

MARRIOTT INTERNATIONAL LUXURY BRANDS

EDITION

THE  
LUXURY  
COLLECTION

STREGIS

THE RITZ-CARLTON

W  
HOTELS

JW MARRIOTT

Luxury MAU Email Review  
September 2021

October 6, 2021

AL MAHA, A LUXURY COLLECTION DESERT RESORT & SPA, DUBAI

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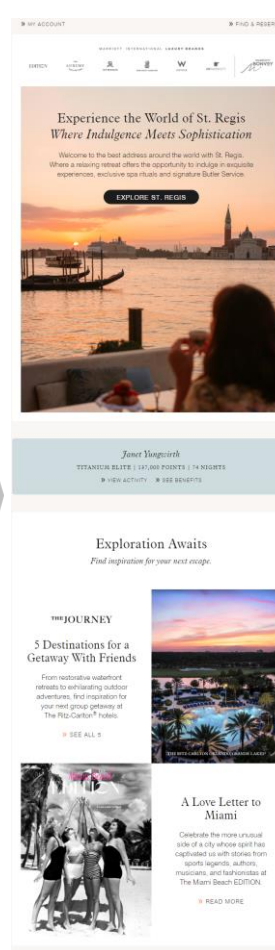
# Luxury MAU: September 9, 2021

## Subject Line:

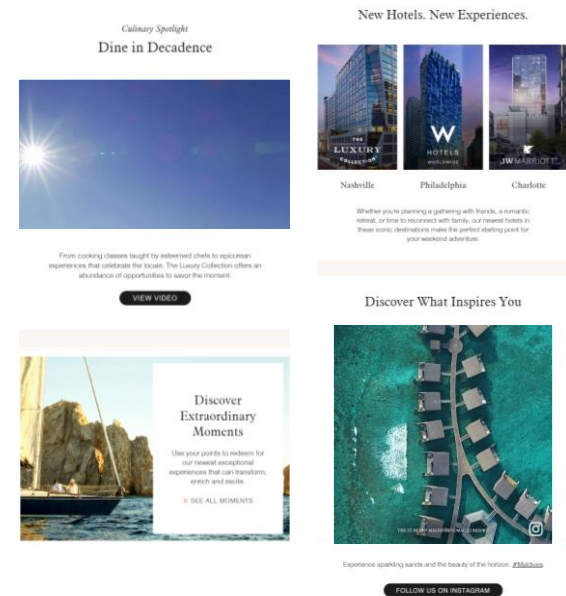
Your Account Update: Relaxing Retreats,  
Friend Getaways & More (test winner)

## Pre-Header:

Plus, 3 NEW hotels for the perfect  
weekend escape.



Creative: Member Version



# Performance Summary: September 2021

- September engagement was strong, but as expected not as high as the August launch campaign
- Email KPIs were aligned with other Sept. luxury communications (Ritz eNews & Luxury Escapes), and higher for some metrics
- Deeper insights now available from new regional and member level tracking
- Subscribers continue to respond well to “Your Account Update” branding in the subject line
  - Recognizable language from Core MAU
- Openers scrolled and engaged with content from top to bottom; account box, St. Regis hero, and brand inspiration were the top 3 performers, followed by Instagram (last module)

# Expected Engagement Shifts MoM

## Sept. '21 Performance

**1.8 M**  
Delivered

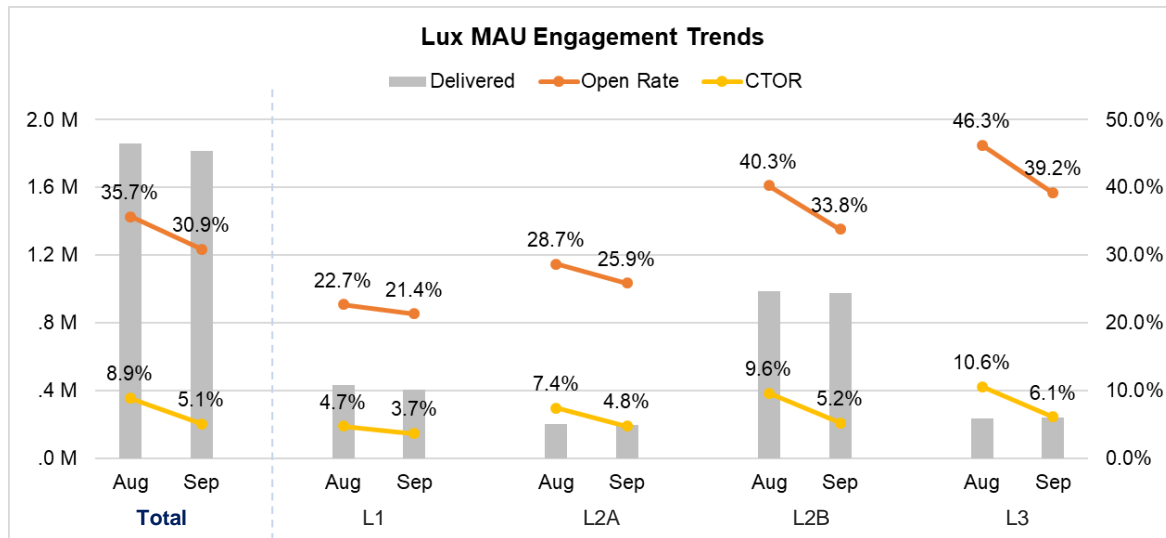
**30.9%**  
Open Rate

**1.6%**  
CTR

**5.1%**  
CTOR

**0.15%**  
Unsub. Rate

**\$207.9 K**  
Revenue  
(32% to lux brands)



- As expected, September engagement was not as high as August (launch mailing); performance influencers...
  - Aug. subject line touted “new” account update – an unrepeatable tactic (Sep. open counts -15% MoM)
  - Sep. strategy shifted towards more of an editorial approach and less offers (Sep. click counts -51% MoM)
- Revisit adding offer content to lift engagement, when relevant
- Planning for Apple’s iOS 15 update and impact on email metrics; also, will develop campaign benchmarks after Oct

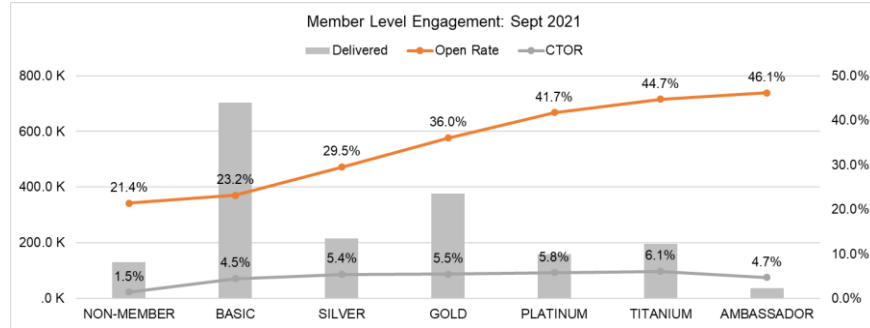
## Engagement Aligned With Other Luxury Emails

Metrics	Lux MAU Sep 9	Ritz eNews Sep 4*	Luxury Escapes Sep 15
Delivered	1.8 M	2.9 M	1.7 M
Open Rate	30.9%	25.2%	31.5%
CTR	1.6%	1.8%	1.3%
CTOR	5.1%	7.0%	4.0%
Unsub. Rate	0.15%	0.13%	0.07%

\*Unable to breakout luxury segments in Ritz eNews performance;  
showing total engagement

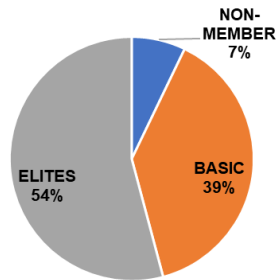
# New Segments To Watch: Member Level Engagement

## Member Level Engagement



- 54% of audience were Elite members
- Monitor Ambassador click activity and pull engagement insights from Core MAU and other luxury mailings to aid any necessary versioning

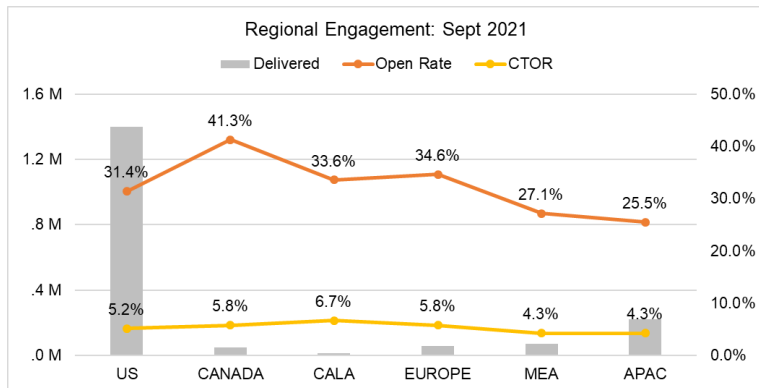
% Delivered: Sept 2021



Levels	Revenue	Rev/Del
NON-MEMBER	\$1.1 K	\$0.01
BASIC	\$62.9 K	\$0.09
SILVER	\$29.0 K	\$0.13
GOLD	\$31.8 K	\$0.08
PLATINUM	\$40.8 K	\$0.26
TITANIUM	\$38.3 K	\$0.19
AMBASSADOR	\$4.1 K	\$0.11
<b>Total</b>	<b>\$207.9 K</b>	<b>\$0.11</b>

# New Segments To Watch: Regional Engagement

## Regional Engagement



Region	Delivered	Unsub Rate
US	1.4 M	0.12%
CANADA	49.2 K	0.24%
CALA	13.9 K	0.23%
EUROPE	58.7 K	0.17%
MEA	72.0 K	0.23%
APAC	221.5 K	0.27%
Total	1.8 M	0.15%

- Audience was made up mostly of U.S. residents which drove overall results
- Continue tracking to measure impact & relevance of content for rest of world

# A/B Test Results: Aug '21 UPDATE

## 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 (75%) & Core MAU as control (25%); non-members received Lux MAU

- Overall, the Lux MAU version captured more openers than Core, but click activity was lower in comparison; all results were statistically significant

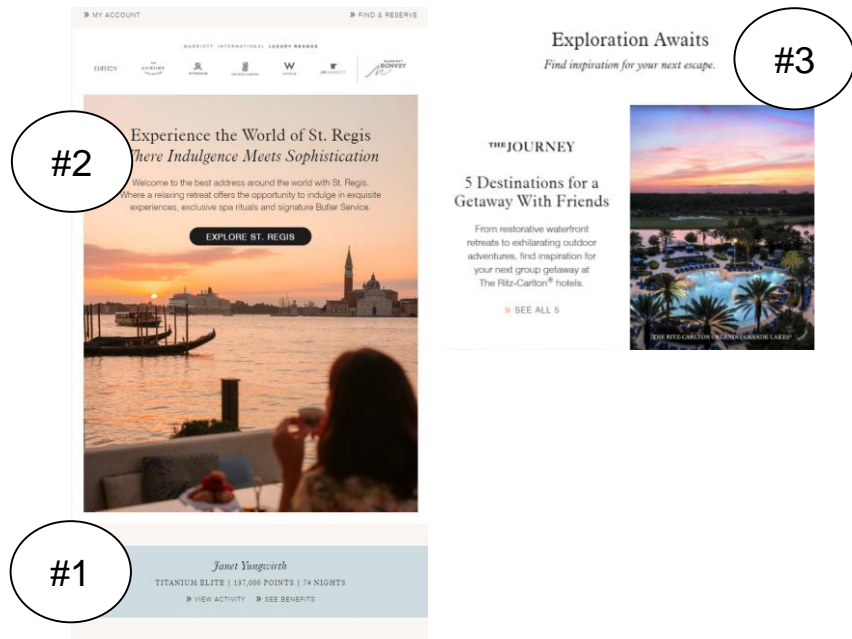
Metrics	Test Group (Lux MAU)	Control Group (Core MAU)	Lift
Delivered	1,751,963	602,638	
Open rate	36.7%	27.4%	+9.3 pts.
CTR	3.4%	6.2%	-2.8 pts.
CTOR	9.2%	22.5%	-13.4 pts.

- L1 engagement was slightly higher in Core MAU than Lux MAU
- L2A open rates were stronger in Lux MAU, but Core MAU captured slightly more clicks
- Subject line & pre-header for Lux MAU captured the attention of L2B and L3 the most, but click activity was much higher in Core MAU
  - Overall, 67% of luxury segment clicks in Core MAU went to the Q3 Points promo hero (% of clicks varied by segment: 40% = L1, 49% = L2A, and 70% for both L2B and L3)

	Test Group (Lux MAU)	Lift
Segment	L1 LUX ONLY	
Delivered	309,789	
Open rate	22.9%	-2.0 pts.
CTR	1.3%	-0.5 pts.
CTOR	5.9%	-1.4 pts.
Segment	L2A HIGH USER	
Delivered	171,897	
Open rate	29.3%	+3.9 pts.
CTR	2.4%	-0.6 pts.
CTOR	8.2%	-3.7 pts.
Segment	L2B LOW USER	
Delivered	947,856	
Open rate	40.6%	+13.0 pts.
CTR	4.0%	-3.3 pts.
CTOR	9.8%	-16.5 pts.
Segment	L3 REDEEM ONLY	
Delivered	230,042	
Open rate	46.3%	+15.4 pts.
CTR	4.9%	-5.0 pts.
CTOR	10.6%	-21.3 pts.



# Top Performing Content: Account Box, Hero, Brand Inspiration



Modules	Content	Clicks	CTR
Account Box	View Activity + See Benefits	12.9 K	0.71%
Hero	Experience...St. Regis	7.7 K	0.42%
Brand Inspiration	5 Destinations for Getaway...	3.6 K	0.20%
Instagram	Instagram	1.7 K	0.09%
Hotel Spotlight	Nashville	1.3 K	0.07%
Loyalty	Discover Extraordinary Moments	1.1 K	0.06%
Brand Inspiration	A Love Letter to Miami	1.1 K	0.06%
Hotel Spotlight	Charlotte	626	0.03%
Hotel Spotlight	Philadelphia	594	0.03%
Culinary	Dine in Decadence	488	0.03%

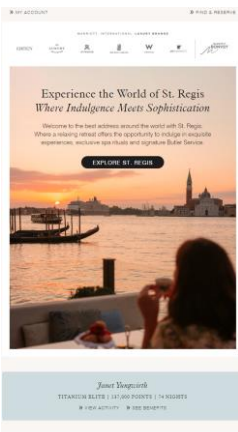
# Heat Map:

- Readers engaged in content from top to bottom
- Engaging Instagram module pulled clicks from other content; click activity +5.2 pts MoM
- Header and account box continue to drive bookings – over 80%
- Consider geo-targeting content like hotel spotlight will increase relevancy for non-U.S. audiences

**Header:**  
8.3% clks.  
45.3% bkg.

**Hero:**  
21.3% clks.  
8.4% bkg.

**Account Box:**  
35.8% clks.  
35.3% bkg.



**Brand Inspiration:**  
13.1% clks.  
1.1% bkg.



**Culinary:**  
1.4% clks.  
2.2% bkg.



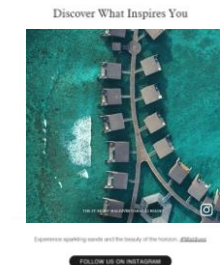
**Loyalty:**  
3.2% clks.  
0.27% bkg.



**Hotel Spotlight:**  
6.9% clks.  
7.3% bkg.



**Instagram:**  
6.1% clks.  
0.0% bkg.



**Footer (not shown):**  
4.0% clks. 0.27% bkg.



## Heat Maps by Segment September 2021

- Account box activity was high for all segments, especially L2A
- Hero, Brand Insp, and Hotel Spotlight were top for all segments, except L2A
- Loyalty content resonated more with L2B and L3; same as last month
- 2<sup>nd</sup> month of high footer clicks for L1; consider versioning – track content interests

% of Clicks by Segment

Modules	L1	L2A	L2B	L3
<b>Header</b>	<b>11.2%</b>	<b>10.5%</b>	<b>7.6%</b>	<b>6.8%</b>
<b>Hero</b>	<b>14.2%</b>	<b>16.8%</b>	<b>23.1%</b>	<b>23.5%</b>
<b>Account Box</b>	<b>33.0%</b>	<b>45.7%</b>	<b>36.2%</b>	<b>32.2%</b>
<b>Brand Inspiration</b>	<b>10.2%</b>	<b>9.3%</b>	<b>13.6%</b>	<b>15.5%</b>
5 Destinations for a Getaway With Friends	7.0%	7.0%	10.5%	12.3%
A Love Letter to Miami	3.3%	2.2%	3.1%	3.2%
<b>Culinary</b>	<b>1.7%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>2.0%</b>
<b>Loyalty</b>	<b>2.1%</b>	<b>2.4%</b>	<b>3.2%</b>	<b>4.4%</b>
<b>Hotel Spotlight</b>	<b>7.0%</b>	<b>4.3%</b>	<b>7.0%</b>	<b>7.7%</b>
Charlotte	2.0%	1.1%	1.8%	1.6%
Nashville	2.9%	2.3%	3.7%	4.2%
Philadelphia	2.2%	0.9%	1.6%	1.9%
<b>Instagram</b>	<b>5.0%</b>	<b>4.2%</b>	<b>6.4%</b>	<b>6.9%</b>
Instagram	3.8%	3.5%	5.0%	5.3%
Maldives	1.2%	0.7%	1.4%	1.6%
<b>Footer</b>	<b>15.5%</b>	<b>5.7%</b>	<b>1.8%</b>	<b>1.0%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



# Consider geo-targeting content to increase relevancy

- Hotel Spotlight featured 3 domestic cities
- Noticeable engagement difference between US and rest of world



% of Clicks by Region

Modules	US	CANADA	CALA	APAC	EUROPE	MEA
HEADER	7.5%	9.8%	12.3%	9.5%	12.9%	14.0%
Hero	21.9%	16.3%	19.5%	21.8%	19.4%	15.3%
Account Box	35.0%	46.1%	38.9%	39.3%	30.5%	37.9%
Brand Inspiration	14.0%	9.6%	10.7%	8.9%	11.5%	10.1%
Culinary	1.3%	1.1%	0.8%	1.6%	2.1%	1.6%
Loyalty	3.2%	2.9%	3.5%	2.5%	5.0%	1.8%
Hotel Spotlight	7.6%	3.6%	3.2%	4.3%	4.9%	4.9%
Instagram	6.0%	6.1%	7.7%	6.0%	7.3%	6.4%
Footer	3.5%	4.5%	3.5%	6.1%	6.4%	8.1%
Grand Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



- Also consider for Brand Inspiration





# Heat Maps by Segment August 2021

- Account box captured the most clicks
- High header/footer clicks for L1; monitor for patterns
- Loyalty content stronger with L2B and L3 segments
- Offer content resonated with all segments; engagement near or higher than hero

% of Clicks by Segment

Modules	L1	L2A	L2B	L3
<b>HEADER</b>	<b>10.3%</b>	<b>8.4%</b>	<b>5.1%</b>	<b>4.8%</b>
<b>HERO</b>	<b>13.6%</b>	<b>14.0%</b>	<b>18.3%</b>	<b>17.9%</b>
<b>ACCOUNT BOX</b>	<b>41.7%</b>	<b>44.7%</b>	<b>32.9%</b>	<b>29.7%</b>
<b>LOYALTY</b>	<b>3.4%</b>	<b>4.6%</b>	<b>7.2%</b>	<b>8.0%</b>
Adventure Awaits	1.6%	2.4%	3.0%	3.1%
Savor the Moment	1.8%	2.2%	4.2%	4.9%
<b>OFFERS</b>	<b>10.6%</b>	<b>11.7%</b>	<b>16.9%</b>	<b>18.1%</b>
Last-Minute Getaways	5.5%	6.2%	9.6%	9.9%
Reconnect in Paradise	5.1%	5.5%	7.3%	8.2%
<b>BRAND INSPIRATION</b>	<b>4.1%</b>	<b>4.4%</b>	<b>7.9%</b>	<b>8.2%</b>
Hello, Mexico City	0.9%	0.9%	1.4%	1.3%
Travel Off-the-Radar	3.1%	3.5%	6.5%	7.0%
<b>HOTEL SPOTLIGHT (Bermuda)</b>	<b>4.4%</b>	<b>6.7%</b>	<b>9.1%</b>	<b>10.9%</b>
<b>CULINARY (A Feast for the Senses)</b>	<b>0.6%</b>	<b>0.4%</b>	<b>0.7%</b>	<b>0.9%</b>
<b>INSTAGRAM</b>	<b>1.1%</b>	<b>1.0%</b>	<b>1.0%</b>	<b>0.9%</b>
<b>FOOTER</b>	<b>10.2%</b>	<b>4.0%</b>	<b>1.0%</b>	<b>0.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



# Subject Line Test Results

- Branding test that used the standard Core MAU version “Your Account Update” (1), personalization (2), and month (3)
- Standard version was selected winner and generated significantly higher open rates; also drove more click activity
- Plans are in place to continue testing subject line tactics

Subject Line	Delivered	Opens	Open Rate	Lifts	Clicks	CTR	CTOR
<b>1. Your Account Update: Relaxing Retreats, Friend Getaways &amp; More</b>	<b>181,691</b>	<b>54,881</b>	<b>30.2%</b>		<b>3,397</b>	<b>1.9%</b>	<b>6.2%</b>
2. Janet's Account: Relaxing Retreats, Friend Getaways & More	181,723	49,644	27.3%	+2.9 pts.	2,852	1.6%	5.7%
3. September Update: Relaxing Retreats, Friend Getaways & More	181,744	46,362	25.5%	+4.7 pts.	2,198	1.2%	4.7%
Pre-header: Plus, 3 NEW hotels for the perfect weekend escape.							

# Recommendations

- Establish benchmarks after 3 months for comparison against future mailings; evolve to rolling 12-month average
- Revisit adding offer content to lift engagement, when relevant
- Consider geo-targeting content like hotel spotlight will increase relevancy for non-U.S. audiences and lift click activity
- Continue tracking content interests by luxury segment; insights will help inform personalization efforts
  - Deeper dive conducted for quarterly review (Aug-Oct)

# Luxury Newsletter Roadmap 2021-2022



**Goal:** Grow revenue contribution and overall engagement from luxury segmentation through thoughtful content curation and an elevated marketing experience

	Q3 2021			Q4 2021			Q1 2022		
	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March
<b>Launch</b>	<ul style="list-style-type: none"> <li>- Define Lux MAU email strategy &amp; approach (July)</li> <li>- Document content &amp; creative strategies (July)</li> <li>- Create control groups for A/B test (July)</li> </ul>								
<b>Tracking &amp; Segmentation</b>	<ul style="list-style-type: none"> <li>- Set-up segmentation tracking (Sep)</li> <li>- Monitor &amp; track segment level engagement</li> </ul>			<ul style="list-style-type: none"> <li>- Establish email benchmarks (Oct)</li> </ul>			<ul style="list-style-type: none"> <li>- Look for opportunities to expand segmentation (refresh segments, leverage 3rd party data)</li> </ul>		
<b>Testing &amp; Optimization</b>	<ul style="list-style-type: none"> <li>- A/B Test Lux MAU &amp; BAU MAU (Aug.)</li> <li>- Start subject line / pre-header testing (Sep.)</li> </ul>			<ul style="list-style-type: none"> <li>- Ongoing subject line &amp; pre-header optimization</li> <li>- Test creative elements: images, CTAs, headlines</li> <li>- Test geo-targeting and versioning content</li> </ul>			<ul style="list-style-type: none"> <li>- Ongoing subject line &amp; pre-header optimization</li> <li>- Test creative elements: images, CTAs, headlines</li> <li>- Test geo-targeting and versioning content</li> </ul>		





A thick, orange, hand-drawn style wavy line that starts from the left edge of the frame, curves upwards and to the right, then downwards and to the right, ending with a small orange circle.

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# Luxury MAU Performance: September 2021

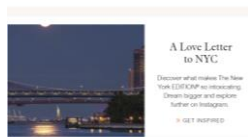
## By Luxury Segments

Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate	Bookings	Revenue
L1 LUX ONLY	403.4 K	86.1 K	21.4%	3.2 K	0.8%	3.7%	0.3%	28	\$23.9 K
L2A HIGH USER	198.3 K	51.3 K	25.9%	2.4 K	1.2%	4.8%	0.2%	30	\$11.9 K
L2B LOW USER	977.7 K	330.6 K	33.8%	17.3 K	1.8%	5.2%	0.1%	233	\$143.2 K
L3 REDEEM ONLY	238.5 K	93.5 K	39.2%	5.7 K	2.4%	6.1%	0.1%	80	\$28.9 K
<b>Total</b>	<b>1.8 M</b>	<b>561.5 K</b>	<b>30.9%</b>	<b>28.7 K</b>	<b>1.6%</b>	<b>5.1%</b>	<b>0.15%</b>	<b>371</b>	<b>\$207.9 K</b>
<b>MoM</b>	<b>-2.3%</b>	<b>-15.4%</b>	<b>-4.78 pts.</b>	<b>-51.3%</b>	<b>-1.59 pts.</b>	<b>-3.77 pts.</b>	<b>+0.05 pts.</b>	<b>-50.6%</b>	<b>-42.7%</b>

# Luxury Escapes Performance: September 15, 2021



- Subject Line: Escape to Luxury
- Preheader: Enhance your next stay with a credit of up to \$300.



Segment Code	Delivered	Opens	Open Rate	Clicks	CTR	CTOR	Unsub Rate
L1 LUX ONLY	274.8 K	71.0 K	25.83%	1675	0.61%	2.36%	0.23%
L2A HIGH USER	157.0 K	44.2 K	28.17%	1340	0.85%	3.03%	0.12%
L2B LOW USER	1034.3 K	333.4 K	32.23%	14428	1.39%	4.33%	0.04%
L3 REDEEM ONLY	266.8 K	96.4 K	36.14%	4531	1.70%	4.70%	0.03%
Everyone Else	361.7 K	115.0 K	31.79%	4216	1.17%	3.67%	0.11%
<b>Total</b>	<b>2.1 M</b>	<b>660.0 K</b>	<b>31.51%</b>	<b>26190</b>	<b>1.25%</b>	<b>3.97%</b>	<b>0.08%</b>

# 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