these charming pools will inspire you to plan your next exceptional escape.

EXPLORE POOLS

More Pristine Poolscapes


Spend the last days of the season soaking up the sun poolside.



The West Hollywood EDITION

Perched above Sunset Boulevard with epic views of the iconic Los Angeles skyline, relax and soak in the sun and sea with our poolside cabanas.


EXPLORE WEST HOLLYWOOD



The St. Regis Bal Harbour Resort

Perfectly cocooned with verdant gardens and breathtaking ocean views, this waterfront haven offers unrivaled amenities, including poolside dining.

EXPLORE MAAMI



Mystique, a Luxury Collection Hotel, Santorini

Situated on a volcanic cliff above the sea, this Regency-style Mykonian two-pool villa offers breathtaking views to the Cyclades and the Aegean.

EXPLORE SANTORINI

Janet Yangmark

TITANUM ELITE | 15,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

September 2022 Weekend Getaways

MY ACCOUNT

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THE JOURNEY

Embrace Tranquility on a Weekend Retreat

An unforgettable getaway doesn't require weeks of downtime. Sometimes, the most memorable trips take place over an exceptionally weekend away. Discover daily destinations designed for you to create quick, yet lasting memories.

ROMANTIC ESCAPES | FRIENDLY GETAWAYS

Janet Yangmark

TITANUM ELITE | 15,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

This has a complimentary night available to redeem.*

Unlock Unrivaled Experiences

From off-holiday to premium suite stays at our most iconic, explore extraordinary moments made just for you.

VIEW ALL MOMENTS

Exclusively for You[, Fname]

Explore to Earn Even More

Register now, and then earn up to 4,000 bonus points on each eligible stay, starting with your second stay at our extraordinary brand. Terms apply.*

LEARN MORE

Savor Time With Loved Ones

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, a resort or city walk, and more.

RESERVE PACKAGE

October 2022 Fall Travel/ Long Weekends

MY ACCOUNT

FINES & RESERVE

EDITION

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W HOTELS

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Your Autumn Travel Guide

Reel in the magic of fall travel and discover destinations for and with the help of these unique travel guides and recommendations.

Boston

Vancouver

Bermuda

Dubai

Bali

Punta

Kaitlin Brule

TITANUM ELITE | 15,000 POINTS | 74 NIGHTS

VIEW ACTIVITY | SEE BENEFITS

Extraordinary Moments Made for You

Reclaim your points to discover cultural experiences, indulge in wellness retreats, and expand your horizons.

VIEW ALL MOMENTS

Exclusively for You, Kaitlin

Live the Suite Life

Enhance your autumn travel with a complimentary room upgrade or discount suite at The St. Regis Bermuda Resort.

SEE YOUR STORY

Elevate Your Next Escape

Each month, get exclusive access to luxury experiences in the most inspiring destinations.

RESERVE PACKAGE

Quarterly Performance Dashboard

(Aug – Oct 2022)

Engagement Summary:

- CTR down 0.3pts. QoQ impacted by seasonal drop-off from August into October
- Despite decrease in CTR QoQ, click volume remained stable even with increase in delivery volume of 18%
- Low unsub. rate of 0.06% continued into quarter

Quarterly Impacts:

- Aug '22 marked year 2 of Lux MAU in market; YoY trending now available
- Core MAU control group suppression lifted in September driving an increase in monthly deliveries
- Rescoring of entire luxury segment audience in August also impacting quarterly audience volume and potentially engagement levels with new audience inclusion

Engagement Metrics

QoQ Comparisons

Deliveries:

6.4 M (+18.4%)

Unique Clicks:

98.2 K (+0.1%)

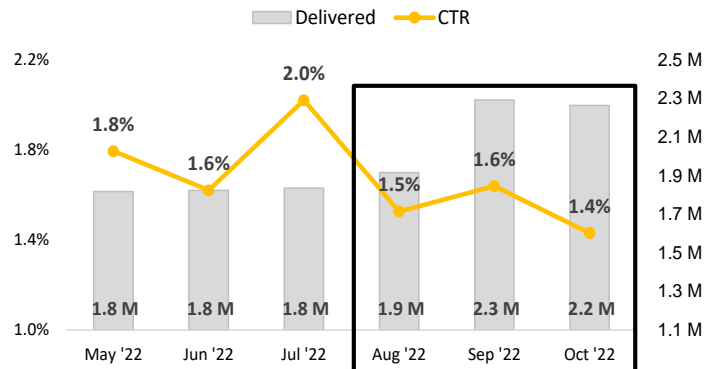
CTR:

1.5% (-0.3 pts.)

Unsub. Rate:

0.06% (+0.00 pts.)

Luxury MAU: Engagement Trends



Top Content

6-across brand hero feature (Oct), Inspiration (Sep), Offers GloPro (Sep), and Account box (all)

Recommendations:

- Continue to develop content and offer strategies at each luxury segment level to drive overall lift in both engagement and financial metrics
- Continue to leverage insights across campaigns to inform content opportunities for Lux MAU to continue to evolve and optimize messaging strategy

Performance Summary

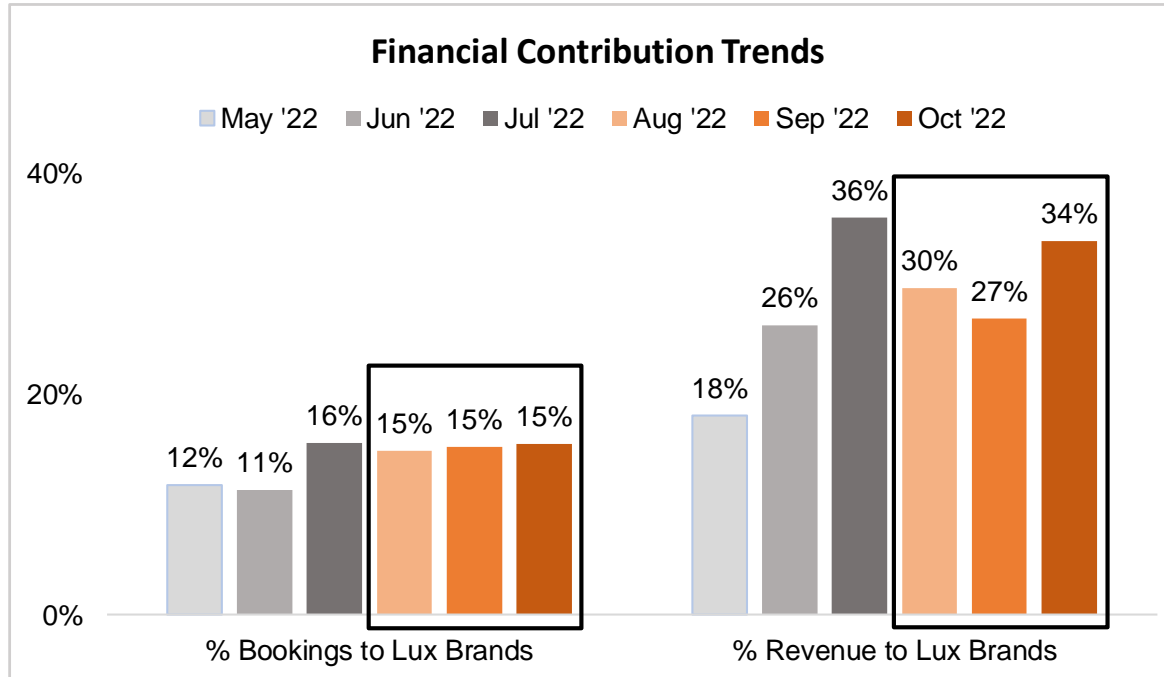
- Total audience reach has increased 18% QoQ with control group suppression lifted and full luxury audience now receiving Lux MAU as of September
- Luxury segment rescoring in August also impacting shifts in delivery volume across luxury segment audience levels
- Although CTR saw a decrease of 0.6pts. YoY, engagement levels comparable outside of August; August of 2021 launched Lux MAU which drove extremely high engagement and revenue levels
- QoQ decrease in CTR of 0.3pts. impacted by seasonality elements, comparable to trends seen with Ritz for same time period; also impacting financial decreases (-18% in bookings and -4% in revenue)
- Unsub rates trends remain very low with an average of 0.06%; reflects a very engaged luxury audience
- Since July '22 Financials still impacted by Adobe email tracking issues. CX team investigating as it pertains to all emails

	Aug-Oct '22	QoQ	YoY
Delivered	6.4 M	+18.4% (+994.7 K)	+17.0% (+930.2 K)
Clicks	98.2 K	+0.1% (+112)	-14.4% (-16.6 K)
CTR	1.5%	-0.3 pts.	-0.6 pts.
Unsub Rate	0.06%	-0.00 pts.	-0.05 pts.
Bookings	745	-18.2%	-45.0%
Revenue	\$489.1 K	-3.8%	-33.1%
Revenue/ Delivered	\$0.08	-18.8%	-42.8%
BPK (Bookings per thousand delivered)	0.12	-30.9%	-53.0%

Financial data source: Omniture 7-day cookie

Luxury Brand Contribution

- Booking contribution to luxury brands was slightly higher QoQ; consistently around 15% each month
- Overall monthly revenue contribution levels were also higher this quarter, with exception of July showing a 2pt. higher contribution rate than the top performing month in October
 - Highest percent of luxury bookings went to JW brands (over 1/3) in July; could be driven by JW Cabos offer

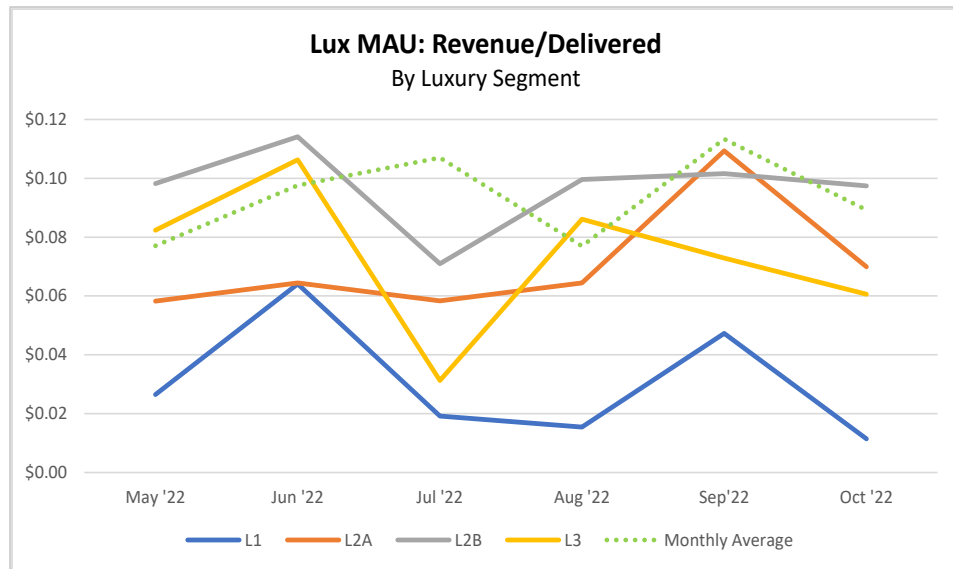


**Booking
Contribution**
+2.3pts. QoQ

**Revenue
Contribution**
+2.1pts. QoQ

Luxury Segment Level Engagement Trends

- Rev/delivered saw varied levels QoQ with August beginning to focus on offer optimization at the luxury segment level
- Continue to devise offer testing and strategy at each level to drive lift in revenue/delivered



May '22 – Oct '22

		Aug '22	Sep '22	Oct '22	Engagement Trends
L1	Del.	381.5 K	582.4 K	573.2 K	MoM -1.6% (-9.1 K)
	CTR	0.7%	0.8%	0.8%	
	Unsub Rate	0.16%	0.15%	0.18%	
	Rev/Deliv	\$0.02	\$0.05	\$0.01	
L2A	Del.	195.8 K	248.2 K	245.1 K	MoM -1.3% (-3.1 K)
	CTR	1.1%	1.3%	1.3%	
	Unsub Rate	0.07%	0.07%	0.08%	
	Rev/Deliv	\$0.06	\$0.11	\$0.07	
L2B	Del.	1.0 M	1.1 M	1.1 M	MoM -1.1% (-12.9 K)
	CTR	1.7%	1.9%	1.6%	
	Unsub Rate	0.02%	0.02%	0.03%	
	Rev/Deliv	\$0.10	\$0.10	\$0.10	
L3	Del.	289.5 K	310.8 K	307.4 K	MoM -1.1% (-3.4 K)
	CTR	2.2%	2.5%	2.0%	
	Unsub Rate	0.02%	0.02%	0.03%	
	Rev/Deliv	\$0.09	\$0.07	\$0.06	

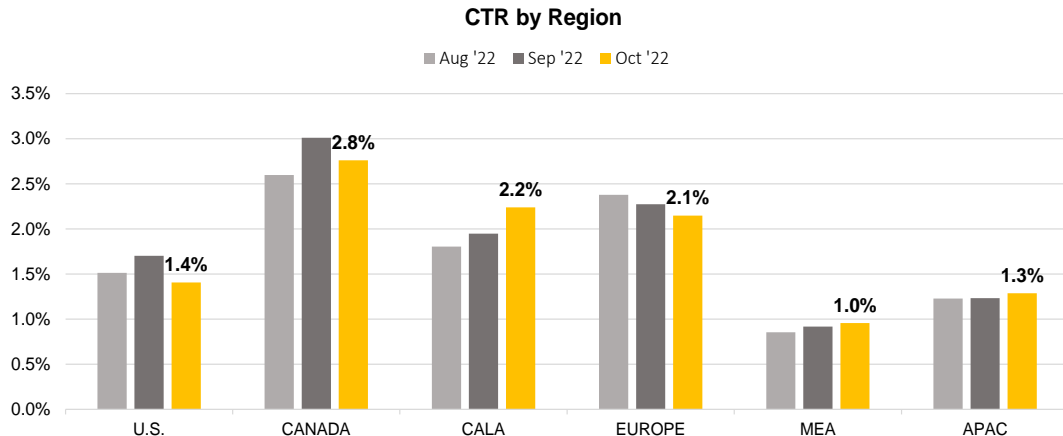
Offer Optimizations: Q1

Sep: L1: No offers; L2A: 1 of 2 offers

Aug/Oct: L1/L2A: 1 of 2 offers

Regional Engagement Trends

- All regions saw increase in delivery volume QoQ due to control group suppression being lifted in September; EMEA and APAC saw strongest increase in relation to total region audience size
- Canada continues to show a higher level of click engagement in comparison to other regions followed by Europe and CALA this quarter
- Continue to expand regional relevancy through geo-targeting and personalization moving into year 2



Aug-Oct 2022
Delivered Counts

Region	Counts (QoQ)
U.S.	4.7 M (+8%)
CANADA	183.6 K (+9%)
CALA	47.4 K (+19%)
EUROPE	248.0 K (+51%)
MEA	429.7 K (+93%)
APAC	764.8 K (+84%)

Member Level Engagement Trends

- Platinum through Ambassador remain most engaged member audiences with CTR at or above 2.0%
- Seasonality impacting decreases in engagement levels QoQ, beginning in August seeing slight drop-off MoM into October
- Gold and Silver continue to exhibit similar engagement behavior with Basic and Non-Member having a CTR in the range of around 1% or less; non-members continue to see lower than average engagement rates

May '22 – Oct '22

		Aug '22	Sep '22	Oct '22	Engagement Trends
NON-MEMBER	Del.	130.1 K	153.4 K	149.2 K	MoM -2.8% (-4.3 K)
	CTR	0.4%	0.4%	0.4%	
	Unsub Rate	0.25%	0.28%	0.30%	
	Rev/Deliv	\$0.01	\$0.01	\$0.00	
BASIC	Del.	646.0 K	890.8 K	872.6 K	MoM -2.0% (-18.3 K)
	CTR	1.0%	1.1%	1.0%	
	Unsub Rate	0.08%	0.08%	0.10%	
	Rev/Deliv	\$0.05	\$0.06	\$0.04	
SILVER	Del.	225.6 K	253.8 K	251.5 K	MoM -0.9% (-2.2 K)
	CTR	1.5%	1.7%	1.6%	
	Unsub Rate	0.02%	0.02%	0.03%	
	Rev/Deliv	\$0.05	\$0.11	\$0.04	
GOLD	Del.	427.5 K	465.9 K	440.4 K	MoM -5.5% (-25.5 K)
	CTR	1.8%	2.0%	1.7%	
	Unsub Rate	0.02%	0.02%	0.03%	
	Rev/Deliv	\$0.07	\$0.13	\$0.14	

May '22 – Oct '22

		Aug '22	Sep '22	Oct '22	Engagement Trends
PLATINUM	Del.	181.4 K	198.4 K	219.8 K	MoM +10.8% (+21.4 K)
	CTR	2.4%	2.6%	2.2%	
	Unsub Rate	0.02%	0.02%	0.02%	
	Rev/Deliv	\$0.11	\$0.14	\$0.09	
TITANIUM	Del.	231.0 K	249.3 K	249.3 K	MoM +0.0% (+16)
	CTR	2.4%	2.8%	2.1%	
	Unsub Rate	0.02%	0.01%	0.02%	
	Rev/Deliv	\$0.19	\$0.07	\$0.09	
AMBASSADOR	Del.	54.2 K	59.2 K	59.4 K	MoM +0.3% (+0.2 K)
	CTR	2.2%	2.5%	1.9%	
	Unsub Rate	0.01%	0.01%	0.03%	
	Rev/Deliv	\$0.08	\$0.01	\$0.14	
MEMBER	Del.	1.8 M	2.1 M	2.1 M	MoM -1.2% (-24.4 K)
	CTR	1.6%	1.7%	1.5%	
	Unsub Rate	0.04%	0.05%	0.06%	
	Rev/Deliv	\$0.08	\$0.09	\$0.07	

Luxury Segment Campaign Performance

- Lux MAU engagement strongest in comparison to other luxury mailings when looking at click activity and bookings
- Luxury brand contribution for Lux MAU comparable to Ritz for revenue contribution this quarter
- Unsub rates remain healthy across all luxury segment mailings
- Continue to test differentiated offer content to select segments to lift Rev/Del higher and luxury contribution rates

Engagement Data for Luxury Segments Only

Engagement	Lux MAU (Aug '22-Oct '22)	Ritz eNews (Aug '22-Oct '22)	Luxury Escapes (Aug '22-Oct '22)
Delivered	6.4 M	6.7 M	5.0 M
Clicks	98.2 K	83.3 K	61.3 K
CTR	1.5%	1.2%	1.2%
Unsub. Rate	0.06%	0.15%	0.04%
Bookings	745	51	283
Revenue	\$489.1 K	\$32.4 K	\$208.3 K
Rev/Del	\$0.08	\$0.005	\$0.04
% Bkgs. to Lux	15%	20%	29%
% Rev to Lux	30%	30%	52%

Lux MAU: Top Performing Content

- October hero had strongest engagement
 - 6-Across Nav bar continues to be a top performing hero module
 - Varied engagement across luxury segment levels; Dubai and Bali drove more interest for L1/L2A in comparison to other luxury segments
- Member Module continues to draw click activity each month with strong performance overall; August saw lower engagement levels in comparison to Q2; percent of clicks was 3pts.+ lower than Q2 monthly averages
- Offer content continues to resonate at a higher rate with L2B and L3, while L1 and L2A show less engagement
 - GloPro drove interest across all levels
 - Continue to optimize offer content at the luxury segment level
- September inspiration content drove strong engagement from readers

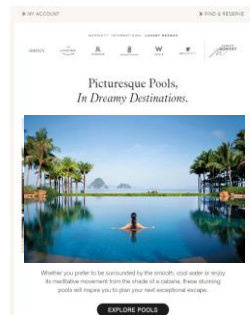
Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

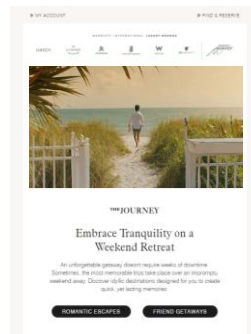
» VIEW ACTIVITY » SEE BENEFITS

Member Module	Aug-22	Sep-22	Oct-22
	23.8%	30.2%	37.0%

Aug: 18.9%
Pools



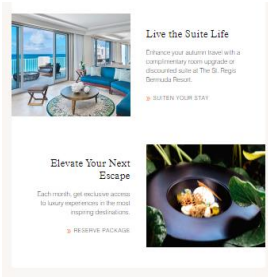
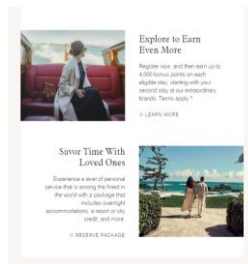
Sep: 22.6%
Weekend Getaway



Oct: 28.4%
Fall Travel



Aug/Sep/Oct Offers



Content Engagement Analysis

Hero Performance

Luxury Segment Level Engagement

Hero Performance: % of Clicks (YoY)

Aug '21: 17.5%

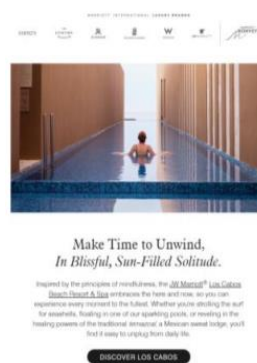
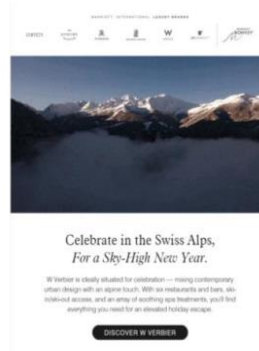
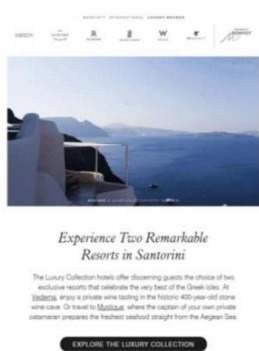
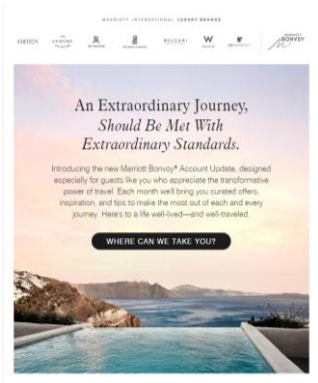
Sep '21: 21.3%

Oct '21: 37.2%

Nov '21: 24.7%

Dec '21: 12.6%

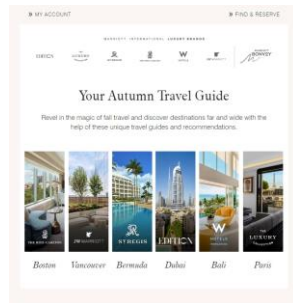
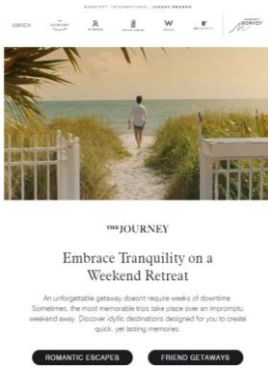
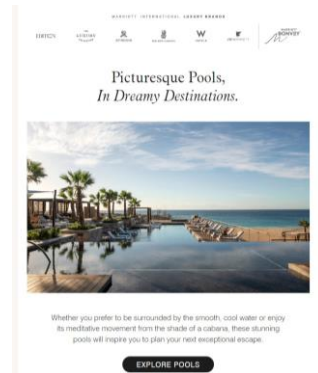
Jan '22: 26.3%



Aug '22: 18.9%

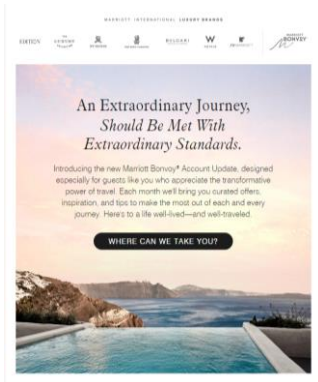
Sep '22: 22.6%

Oct '22: 28.4%



Hero Performance: % of Clicks (Aug '21 – Jul '22)

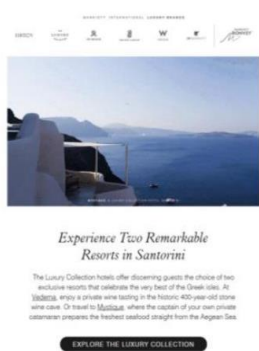
Aug: 17.5%



Sep: 21.3%



Oct: 37.2%



Nov: 24.7%



Dec: 12.6%



Jan: 26.3%



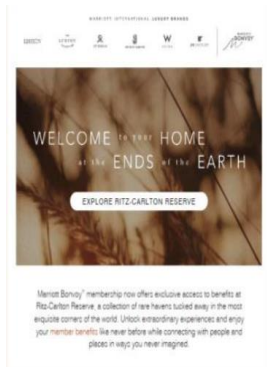
Feb: 37.7%



Mar: 18.6%



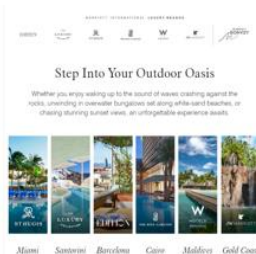
Apr: 40.5%



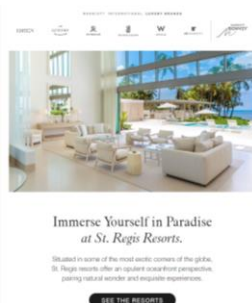
May: 18.1%



Jun: 34.1%



Jul: 35.5%



Offer Recommendations

- Engagement in offer content was monitored each month from Dec '21 through Oct '22
- Responses were mixed across segments, but L1 consistently had the lowest performance
- Continue to test offer strategy, serving up offers that resonate at each segment level to drive lift in Rev/Delivered while also promoting top performing offers (e.g., GloPro) where possible to all segments
 - Determine additional opportunities to leverage top performing Core MAU promotions (e.g., points promotion) to serve to L2B and L3 for Lux MAU
 - Sep- Oct L1/L2A were provided offers that were of more interest. Continue to leverage insights to optimize offer content strategy, including E2L offer strategy alignment in 2023 (discussions currently in process)

Month	Offers
Dec '21	Escapes, Ritz Reconnect
Jan '22	Escapes, Plan Ahead/Save
Feb '22	Escapes, Q1 GloPro, EDITION
Mar '22	Escapes, Q1 GloPro, Ritz JPN
May '22	Edition, Luxury Collection Dining
Jun '22	Reserve Package
Jul '22	Escape to Luxury, Los Cabos
Aug '22	Escape to Luxury, Discover w/You
Sep '22	GloPro, Reserve Package
Oct '22	E2L, St. Regis Bermuda Suite Package

Lux Seg	Offer Content Observations (Dec '21 – Aug '22)	Recommendations
L1 Lux Only	<ul style="list-style-type: none"> Least engaged with offer content overall CTRs were nearly the same regardless of offer type Clocktower Restaurant offer drove interest from all segments including L1 (7.7%) July E2L had similar engagement levels with other segments; October E2L also drove interest 	<ul style="list-style-type: none"> Target GloPro offer to the non-openers/clickers of Promo announcement Leverage Core MAU control group and regional campaigns for deeper targeting insights
L2A High User	<ul style="list-style-type: none"> Low but consistent engagement on offer content, especially GloPro July E2L had similar engagement levels with other segments; October E2L also drove interest Clocktower Restaurant offer drove interest from all segments including L2 (9.2%) 	<ul style="list-style-type: none"> Continue to show offer content, but consider frequency to avoid engagement fatigue (rest every couple of months) Leverage insights from Core MAU control group to better understand which offers perform best
L2B / L3 Low User / Lux Redeemer	<ul style="list-style-type: none"> Strongest engagement with offer content Global Promo drove highest offer engagement JW Los Cabos Beach Suite had high engagement as well as St. Regis Bermuda Suite 	<ul style="list-style-type: none"> Continue to feature offer content, especially GloPro Consider elevating content (module size and/or placement)



Top Performing Content: Luxury Segment Level

- Evaluated content engagement trends for both Lux MAU and Ritz eNews at each luxury segment level from Sep '21 to Oct '22. Insights on top performing content at each level can be leveraged to inform future content optimization opportunities

Lux Seg	Lux MAU	Ritz eNews
L1 Lux Only	<ul style="list-style-type: none"> Consistent engagement with inspiration and hotel spotlight, new hotel opening content Higher levels of engagement with Boutiques when featured than L2B/L3 Culinary comparable or higher than other luxury segments Instagram engagement comparable or above average in comparison to other segments 	<ul style="list-style-type: none"> Less engaged with Hotels Near You than other segments Higher level of interest in New Hotel Opening Higher levels of engagement with Boutiques when featured than L2B/L3 Instagram engagement comparable or above average Ladies & Gentleman content indexes higher Shows less engagement with F1 and Yacht content
L2A High User	<ul style="list-style-type: none"> Consistently shows top engagement in comparison to other segments with Account Box MoM Consistent engagement with inspiration and hotel spotlight, new hotel opening content Higher levels of engagement with Boutiques when featured than L2B/L3 	<ul style="list-style-type: none"> Moderate levels of engagement with Hotels near you in comparison to other segments Higher level of New Hotel Opening, slightly less than L1 Higher levels of engagement with Boutiques when featured than L2B/L3 Instagram engagement comparable or above average Ladies & Gentleman content indexes higher
L2B Low User	<ul style="list-style-type: none"> Moments/Loyalty content resonates more with this segment Engages at higher rate with Inspiration content Yacht content resonates at higher rate with this segment 	<ul style="list-style-type: none"> Geo-targeted Hotels Near You follows L3 for highest level of engagement Yacht and F1 content resonates more than L1/L2A
L3 Lux Redeemer	<ul style="list-style-type: none"> Moments/Loyalty content resonates more with this segment Engages at highest rate with Inspiration content Yacht content resonates at highest rate with this segment 	<ul style="list-style-type: none"> Geo-targeted Hotels Near You consistently drives the most engagement with this segment Yacht and F1 content resonates more than L1/L2A

Top Engaging Content L12M: By Luxury Segment Level

Top Content Types: All Segments

- Account Box
- Hero Module
- Offers (Including GloPro, Club Level, Hotel Specific e.g., Clocktower Restaurant)
 - Hotel Spotlight
 - Hotels Near You
 - Brand Inspiration
 - Journey

Lux MAU and Ritz eNews Content

L1

Lux Only

- Account Box
- New Hotel Opening TRC
- Boutiques
- Ladies & Gentlemen
- Instagram

L2A

High User

- Account Box (highest)
- New Hotel Opening TRC
- Boutiques
- Ladies & Gentlemen

L2B

Low User

- Geo-targeted Hotels Near You
- Inspiration
- Moments/Loyalty
 - Yacht

L3

Lux Redeemer

- Geo-targeted Hotels Near You (highest)
- Inspiration (highest)
- Moments/Loyalty
 - Yacht

Secondary Content: indicates segment generally shows a higher level of interest in comparison to how other Luxury Segment cohorts engage with same content (e.g., L1/L2A vs. L2B/L3)

Testing & Optimizations

Future Enhancements: Year Two

Increase Bookings

- **Test offer content by segment to increase bookings & revenue**
- *For example: offer type, # of offers, placement, module design*

Enhance Performance

- **Optimize content using AI technology to increase click activity**
- *For example: subject lines, headlines, CTA copy, types of offers*

Continue Holdout

- **Re-establish Core MAU control group to measure booking & revenue lifts**

Expand Personalization

- **Use 3rd party data, test versioning by luxury segment, and expand geo-targeting to continue increasing relevancy**

Increase Loyalty

- **Enhance loyalty content by luxury and member segments**
- *For example: account box placement, featured offers*

2022-2023 Testing Roadmap

Area	Q1 '22 (Aug-Oct)	Q2 '22 (Nov-Jan)	Q3 '23 (Feb-Apr)	Q4 '23 (May-Jul)
Audience & Segmentation	<ul style="list-style-type: none"> Luxury Segment Level Offer Testing Segment Level Versioning 	<ul style="list-style-type: none"> Geo-targeting Hero/Nav Bar 3rd Party Data Segment Level Versioning 	<ul style="list-style-type: none"> 3rd Party Data Geo-targeting Hero/Nav Bar Segment Level Versioning 	<ul style="list-style-type: none"> 3rd Party Data Geo-targeting Hero/Nav Bar Segment Level Versioning
Creative/ Content	<ul style="list-style-type: none"> CTA Copy Test Placement/Creative Test Lux Segment Content Testing 	<ul style="list-style-type: none"> Account Box Placement/Creative Test Offer Placement/Creative Offer Type Headline Test Lux Segment Content Testing 	<ul style="list-style-type: none"> Offer Placement/Creative Offer Type Lux Segment Content Testing 	<ul style="list-style-type: none"> Offer Placement/Creative Offer Type Lux Segment Content Testing
Technology	<ul style="list-style-type: none"> PCIQ SL Test PCIQ Content Send Time Optimization (STO) 	<ul style="list-style-type: none"> PCIQ Preheader Test PCIQ Content Send Time Optimization (STO) 	<ul style="list-style-type: none"> PCIQ Preheader Test PCIQ Content Send Time Optimization (STO) 	<ul style="list-style-type: none"> PCIQ Preheader Test PCIQ Content Send Time Optimization (STO)

Actions Taken This Quarter

- Performed last Subject line test; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags
- Developed strategy for Preheader testing beginning in November to build on findings from Subject Line testing
- Concluded 3-month CTA copy test in August
- Launched STO in October for Lux MAU
- Finalized Account Box FNA update to launch in Lux MAU
- Focused on Offer Optimization for L1/L2A to continue to gain insights and drive incremental Rev/Delivered at each luxury segment level

Recommendations and Next Steps

Recommendations

- Continue to devise and finalize communication strategy and approach for select luxury segments (e.g., L1, Max ADR \$750+ segments)
- Continue offer personalization by luxury segment and compare to other luxury communication offer performance and impact on revenue/delivered
- Expand regional relevancy through geo-targeting and personalization

Next Steps

- Begin PCIQ testing for preheader in November to continue to gain insights around what copy approaches resonate with members:
 - Initial test will focus on Direct, Authority and Action-Oriented tags
- Account box creative update (inclusion of FNA language)
- Shift quarterly time periods to calendar year quarters in 2023

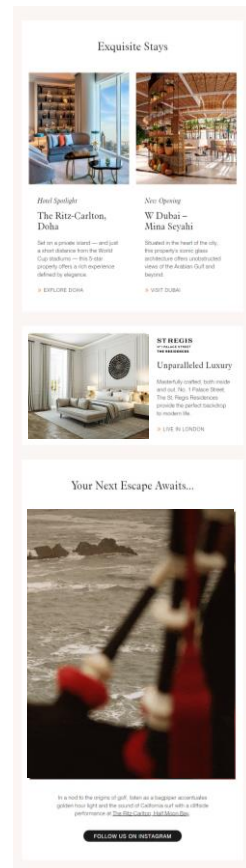
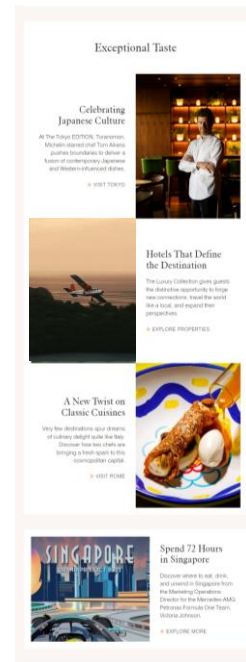
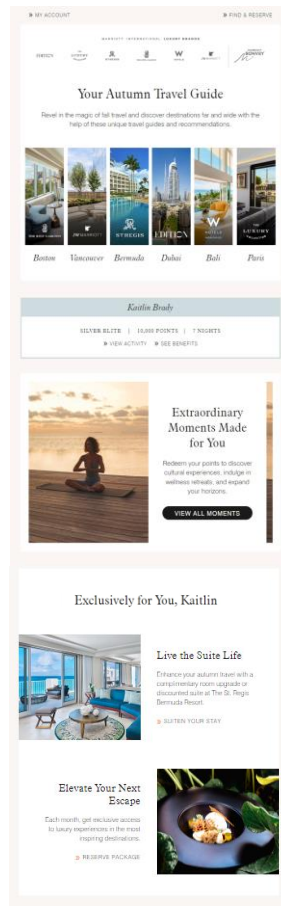
October 2022 Engagement

Luxury MAU:

Fall Travel/Long Weekends

October 13, 2022

- Subject Line:
 - SL 1: Melissa's Account Update
 - SL 2: Melissa's Account Update: Autumn Travel Guide
 - SL 3: Melissa's Account Update: 6 Autumn-Inspired Escapes
- Pre-Header:
 - Plus, discover culinary gems, unrivaled moments, and an exclusive offer



Creative: Member Version

Performance Summary: October 2022

- Total audience reach has increased approximately 25% YoY (increase aligns with initial control group suppression size); control group lifted and full luxury audience now receiving Lux MAU
- CTR closely aligned with October of last year, decrease of 0.1pts. YoY
 - Bookings up 2.6% YoY with higher click volume driven by higher delivery volume
- October engagement trends align with Ritz engagement trends; slight decline of 0.1pts. MoM for Ritz and 0.2pts. for Lux MAU
- Seasonality continuing to impact engagement levels as we close out Q1 and enter Q2
- Revenue decreased 21% MoM. Please note: financial tracking validity still currently under investigation

	Oct-22	MoM	YoY	vs. Avg.
Delivered	2.2 M	-1.3% (-28.7 K)	+24.6% (+442.1 K)	+25.1% (+450.6 M)
Clicks	32.1 K	-13.8% (-5.1 K)	+17.7% (+4.8 K)	+3.2% (+1.0 K)
CTR	1.4%	-0.2 pts.	-0.1 pts.	-0.3 pts.
Unsub Rate	0.07%	+0.01 pts.	-0.02 pts.	+0.01 pts.
Bookings	239	-13.7%	+2.6%	-25.0%
Revenue	\$151.1 K	-21.3%	-5.9%	-23.5%
Revenue/ Delivered	\$0.07	-20.3%	-24.5%	-38.8%
BPK (Bookings per thousand delivered)	0.11	-12.6%	-17.7%	-40.1%

*Lux MAU rolling 12-month avg. includes Oct '21 – Sep '22

Financial data source: Omniture 7-day cookie

Lux MAU Segment Heat Maps: October 2022

- Account box and hero continue to drive highest percent of clicks
- Dubai content resonated with L1/L2A at a higher rate (hero/Hotel Spotlight)
- Boston, Vancouver and Bermuda drove more engagement with L2B/L3
- L2B/L3 also had higher engagement with Instagram module this month

Module	L1	L2A	L2B	L3	Total
Header	14.2%	12.8%	12.2%	11.1%	12.4%
Hero	26.8%	26.3%	28.6%	30.5%	28.4%
Boston: Ritz	3.3%	3.6%	4.3%	5.4%	4.3%
Vancouver: JW	2.8%	2.4%	3.1%	3.9%	3.2%
Bermuda: St. Regis	4.0%	5.1%	6.0%	7.3%	5.8%
Dubai: Edition	5.3%	4.6%	4.4%	3.3%	4.4%
Bali: W Hotels	5.7%	4.3%	4.0%	4.1%	4.4%
Paris: Luxury Collection	5.7%	6.2%	6.8%	6.5%	6.5%
Moments	2.5%	2.1%	2.7%	3.5%	2.8%
Account Box	29.5%	42.5%	38.6%	36.9%	37.0%
View Activity	16.3%	24.0%	24.3%	25.0%	22.9%
See Benefits	13.2%	18.5%	14.2%	11.9%	14.0%
Offers	3.6%	3.3%	5.9%	6.3%	5.3%
Escape to Luxury	3.6%	3.3%	1.5%	1.7%	2.1%
St. Regis Bermuda Suite	--	--	4.4%	4.6%	3.2%
Inspiration	3.5%	3.3%	3.0%	3.1%	3.1%
Tokyo EDITION, Toranomom	1.5%	1.2%	1.2%	1.0%	1.2%
The Luxury Collection	1.1%	1.1%	1.1%	1.2%	1.1%
Rome W Hotels	1.0%	0.9%	0.7%	0.9%	0.8%
Loyalty/F1	2.0%	1.6%	2.0%	2.1%	2.0%
Hotel Spotlight	2.9%	1.9%	1.9%	1.6%	2.0%
TRC Doha	1.2%	0.6%	1.0%	0.9%	1.0%
W Dubai Mina Seyahi	1.7%	1.3%	0.9%	0.7%	1.0%
St. Regis Residences	1.5%	1.3%	1.3%	1.1%	1.3%
Instagram	1.9%	1.5%	2.3%	2.6%	2.2%
Footer	11.6%	3.4%	1.6%	1.1%	3.6%
Unsubs	9.8%	3.1%	1.1%	0.7%	2.8%
Other	1.8%	0.3%	0.6%	0.4%	0.7%

Subject Line PCIQ: Oct 2022

- October was the last month for Subject line testing; proceeding forward with 'FN, Your Account Update' as established best practice showing continued monthly significant lift in performance over other subject line tags
- Begin PCIQ testing for preheader in November to continue to gain insights around what copy approaches resonate with members:
 - Initial test will focus on Direct, Authority and Action-Oriented tags

Date	Subject Line	Tags	Unique Open Rate
8/11/2022	[Fname's][Your]Account Update	Personalization, Short	13.26%
	[Fname's][Your]Account Update: Idyllic Pools	Personalization, Intrigue	11.12%
	[Fname's][Your]Account Update: Stunning Pools, End-of-Summer Inspiration, and more	Personalization, Long	11.12%
9/8/2022	[Fname's][Your]Account Update	Personalization, Short	24.13%
	[Fname's][Your]Account Update: Weekend Getaways	Personalization, Intrigue	20.34%
	[Fname's][Your]Account Update: Weekend Getaways for Every Type of Traveler and more	Personalization, Long	19.99%
10/13/2022	[Fname's][Your]Account Update	Personalization, Short	23.68%
	[Fname's][Your]Account Update: Autumn Travel Guide	Personalization, Intrigue	20.38%
	[Fname's][Your]Account Update: 6 Autumn-Inspired Escapes	Personalization, Listicle	20.17%

A modern living room interior. In the center is a fireplace with a black metal mesh screen, through which a fire is burning. The fireplace is set into a wall of light-colored, rectangular stone tiles. To the left of the fireplace, on a dark wooden table, sits a framed crossword puzzle. The puzzle has several words filled in, including 'MARRIOTT', 'BONVOY', 'CHICAGO', 'MARCH', 'EXIT', 'RTIMZOEQ', and 'HIS'. Below the crossword puzzle is a small container holding several colored pencils. In the foreground, there are three cylindrical ottomans in shades of orange, red, and brown. To the right of the fireplace is a large, orange leather armchair with a blue cushion and a brown jacket draped over it. A small black side table next to the chair holds a pair of glasses and a black spherical decorative object. The floor is dark and reflective. The overall atmosphere is warm and contemporary.

Thank You!

MARRIOTT
BONVOY

Lux MAU Heatmaps

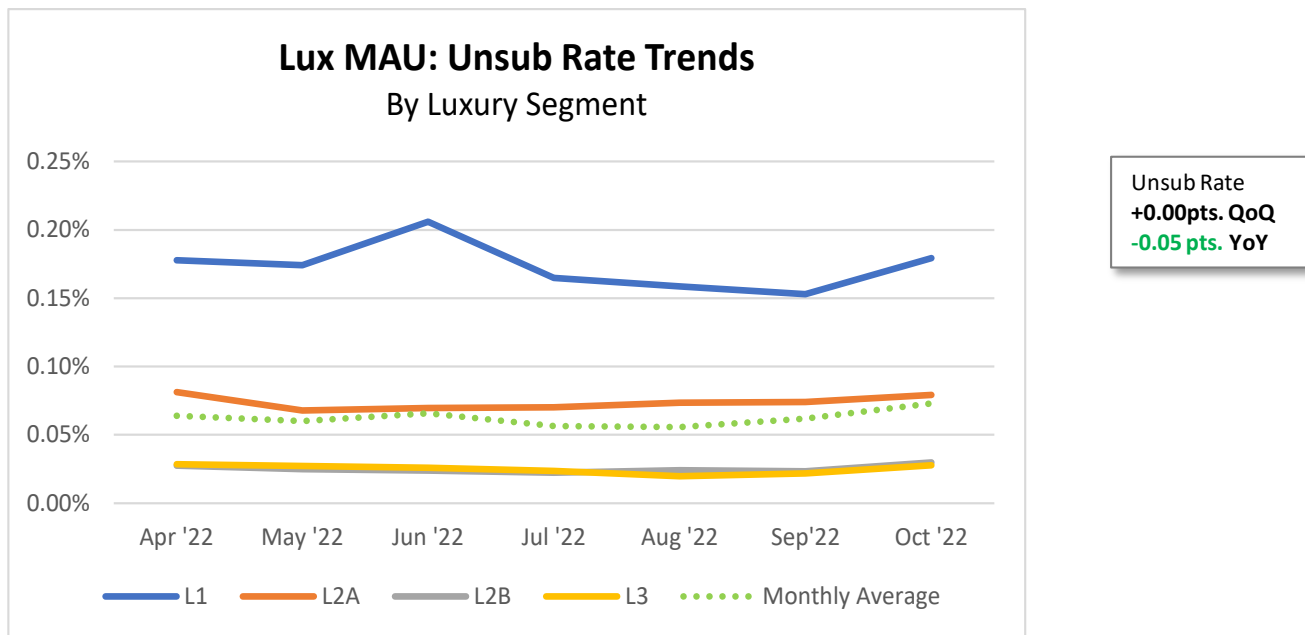
MODULE	August '21 8/14 (Introduction)	September '21 9/9 (Weekend Getaways)	October '21 10/14 (Resorts & Indulgent Getaways)	November '21 11/11 (Holiday Travel Planning & Local Holiday Experiences)	December '21 12/9 (New Years Bucket List)	January '22 1/14 (Wellness Getaways)	February '22 2/10 (Romantic 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	December '22	January '23	February '23	March '23	April '23	May '23	June '23	July '23
Header	17.2%	11.0%	12.4%									
Hero	18.9%	22.6%	28.4%									
Account Box	23.8%	30.2%	37.0%									
Resorts	--	--	--									
Loyalty	--	--	--									
Offers	5.2%	12.2%	5.3%									
Moments	2.4%	5.8%	2.8%									
Brand Inspiration	2.4%	8.4%	3.1%									
Hotel Spotlight	23.2%	--	1.0%									
Culinary	1.1%	0.9%	--									
Yacht	--	--	--									
Boutiques	0.7%	1.3%	--									
New Hotel Opening	2.3%	2.8%	1.0%									
Hotel Spotlight 2	--	--	1.3%									
F1	--	--	2.0%									
Instagram	0.7%	2.2%	2.2%									
Footer	2.2%	2.7%	3.6%									

2022 - 2023 Test and Learn Strategies

Area	Test Tactics	Learnings Supported	Key KPIs
Audience & Segmentation	<ul style="list-style-type: none"> Version Content 3rd Party Data Geo-targeting 	<ul style="list-style-type: none"> Does 3rd party data help us understand certain segments better and improve content strategies? Are there additional geo-targeting opportunities to lift engagement and relevancy across targeted regions? 	<ul style="list-style-type: none"> CTR Unsub. Rate
Creative/Content	<ul style="list-style-type: none"> CTA Copy Hero Testing Image Testing Personalization and Relevancy 	<ul style="list-style-type: none"> Which CTA copy approach in the hero drives better engagement? Can we increase click activity in select modules by testing more personalized content based on luxury segment, region, or member level? What content or offers will lift revenue per delivered performance with L2B and L3? Does module creative or placement help engagement? 	<ul style="list-style-type: none"> Click Counts CTR Post-click activity (e.g., lux brand rev)
Technology	<ul style="list-style-type: none"> PCIQ STO 	<ul style="list-style-type: none"> What are the best subject line approaches over time? Are readers more engaged during certain times and days of week overall and at various segment levels? 	<ul style="list-style-type: none"> Open Counts Open Rate Click Counts CTR

Luxury Segment Level Unsubscribe Trends

- Unsub rates continue to remain low; indicating very engaged luxury audience
- YoY trends remain strong with 0.05pt. decrease in comparison



Lux MAU: August '22 Hero CTA Copy Test Results

- CTA 1: EXPLORE POOLS (Challenger)
- CTA 2: SEE ALL (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	1,907	1,373	10,111	3,697	17,088
Module Clicks Lift	-7.2%	-1.6%	-1.5%	-1.3%	-2.1%
Module CTR	1.00%	1.40%	1.97%	2.55%	1.80%
Module CTR Lift	-0.08 pts	-0.03 pts	-0.02 pts	-0.04 pts	-0.04 pts
Bookings	4	11	80	28	123
Control					
Total Delivered	190,764	97,919	514,391	144,758	947,832
Module Clicks	2,055	1,396	10,260	3,745	17,456
Module CTR	1.08%	1.43%	1.99%	2.59%	1.84%
Bookings	4	6	74	22	106



- CTAs that lead with “See” continue to drive more click engagement across all three tests
- Booking volume is more varied with Challenger driving more bookings than Control in August
- Continue to leverage copy that entices readers to explore and learn more about properties

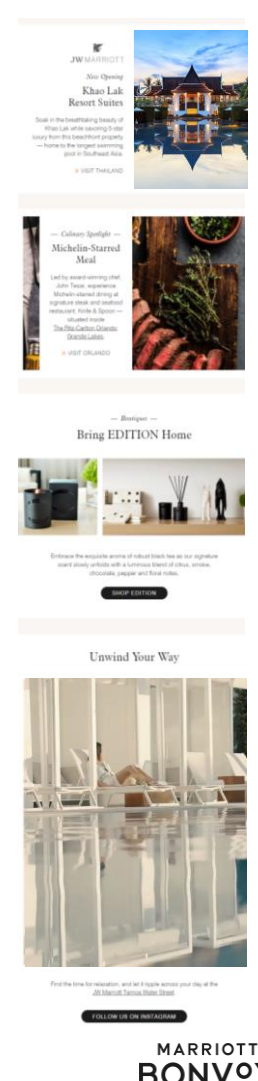
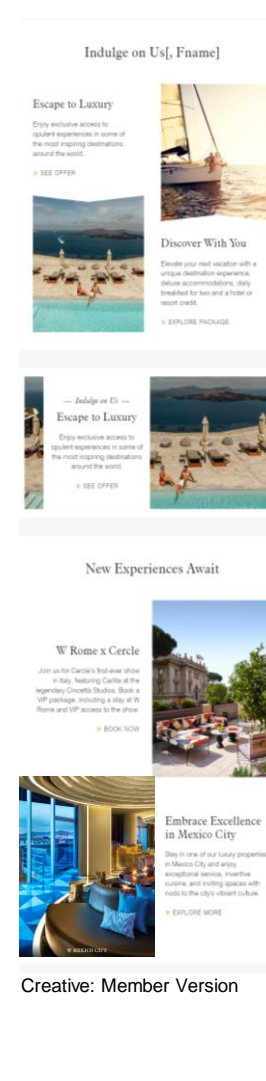
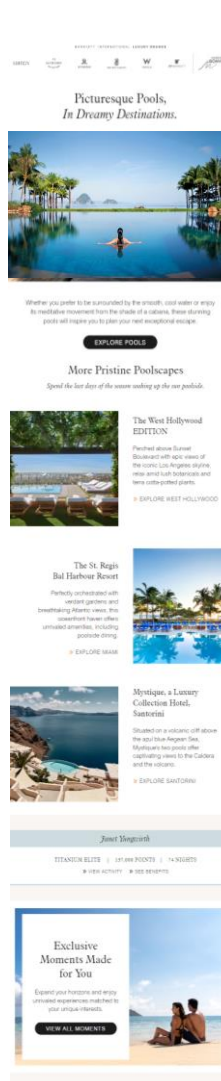
Lux MAU: August 11, 2022

Subject Line:

- SL 1: Melissa's Account Update
- SL2: Melissa's Account Update: Idyllic Pools
- SL 3: Melissa's Account Update: Stunning Pools, End-of-Summer Inspiration, and more

Pre-Header:

Plus, enjoy extraordinary offers guaranteed to elevate your next escape

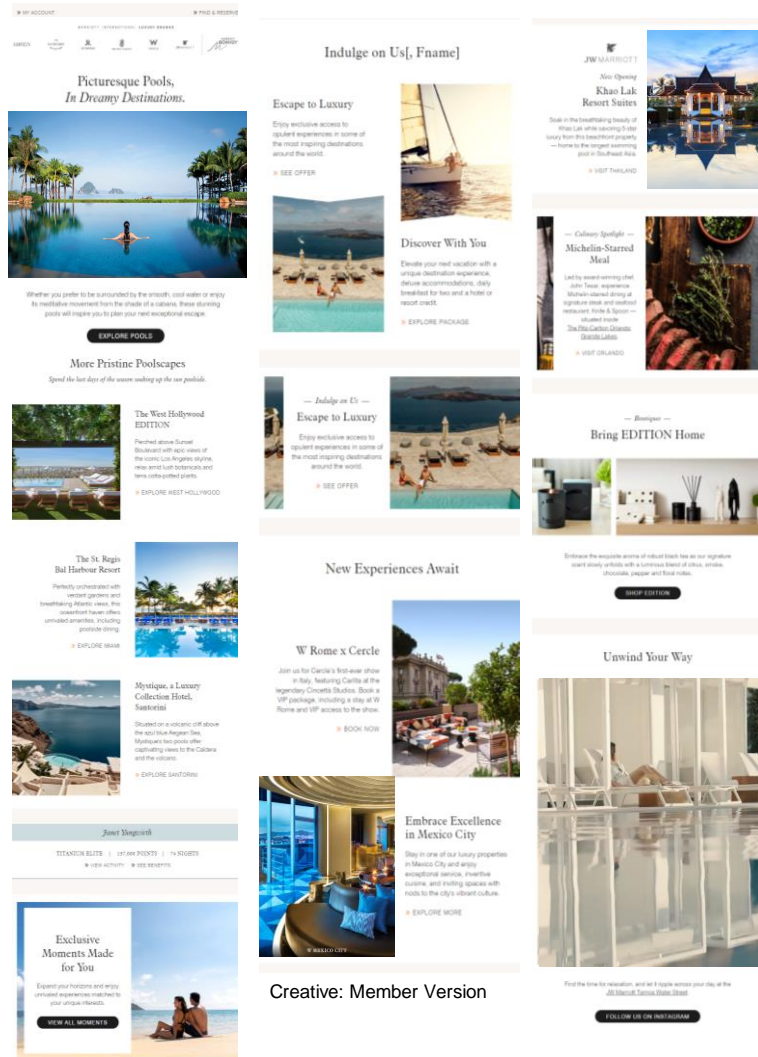


Creative: Member Version

Lux MAU Segment Heat Maps: August 2022

- Account box and hero continue to drive highest percent of clicks
- Pristine Poolsapes section drove interest with Mystique driving most clicks
- New Opening for JW had lower placement and still generated similar click volume as other secondary content

Module	L1	L2A	L2B	L3	Total
Header	18.96%	18.67%	17.0%	16.2%	17.2%
Hero	15.35%	15.93%	19.6%	19.9%	18.9%
Pristine Poolsapes	17.06%	18.49%	24.0%	25.8%	23.2%
The West Hollywood EDITION	4.67%	4.80%	6.1%	5.5%	5.7%
The St. Regis Bal Harbour Resort	4.37%	4.77%	5.6%	5.9%	5.4%
Mystique, a Luxury Collection Hotel, Santorini	8.03%	8.92%	12.4%	14.3%	12.0%
Account Box	24.58%	30.88%	23.4%	22.0%	23.8%
Moments	1.82%	1.59%	2.5%	2.8%	2.4%
Offers	2.57%	2.35%	5.7%	6.6%	5.2%
Escape to Luxury	2.57%	2.35%	4.1%	4.7%	3.9%
Discover With You	--	--	1.5%	1.8%	1.3%
New Experiences	2.70%	2.96%	2.2%	2.3%	2.4%
W Rome x Cercle	1.46%	1.70%	1.3%	1.2%	1.3%
Mexico City	1.24%	1.26%	0.9%	1.1%	1.0%
New Opening: JW Marriott Khao Lak Resort Suites	2.60%	2.31%	2.3%	1.9%	2.3%
Culinary	0.86%	0.61%	1.3%	0.9%	1.1%
Boutiques	1.31%	1.55%	0.5%	0.6%	0.7%
Instagram	1.06%	0.98%	0.6%	0.6%	0.7%
Footer	11.13%	3.68%	0.9%	0.5%	2.2%
Grand Total	100.00%	100.00%	100.0%	100.0%	100.0%



Creative: Member Version

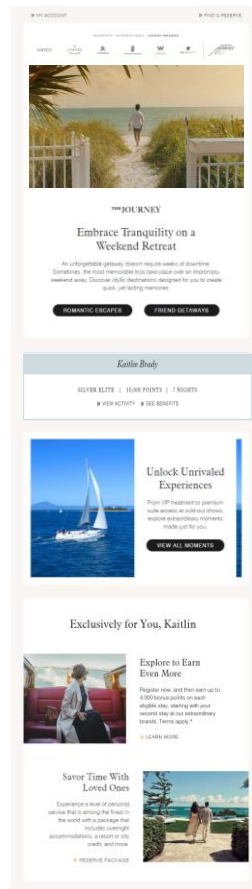
Lux MAU: September 8, 2022

Subject Line:

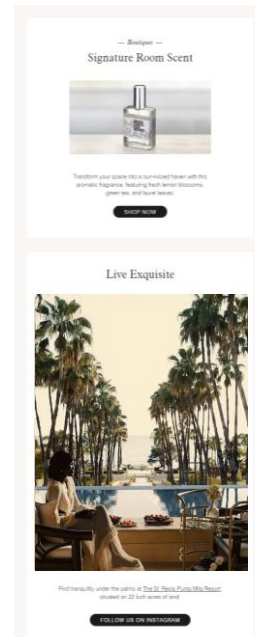
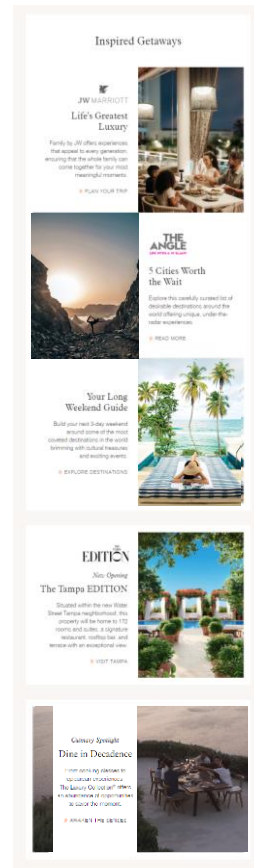
- SL 1: Melissa's Account Update
- SL2: Melissa's Account Update: Weekend Getaways
- SL 3: Melissa's Account Update: Weekend Getaways for Every Type of Traveler and more

Pre-Header:

Plus, discover elevated culinary experiences, new openings, and an exceptional offer



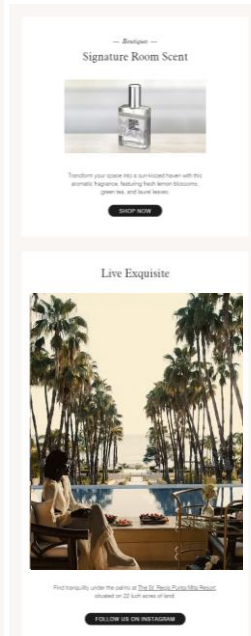
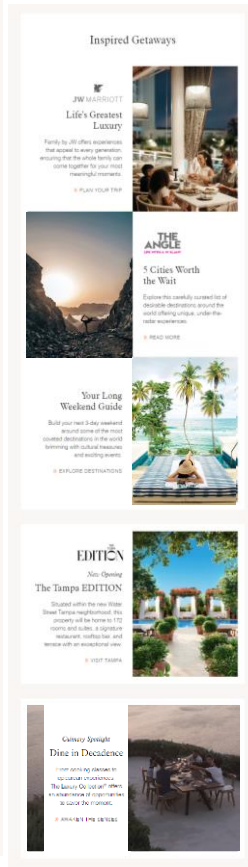
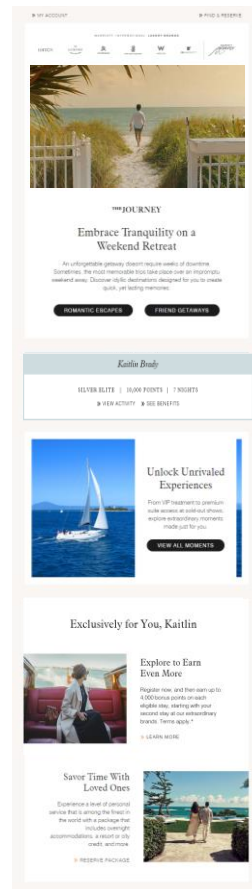
Creative: Member Version



Lux MAU Segment Heat Maps: September 2022

- Account box and hero continue to drive highest percent of clicks
- GloPro offer continues to be strong performer
- Inspiration section drove interest with L1 being more engaged than other luxury segments with Family by JW content. The Angle was top performer overall
- L1 showed most interest in Boutiques content which is featured lower in email

Module	L1	L2A	L2B	L3	Total
Header	13.9%	12.3%	10.4%	9.9%	11.0%
Hero	23.7%	20.2%	21.7%	25.5%	22.6%
Hero Image and Headline	6.9%	5.7%	5.2%	5.4%	5.5%
Romantic Escapes CTA	11.9%	9.9%	11.5%	13.6%	11.8%
Friend Getaways CTA	4.9%	4.6%	5.1%	6.5%	5.3%
Account Box	33.1%	42.4%	29.5%	24.5%	30.2%
View Activity CTA	18.5%	23.2%	18.1%	16.0%	18.2%
See Benefits CTA	14.6%	19.2%	11.4%	8.4%	11.9%
Moments	3.2%	3.8%	6.3%	7.2%	5.8%
Offers	--	4.0%	15.5%	15.5%	12.2%
Global Promotion	--	4.0%	13.0%	13.0%	10.4%
Reserve Package	--	--	2.5%	2.4%	1.9%
Inspiration	7.4%	7.3%	8.4%	9.7%	8.4%
Family by JW	2.6%	2.3%	2.0%	1.9%	2.1%
The Angle: 5 Cities	3.7%	3.7%	4.3%	5.1%	4.3%
Your Long Weekend Guide	1.1%	1.3%	2.1%	2.7%	2.0%
New Opening: The Tampa EDITION	2.4%	2.6%	2.9%	3.0%	2.8%
Culinary Spotlight	0.9%	0.7%	0.9%	0.9%	0.9%
Boutiques	1.9%	1.2%	1.1%	1.1%	1.3%
Instagram	2.3%	1.9%	2.2%	2.2%	2.2%
Footer	11.2%	3.5%	1.1%	0.7%	2.7%
Unsubscribe	9.3%	2.9%	0.6%	0.4%	2.0%
Other	1.8%	0.6%	0.4%	0.2%	0.6%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%



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