

Luxury MAU Quarterly Email Performance Review (Feb – Apr 2022)

April 29, 2022

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BONVOY



EDITION

THE
LUXURY
COLLECTION


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THE RITZ-CARLTON


HOTELS


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Quarterly Meeting Agenda:

- Engagement Trends
- Content Highlights
- Testing & Optimizations
- Recommendations
- April Email Performance



Quarterly Engagement Trends

Creative Examples

EDITION

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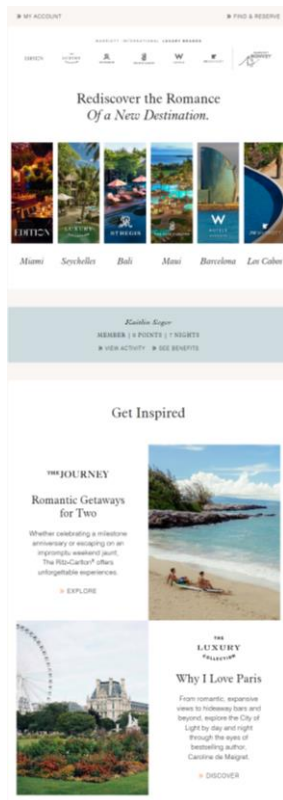
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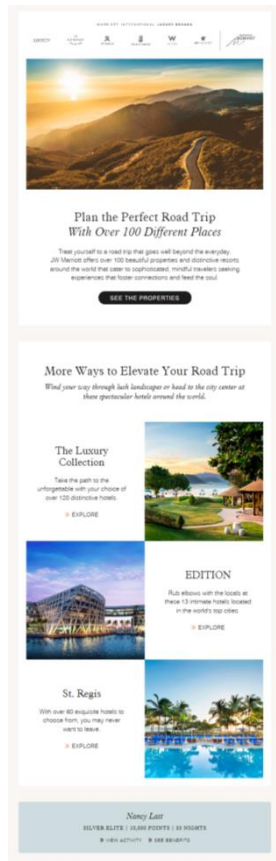


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February 2022 Romantic Escapes



March 2022 Road Trips & Spring Travel



April 2022 Family & Spring Getaways



Quarterly Performance Dashboard

(February – April 2022)

Engagement Summary:

- Noticeable lifts in primary KPIs QoQ
- April clicks +103% MoM leading to 2nd highest CTR since launch
- Low unsub. rate of 0.08% compared to last quarter & Bonvoy avg. of 0.17%

Quarterly Impacts:

- Deliveries remained consistent each month
- Leveraged top performing creative module in hero and secondary placements

Recommendations:

- Continue to focus on click activity and audience health (unsub. rate)
- Develop 2022 test and learn plan to lift engagement and clicks
- Continue leveraging top performing content

Engagement Metrics

QoQ Comparisons

Deliveries:

5.3 M (+9%)

Unique Clicks:

107.6 K (+46%)

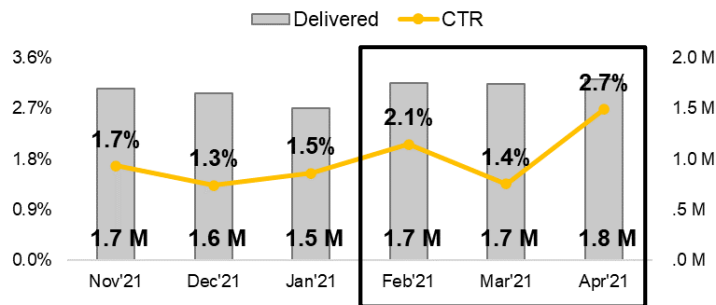
CTR:

2.0% (+0.5 pts.)

Unsub. Rate:

0.06% (-0.02 pts.)

Luxury MAU: Engagement Trends



Top Content

Content that captured over 15% of monthly email clicks:

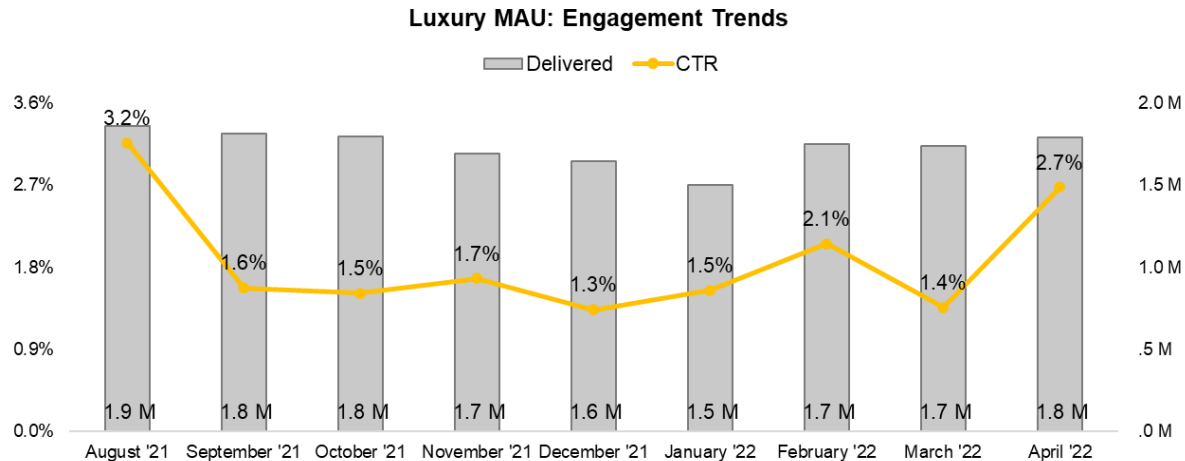
Navigation 6-across module (Feb & Apr), Offers (Feb), TRC Reserve announcement (Apr), and Account box (all)

Campaign A/B Test:

(Lux MAU vs. Core MAU)

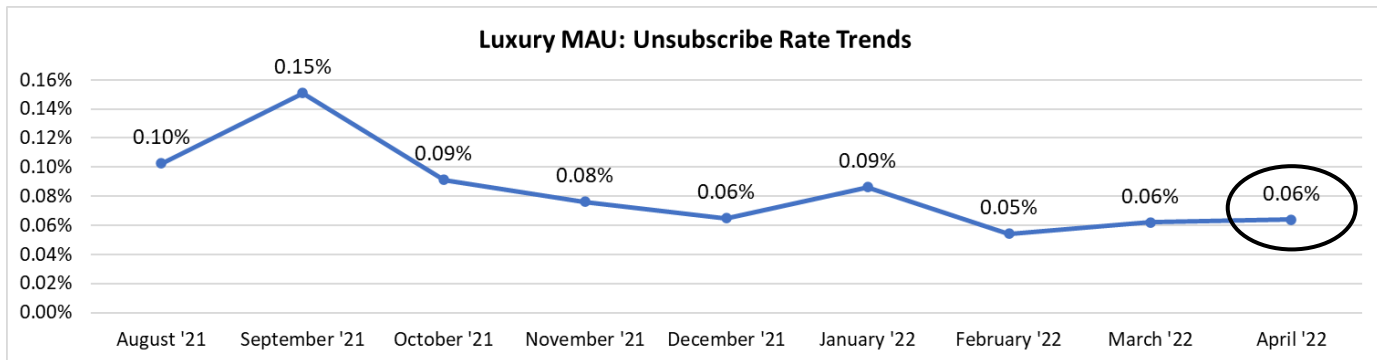
- Lux MAU continued delivering a greater share of bookings and revenue to luxury brands compared to Core MAU control group
- April CTR was flat compared to control; first time not seeing a decline since August

Positive Engagement Trends



April had 2nd highest CTR since launching in August 2021

+1.3 pts. MoM



Consistent unsub. rate trends

Lux MAU A/B Test Results:

Quarterly Performance Results

- Increased click activity in Lux MAU compared to previous months; April CTR flat compared to control group
- Continue to see a greater share of bookings and revenue to luxury brands from those that received Lux MAU
- Luxury share strongest in April compared to control group

Hypothesis:

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

Approach:

Conducted member-only A/B test; Lux MAU as test group & Core MAU as control; non-members only received Lux MAU

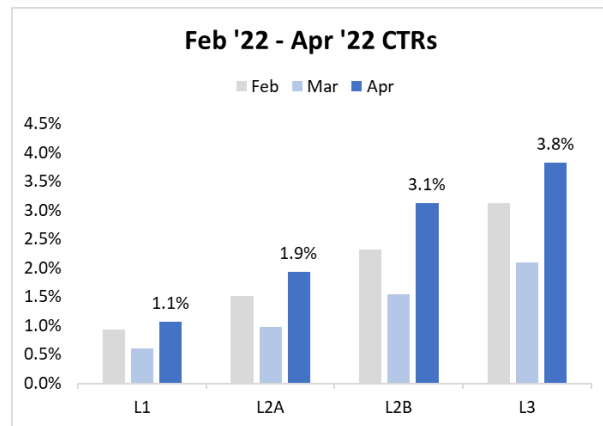
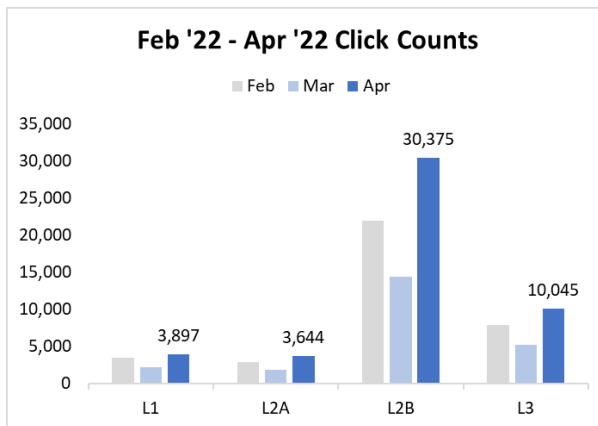
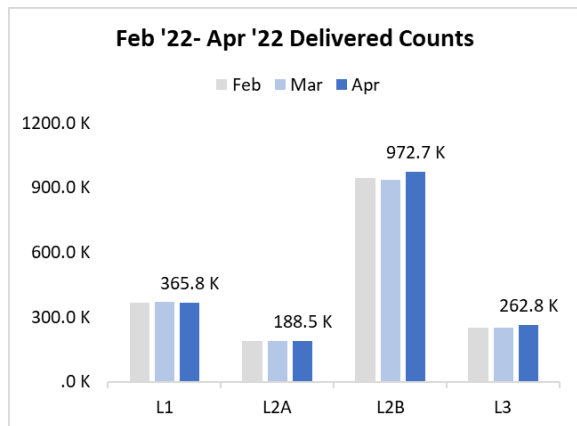
Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	Feb '22 Lift	Mar '22 Lift	Apr '22 Lift
CTR	-1.1%	-0.7 pts.	-0.0 pts.
Unsub. Rate	+0.02 pts.	+0.02 pts.	+0.03 pts.
Revenue	+213.4%	+128.4%	+255.3%
Rev/Delivered	-28.8%	-48.2%	-27.8%
Rev Share to Lux Brands	+10.6 pts.	+25.8 pts.	+37.0 pts.
Bookings	+240.7%	+93.1%	+120.0%
Bookings Share to Lux Brands	+6.2 pts.	+5.7 pts.	+10.8 pts.

Consistent Lifts In April Click Activity

- Deliveries remained steady each month for all luxury segments
- Feb and April click activity drove quarterly engagement lifts; CTRs were strongest in April with most of the clicks going to the TRC Reserve hero, Account Box, and Family Travel navigation module

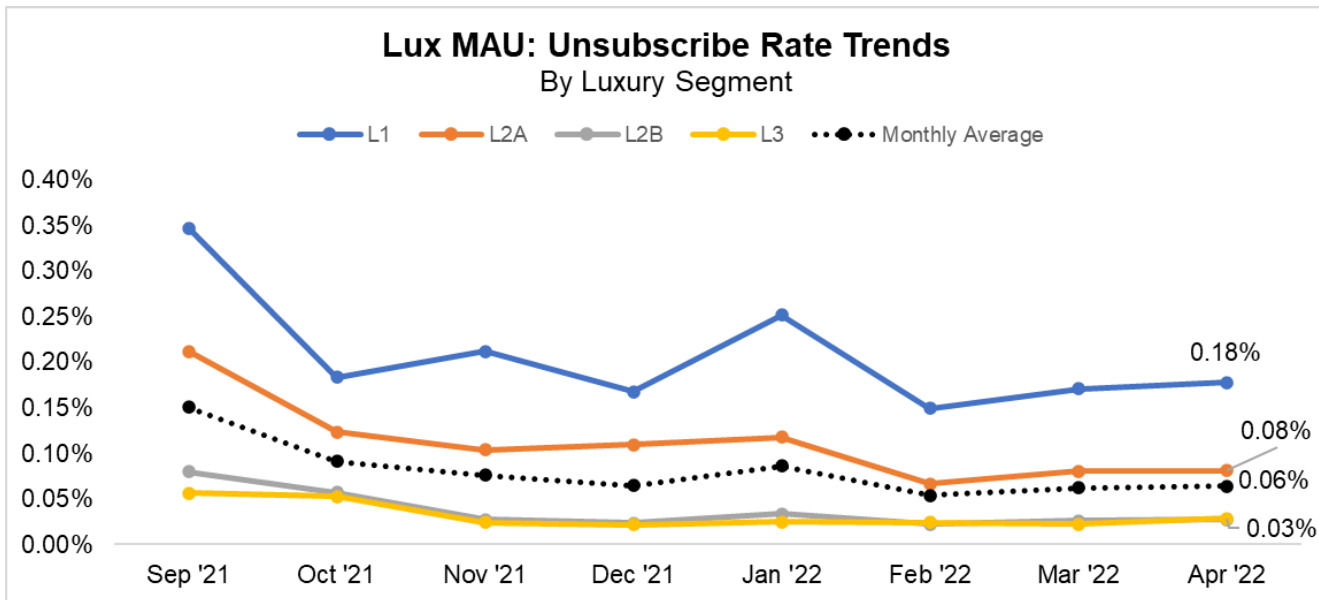
Segment Name	Segment Description
L1	All stays are luxury
L2A	>= 50% of stays are luxury
L2B	< 50% of stays are luxury
L3	All luxury stays are paid by bonus points



Below Average Unsubscribe Rate Trends

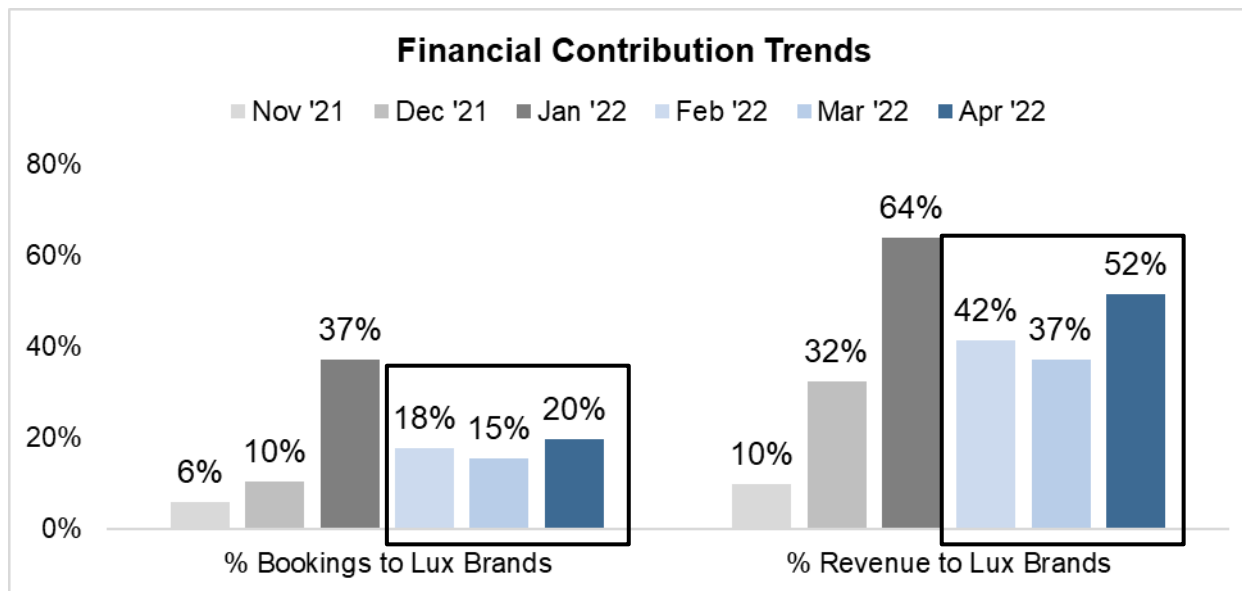
Rates were below Bonvoy email benchmark of 0.20%

L1 unsub rates trends showing positive improvements since launch and Jan '22



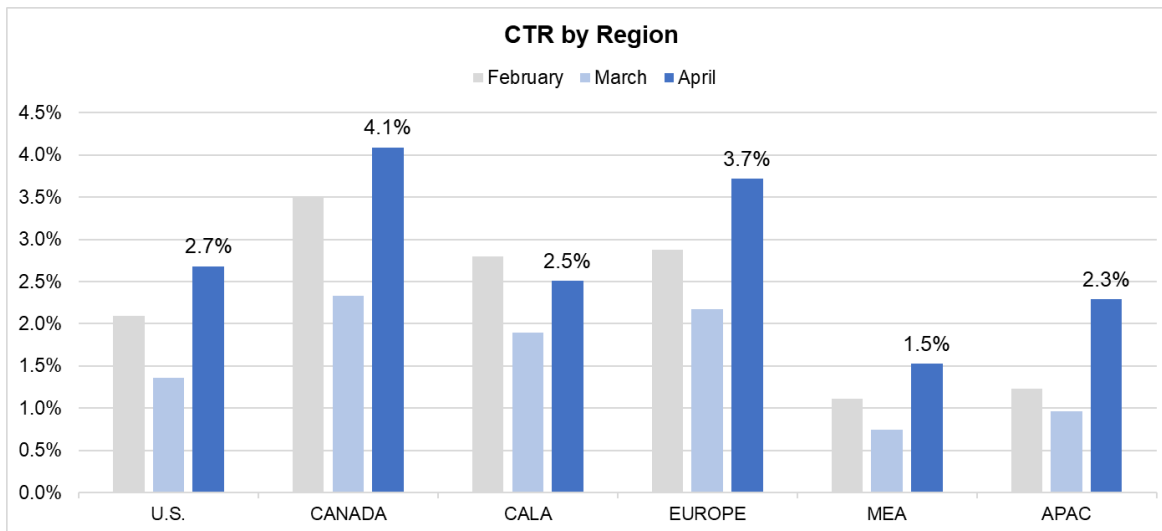
Strong Luxury Brand Contribution

- Contributions were consistent this quarter with increases in April
- Most of the luxury bookings in April went to Ritz and JW brands; 38% and 30% respectively



Consistent Engagement Lifts Across All Regions in April

- Positive CTR lifts in April; strongest month this quarter
- Engagement was consistent across all regions



Delivered Counts

Module	April '22	MoM
US	1457.0 K	+3.2%
CANADA	54.5 K	+4.2%
CALA	13.3 K	+1.7%
EUROPE	55.8 K	+3.1%
MEA	74.3 K	+2.3%
APAC	134.9 K	-0.7%
Grand Total	1.8 M	+2.9%

Consistent Engagement Trends MoM – All Levels

- CTR lifts were stronger for most Elite member levels; Basic & non-member rate returned to Feb levels
- Upper Elites (Plat.-Amb.) saw greater lifts from +2pts. to +4pts MoM

		Feb '22	Mar '22	Apr '22	Nov '21 - Apr '22 Engagement Trends
Non-Member	Deliv.	128.1 K	128.7 K	126.6 K	MoM -1.6% (-2.1 K)
	CTR	0.5%	0.3%	0.5%	
Basic	Deliv.	625.9 K	627.4 K	628.7 K	MoM +0.2% (+1.3 K)
	CTR	1.3%	0.8%	1.4%	
Silver	Deliv.	208.6 K	208.0 K	212.2 K	MoM +2.0% (+4.2 K)
	CTR	2.0%	1.3%	2.2%	
Gold	Deliv.	377.0 K	374.6 K	389.3 K	MoM +3.9% (+14.7 K)
	CTR	2.5%	1.6%	3.1%	
Platinum	Deliv.	157.9 K	155.7 K	166.6 K	MoM +7.0% (+10.9 K)
	CTR	3.3%	2.2%	4.6%	
Titanium	Deliv.	204.1 K	199.9 K	215.9 K	MoM +8.0% (+16.1 K)
	CTR	3.5%	2.4%	5.1%	
Ambassador	Deliv.	46.9 K	45.8 K	50.4 K	MoM +10.0% (+4.6 K)
	CTR	3.3%	2.1%	6.0%	

Quarterly Content Highlights

Top Performing Content by Segment

Offer Content Recommendations by Segment

Lux MAU: Top Performing Content (Aug '21 – Apr '22)

- Delivery counts for each segment L1 – L3 were relatively consistent each month from August '21 – April '22; looked at most clicked content modules during this time period
- Outside of header and footer engagement, the hero and account box ranked among the top 2 most clicked content modules
- Engagement in secondary modules under hero was also consistent; the most clicked modules were the navigation bar, offers, inspiration content, and Yacht

First Lastname
Member | 0 POINTS | 7 NIGHTS
» VIEW ACTIVITY » SEE BENEFITS

Rediscover the Romance
Of a New Destination.

Miami Seychelles Bali Maui Barcelona Los Cabos

Curated Especially for You
Explore these special offers, available for a limited time.

Last-Minute Getaways
Get out of your head, and away from it all, with an impromptu weekend getaway to our hotels and resorts around the world.

» RESERVE NOW

Reconnect in Paradise
Enjoy a resort credit, daily breakfast, and impeccable personal service at Ritz-Carlton® hotels.

» VIEW PACKAGE

Now Open
The St. Regis® Bermuda Resort

ST REGIS

Oceanfront elegance awaits in this breathtaking resort that boasts soft-white sand and stunning views. Where lavishly appointed accommodations, exceptional amenities and impeccable service combine for an unforgettable stay in the historic town of St. George.

» DISCOVER BERMUDA

THE JOURNEY

5 Destinations for a
Getaway With Friends

From restorative waterfront retreats to exhilarating outdoor adventures, find inspiration for your next group getaway at The Ritz-Carlton® hotels.

» SEE ALL 5

THE RITZ-CARLTON ORLANDO GRANDE LAKES

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Explore the
World Like
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Set sail on a voyage of exploration aboard The Ritz-Carlton Yacht Collection, where freedom and flexibility allow immersion in life's exceptional experiences, now participating in Marriott Bonvoy®.

» FIND YOUR VOYAGE

Top Content by Luxury Segment: L1

- Consistent winners:
 - **Account Box:** among the top 2 most clicked for all months
 - **Hero modules** were the most clicked for most months
 - Top 3 performing months: **Feb** Nav Bar, **Aug** (launch msg.), **Apr** (Reserve Anncmt.)
- Top Performing Secondary Modules (listed in order):
 1. **Navigation Bar:** April
 2. **Inspiration (placement 1):** 5 Destinations for a Getaway with Friends (Sep)
 3. **Offers:** Last-Minute Getaways (Aug)
 4. **Offers:** Reconnect in Paradise (Aug)
 5. **Yacht:** Nov
 6. **New openings:** St. Regis Bermuda (Aug)
 7. **Inspiration (placement 1):** The Miami Beach EDITION (Dec)
 8. **Inspiration (placement 1):** The Luxury Collection (Mar)
 9. **Inspiration (placement 1):** Endless Sunshine in Mauritius (Oct)
 10. **Inspiration (placement 1):** The Beauty of Silence (Jan)

Top Content by Luxury Segment: L2A

- Consistent winners:
 - **Account Box:** among the top 2 most clicked for all months
 - **Hero modules** were the most clicked for most months
 - Top 3 performing months: **Feb** Nav Bar, **Apr** (Reserve Anncmt.), **Aug** (launch msg.)
- Top Performing Secondary Modules (listed in order by section):
 1. **Navigation Bar:** April
 2. **New openings:** St. Regis Bermuda (Aug)
 3. **Offers:** Last-Minute Getaways (Aug)
 4. **Offers:** Reconnect in Paradise (Aug)
 5. **Yacht:** Nov
 6. **Inspiration (placement 1):** 5 Destinations for a Getaway with Friends (Sep)
 7. **Inspiration (placement 1):** The Luxury Collection (Mar)
 8. **Inspiration (placement 1):** Travel Off the Radar (Aug)
 9. **Inspiration (placement 1):** The Miami Beach EDITION (Dec)
 10. **Inspiration (placement 2):** Your Sanctuary in Miami (Oct)

Top Content by Luxury Segment: L2B

- Consistent winners:
 - **Account Box:** among the top 2 most clicked for all months
 - **Hero modules** were the most clicked for most months
 - Top 3 performing months: **Feb** Nav Bar, **Apr** (Reserve Anncmt.), **Aug** (launch msg.)
- Top Performing Secondary Modules (listed in order by section):
 1. **Navigation Bar:** April
 2. **Offers:** Last-Minute Getaways (Aug)
 3. **New openings:** St. Regis Bermuda (Aug)
 4. **Offers:** Reconnect in Paradise (Aug)
 5. **Offers:** Global Promo (Feb)
 6. **Inspiration (placement 1):** 5 Destinations for a Getaway with Friends (Sep)
 7. **Yacht:** Nov
 8. **Moments:** Aug
 9. **Inspiration (placement 1):** The Miami Beach EDITION (Dec)
 10. **Inspiration (placement 1):** Endless Sunshine in Mauritius (Oct)

Top Content by Luxury Segment: L3

- Consistent winners:
 - **Account Box:** among the top 2 most clicked for all months
 - **Hero modules** were the most clicked for most months
 - Top 3 performing months: **Apr** (Reserve Annmt.), **Feb** Nav Bar, **Aug** (launch msg.)
- Top Performing Secondary Modules (listed in order by section):
 1. **Navigation Bar:** April
 2. **New openings:** St. Regis Bermuda (Aug)
 3. **Offers:** Last-Minute Getaways (Aug)
 4. **Offers:** Reconnect in Paradise (Aug)
 5. **Offers:** Global Promo (Feb)
 6. **Inspiration (placement 1):** 5 Destinations for a Getaway with Friends (Sep)
 7. **Yacht:** Nov
 8. **Moments:** Aug
 9. **Inspiration (placement 1):** The Miami Beach EDITION (Dec)
 10. **Annual Choice Benefit** (Dec)

Offer Recommendations

- Engagement in offer content was monitored each month from Dec '21 through Mar '22
- Responses were mixed across segments, but L1 consistently had the lowest performance
- Global Promo was a consistent top performer with L2A, L2B, and L3; type of promotion will be a factor in engagement going forward and should be considered when including in Lux MAU

Month	Offers
Dec	Escapes, Ritz Reconnect
Jan	Escapes, Plan Ahead/Save
Feb	Escapes, Q1 GloPro, EDITION
Mar	Escapes, Q1 GloPro, Ritz JPN

Luxury Segment	Offer Content Observations (Dec '21 – Mar '22)	Recommendations
L1 Lux Only	<ul style="list-style-type: none"> Least engaged with offer content CTRs were nearly the same regardless of offer type 	<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 Global Promo Evidence of slight offer fatigue with Escape to Luxury 	<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 Low User	<ul style="list-style-type: none"> Strongest engagement with offer content Global Promo drove highest offer engagement 	<ul style="list-style-type: none"> Continue to feature offer content, especially GloPro Consider elevating content (module size and/or placement)
L3 Redeem Only	<ul style="list-style-type: none"> High engagement with offer content Global Promo drove highest offer engagement 	<ul style="list-style-type: none"> Continue to feature offer content, especially Global Promotions Consider elevating content (module size and/or placement)

Testing & Optimizations

2022 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? <i>Continue March test in Q2/3</i> 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

Subject Line Test Results: Feb '22

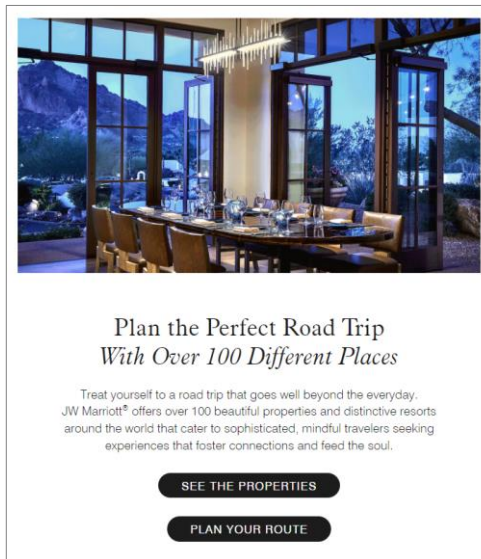
- Continue to see stronger engagement with “Your Account Update” in the subject line which is more transactional in nature
- Significant lift over both SL1 and SL2; which both had extended copy in comparison to test winner
- Continue to test the shorter transactional style for patterns

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

March '22 Hero CTA Copy Test Results

- Targeting hero module with CTA copy test to understand which tactics will lift overall engagement
 - CTA 1: SEE THE PROPERTIES (Challenger)**
 - CTA 2: PLAN YOUR ROUTE (Control)**
- Challenger drove more hero CTA clicks and a higher CTR than Control version
 - Additional bookings were also captured; Control version only had 5 bookings in total
- Consider additional testing in Q2/3 to better understand engagement patterns



Results by Segment	L1	L2A	L2B	L3	Total
Challenger: "See The Properties"					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23

Recommendations

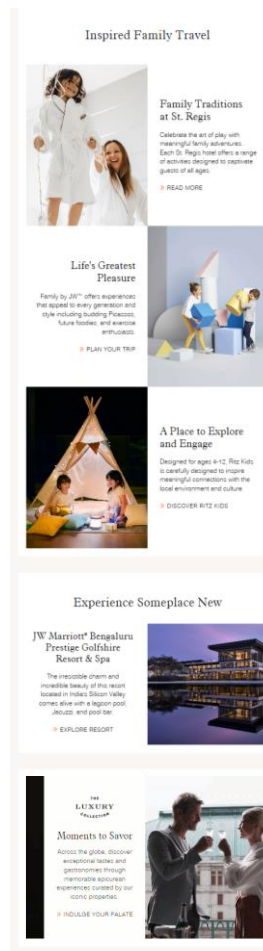
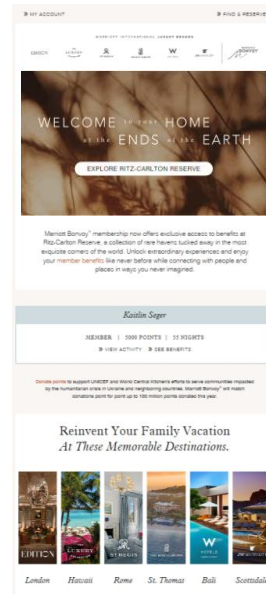
- Continue to focus on click activity and audience health (unsub. rate)
- Develop 2022 test and learn plan to lift engagement and clicks
- Leverage email technologies to optimize engagement (PCIQ, STO)
- Continue leveraging top performing content that captures the attention of openers
- Continue to monitor Lux control group performance in Core MAU

April 2022 Engagement

Luxury MAU:

April 14, 2022

- Subject Line:
 - SL 1: [Fname's][Your]Account Update
 - SL 2: [Fname's][Your]Account Update: Announcing Ritz-Carlton Reserve
 - SL 3: Announcing: Member Benefits Now Available at Ritz-Carlton Reserve
- Pre-Header:
 - Plus, 6 memorable family getaways, new hotel openings, culinary experiences, and more.

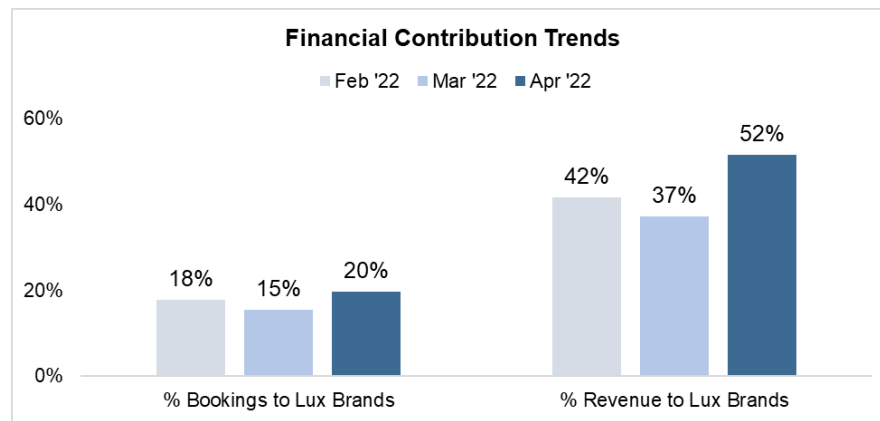


Positive Engagement Lifts in April

- Slight increase in deliveries compared to Lux MAU average and MoM, but stronger lift in click activity drove CTR lifts
- Positive audience health with low unsubscribe rates
- Financial share to luxury brands stronger MoM in bookings and revenue

Metrics	April '22	vs. Avg.	MoM
Delivered	1.8 M	+4.9%	+2.9%
Clicks	48.0 K	+77.5%	+102.7%
CTR	2.68%	+1.1 pts.	+1.3 pts.
Unsub Rate	0.06%	-0.02 pts.	+0.00 pts.
Bookings	319	-9.2%	-5.1%
Room Nts.	812	-3.9%	-6.8%
Revenue	\$232.5 K	+8.6%	+2.2%

*Lux MAU 7-month Avg. includes Sep '21 – Mar '22



*Financial data source: Omniture 7-day cookie

April '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	1,789,746	382,917	
CTR	2.7%	2.7%	-0.0 pts.
Unsub Rate	0.06%	0.04%	+0.03 pts.
Revenue	\$232,473	\$65,430	+255.3%
Rev/Delivered	\$0.13	\$0.18	-27.8%
Rev to Lux Brands	52%	15%	+37.0 pts.
Total Bookings	319	145	+120.0%
Bkgs. to Lux Brands	20%	9.0%	+10.8 pts.

- CTR was flat for the first time; slight difference in unsubscribe rate, but still below Bonvoy YTD average of 0.17%
- Lux MAU continues to drive more bookings and revenue for luxury brands than control group
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day

Heat Maps by Segment

April 2022

- Account box activity remains high for all segments, with L2A the highest
- Hero also drove significant activity with it being the top clicked content for L2B and L3
- Inspiration and Instagram modules drove interest among secondary content for all segments

% of Clicks by Segment

Modules	L1	L2A	L2B	L3	Total
Header	9.59%	7.87%	5.07%	4.95%	5.68%
Hero	21.28%	30.10%	44.30%	41.38%	40.46%
Ritz Reserve Announcement	16.61%	23.64%	32.89%	32.11%	30.50%
Member Benefits	4.67%	6.46%	11.40%	9.27%	9.95%
Navigation	20.45%	16.06%	18.95%	23.29%	19.76%
Account Box	34.70%	38.99%	26.08%	24.17%	27.49%
Donate Points	0.40%	0.49%	0.27%	0.20%	0.28%
Inspiration	1.51%	1.48%	1.50%	1.69%	1.54%
A Place to Explore and Engage	0.59%	0.63%	0.58%	0.73%	0.62%
Family Traditions at St. Regis	0.59%	0.61%	0.63%	0.74%	0.65%
Life's Greatest Pleasure	0.34%	0.25%	0.29%	0.22%	0.28%
New Hotels	1.36%	0.90%	1.25%	1.47%	1.28%
Culinary	0.38%	0.43%	0.30%	0.34%	0.33%
Instagram	1.32%	1.08%	1.50%	1.97%	1.55%
Footer	9.00%	2.60%	0.78%	0.54%	1.64%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

A modern hotel lounge interior. In the center is a long, low 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, is a framed crossword puzzle with the words 'MARRIOTT', 'CHICAGO', 'BONVOY', and 'TIMZOE' visible. Below the puzzle is a container of pens and pencils. In the foreground, there are several ottomans in shades of brown and red. To the right of the fireplace is a large, orange leather armchair with a blue cushion and a brown bag. A small black table next to the chair holds a pair of glasses and a small black decorative object. The overall atmosphere is warm and modern.

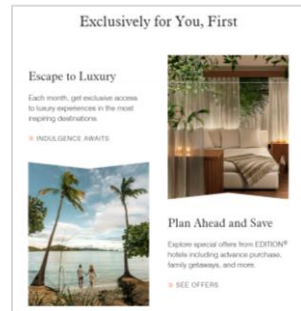
Thank You!

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MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

2021 Key Learnings & Observations

- A/B test shows positive contribution to luxury brands and open rates, but lower engagement stats (CTR, CTOR)
- Member module continues to drive clicks regardless of placement
- Broad hero article in Nov drove more engagement than specific locations
- Other top performing content:
 - Yacht collection
 - Resorts
 - Maldives
 - New Openings
 - Loyalty (for L2B and L3)
 - Offers (mostly with L2A, L2B and L3)



2022 Learning Agenda Opportunities

- Continue **A/B test** with Core MAU to measure KPI improvements from ongoing content testing
- Use **3rd party data** to improve content targeting & personalization (**available now**)
- Leverage **Send Time Optimization** (STO) to improved open rates
- Consider using **PCIQ Content** to increase content personalization (**available now**)
- Continue optimizing subject lines with **PCIQ Subject Line** to improve open rates
- Continue **testing offer content** with select segments to improve engagement
- Plan for **ongoing Hero testing** to increase click activity: headlines, CTA copy, creative, geo-targeting

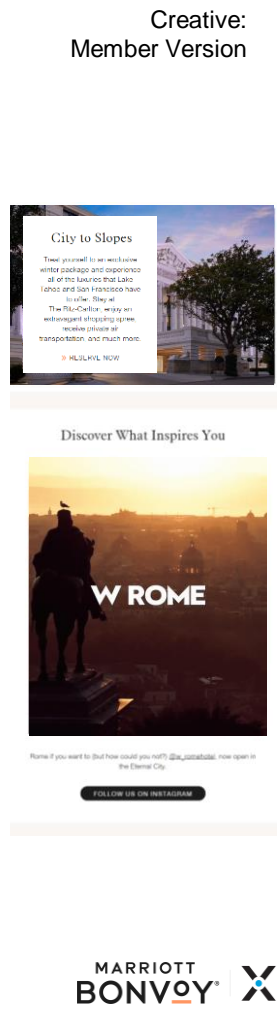
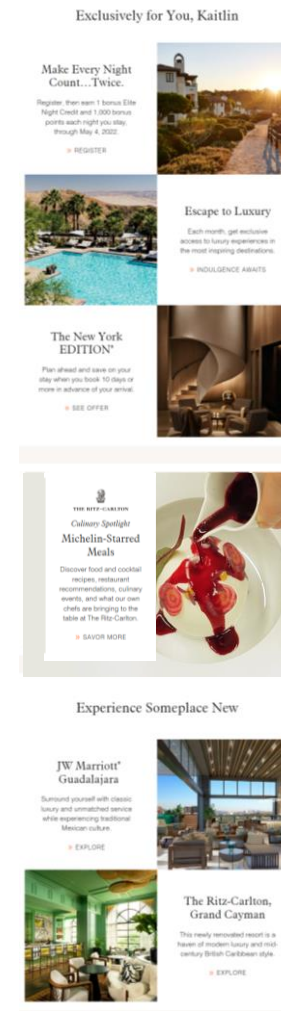
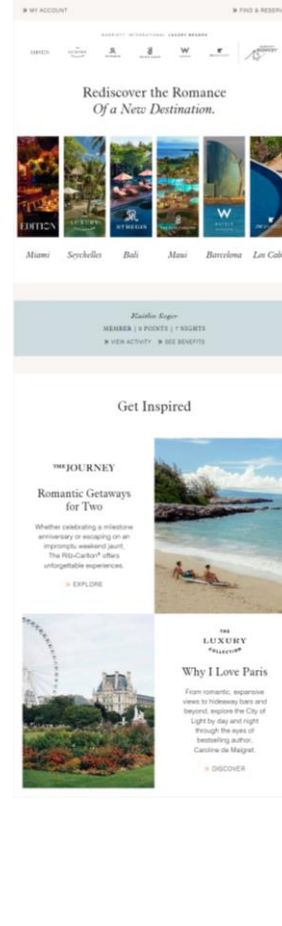
Lux MAU: February 10, 2022

Subject Line:

Your Account Update (test winner)

Pre-Header:

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



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

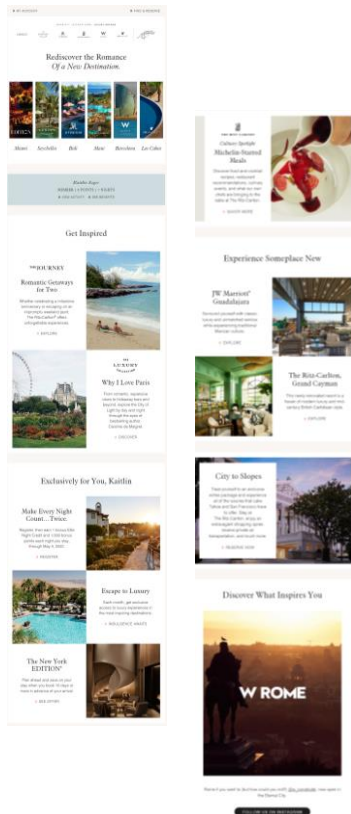
Metric	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,748,567	397,352	
<i>Open rate</i>	<i>21.9%</i>	<i>24.9%</i>	<i>-3.0 pts.</i>
CTR	2.1%	3.2%	-1.1 pts.
<i>CTOR</i>	<i>9.4%</i>	<i>13.0%</i>	<i>-3.6 pts.</i>
Revenue	\$360,251	\$114,944	+213.4%
Rev/Delivered	\$0.21	\$0.29	-28.8%
Rev Share 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 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%

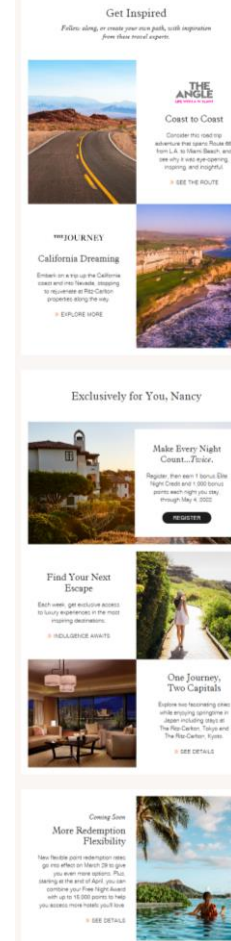
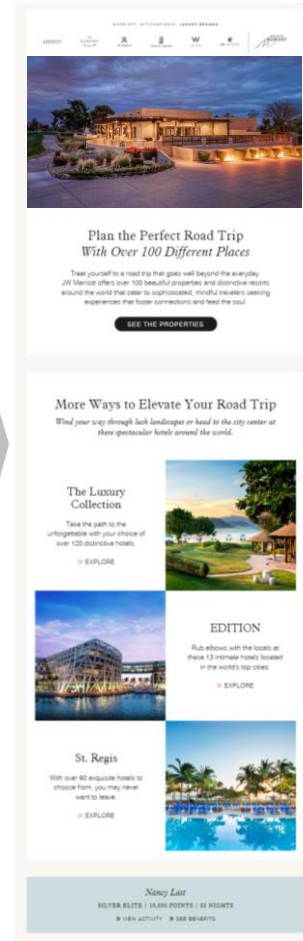
Lux MAU: March 10, 2022

Subject Line:

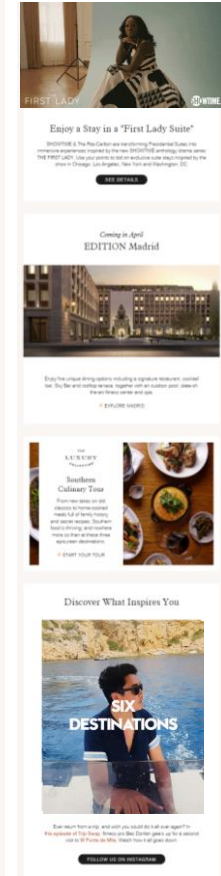
Jim's Account Update

Pre-Header:

Plus, discover our newest hotel opening in Spain and find inspiration for your next road trip.



Creative:
Member Version



March '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	1,740,045	394,850	
CTR	1.4%	2.1%	-0.7 pts.
Unsub Rate	0.06%	0.04%	+0.02 pts.
Revenue	\$227,416	\$99,559	+128.4%
Rev/Delivered	\$0.13	\$0.25	-48.2%
Rev to Lux Brands	37.1%	11.3%	+25.8 pts.
Total Bookings	336	174	+93.1%
Bkgs. to Lux Brands	15.5%	9.8%	+5.7 pts.

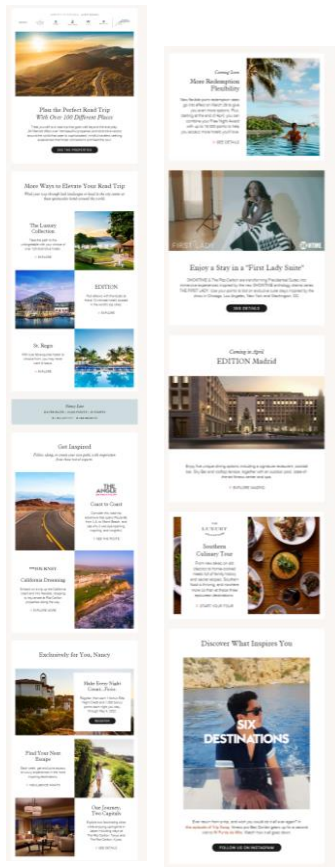
- Overall, Lux MAU continues to drive more bookings and revenue for luxury brands
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Click rate was lower in comparison, but both unsub rates were strong showing positive audience health

Lux MAU Segment Heat Maps:

March 2022

(U.S. Version)

- Account box and Brand Features pulled engagement from Hero for most segments
- Strong click activity with GloPro for L2A through L3 segments; L1 was least engaged if offer content
- L2B and L3 were more interested in redemption messaging than other lower content
- Moments content drove nearly the same engagement from all segments



Module	L1	L2A	L2B	L3	Total
HEADER	14.8%	16.6%	12.9%	12.0%	13.1%
Hero: Road Trip	18.1%	17.0%	18.1%	20.6%	18.6%
Brand Features	18.3%	25.6%	25.0%	22.9%	24.0%
EDITION	5.3%	7.3%	8.8%	7.7%	8.1%
St. Regis	5.9%	8.1%	6.8%	6.6%	6.8%
The Luxury Collection	7.1%	10.2%	9.3%	8.6%	9.0%
Member Account Box	18.1%	24.4%	20.0%	19.0%	19.9%
Inspiration	5.9%	3.3%	6.4%	7.1%	6.3%
California Dreaming	3.8%	2.2%	3.9%	4.6%	3.9%
Coast to Coast	2.0%	1.0%	2.5%	2.5%	2.4%
Offers	3.7%	5.0%	11.0%	11.5%	10.0%
Global Promo	1.7%	3.8%	9.8%	10.3%	8.8%
Escape to Luxury.	1.1%	0.7%	0.7%	0.7%	0.7%
TRC Japan	1.0%	0.5%	0.4%	0.4%	0.5%
Loyalty: Flexible Redemption	---	---	2.0%	3.3%	2.0%
Loyalty: Moments (Showtime)	0.7%	0.6%	0.9%	0.8%	0.9%
New Opening: EDITION Madrid	1.0%	1.0%	1.2%	0.9%	1.1%
Culinary	1.5%	1.2%	1.1%	1.1%	1.2%
Instagram	1.2%	0.3%	0.3%	0.4%	0.4%
Footer	16.6%	5.0%	1.0%	0.5%	2.5%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

March '22 Hero CTA Copy Test Results

- CTA 1: SEE THE PROPERTIES (Challenger)
- CTA 2: PLAN YOUR ROUTE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	184,629	94.4 K	501.5 K	132.9 K	913.5 K
Module Clicks	300	219	1.9 K	775	3.2 K
Module Clicks Lift	+15%	+45%	+59%	+64%	+53%
Module CTR	0.16%	0.23%	0.37%	0.58%	0.35%
Module CTR Lift	+0.02 pts.	+0.07 pts.	+0.10 pts.	+0.18 pts.	+0.10 pts.
Module Bookings		1	17	5	23
Control					
Total Delivered	184,136	92.7 K	433.6 K	116.1 K	826.6 K
Module Clicks	260	151	1.2 K	473	2.1 K
Module CTR	0.14%	0.16%	0.27%	0.41%	0.25%
Module Bookings			4	1	5



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SEE THE PROPERTIES

PLAN YOUR ROUTE

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