



Marriott Bonvoy Retargeting Email Series Updates

September 2021

MARRIOTT
BONVOY

data
axle



Current Email Campaigns

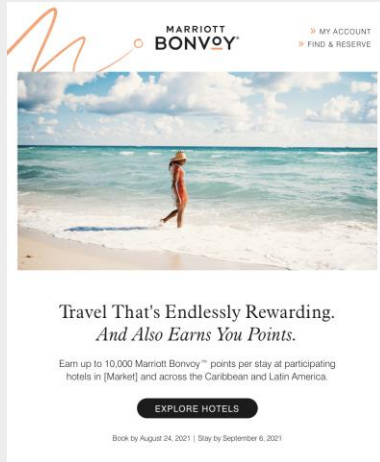
[Retargeting Hub](#)

1. [Dreaming of Travel](#) – *paused (consider reinstating)*
2. [Exploring Destinations & Properties](#)
3. [Dated Search](#)
4. [Book Your Vacation](#)
5. [Getaway Reminder](#)
6. [Booking Reminder](#)

Recommendations



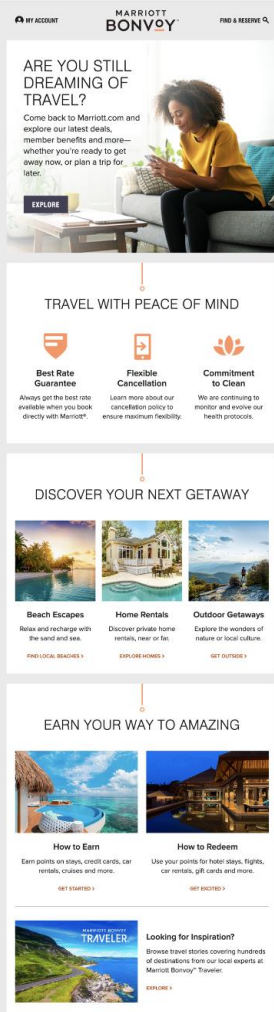
ALL Campaigns



Suggested Changes:

- Update to new brand guidelines
- Modify “Travel With Peace of Mind” and remove flexible cancellation. Focus on Best Rate Guarantee.





Email 1: Dreaming of Travel

Audience: Visited a loyalty page, Bid on Moments, Read Travel Inspiration

Suggested Changes:

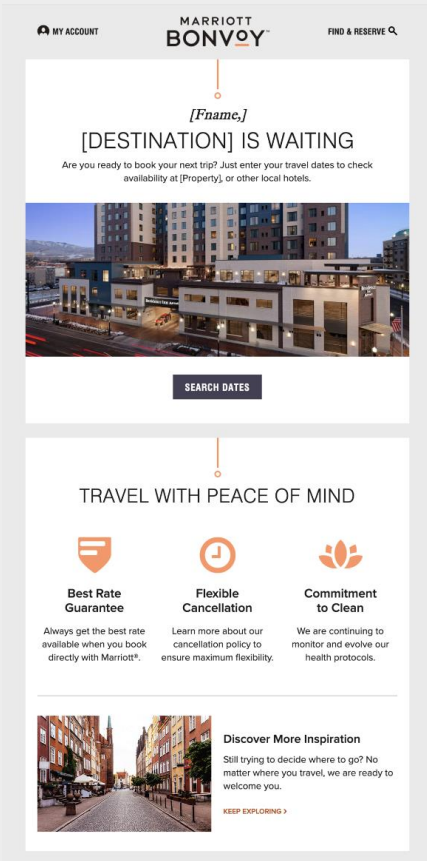
- Replace secondary with 5-up Nav Bar including Beach Escapes, Wellness, Outdoor, Road Trips, etc. *(use PCIQ here with 10-15 options)*
- HVMI, Weekend Escapes, Moments – loyalty offers
- Remove Earn/Redeem – focus on above instead
- Amend Traveler (include in Nav Bar)

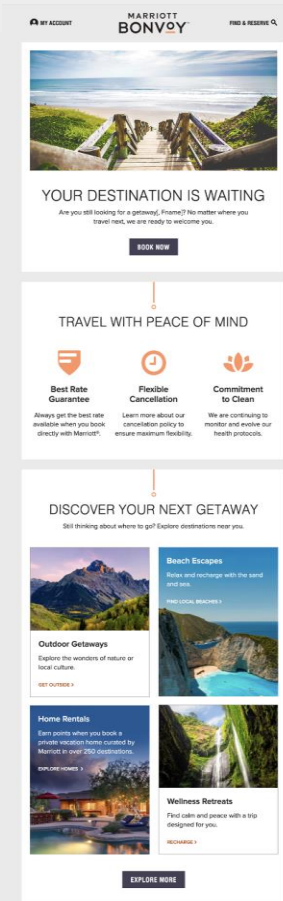
Email 2: Exploring Destinations & Properties

Audience: Visited 1+ property page AND did not complete a dated search

Suggested Changes:

- Replace secondary with 5-up Nav Bar including Beach Escapes, Wellness, Outdoor, Road Trips, etc. *(use PCIQ)*
- Add property from rates for visited and nearby
- Show nearby properties *(need to discuss business rules i.e. category level, zip code data)*
- Confirm property image pull-in AND fallback image





Email 3: Dated Search

Audience: Completed dated search AND did not visit a property page

Suggested Changes:

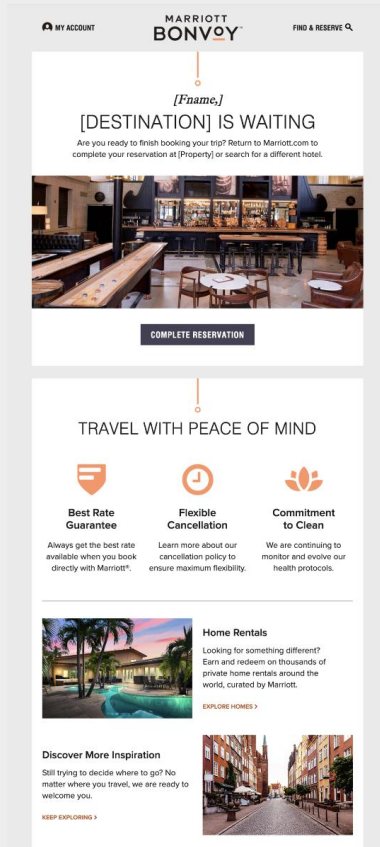
- Include date range of search
- Include [Destination] in headline
- Recommend properties (*need to develop business rules*)
- Add Global Promo or other offers when available to encourage booking now
- Remove secondary to focus message on completing original booking intent

Email 4: Book Your Vacation

Audience: Completed dated search AND visited 1+ property pages

Suggested Changes:

- Consider pulling in property “from rates” if possible
- Consider pulling in link to property page if possible
- Consider pulling in recommended properties (*need business rules*)
- Consider adding Traveler city guides for your destination or search functionality (*if destination = xxx, use guide URL, if not, use search URL [https://traveler.marriott.com/search/?s=\[destination\]](https://traveler.marriott.com/search/?s=[destination])*)
- Confirm property image pull-in AND fallback image

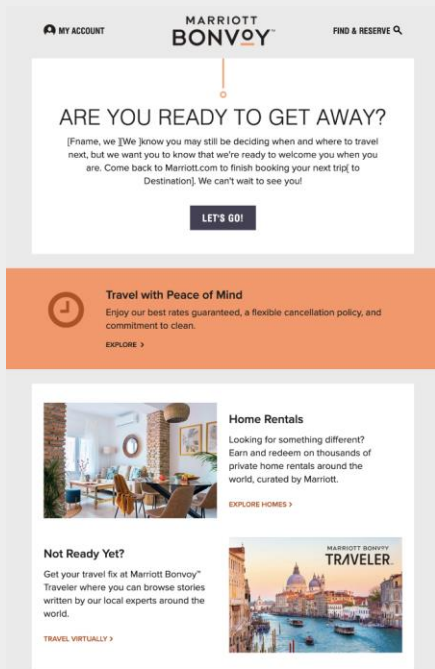


Email 5: Getaway Reminder

Audience: Received campaign 2 or 3, opened email AND did not complete booking

Suggested Changes:

- Add imagery to hero (*use PCIQ*)
- Replace secondary with 5-up Nav Bar including Beach Escapes, Wellness, Outdoor, Road Trips, etc. (*use PCIQ*)
- HVMI, Weekend Escapes, Moments – loyalty offers

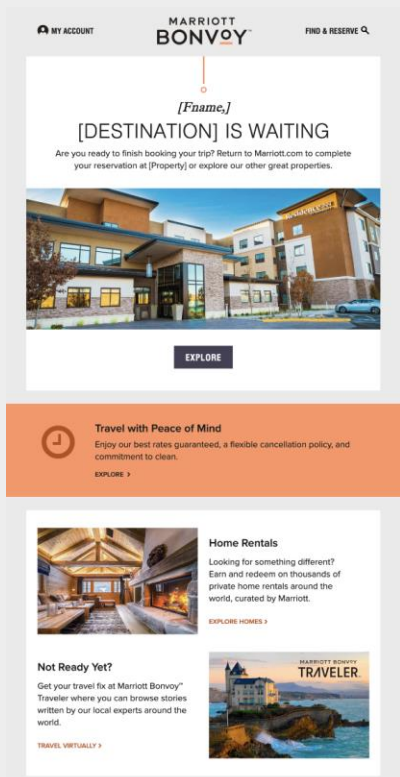


Email 6: Booking Reminder

Audience: Received campaign 4, opened email, AND did not complete booking

Suggested Changes:

- Consider pulling in property “from rates” if possible
- Include property recommendations
- Replace secondary with 5-up Nav Bar including Beach Escapes, Wellness, Outdoor, Road Trips, etc. (use PCIQ)
- Confirm property image pull-in AND fallback image



Next steps and timing





Next steps

1. Confirm PCIQ SL implementation and review results from Epsilon and modify accordingly
2. Confirm possibility to include:
 - PCIQ for 5-up Nav Bar
 - Searched date ranges
 - From rates
 - Property page URL's
 - Nearby properties
 - Relevant Traveler URL's
3. Create timeline for review and implementation
4. Confirm work stream and key stakeholders
5. Align on recommendations and begin design

Thank you

