

# January 2016 Marriott Rewards Email Program Review

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# January 2016 Summary Program Review

# Jan 2016 Key Storylines

- ❖ **Spring MegaBonus launched late January, impacting overall program performance**
  - YoY clicks dropped 17.5% & bookings dropped 15.9%
  - eNews did not feature MegaBonus & bookings per delivered (K) decreased 76% YoY
- ❖ **When MegaBonus did launch, its touchpoints generated more bookings at a higher booking per delivered(K) than 2015 Spring & Fall equivalents**
- ❖ **PO campaigns overall engagement continued to improve as Jan was the 2<sup>nd</sup> highest Open & Click to Open rate since launch**
- ❖ **PO segments demonstrated different engagements to MegaBonus & propensity modeled Field Offers that can further optimize their respective experiences**
- ❖ **Hotel Specials passed a 20% Open rate for the first time in the past 12 months due to subject line optimization**
- ❖ **Amount of travel content correlated with higher click engagement with Concierge & PO Destinations mailings**



# Executive Summary: Jan 2016

		Hotel							Project	
		Program	eNews	Specials	Solos	Concierge	Lifecycle	MRCC	METT	Orange
Audience	Audience*	16.3 M								
	Total Delivered	85.8 M	10.5 M	8.1 M	31.5 M	12.4 M	3.5 M	10.9 M	5.6 M	3.2 M
		19.5%	-0.2%	-9.0%	11.6%	142.9%	28.5%	12.5%	-14.2%	
	Unsub Rate	0.30%	0.28%	0.00%	0.34%	0.34%	0.50%	0.40%	0.19%	0.11%
Engagement		+0.1%	+0.1%	-0.2%	+0.2%	+0.1%	-0.0%	+0.1%	+0.0%	
	Delivery Rate	-	99%	-	99%	99%	96%	99%	96%	-
		-	-0.2%	-	+0.1%	-0.4%	-2.5%	-0.3%	-3.5%	
	Open Rate	23.8%	22.2%	20.3%	26.2%	18.4%	36.2%	21.3%	25.3%	28.6%
Financial		-1.2 pts	-4.9 pts	-2.5 pts	+1.7 pts	-6.0 pts	-1.0 pts	-0.6 pts	-1.5 pts	
	Opens	20.5 M	2.3 M	1.7 M	8.2 M	2.3 M	1.3 M	2.3 M	1.4 M	917.3 K
		14.0%	-18.2%	-19.1%	19.5%	83.3%	25.0%	9.1%	-19.0%	
	Click Rate	2.1%	2.7%	1.9%	2.3%	1.1%	7.3%	0.6%	0.9%	3.6%
Financial		-0.9 pts	-3.8 pts	-0.3 pts	-0.7 pts	-0.3 pts	-1.4 pts	-0.1 pts	-0.0 pts	
	Unique Clicks	1.8 M	281.7 K	157.5 K	736.3 K	137.8 K	254.7 K	66.6 K	52.7 K	115.2 K
		-17.5%	-58.8%	-22.8%	-14.0%	85.8%	8.2%	-6.0%	-12.3%	
	Click to Open Rate	8.8%	12.0%	9.5%	8.9%	6.0%	20.1%	2.9%	3.7%	12.6%
Financial		-3.4 pts	-11.9 pts	-0.5 pts	-3.5 pts	+0.1 pts	-3.1 pts	-0.5 pts	+0.3 pts	
	Bookings	181.1 K	21.0 K	10.4 K	89.6 K	11.7 K	20.9 K	6.3 K	5.2 K	16.1 K
		-14.9%	-75.8%	-38.4%	33.1%	30.8%	-10.1%	45.4%	-8.9%	
	Revenue	\$69.1 M	\$8.3 M	\$3.9 M	\$33.1 M	\$4.1 M	\$8.6 M	\$2.5 M	\$2.0 M	\$6.7 M
Financial		-16.2%	-75.5%	-36.8%	27.1%	35.1%	-9.9%	38.5%	-2.3%	
	Conversion Rate	10.0%	7.5%	6.6%	12.2%	8.5%	8.2%	9.4%	9.8%	14.0%
		+0.3 pts	-5.2 pts	-1.7 pts	+4.3 pts	-3.6 pts	-1.7 pts	+3.3 pts	+0.4 pts	
	Bookings per Delivered(K)	2.1	2.0	1.3	2.8	0.9	6.0	0.6	0.9	5.0
Financial		-28.9%	-75.7%	-32.4%	19.2%	-46.2%	-30.0%	29.3%	6.1%	

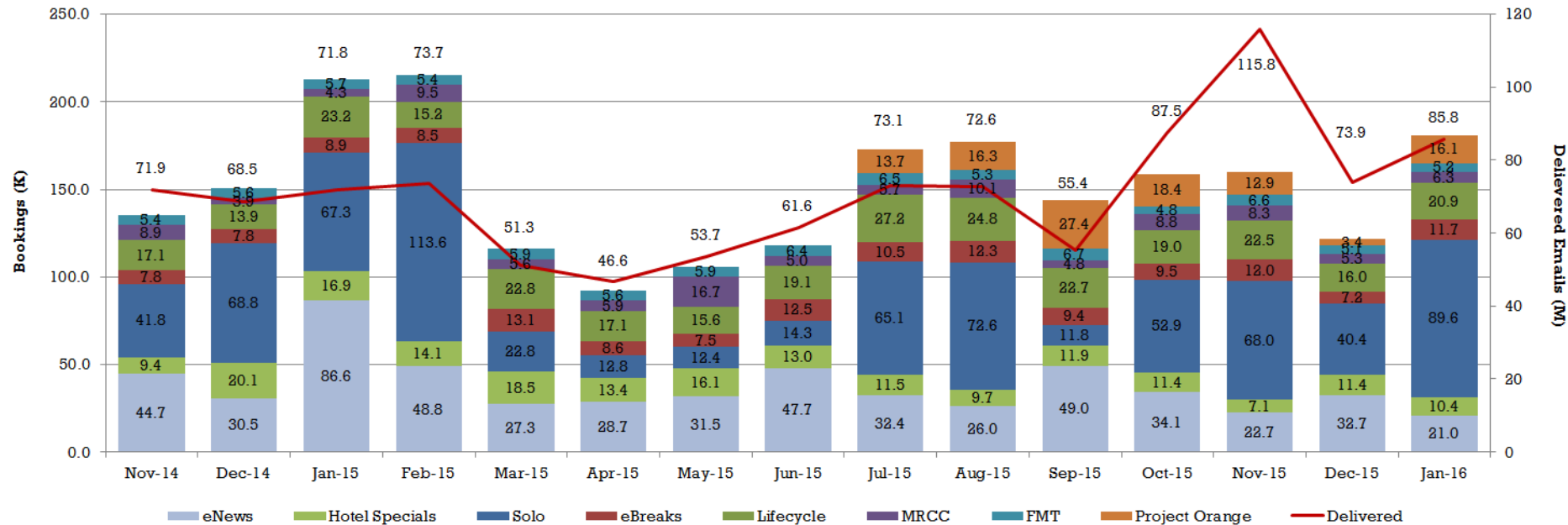
\* Calculated using Mailable Openers\*\* from Active, Inactive, and Non Member Counts

\*\* Total Mailable minus anyone who has not clicked/opened an email in past 15 months

## Program Summary

- Compared to Jan '15, deliveries increased 19.5% while bookings decreased 14.9%, resulting in a decrease of 28.9% of booking per delivered (K)
  - Fall MegaBonus did not launch until 1/27 and was not featured in Jan eNews
- Hotel Specials performance followed recent trends with a typical YoY delta in email KPIs and bookings
- Solos generated 33.1% more bookings YoY
  - When MegaBonus did launch its touchpoints generated more bookings than the same 2015 MegaBonus touchpoints
- Concierge volume is 142.9% higher due to ongoing addition of new members, which created volume lift with drops in Open & Conversion rates
- Lifecycle Incent Redemption launched in Jan'15 to over 10x the monthly avg audience, whose bookings drove the YoY increase

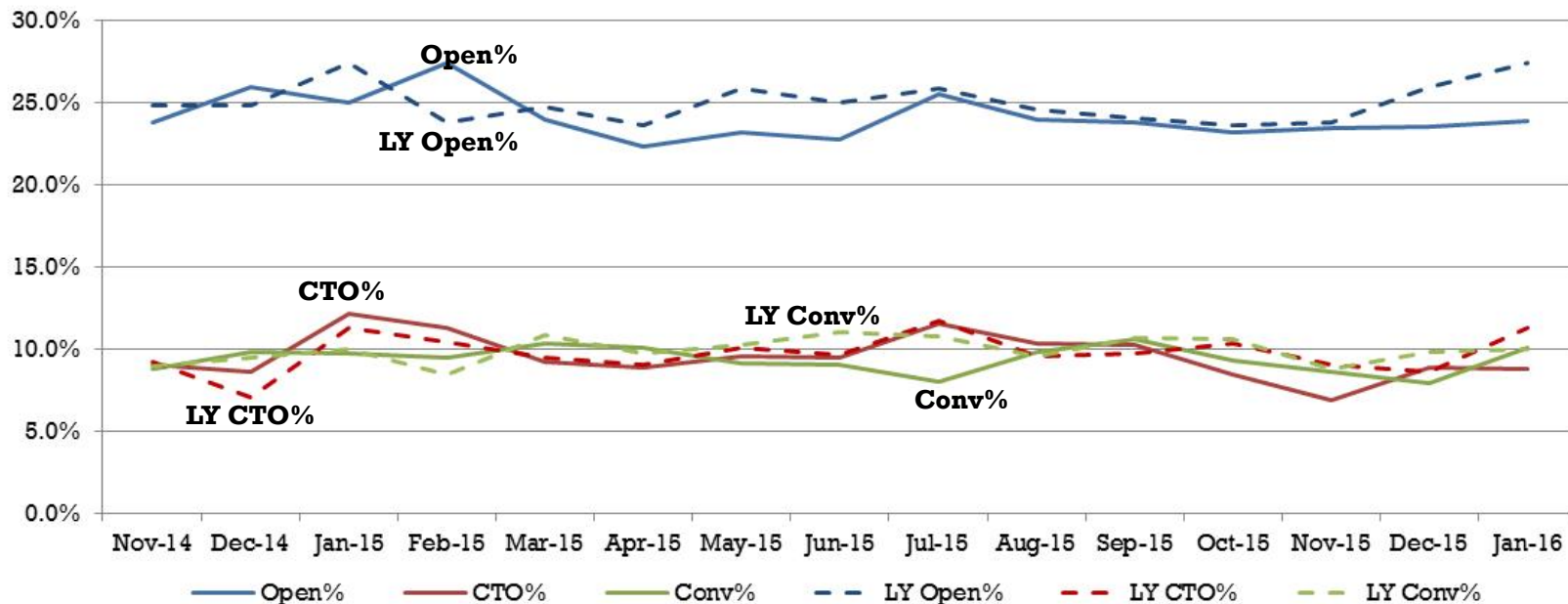
# Executive Summary: Jan 2016



## Observations

- Despite the high overall volume of emails delivered, January bookings fell by 15% due to lack of MegaBonus feature in eNews

# MoM & YoY KPI trends: Jan 2016



## Observations

- YoY Open rates decreased due to eNews (lack of MegaBonus)
- YoY Click to open decreased due to eNews (lack of MegaBonus) & Delta/Protea Solo (high volume, low 3.5% CTO)



# January 2015 Campaign Highlights

Jan Spring MegaBonus  
+ generated 72.7 K bookings &  
\$26.6 M

# Spring '16 Jan touchpoints generated better response than their 2015 equivalents

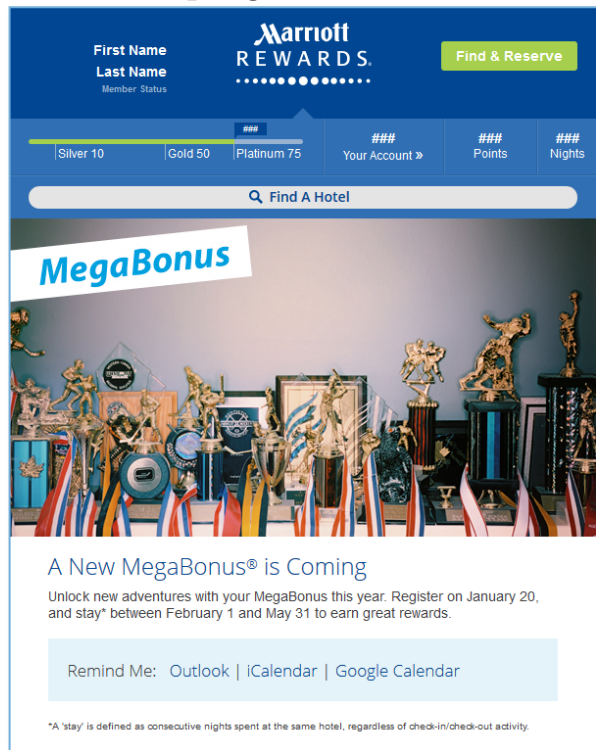
Spring '16 Jan touchpoints generated more bookings & a higher booking/delivered than the same touchpoints in 2015:

- Preview
- Announcement
- 1<sup>st</sup> month of Registration confirmation

MegaBonus Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Spring '15	14.39 M	47.5 K	\$17.75 M	26.4%	17.8%	7.0%	3.3
Fall '15	16.02 M	70.2 K	\$25.53 M	26.1%	15.8%	10.7%	4.4
Spring '16	15.74 M	72.7 K	\$26.55 M	26.9%	13.0%	13.2%	4.6

# Spring '16 Preview Open rates were the highest

## Spring 2016 Preview



MB Preview	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Spring '15	5.99 M	9.8 K	\$3.38 M	24.1%	9.7%	7.0%	1.6
Fall '15	6.73 M	15.2 K	\$5.57 M	24.2%	9.5%	9.9%	2.3
Spring '16	7.87 M	25.6 K	\$9.85 M	28.7%	8.6%	13.1%	3.3

### Observations

- The Preview email continued to generate high engagement rates despite a lack of booking CTA
- The Spring '16 Preview generated an 18.6% higher Open rate than previous mailings which helped net a higher booking per delivered (K)
- **The subject line may have created more anticipation than previous versions and should be a model of future mailings**

Spring '16: *The All-New MegaBonus® is Coming*

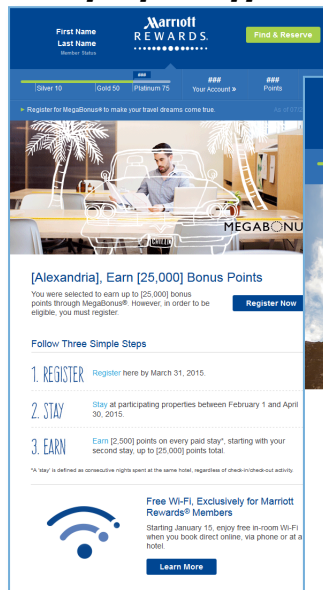
Fall '15: *Register for MegaBonus Aug 19th*

Spring '15: *Register for MegaBonus Dec 18th*

# Announcement had the lowest Open rates but highest Conversion rates

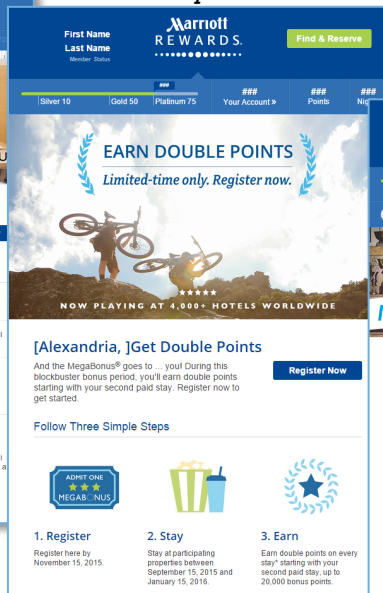
## Spring 2015

Register for MegaBonus,  
earn up to [XX,000] points



## Fall 2015

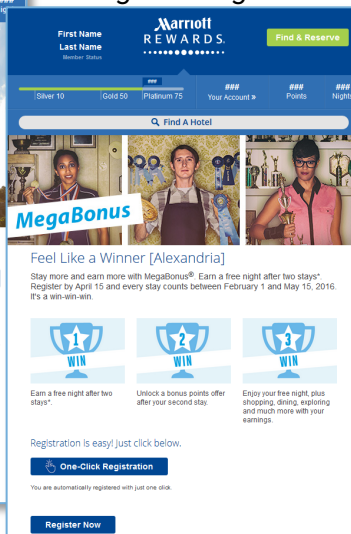
Register for MegaBonus,  
earn double points



Announcement	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Spring '15	8.34 M	36.8 K	\$14.06 M	25.2%	24.4%	6.2%	4.4
Fall '15	8.95 M	50.6 K	\$18.37 M	26.2%	20.7%	5.4%	5.7
Spring '16	7.81 M	45.9 K	\$16.21 M	24.8%	18.3%	13.0%	5.9

## Spring 2016

Win Big with MegaBonus®



## Observations

- Spring '16 Announcement generated a higher Booking per delivered (K) than previous years;
- The Conv% rate was the highest by 2x, which may be due to anticipation from the later launch
- The Open rate was the lowest out of the three mailings
- **Takeaway: Offer details in the subject line may help increase Open rates**



January Project Orange  
+ generated the 2<sup>nd</sup> highest Open  
& Click to open rate since  
launch

# PO Click engagement has shown steady growth

Jan Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
<b>WHPH</b>	<b>1.5 M</b>	<b>12.5 K</b>	<b>\$5.2 M</b>	<b>32.4%</b>	<b>10.8%</b>	<b>24.1%</b>	<b>8.5</b>	<b>0.09%</b>
Benefits	501.5 K	7.6 K	\$3.2 M	38.7%	14.1%	27.7%	15.1	0.1%
Destinations	509.4 K	1.7 K	\$739.1 K	29.4%	5.6%	20.5%	3.3	0.1%
Offers	466.8 K	3.2 K	\$1283.2 K	29.1%	12.0%	19.9%	7.0	0.0%
<b>TSAT</b>	<b>1.7 M</b>	<b>3.6 K</b>	<b>\$1.5 M</b>	<b>25.3%</b>	<b>14.4%</b>	<b>5.6%</b>	<b>2.1</b>	<b>0.12%</b>
Benefits	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%
Destinations	625.1 K	585	\$251.7 K	22.3%	4.9%	8.5%	0.9	0.2%
Offers	540.7 K	.8 K	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
<b>Total</b>	<b>3.2 M</b>	<b>16.1 K</b>	<b>\$6.7 M</b>	<b>28.6%</b>	<b>12.6%</b>	<b>14.0%</b>	<b>5.0</b>	<b>0.11%</b>

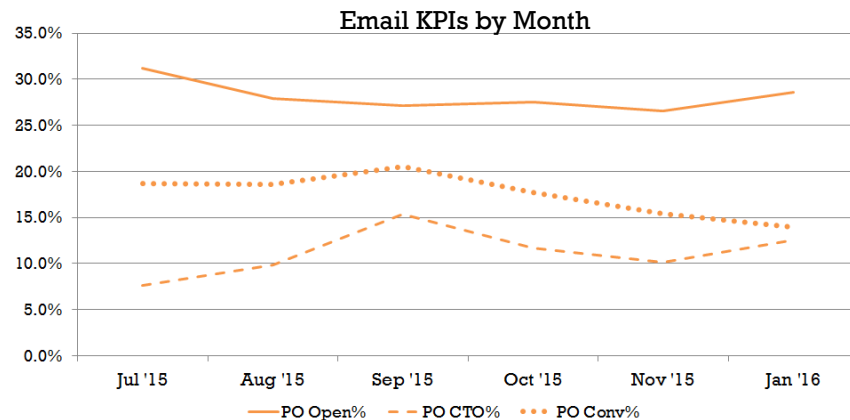
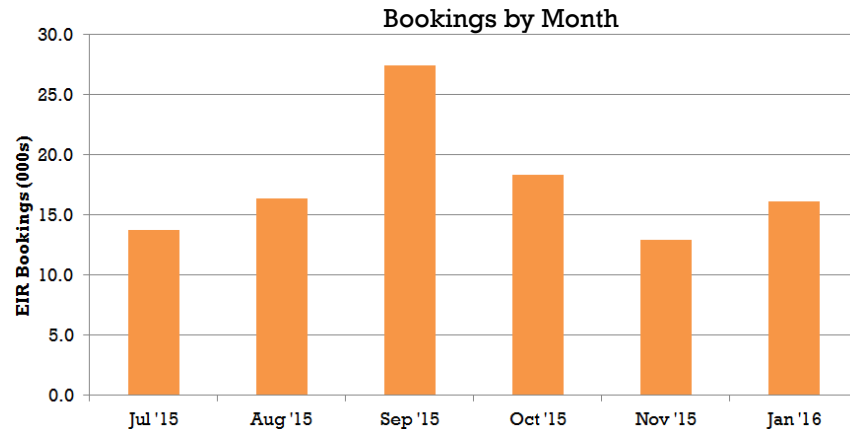
## Observations

Compared to the overall program PO mailings:

- Generated 20.2% higher Open rate
- 43.2% higher Click to open rate
- 40.0% higher Conversion rate

WHPH segments continued to outperform TSAT; however TSAT CTO% surpassed WHPH due to increased click engagement with Benefits & Offers

- TSAT Benefits Click to open rate has tripled since launch



# 1. MegaBonus created high engagement with WHPH but not TSAT

## Observations

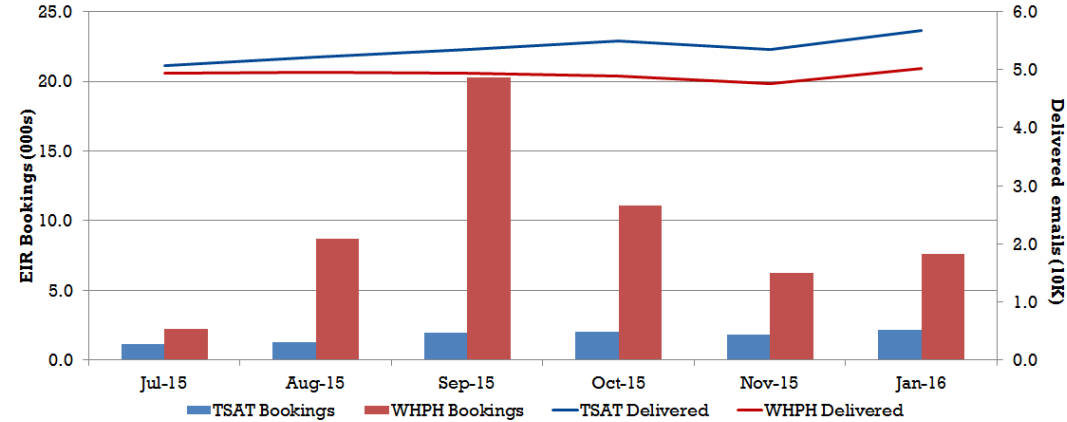
MegaBonus was featured Sept-Nov

- **WHPH** responded well to MegaBonus content in Sept; bookings were 3x the monthly average & CTO% increased by 3-4x
- For **TSAT**, Jan Benefits (ft. Sweepstakes) generated more bookings at a higher booking per delivered than MegaBonus months:
  - More TSATs may not be eligible for MegaBonus
  - May not value MegaBonus as much as WHPH
  - TSAT responded well to vacation sweepstakes

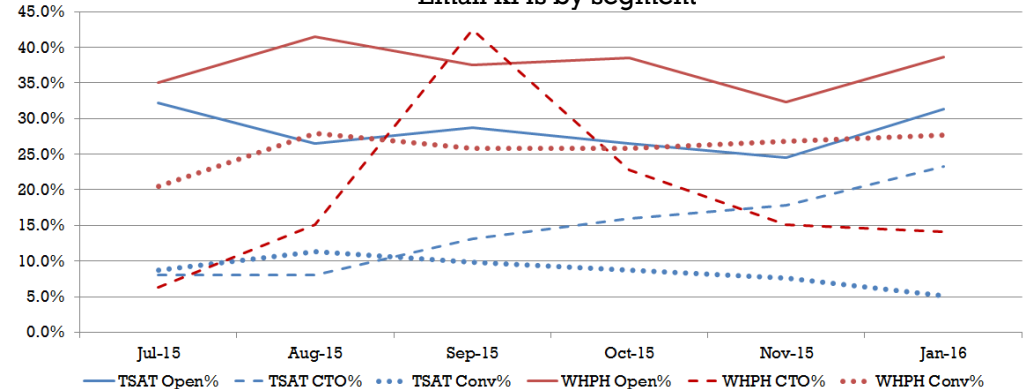
## Takeaways

- Consider updating MegaBonus approach for TSATs (positioning, prominence, frequency)
- For Learning Agenda: What incentives do PO segments best respond to?

Bookings vs Delivered emails by segment



Email KPIs by segment



# Jan TSAT Benefits generated 1.7x more clicks than any other month

Jan Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%

## Observations

- The Hawaii sweepstakes generated 21.8 K clicks, 45% of Benefit clicks
- Almost 2.5x clicks more than MegaBonus featured in Sept

**TSAT responded well to sweepstakes**

Hotel Openings section's position was elevated and generated:

- The most clicks for that section historically
- The highest conversion rate out of any section (besides Account Box)

**TSAT continued to find value with Hotel Openings**

Hotel Redemptions (Spotlight on AC Hotels) appeared to generate incremental clicks; however the conversion rate was lower than most sections

**Continue to test different approaches to redemption section and content**

**Account Box**  
20%, 768 bks

**Top Offer**  
16%, 285 bks

**Top Offer 2**  
45%, 745 bks

**Rewards**  
8%, 172 bks

**Hotel Openings**  
4%, 86 bks

**Benefits**  
Your Account: \$300 Resort Credit

**Redeem**  
3%, 43 bks

**City Scene**  
1%, 9 bks

# 2. Field Offers generated different PO reactions

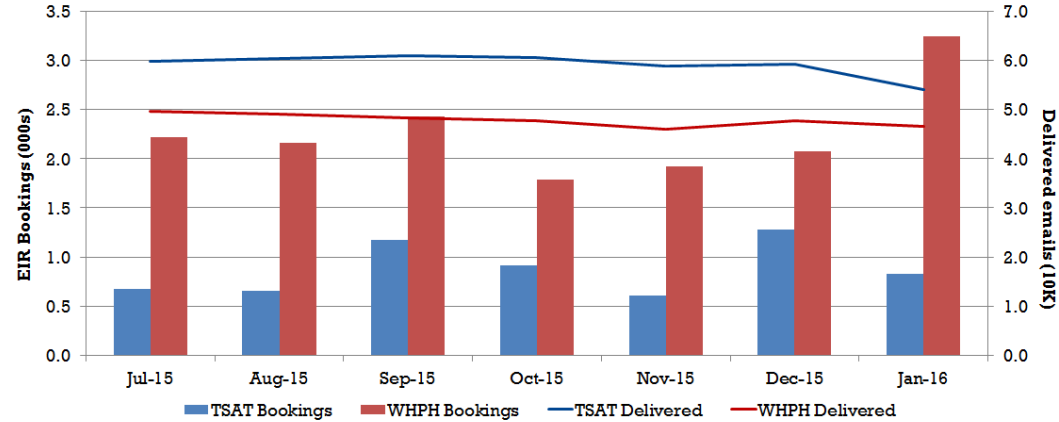
## Observations

Propensity modeled Field Offers were introduced in Jan:

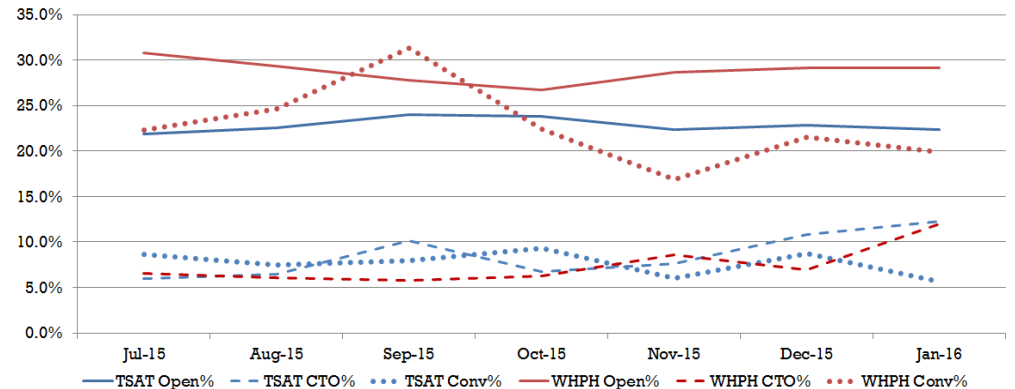
- Both segments hit CTO% highs
- WHPH bookings drove 46% more bookings than the previous highest month
- TSAT Conv% fell to a campaign low which negated the high click engagement; however, booking volume slightly increased

**Propensity Field Offers were a positive change for WHPH but did not generate similar impact for TSAT bookings**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Field Offers attracted the majority of clicks

Jan Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	466.8 K	3.2 K	\$1283.2 K	29.1%	12.0%	19.9%	7.0	0.0%
TSAT	540.7 K	829	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
Total	1.0 M	4.1 K	\$1.6 M	25.5%	12.1%	13.1%	4.0	0.00%

## Observations

Like Hotel Specials, Field Offers attracted the majority of clicks; however segment engagement with Propensity Field Offers differed:

### WHPH

- The increase in email clicks appeared to be incremental as other section clicks generated their respective monthly averages
- This section had a similar conversion rate as other sections

**Propensity Field Offers was a positive change for WHPH**

### TSAT

- There were some incremental clicks gained as well as cannibalization from other sections as clicks to Account Box, Search, and Major offer section decreased
- This section had the lowest conversion rate out of all sections

**Continue monitoring but potential future optimizations include lowering the position or reducing the number of offers displayed**

**TSAT may require different offers, increasing the offer pool is planned**

### WHPH

[FNAME's] February Travel Deals

The screenshot shows the WHPH email layout with the following sections and click data:

- Account Box:** 18%, 703 bks
- Search:** 4%, 168 bks
- Field Offers:** 55%, 1.6 K bks
- Major Offer:** 16%, 582 bks
- Minor Offer:** 4%, 103 bks

### TSAT

We've Picked These Deals Just for You

The screenshot shows the TSAT email layout with the following sections and click data:

- Account Box:** 14%, 265 bks
- Search:** 6%, 96 bks
- Field Offers:** 61%, 344 bks
- Major Offer:** 7%, 52 bks
- Minor Offer:** 6%, 42 bks

# 3. TSATs responded well to Sweepstakes

## Observations

Jan **Benefit** bookings (ft. Hawaiian vacation sweepstakes) were higher than months when MegaBonus was featured (Fig 1)

**Offers** that contained sweepstakes were the highest booking months (Fig 1 & 2)

## Takeaways

**When available, prioritize sweepstakes placement and prominence (e.g. above Field Offers)**

**Consider additional touchpoints for Sweepstakes for TSATs (ie MegaBonus reminders, last chance)**

**Displaying offer details in CTA buttons may increase click engagement (ie Hotel Specials)**

**TSATs may require different offers to motivate bookings**

Fig. 1 Benefit TSAT bookings by month

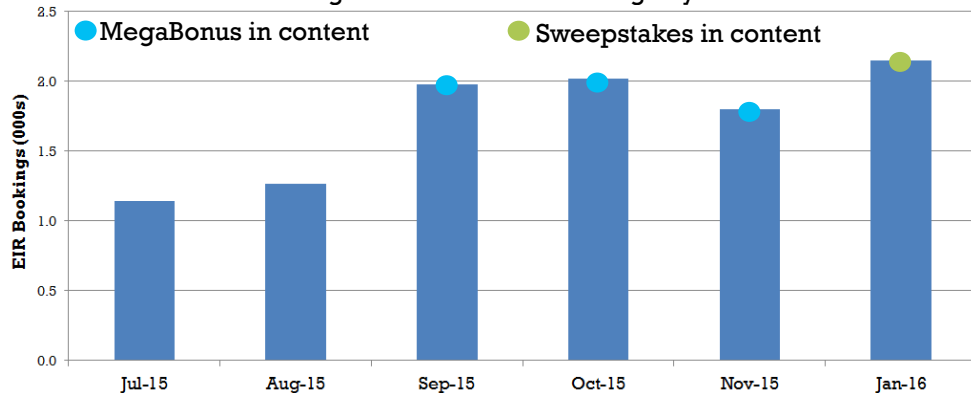
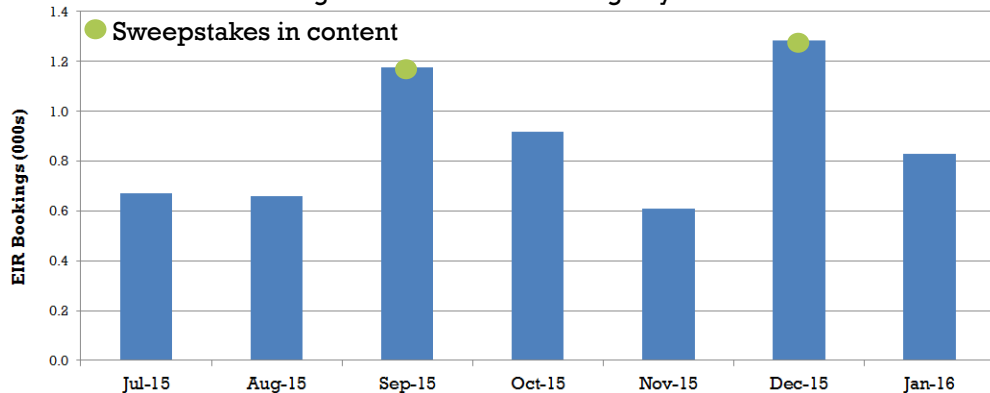


Fig. 2 Offers TSAT bookings by month



+ Hotel Specials passed 20% Open  
rate for the first time in a year



# 2015: A winning subject line was identified

Oct/Sept Subject Line	Delivered	Open	Open Rate	CTO%	Conv%	Booking / Del(K)
143 Deals You'll ♥ (Control)	4.0 M	729.2 K	18.4%	9.9%	7.8%	1.4
Where will you go this October?	4.0 M	767.4 K	19.3%	9.2%	8.4%	1.5
Jim's October Deals + Discoveries	4.0 M	762.3 K	19.2%	9.4%	8.7%	1.6
Jim's October Travel Deals	4.0 M	784.6 K	19.7%	9.8%	8.5%	1.7

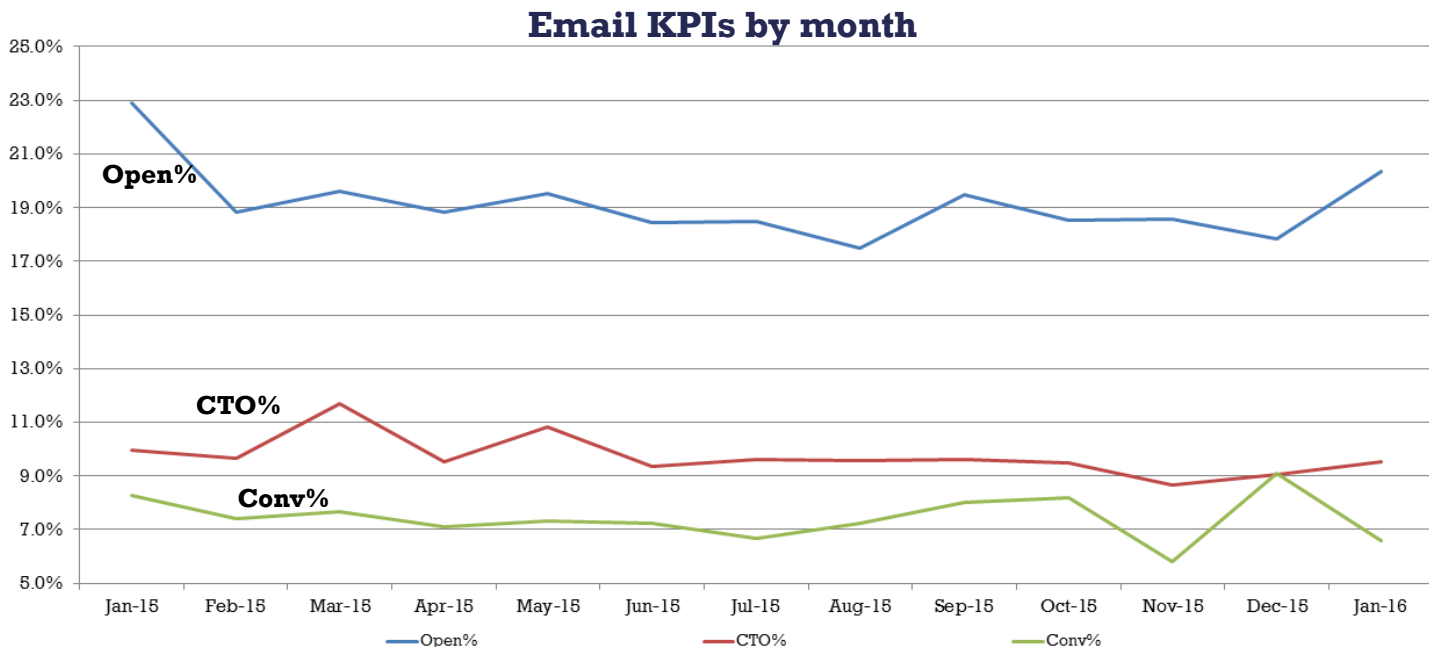
Nov/Dec Subject Line	Delivered	Open	Open Rate	CTO%	Conv%	Booking / Del(K)
December Travel Deals for First	5.1 M	931.9 K	18.4%	9.2%	7.3%	1.2
Jim's December Travel Deals	5.1 M	934.9 K	18.4%	8.9%	7.5%	1.2
Just in: Your December Travel Deals	5.2 M	950.5 K	18.2%	8.6%	8.1%	1.3

\*99% confidence

## Observations

- The winning subject line would have resulted in 360 K more opens and 670 additional bookings between Sept –Dec if implemented as opposed to the original “143 Deals You’ll ♥”

# Open rate broke 20% for the first time in a year



## Observations

- Open rates were the highest since last Jan which coincides with the full implementation of the winning subject line from Q4 testing
- High Open rate may have been seasonal as Jan open rates continued to be among the highest of the year

**Takeaway: Subject lines can incrementally improve performance; Institute ongoing subject line testing across campaigns**

# Featuring a main offer in Hotel Specials may add incremental bookings




## Observations

- The cannibalization of Project Orange segments continued to be a significant factor in YoY performance
- The months where a Featured Offer was used resulted in higher click engagement and booking volume

# Optimizations to curated offers generated incremental clicks


✕ Hot Travel Ideas **1.2 K** 37 bkg See All



**6.8 K**  
210 bkg

Top Pick for Romance  
Set the mood with beach walks & a free couples massage in the Caribbean & Mexico.

From \$179




**5.2 K**  
143 bkg

Spring Break Central  
Beach, wine tasting, ski trip: how do you spring break? Save from Florida to Hawaii.

From \$111


♥ Deals You'll Love **1.5 K** 22 bkg See All



**3.7 K**  
152 bkg

Send a Surprise  
Champagne, jewelry or a new iPad. Show your special someone you're thinking of them right now.


Give a Gift



**3.5 K**  
146 bkg

Long Weekend in D.C.  
Valentine's or President's Day? Celebrate both with treats for two in Washington D.C.

From \$129



**1.9 K**  
81 bkg

It's Cuddle Weather in Chicago  
Cozy up with jazz, shopping, food & drink on a romantic Windy City winter escape.

From \$124

## Observations

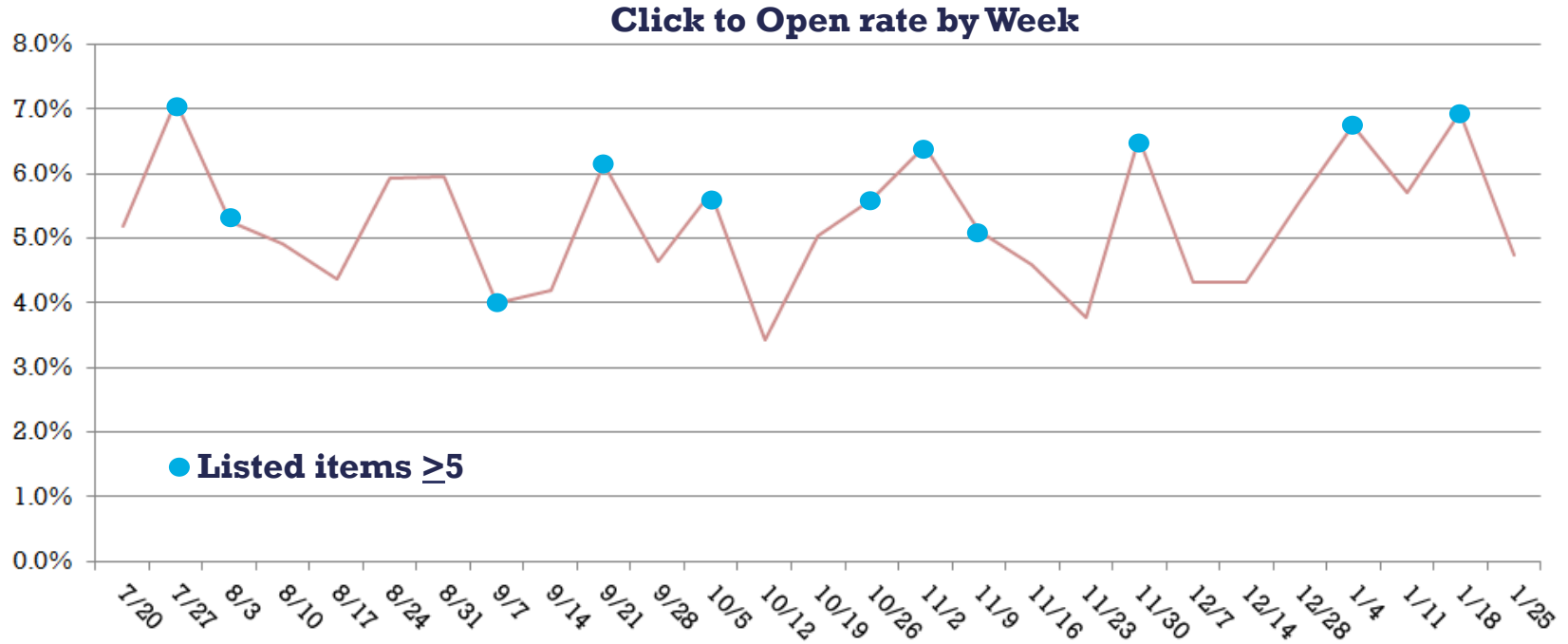
- Vday themed offers generated the highest clicks
  - “Top Picks for Romance” was the 5th highest clicked offer for Getaways
  - “Send a Surprise” was 6th highest clicked offer for Experiences
- Custom naming the headline appears to help drive clicks
  - Since this tactic (Nov) clicks to both sections have increased over the prior monthly average
  - Getaways: +26%
  - Experiences: +6%

This may also be due to improving the quality of copy positioning of offers

**Continue to feature and position offers against seasonal relevance & energy moments**

+ For Concierge & Destinations,  
content correlates with click  
engagement

# A higher Click to open rate engagement correlated with the size of featured lists



# MoM Destinations updates generated insights

## Nov TSAT Destinations

**Account Box 29%**

**Search 5%**

**Top Offer ~ 26%**

**Alexandria, Find Your Warm & Sunny**  
So many islands, so little time – and all of them over 80 degrees! Which one will you experience next?  
[Find Your Beach](#)

Practice your language skills – most Arubans speak at least 4!  
Swim with the famous sea turtles at the Cayman Turtle Farm  
Charter a sailboat and explore up to 60 British Virgin Islands

**Win a Caribbean Canva**  
Get a great Mexico & ...  
Enter to win a 2020 print  
[Enter Your Photo](#)

**Hotels a Hop, Skip & Puddle Jump Away** [See All](#)

**The Ritz-Carlton®, Grand Cayman**  
The soft sands of Seven Mile beach are calling your name. Alexandria.  
[Stay Here](#)

**Scrub Island Resort, Autograph Collection®**  
Get away from it all on an island you can only reach by helicopter or boat  
[Set Sail](#)

**Minor Offer**  
**WHPH 35%**  
**TSAT 26%**

**Aruba Marriott Resort & Stellaris Casino**  
Enjoy premium amenities, spacious rooms and an adults-only pool  
[Relax Now](#)

## Observations

Jan featured the following template updates:

- Minor module with 3 destination highlight & featured property
- Year in review quiz link as a 3<sup>rd</sup> module

Compared to the previous template clicks migrated away from Top Offer & Minor Offer sections to Account Box, Search & Survey

- Jan Top Offer feature one main CTA vs Four
- The new minor module layout did not appear to increase click engagement

**Consider expanded content for featured content in Top Offer positions & continue to monitor new layout**

Survey generated good click engagement, generating ~ 10% of clicks and conversion rates higher than the minor module

**Segments continued interest in surveys & quizzes; interactive content (e.g. Reaction module) should be an ongoing feature**

## Jan WHPH Destinations

**Account Box 39%**

**Search 8%**

**Top Offer**  
**WHPH 12%**  
**TSAT 16%**

Put That 2016 Trip on the Books  
Grab life by the horns and plan the vacation of a lifetime. Alexandria. Dubai? Scotland? No regrets!  
[Plan Your Trip](#)

Live Life to the Fullest, Alexandria

Carve Donuts in the Desert  
Leave the skyscrapers of Dubai behind and take the wheel of a dune for a sand-filled rollercoaster ride.

JW Marriott® Marquis® Dubai  
JW RESORTS Expect jaw-dropping views from every window when you stay at the world's tallest hotel – 72 stories!

**Minor Offer**  
**WHPH 22%**  
**TSAT 13%**

See Off in Scotland  
Take a pilgrimage to golf's epicenter and try out your swing on more than 500 courses.

Stay in the manor house and play the two 18-hole James Braid-designed courses.

Get Off the Strip  
In Downtown Las Vegas, you can gamble off a giant slot machine or take a shot of tequila with a scorpion in it.

AUTOGRAPH COLLECTION HOTELS  
The Cosmopolitan® of Las Vegas  
Party too hard? Sleep it off – members get priority late checkout at this modern, extraordinary hotel.

Where Will 2016 Take You?

**Survey 11%**

[Take The Travel Quiz](#)

# Reaction module generated incremental clicks

1/4

*5 Must-See Cities This Year*

Open rate: 18.2%

CTOR: 6.8%

First Name Last Name Member Status Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

TRAVEL PLANS

**5 Must-See Cities for 2016**

Happy New Year! Where will 2016 take you? These hot cities should be on your must-see list this year, if they aren't already!

- Havana, Cuba** ▶ Apply for your license to visit, hop a charter plane or book a people-to-people tour & visit Cuba this year.  
Best Time to Visit: November-April
- Playa del Carmen, Mexico** ▶ Lounge on white sand beaches, swim in crystal clear water and stroll along La Quinta Avenida, the city's bustling main street.  
Best Time to Visit: April-May
- San Juan, Puerto Rico** ▶ Explore the only tropical U.S. National Forest, surf 20-foot waves and dance the night away in the Santurce neighborhood.  
Best Time to Visit: April-June
- Vancouver, British Columbia** ▶ Take a walk 230 feet above the Capilano River. Then, visit the Granville Island Public Market & have lunch by the water.  
Best Time to Visit: March-May, September-November
- Washington, D.C.** ▶ Explore all 19 Smithsonian museums – they're free! – and make plans for a return trip next January for the inauguration.  
Best Time to Visit: March-May, September-November

Are you inspired to travel?

351 420 430

Not inspired to travel Not inspired to travel Not inspired to travel

1/11

*Your Long Weekend Cheat Sheet*

Open rate: 18.8%

CTOR: 5.7%

First Name Last Name Member Status Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

TRAVEL HACKS

**How to Make the Most of a 3-Day Weekend**

The key to making the most of a long weekend is to plan ahead. Here are three ways you can get the most from your three days off.

- Plan a Personal Retreat** ▶ Spend the weekend disconnected from your devices and reconnecting with you. Do nothing for three days straight.
- Take a Day Trip or Two or Three** ▶ Explore the cities & towns within an hour or two of your home. Get away from the grind without going too far.
- Experience Something New** ▶ Try a new sport. Sign up for an art class. Tour a museum you've never been to before.

Was this email helpful?

733 498 160

Yes! Planning my Weekend Some Good Tips Not Helpful

eBreaks.®

Get away for less  
Save 20% this weekend

Search eBreaks

3 Presidential Cities to Explore on a Long Weekend

1/18

*How to Take a Volunteer Vacation*

Open rate: 18.7%

CTOR: 6.9%

First Name Last Name Member Status Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

GIVE BACK

**5 Ideas for Your Volunteer Vacation**

Martin Luther King, Jr. Day is a national day of service. With that in mind, here are five ways you can volunteer on your next vacation.

- Blackfeet Reservation, Montana** ▶ Spend a week near Glacier National Park working with the children who live on the reservation and experiencing their culture.
- Give Kids the World Village, Florida** ▶ Take a break from the theme parks in Orlando to volunteer at a storybook village for ill children and their families.
- Nashville, Tennessee** ▶ Volunteer opportunities abound in Music City, from Habitat for Humanity to Hands on Nashville.
- Nature Corp, California** ▶ Help preserve the state parks in California and Hawaii while you enjoy an outdoor vacation in breathtakingly beautiful locations.
- Youth Rebuilding New Orleans** ▶ Rebuild homes in New Orleans for teachers and help promote education with the stroke of your paintbrush.

Was this email interesting?

1,032 481 382

Yes! Let's Do It I Volunteer at Home Not Interested

1/25

*3 Must-Do February Events*

Open rate: 17.9%

CTOR: 4.7%

First Name Last Name Member Status Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

COMING UP NEXT MONTH

**3 Spectacular February Events**

We've got your calendar covered with three of the biggest events happening across the country in February.

- Football Fan Village** ▶ Visit the hub of football's biggest game for a weeklong celebration of culture, food & sports.  
Through February 7, 2016, San Francisco, CA
- The Original Mardi Gras** ▶ Celebrate Fat Tuesday with parades and a museum tour in Mobile, Alabama, the birthplace of Mardi Gras.  
Through February 9, 2016, Mobile, AL
- San Antonio Stock Show & Rodeo** ▶ Come for the rodeo, stay for the bull riding performances, concerts and festival attractions.  
February 11-28, 2016, San Antonio, TX

Want More Events in Your Email?

Want more events...?

550 135 496

eBreaks.®

Get away for less





# Key Takeaways

# Jan '16 Key Takeaways

- ❖ MegaBonus continued to outperform previous campaigns; incrementally increase performance by continually driving relevancy in subject lines
- ❖ TSATs may not value MegaBonus as much as WHPH & engaged well with sweepstakes; for TSATs:
  - Update copy to reflect how MegaBonus enables vacations
  - Consider reducing prominence in 2<sup>nd</sup> or 3<sup>rd</sup> Benefits
- ❖ Propensity Field Offers were a positive change for WHPH but did not generate as much impact for TSAT bookings; TSAT optimizations to consider in the future:
  - Feature content ahead of Field Offers and/or reduce the number of Field Offers
  - Display offer details in CTA buttons (i.e. Hotel Specials)
- ❖ Continue Hotel Special section optimizations & institutionalize campaign subject line testing
  - Feature compelling offers or features in Top Offer
  - Continue to customize curated offer headlines
- ❖ Best practices from PO Destinations & Concierge to carry forward to Destinations
  - Additional supporting detail on travel inspiration content can drive overall click engagement
  - Increase number of main features
  - Interactive content (reaction module, surveys, quizzes) can generate incremental clicks



# Competitive Insights

# Competitors featured Valentine Day offers

Hilton Valentines Special  
5 course meal for \$50/person,  
including entertainment and rose

Treat that special someone with an evening at 400 Olive.  
View Online | Add to Address Book | Forward to a Friend

**Hilton**  
HOTELS & RESORTS

ABOUT US | OFFERS | DOWNLOAD A

MEMBER # YOUR POINTS LOGIN

BLUE SILVER GOLD DIAMOND

**Valentine's Special**

Enjoy a 5 course meal for just \$50 per person.  
Evening will include entertainment during dinner and a rose upon arrival.

**RESERVE NOW**

Hyatt properties leveraged  
Vday for their own initiatives

Customer Service | Hotel Website | View Online

**GRAND HYATT**  
MANCHESTER GRAND HYATT SAN DIEGO

**GRAND LOVE DESERVES A GRAND GESTURE**

Take time to reconnect with your significant other during the month of love at Grand Hyatt San Diego. From sunset views 40 stories high in Top of the Hyatt to an intimate dinner for two in your private guestroom, we will provide an unforgettable romantic setting. Let us take care of the details as you spend time with the one you love.

**LEARN MORE**

**SPECIAL OFFERS**

**A SWEET PAIRING IN TOP OF THE HYATT**

Every celebration deserves some bubbly! Enjoy a 1/2 bottle of Prosecco paired with a Branded Cherry Mouse Cake in Top of the Hyatt, 40 stories above San Diego Bay. Available February 13th and 14th, \$30.

**LEARN MORE**

**LOVE IS IN THE AIR**

Say "I Do" to Pacific Ocean views 32 stories above San Diego at Bayview, the city's highest outdoor private terrace. Want to learn how you can get up to 5 free honeymoon nights at ANY Hyatt worldwide? Schedule a tour and tasting today.

**LEARN MORE**

**A COUPLES RETREAT**

Relax and unwind side by side with the one you love at Marilyn Monroe Spa. Indulge in a rejuvenating Couples Massage that will leave you both feeling refreshed. \$275 for two 50 Minute

Assorted SPG hotel offers

- Stay for a chance to win free nights
- Spa offers
- Dining offers

Starwood Preferred Guest

W HYATT WOODFORD BY HYATT WYNDHAM

**BE MY VALENTINE**

**Celebrate with Great Rates.**

Treat your loved ones to a romantic getaway & enjoy buffet breakfast, buffet dinner or Free wi-fi at any of our hotels in Nigeria.

**CLICK TO LEARN MORE**

VALENTINE'S  
GREAT HOTELS. GREAT RATES.

Explore other exciting Valentine offers below

**Dine with us at Sheraton Lagos Hotel and Get a chance to WIN a Free Weekend Getaway for 2 at Sheraton Abuja Hotel.**

**Learn More**

**Experience our special Valentine's Day Dinner with your loved ones at Sheraton Abuja Hotel and make the day a memorable one.**

**Learn More**

**Escape from all the chaos and de-stress with our amazing Spa treatments this Valentine's, at Four Points by Sheraton Lagos Spa.**

**Learn More**

# SPG continued focus on culinary events through SPG.moments

The screenshot shows the SPG.moments website. At the top, the logo 'spg.moments' is displayed. Below it, a banner reads 'Taste the SPG Life' and 'ANNOUNCING NEW CULINARY MOMENTS'. A paragraph describes exclusive dinners with chefs like Daniel Boulud and Stephanie Izard. A purple button says 'EXPLORE CULINARY MOMENTS'. Below this is a large image of Chef Daniel Boulud cooking, with the text 'culinary.moments' and 'COOKING DEMO WITH CHEF DANIEL BOULUD LONDON, ENGLAND'. Further down, there are sections for 'BEHIND THE SCENES' (featuring Rachael Ray) and 'PRIVATE DINNERS WITH CELEBRITY CHEFS' (featuring chefs like Masaharu Morimoto and Curtis Stone).

Starwood's events launched a brand focused exclusively on food & dining: **culinary.moments**

- Behind the scenes of cooking shows
- VIP access to food festivals
- Cooking demonstrations
- Private dinners with celebrity Chefs
- Distinct URL [spg.com/cravings](http://spg.com/cravings)

The screenshot shows the SPG.cravings website. At the top, the logo 'spg.cravings' is displayed. Below it, a banner reads 'WINE AND FOOD FESTIVALS'. Two festival listings are shown: 'South Beach Wine & Food Festival' and 'Pebble Beach Food & Wine Festival'. Below the listings is a large image of food and drink, with the text 'serving soon' and 'Enjoy unique flavors, memorable experiences and rich rewards with SPG® Cravings. Make Life Delicious: [spg.com/cravings](http://spg.com/cravings)'.

# Hilton's METT-type mailings utilize Flash sales

Hilton's Field appeared to use Flash Sale concept across Brands & may be an example of a coordinate marketing effort

## NYC Flash Sale + Offer

- Reduced room rate
- Two free drinks
- Complimentary Wi-Fi



### WINTER FLASH SALE! ENJOY THE WARMEST RATES OF THE SEASON PLUS TWO COMPLIMENTARY DRINKS & WI-FI

Looking to save in New York City? Enjoy a winter getaway in the Big Apple, or book now for Spring 2016. For a limited time, Hilton Garden Inn® New York/West 35th Street is inviting guests to experience our discounted "We Love Our Guests Package" with great weekend rates from \$119. From now until April 30, 2016, book your overnight stay via this offer and enjoy the following rates\*:

- Rates from \$119 for weekends in February 2016.
- Rates from \$179 for weekdays in February 2016.
- Up to 15-20% off for all other days through April 30, 2016!

\*These special rates include two free welcome drinks



### 72 HOUR FLASH SALE - RATES FROM \$89 BOOK BY JANUARY 29TH FOR LOWEST RATES THROUGH MARCH

[BOOK NOW >](#)

Drive In and Do More in Minneapolis this Winter and Spring with exciting shows at the Minneapolis Convention Center! Enjoy our delicious dining options on property, or explore the arts and entertainment around the city. Take Advantage of our limited time low rates that must be **booked by Jan 29th** for your **stays through March 20th**. Book today as these rates won't last!

### BOOK YOUR LOW RATE TODAY FOR AN UPCOMING PUBLIC SHOW!

International Motorcycle Show	February 5-7, 2015	<a href="#">Book Now</a>
RV, Vacation & Camping Show	February 11-14, 2016	<a href="#">Book Now</a>
Minnesota Golf Show	February 12-14, 2016	<a href="#">Book Now</a>
Minneapolis Home & Garden Show	February 26-28 & March 4-6, 2016	<a href="#">Book Now</a>
Twin Cities Auto Show	March 12-20, 2016	<a href="#">Book Now</a>
Wedding Fair	March 20, 2016	<a href="#">Book Now</a>

\*HHonors Members enjoy Free Standard WiFi, Digital Check-In and now, Digital Key! [Sign Up Today](#).



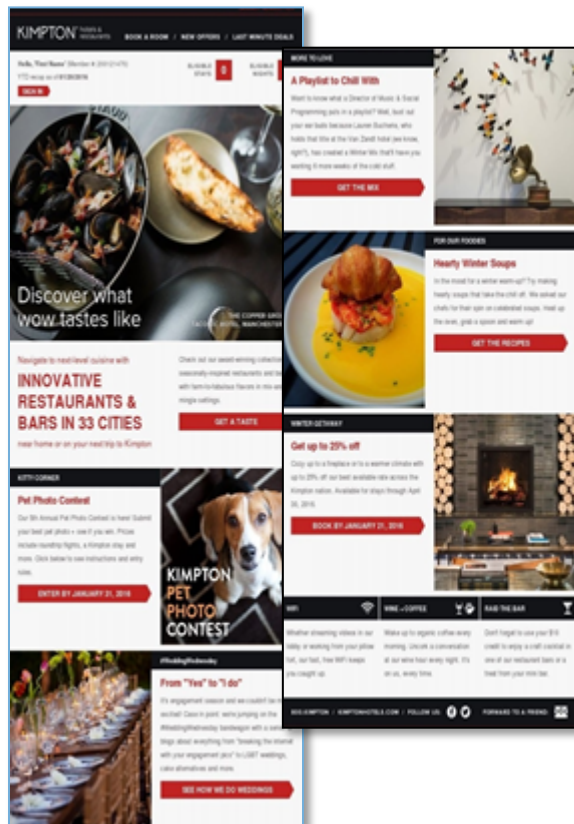
NEW FAMILY ROOM SUITES!  
Ideal for families

## Minneapolis Flash Sale

- 72 hour sale
- Rates from \$89
- Provides dates and links to book activities

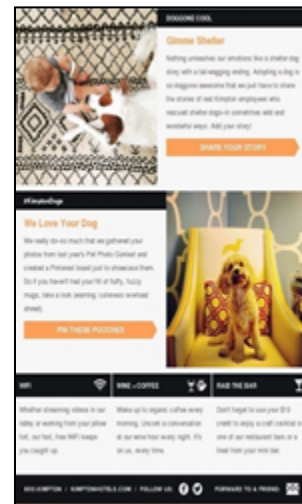
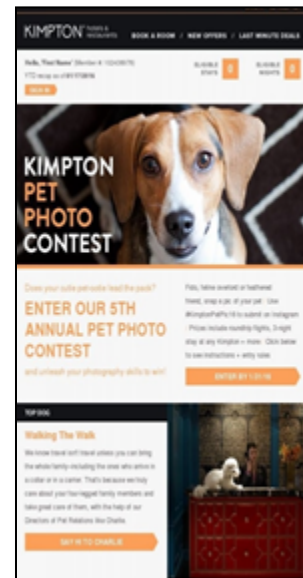


# Kimpton may have doubled-down on their lifestyle engagement content



## Monthly newsletter

- Innovative cuisine near Kimpton
- Pet photo contest
- Wedding blog and #WeddingWednesday hash tag
- Playlist from hotel
- Soup recipes
- 25% off winter getaways



## Pet Photo contest

- 5th annual pet photo contest; submissions through Instagram hash tag
- Expose on Kimpton pet director
- Kimpton pet adoption stories
- Creation of Pinterest board for last year's annual pet photo contest



# January 2015 MR Campaign Reviews



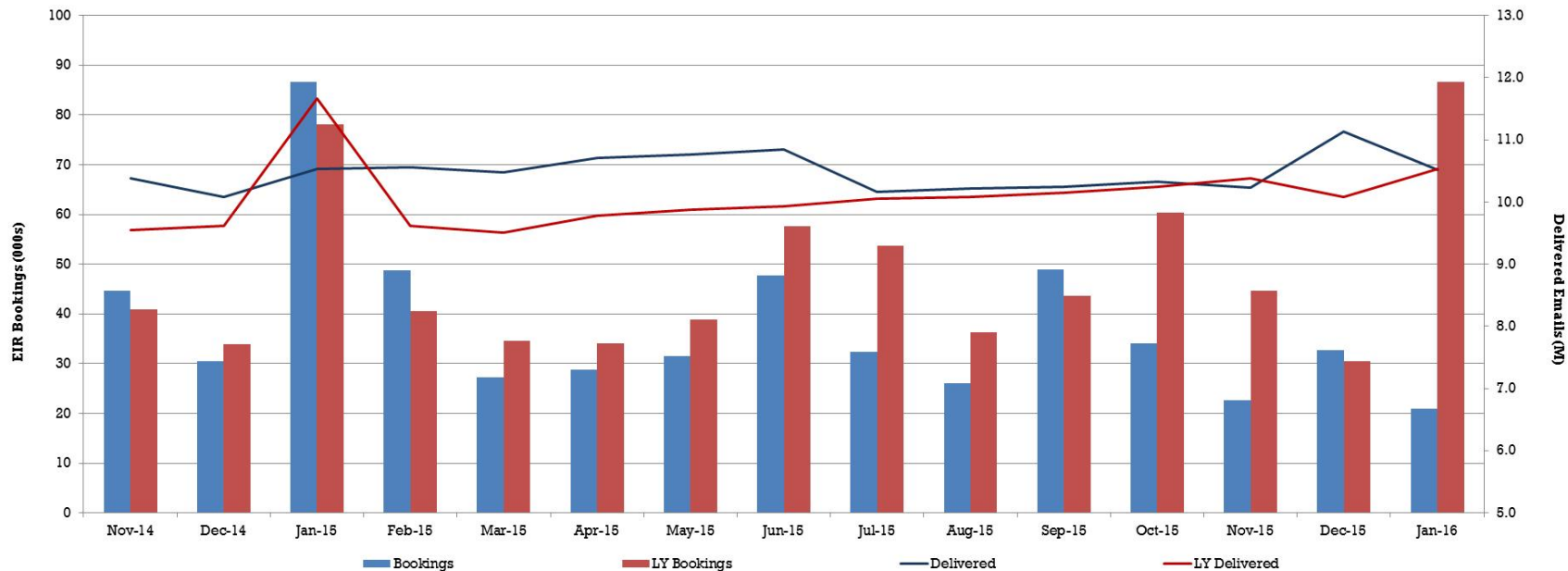
# Jan '16 eNews performance summary

		Program	eNews
Audience	Total	85.8 M	10.5 M
	Delivered	19.5%	-0.2%
	Unsub Rate	0.30%	0.28%
		+0.1%	+0.1%
Engagement	Delivery Rate	-	99%
		-	-0.2%
	Open Rate	23.8%	22.2%
		-1.2 pts	-4.9 pts
	Opens	20.5 M	2.3 M
		14.0%	-18.2%
Financial	Click Rate	2.1%	2.7%
		-0.9 pts	-3.8 pts
	Unique Clicks	1.8 M	281.7 K
		-17.5%	-58.8%
	Click to Open Rate	8.8%	12.0%
		-3.4 pts	-11.9 pts
Financial	Bookings	181.1 K	21.0 K
		-14.9%	-75.8%
	Revenue	\$69.1 M	\$8.3 M
		-16.2%	-75.5%
	Conversion Rate	10.0%	7.5%
		+0.3 pts	-5.2 pts
Financial	Bookings per Delivered(K)	2.1	2.0
		-28.9%	-75.7%

## Observations

- Jan eNews deliveries were nearly flat YoY and bookings decreased by 75.8% YoY, resulting in an 75.7% decrease in booking per delivered email (K)
- Lack of MegaBonus drove YoY performance differences
  - Click to open rate fell by 11.9 percentage points (to 12.0%) while Open and Conversion rates both dropped ~5 percentage points
  - Jan '15 featured an Atlantis offer and Hawaii trip sweepstakes/Free night in Paris offer

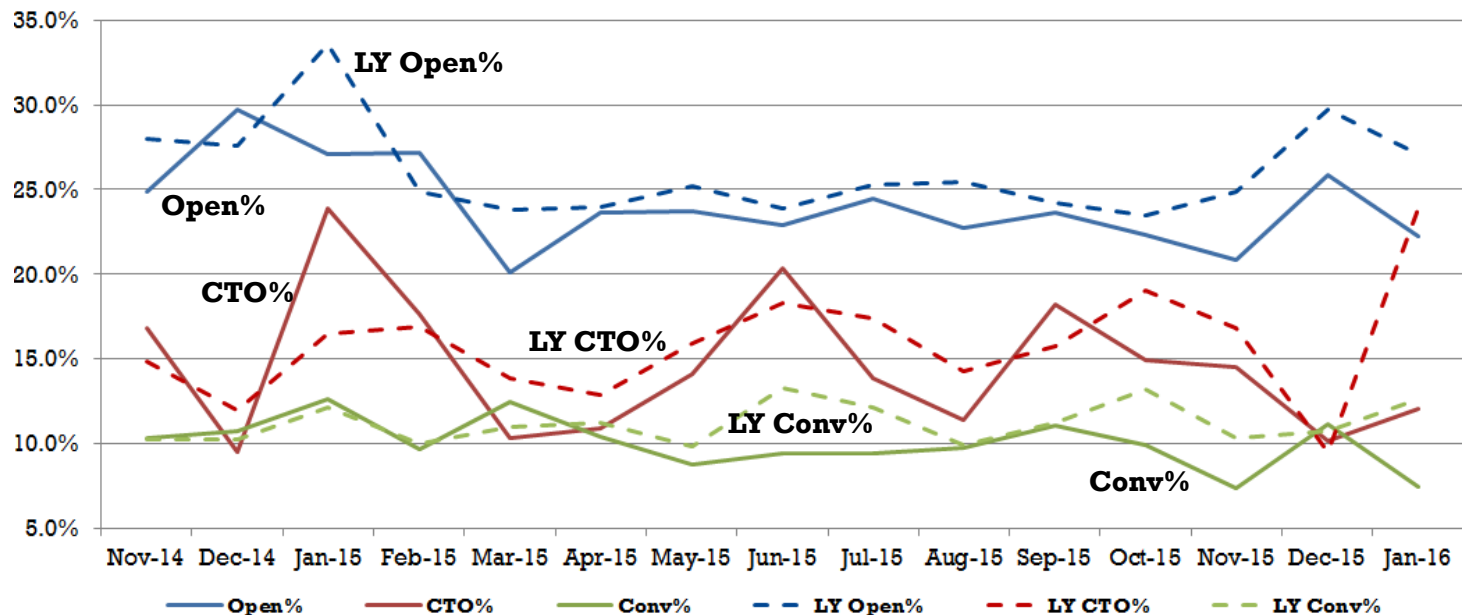
# Jan '16 eNews MoM performance summary



## Observations

- Jan '16 was the lowest booking month since Jan '12
- While MegaBonus was a key factor to Jan '16 underperformance, Project Orange segments resumed receiving Benefits starting Jan '16, impacting total bookings

# Jan '16 eNews email KPI trends



## Observations

- Click to open rate fell by 11.9 percentage points (to 12.0%) while Open and Conversion rates both dropped ~5 percentage points
- Impact of lack of MegaBonus started with subject line, with Open rates falling by 18% YoY

Jan '15: Start 2015 with MegaBonus

Jan '16: Your Account: Travel Ideas for 2016

# Jan '16 eNews link analysis

## Observations

Top Offer generated 108 K clicks while typical MegaBonus Top Offers generated ~ 300 K

- Jan'15 featured an Atlantis offer and Hawaii trip sweepstakes/Free night in Paris offer

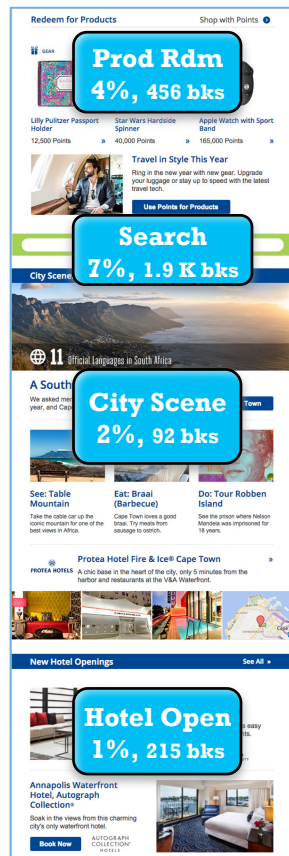
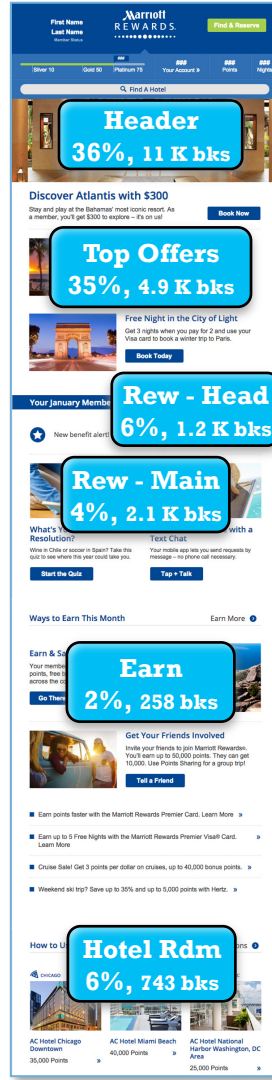
Additionally, Account Box & Header clicks dropped by 38% YoY as MegaBonus typically created lift in clicks Header & Account box

Body search (green bar) was moved below the Rewards section and performance did not appear to change

- Search generated less than 7% of clicks, typical of non-MegaBonus months
- The Search in header continued to generate ~ 90% of clicks and bookings

**There was not an appreciable performance difference in the position of Body Search in eNews; Moving it below Rewards creates less clutter when the Account module will be implemented**

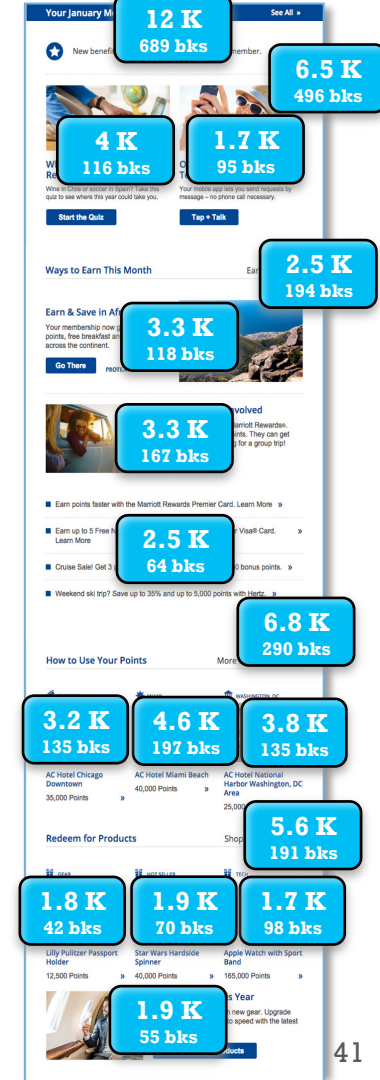
Hotel Redemptions focused on AC Hotels and attracted an above average amount of click share (6%)



# Jan '16 eNews link analysis

## Observations

- Hotel Redemptions (AC Hotel feature) generated the most Reward section clicks
- Main rewards section generated the least section clicks due to the reduced amount of dedicated content
  - Hotel Redemptions: 18.6 K
  - Product Redemptions 13.2 K
  - Earn: 11.7 K
  - Main: 5.8 K
- The Travel Resolution quiz feature engaged members, generating the 2<sup>nd</sup> most content clicks in Rewards
  - AC Hotel Miami/40,000 Points 4.6 K
  - 2016 Travel Resolution Quiz 4.0 K
  - AC Hotel, DC Area/25,000 points 3.8 K
  - Refer-A-Friend, earn 50K 3.5 K
  - Protea 3.3 K



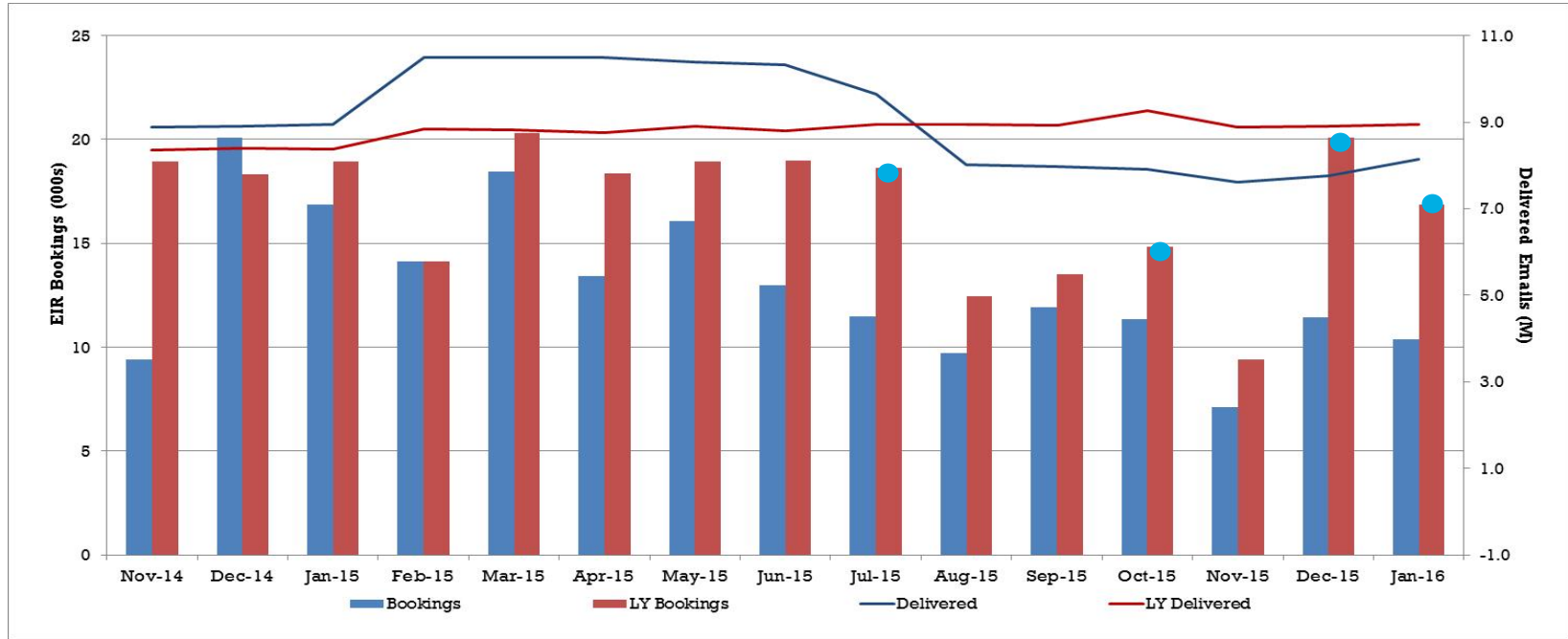
# Jan '16 Hotel Specials performance summary

		Program	Hotel Specials
Audience	Total	85.8 M	8.1 M
	Delivered	19.5%	-9.0%
	Unsub Rate	0.30%	0.00%
	Delivery Rate	-	-
Engagement	Open Rate	23.8%	20.3%
		-1.2 pts	-2.5 pts
	Opens	20.5 M	1.7 M
		14.0%	-19.1%
	Click Rate	2.1%	1.9%
		-0.9 pts	-0.3 pts
Financial	Unique Clicks	1.8 M	157.5 K
		-17.5%	-22.8%
	Click to Open Rate	8.8%	9.5%
		-3.4 pts	-0.5 pts
	Bookings	181.1 K	10.4 K
		-14.9%	-38.4%
	Revenue	\$69.1 M	\$3.9 M
		-16.2%	-36.8%
	Conversion Rate	10.0%	6.6%
		+0.3 pts	-1.7 pts
	Bookings per Delivered(K)	2.1	1.3
		-28.9%	-32.4%

## Observations

- YoY deliveries decreased by 9.0% while bookings decreased by 38.4%, leading to an overall decrease in Bookings per delivered (K) by 32.4%
- The 20.3% Open rate was the highest since last Jan
  - First full month of winning subject line from Q4 testing
- Click to open slightly decreased YoY, reversing a previous positive trend
  - Recently, the months where a Featured Offer was used resulted in higher click engagement
  - Having a Feature Offer may add incremental clicks

# Jan '16 Hotel Specials performance summary



## Observations

- The delivery volume dropped due to the reduction of nonmembers mailed (starting Aug)
- The cannibalization of Project Orange segments continued to be a significant factor in YoY performance
- After Project Orange cannibalization, the months with the largest booking YoY differences were when LY Hotel Specials featured a Top Offer

# Featuring a main offer in Hotel Specials may add incremental bookings



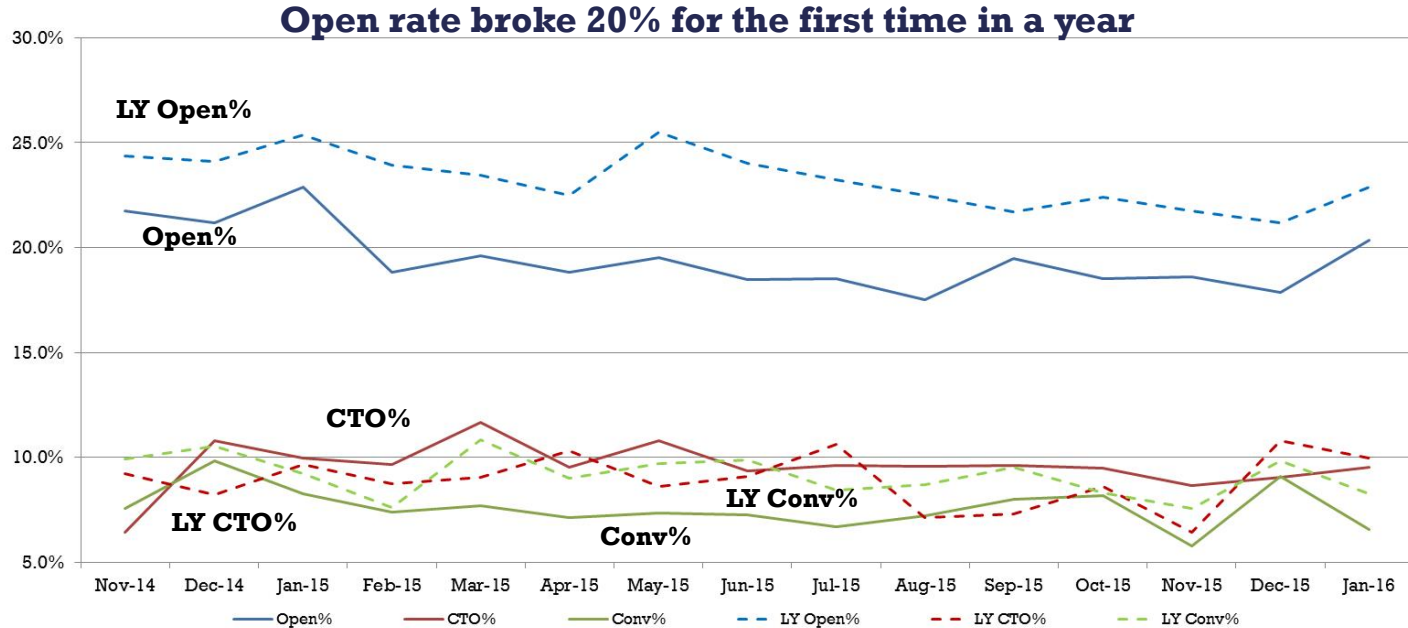
## Observations

- The cannibalization of Project Orange segments continued to be a significant factor in YoY performance
- The months where a Featured Offer was used resulted in higher click engagement and booking volume

**Takeaway: Featuring a main offer may add incremental bookings**



# Jan '16 Hotel Specials performance summary




## Observations

- Open rates were the highest since last Jan which coincides with the full implementation of the winning subject line from Q4 testing
- High Open rate may have been seasonal as Jan open rates continued to be among the highest of the year

# Jan '16 Hotel Specials link analysis


✈ Hot Travel Ideas **1.2 K** 37 bkg See All



**6.8 K**  
210 bkg

Top Pick for Romance  
Set the mood with beach walks & a free couples massage in the Caribbean & Mexico.

From \$179




**5.2 K**  
143 bkg

Spring Break Central  
Beach, wine tasting, ski trip: how do you spring break? Save from Florida to Hawaii.

From \$111


💎 Deals You'll Love **1.5 K** 22 bkg See All



**3.7 K**  
152 bkg

Send a Surprise  
Champagne, jewelry or a new iPad. Show your special someone you're thinking of them right now.


Give a Gift



**3.5 K**  
146 bkg

Long Weekend in D.C.  
Valentine's or President's Day? Celebrate both with treats for two in Washington D.C.

From \$129



**1.9 K**  
81 bkg

It's Cuddle Weather in Chicago  
Cozy up with jazz, shopping, food & drink on a romantic Windy City winter escape.

From \$124

## Observations

- Vday themed offers generated the highest clicks
    - Top Picks for Romance was the 5th highest clicked offer for Getaways
    - Send a Surprise was 6th highest clicked offer for Experiences
  - Custom naming the headline appears to help drive clicks
    - Since this tactic (Nov) clicks to both sections have increased over the prior monthly average
    - Getaways: +26%
    - Experiences: +6%
- This may also be due to improving the quality of copy positioning of offers

# Jan '16 Solo performance summary

		Program	Solos
Audience	Total	85.8 M	31.5 M
	Delivered	19.5%	11.6%
	Unsub Rate	0.30% +0.1%	0.34% +0.2%
Engagement	Delivery Rate	- -	99% +0.1%
	Open Rate	23.8% -1.2 pts	26.2% +1.7 pts
	Opens	20.5 M 14.0%	8.2 M 19.5%
	Click Rate	2.1% -0.9 pts	2.3% -0.7 pts
	Unique Clicks	1.8 M -17.5%	736.3 K -14.0%
	Click to Open Rate	8.8% -3.4 pts	8.9% -3.5 pts
Financial	Bookings	181.1 K -14.9%	89.6 K 33.1%
	Revenue	\$69.1 M -16.2%	\$33.1 M 27.1%
	Conversion Rate	10.0% +0.3 pts	12.2% +4.3 pts
	Bookings per Delivered(K)	2.1 -28.9%	2.8 19.2%

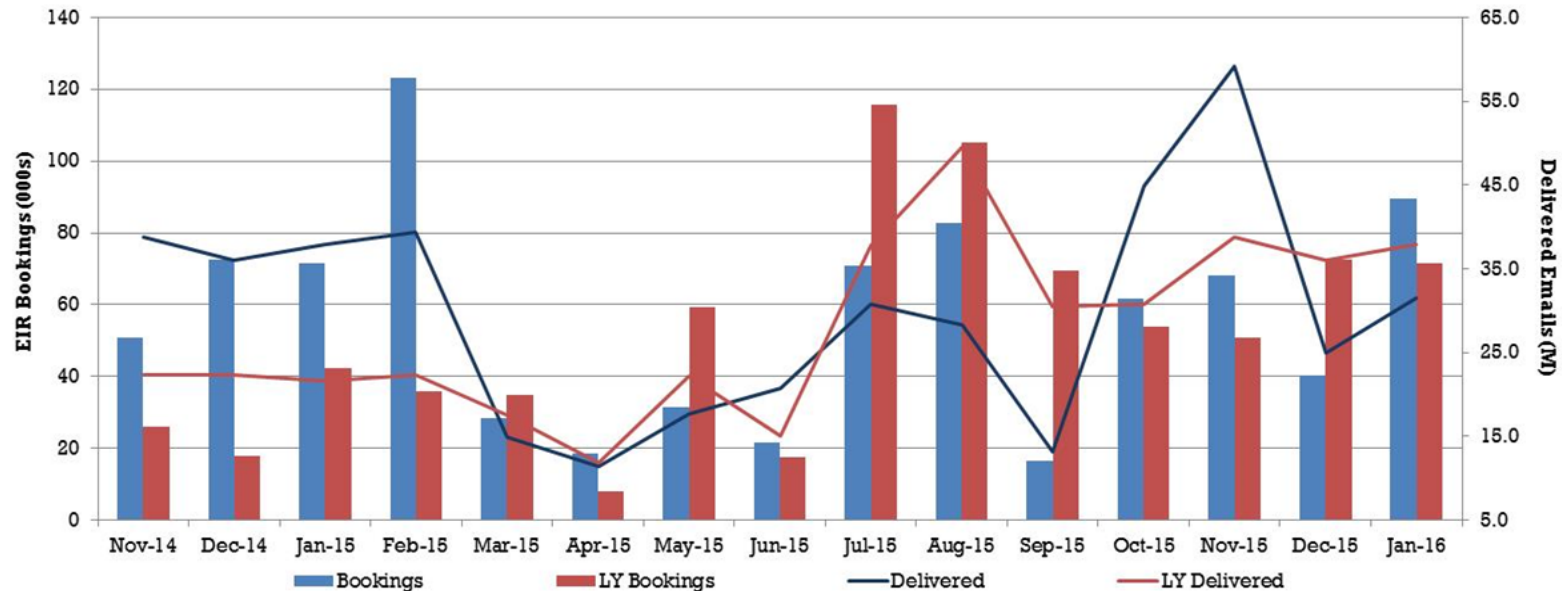
## Observations

- Solo deliveries increased by 11.6% and bookings increased by 33.1% YoY, resulting in a net increase in Booking per delivered(K) of 19.2%
  - Jan Solos generated the most monthly bookings since Feb '15 primarily due to the MegaBonus Announcement

## Launches

- Spring MegaBonus Preview, Announcement, Registration Confirmation
- Fall MegaBonus Progress Checkins & Confirmation
- Points Expiration & reminder
- Protea/Delta joint Solo

# Jan '16 Solo MoM performance summary

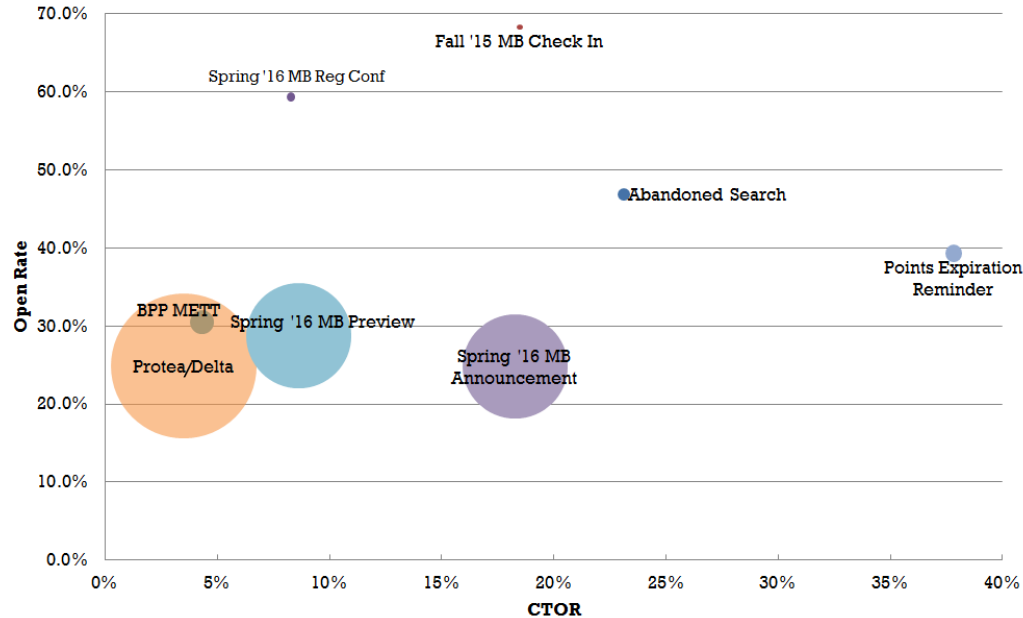


## Jan Key Solo mailings

	<u>Delivered / EIR Bookings</u>
<b>Jan'16:</b> Protea/Delta	15.0 M / 11.2 K
MB Preview	7.9 M / 25.6 K
MB Announcement	7.8 M / 46.0 K
Points Expiration	214 K / 1.4 K

	<u>Delivered / EIR Bookings</u>
<b>Jan '15:</b> MegaBonus	8.3 M / 36.8 K
Protea	10.5 M / 9.7 K
Mobile App	8.4 M / 10.3 K
MB Registration	390 K / 4.8 K

# Jan '16 Solo visualization – Email engagement

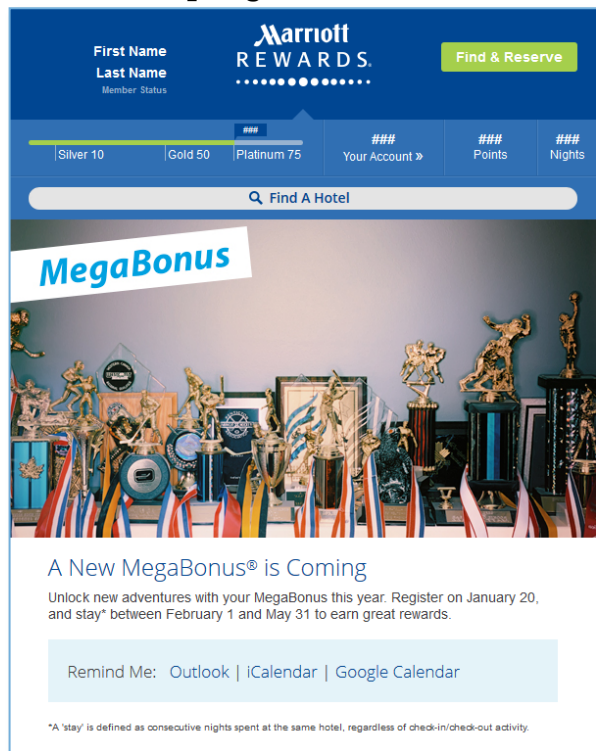


## Observations

- As expected Points Expiration generated a high Open rate as a program announcement
  - The subject line may have helped generate high opens
  - Members may also have been anticipating their Spring MegaBonus
- The Spring MB preview generated a higher Open rate than the announcement.
  - The subject line may have helped generate high opens
  - Members may also have been anticipating their Spring MegaBonus

# MegaBonus Preview

## Spring 2016 Preview



First Name  
Last Name  
Member Status

**Marriott  
REWARDS.**  
.....

Find & Reserve

Silver 10 | Gold 50 | Platinum 75

### Your Account > | ### Points | ### Nights

Find A Hotel

### MegaBonus

**A New MegaBonus® is Coming**

Unlock new adventures with your MegaBonus this year. Register on January 20, and stay\* between February 1 and May 31 to earn great rewards.

Remind Me: [Outlook](#) | [iCalendar](#) | [Google Calendar](#)

\*A 'stay' is defined as consecutive nights spent at the same hotel, regardless of check-in/check-out activity.

MB Preview	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Spring '15	5.99 M	9.8 K	\$3.38 M	24.1%	9.7%	7.0%	1.6
Fall '15	6.73 M	15.2 K	\$5.57 M	24.2%	9.5%	9.9%	2.3
Spring '16	7.87 M	25.6 K	\$9.85 M	28.7%	8.6%	13.1%	3.3

### Observations

- The Preview email continued to generate high engagement rates despite a lack of booking CTA
- The Spring '16 Preview generated an 18.6% higher Open rate than previous mailings which helped net a higher booking per delivered (K)
- The subject line may have created more anticipation than previous versions and should be a model of future mailings

Spring '16: *The All-New MegaBonus® is Coming*

Fall '15: *Register for MegaBonus Aug 19th*

Spring '15: *Register for MegaBonus Dec 18th*

# MegaBonus Announcement

## Spring 2015

Register for MegaBonus,  
earn up to [XX,000] points

## Fall 2015

Register for MegaBonus,  
earn double points

Announcement	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Divd
Spring '15	8.34 M	36.8 K	\$14.06 M	25.2%	24.4%	6.2%	4.4
Fall '15	8.95 M	50.6 K	\$18.37 M	26.2%	20.7%	5.4%	5.7
Spring '16	7.81 M	45.9 K	\$16.21 M	24.8%	18.3%	13.0%	5.9

## Spring 2016

Win Big with MegaBonus®

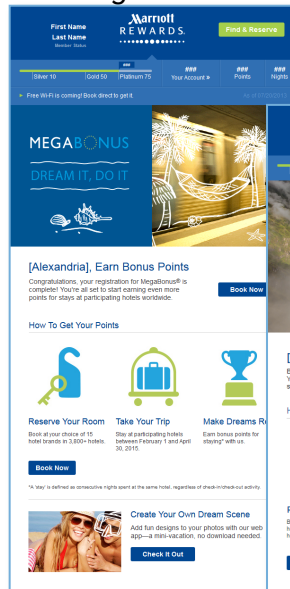
## Observations

- Spring '16 Announcement generated a higher Booking per delivered (K) than previous years;
- The Conv% rate was the highest by 2x, which may be due to anticipation from the later launch
- The Open rate was the lowest out of the three mailings
- **Takeway: Offer details in the subject line may help increase Open rates**

# MegaBonus Registration Confirmation

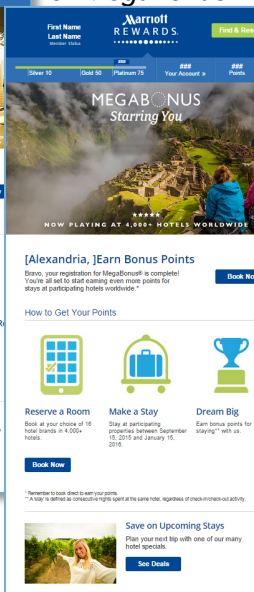
**Spring 2015**

*You're All Set to Win  
With MegaBonus®*



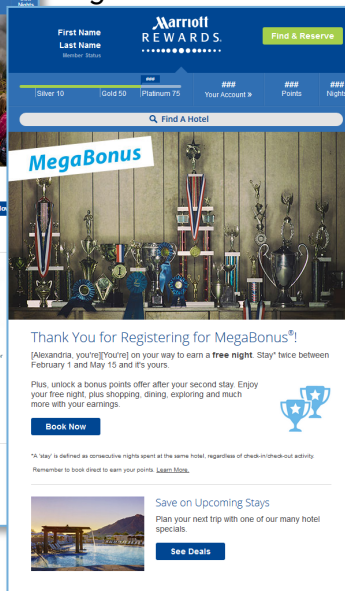
**Fall 2015**

*You're registered  
for MegaBonus*



**Spring 2016**

*You're registered for  
MegaBonus®*



Registration Confirmation	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd
Spring '15	66.5 K	.9 K	\$308.4 K	56.4%	10.2%	24.1%	13.8
Fall '15	339.1 K	4.4 K	\$1.59 M	58.4%	9.5%	23.0%	12.8
Spring '16	57.5 K	1.2 K	\$489.3 K	59.4%	8.3%	40.8%	20.0

## Observations

- In the first month of MegaBonus launch, the Spring '16 Reg. Confirmation email generated nearly 2x the Conv% as 1<sup>st</sup> month Reg. Confirmation emails



# Protea/Delta Solo

First Name

Last Name

Member Status

Marriott

REWARDS.

.....

Find & Reserve

###

Silver 10

Gold 50

Platinum 75

### Your Account »

### Points

### Nights

Find A Hotel

Reimagine Where We Can Take You

Go ahead, try our new brands. You'll enjoy member benefits in new places, starting with special rates across Africa and Canada.

Meet Our Two Newest Brands

Explore Africa with Protea Hotels®

See sub-Saharan Africa with a members-only 20% discount, free breakfast and 2,000 bonus points.

Book Now

PROTEA HOTELS

Explore Canada and Beyond with Delta Hotels and Resorts®

From work in Toronto to play in Vancouver, savor free breakfast and 25% off the best available rate.

Book Now

DELTA HOTELS AND RESORTS

Protea/Delta Solos	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs /Dlvd
Jan '15 Protea Announcement	10.5 M	9.7 K	\$4.09 M	23.5%	7.9%	5.0%	0.9
Dec '15 Delta Announcement	194.0 K	543	\$189.8 K	34.8%	5.0%	16.0%	2.8
Jan '16 Protea/Delta	15.0 M	11.2 K	\$4.41 M	24.9%	3.5%	8.6%	0.7

## Observations

- New Brand highlights were combined into one mailing vs previous individual mailings that announced the partnership
  - Protea Announcement: *Protea Hotels join Marriott Rewards!*
  - Delta Announcement: *Marriott Welcomes Delta Hotels & Resorts*
  - Protea/Delta: *Sawubona and Bonjour, Jim!*
- The Protea/Delta generated half the CTO% of the Protea announcement while featuring offers to both Brands and direct booking CTA; This suggests members may need reasons to explore the brands vs moving directly to booking
- Providing reasons to travel to Africa or Canada may have created more engagement and ultimately bookings vs a direct call to book**

# Points Expiration Solo

## Your Points are Expiring Soon

First Name  
Last Name

Member Status

Find & Reserve

[First] [Last]  
Account Number: [MRX\_NUMBER]  
Points Balance as of [AS\_OF\_DATE]: [POINT\_BAL] points  
Last Qualifying Activity: [mm/dd/yyyy]

Dear [First\_Name],

You're a valued member, so we want you to know about some upcoming changes to the Marriott Rewards® program.

[Starting February 1, 2016, members who do not have qualifying activity in the prior 24 months will forfeit all accumulated points. If you have not engaged in qualifying activity since January 31, 2014 you have until January 31, 2016 to do so before the policy is enforced.]

Some examples of qualifying activity to maintain active status in the Marriott Rewards program include:

- Make a paid (or redemption) stay at any of our 3,800+ participating hotels worldwide
- Redeem points
- Make a purchase using a Marriott Rewards credit card
- Earn points with one of our program partners
- Purchase points
- Hold a qualifying meeting or event, including earning points through the Rewarding Events Program

The following activities do not count toward maintaining an active status in the Marriott Rewards program:

- Gifting or transferring points
- Receiving points as a gift or transfer
- Earning points through social media programs, such as #MRPoints

For full details and our updated terms, please visit [MarriottRewards.com/PointsPolicy](http://MarriottRewards.com/PointsPolicy).

One additional reminder: 2015 hotel category changes have been announced. You can learn more about the changes at [Program News](#).

Finally, our thanks for being a Marriott Rewards member. It is our privilege to serve you worldwide.

Sincerely,  
Your Marriott Rewards Team

## Your [POINTS TOTAL] Points Expire on [DATE]

First Name  
Last Name

Member Status

Find & Reserve

Silver 10

Gold 50

Platinum 75

### Your Account >

### Points

### Nights

### Don't Lose Your Points!

[FNAME, it's][it's] been a while since you used your Marriott Rewards® account. Your points will expire soon if your account remains inactive.

[Learn More](#)

[200,000]  
Total Points

[10/10/2015]  
Last Account Activity Date

[10/10/2015]  
Points Expiration Date

#### How to Keep Your Points

**Take a Trip**  
 Earn points on hotel stays, rental cars, air miles and more

**Buy Something Online**  
 Trade in your points for a gift card, electronics and more

**Get the Marriott Rewards Credit Card**  
 Your points won't expire as long as you make purchases every 24 months

Points Expiration	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Blngs /Dlvd
Feb '15 - Announcement	9.9 M	15.7 K	\$5.28 M	36.4%	5.0%	8.7%	1.6
Dec '15 - 90 Day	3.8 M	12.6 K	\$2.49 M	31.4%	34.2%	3.1%	3.3
Jan '16 Automated	214.8 K	1.4 K	\$341.7 K	39.3%	37.8%	4.3%	6.5
90 Day	122.9 K	701	\$183.8 K	38.9%	35.1%	4.2%	5.7
60 Day	91.8 K	689	\$157.9 K	39.9%	41.4%	4.5%	7.5

## Observations

- Roughly 2/3<sup>rd</sup> of recipients of initial notifications took an action to keep their points
- Roughly 98% of recipients of the 90-Day notification took an action to keep their points (Based on # of 60-Day reminder deployments)
- Based on the high 41.4 CTO%, the 60-Day reminder was useful in generating action by members; **Reminders should be best practice tactics to be leveraged for future mailings**

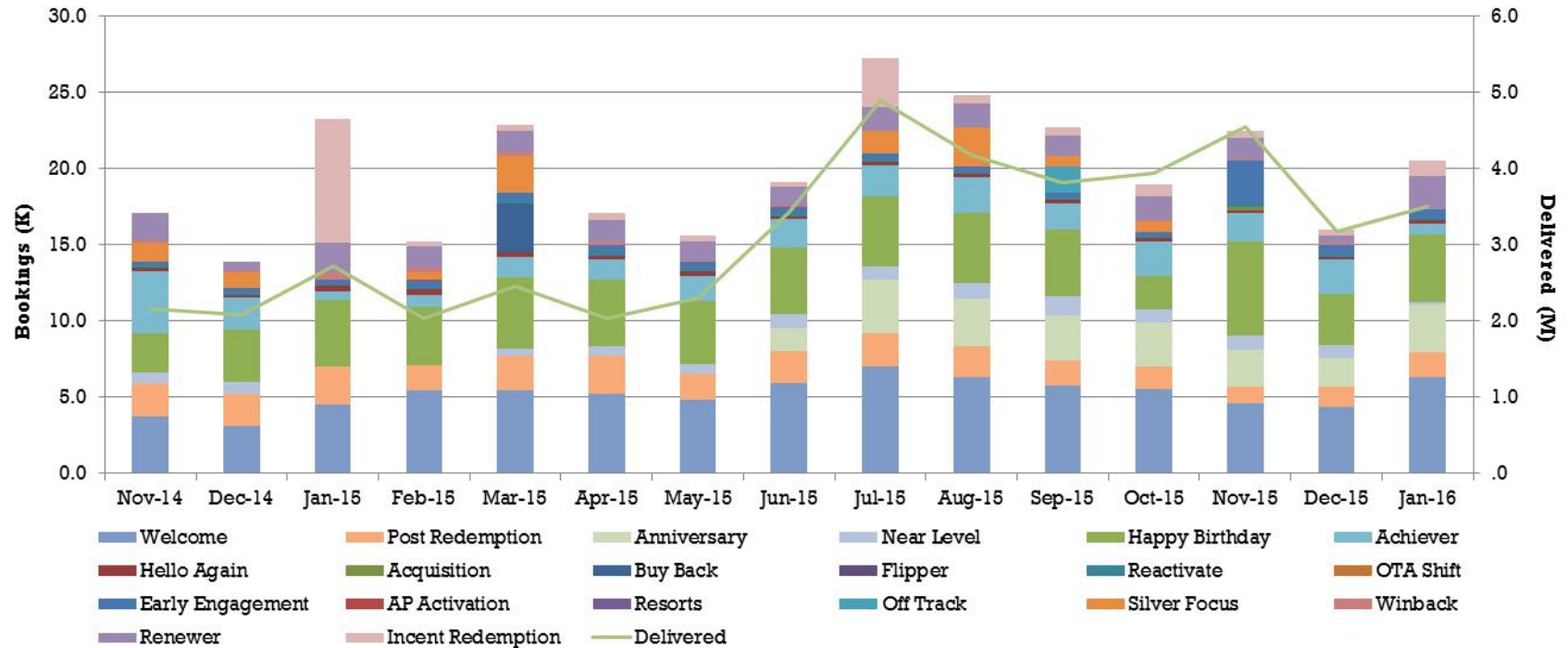
# Jan '16 Lifecycle performance summary

Program Lifecycle			
Audience	Total Delivered	85.8 M 19.5%	3.5 M 28.5%
	Unsub Rate	0.30% +0.1%	0.50% -0.0%
	Delivery Rate	- -	96% -2.5%
Engagement	Open Rate	23.8% -1.2 pts	36.2% -1.0 pts
	Opens	20.5 M 14.0%	1.3 M 25.0%
	Click Rate	2.1% -0.9 pts	7.3% -1.4 pts
	Unique Clicks	1.8 M -17.5%	254.7 K 8.2%
	Click to Open Rate	8.8% -3.4 pts	20.1% -3.1 pts
Financial	Bookings	181.1 K -14.9%	20.9 K -10.1%
	Revenue	\$69.1 M -16.2%	\$8.6 M -9.9%
	Conversion Rate	10.0% +0.3 pts	8.2% -1.7 pts
	Bookings per Delivered(K)	2.1 -28.9%	6.0 -30.0%

## Observations

- Delivery increased YoY by 28.5% while bookings dropped by 10.1%, resulting in a decrease in bookings per delivered email of 30.0%
- Delivery increase was due to the new Lifecycle campaigns since Jan '14, primarily Anniversary
- The booking decrease was due to the launch of Incent Redemption, which in 2014 deployed to all members eligible for the mailing vs triggered deployment

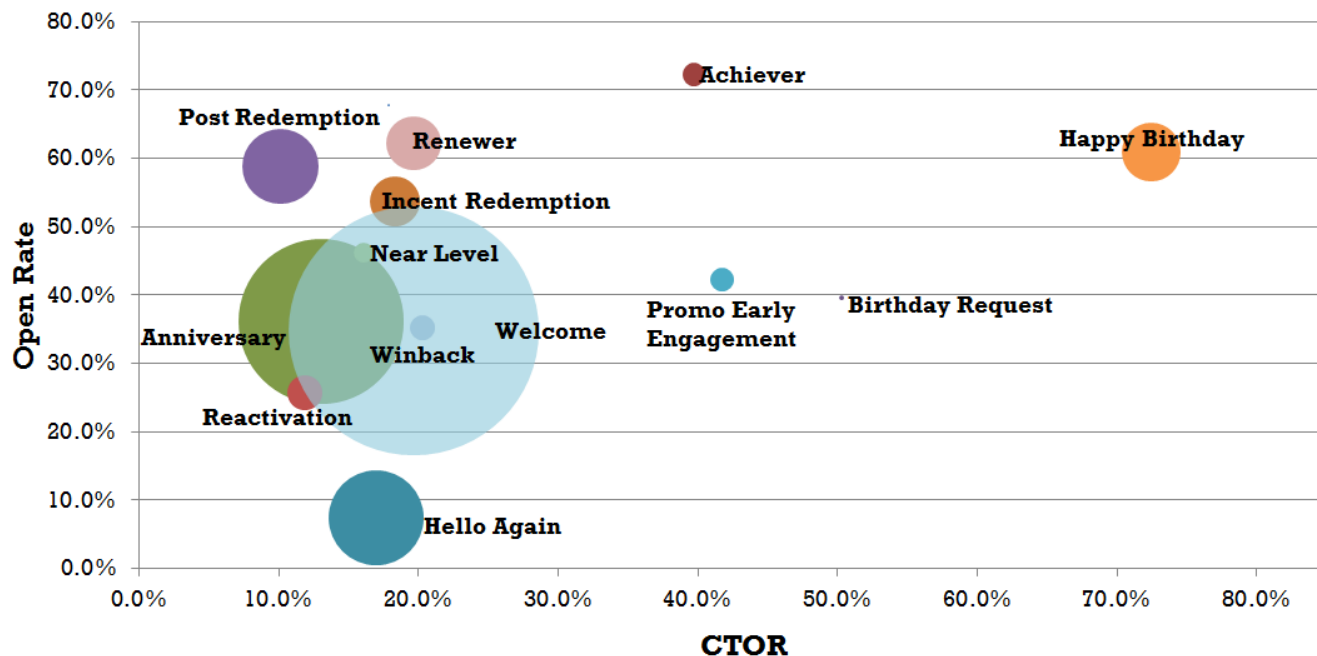
# Jan '16 Lifecycle MoM performance summary



- Incent Redemption initial launch in Jan '15 went to 750 K members & generated over 8.1 K bookings
- Since then the mailing was triggered to a monthly avg of 75 K members, generating 724 bookings

# Jan '16 Lifecycle visualization – Engagement

Open Rate vs Click to Open rates

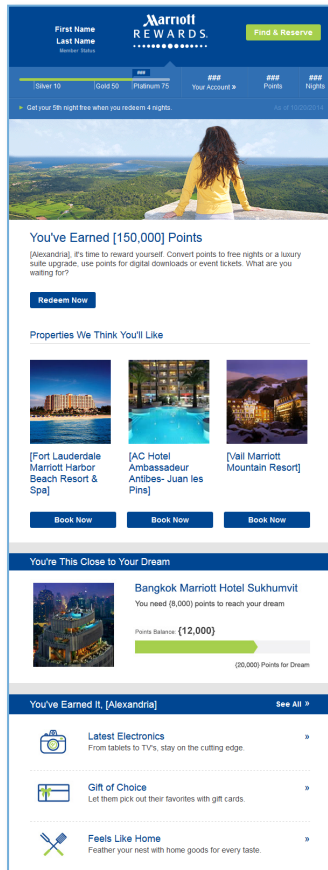


## Observations

- Members continued to have high interest in Redemption emails

# Jan '16 Lifecycle deep dive: Incent Redemption

## Incent Redemption



6 month cycle

Month	Delivered	EIR Bookings	Open%	CTO%	Conv%	Bk/Del (K)
Jan '15	750.5 K	8.2 K	47.6%	16.9%	13.5%	10.9
Feb '15	21.5 K	331	50.2%	23.0%	13.4%	15.4
Mar '15	22.1 K	348	52.0%	23.6%	12.8%	15.8
Apr '15	27.5 K	460	51.7%	23.6%	13.7%	16.7
May '15	30.3 K	401	49.3%	22.5%	12.0%	13.3
Jun '15	22.5 K	319	49.3%	23.1%	12.5%	14.2
Jul '15	409.0 K	3.2 K	43.8%	15.6%	11.4%	7.8
Aug '15	51.1 K	550	48.4%	17.1%	13.0%	10.8
Sep '15	54.1 K	586	44.3%	18.9%	12.9%	10.8
Oct '15	77.5 K	828	47.7%	17.7%	12.7%	10.7
Nov '15	59.3 K	532	46.8%	17.0%	11.3%	9.0
Dec '15	42.7 K	412	44.1%	18.2%	12.0%	9.7
Jan '16	75.8 K	996	53.8%	18.3%	13.3%	13.1

July was 6-month cycle peak from initial launch

- Increase in delivered
- Repeat recipients likely drove the lower Open and Click to open rates

## Observations

- Since launch there has been steady attrition to Open, Click to Open and Conversion rates a noticeable dip starts in July
- There has been a 6 month cycle where delivered emails spike (Jan-15, Jul -15, Jan-16) due to suppression rules; after Jul-15 performance was likely impacted by lower response in 2<sup>nd</sup> time recipients
- Optimizations to Incent Redemption (redemption slider and various tiers) are in place to launch Feb which should greatly increase volume

**Vigilant monitoring of ongoing repetitive communications (Commemorative, Redemptions) should be done to avoid performance attrition due to stale or repetitive messaging/content**

# Jan '16 Lifecycle deep dive: Welcome

Jan Welcome	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bkngs/ Dlvd
Points Series	951.8 K	4.2 K	\$2.0 M	34.9%	18.4%	6.9%	4.4
Miles Series	17.9 K	109	\$55.3 K	51.1%	19.0%	6.3%	6.1
Existing Member	8.9 K	100	\$53.3 K	50.4%	25.1%	8.9%	11.2
Nonmember Series	766.6 K	428	\$179.9 K	30.6%	14.3%	1.3%	0.6
Member Opt in	116.7 K	1.5 K	\$815.1 K	57.8%	44.5%	5.0%	12.9
<b>Total</b>	<b>1.9 M</b>	<b>6.3 K</b>	<b>\$3.1 M</b>	<b>34.8%</b>	<b>19.7%</b>	<b>5.0%</b>	<b>3.4</b>
YoY changes	84%	39%	41%	0%	-15%	-11%	-24%

## Observations

- Welcome campaign continued to generating higher YoY bookings & revenue due to overall higher Open and Click to Open rates
- Additional KPIs (member registrations, mobile app downloads) would provide a fuller picture of the impact of the welcome campaign

## Ongoing optimization opportunities

- Subject line optimization
- General body copy enhancements (Header, descriptions)

**Welcome campaign will be a candidate for content updates for SPG migration**

# Jan '16 Concierge performance summary

Program Concierge			
Audience	Total Delivered	85.8 M 19.5%	12.4 M 142.9%
	Unsub Rate	0.30% +0.1%	0.34% +0.1%
	Delivery Rate	- -	99% -0.4%
Engagement	Open Rate	23.8% -1.2 pts	18.4% -6.0 pts
	Opens	20.5 M 14.0%	2.3 M 83.3%
	Click Rate	2.1% -0.9 pts	1.1% -0.3 pts
	Unique Clicks	1.8 M -17.5%	137.8 K 85.8%
	Click to Open Rate	8.8% -3.4 pts	6.0% +0.1 pts
Financial	Bookings	181.1 K -14.9%	11.7 K 30.8%
	Revenue	\$69.1 M -16.2%	\$4.1 M 35.1%
	Conversion Rate	10.0% +0.3 pts	8.5% -3.6 pts
	Bookings per Delivered(K)	2.1 -28.9%	0.9 -46.2%

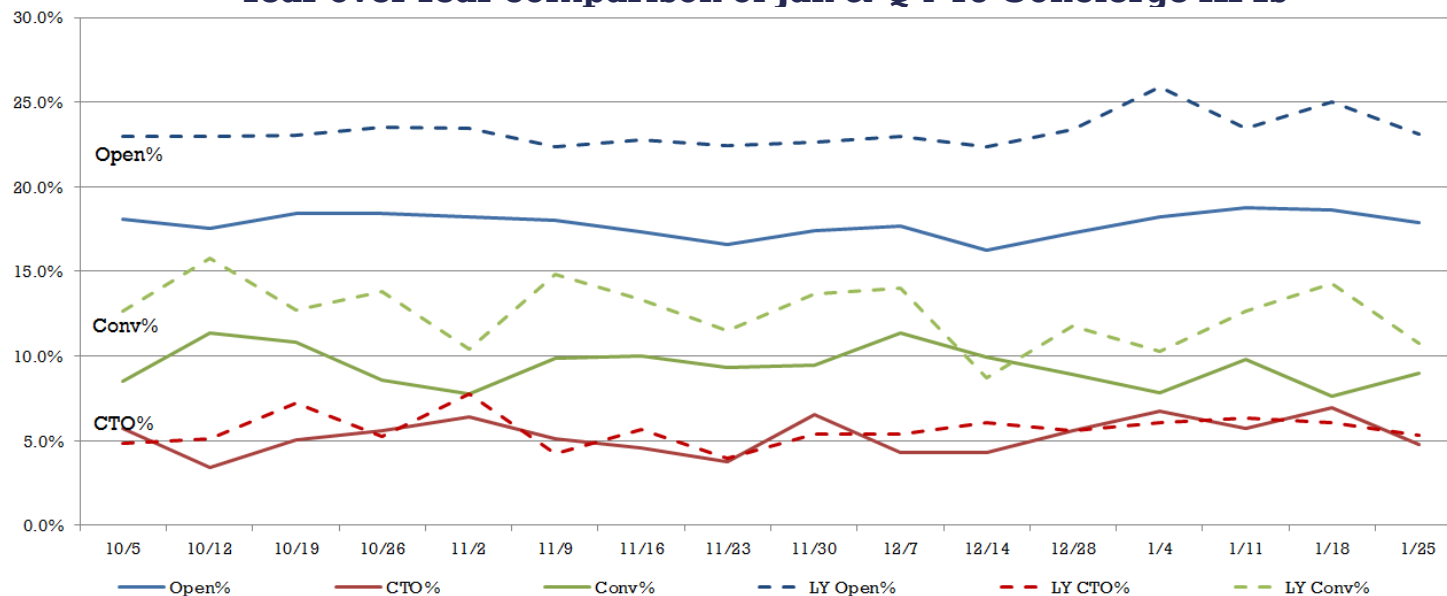
## Observations

- Delivery increased YoY by 142.9% and bookings increased by 30.8%, resulting in a decrease in bookings per delivered email of 46.2%
  - YoY increase in deliveries due to new members opt-in Mar'14
  - New member segment consistently generated lower Open, Click to open and Conversion rates than the existing audience
- The new reaction module launched in October and has helped generate incremental click engagement, resulting in a slight increase in YoY Click to Open



# Jan '16 Concierge deep dive analysis

## Year over Year comparison of Jan & Q4-15 Concierge KPIs



### Observations

- Open rates increased slightly in January which may have seasonal influence
- New members continued to generate lower Open and Conversion rates
- January was the first month where the average Click to open rate surpassed the previous year which may be due to engagement with the reaction module

# Jan'16 Concierge message summary

1/4

*5 Must-See Cities This Year*

Open rate: 18.2%

CTOR: 6.8%

First Name Last Name  
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

TRAVEL PLANS

**5 Must-See Cities for 2016**

Happy New Year! Where will 2016 take you? These hot cities should be on your must-see list this year, if they aren't already!

- Havana, Cuba** ▶ Apply for your license to visit, hop a charter plane or book a people-to-people tour & visit Cuba this year.  
Best Time to Visit: November-April
- Playa del Carmen, Mexico** ▶ Lounge on white sand beaches, swim in crystal clear water and stroll along La Quinta Avenida, the city's bustling main street.  
Best Time to Visit: April-May
- San Juan, Puerto Rico** ▶ Explore the only tropical U.S. National Forest, surf 20-foot waves and dance the night away in the Santurce neighborhood.  
Best Time to Visit: April-June
- Vancouver, British Columbia** ▶ Take a walk 230 feet above the Capilano River. Then, visit the Granville Island Public Market & have lunch by the water.  
Best Time to Visit: March-May, September-November
- Washington, D.C.** ▶ Explore all 19 Smithsonian museums – they're free! – and make plans for a return trip next January for the inauguration.  
Best Time to Visit: March-May, September-November

Are you inspired to travel?

351 420 430

Not inspired to travel

1/11

*Your Long Weekend Cheat Sheet*

Open rate: 18.8%

CTOR: 5.7%

First Name Last Name  
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

TRAVEL HACKS

**How to Make the Most of a 3-Day Weekend**

The key to making the most of a long weekend is to plan ahead. Here are three ways you can get the most from your three days off.

- Plan a Personal Retreat** ▶ Spend the weekend disconnected from your devices and reconnecting with you. Do nothing for three days straight.
- Take a Day Trip or Two or Three** ▶ Explore the cities & towns within an hour or two of your home. Get away from the grind without going too far.
- Experience Something New** ▶ Try a new sport. Sign up for an art class. Tour a museum you've never been to before.

Was this email helpful?

733 498 160

Yes! Planning my Weekend Some Good Tips Not Helpful

eBreaks.®

Get away for less  
Save 20% this weekend

Search eBreaks

3 Presidential Cities to Explore on a Long Weekend

1/18

*How to Take a Volunteer Vacation*

Open rate: 18.7%

CTOR: 6.9%

First Name Last Name  
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

GIVE BACK

**5 Ideas for Your Volunteer Vacation**

Martin Luther King, Jr. Day is a national day of service. With that in mind, here are five ways you can volunteer on your next vacation.

- Blackfeet Reservation, Montana** ▶ Spend a week near Glacier National Park working with the children who live on the reservation and experiencing their culture.
- Give Kids the World Village, Florida** ▶ Take a break from the theme parks in Orlando to volunteer at a storybook village for ill children and their families.
- Nashville, Tennessee** ▶ Volunteer opportunities abound in Music City, from Habitat for Humanity to Hands on Nashville.
- Nature Corp, California** ▶ Help preserve the state parks in California and Hawaii while you enjoy an outdoor vacation in breathtakingly beautiful locations.
- Youth Rebuilding New Orleans** ▶ Rebuild homes in New Orleans for teachers and help promote education with the stroke of your paintbrush.

Was This Email Interesting?  
Click below to share your thoughts.

Was this email interesting?

1,032 481 382

1/25

*3 Must-Do February Events*

Open rate: 17.9%

CTOR: 4.7%

First Name Last Name  
Member Status

Find & Reserve

Silver 10 Gold 50 Platinum 75 Your Account Points Nights

Find A Hotel

COMING UP NEXT MONTH

**3 Spectacular February Events**

We've got your calendar covered with three of the biggest events happening across the country in February.

- Football Fan Village** ▶ Visit the hub of football's biggest game for a weekend celebration of culture, food & sports.  
Through February 7, 2016, San Francisco, CA
- The Original Mardi Gras** ▶ Celebrate Fat Tuesday with parades and a museum tour in Mobile, Alabama, the birthplace of Mardi Gras.  
Through February 9, 2016, Mobile, AL
- San Antonio Stock Show & Rodeo** ▶ Come for the rodeo, stay for the bull riding performances, concerts and festival attractions.  
February 11-28, 2016, San Antonio, TX

Want More Events in Your Email?

Want more events...?

550 135 496

eBreaks.®

Get away for less

# Jan '16 Project Orange performance summary

		Project Program	Orange
Audience	Total Delivered	85.8 M 19.5%	3.2 M
	Unsub Rate	0.30% +0.1%	0.11%
	Delivery Rate	- -	-
Engagement	Open Rate	23.8% -1.2 pts	28.6%
	Opens	20.5 M 14.0%	917.3 K
	Click Rate	2.1% -0.9 pts	3.6%
	Unique Clicks	1.8 M -17.5%	115.2 K
	Click to Open Rate	8.8% -3.4 pts	12.6%
Financial	Bookings	181.1 K -14.9%	16.1 K
	Revenue	\$69.1 M -16.2%	\$6.7 M
	Conversion Rate	10.0% +0.3 pts	14.0%
	Bookings per Delivered(K)	2.1 -28.9%	5.0

Jan Project Orange	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	1.5 M	12.5 K	\$5.2 M	32.4%	10.8%	24.1%	8.5	0.09%
Benefits	501.5 K	7.6 K	\$3.2 M	38.7%	14.1%	27.7%	15.1	0.1%
Destinations	509.4 K	1.7 K	\$739.1 K	29.4%	5.6%	20.5%	3.3	0.1%
Offers	466.8 K	3.2 K	\$1283.2 K	29.1%	12.0%	19.9%	7.0	0.0%
TSAT	1.7 M	3.6 K	\$1.5 M	25.3%	14.4%	5.6%	2.1	0.12%
Benefits	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%
Destinations	625.1 K	585	\$251.7 K	22.3%	4.9%	8.5%	0.9	0.2%
Offers	540.7 K	.8 K	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
Total	3.2 M	16.1 K	\$6.7 M	28.6%	12.6%	14.0%	5.0	0.11%

## Observations

- Compared to the overall program Project Orange mailings:
  - Generated 20.2% higher Open rate
  - 43.2% higher Click to open rate
  - 40.0% higher Conversion rate
- WHPH segments continued to outperform TSAT; however TSAT CTO% surpassed WHPH due to increasing click engagement with Benefits

# Jan '16 Project Orange Benefits trends

## Observations

TSAT Click to open rate has been steadily increasing month over month, ~3x since launch

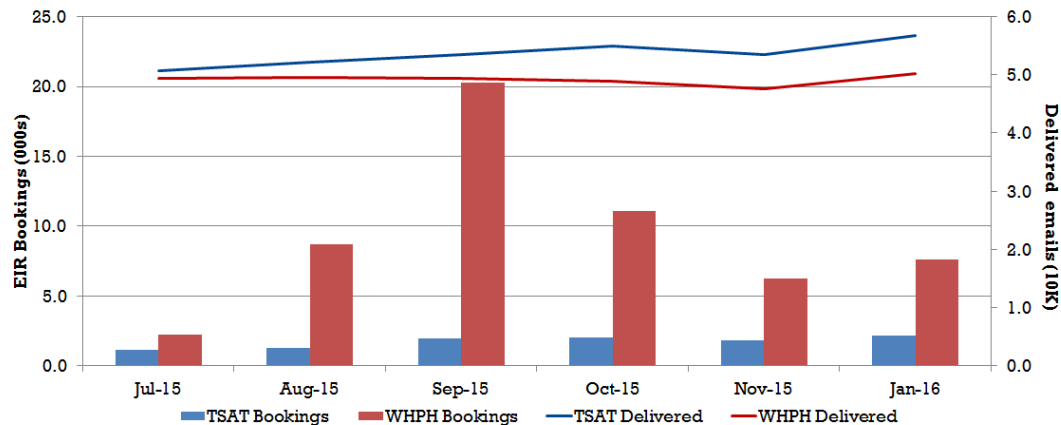
MegaBonus was featured Sept-Nov

- **WHPH** responded aggressively to MegaBonus content; CTO% increase by 3-4x in Sept and generated nearly 3x the monthly booking average
- While **TSAT** responded to MegaBonus, it was with less intensity; **Jan Benefits generated more bookings at a higher booking per delivered than MegaBonus months, suggesting:**
  - Majority of TSATs may not be eligible for MegaBonus
  - May not value MegaBonus as much as WHPH
  - TSAT may place a high value on vacation sweepstakes

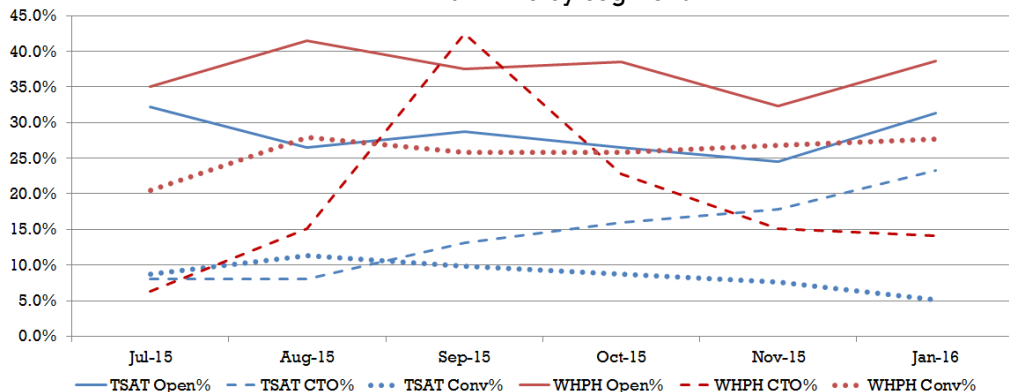
## Takeaways

- **More content & touchpoints could be developed for Sweepstakes for TSATs**
- **Update MegaBonus approach for TSATs (positioning, prominence, frequency)**
- **For Learning Agenda: What incentives do PO segments best respond to?**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Jan '16 Project Orange: Benefits WHPH

Jan Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	501.5 K	7.6 K	\$3.2 M	38.7%	14.1%	27.7%	15.1	0.1%

## Observations

\$300 Credit in Top offer was the highest clicked link – 6.2 K

3<sup>rd</sup> night free in Paris was a close second – 5.3 K

Rewards section generated the most clicks out of any section for the first time

• “Redemption stay credit” & “Refer a friend” each generated over 2K clicks

**WHPH continue to engage with information about (new) benefits & should be featured prominently**

**WHPH may be receptive to future Refer a friend initiatives**

Tumi 4-Wheeled Carry on was the most clicked product by 50%

AC Hotel Miami Beach received 2x the clicks as other AC hotel redemptions & was the only US location; **Increase focus on US locations**

## Benefits

Get Your 3<sup>rd</sup> Night Free

**Account Box**  
23%, 1.6 K bks

**Search**  
4%, 275 bks

**Top Offer**  
29%, 1.8 K bks

**Top Offer 2**  
17%, 1 K bks

**Rewards Main**  
18%, 1.5 K bks

**Redeem Hotels**  
7%, 481 bks

**Redeem Products**  
7%, 524 bks

**Hotel Openings**  
1%, 89 bks

# Jan '16 Project Orange: Benefits TSAT

Jan Benefits	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
TSAT	567.7 K	2.1 K	\$874.5 K	31.4%	23.3%	5.2%	3.8	0.2%

## Observations

Jan Benefits generated 1.7x more clicks than any other month

- The Hawaii sweepstakes generated 21.8 K clicks, 45% of Benefit clicks
  - This is nearly 2.5x clicks more than MegaBonus featured in Sept
- TSAT responded well to sweepstakes**

Hotel Openings section's position was elevated and generated:

- The most clicks for that section historically
- The highest conversion rate out of any section (besides Account Box)

**TSAT continued to find value with Hotel Openings**

Hotel Redemptions (Spotlight on AC Hotels) appeared to generate incremental clicks however the conversion rate was lower than most sections

**Continue to test different approaches to redemption section and content**

**Account Box**  
20%, 768 bks

**Top Offer**  
16%, 285 bks

**Top Offer 2**  
45%, 745 bks

**Rewards**  
8%, 172 bks

**Hotel Openings**  
4%, 86 bks

## Benefits

Your Account: \$300 Resort Credit

Have You Tried AC Hotels by Marriott® Yet?

**Redeem**  
3%, 43 bks

**City Scene**  
1%, 9 bks



# Jan '16 Project Orange Destinations trends

## Observations

Jan featured the following template updates:

- Minor module with 3 destination highlight & featured property
- Year in review quiz link as a 3<sup>rd</sup> module

**The new minor module layout did not appear to increase click engagement; continue to monitor to validate**

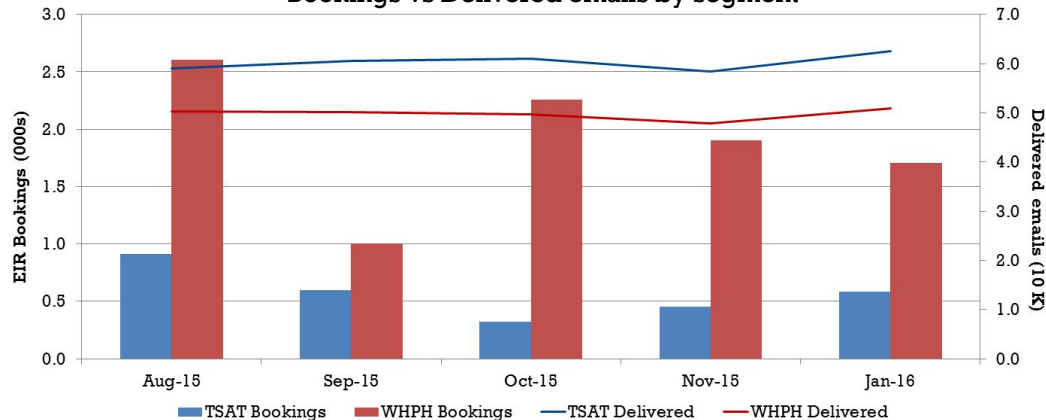
WHPH Email KPIs dropped from Nov to Jan

- Jan featured less content & links
- New Minor module did not appear to attract clicks

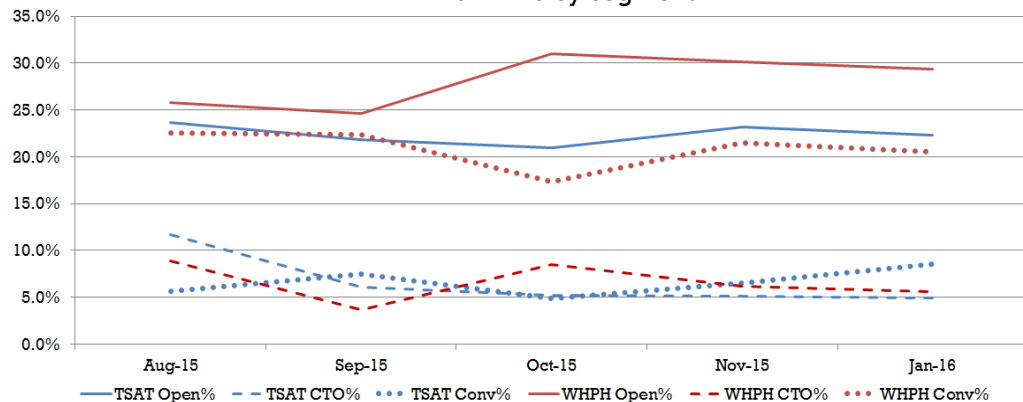
TSAT bookings increased Nov to Jan due to greater click share going to high converting placements  
Account Box & Search

**Additional links in Top Offer can drive overall click engagement**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Jan '16 Project Orange: Destinations

Jan Destinations	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	509.4 K	1.7 K	\$739.1 K	29.4%	5.6%	20.5%	3.3	0.1%
TSAT	625.1 K	585	\$251.7 K	22.3%	4.9%	8.5%	0.9	0.2%
<b>Total</b>	<b>1.1 M</b>	<b>2.3 K</b>	<b>\$990.9 K</b>	<b>25.5%</b>	<b>5.3%</b>	<b>15.1%</b>	<b>2.0</b>	<b>0.18%</b>

## Observations

Top Offer saw a decrease in click share compared to Nov for WHPH & TSAT, decreasing 24.5% to 11.8% & 27.6% to 15.6%, respectively

**Supporting content & link in Top Offer can click engagement**

Ideally clicks would have migrated to Minor Offer but click share decreased in these sections as well (WHPH:35.6% to 22.3%; TSAT: 25.8% to 13.5%) and instead moved to Account Box, Search, & Survey, suggesting lack of interest

- For TSAT, this migration increased bookings as Account Box/Search convert well
- Top clicked WHPH Destination: Las Vegas-Cosmopolitan
- Top clicked TSAT Destination: Bali: Ritz Carlton

**Continue to monitor this layout**

Survey generated good click engagement, generating ~ 10% of clicks and conversion rates higher than the minor module

**Segments continued interest in surveys & quizzes; interactive content (e.g. Reaction module) should be an ongoing feature**

## WHPH

Where Will You go in 2016?

**Account Box**  
39%, 881 bks

**Search**  
8%, 139 bks

**Top Offer**  
12%, 189 bks

**Minor Offer**  
22%, 287 bks

**Survey**  
11%, 142 bks

## TSAT

Find Your 2016

Destination Inspiration

**Account Box**  
37%, 355 bks

**Search**  
15%, 104 bks

**Top Offer**  
16%, 51 bks

**Minor Offer**  
13%, 26 bks

**Survey**  
9%, 25 bks



# Jan '16 Project Orange Offers trends

## Observations

Propensity modeled Field Offers were introduced in Jan:

- Both segments hit CTO% highs
- WHPH bookings drove 46% more monthly bookings than the previous highest
- TSAT Conv% fell to a new low which negated the high click engagement; however, booking volume slightly increased

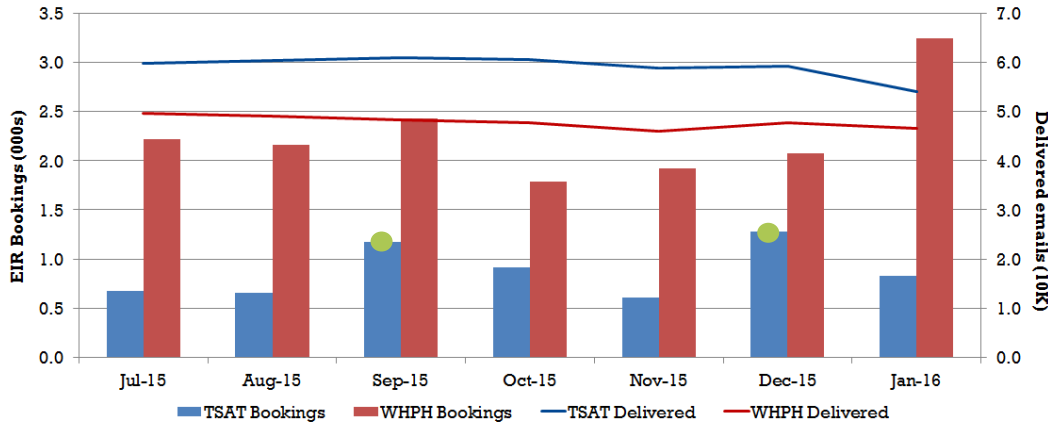
**Propensity Field Offers were a positive change for WHPH but did not generate as much impact for TSAT bookings**

TSAT monthly booking peaks were due to featured offers & sweepstakes

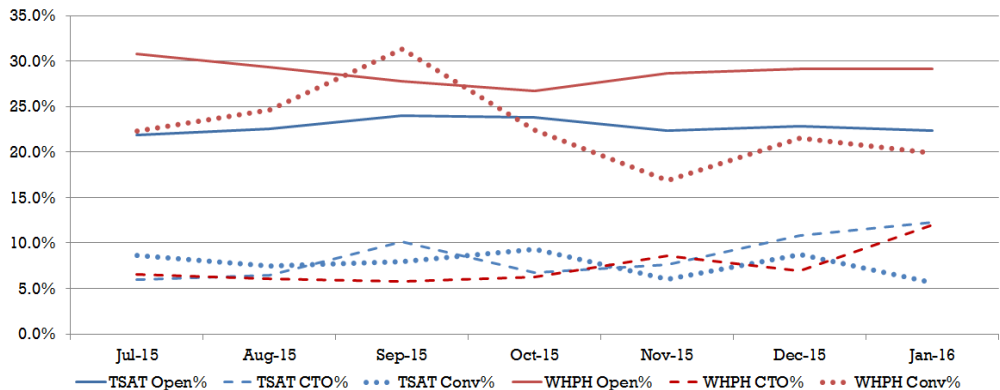
**When available, should be prioritized over Field Offer content module**

**Booking CTAs for curated offers with offer detail may increase click engagement for TSAT**

Bookings vs Delivered emails by segment



Email KPIs by segment



# Jan '16 Project Orange: Offers

Jan Offers	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/Del (K)	Unsub%
WHPH	466.8 K	3.2 K	\$1283.2 K	29.1%	12.0%	19.9%	7.0	0.0%
TSAT	540.7 K	829	\$351.2 K	22.3%	12.3%	5.6%	1.5	0.0%
<b>Total</b>	<b>1.0 M</b>	<b>4.1 K</b>	<b>\$1.6 M</b>	<b>25.5%</b>	<b>12.1%</b>	<b>13.1%</b>	<b>4.0</b>	<b>0.00%</b>

## Observations

Like Hotel Specials, Field Offers attracted the majority of clicks; however segment engagement with Propensity Field Offers differed:

### WHPH

- The increase in email clicks appeared to be incremental as other section clicks generated their respective monthly averages
- This section had a similar booking rate as other sections

**Including propensity Field Offers was a positive change for WHPH**

### TSAT

- There were some incremental clicks gained as well as cannibalization from other sections as clicks to Account Box, Search, and Major offer section decreased
- This section had the lowest conversion rate out of all sections

**Continue monitoring but potential future optimizations include lowering the position or reducing the number of offers displayed**

**TSAT may require different offers, increasing the offer pool is planned**

**Additionally, TSATs may gravitate towards offers/deals so displaying offer details in CTA buttons may increase click engagement (ie Hotel Specials)**

## WHPH

[FNAME's] February Travel Deals

The screenshot shows the WHPH email layout with the following sections and metrics:

- Account Box:** 18%, 703 bks
- Search:** 4%, 168 bks
- Field Offers:** 55%, 1.6 K bks
- Major Offer:** 16%, 582 bks
- Minor Offer:** 4%, 103 bks

Other visible elements include a 'Get Away From It All' section, a 'RewardsPlus' banner, and a 'Wrap Up Valentine's Day' section.

## TSAT

We've Picked These Deals Just for You

The screenshot shows the TSAT email layout with the following sections and metrics:

- Account Box:** 14%, 265 bks
- Search:** 6%, 96 bks
- Field Offers:** 61%, 344 bks
- Major Offer:** 7%, 52 bks
- Minor Offer:** 6%, 42 bks

Other visible elements include an 'Alexandria, We've Picked These Just for You' section, a 'Getaways that Inspire' section, and a 'Fall in Love With These' section.

+ Thank You!



# Appendix