

Luxury MAU Quarterly Email Performance Review (May – Jul 2022)

August 10, 2022

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Quarterly Meeting Agenda:

- Quarterly Engagement Trends
- Year-In-Review
- Test & Learn Roadmap
- Recommendations
- July Email Performance



Quarterly Engagement Trends

Creative Examples

EDITION

THE
LUXURY
COLLECTION

ST REGIS

THE RITZ-CARLTON

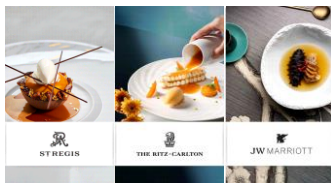
W
HOTELS

JW MARRIOTT

May 2022 Long Weekends & Culinary Experiences



Michelin-Starred Dining Experiences



Experience our 2022 Michelin-Starred restaurants — where passion and dedication to culinary perfection collide — and create unforgettable memories over a meal that transcends traditional boundaries.

Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

VIEW ACTIVITY SEE BENEFITS

Curated for You[, Fname]

Enjoy Extraordinary Dining

Start the day with complimentary breakfast and end it inside with a \$75 credit towards dinner at The New York EDITION's Michelin-Starred Clocktower Restaurant.

SEE OFFER



Epicurean Journey to Peru

Enjoy a culinary experience at one of the world's most coveted food destinations at Tambo del Inka, a Luxury Collection Resort & Spa, Valle Sagrado.

EXPLORE

June 2022 Summer Planning/ Best Outdoor Spaces



Step Into Your Outdoor Oasis

Whether you enjoy waking up to the sound of waves crashing against the rocks, unwinding in overwater bungalows set along white-sand beaches, or chasing stunning sunset views, an unforgettable experience awaits.



Miami Santorini Barcelona Cairo Maldives Gold Coast

Jessica Thai

SILVER ELITE | 10,000 POINTS | 7 NIGHTS

VIEW ACTIVITY SEE BENEFITS

Exclusively for You, Jessica



Savor Time With Those Who Bring You Joy

Experience a level of personal service that is among the finest in the world with a package that includes overnight accommodations, resort credit, and complimentary breakfast.

RESERVE PACKAGE

July 2022 Summer Travel/ Breathtaking Beaches



Immerse Yourself in Paradise at St. Regis Resorts.

Situated in some of the most exotic corners of the globe, St. Regis resorts offer an opulent oceanfront perspective, pairing natural wonder and exquisite experiences.

SEE THE RESORTS

PLAN YOUR ESCAPE

Janet Yungwirth

TITANIUM ELITE | 137,000 POINTS | 74 NIGHTS

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Explore the Mediterranean Like Never Before

From the French Riviera to the Greek Isles, renew your sense of wonder on a series of newly released Mediterranean voyages in 2024, only with The Ritz-Carlton Yacht Collection.

FIND YOUR VOYAGE

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Quarterly Performance Dashboard

(May – July 2022)

Engagement Summary:

- Click metrics slightly down QoQ impacted by April having 2nd highest CTR to date; Reserve announcement featured in hero
- Low unsub. rate of 0.06% continues into Q4; indicating strong audience health

Quarterly Impacts:

- Deliveries continue to remain consistent each month
- Continued to leverage top performing creative modules where applicable including six-across hero feature in June and culinary themed email

Recommendations:

- Continue to focus on click activity and audience health (unsub. rate)
- Develop test plans to optimize segment and luxury level offer and content approach
- Leverage top performing content and themes based on learnings from L12M

Engagement Metrics

QoQ Comparisons

Deliveries:

5.4 M (+3%)

Unique Clicks:

98.1 K (-9%)

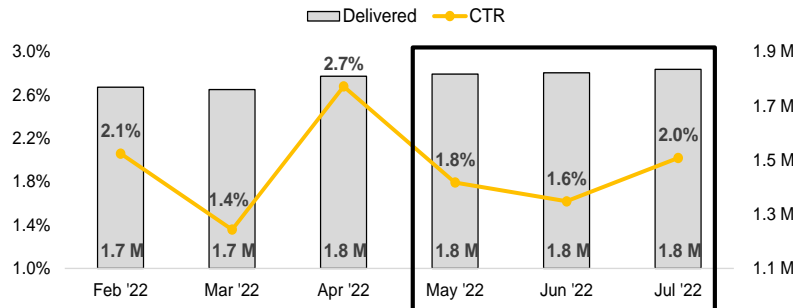
CTR:

1.8% (-0.2 pts.)

Unsub. Rate:

0.06% (+0.00 pts.)

Luxury MAU: Engagement Trends



Top Content

Content that captured over 15% of monthly email clicks:

6-across brand hero feature (June), St. Regis Resorts hero (July), Offers L2B/L3 (May), Michelin-Starred Dining hero (May), and Account box (all)

Campaign A/B Test:

(Lux MAU vs. Core MAU)

- Closing out Q4, July saw a .6pt. lift in CTR in comparison to control; strong performance and contribution to Lux overall
- Moving forward, with conclusion of A/B test, focus trending on Rev/Delivered to assess performance and identify optimization opportunities to drive incremental revenue

Lux MAU A/B Test Results:

Quarterly Performance Results

- For CTR, both May and July saw a lift in engagement in comparison to control
- CTR was very strong for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
 - Consider offering promotion to L2B and L3 to drive lift in click engagement
- In July, Core MAU drove less Rev/Delivered, featuring Luxury hero and Curiosity by Ted Moments promotion
- With conclusion of A/B test continue to trend Rev/Delivered in order to optimize monthly communication and drive incremental revenue

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

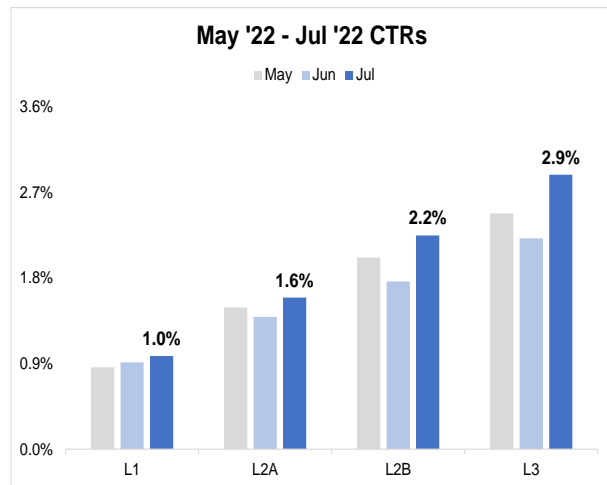
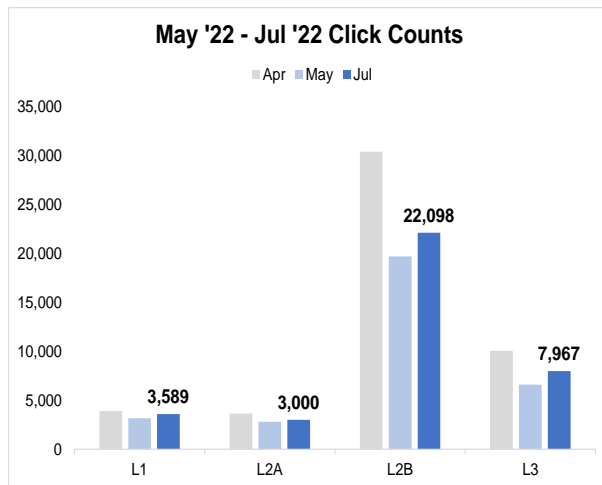
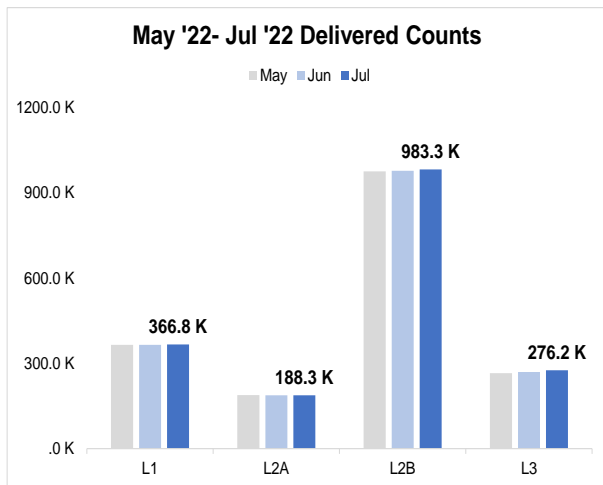
Monthly Lifts: Lux MAU (test) vs. Core MAU (control)

Metrics	May '22 Lift	Jun '22 Lift	Jul '22 Lift
CTR	+0.08pts.	-6.3 pts.	+0.6pts.
Unsub. Rate	+0.02pts.	+0.03 pts.	+0.04pts.
Rev/Delivered	-28.1%	-53.5%	+41.1%
Rev Share to Lux Brands	-17.8pts.	-17.5 pts.	+39.1 pts.
Bookings Share to Lux Brands	-7.4pts.	-4.4 pts.	+8.3 pts.

Overall Strong Click Engagement for Q4

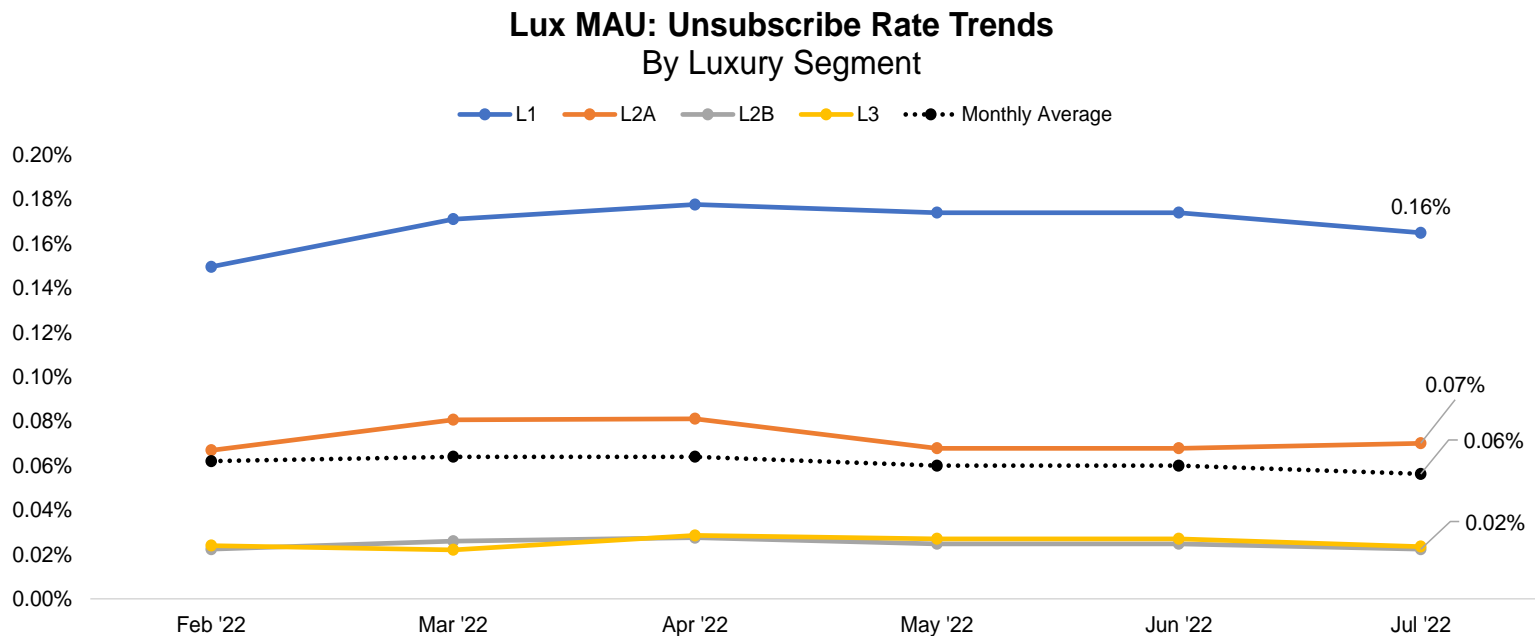
- Deliveries continue to remain steady each month for all luxury segments QoQ
- July had strongest click activity with St. Regis hero feature driving most interest followed by account box
- Consistent engagement trends across all luxury segment levels in comparison to Q3

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



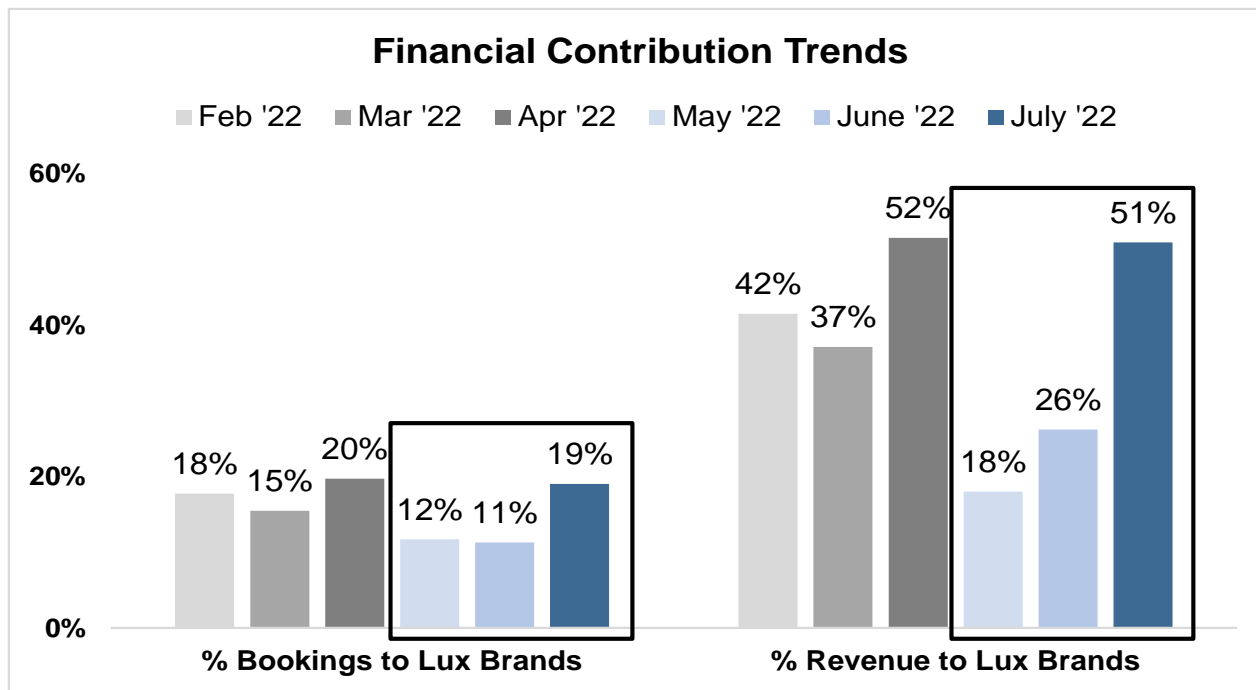
Unsubscribe Rates Continue to Remain Low Into Q4

- Rates continue to be below Bonvoy average unsub. benchmark of 0.20% indicating strong audience health
- L1 unsub. rates also continue to trend below average through Q4; even being slightly higher than other segment levels



Brand Contribution Levels Varied QoQ

- Contributions were slightly lower overall in comparison to Q3; with strongest brand contributions in April and July
- Highest percent of luxury bookings in July went to JW brands (36%); this could be driven by JW Cabos offer

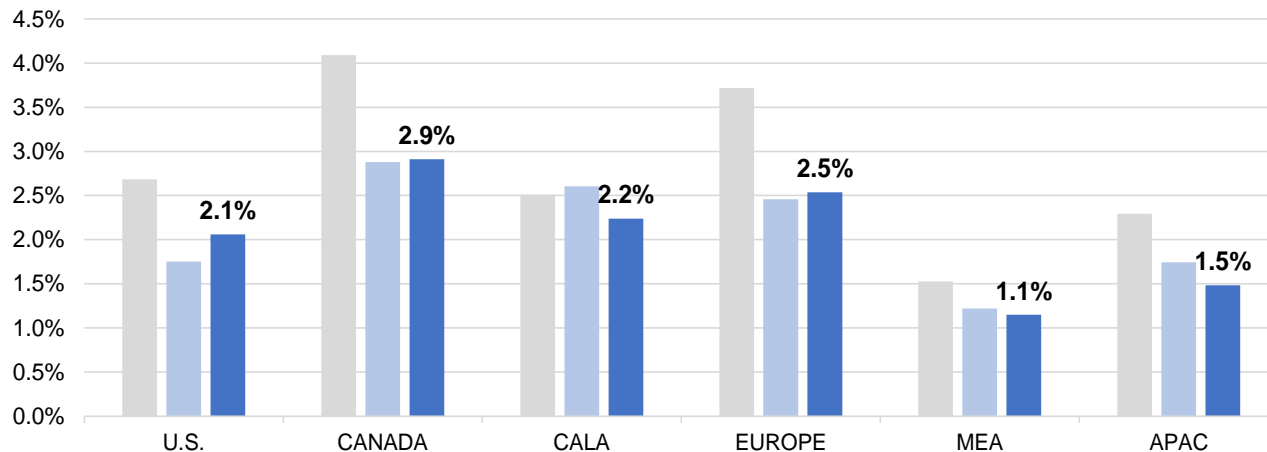


Varied Engagement Across All Regions QoQ

- Lift in CTR in July for US with more moderate increases for Canada and Europe
- CALA, MEA and APAC saw gradual decreases in CTR throughout Q4

CTR by Region

■ April ■ May ■ July



Delivered Counts

Module	July '22	MoM
US	1.5 M	+0.7%
CANADA	57.0 K	+1.6%
CALA	13.4 K	+0.6%
EUROPE	54.1 K	-0.8%
MEA	75.2 K	+1.3%
APAC	138.8 K	+0.4%
Grand Total	1.8 M	+0.7%

Engagement Trends

Varied MoM – All Levels

- CTR lifts were stronger for most Elite member levels end of Q4; Basic & non-member rates remained stable MoM
- Upper Elites (Plat.-Amb.) saw greater variances in engagement from +.5pts. to +1pt MoM

		May '22	Jun '22	Jul '22	Feb '22 - Jul '22 Engagement Trends
Non-Member	Deliv.	125.8 K	126.5 K	125.6 K	MoM -0.6% (-813)
	CTR	0.3%	0.4%	0.5%	
Basic	Deliv.	628.5 K	627.1 K	627.4 K	MoM +0.0% (+308)
	CTR	1.2%	1.2%	1.3%	
Silver	Deliv.	213.8 K	214.8 K	217.3 K	MoM +1.2% (+2.5 K)
	CTR	1.8%	1.7%	2.0%	
Gold	Deliv.	393.3 K	396.2 K	402.8 K	MoM +1.7% (+6.6 K)
	CTR	2.1%	1.9%	2.3%	
Platinum	Deliv.	168.1 K	169.4 K	171.3 K	MoM +1.2% (+2.0 K)
	CTR	2.8%	2.3%	3.0%	
Titanium	Deliv.	216.9 K	217.6 K	218.9 K	MoM +0.6% (+1.3 K)
	CTR	2.9%	2.3%	3.3%	
Ambassador	Deliv.	50.7 K	50.8 K	51.1 K	MoM +0.6% (+306)
	CTR	2.9%	2.1%	3.0%	

Stronger Engagement Overall; Comparable to Escapes in Q4

- 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 Escapes for revenue/delivered in Q4; unsub rates also strong for both mailings
- Test differentiated offer content to select segments (L2B and L3) to lift Rev/Del higher and luxury contribution rates

Engagement Data for Luxury Segments Only

Engagement	Lux MAU (May '22-Jul '22)	Ritz eNews (May '22-Jul '22)	Luxury Escapes (May '22-Jul '22)
Delivered	5.4 M	6.8 M	5.1 M
Clicks	98.1 K	95.6 K	59.2 K
CTR	1.81%	1.42%	1.17%
Unsub. Rate	0.06%	0.18%	0.07%
Bookings	911	44	495
Revenue	\$508.6 K	\$49.7 K	\$455.9 K
Rev/Del	\$0.09	\$0.01	\$0.09
% Bkgs. to Lux	13%	34%	38%
% Rev to Lux	28%	57%	66%

12-Month Performance Highlights

Year In Review

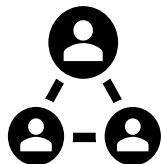
Top Performing Content

LUX MAU YEAR IN REVIEW

(August 2021 – July 2022)

Looking back on the first 12 months since Lux MAU launched in August of 2021 strong performance and audience health shown by high engagement levels and low unsub rates. This includes earning a 2021 Horizon Interactive Gold Award in the Travel Inspiration category.

REACH



Connected on average with 1.8 M luxury segment members each month

21 MILLION

Emails Delivered



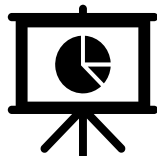
PERFORMANCE & INSIGHTS

394.1K

Unique Clicks

1.9% | 0.08%

CTR | Unsub Rate



\$2.6M

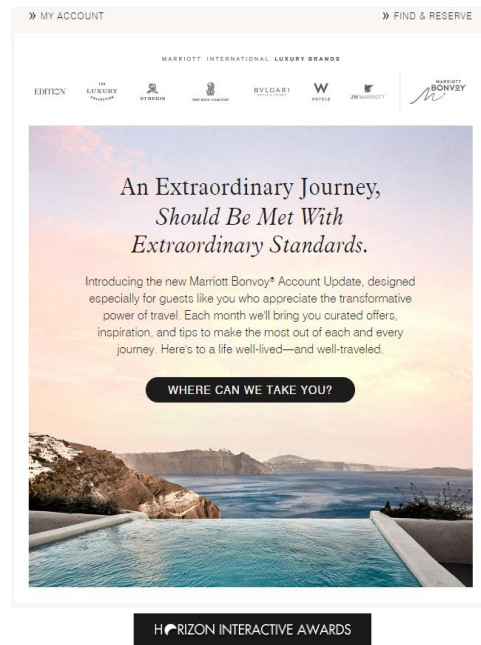
Revenue

17% | 40%

Lux Contribution
Bookings | Revenue

ONGOING TESTING

Including Subject Line,
CTA, Offer & Luxury
Segment Level



INSPIRED READERS

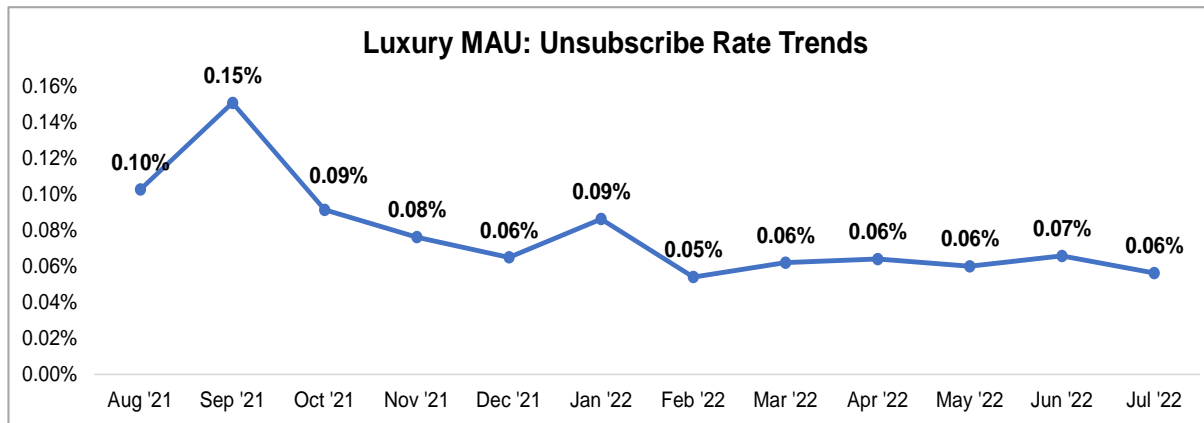
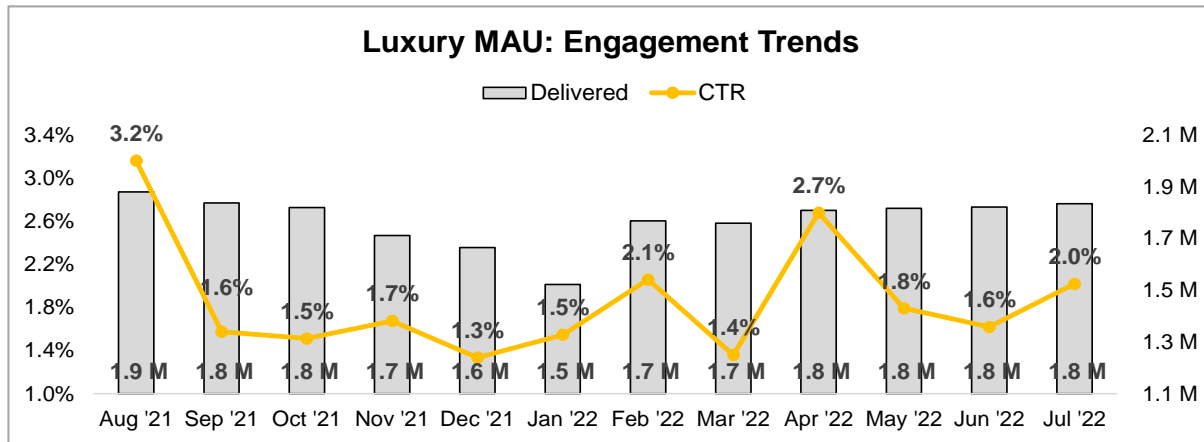
Top performing luxury content:

1. Resorts
2. New Openings
3. Travel Inspiration
4. Luxury Offers
5. Culinary

Top 5 Hero Images Include:

- 6-Across Brand Feature (Feb/Jun)
- Resorts in Santorini Lux Collection
 - St. Regis Resorts
- Reserve Announcement

Engagement Trends: Last 12 Months



YTD Engagement Metrics

Aug '21 – Jul '22

Total Deliveries: **21.0 M**

Avg. Monthly Deliveries: **1.8 M**

Total Unique Clicks: **394.1 K**

Avg. Monthly Unique Clicks: **32.8 K**

CTR: **1.9%**

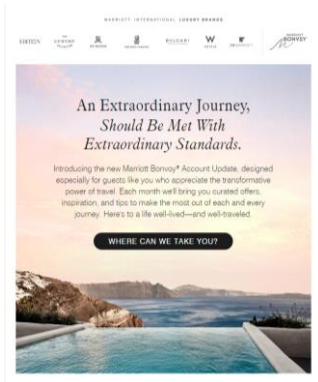
Unsub Rate: **0.08%**

Q4 showed positive engagement trends overall and strong audience health as unsub. rates continue to remain low

Opportunity exists to leverage 12-month averages as benchmark moving forward

Hero Performance: % of Clicks

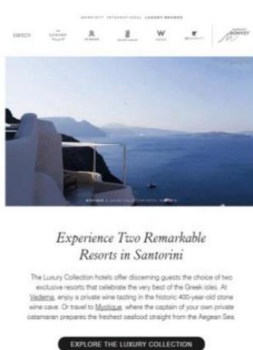
Aug: 17.5%



Sep: 21.3%



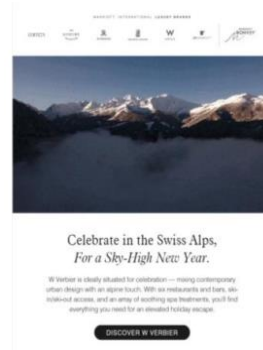
Oct: 37.2%



Nov: 24.7%



Dec: 12.6%



Jan: 26.3%



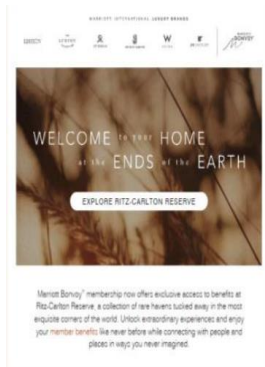
Feb: 37.7%



Mar: 18.6%



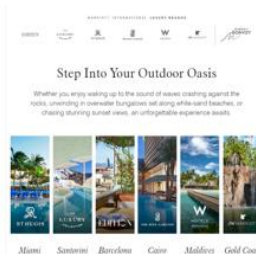
Apr: 40.46%



May: 18.1%



Jun: 34.11%

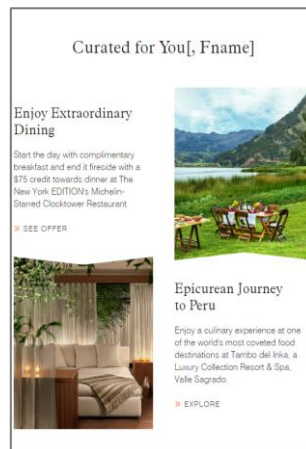
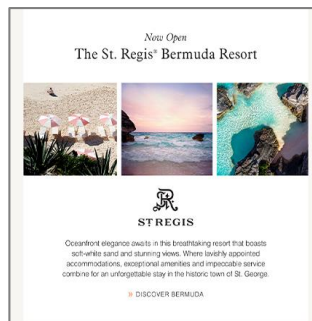
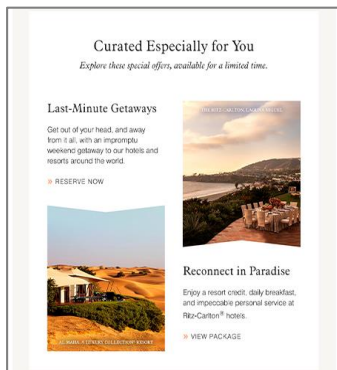


Jul: 35.52%



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

- Delivery counts for each segment L1 – L3 were relatively consistent each month from August '21 – July '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



Offer Recommendations

- Engagement in offer content was monitored each month from Dec '21 through Jul '22
- Responses were mixed across segments, but L1 consistently had the lowest performance
- Continue to test offer strategy including rolling out offer testing to other luxury segments
 - Core MAU points promotion drove significant interest from luxury segments; evaluate opportunity to serve offer to L2B and L3 for Lux MAU
 - L1 offer suppression test in market for July showed limited impact and similar engagement for those that received offer versus those that didn't. Continue to test various offer combinations to assess impact and L1 offer receptiveness

Month	Offers
Dec	Escapes, Ritz Reconnect
Jan	Escapes, Plan Ahead/Save
Feb	Escapes, Q1 GloPro, EDITION
Mar	Escapes, Q1 GloPro, Ritz JPN
May	Edition, Luxury Collection Dining
Jun	Reserve Package
Jul	Escape to Luxury, Los Cabos

Luxury Segment	Offer Content Observations (Dec '21 – Jul '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%) 	<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 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 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 - 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

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 Account Box Placement/Creative Test Headline 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 SL Test PCIQ Content Send Time Optimization (STO) 	<ul style="list-style-type: none"> PCIQ SL Test PCIQ Content Send Time Optimization (STO) 	<ul style="list-style-type: none"> PCIQ SL Test PCIQ Content Send Time Optimization (STO)

Recommendations

- Finalize decisioning and timing on account box placement/creative test
- Plan against future luxury segment offer tests to continue to gain learnings around offer responsiveness at each luxury segment level
 - Consider offering points promotion that had very strong engagement for Core to L2B and L3 audiences in an upcoming Lux MAU mailing
- Continue to assess luxury segment level content opportunities, including headline testing, for each mailing to deliver a more personalized and relevant approach
- Identify other segment versioning opportunities to test in upcoming mailings

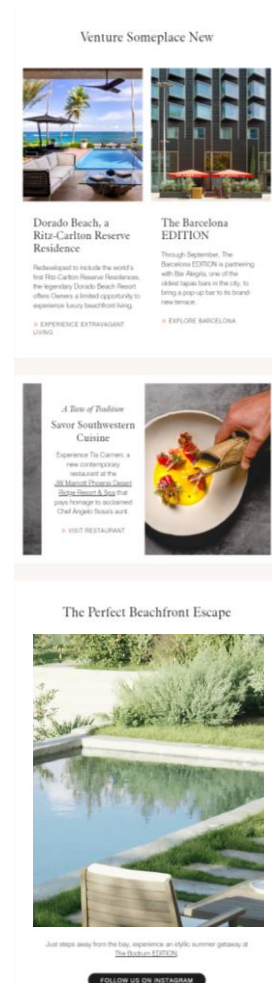
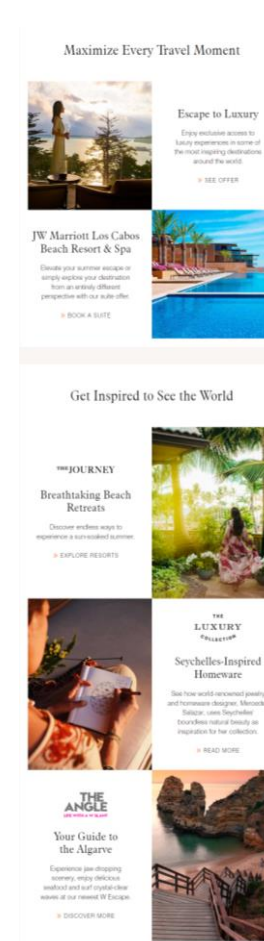
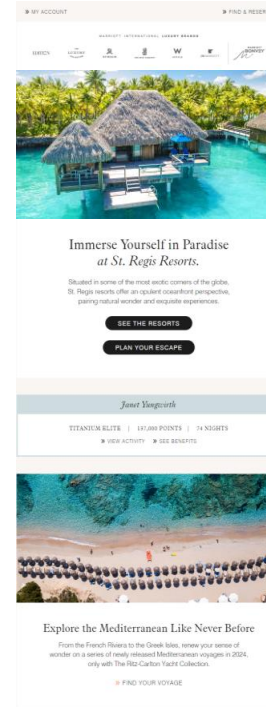
July 2022 Engagement

Luxury MAU:

Summer Travel/Breathtaking Beaches

July 14, 2022

- Subject Line:
 - SL 1: Melissa's Account Update
 - SL 2: Melissa's Account Update: Luxury Beach Resorts
 - SL 3: Melissa's Account Update: Breathtaking Beach Resorts, Travel Offers, and More
- Pre-Header:
 - Plus, discover our newest hotel opening and dining experience

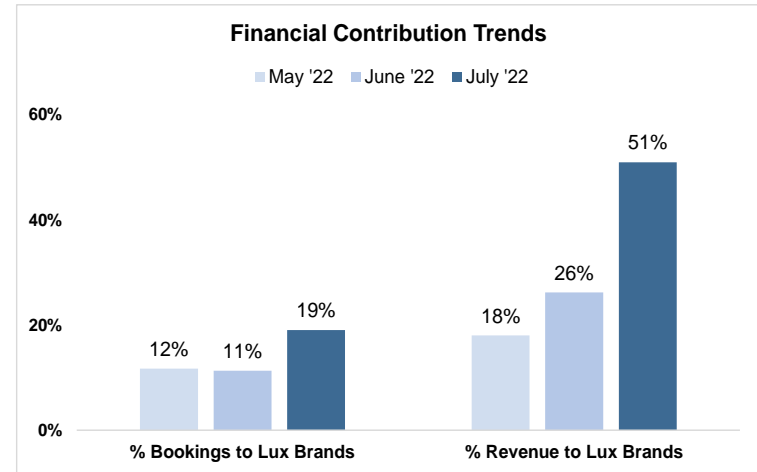


Positive Engagement Lifts in July; Compare to 6-mo average and MoM

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

Metrics	July '22	vs. Avg.	MoM
Delivered	1.8 M	+4.9%	+0.7%
Clicks	36.7 K	+14.4%	+25.5%
CTR	2.02%	+0.17 pts.	+0.4 pts.
Unsub Rate	0.06%	-0.01 pts.	-0.01 pts.
Bookings	302	-19.8%	-10.1%
Revenue	\$194.1 K	-18.6%	+10.3%

*Lux MAU Rolling 6-month Avg. includes Jan '22 – Jun '22



*Financial data source: Omniture 7-day cookie

July '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	1,814,577	174,506	
CTR	2.0%	1.4%	+0.6 pts.
Unsub Rate	0.06%	0.02%	+0.04 pts.
Revenue	\$194,143	\$13,230	
Rev/Delivered	\$0.11	\$0.08	+41.1%
Rev to Lux Brands	51.0%	11.9%	+39.1 pts.
Total Bookings	302	28	
Bkgs. to Lux Brands	19.0%	10.7%	+8.3 pts.

- CTR saw lift in comparison to control; .6pts higher in July
- Stronger booking and revenue contributions compared to control group receiving Core MAU on the same day
- Moving forward continue to trend Revenue/Delivered in order to evaluate performance and optimize future mailings

Heat Maps by Segment

July 2022

- Account box activity remains high for all segments, with L2A the highest
- Hero drove most significant activity across all segment levels featuring St. Regis Resorts
- Inspiration content drove interest from readers for module overall

% of Clicks by Segment

Modules	L1	L2A	L2B	L3	Total
Header	9.92%	8.85%	7.98%	7.64%	8.20%
Hero (CTA test)	30.98%	30.65%	36.47%	37.23%	35.52%
Member Module	27.55%	33.98%	23.61%	20.49%	24.28%
Yacht Evrima	5.05%	4.46%	6.12%	6.96%	6.04%
Offer (L1 had 50/50 test)	5.36%	7.66%	10.87%	12.22%	10.26%
Escape to Luxury	2.53%	2.52%	2.04%	2.02%	2.13%
JW Marriott Los Cabos Beach Suite	2.83%	5.14%	8.83%	10.20%	8.13%
Inspiration	5.99%	5.95%	7.74%	7.94%	7.44%
The Angle: Algarve, Portugal W Escape	2.73%	3.03%	4.83%	5.09%	4.50%
The Journey: Beach Retreats	2.16%	2.03%	2.00%	1.92%	2.01%
The Luxury Collection: Salazar	1.11%	0.89%	0.91%	0.94%	0.93%
Hotel Spotlight	3.63%	3.19%	3.71%	4.15%	3.75%
Barcelona Edition	1.03%	0.92%	0.95%	1.08%	0.98%
Dorado Beach, Ritz-Carlton Reserve	2.61%	2.27%	2.75%	3.07%	2.76%
Culinary Tia Carmen Sousa	0.90%	0.87%	0.84%	0.97%	0.88%
Instagram	1.46%	1.57%	1.87%	1.94%	1.81%
Footer	9.16%	2.81%	0.79%	0.46%	1.83%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

July '22 Offer Test

- Performed an A/B offer test for L1 segment to assess engagement with different offer types including differentiating amount of offers shown for each segment:
 - Segment A: 50% of L1 received both offers; Escape to Luxury & Cabo**
 - Segment B: 50% of L1 received one offer; Escape to Luxury**
- Although offer module drove more clicks overall for L1 segment that received both offers; overall click activity was within 7 clicks for both Segment A and B
 - For the bookings generated in July they were attributed to the member module/account box
- Continue to test offer strategy including rolling out offer testing to other luxury segments

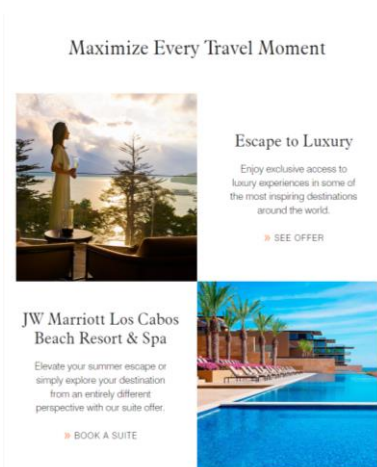
Results by Segment	L1- Cabo No	L1- Cabo Yes	Everyone Else	Total
Total Delivered	183.4 K	183.4 K	1.5 M	1.8 M
Total Clicks	2.4 K	2.4 K	38.6 K	43.5 M
Total CTR	1.33%	1.33%	2.67%	2.40%
Offer Module Clicks	72	189	4.2 K	4.4 K
Offer Module CTR	0.04%	0.10%	0.29%	0.25%
Escapes Offer Clicks	72	51	803	926
Escape Offer CTR	0.04%	0.03%	0.06%	0.05%
Cabo Offer Clicks		138	3.4 K	3.5 K
Cabo Offer CTR		0.08%	0.23%	0.19%

Performance Metrics

Lift comparison for those that received both offers

Total Clicks: **-0.29%** (7 less clicks)

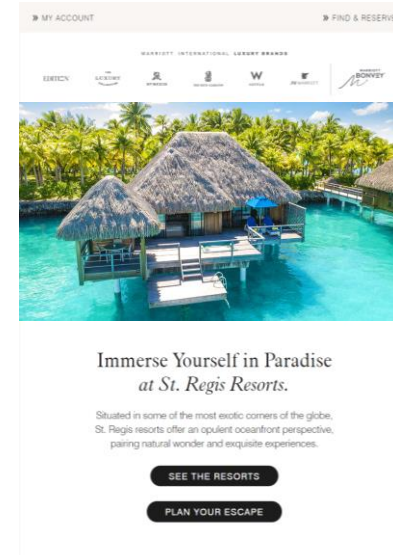
Offer Module CTR: **+0.06pts.**



July '22 Hero CTA Copy Test Results

- CTA 1: SEE THE RESORTS (Challenger)
- CTA 2: PLAN YOUR ESCAPE (Control)

HERO CTA Performance Results	L1	L2A	L2B	L3	Total
Challenger					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	872	614	5,413	2,036	8,935
Module Clicks Lift	+37%	+18%	+36%	+47%	+37%
Module CTR	0.48%	0.65%	1.10%	1.47%	0.98%
Module CTR Lift	+0.13pts.	+0.10pts.	+0.29pts.	+0.47pts.	+0.27pts.
Bookings	0	0	7	1	8
Control					
Total Delivered	183,385	94,173	491,646	138,104	907,307
Module Clicks	637	519	3,973	1,381	6,510
Module CTR	0.35%	0.55%	0.81%	1.00%	0.72%
Bookings	0	2	13	2	17



- Comparable to March Challenger drove more hero CTA clicks and a higher CTR than Control version
 - In March additional bookings were captured for Challenger whereas July had more for Control
- Evaluate August CTA copy test to determine test winner

A modern living room interior featuring a fireplace with a white tiled surround and a black metal mesh screen. A warm fire is burning in the hearth. To the left, a wooden-framed crossword puzzle hangs on the wall, with some letters filled in, including 'MARRIOTT', 'BONVOY', and 'CHICAGO'. Below the puzzle, a small table holds a container of pens and pencils and some papers. In the foreground, there are several round ottomans in shades of orange and red. To the right, a brown leather armchair with a blue cushion and a brown bag is visible. A dark wooden side table with a black spherical decorative object and a pair of glasses is next to the chair. The overall atmosphere is cozy and contemporary.

Thank You!

MARRIOTT
BONVOY

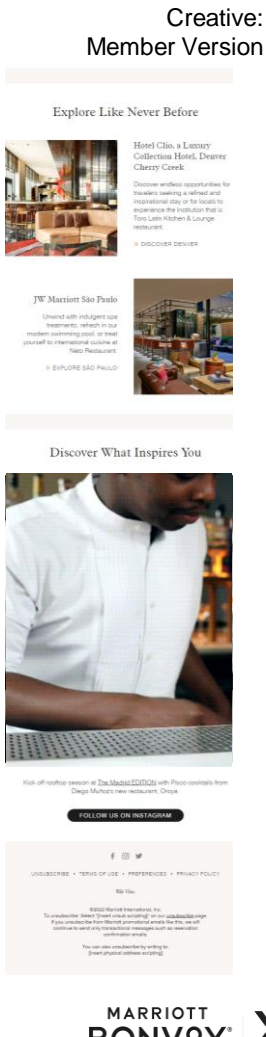
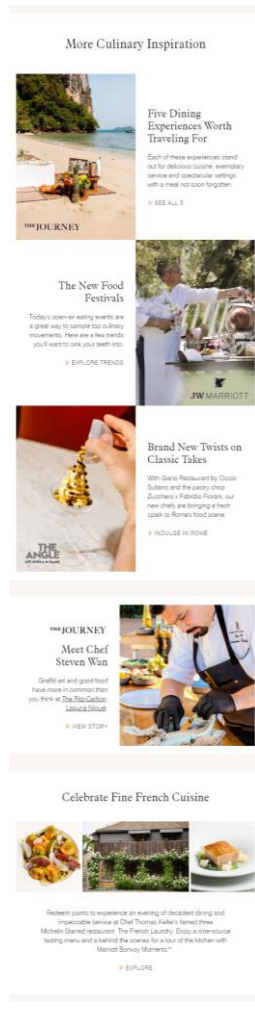
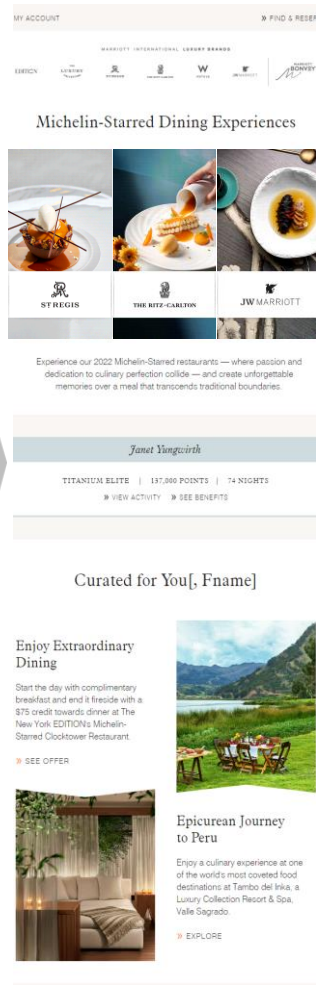
Lux MAU: May 12, 2022

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



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.

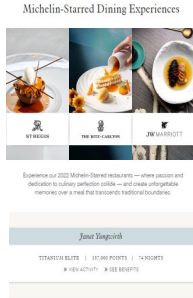
- Positive lift in CTR for Lux MAU versus Core for the first time since launch; slight difference in unsubscribe rate, but still below Bonvoy benchmark average of 0.20%
- Monthly financials impacted by recent data issues that may be understating Omniture tracking

Lux MAU Segment Heat Maps:

May 2022

(U.S. Version)

- Fairly comparable click rate in the hero among all four segments; within 3-4pts. of one another
- Member account box provided the highest click percentage, with L2A continuing to have the highest click rate per individual segment
- L2B and L3 were more interested in Inspiration and Moments content than L1 and L2A
- Clocktower Restaurant offer had highest engagement for offers; listed dinner credit value



Module	L1	L2A	L2B	L3	Total
Header	11.4%	9.1%	6.2%	6.0%	6.8%
Hero: Michelin-Starred Dining	18.1%	17.0%	18.1%	20.6%	18.1%
JW Marriot	4.2%	4.9%	6.2%	6.1%	6.0%
Ritz-Carlton	5.4%	6.2%	6.8%	6.0%	6.5%
St. Regis	4.3%	5.2%	5.9%	5.7%	5.7%
Member Account Box	35.7%	44.1%	30.7%	28.0%	31.4%
Offers	11.9%	12.4%	19.8%	21.0%	18.9%
Clocktower Restaurant	7.7%	9.2%	14.6%	15.8%	13.9%
Journey to Peru	4.1%	3.2%	5.2%	5.2%	5.0%
Inspiration	7.6%	8.5%	13.4%	15.0%	12.9%
Dining Worth Traveling For	4.4%	5.2%	8.0%	8.8%	7.7%
New Food Festivals	2.6%	2.7%	4.3%	5.1%	4.3%
Rome's Food Scene	0.7%	0.6%	1.1%	1.1%	1.0%
Culinary	1.1%	1.3%	1.5%	1.6%	1.5%
Moments	2.2%	3.0%	5.8%	6.6%	5.5%
New Hotels	1.1%	1.2%	1.7%	1.9%	1.7%
Denver Cherry Creek	0.7%	0.8%	1.2%	1.4%	1.2%
JW Marriot Sao Paulo	0.4%	0.3%	0.5%	0.5%	0.5%
Instagram	1.3%	0.9%	1.2%	1.2%	1.2%
Footer	13.7%	3.0%	0.7%	0.7%	1.9%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%

Lux MAU: June 9, 2022

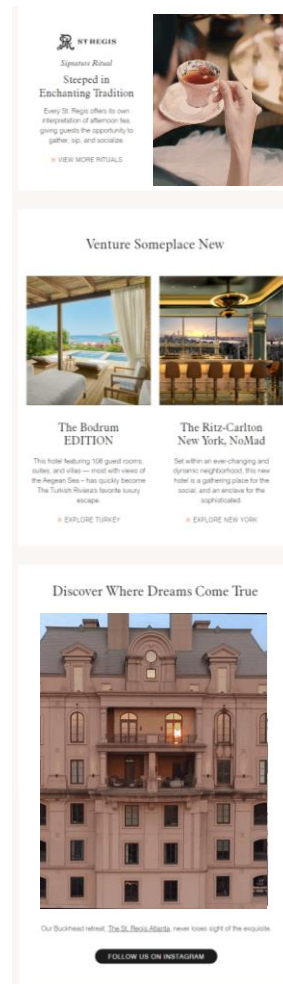
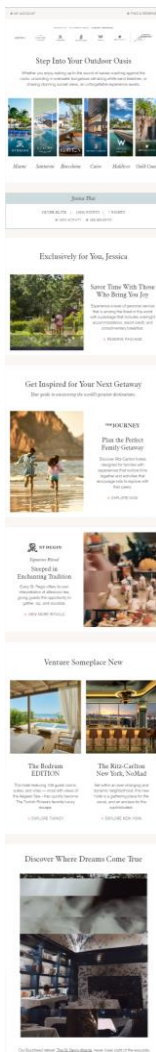
Subject Line:

[Fname's][Your]Account Update:

Summer Inspiration, Resort Offer, and
More

Pre-Header:

Plan an unforgettable getaway this
season and discover our newest hotel
openings



Creative:
Member Version

June '22 Lux MAU A/B Test Results:

Segment Level Performance

Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,802,316	178,595	
CTR	1.6%	7.93%	-6.3 pts.
Unsub Rate	0.07%	0.03%	+0.03 pts.
Revenue*	\$175,935	\$37,491	
Rev/Delivered	\$0.10	\$0.21	-53.5%
Rev to Lux Brands	26.2%	43.7%	-17.5 pts.
Total Bookings*	336	51	
Bkgs. to Lux Brands	11.3%	15.7%	-4.4 pts.

Hypothesis:

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

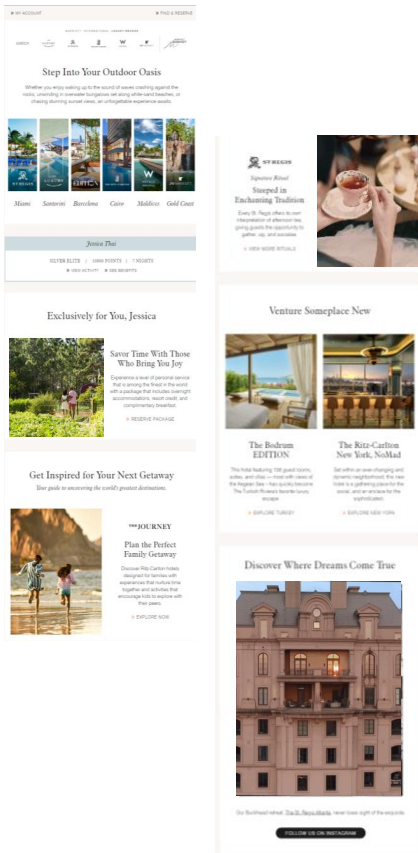
- CTR was stronger for Core MAU in June; points promotion (Spin wheel) impacting above average CTR
 - Consider offering promotion to L2B and L3 to drive lift in click engagement
- Unsub rates remain low for both Lux MAU and Core MAU indicating strong audience health
- Bookings and revenue is up overall for Lux MAU with the % to luxury brands stronger for Core MAU in the month of June

*L1/L2A missing Financial data for June. Waiting on update from data team

Lux MAU Segment Heat Maps:

June 2022


(U.S. Version)



- Hero performance 3rd highest to date with February being highest; both months have similar hero treatment
- Reserve Package generated more interest from L2B and L3 whereas L2A showed significant level of interest in the Member Account Box
- For new hotel features The Ritz-Carlton New York, NoMad outperformed the Bodrum EDITION

Module	L1	L2A	L2B	L3	Total
Header	13.06%	12.87%	10.82%	11.69%	11.49%
Hero	30.28%	28.70%	34.84%	37.13%	34.11%
Reserve Package	4.18%	4.47%	7.81%	8.15%	7.08%
Member Account Box	32.27%	42.51%	36.31%	33.19%	35.71%
Inspiration	1.93%	2.24%	1.84%	2.12%	1.94%
Signature Ritual	1.30%	1.48%	1.48%	1.74%	1.51%
New Hotels	3.66%	3.69%	4.74%	4.11%	4.37%
Bodrum EDITION	1.79%	1.48%	2.03%	1.75%	1.89%
The Ritz-Carlton New York, NoMad	1.87%	2.21%	2.71%	2.35%	2.48%
Instagram	1.20%	0.85%	1.18%	1.21%	1.16%
Footer	12.12%	3.20%	0.98%	0.67%	2.64%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Core MAU July



[MY ACCOUNT](#)
[FIND & RESERVE](#)


100,000 points
Member
XXXXXXXX1234

Firstnamelong Last

[MY BENEFITS](#)

2
Nights This Year
[VIEW ACTIVITY](#)


Activity as of 07/01/2022



Rise Above the Routine

Bespoke amenities. Exceptional service. World-class dining. Discover the extraordinary at hotel **brands** like JW Marriott®, EDITION®, and St. Regis® hotels and resorts.



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Use points to enjoy a family stay with Marriott Bonvoy Moments™ in The Curiosity Room by TED. Then journey through the interactive experience with puzzles and moments of wonder.

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TRAVELER

Discover the Best of the Best, According to Marriott Bonvoy Insiders.

Check out the top hotels and resorts in these six categories, as selected by members in our **Insiders community**.

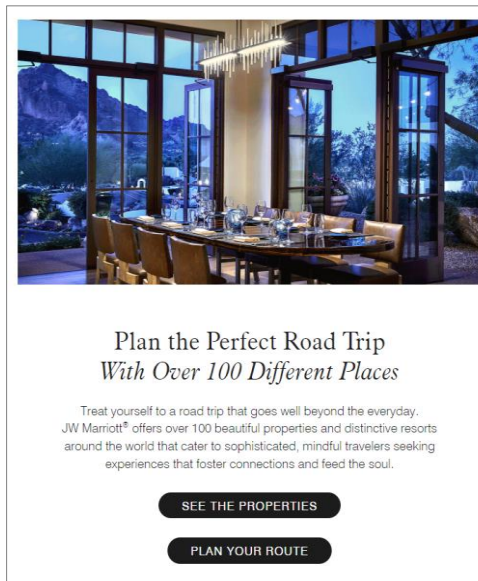







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March '22 Hero CTA Copy Test Results

- 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

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