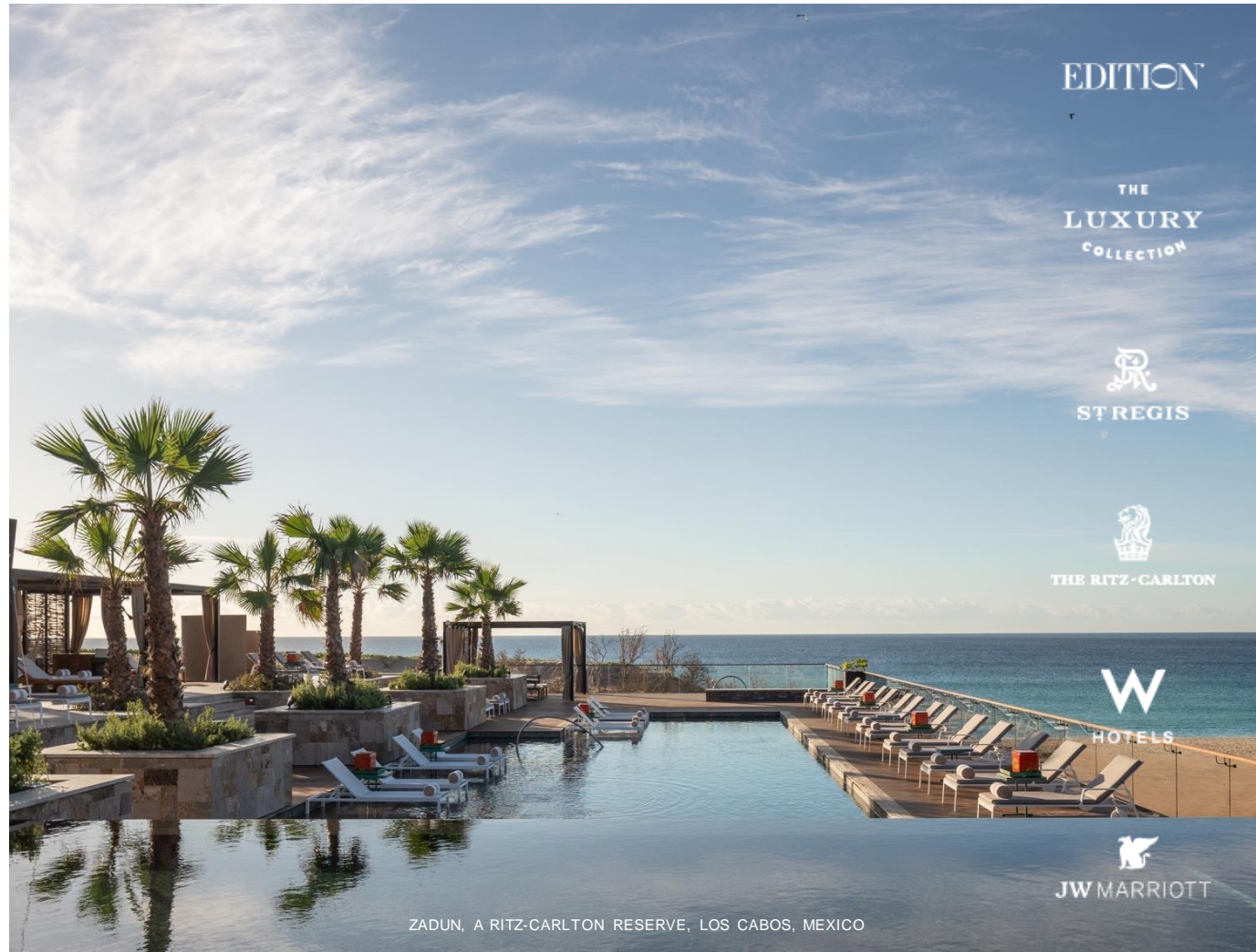


Luxury MAU March 2022 Email Performance Review

April 12, 2022

MARRIOTT
BONVOY®



EDITION

THE
LUXURY
COLLECTION

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THE RITZ-CARLTON

W
HOTELS

JW MARRIOTT

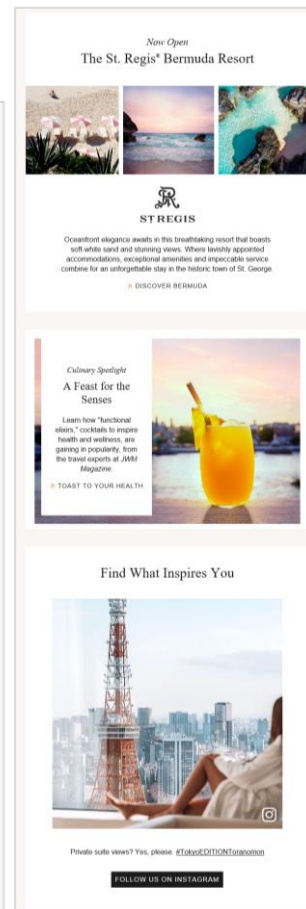
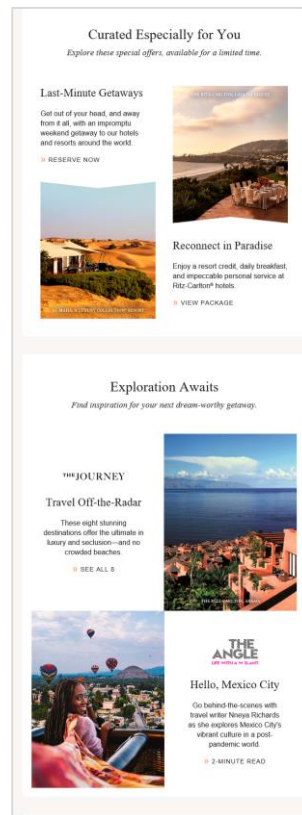
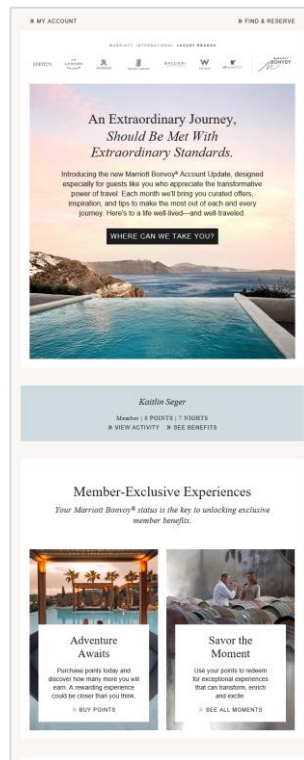
ZADUN, A RITZ-CARLTON RESERVE, LOS CABOS, MEXICO

Horizon Interactive Awards **GOLD WINNER**

Email Newsletter: August '21 (Launch Newsletter)



HORIZON INTERACTIVE AWARDS GOLD WINNER
DATA AXLE
LUXURY MEMBER ACCOUNT UPDATE
EMAIL - NEWSLETTER



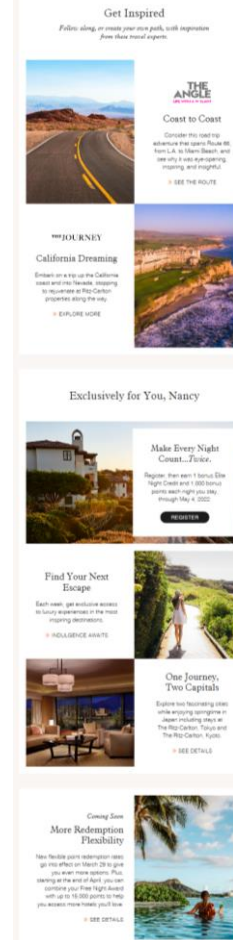
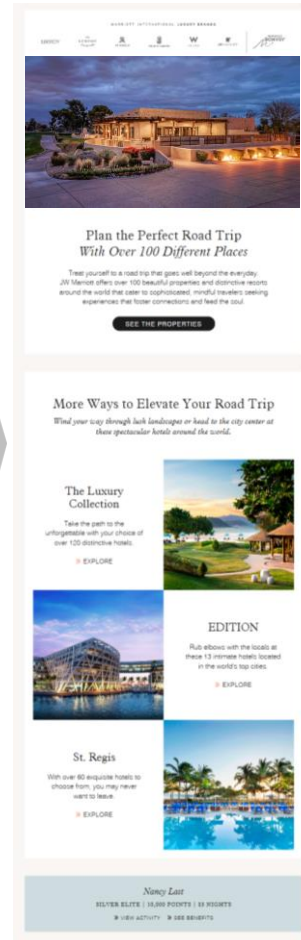
Lux MAU: March 10, 2022

Subject Line:

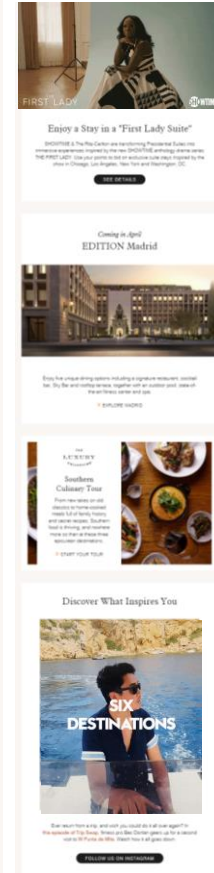
Jim's Account Update

Pre-Header:

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



Creative:
Member Version



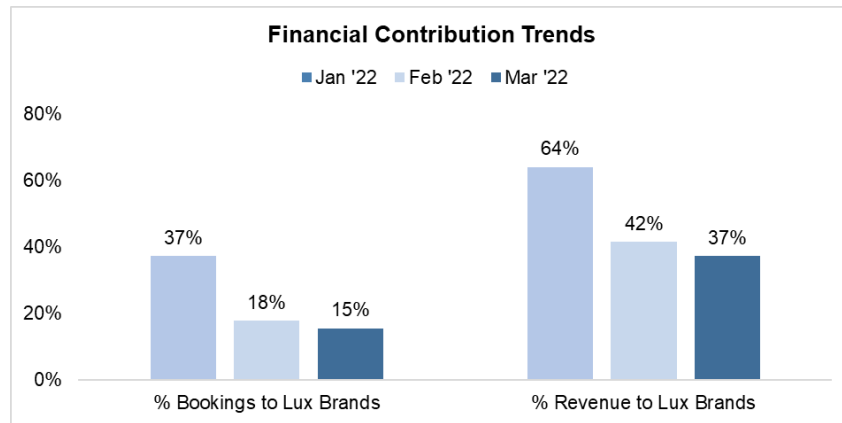
Key Storylines

- Campaign continues to generate strong financial contributions towards luxury brands
 - 15.5% of email bookings went to luxury brands vs. 9.8% with Core MAU control group
- Engagement continues to align with other luxury mailings when comparing click and unsub. rates
- February was a stronger month in comparison, so fewer clicks and bookings were noticed in March
 - Consistent declines across all luxury segments and regions
 - February was the second strongest performing campaign since launching in August last year
 - March was more aligned with previous months engagement trends
- Despite MoM declines, several KPIs were above average reflecting positive audience health
 - Below average unsubscribe rate, and above average room nights and revenue
- March offer content provided additional insights for future targeting recommendations by segment

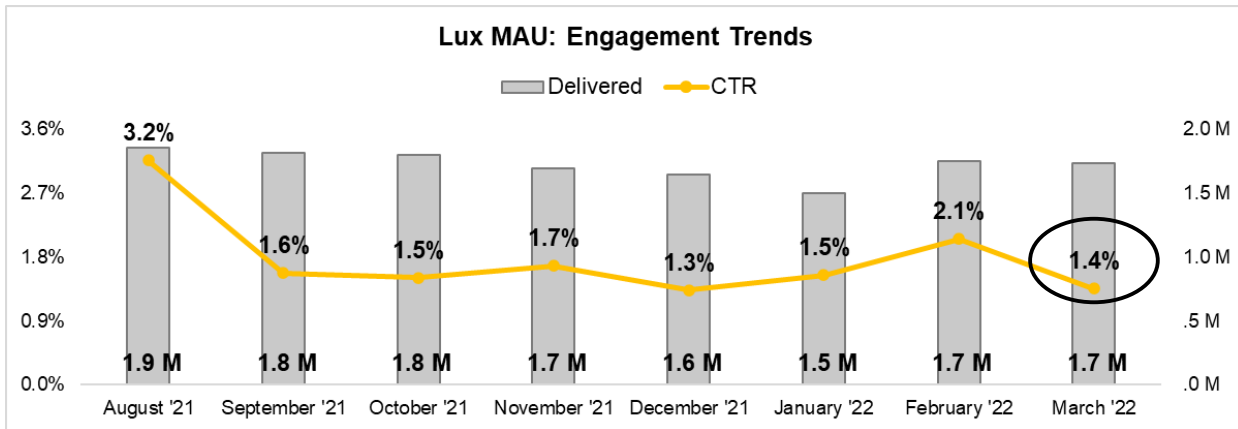
Most KPIs Aligned With 6-Mo. Average

- March click activity was down compared to previous time periods, but audience health remained stable (low unsub rate)
- Longer stays drove above average revenue increase; MoM booking declines impacted brand contribution
- Feb was 2nd highest performing month since launch resulting in significant MoM declines; CTR, unsub rate, and bookings were all very strong

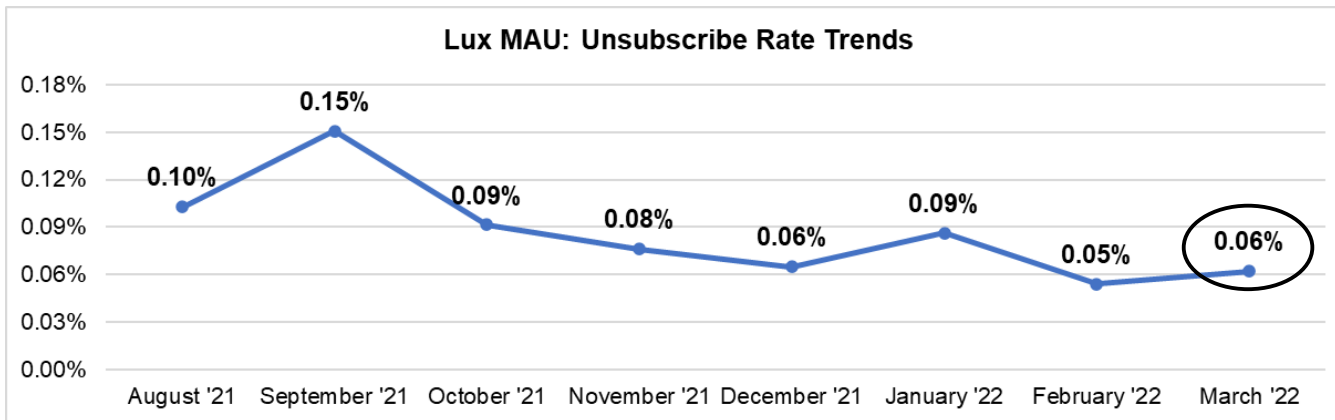
Metrics	March '22	vs. Avg.	MoM
Delivered	1.7 M	+2.3%	-0.5%
Clicks	233.6 K	-14.2%	-39.0%
CTR	1.4%	-0.3 pts.	-0.7 pts.
Unsub Rate	0.06%	-0.03 pts.	+0.01 pts.
Bookings	336	-5.0%	-45.8%
Room Nts.	965	+14.8%	-36.4%
Revenue	\$227.4 K	+7.4%	-36.9%



March Engagement Aligned With Previous Months



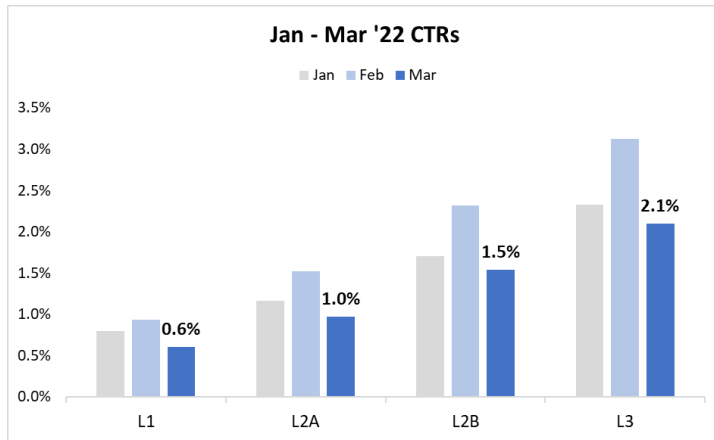
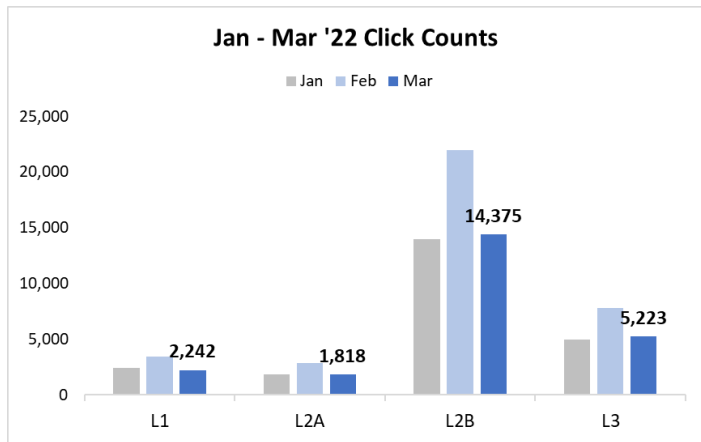
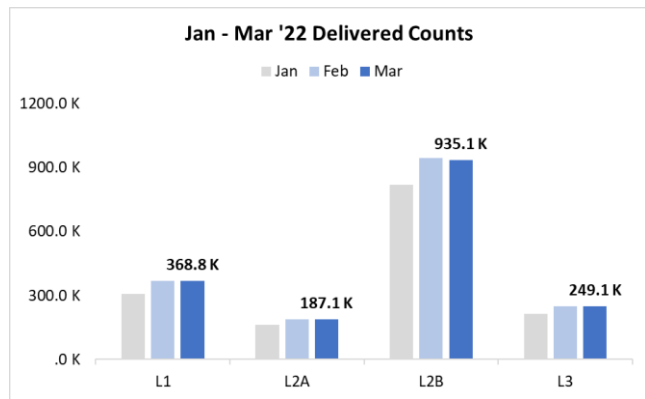
1.4% CTR was within range of other months



Low unsub. rate indicates strong audience health

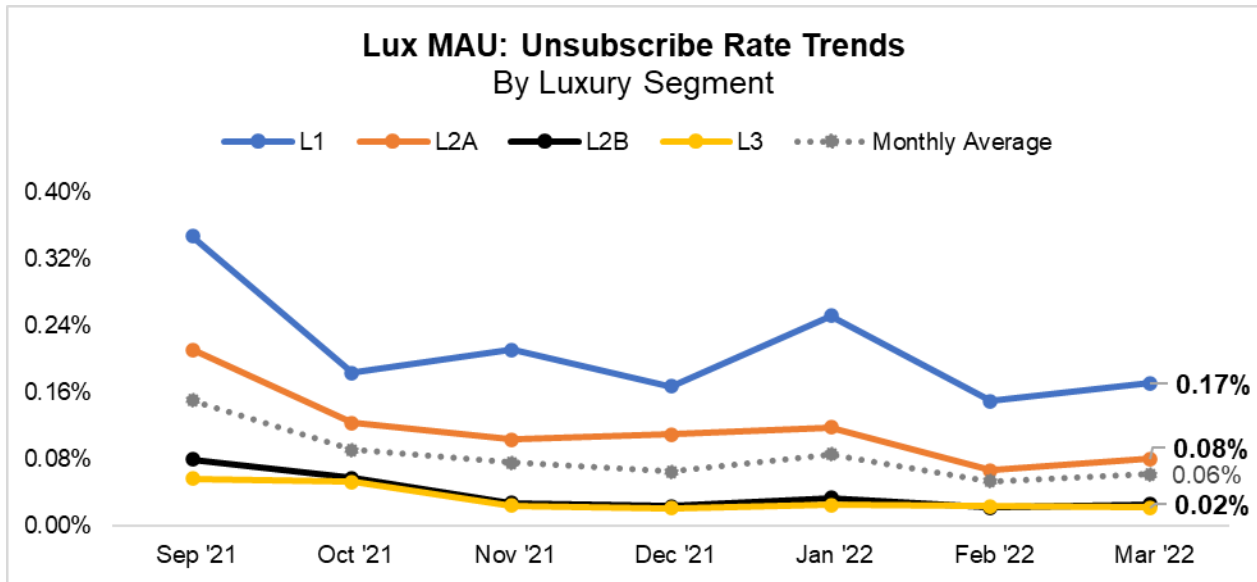
Consistent MoM Engagement Trends

- March delivery counts were nearly the same MoM for all segments
 - L2B and L3 deliveries slightly down MoM of 1.0% and 0.4%, respectively
 - L1 and L2A saw slight increases MoM of 0.2% and 0.5%
- Generated one-third fewer clicks from all segments MoM; impacted CTRs
 - Most of the clicks went to the new hero module last month; new creative treatment drove engagement
 - Activity returned to January levels



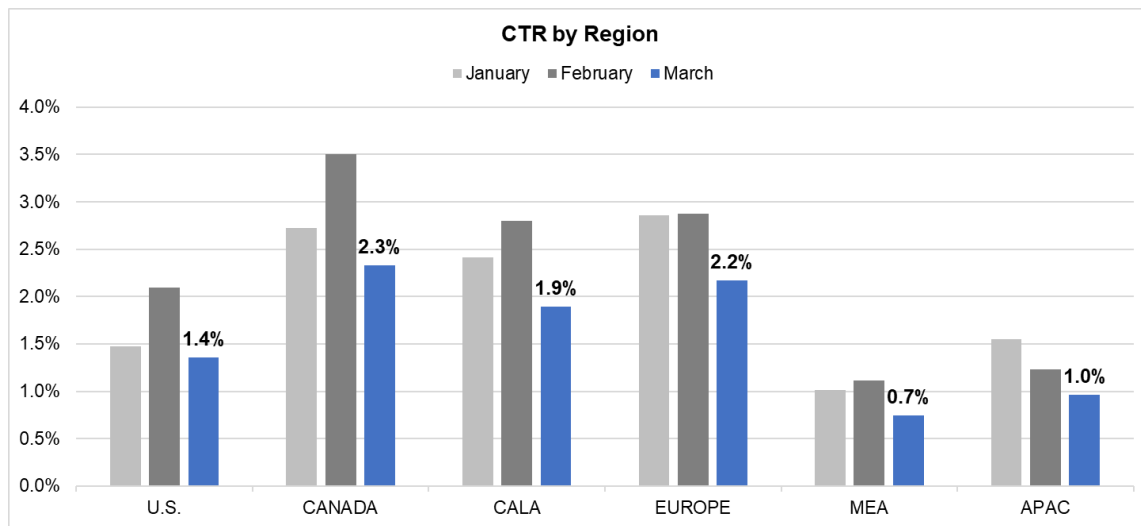
Positive Unsubscribe Rate Trends

- Email content continues to engage readers; most months were below Bonvoy historical benchmark of 0.20%
- L2B and L3 continue to have rates below the Lux MAU monthly average
- L1 and L2A slightly above, but still strong overall



Consistent Regional Engagement

- Deliveries were steady MoM for all regions with slight increases & decreases
- Fewer click activity impacted click rates
 - Feb mailing was a good example of geo-targeting that drove relevancy; had several targeted modules and called out specific locations
 - March content approach was broader and road trip themed speaking to the quantity of hotel locations around the world
- Build upon Feb successes by looking for ways to enhance the global appeal in future mailings to drive clicks
 - Geo-target hero when possible and call out specific locations in body copy (consider geo-targeting the text)





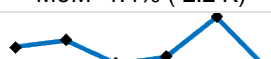




Region	March '22 Delivered	MoM
US	1.4 M	-0.6%
CANADA	52.3 K	+0.2%
CALA	13.0 K	-0.5%
EUROPE	54.1 K	-0.4%
MEA	72.6 K	+0.4%
APAC	135.8 K	-0.2%
Grand Total	1.7 M	-0.5%

Similar Engagement Shifts MoM – All Levels

- Delivery counts shifted slightly MoM for all levels
- CTRs were down compared to Feb; consistent with overall engagement patterns for other key segments

Oct '21 – Mar '22

		Mar '22	Engagement Trends
Non-Member	Deliv.	128.7 K	MoM +0.4% (+520)
	CTR	0.3%	
Basic	Deliv.	627.4 K	MoM +0.2% (+1.5 K)
	CTR	0.8%	
Silver	Deliv.	208.0 K	MoM -0.3% (-619)
	CTR	1.3%	
Gold	Deliv.	374.6 K	MoM -0.6% (-2.4 K)
	CTR	1.6%	
Platinum	Deliv.	155.7 K	MoM -1.4% (-2.2 K)
	CTR	2.2%	
Titanium	Deliv.	199.9 K	MoM -2.1% (-4.2 K)
	CTR	2.4%	
Ambassador	Deliv.	45.8 K	MoM -2.4% (-1.1 K)
	CTR	2.1%	

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

Engagement Aligns With Other Luxury Emails

- Lux MAU engagement continues to align with other luxury mailings when looking at click activity and unsub. rates
- Stronger revenue per delivery in comparison and % contribution was similar to Luxury Escapes
- TRC brand was the only luxury brand booked in Ritz eNews by the luxury segments; another positive example supporting luxury communications and driving relevancy

Engagement Data for Luxury Segments Only

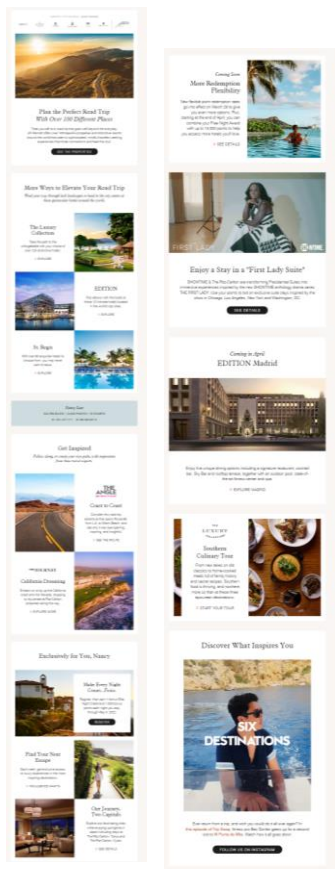
March 2022	Lux MAU	Ritz eNews	Luxury Escapes
Delivered	1.7 M	1.1 M	1.7 M
Clicks	23.7 K	19.3 K	13.1 K
CTR	1.4%	1.8%	0.79%
Unsub. Rate	0.06%	0.14%	0.07%
Bookings	336	14	157
Revenue	\$227.4 K	\$8.7 K	\$124.5 K
Rev/Del	\$0.13	\$0.01	\$0.07
% Bkgs. to Lux	15.5%	35.7%	21.7%
% Rev to Lux	37.1%	68.1%	45.2%

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%

Offer Content 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)

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



Plan the Perfect Road Trip With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

SEE THE PROPERTIES

PLAN YOUR ROUTE

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

- Build upon Feb successes by looking for ways to enhance global appeal in future mailings to drive clicks
 - Geo-target hero when possible and call out specific locations in body copy (consider geo-targeting the text)
- Vary offer content by luxury segment going forward
 - **L1** = Target GloPro offer to the non-openers/clickers of Promo announcement
 - **L2A** = Continue to show offer content, but consider frequency to avoid engagement fatigue (rest every couple of months)
 - **L2B & L3** = Continue to feature offers, especially GloPro; consider elevating content (module size and/or placement)
 - **All Segments** = Leverage insights from Core MAU control group to better understand which offers perform best, plus any offer engagement from regional campaigns for deeper geo-targeting insights
- Content analysis and targeting recommendations by luxury segment planned for Q1 review
- Consider additional hero CTA copy testing in Q2/3 to better understand engagement patterns

A modern interior scene featuring a fireplace with a fire, a crossword puzzle on the wall, and contemporary furniture. The fireplace is set into a wall of light-colored stone tiles. To the left, a crossword puzzle is mounted on the wall, with the words "MARRIOTT BONVOY" and "CHICAGO" visible. Below the puzzle is a small table with a pen holder and some papers. In the foreground, there are several orange and brown armchairs and ottomans. A black bag is on the floor near the chairs. The overall atmosphere is warm and inviting.

Thank You!

MARRIOTT
BONVOY

MOXY CHICAGO DOWNTOWN, ILLINOIS, USA

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 CTA Copy "See..."					
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 CTA Copy "Plan..."					
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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With Over 100 Different Places

Treat yourself to a road trip that goes well beyond the everyday. JW Marriott® offers over 100 beautiful properties and distinctive resorts around the world that cater to sophisticated, mindful travelers seeking experiences that foster connections and feed the soul.

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

Performance Metrics: Luxury MAU, March 2022

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate	Bookings	Room Nts.	Revenue
L1 LUX ONLY	368.8 K	68.5 K	18.6%	2.2 K	0.6%	3.3%	0.17%	14	32	\$9.9 K
L2A HIGH USER	187.1 K	36.4 K	19.4%	1.8 K	1.0%	5.0%	0.08%	17	49	\$17.9 K
L2B LOW USER	935.1 K	98.6 K	10.5%	14.4 K	1.5%	14.6%	0.03%	229	593	\$162.1 K
L3 REDEEM ONLY	249.1 K	30.1 K	12.1%	5.2 K	2.1%	17.4%	0.02%	76	197	\$37.6 K
Total	1.7 M	233.6 K	13.4%	23.7 K	1.4%	10.1%	0.06%	336	871	\$227.4 K

Luxury Escapes Performance: March 2022

- Subject Line:
- Preheader:

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	273.8 K	51.1 K	18.7%	1.2 K	0.43%	2.3%	0.20%
L2A HIGH USER	153.9 K	28.7 K	18.7%	.9 K	0.61%	3.3%	0.09%
L2B LOW USER	966.8 K	190.1 K	19.7%	8.0 K	0.83%	4.2%	0.04%
L3 REDEEM ONLY	269.2 K	59.7 K	22.2%	3.0 K	1.11%	5.0%	0.04%
Everyone Else	366.0 K	69.6 K	19.0%	2.7 K	0.74%	3.9%	0.12%
Total	2.0 M	399.3 K	19.7%	15.9 K	0.78%	4.0%	0.08%