



JULY 2017 MARRIOTT REWARDS EMAIL PROGRAM REVIEW

September 7, 2017

yes

TODAY'S AGENDA



July '17 Program Review

- Program Summary & Trends
- Key Storylines
- Testing Summary
- Actionable Insights
- Marriott Traveler Update
- Industry Insights



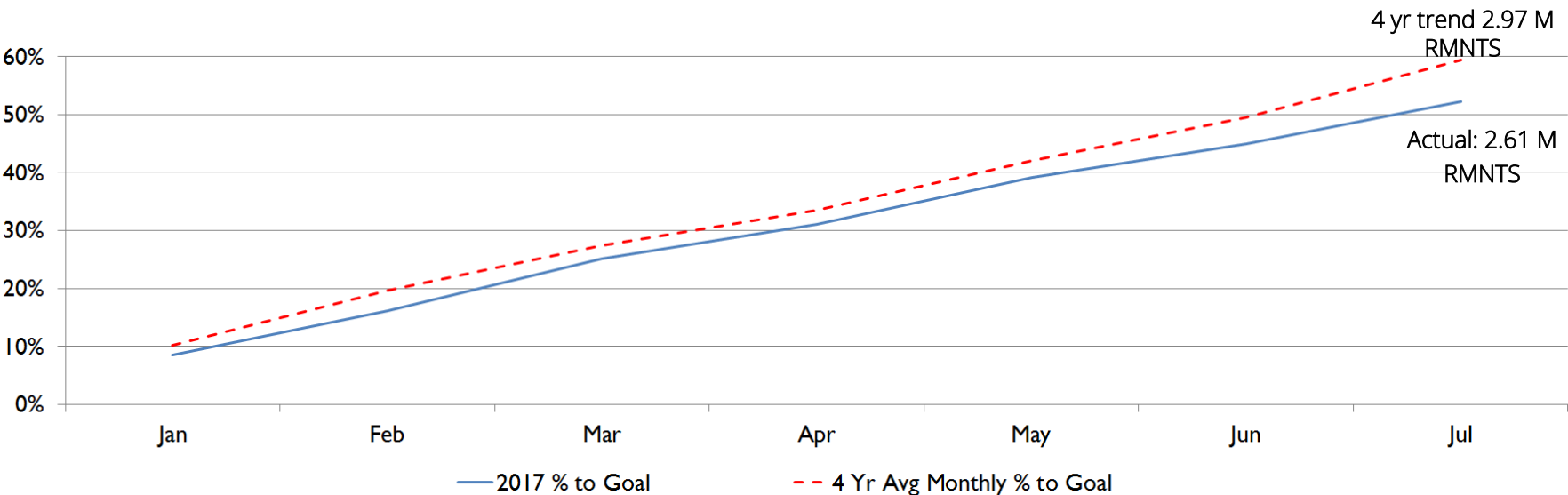
Available July '17 Campaign Reviews

- eNews
- Hotel Specials
- Destinations
- Solos
- Lifecycle

JULY 2017 EMAIL PROGRAM SUMMARY

PROGRAM IS 12% BEHIND 5 M ROOM NIGHT GOAL

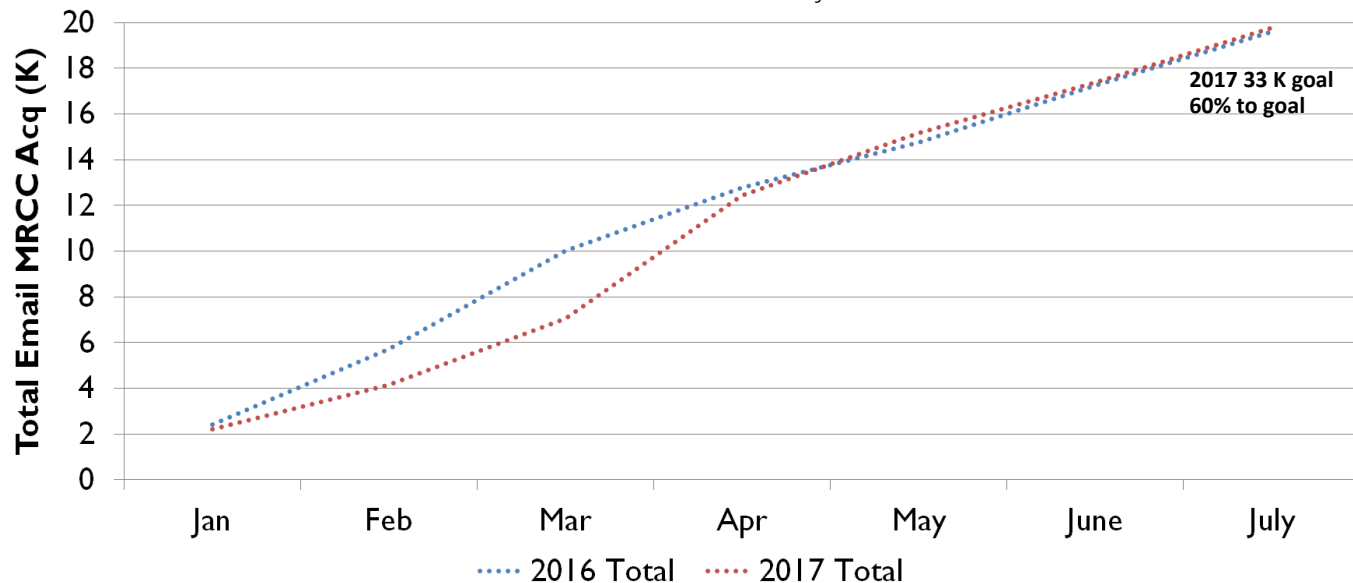
- As of July, program has generated 2.61 M RN, 52% of goal
- 4 Yr. trend indicates program should be at 59% of goal by July to achieve forecast
- Scheduled Aug and Sep booking solos support reaching goal



*Based on EIR data

MRCC ACQUISITIONS AHEAD OF FORECAST

YTD CUME MRCC Accounts by month



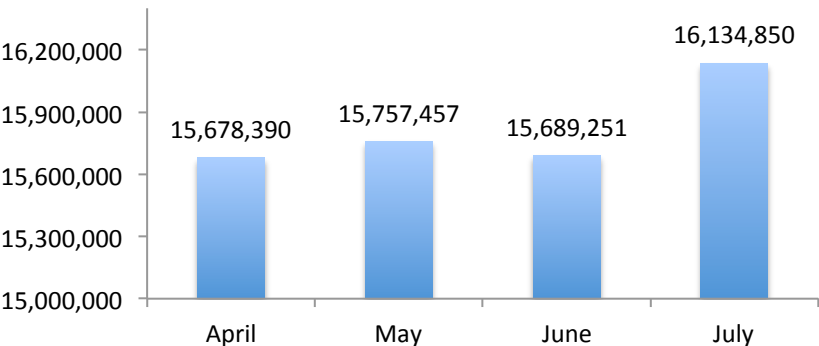
As of July, MRCC accounts are 60% of 33 K goal

- Refer-a-Friend generated the most acquisitions since Jan '17
- Points Expiration drove the most acquisitions since Jan '16
- Confirmation acquisition volume was the highest since Jun '16

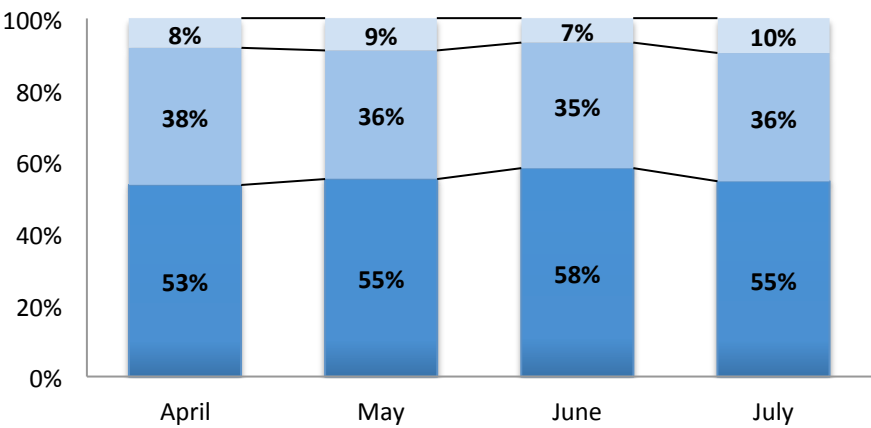
EMAIL ENGAGEMENT REPORT

- More members received 1+ emails in July
- Positive shift in click engagement tied to increased emails delivered and 2.0 template change

of MR Members Received 1+ Emails



% of Email Interaction (MR Mbr)



■ Unengaged % of Total ■ Passive % of Total ■ Engaged % of Total

*Report Key:
- Received: # of emails received during time period
- Engaged: Received Opened and Clicked + Received not Opened but Clicked
- Passive: Received Opened but not Clicked
- Unengaged: Received not Opened and not Clicked

JULY 2017 EMAIL PROGRAM PERFORMANCE

- Increased delivery resulted in more opens and clicks without impacting unsub rates
- Decreased Click Rate and CTO for Solo's, MRCC, and METT drive overall program declines
- Solo's planned to address financial declines (Aug and Sep)

Audience

93.3MM

Delivered
+7.4%

99%

Delivery Rate
+0.2 pts.

0.15%

Unsubscribe Rate
0.0 pts.

Engagement

23.4%

Open Rate
+0.7 pts.

21.8MM

Unique Opens
+9.4%

2.2%

Click Rate
-1.0 pt.

2MM

Unique Clicks
+13%

9.2%

CTOR Rate
-4.7 pts.

Financial

160.7K

Bookings
-3.9%

365.9K

Room Nights
-6.7%

\$55.4MM

Revenue
-7.1%

8.0%

Conversion
-1.0 pts.

1.7

BPK
-39.4%

		Hotel							
		Program	eNews	Specials	Dest.	Solos	Lifecycle	MRCC	METT
Audience	Total	93.3 M	15.4 M	10.3 M	13.1 M	26.8 M	6.5 M	15.2 M	6.1 M
	Delivered	7.4%	12.4%	-0.6%	8.5%	11.0%	21.2%	-1.6%	3.0%
	Unsub Rate	0.15% 0.0 pts	0.09% -0.0 pts	0.14% -0.0 pts	0.13% 0.0 pts	0.12% -0.0 pts	0.30% 0.0 pts	0.22% -0.0 pts	0.17% -0.0 pts
Engagement	Delivery Rate	99% 0.2 pts	98% -0.5 pts	99% 0.2 pts	100% 0.4 pts	100% 0.7 pts	97% 0.5 pts	99% -0.1 pts	99% 3.1 pts
	Open Rate	23.4% 0.7 pts	25.8% 2.8 pts	18.3% -0.4 pts	20.9% -1.4 pts	23.7% 0.1 pts	31.5% -1.3 pts	22.7% 0.4 pts	23.2% 1.2 pts
	Opens	21.8 M 9.4%	4.0 M 26.3%	1.9 M -2.9%	2.7 M 1.7%	6.4 M 11.5%	2.1 M 16.4%	3.4 M 0.1%	1.4 M 8.7%
Financial	Click Rate	2.2% -1.0 pts	4.2% 0.9 pts	1.6% 0.1 pts	1.2% -0.1 pts	1.9% -0.5 pts	6.1% 0.6 pts	0.6% -0.1 pts	0.7% -0.1 pts
	Unique Clicks	2.0 M 13.0%	652.5 K 44.8%	167.6 K 8.5%	151.8 K 2.1%	520.3 K -10.0%	400.0 K 34.4%	85.3 K -22.2%	41.1 K -12.9%
	Click to Open Rate	9.2% -4.7 pts	16.5% 2.1 pts	8.9% 0.9 pts	5.6% 0.0 pts	8.2% -2.0 pts	19.4% 2.6 pts	2.5% -0.7 pts	2.9% -0.7 pts
Financial	Bookings	160.7 K -3.9%	47.7 K 7.7%	14.3 K 6.8%	8.2 K -23.6%	51.9 K -11.0%	28.3 K 19.2%	7.1 K -40.0%	3.2 K -34.4%
	RoomNights	365.9 K -6.7%	109.3 K 5.4%	32.4 K 5.1%	18.2 K -27.5%	115.5 K -15.3%	68.6 K 16.2%	14.5 K -43.9%	7.3 K -35.0%
	Revenue	\$55.4 M -7.1%	\$16.8 M 6.0%	\$4.9 M 4.3%	\$2.7 M -30.6%	\$17.4 M -16.0%	\$10.3 M 15.2%	\$2.0 M -45.5%	\$1.2 M -32.1%
	Conversion Rate	8.0% -1.0 pts	7.3% -2.5 pts	8.5% -0.1 pts	5.4% -1.8 pts	10.0% -0.1 pts	7.1% -0.9 pts	8.3% -2.5 pts	7.9% -2.6 pts
	Bookings per Delivered(K)	1.7 -39.4%	3.1 -4.2%	1.4 7.5%	0.6 -29.6%	1.9 -19.8%	4.3 -1.7%	0.5 -39.1%	0.5 -36.3%

- 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

- Using EIR Financial Data
 - Benchmark is 12-mo rolling avg.

Executive Dashboard

CTOR lifts across key campaigns:

- eNews and Hotel Specials included MegaBonus content
- Content updates to some Lifecycle emails

Conversion declines across all campaigns, some due to high click engagement

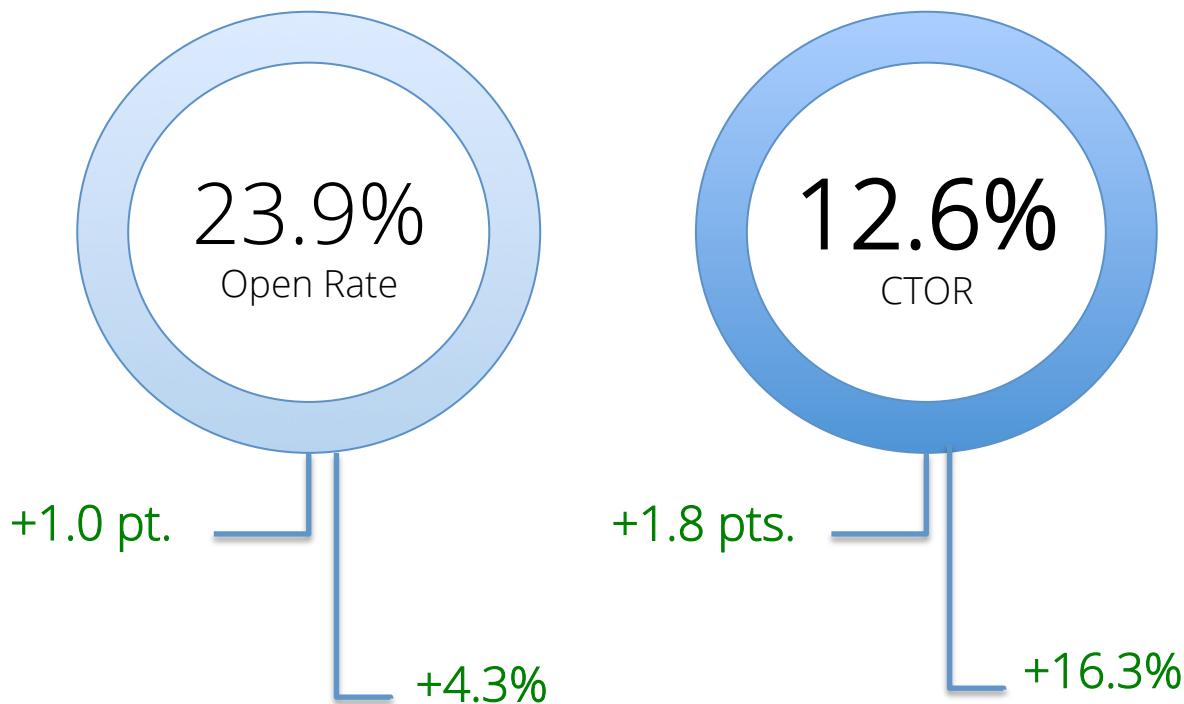
Solo conversion down 1% which is tied to Moments Rebrand solo (48% of solos and generated lower than avg. conversion)

KEY STORYLINES

1. Positive lifts with new email template
2. Record high click engagement with eNews and Hotel Specials
3. Campaign optimization drives increases & learnings for future efforts
4. Highlighted key initiatives: Summer MegaBonus & Moments Rebrand

KEY STORYLINES

NEW TEMPLATE DROVE INCREASED EMAIL ENGAGEMENT



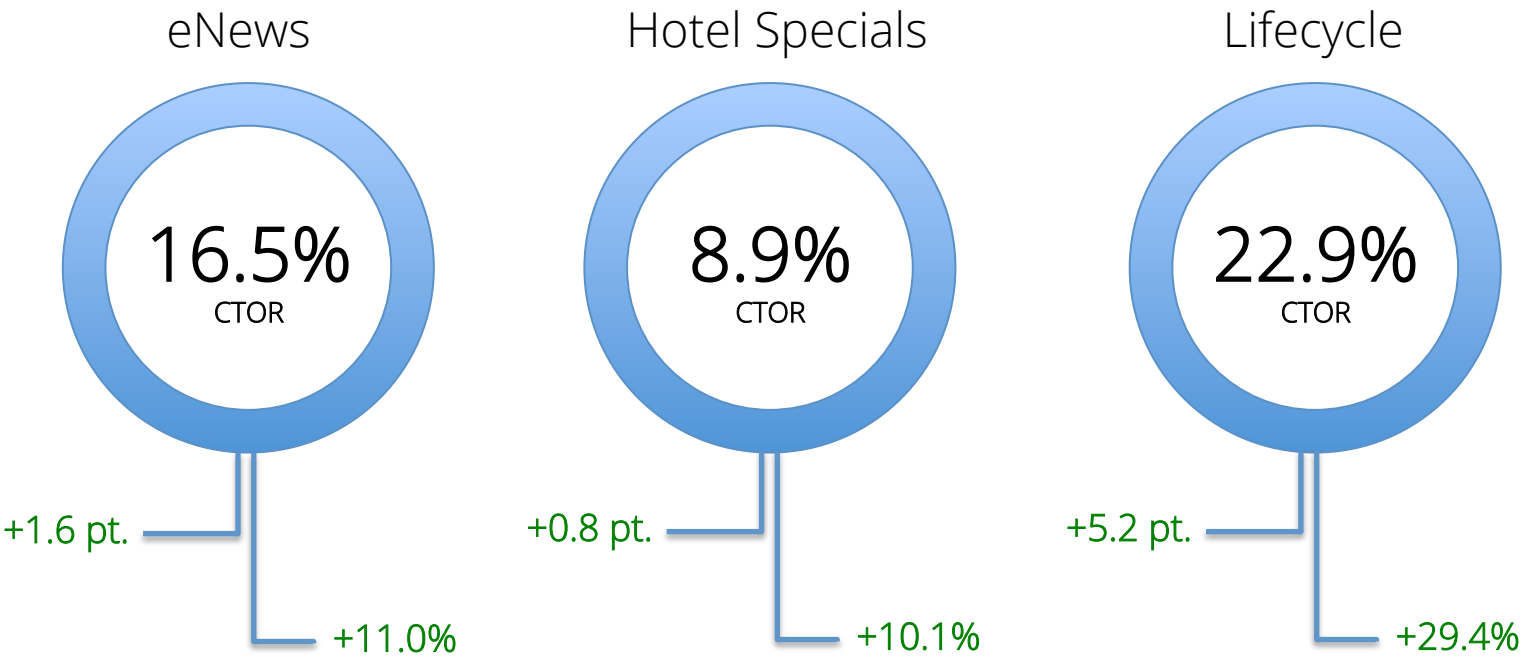
Approach: pre/post 2.0 comparison of regular monthly emails

CTOR improvements in core and lifecycle campaigns

Continue to monitor and optimize content areas

*Compared to 12-Month Avg. (June '16 – May '17)

VISIBLE CTOR INCREASES ACROSS KEY CAMPAIGNS

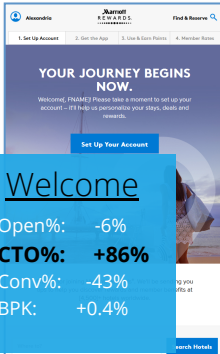


- Compared July '17 to 12-Month Avg. (June '16 – May '17)
- Using EIR Financial Data

41% LIFT IN CTOR WITH WELCOME POINTS SERIES


Shifting account creation content from EES1 to Welcome is showing positive results for Welcome

Future content updates are planned for EES1 (Mobile App)



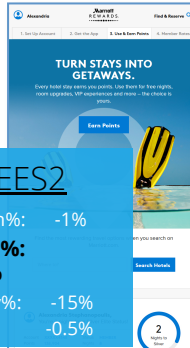
Welcome

Open%:	-6%
CTO%:	+86%
Conv%:	-43%
BPK:	+0.4%



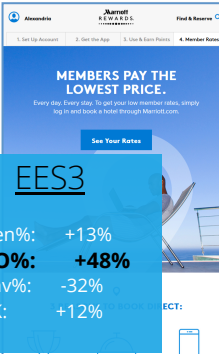
EES1

Open%:	-4%
CTO%:	-14%
Conv%:	-15%
BPK:	-30%



EES2

Open%:	-1%
CTO%:	+18%
Conv%:	-15%
BPK:	-0.5%

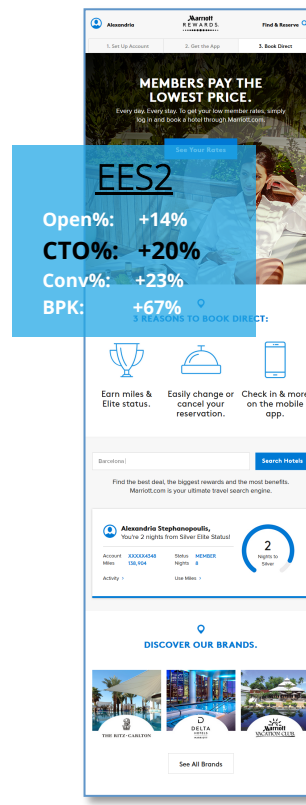
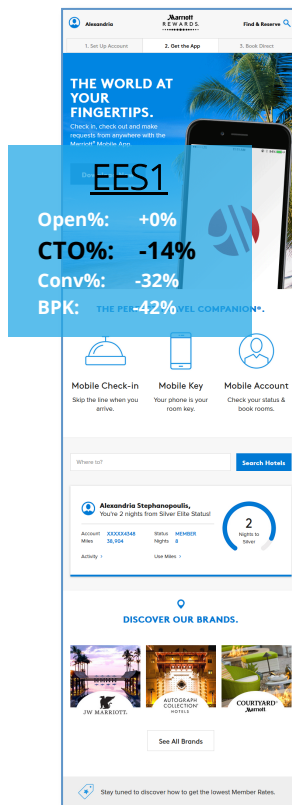
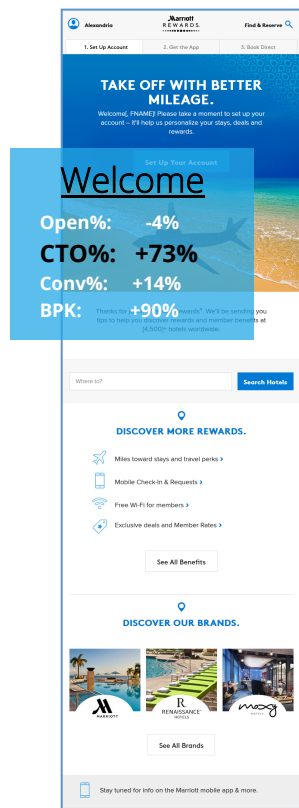


EES3

Open%:	+13%
CTO%:	+48%
Conv%:	-32%
BPK:	+12%

*Comparison of 12-Month Avg. (June '16 – May '17) vs. July '17

32% LIFT IN CTOR WITH WELCOME MILES SERIES



Miles campaign showed similar overall and EES1 engagement results as the Points version

Primary change:

Create Account content shifted to Welcome from EES1

- Mobile App now the primary focus for EES1 (Updates pending)

Future content updates are planned for EES1 (Mobile App)

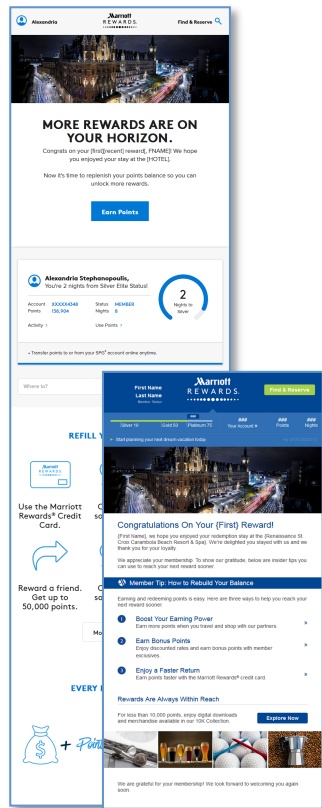
*Comparison of 12-Month Avg. (June '16 – May '17) vs. July '17

9.7% LIFT IN CTOR WITH POST-REDEMPTION CAMPAIGN

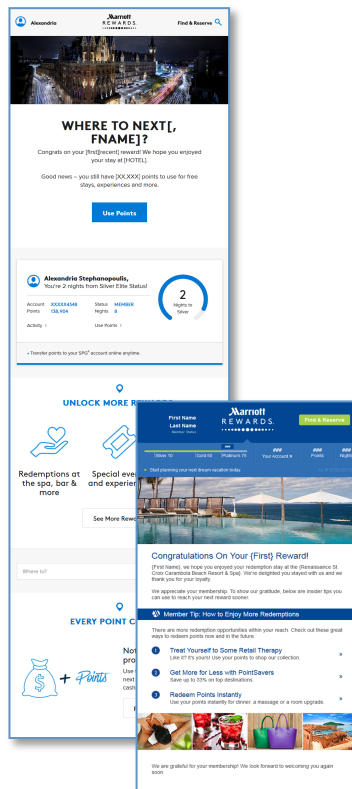
Post-Redemption (Campaign Level)

Open%: -5.2%
CTOR%: +9.7%
 Conv%: -12.8%
 BPK: -9.4%

Restarters



Leftovers



Surplusers version was retired and consolidated into Leftovers

Update point thresholds

- Restart = 0-79,999K
- Leftover = 80K+

Open rate decreased 5%

- Previous SL: Thank You for Redeeming Your Points
- New SL: Thanks for Using Your Points [FNAME]

Continue to monitor SL performance and run segment analysis to pinpoint declines

*Comparison of 12-Month Avg. (June '16 – May '17) vs. July '17

NEAR LEVEL INITIAL RESULTS SHOW DECREASES IN KEY METRICS

Changes:

- Moved 'nights away' from SL to PH for streamlined message
 - SL = [LEVEL] Elite Status is within your reach
 - PH = Keep going[, FNAME]: You're just [X] nights away from next-level benefits.
- Top Offer CTA changed to **Plan A Stay**
- Added Member Rates

Recommendations:

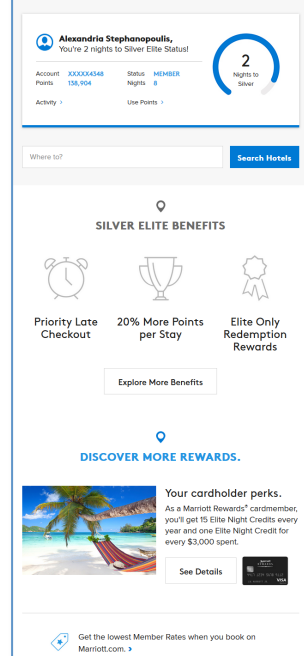
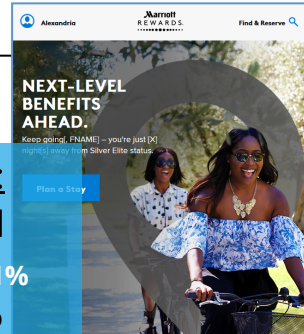
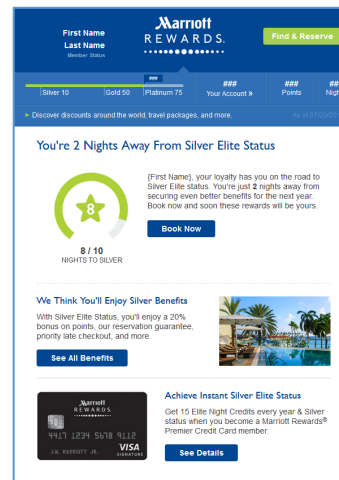
- Allow for more time to pass and then run segment and link analysis to pinpoint declines

Campaign: Near Level

Open%: -13.1%

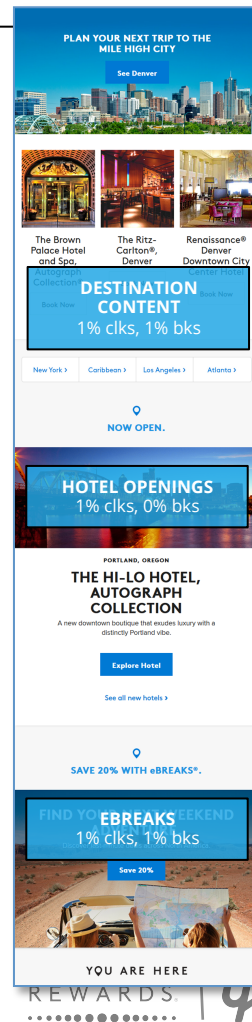
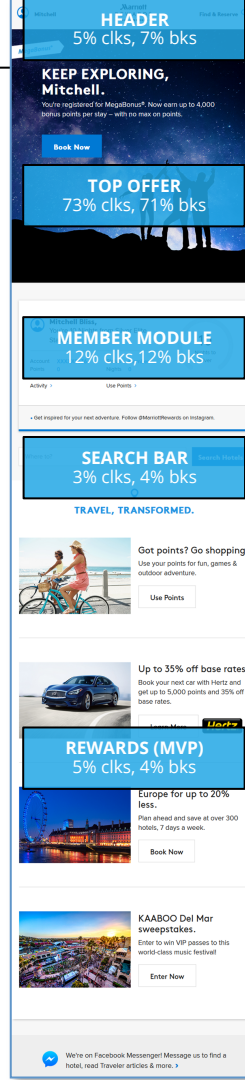
CTO%: -15.7%

Conv%: -40.3%



ENEWS - 2ND HIGHEST CLICK VOLUME SINCE JAN '15

- Top Offer received the most clicks since Sep '16
 - Contributing factors:
 - MegaBonus image optimization
 - Targeting eligible stayers with 1+ stays
 - Member Deals generated the highest click rate (4.3%) of any MegaBonus-alternative Top Offer since Feb '16
 - Conversion was down 23% due to MegaBonus Generic Register group
 - Suggest continuing segmentation-based content personalization
- Continued engagement success with Destinations Propensity module
 - Generated 11% MoM increase in section click rate
 - Creative & content enhancements planned for Nov eNews
- July featured 4 stacked MVP offers in the Rewards section and did not feature MVP content in the Top Offer 2 position; overall MVP Conv% was 5.1% & 7.9% lower than May & Jun respectively



TOP REVENUE DRIVING MVP OFFERS

Focused on top 25% of revenue generating offers in Random group

\$/% off Travel

- Atlantis, receive up to \$500 in resort credits
- Save up to 20% across US
- NYC for 15% less
- Florida for 20% off
- Save 20% Across USA
- Europe for 20% Less
- Save up to 20% across US (2x)
- Europe for up to 20% less
- MVC - save 20% at over 50 resorts

TSA Precheck

Hertz

- Hertz, up to 35% off + 5K
- Hertz, 35% Off

Ritz Content

- Escape to Ritz-Carlton package
- R-C Club Level

Sweeps

- Moments KAABOO Del Mar Sweepstakes
- Canada 150th Birthday sweeps
- Sweeps - NBA South Africa Game 2017

Other

- MRCC-US - earn 100K, last chance
- Exclusive Travel Deals
- RewardsPlus, Basic, Silver, Gold
- Explore Hawaii
- Merchandise US

*% of clicks was greater than the % of revenue

LET'S CHAT ABOUT MVP...

- Confirm & support MVP email objectives
 - If revenue driving, increase offers in rotation and limit non-revenue content
 - If supporting other initiatives, enable optimization for other metrics
 - If both, track revenue vs. engagement offer performance and identify main KPIs

DESTINATIONS – 2ND MONTH OF ROAD TRIP THEME

- CTOR up 5% MoM and slightly above the 12-month avg
- Road trip continued to drive higher than avg. clicks YoY
- Top Offer content attracted a 47% higher % of clicks
- Upcoming Trip module generated the 2nd highest % of clicks & conversion since first being featured in Feb '17
- Road Trip Tips drove Middle Offer click highs (% of clicks up 8%),
 - Section conversion rate dropped by 23% due to non-booking related messages
- Trip Planner section generated 1.4K fewer clicks than the 12-month avg; content streamlined by removing body copy
- Campaign conversion rate dropped to lowest since March '16 due to high clicks and low bookings

Road Trip
Ideas

Road Trip
Personality Quiz

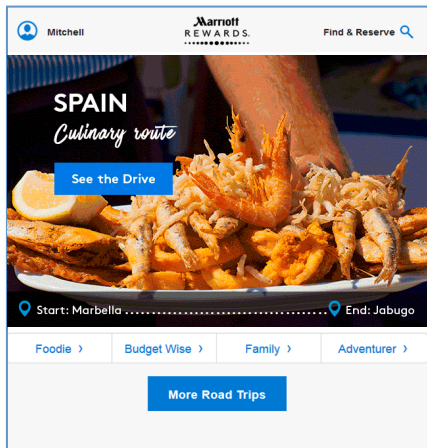
Road Trip Tips and
Car Games

The screenshot displays the layout of the Road Trip campaign landing page with the following sections and metrics:

- HEADER:** 16% clks, 28% bks
- TOP OFFER:** 67% clks, 55% bks
- More Road Trips:** A button linking to more trip ideas.
- Road Trip Personality Quiz:** A section titled "Which road trip fits your personality?" with a link to "Take the quiz to find out". Below it, a tweet placeholder for a road trip quiz results using #MRpoints and #FindYourRoute.
- HIT THE ROAD, MITCHELL:** A section header for a specific trip.
- YOUR UPCOMING TRIP TO LOS ANGELES:** A section header for an upcoming trip.
- UPCOMING TRIP:** 1% clks, 2% bks
- Road Trip Tips and Car Games:** A section featuring images of people on a road trip.
- MIDDLE OFFER:** 10% clks, 7% bks
- WHERE TO BOOK NOW:** A section header for booking options.
- TRIP PLANNER:** 4% clks, 4% bks
- Footer:** Navigation links for Montreal, Seattle, Salt Lake City, Explore Canada, See Washington, and Visit Utah.

DESTINATIONS TOP OFFER TEST

Carousel

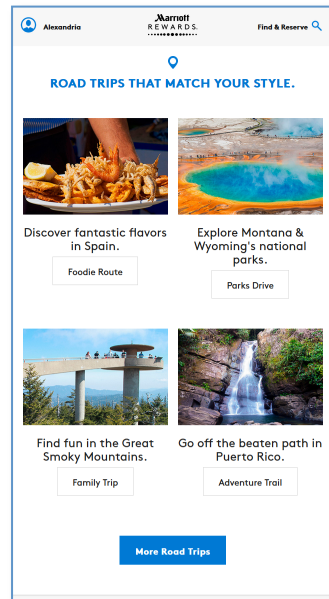


- Streamlined
- Larger image
- Rotating image
- More above fold

- Higher campaign CTR (+9.5%) & BPK (+8.9%)

VS.

2-up



- Tried and true 2-up
- Headline + body copy
- Smaller images
- Less above fold

- 13% higher % of clicks
- Higher campaign Conv% (+0.9%)

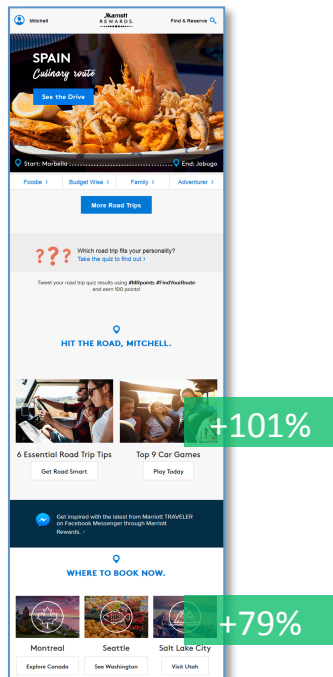
% OF CLICKS COMPARISON BY SECTION

Carousel bottom section had higher % of clicks compared to 2-up same

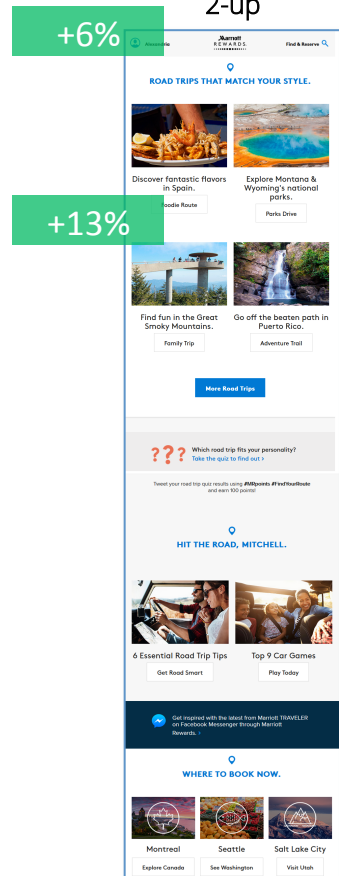
Continue testing to determine

- Impact of carousel on campaign engagement
- Impact of single image vs. carousel

Carousel



2-up



SUMMER MEGABONUS PERFORMANCE

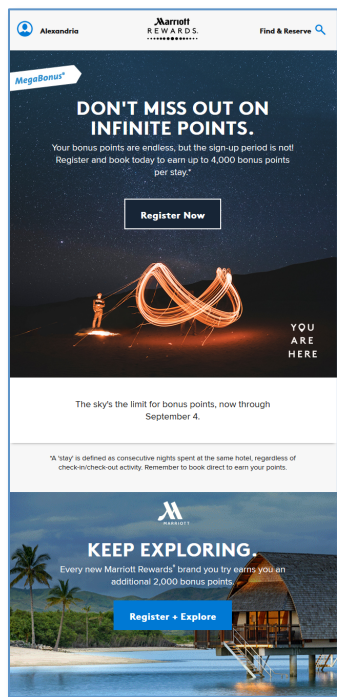


- 9 Campaigns featured in
- 23.2 M Reach*
- 5.5 M Impressions*
- 1.3 M Clicks
- 906.2 K Registration Confirmation Emails Sent
- \$45.2 M Revenue (EIR)
- 133.2 K Bookings
- 10% Conversion Rate

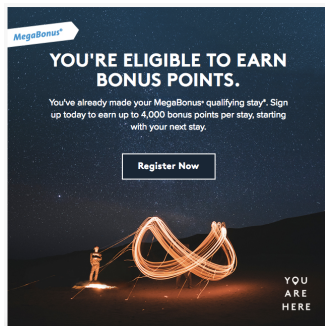
* Represent solos only (does not include modules in the core communications)

PERSONALIZATION INCREASES ENGAGEMENT WITH MEGABONUS REGISTRATION REMINDER

Control

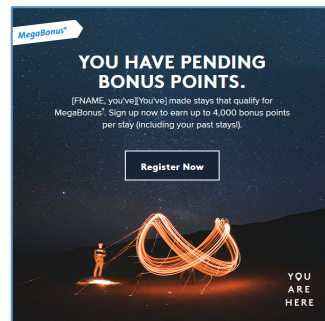


VS.



Test Group: 1 Stay

+116% Higher CTA clicks
+106% Higher campaign-level CTOR
7.1 BPK vs. 3.2 for control



Test Group: 2+ Stays

+155% Higher CTA clicks
+144% Higher campaign-level CTOR
31.1 BPK vs. 10.7 for control

2nd time personalizing registration reminder copy in MegaBonus solo

A/B Test: Half of 1 stay and 2+ stays audience groups received eligible stay copy vs. generic registration reminder copy

Hypothesis: Tailored registration message will drive more engagement and registrations

Recommendation: Continue to leverage 'eligible stay' messaging in reminders when possible

*All CTA & campaign-level results were Statistically significant

CAMPAIGN OPTIMIZATION RESULTS IN POSITIVE EMAIL PERFORMANCE

Applied
Winning
Image

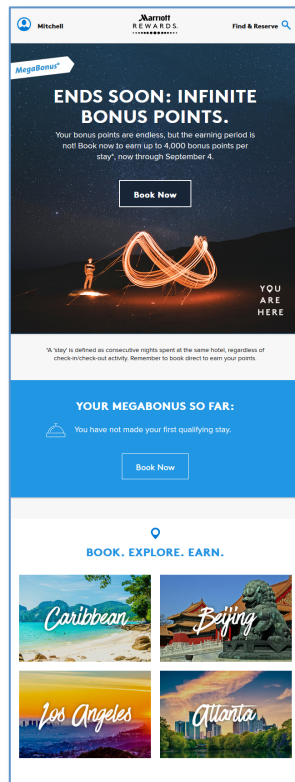
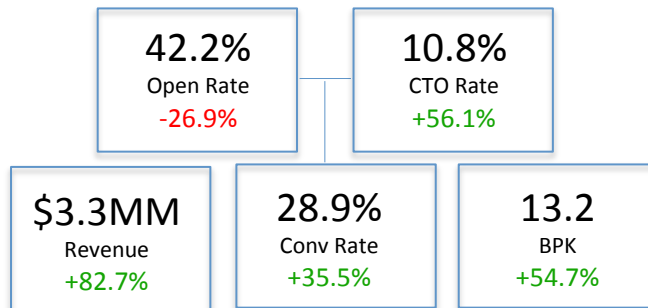


Image
Optimization

Engagement



Summer '17

SL = Book Today to Earn up to 4,000 Bonus Points
PH = [FNAME:]Here's your MegaBonus® status so far.

VS.

Spring '17

SL = Your MegaBonus Status So Far
PH = Earn double points. Take in more moments with MegaBonus®.

Used winning image from June eNews MegaBonus optimization efforts

Open rate dropped 27% compared to spring '17 email

- Consider testing previously used status language; it drove 55% open rate

CTOR is up 56% compared to spring '17 booking reminder

- Used 2.0 template
- No member module drove focus to CTAs
- Image optimization

*Compared to Spring '17 booking reminder

DESTINATION IMAGE OPTIMIZATION RESULTS

- 15 popular destinations
- Pure optimization – no control
- Low section clicks (only 416)
- Top 10 destinations by % of clicks
 - New York - 0.28%
 - Beijing - 0.25%
 - Chicago - 0.21%
 - Shanghai - 0.16%
 - Dallas - 0.14%
 - Boston - 0.13%
 - DC - 0.12%
 - Orlando - 0.12%
 - Montreal - 0.12%
 - Atlanta - 0.10%



HOTEL SPECIALS PERFORMANCE INCREASED ACROSS MOST METRICS

Engagement

18.3%
Open Rate
-0.4 ppts.

1.9MM
Unique Opens
-2.9%

1.6%
Click Rate
+0.1 pts.

167.6K
Unique Clicks
+8.5%

8.9%
CTOR Rate
+0.9 pts.

Financial

14.3K
Bookings
+6.8%

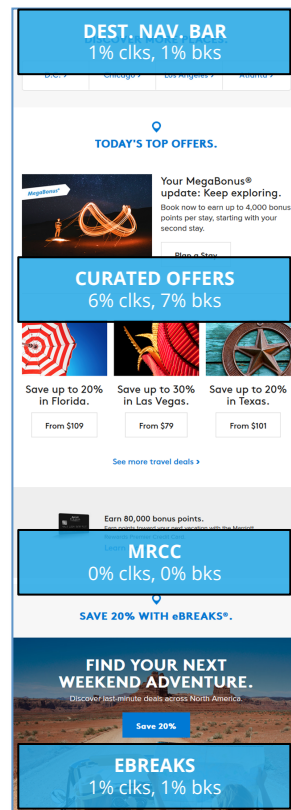
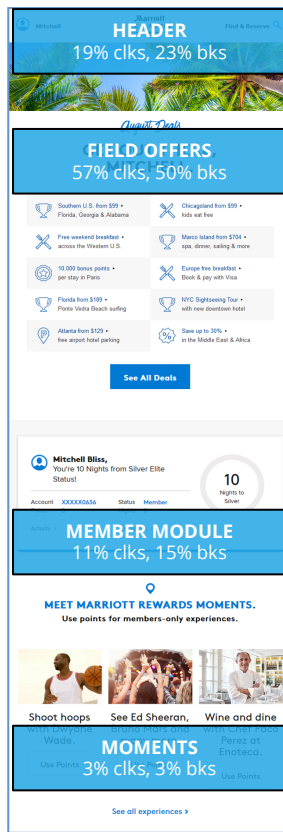
32.4K
Room Nights
+5.1%

\$4.9MM
Revenue
+4.3%

8.5%
Conversion
-0.1 ppts.

1.4
BPK
+7.5%

*Compared to 12-month average



Open rate was 2% below the 12-month avg, but up 2% vs. last month

- No change in SL, but slight difference in PH MoM

CTOR was the highest since Aug '16

- Featured MegaBonus
- High engagement with Field Offers & new Member Module

MegaBonus offer strongly contributed to section increase (click % up 33%)

- Continue including content
- Leverage eligible stay copy test learnings for improved engagement

MOMENTS REBRANDED SOLO

Engagement

22.2%
Open Rate

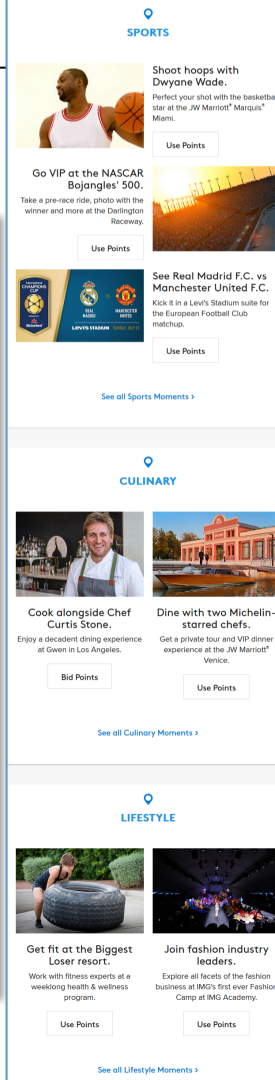
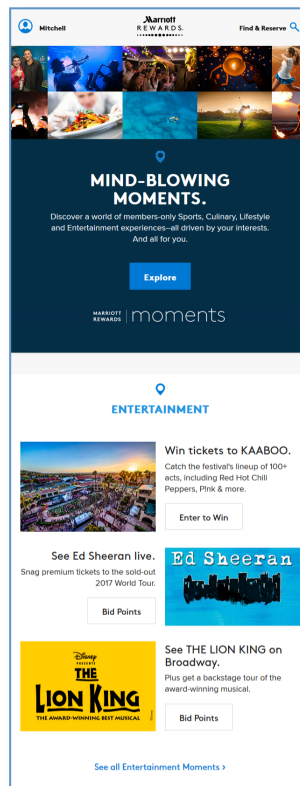
+3.8% vs. Moments Solo Avg.
+4.8% vs. '16 Launch Solo

5.5%
CTO Rate

-1.0% vs. Moments Solo Avg.
+0.1% vs. June '16 Launch Solo

Subject lines tested:

- Introducing Moments (20.8%)
- New: Marriott Rewards® Moments (20.7%)
- Mind-Blowing Moments. All for You. (20.5%)



Subject line test resulted in the 2nd highest Moments solo open rate to-date

Campaign results:

60% ahead of goal in key metrics

- 199,556 site visits
- 160 redemptions

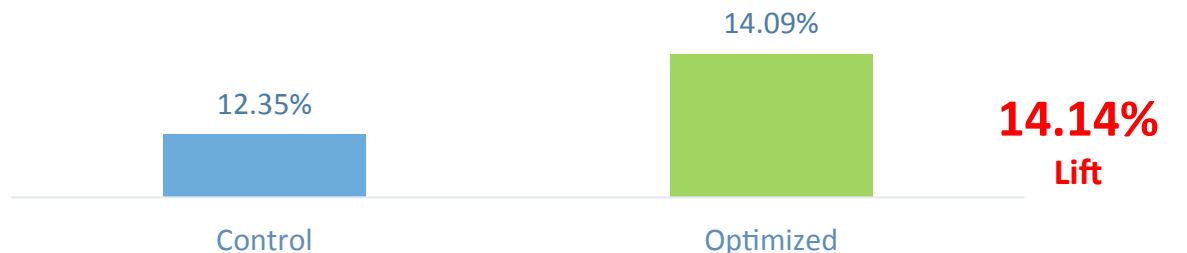
Future considerations:

- Add points needed and current balance since no member module
- Prominent placement of sweeps, lower pt. auctions and complimentary redemptions for those with fewer points
- Improve email targeting with Moments redemption data or previous email click data

JULY TESTING & OPTIMIZATION SUMMARY

- ✓ DESTINATIONS CAROUSEL VS. 2-UP
- ✓ MEGABONUS COPY
- ✓ MEGABONUS BKG. REMINDER OPTIMIZATION
- ✓ MOMENTS SUBJECT LINE
- ENEWS MEGABONUS IMAGE OPTIMIZATION
- HOTEL SPECIALS EBREAKS LIFESTYLE VS. MAP
- WELCOME POINTS/MILES SUBJECT LINES
- NAV BAR OPTIMIZATION (ENews & HOTEL SPECIALS)

14% CTOR LIFT WITH JULY eNEWS IMAGE OPTIMIZATION



	Opens	Clicks	CTOR	Lift	Significance
Control	136,225	16,819	12.35%		
Optimized	1,208,925	170,372	14.09%	14.14%	98.7%

Performance:

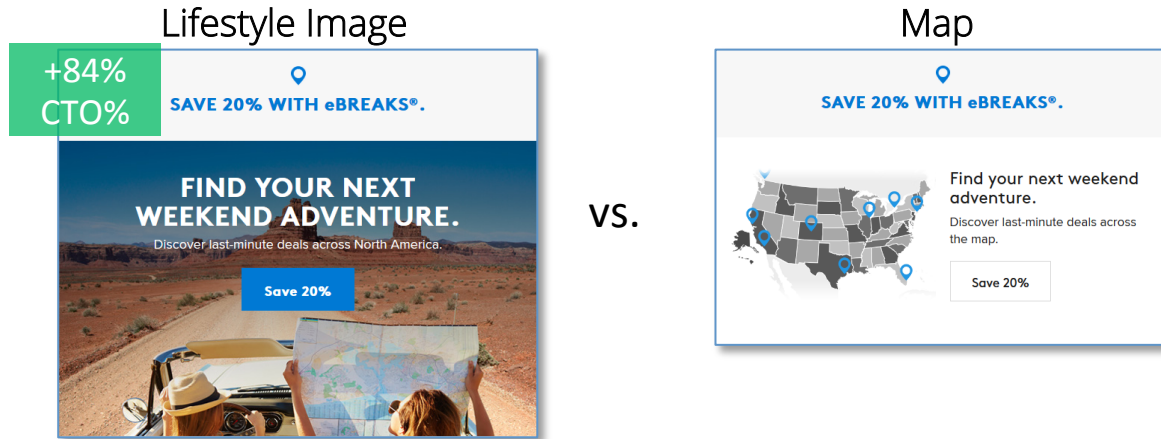
Images A and B were again the best performing images, staying consistent with the June test.

Image A saw the most lift with Silver + levels.

Image B saw significant lift with Basic members and iOS devices.

Image E performed well with members with high nights (> 18) but the low audience size didn't drive significant overall lift.

84% HIGHER SECTION CTO WITH EBREAKS LIFESTYLE IMAGERY VS. MAP IN HOTEL SPECIALS



Hypothesis: Image is more on brand and will drive more engagement

Results:

- Lifestyle version generated a 1.2% higher campaign-level CTO%*
- Lifestyle creative an 84% higher CTO%**

Recommendation:

Consider re-testing eBreaks before replacing Map creative

- Map creative has been the consistent winner during multiple creative tests
- Try same layout in next test

Jul '17 Hotel Specials eBreaks Test	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Bk/ Del (K)
Map Image	1.5 M	1.2 K	\$416.5 K	19.7%	8.0%	5.1%	0.8
Lifestyle Image	1.5 M	1.2 K	\$430.5 K	19.7%	8.1%	5.2%	0.8

*Not statistically significant

**Statistically significant

Destination Navigation Bar Clicks & Bookings not included in results

MIXED RESULTS WITH JULY WELCOME POINTS SL TEST

	Previous Subject Line (Feb '17 - Jun '17)	New Subject Line (July '17)	Open% Δ 's
Welcome	Welcome to Marriott Rewards, [FNAME]!	It's Go Time [FNAME]!	-2.4%
EES1	Tip 1 of 3: Personalize Your Account	3 Reasons You Need our Mobile App	-1.0%
EES2	Tip 2 of 3: Get More From Your Points	[FNAME's][Your] Guide to Earning & Using Points	3.5%
EES3	Tip 3 of 3: Get the Lowest Price	Log in for Lower Room Rates	16.4%

Overall Welcome Points campaign Open% experienced a 3% lift in July compared to pre-period

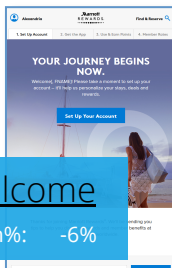
Compared to 12-month avg, campaign Open rate is down 1%

- Change in email content is a factor in comparison

Current Aug SL test in progress (concludes 9/8)

Welcome

Open%: -6%



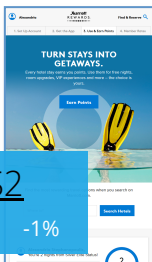
EES1

Open%: -4%



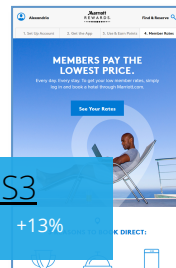
EES2

Open%: -1%



EES3

Open%: +13%



*Comparison of 12-Month Avg. (June '16 – May '17) vs. July '17

GREAT IMPROVEMENTS WITH JULY WELCOME MILES SL TEST

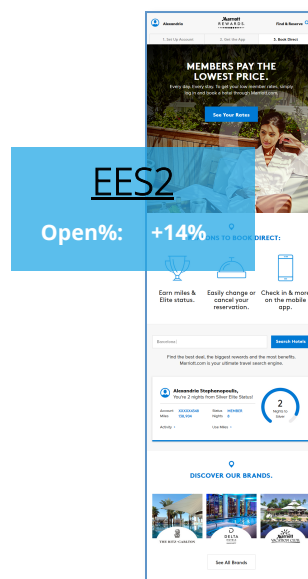
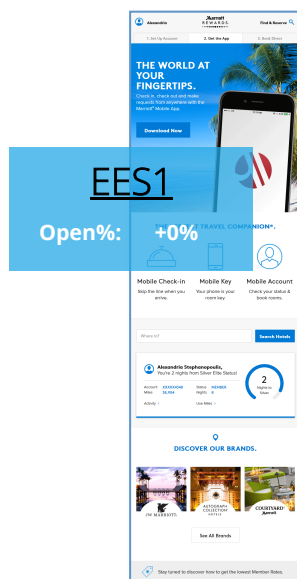
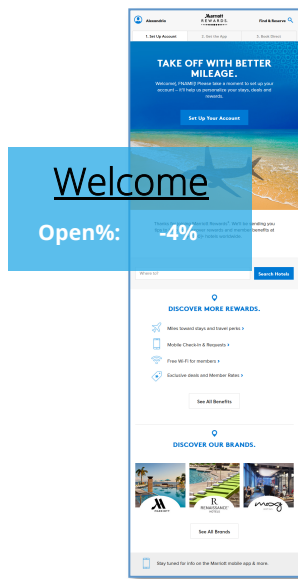
	Previous Subject Line (Feb '17 - Jun '17)	New Subject Line (July '17)	Open% Δ 's
Welcome	Welcome to Marriott Rewards, [FNAME]	It's Go Time [FNAME]!	39.9%
EES1	Tip 1 of 3: Personalize Your Account	3 Reasons You Need our Mobile App	46.6%
EES2	Tip 2 of 3: Get More from Your Points	Log in for Lower Room Rates	64.3%

Overall Welcome Miles campaign Open% experienced a 48% lift in July compared to previous subject line time period

Compared to 12-month avg, campaign Open rate is down 2%

- Similar changes in email content as Points version is a factor in comparison

Current Aug SL test in progress (concludes 9/8)



*Comparison of 12-Month Avg. (June '16 – May '17) vs. July '17

NAV BAR OPTIMIZATION RESULTS – GLOBAL

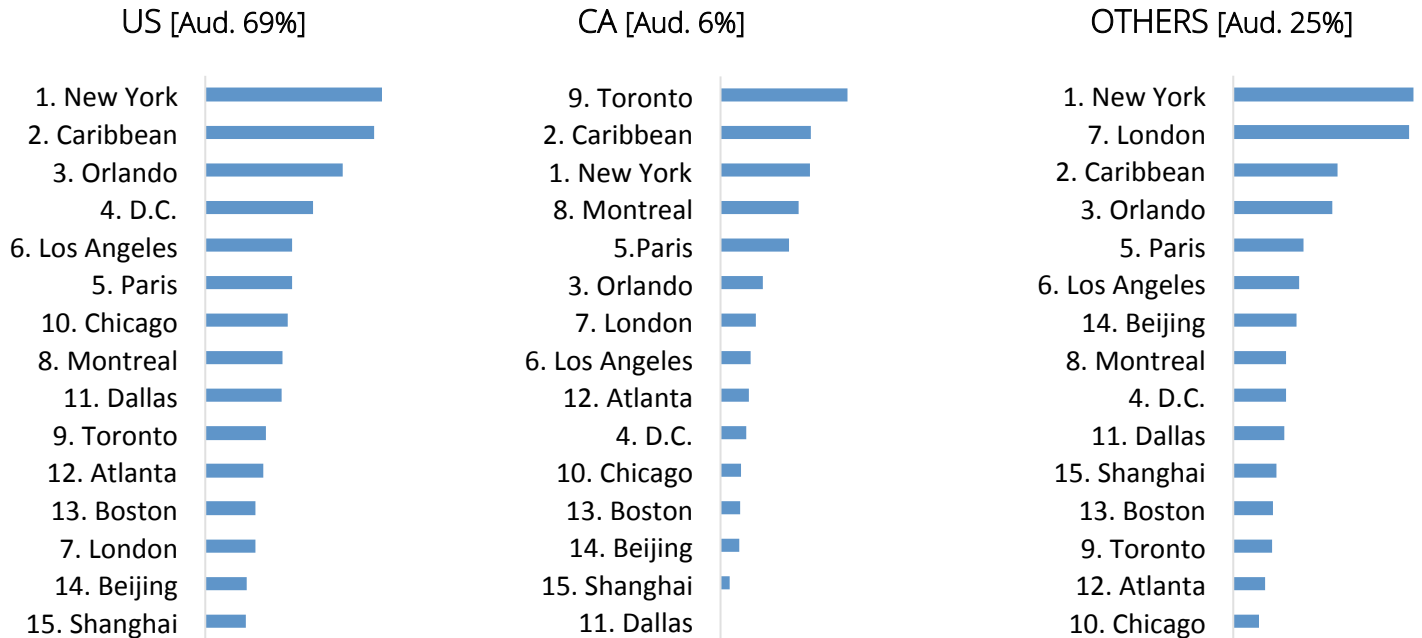
- Combined results for eNews and Hotel Specials, sorted by CTO
- New York and Caribbean consistently in top positions



1. New York
2. Caribbean
3. Orlando
4. D.C.
5. Paris
6. Los Angeles
7. London
8. Montreal
9. Toronto
10. Chicago
11. Dallas
12. Atlanta
13. Boston
14. Beijing
15. Shanghai

NAV BAR OPTIMIZATION RESULTS – US, CANADA, ROTW

Other non-US locations rise up, but New York & Caribbean are consistently in the top 3



*July eNews & Hotel Specials results

ACTIONABLE INSIGHTS

BOOKING

- Leverage successful personalization in other campaigns
 - MegaBonus eligible stay copy
 - Upcoming Trip Module
 - Destination Propensity Module
- Try destination image vs. Nav. Bar optimization in Hotel Specials and eNews to increase engagement

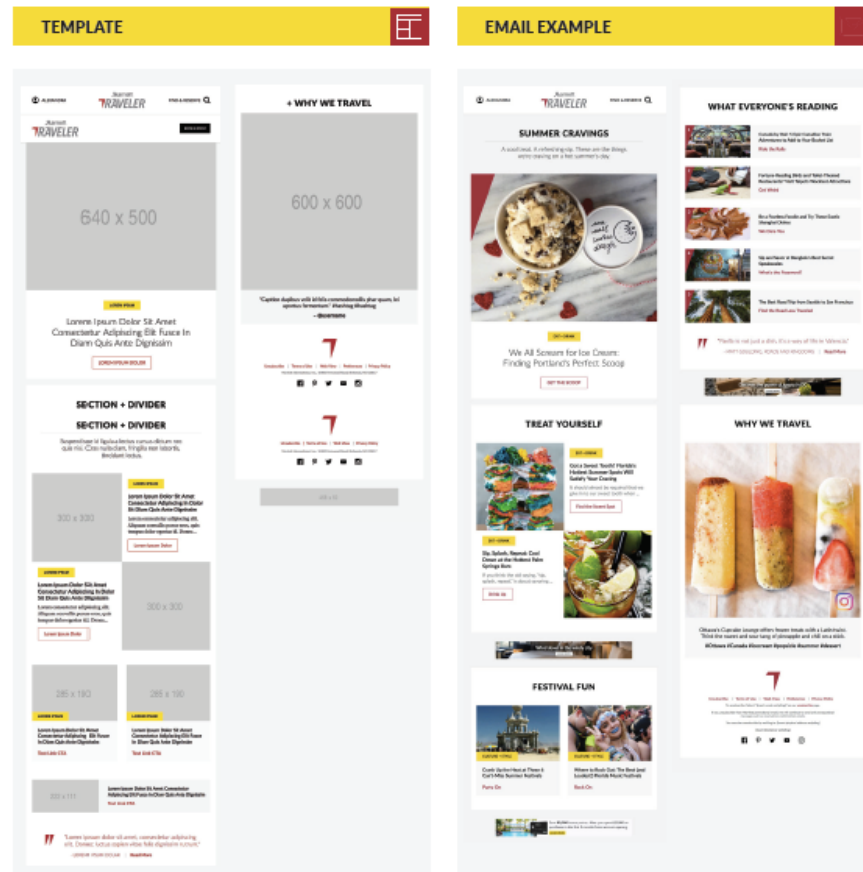
ENGAGEMENT

- Continue summer road trip theme to drive increased clicks and campaign CTR
 - Use winning layout in 2018
- Re-test layouts to determine which increases CTR more
 - Carousel vs. 2-up
 - eBreaks FUC lifestyle vs. article map
 - Try different images in same layout
 - Try same image in different layouts
- Increase member personalization to drive relevancy in Moments Solos

MARRIOTT TRAVELER NEWSLETTER UPDATE

CAMPAIGN OVERVIEW

- Initial launch date: June 29, 2017
- Campaign strategy: highlight content that drives traffic to Traveler site
 - 10 curated articles (5 based on monthly themes and 5 most popular)
 - 2-3 ad placements
 - Close email with curated content called "Why we travel?"
- Maintain common thread with other Marriott communications (Header/footer)
- Cadence is monthly (Friday send aligns with high click engagement and site conversion days)
- Send 2 weeks after MR Destinations email to complement other MR communications



TARGETING & PERFORMANCE

Campaign Targeting

- New domain
 - From: Marriott Traveler
 - DNS: traveler@traveler-marriott.com
- 2.5MM monthly deployment cap
- Target criteria
 - US residents
 - Newer eBreaks flagged customers
 - Active email openers
 - Basic and Silver members
 - Segment member level by age range (18 to 55)

*Compared to June (launch email)

July Email Performance

2.1MM
Delivered

12.3%
Open Rate
+23%

6.9%
CTO Rate
+27%

0.05%
Unsub. Rate

July Online Performance

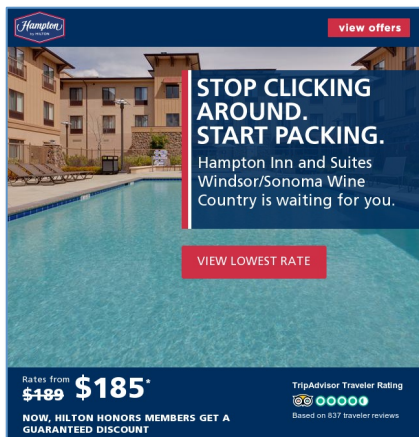
11.7K
Visits from NSL
+89%

1:33
Visit Duration
-16%

2.31
Pages/Visit
-13%

INDUSTRY INSIGHTS

BOOK DIRECT



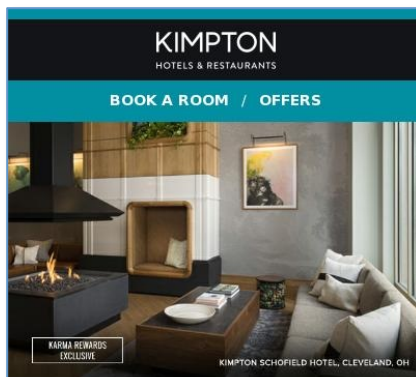
STOP CLICKING AROUND. START PACKING.
Hampton Inn and Suites Windsor/Sonoma Wine Country is waiting for you.

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Now, Hilton Honors Members Get A **GUARANTEED DISCOUNT**

TripsAdvisor Traveler Rating
Based on 637 traveler reviews



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KIMPTON SCHOFIELD HOTEL, CLEVELAND, OH

Get More When You Book Directly With Us. Always.

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Le Méridien Kota Kinabalu

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Book directly at our website or here to enjoy better lifestyle benefits and discounts.

Stay along the famous waterfront coastal walk in Kota Kinabalu, explore vibrant markets across and stay in comfort and style in our newly renovated rooms with panoramic sea views at [Le Méridien Kota Kinabalu](#).

[Book DIRECT HERE and receive:](#)

- Complimentary extra bed
- Complimentary parking per stay

Rates starting from MYR 400+ per room per night. Valid for stays by 31st December 2017. Blackout dates apply.

[Book Direct Here >](#)

LIMITED TIME 4 DAYS SALE!



Lowest rates **between 19th July to 22nd July 2017!** Book directly at our website for EXTRA benefits and food and beverage discount.

[Book DIRECT HERE and receive:](#)

- 5% off for SPG® members
- Food and beverage discount
- FREE upgrades*

Rates starting from MYR 400+ per room per night. Valid for bookings between 19th July - 22nd July 2017. Blackout dates apply.

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Le Méridien Kota Kinabalu
Jalan Tun Fuad Stephens , Sinsuran
Kota Kinabalu, 88000 Malaysia
Phone: (60) 8832 2222
Fax: (60) 8832 2223



FOOD INC.

The Night Recipe

All you can Eat & Drink

A delightfully indulgent meal need not be extravagant on your pocket
AED 144 per person
(Available for lunch & dinner)

Reservations: 0430882000 | 0430882000

NAMAAZ POP-UP GASTRONOMIC DINNER
SATURDAY, 18 AUGUST

Embark on the new gastronomic evening with the Egyptian Chef Tarek El-Said. He will be showcasing his extensive gastronomic expertise. Tarek El-Said is an award-winning chef and a member of the Egyptian Culinary Association.

With the evening menu, you will have access to the best of Egyptian cuisine. The menu will include a variety of dishes, including a special dinner menu. The menu will be available for lunch and dinner.

KIMPTON
HOTELS & RESTAURANTS

BOOK A ROOM / OFFERS

UP TO 20% OFF OUR BEST FLEXIBLE RATE

Stay July 6 - September 30, 2017 / Any day of the week / Subject to availability / At participating hotels / Blackout dates apply

BOOK BY JULY 16, 2017

SHELLFISH LOBSESSION

Discover the ultimate seafood experience at the Shellfish Lobsession. Enjoy a variety of seafood dishes, including a special dinner menu. The menu will be available for lunch and dinner.

The Night Recipe

Unlimited Pizza

We all eat a great burger, especially when it comes to food. Treat yourself to a great burger, pizza, and more. The menu will be available for lunch and dinner.

FOUR POINTS

Reservations: 0430882000 | 0430882000

brunchology
(science of brunching)

Four Points by Sheraton Bur Dubai
Four Points by Sheraton Bur Dubai
Dubai, Dubai P.O. Box 33, United Arab Emirates

Does SPG know?

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THIS SUMMER

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DOUBLE TREE
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EXPERIENCES/MOMENTS

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Plus Ripley's buy one, get one tickets & much more

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A COLLECTION BY HILTON

VIEW OFFERS

UNION STATION HOTEL

All Aboard
INCLUDES TRAIN RIDE
& A DELUXE ROOM OR THEMED SUITE

GET DETAILS

100 Points for a chance to win...

100 points gets you a chance to win a **Caesars Entertainment LAS VEGAS VIP EXPERIENCE!**

Enter sweepstake

- 2 VIP show tickets to the Jennifer Lopez performance at Planet Hollywood (one for 2)
- 2 nights at Caesars Palace in an Augustus Strip View Room (one for 4 and 1)
- A \$400 dining credit for dinner for 2
- VIP check-in and hospitality host
- Includes airfare for 2

Plus, introducing our all-new **WYNDHAM REWARDS AUCTIONS**.
Use your points to bid on unforgettable experiences.

TRAVEL

Starting bid: 3,000 points

Wyndham Grand Clearwater Beach Florida getaway with dolphin fishing tour

See all auctions

SPORTS

Starting bid: 3,000 points

Wyndham Championship Honorary Observer access with beach pass

LIFESTYLE

Starting bid: 10,000 points

LEGOLAND® Florida Resort VIP experience for 4

ENTERTAINMENT

Starting bid: 10,000 points

Elton John: The Million Dollar Piano, Caesars Palace tickets for 2

spg.moments

Experience the extraordinary.

With suite tickets to see your favorite musicians, access to golf clinics with pros and so much more, there's something for everyone. Moments start at 1,000 Starpoints® — find yours today.

VIEW EXPERIENCES



SPG® members learn tips and tricks from golf professional Paul Casey at The Westin Kierland Resort & Spa.



MASTER CLASS
MOMENTS

Master Your Passion.

- Tee-off following personal instruction with 21-time tournament winner, Thomas Bjorn in Benahavis, Spain. >
- Take your game to the next level with an exclusive golf clinic with 3-time major champion Pádraig Harrington. >
- Cook alongside Michelin-starred chef Eric Ripert at Cayman Cookout. >
- Join NBA star Dwyane Wade on the basketball court for a hands-on skills session. >

VIEW ALL



Sound check.

- Rock out with three-time Grammy winners and multi-platinum artists Zac Brown Band. >
- Sing along with the biggest music stars from the SPG Luxury Suite at Wrigley Field™. >
- See the most exciting concerts from the SPG Luxury Suite at STAPLES Center. >

VIEW ALL



Ready, set, go!

- Shift into high gear — enjoy new Formula 1® experiences with Mercedes-AMG Petronas Motorsport. >
- Step up to the plate at Wrigley Field™ for the Members Only Softball Tournament. >
- Hit summer out of the park with once-in-a-lifetime Major League Baseball® experiences. >

VIEW ALL



Showtime.

- Receive an exclusive backstage tour at Beautiful — The Carole King Musical. >
- Join fashion leaders for a weeklong immersive fashion camp at IMG Academy. >

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A man in swim trunks is jumping into a swimming pool. In the background, there is a large building with a sign that reads "HYATT". The overall scene is bright and sunny, suggesting a vacation or resort setting.

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Cruises for Hilton American
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Hilton Honors gold status

enjoy complimentary gold status with your card.²

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annual membership fee: \$75 rates & fees.
offer expires 7/31/2017



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the every day with
the Hilton Honors
Platinum Visa

free night e-certIFICATE

when you spend £750
in the first 90 days of
account opening⁽¹⁾

earn silver status

as long as you're a valid
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Platinum cardholder

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3 points/£ spent on Hilton
hotel stays & 2 points/£
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MAXIMIZE YOUR MEMBERSHIP: LINK, BOOK, STAY, EARN.

Link your SPG® and Rewards accounts today to open up a new world of destinations plus points transfer.

Then, because you're registered for SPG Take Three, book to earn **triple Starpoints®** on weekends* and **double Starpoints** on weekdays when you stay two or more nights at participating SPG hotels and resorts now through September 4, 2017.


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Link. Transfer. Discover.
Link your SPG® and Marriott Rewards® accounts. Then transfer points between programs to redeem for more destinations and options.

LINK AND TRANSFER POINTS >

Points Expiration



We miss you.

NOW, DON'T MISS YOUR STARPOINTS.
Before your Starpoints® expire, get the most out of them. Explore all the ways you can keep and use your Starpoints. Below.

Stay with us.
Book your room and check in soon. You'll keep your Starpoints® — and earn more.
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Ready, set, redeem.
Redeem your Starpoints for rooms, travel, and more.
REDEEM NOW >

Link. Transfer. Discover.
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LINK AND TRANSFER POINTS >

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Boost your Starpoints balance.
Buy Starpoints now to keep your account active and get closer to your next getaway.

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Have questions about your expiring Starpoints? **Get answers >**

WE'RE LINKED — JOIN US.


If you haven't already, link your SPG and Rewards accounts now to get two new advantages: **Elite Status Match** and **Points Transfer**.

LINK ACCOUNTS

Marriott
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W PUNTA DE MITA, MEXICO

Welcome Lifecycle



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Your SPG® member number is 1234 5678 9012 3456. Starpoints® and Free In-Room Internet.
BOOK NOW >
- Activate your online profile at spg.com.**
Manage reservations, check your account and help us make your trip as easy as ever.
ACTIVATE YOUR ACCOUNT >
- Opt in to communications.**
Be sure to opt in for emails to receive info on new offers and special offers.
OPT IN NOW >
- Check out our welcome site.**
Get important information to help you get started in the program.
LEARN MORE >

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If you haven't already, link your SPG and Rewards accounts now to get two new advantages: **Elite Status Match** and **Points Transfer**.

LINK ACCOUNTS

Marriott
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W PUNTA DE MITA, MEXICO

MAKE IT YOUR OWN.
You've got options. Design your new member card.

DESIGN CARD

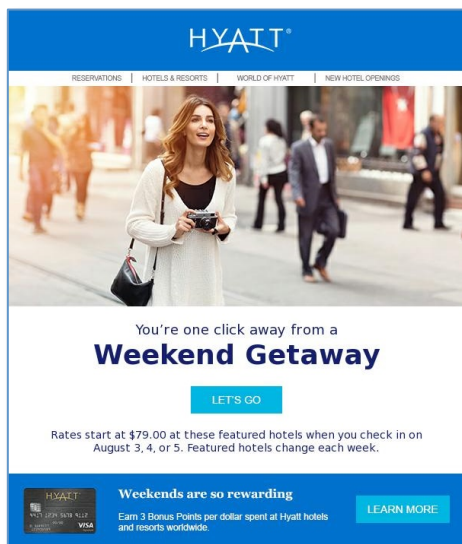
TRAVEL SMARTER WITH THE SPG APPS.
Use the SPG app to access your member card, manage your account, and even check in and check out your stay. **Available on the App Store and Google Play.**

YOUR IDEAL TRAVEL COMPANION.
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WEEKEND DEALS



HYATT®

RESERVATIONS | HOTELS & RESORTS | WORLD OF HYATT | NEW HOTEL OPENINGS

You're one click away from a
Weekend Getaway

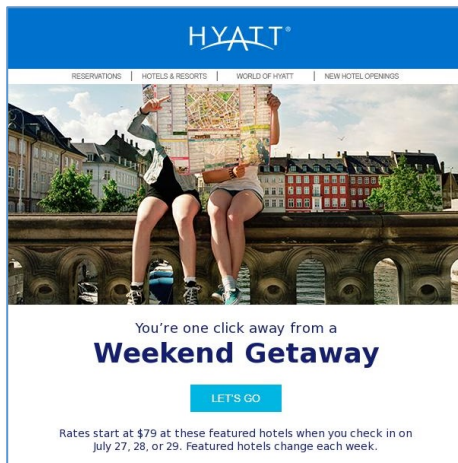
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Rates start at \$79.00 at these featured hotels when you check in on August 3, 4, or 5. Featured hotels change each week.

Weekends are so rewarding

Earn 3 Bonus Points per dollar spent at Hyatt hotels and resorts worldwide.

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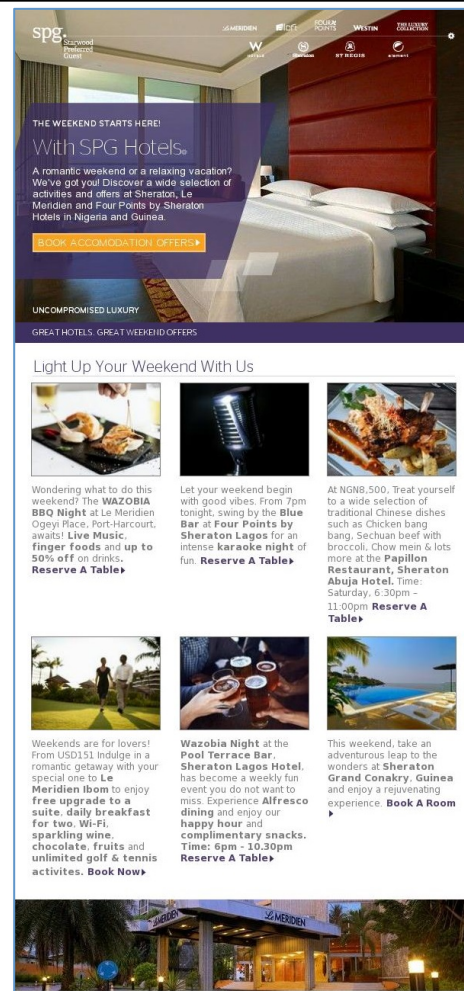
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Weekend Getaway

[LET'S GO](#)

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THE WEEKEND STARTS HERE!
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A romantic weekend or a relaxing vacation? We've got you! Discover a wide selection of activities and offers at Sheraton, Le Meridien and Four Points by Sheraton Hotels in Nigeria and Guinea.

[BOOK ACCOMMODATION OFFERS](#)


UNCOMPROMISED LUXURY

GREAT HOTELS. GREAT WEEKEND OFFERS


Light Up Your Weekend With Us




Wondering what to do this weekend? The **WAZOBIA BBQ Night** at Le Meridien Ogeyi Place, Port-Harcourt, awaits! Live Music, finger foods and up to 50% off on drinks. [Reserve A Table](#)




Let your weekend begin with good vibes. From 7pm tonight, swing by the **Blue Bar** at Four Points by Sheraton Lagos for an intense karaoke night of fun. [Reserve A Table](#)




At NGN5,500. Treat yourself to a wide selection of traditional Chinese dishes such as Chicken bang bang, Seachuan beef with broccoli, Chow mein & lots more at the **Papillon Restaurant, Sheraton Abuja Hotel**. Time: Saturday, 6:30pm - 11:00pm. [Reserve A Table](#)




Weekends are for lovers! From USD151. Indulge in a romantic getaway with your special one to Le Meridien Ibom to enjoy **free upgrade to a suite, daily breakfast for two, Wi-Fi, sparkling wine, chocolate, fruits and unlimited golf & tennis activities**. [Book Now](#)



Wazobia Night at the **Pool Terrace Bar, Sheraton Lagos Hotel**, has become a weekly fun event you do not want to miss. Experience **Al Fresco dining** and enjoy our happy hour and complimentary snacks. Time: 6pm - 10:30pm. [Reserve A Table](#)



This weekend, take an adventurous leap to the wonders at **Sheraton Grand Conakry, Guinea** and enjoy a rejuvenating experience. [Book A Room](#)



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Hilton

HONORS

account login

80% more points

when you buy 5,000+ points through August 3

get started

Hilton Los Cabos Beach & Golf Resort, Mexico

WORLD OF HYATT

Start the fun sooner.

Purchase 5,000 Bonus Points or more through August 9, 2017 and earn up to 40% more Bonus Points.

Purchase	Get an Additional
5,000 - 9,000 Points	30% Bonus Points
10,000 - 55,000 Points	40% Bonus Points

Enjoy an extra award night, room upgrades and more with your extra Bonus Points. Take advantage of this limited-time offer through August 9, 2017.

PURCHASE NOW

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Bucket list bound.

SAVE ON STARPOINTS REDEMPTION AT A SELECTION OF OUR MOST LUXURIOUS RESORTS.

EXPLORE NOW

Discount on redemptions

Soak up the suite life — and save 35%.

60,000-Starpoints

58,500 Starpoints

The St. Regis Maldives Vommuli Resort, Maldives

60,000-Starpoints

39,000 Starpoints

Le Méridien Bora Bora, French Polynesia

60,000-Starpoints

39,000 Starpoints®

Al Maha, a Luxury Collection Desert Resort & Spa, Dubai, UAE

60,000-Starpoints

39,000 Starpoints

The St. Regis Punta Mita Resort, Punta de Mita, Mexico

VIEW ALL

ft

D.S.

yes

PROMOTIONS/SWEEPS

Hilton HONORS account login

earn **triple points** on your first & every stay

register in 1 click

Embassy Suites by Hilton Dorado del Mar Beach Resort

Diamond Members get even more with Triple Points on every stay now through August 31.

No limits. No minimums. There's no stopping you.

Hilton HONORS account login

earn **double points** on your first & every stay

continue

Hilton Rio de Janeiro Copacabana

Thanks for signing up!
Start traveling to earn Double Points on every stay now through August 31.

No limits. No minimums. There's no stopping you.

Hilton HONORS account login

keep earning **double points** on your first & every stay

continue

Embassy Suites by Hilton Dorado del Mar Beach Resort

go more. get more.
earn Double Points on every stay through August 31.

No limits. No minimums. There's no stopping you.

earn **500 extra points** every time you book in the Hilton Honors app

sign up now

WYNDHAM REWARDS You've earned 10K

Hello, Mitchell
Member # 153091230G
BLUE Member | 0 points

MITCHELL, YOU'RE JUST 1 QUALIFIED STAY AWAY FROM **10,000** POINTS*

Book Your Stay

You registered, now book a stay at any of our 15 hotel brands.

RAMADA Wyndham Rewards WYNDHAM GRAND

Book by September 30 and complete a Qualified Stay by October 9 at your choice of over 8,000 Wyndham Rewards hotels worldwide. Then, 10,000 points toward a FREE NIGHT* are yours.

PLUS, A SPECIAL OFFER TO EARN EVEN MORE POINTS

Stay 2 Nights, Save 15-20% + get 1,000 bonus points*.
That's on top of your 10,000 points.

Book by September 4.

Save Today

spg. Starwood Preferred Guest

SPG Take Three

BOOK NOW >

THREE EXCITING WAYS TO EARN STARPOINTS:

You're registered for SPG® Take Three. Book today to earn **triple Starpoints®** on weekends* and **double Starpoints** on weekdays when you stay two or more nights at participating SPG hotels and resorts now through September 4, 2017.

Don't forget: Starwood Preferred Guest® Credit Card Members can earn an additional **1,500 Starpoints** per eligible resort stay.
Learn more about the Card >

See links below for a list of properties participating in each promotion. Terms apply.

BOOK NOW

Le MERIDIEN

ANNOUNCING SPG TAKE THREE

REGISTER NOW

spg. Starwood Preferred Guest

Earn triple
Starpoints®

Register by August 30 >

Earn **triple** and **double** Starpoints® with SPG® Take Three. Register by August 30, 2017, to earn:

- **3X TRIPLE STARPOINTS** on weekend stays of two or more nights
- **2X DOUBLE STARPOINTS** on weekday stays of two or more nights

Take advantage of both offers. Just stay two or more nights at participating SPG hotels and resorts between May 27 and September 4, 2017.

Register Now >

WYNDHAM
REWARDS.

yes

ASSORTED

Acquisition METT



See it all in Singapore.

Whether it's for business, pleasure, or a little of both, plan your stay in advance and save up to 20% at any of the 3 participating hotels in Singapore.

While you're here, check out the Starwood Preferred Guest® program. Member rates, redeem and enjoy additional 1% off stays across 1,300+ luxurious hotels and resorts around the world. Click here to enroll now.

EXPLORE MORE

Featured Hotels:



The St. Regis Singapore

Plan your stay today and enjoy exclusive savings up to 15% on 21 days ahead and enjoy extended savings. Rate starts from SGD288 per night for our Executive Deluxe Room.

Book Now

Book Now



The Westin Singapore

Enjoy our exclusive and extra exclusive savings up to 15% on 21 days ahead and enjoy extended savings. Rate starts from SGD288 per night for our Executive Deluxe Room.

Book Now

Book Now

[join now](#)

just for you

20%* off in Los Angeles, San Francisco, Orange County, Sacramento and more...

[next step](#)

best hotel rate - valid until Friday at midnight, EST

[account login](#)

special offer

20% off our Best Rate & Parking Hilton Los Angeles Airport

[book now](#)

*Valid until Friday at midnight, EST

[account login](#)

just for you

more savings with 20%* off in Philadelphia, Washington, D.C., Baltimore, Richmond, Pittsburgh & Delaware

[next step](#)

best hotel rate - valid until Friday at midnight, EST

[account login](#)

special offer

20% Off our Best Rate The Logan Philadelphia, Curio Collection by Hilton

[book now](#)

*Offer requires a 30-day notice/cancellation of stay

[account login](#)

Jump start your business trip on a Sunday and get

1K bonus points

[continue](#)

Microsoft Hilton New York City

And since you're a Member registered for this promotion, you'll get **Double Points** too.

Business Travel

Summer Meeting Packages!

All Summer Meeting Packages are inclusive of:

- Coffee break including tea, coffee, pastries, cookies and light snacks
- Daily buffet lunch at hotel restaurant
- Drinks package during lunch (soft drinks and still mineral water)
- Golf Private & suite at the meeting room
- All equipment including LCD projector
- High-speed Wi-Fi in the meeting rooms
- Valid parking for all participants

Book your meeting

Minimum of 15 guests, 20% applicable fees included. Valid for event dates until 15th September 2017.

New Hilton Brand

[view offers](#)

CHECK INTO DIFFERENT

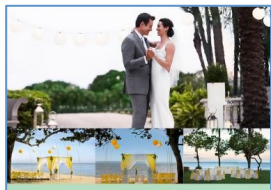
[LEARN MORE](#)

[account login](#)

choose

from three fabulous destinations this winter and enjoy great deals!

[let's go](#)



Come Visit Us!

BRIDESTORY MARKET 2017
 from Sun, South 9th & 10th
 121 West, Tempe, AZ
 21-23 Jan 2017

For the most romantic of Bali beach weddings, choose from our carefully designed and emotional wedding events. Regardless of whether you choose our indoor or outdoor venue, the setting and decor seamlessly fuse with the serenity of Nusa Dua beach to create your unforgettable dream wedding in Bali. With inspiring details, indulgent cuisine and charming locations, every sight, sound, and flavor of your Vision Wedding can be arranged to reflect your individuality.

Let The Season Reveal Nusa Dua, Bali and you will begin your most memorable with our signature wedding packages. From intimate wedding to a spectacular wedding of the beach to grand weddings that leave guests in awe, we will go the extra mile to ensure that your wedding is nothing short of wonderful.

THE WESTIN
 from Sun, South 9th & 10th
 121 West, Tempe, AZ
 21-23 Jan 2017

WEDDING

GRAND HYATT

GRAND HYATT JAKARTA

GRAND HYATT JAKARTA WEDDING FAIR 2017

For the sixth year, we are proud to present Grand Hyatt Jakarta Wedding Fair 2017. This year, the grand event will be held from 4-6 August 2017 and will host three of the most celebrated designers, Man Tan, Wei Kaitay, and Prince & Vera, along with the city's top wedding vendors.

Book your wedding at Grand Hyatt Jakarta during the exhibition and win exciting honeymoon packages from must-haves and luxury worldwide.

[VIEW OFFERS](#)

To view more hotel special offers from Grand Hyatt Jakarta, click here.

SL: Don't forget to use your birthday gift!

BOOK A ROOM / OFFERS

Make your birthday pop this year.

Unwrap up to 20% off our Best Flexible Rate + a Special Birthday Surprise

Days of the week vary by hotel / At participating hotels / Blackout dates may apply / Valid for one stay during your birthday month, because you're awesome.

[GET THE PARTY STARTED](#)

Let Them Eat Cake

Whether an incredible dinner at our restaurants, an amazing cocktail at our bars, or a fully catered birthday bash, host your party with us & let us celebrate you as only Kimpton can.

WE PLAN, YOU PARTY >

[join now](#)

family travel package

get up to 40% off

enjoy 40% off on Hutong Courtyard Suites

[learn more](#)

explore the alluring Mount. Sanqingshan

[bid now](#)

enjoy fun-filled family stay at Ningbo

[learn more](#)

trip to Macao for an exciting summer break

[learn more](#)

1,000 points with our new Hilton Xi'an High-Tech Zone

[learn more](#)

don't miss out Summer Sale with up to 40% off

[learn more](#)

ASSORTED (CONT)


Account login

where to next?

choose your travel destination



explore the National Mall in Washington, D.C.

explore



get one more day of sun & sand for free in Lake Michigan

explore



take a stroll down the historic Freedom Trail in Boston

explore



Reykjavik is rich with history, color and life

explore

Hilton
Garden Inn

Good to Meet, Mitchell
Activity as of 30 Aug 2017 09:54 PM EDT

PointsBalance
3,116

Your Star Status
Blue

view account

Stays Completed
0 Stays

Nights Stayed
0 Nights

Base Points Earned
0 Points

check out your account alerts

1 We've sent you the sample list of hotels to earn redemptions on our...
 arrives with Star and 10 points as of 27 July 2017 or back and
 budget as of 27 August 2017

2 Get Triple Points on your next stay

Next steps

Book now

double points
on your first and every stay

[book now](#)

EMBASSY SUITES
by HILTON
[VIEW OFFERS](#)

Embassy Suites by Hilton Washington DC Convention Center



HOLIDAYS IN DC
 Suites with breakfast & Wi-Fi from \$129

SAVE NOW


[view others](#)

see what's new

from Hampton by Hilton



PEEK INSIDE THE EPY MUSEUM AND A FALLS CHURCH STAY

NEXT STEP

STAY ENJOING 24 HOUR FITNESS CENTER DURING YOUR NEXT STAY





LET US WELCOME YOU WITH 1000 POINTS IN CAMDEN

NEXT STEP

RACE A BEAST TO A CLEANWATER CRAFT BREW EXPERIENCE



Hampton by Hilton

Hampton by Hilton

[illegible]

Email Account Consolidation

Update needed
YOUR EMAIL ADDRESS IS ASSOCIATED
WITH MULTIPLE ACCOUNTS.

Protecting your SPG® account is our top priority. To help ensure your security, we now require that an email address be associated with only one account. Please update your email address now.

[UPDATE EMAIL ADDRESS](#)

A FEW REASONS THIS COULD HAVE

- Spouses share a single email address and use it on two accounts.
- A member's assistant or travel planner sets up the account and many others — using his/her own email address.
- A member enrolled in the program years ago and then enrolled again recently using the same email address.

Please rest assured, your account and Starpoints®

Please contact us if you don't have an online profile or if you have any questions about your account. Members residing in the U.S. can call **866-500-0173** and members residing outside the U.S. can contact the **SPG Customer Care Center**.

The Beach is Calling. [Click here to view our special offers.](#)
View us on [getaways.com](#)

spgresorts

The Beach Is Calling®

Soak up the sun, catch some waves or snorkel all day - find your perfect beach holiday in Bali and unwind any way you like. Book in advance and save up to 30% on stays, with SPG members earning an additional 5% off. [Click here to enroll now.](#)

EXPLORE NOW >



Handpicked Hotels:



The League, a Luxury Collection Resort & Spa, Miami City, Fla.

1 convenient 1 convenient quick airport taxi
 2 convenient 2 convenient quick airport taxi
 3 convenient 3 convenient quick airport taxi






El Bulli Inn, Miami


1 convenient 1 convenient quick airport taxi
 2 convenient 2 convenient quick airport taxi
 3 convenient 3 convenient quick airport taxi

[illegible]

Mobile check-in





 SPG Rewards App
 Download on the

 App Store

GET IT ON

 Google Play

New! Check in
 with the SPG app

A woman in a dark jacket is using a smartphone in a modern, brightly lit interior space, likely a hotel lobby or airport terminal. In the background, another person is visible at a service counter.




1

Turn on app notifications.


If you haven't already, get our app to use SPG Mobile Check-In and Check-Out. Use the app to sign in to your account and activate Upcoming Stay Notifications.

- 1** Look for an invitation to check in.

The day before you arrive, we'll alert you via push notification to complete your check-in. Your invitation will also be available on the "My Stops" screen in the app.


- 2** Pick up your keys.


On the day of arrival, we'll alert you via push notification when your room is available just by the front desk for your keys. When you're ready, use the app to check out and get your folio emailed to you.



Find the SPG hotels participating in Mobile Check-in and learn more about the SPG app.

[LEARN MORE](#)

With these getaways from Wyndham Vacation Resorts,
Leave your everyday behind




your drive

\$149


3 DAYS/2 NIGHTS

Yes, this price is for the whole vacation package—not just per person, per night. Choose your escape.

 WYNDHAM
VACATION HOMES & RESORTS

[LEARN MORE](#)

Where will you go?



\$149
3 DAYS/2 NIGHTS
Savings up to **\$1083**

Bite Into the Big Apple in New York City, NY

GET IT NOW >



\$149
3 DAYS/2 NIGHTS
Savings up to \$301

Be a kid in Orlando, FL.

101.270.000.0

**WYNDSHAM
REWARDS**
How to enroll (1)

Indie Media
Member # 15309123
BLUE Member | Earnings \$0.00

[Download the Wynndham Rewards App](#)

Your Wynndham Rewards Statement as of 11/20/2017

You've Earned

Go Free!
75,000 Points (Equivalent to you a FREE Night)

Go Free!
= 3,000 Points (Equivalent to you a FREE Night)

[Redeem Now](#)


Blue Member


My Progress
0 nights

1 Night to go and you're The Gold

EARLY RATE OFFER
EARN UP TO 45,000 BONUS POINTS! ENOUGH FOR UP TO 3 FREE NIGHTS.^{2,3}

[Learn More](#)







**Stay 2 Nights, Save 15-20%
+ 1,000 bonus points* when you book by September 4, 2017**


[Find your destination](#)

Mitchell, summer suggestions full of fun






**Resort
Vacation**
Lodging
and more fun
in the
state capital





**Beachfront
rentals**
for
summer
fun



**Resort
Vacation
Lodging
and more
fun in the
state capital**

Have another adventure in mind? [Explore](#)

What's new?





A winning combination

Go for a status match

Keep playing to reach PLATINUM or GOLDEN GLOBE level and you can claim a complimentary status match* in your favorite Wyndham Rewards hotel.

[Learn more](#)




WYNDHAM
REWARDS

Fast & easy online! 24/7

[info: 800.866.8666](#)
[Member e: 1.800.222.2222](#)
[EUCS: Member 1.310.666.8666](#)

Earn 500 points every time you join Optima Rewards Partner and complete your first survey.



optima rewards partner

It's simple — join Optima Rewards Partner, complete your first survey and earn 500 points.

As a Wyndham Rewards member it's how to join Optima Rewards Partner. Start earning points by doing your online or in-store hotel research on the products and services you use every day. Plus, you will earn points every time you complete a survey and your points will be placed into your Wyndham Rewards account as well.

500 points every time you join Optima Rewards Partner and complete your first survey.

Points are earned every time you complete a survey.

Points can be redeemed for Wyndham Rewards.

[Learn more >](#)

**WYNHAM
REWARDS**
Now You Earn More!

Hi, Michael
Member #153091230
BLUE Member 0 points

Let's keep your points from disappearing.

Michael, we can't bear to see you miss out on free nights and exclusive Wyndham Rewards offers. However, due to your account inactivity, on 07/26/2017 your points will be forfeited. But, we can fix that.




**To keep your account active,
just do any *ONE* of these you wish**

**Book and stay before
07/20/2017 to keep your
account active.**

Choose from over 7,200 Wyndham
Resorts hotels worldwide


Book now



Wyndham Grand Astoria, Astoria, Oregon, US

Special bonus point offer!

Earn points every day with the Wyndham Rewards Wyndham Card and keep your Wyndham Rewards account active while earning points.



**WYNDHAM
REWARDS**
Now you can

Six Flags

RIDE AFTER THE PARK CLOSSES®
on Monday, Day, July 13



Available

Plus, save 35%* off Single Day Admission
to Six Flags for ends one through July 16.
Some restrictions apply.

Show us your **BEST ROLLER COASTER FACE**
and you'll get you yourself on Six Flags TV
during the month of July

#mySixFlags @SixFlags

Single a photo of your **Best Roller Coaster Face** and
upload it to Six Flags Rewards to compete for a
\$100 Six Flags Great Escape or Escape, Jr.®



THANK YOU!



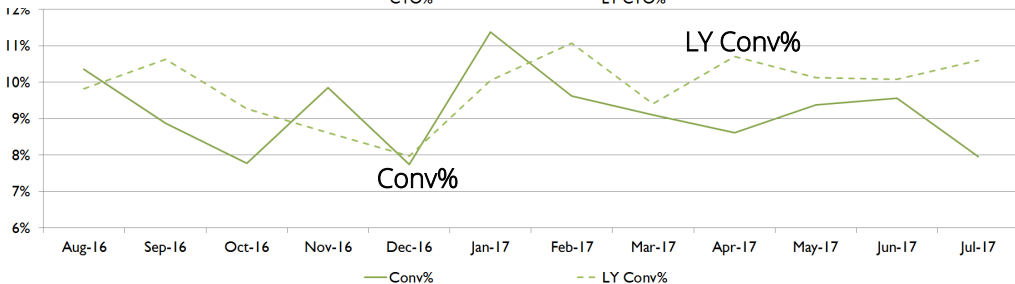
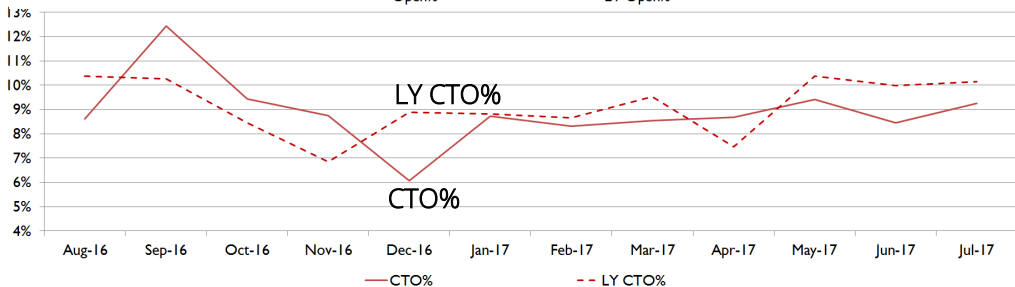
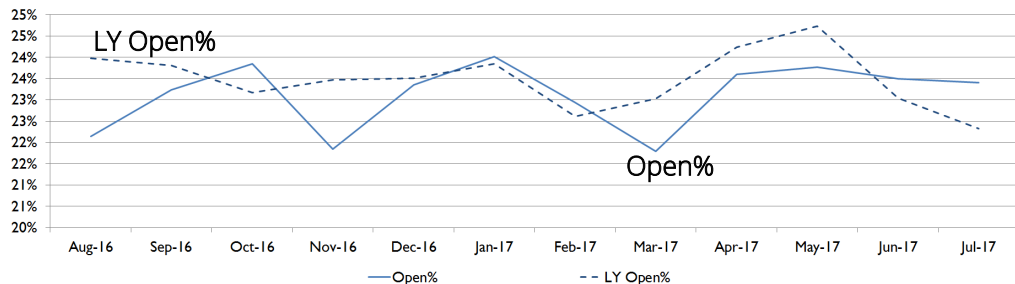
APPENDIX

MRCC RESULTS AGAINST FORECAST (EMAIL)

Email Details	Jan	Feb	Mar	Apr	May	Jun	Jul
Standalone email accounts	1,738	1,377	2,429	2,278	1,616	1,669	1,779
eNews accounts	20	188	168	2,935	719	69	5
Hotel Specials accounts	3	3	27	61	22	4	19
Points expiration accounts	77	85	105	43	112	96	134
Confirmation email accounts	46	36	34	28	110	147	167
Other ridealong	3	1	4	3	8	14	3
Refer-a-Friend	319	257	128	27	159	207	289
Total	2,206	1,947	2,895	5,375	2,746	2,206	2,396

YTD Summary	
% year elapsed	58.3%
YTD accounts	19,771
2017 email accounts budget	33,000
% to budget	59.9%
Prior year YTD	19,592
% Y/Y	0.9%

3RD LOWEST CONV% SINCE NOV '12



Open% was up 5% YoY and 3% above the 12-month avg

- eNews leveraged targeted subject lines and Open% was the 2nd highest since Dec '15
- METT Open% was 6% above the 12-month avg

CTO% was down 8% YoY and 34% below the 12-month avg, but increased 9% MoM

- Solo CTO% was down 9% YoY and 19% below the 12-month avg
- MRCC CTO% was the 2nd lowest since Jan '12
- METT CTO% was the 3rd lowest since Jan '12

Conv% was the 3rd lowest since Nov '12

- Conv% was below the 12-month avg for all campaigns

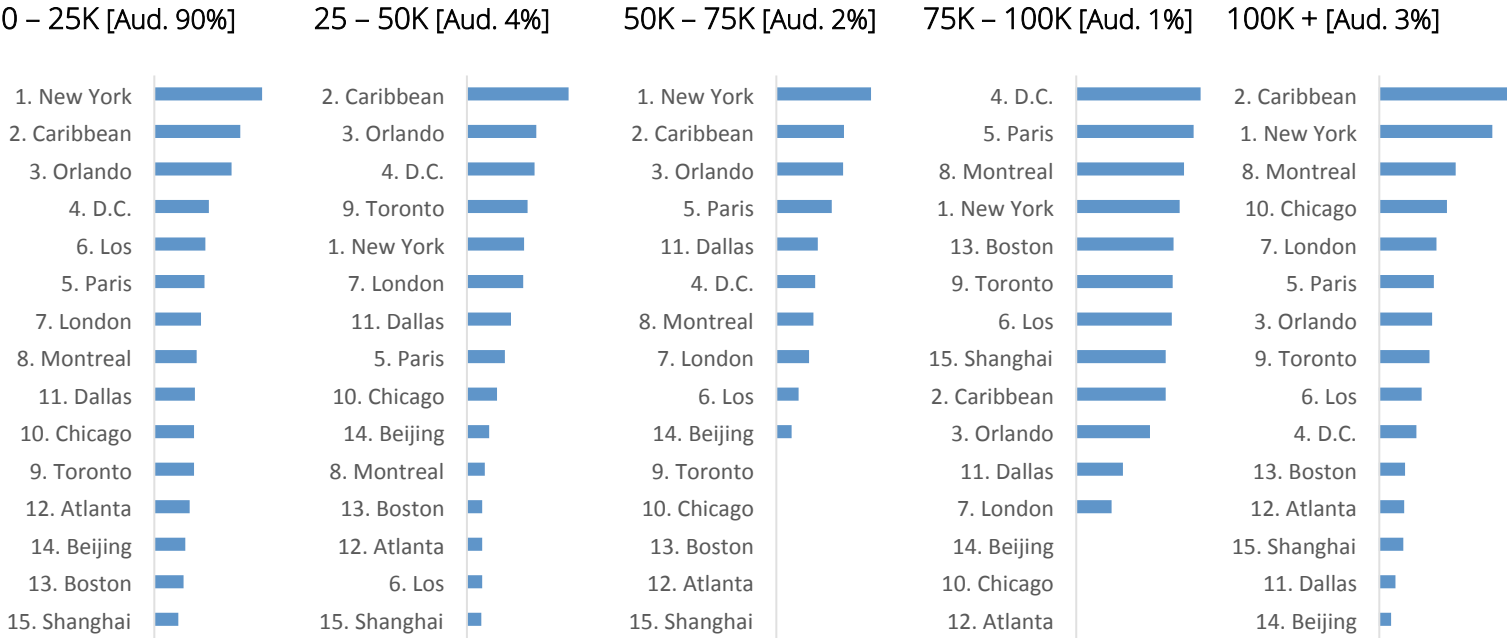
		Program	eNews	Hotel Specials	Dest.	Reg. Con. Solos	Lifecycle
Engagement	Open Rate	23.9% 1.0 pts	25.8% 2.8 pts	18.3% -0.5 pts	20.9% -1.5 pts	46.1% -5.8 pts	38.2% 1.4 pts
	Click to Open Rate	12.6% 1.8 pts	16.5% 1.6 pts	8.9% 0.8 pts	5.6% -0.0 pts	11.2% -2.0 pts	22.9% 5.2 pts
Financial	Conversion Rate	7.6% -1.6 pts	7.3% -2.5 pts	8.5% -0.2 pts	5.4% -1.9 pts	21.2% -1.7 pts	5.5% -1.2 pts
	Bookings per Delivered(K)	2.3 -0.3%	3.1 -7.4%	1.4 4.4%	0.6 -30.8%	11.0 -30.2%	4.8 10.4%

Note: Using EIR Financial Data

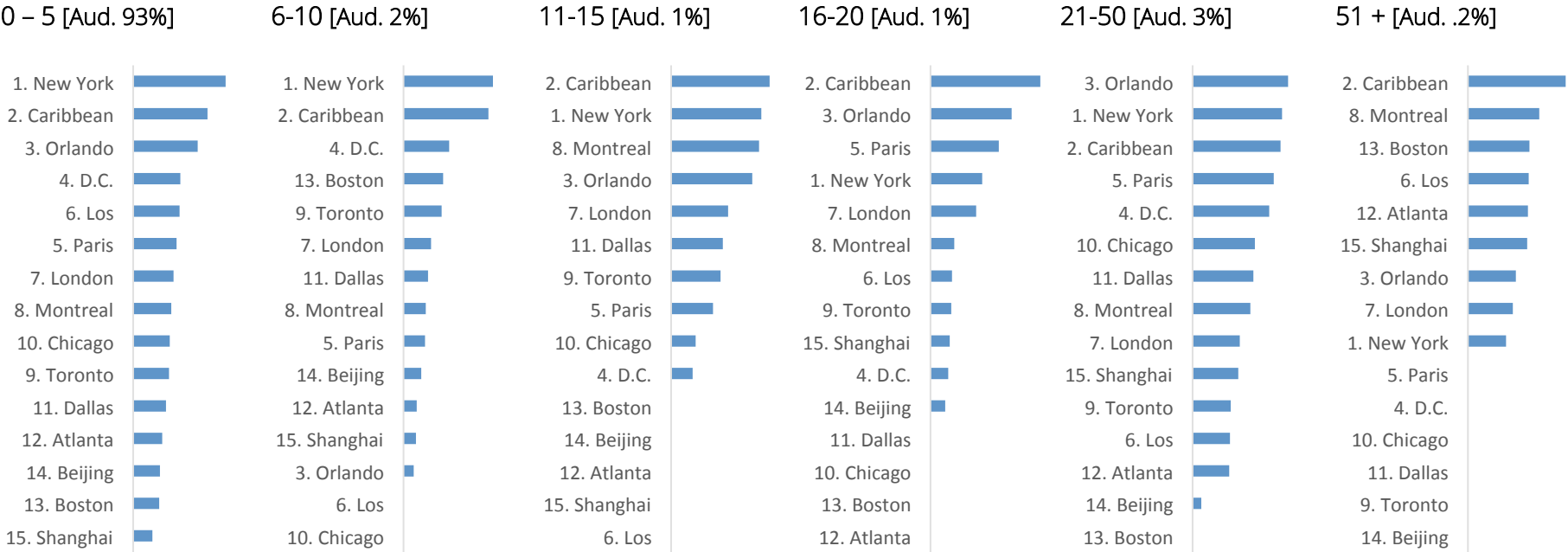
Campaign	Template 2.0 Switch Date	Template 2.0 Data
eNews	07/06/17	July '17
Hotel Specials	07/25/17	July '17
Destinations	07/14/17	July '17
MB Registration Confirmation	06/28/17	July '17
Abandoned Search	06/28/17	6/28/17 - 8/19/17
Achiever	06/28/17	6/28/17 - 8/20/17
Renwer	06/28/17	6/28/17 - 8/20/17
Lifetime Achiever	06/28/17	6/28/17 - 8/20/17
Welcome Points Series	06/28/17	July '17
Welcome Miles Series	06/28/17	July '17
Welcome Existing	06/28/17	July '17
Welcome Double Opt-in	06/28/17	July '17
Welcome Flipper	06/28/17	July '17
Welcome Non-Member	06/28/17	July '17
Post Redemption	07/11/17	7/11/17 - 8/20/17

*KPI's based off Δ between 12-month avg (Jun '16-May '17) vs various template 2.0 time tables

POINTS

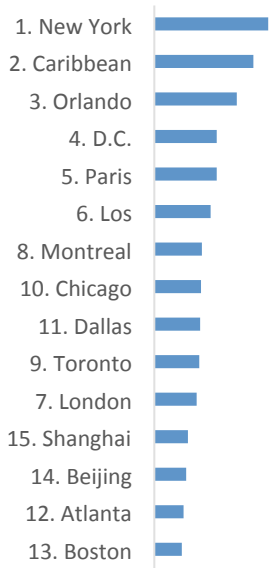


NIGHTS



MVP

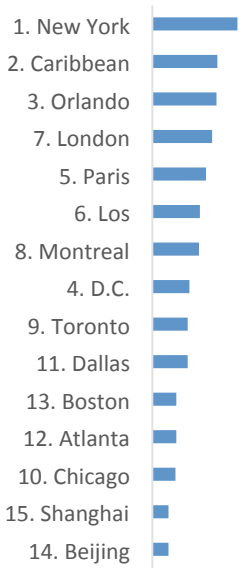
BAU [Aud. 50%]



OPTIMIZED [Aud. 40%]

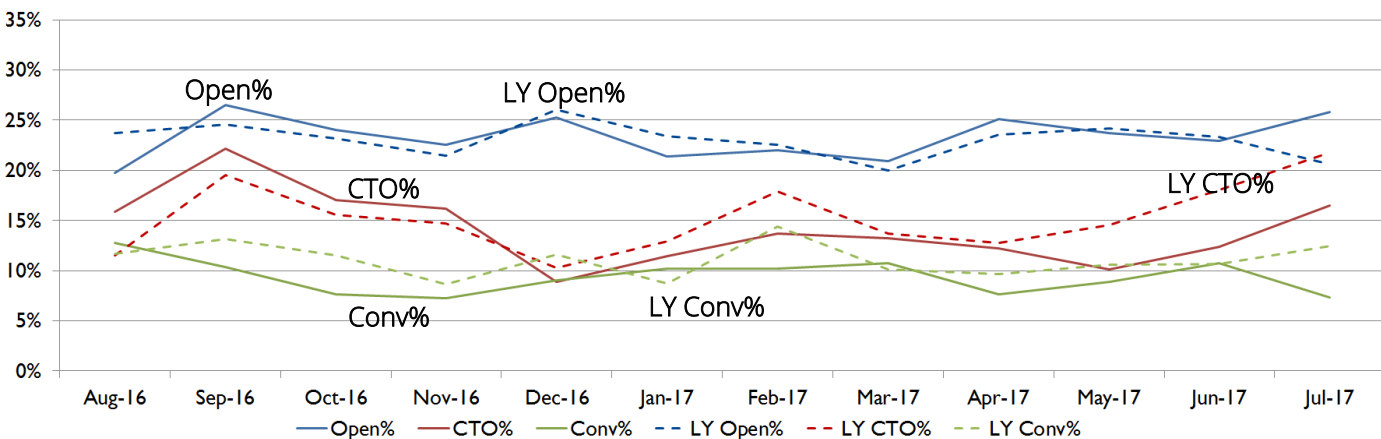


RANDOM [Aud. 10%]



ADDITIONAL JULY 2017 CAMPAIGN REVIEWS

JULY '17 ENEWS EMAIL KPI TRENDS



Open% was the 2nd highest since Dec '15, subject lines reflected targeted top offer:

- MB Register: Your Account: Sign Up for Infinite Points
- MB Earn: Your Account: Prepare to Earn Endlessly
- Generic: Your Account: Reveal Your Member Offers

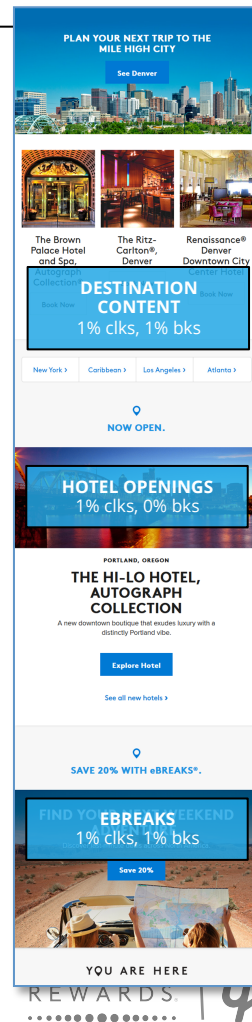
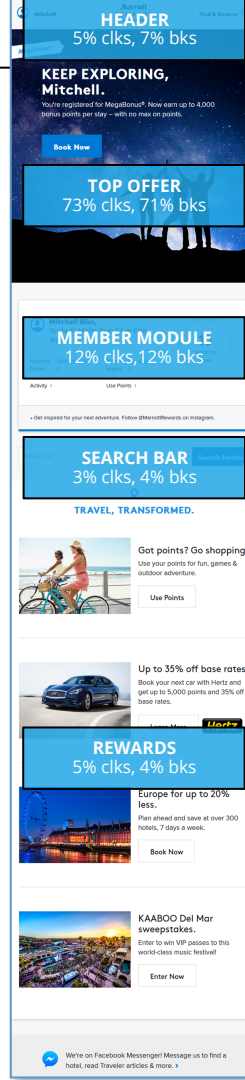
CTO% was the highest since Oct '16 & 15% above the 12-month avg

Conv% was the 2nd lowest since Jan '12

JULY '17 ENEWS SECTIONS

July eNews generated the 2nd highest click volume since Jan '15; content above the search bar attracted 92% of overall clicks

- Top Offer section generated the most clicks since Sep '16
 - All MegaBonus top offers leveraged Wylei image optimization and 'Register' offers were segmented (generic/eligible stays); collectively MB top offers generated the 2nd highest MB top offer click volume since Sep '13
 - MB Register - 57% of top offer clicks / Click% = 2.9%
 - MB Register/Eligible Stay - 15% of top offer clicks / Click% = 14.1%
 - MB Book - 4% of top offer clicks / Click% = 3.1%
 - 'Member Deals' top offer leveraged 'first name' personalization, was sent to 20% of the audience, and generated the highest Click% (4.3%) of any MegaBonus-alternative top offer since Feb '16
 - June's MB-alternative Top Offer (Chirpify) leveraged 'first name' personalization & generated the 2nd highest MB-alternative Top Offer Click% (1.0%) since Feb '16
- Member Module generated more clicks than the Top Offer 2 click volume avg; the most clicked links were...
 - 'Activity' = 38% of module clicks
 - 'Use Points/Miles' = 26% of module clicks
 - 'Account #' = 18% of module clicks



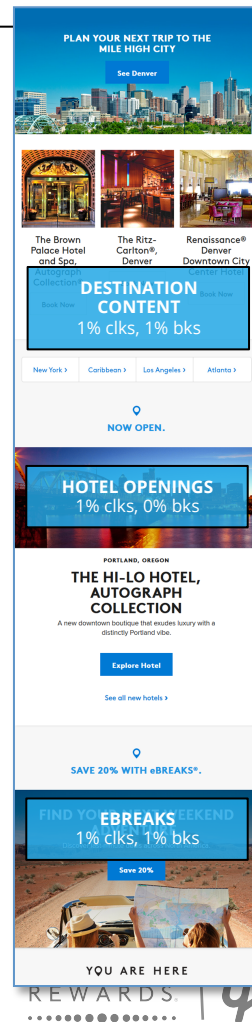
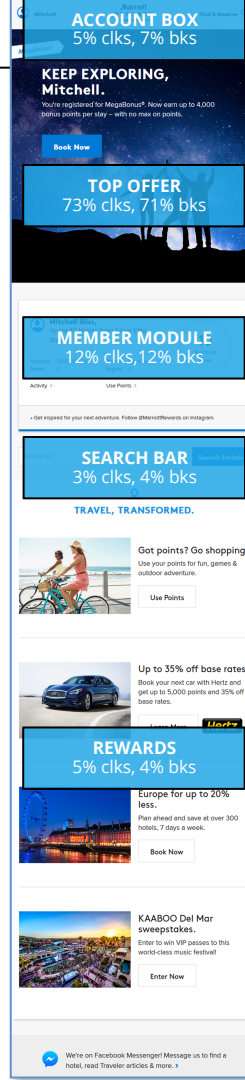
JULY '17 ENEWS SECTIONS

High click engagement with content above the fold may have cannibalized clicks to sections in lower positions...

- Rewards section included 4 modules containing MVP content and attracted the 2nd lowest % of clicks since Nov '14 (A/A MVP testing occurred in July)
- Hotel Openings featured a new treatment that featured one halo property and a secondary "See All" CTA; it generated the lowest % of clicks since Sep '16
 - Recommendation: Feature properties in popular locations (New Orleans, Miami, New York, Hawaii) to gauge effectiveness of this new treatment
- July featured a new Destinations Navigation Bar and was sent to non-recipients of the Destinations Propensity module; collectively, both pieces of content generated a 22% lower % of clicks than the Destinations Propensity Module 2-month avg
 - Collectively July destinations content generated 3% more clicks and 54% more bookings than the standalone Destinations Propensity Module in June
 - Destinations Navigation Bar (59% of audience) generated a 58.5% lower Click% than Destinations Propensity
- eBreaks leveraged frequently used content, featured a new design, and generated the lowest click volume & % of clicks since Apr '16
 - Conv% was the 2nd highest since Apr '16

Overall high click engagement drove 2.5K more bookings than the 12-month avg; Conv% was 20% below the 12-month avg

- Top Offer section Conv% was 23% below the 12-month avg
 - MegaBonus top offers collectively generated the lowest Conv% (7%) of any MegaBonus Top Offer since Sep '13
 - 'Generic Register' offer accounted for 75% of MB clicks and generated a Conv% (5%) well below the other MB offers
- Header Conv% was 22% below the 12-month Account Box avg (lowest since Jan '15)
 - Historically, the Account Box search function generated the highest Conv% within the section; reducing prominence may impact Header Conv%



JULY '17 ENEWS DESTINATIONS PROPENSITY SECTION ANALYSIS


July was the first month that Destinations Propensity did not feature a bottom "See All" link



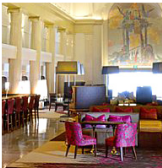
MoM, Destinations Propensity generated 484 more clicks & an 11.1% higher overall section Click%

July '17 eNews Dest. Propensity	Delivered	Click%
NYC	1.3 M	0.11%
D.C	1.0 M	0.06%
Atlanta	644.2 K	0.05%
Chicago	530.0 K	0.07%
Boston	485.6 K	0.09%
San Francisco	284.0 K	0.09%
Denver	203.9 K	0.05%
Miami	157.5 K	0.13%
Phoenix	148.5 K	0.09%
Orlando	139.1 K	0.17%
Dallas	117.7 K	0.04%
Savannah	100.6 K	0.27%
New Orleans	78.8 K	0.06%
London	44.0 K	0.18%
Caribbean	11.0 K	0.69%
Hawaii	7.3 K	0.65%
Italy	1.1 K	0.73%

HERO/CTA
34% clks, 40% bks

PLAN YOUR NEXT TRIP TO THE MILE HIGH CITY
[See Denver](#)



The Brown Palace Hotel and Spa, Autograph Collection®
[Book Now](#)

The Ritz-Carlton®, Denver
[Book Now](#)

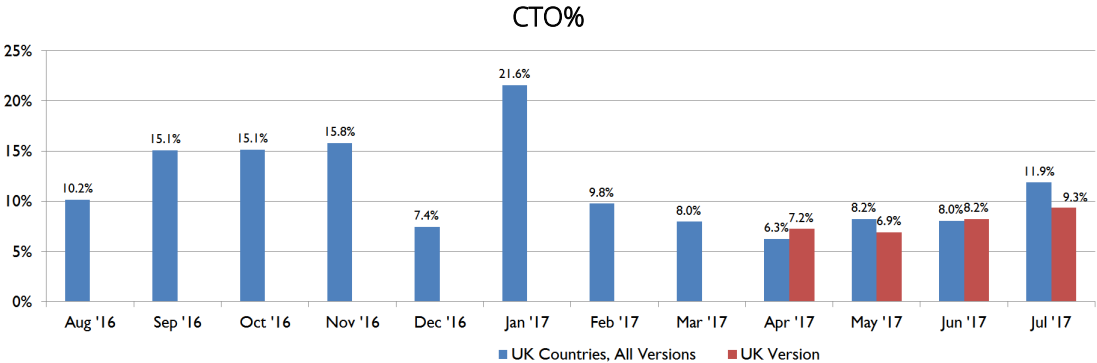
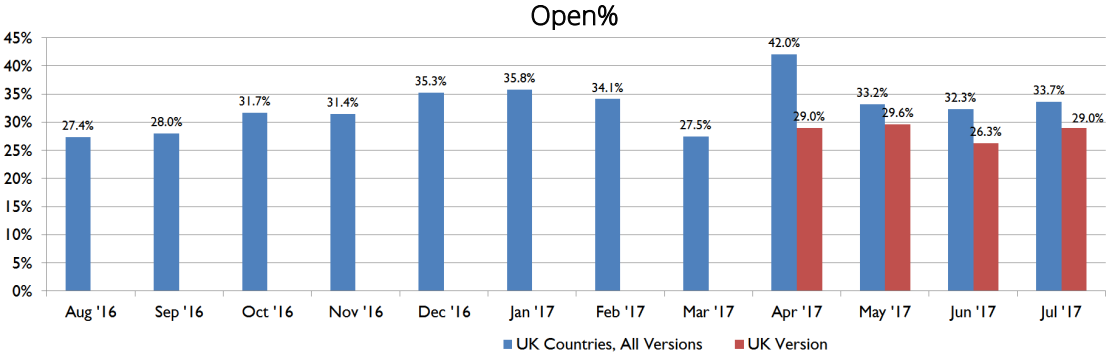
Renaissance® Downtown City Center Hotel
[Book Now](#)

PROPERTIES
66% clks, 60% bks

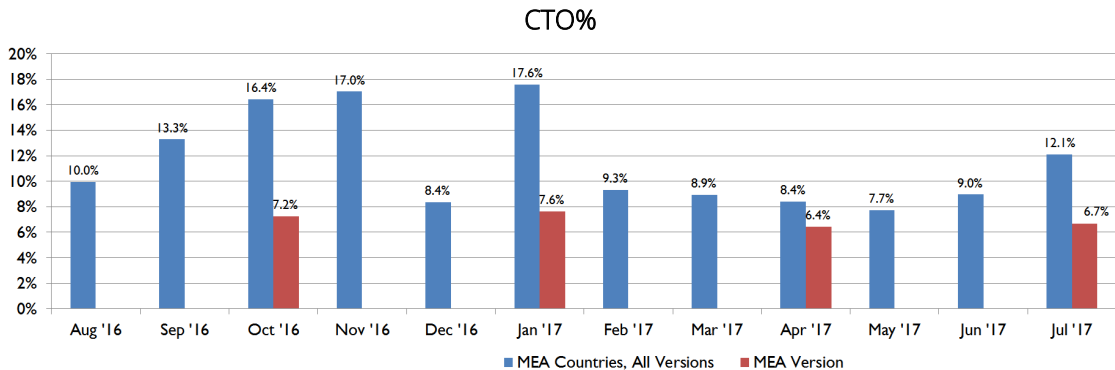
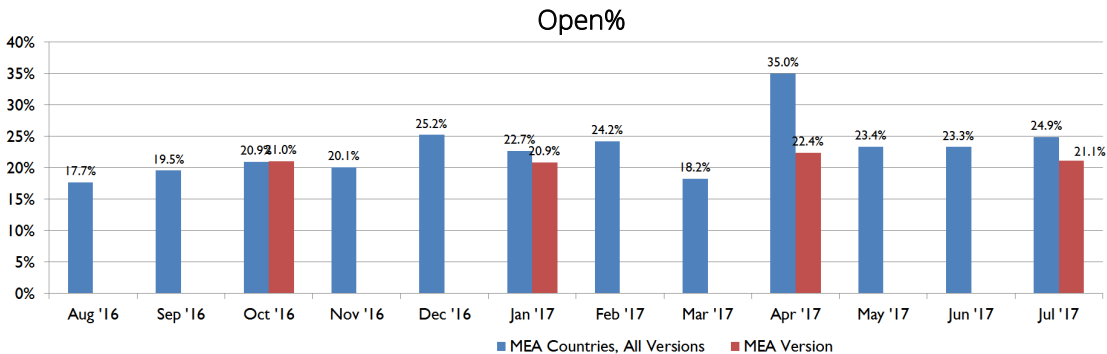
NEW UK VERSION ADDED INCREMENTAL ENGAGEMENT ALONGSIDE GLOBAL ENEWS

European audience engagement with Global eNews was not significantly affected by the UK version of eNews

The addition of UK eNews created an additional touchpoint with incremental exposure



MEA QUARTERLY

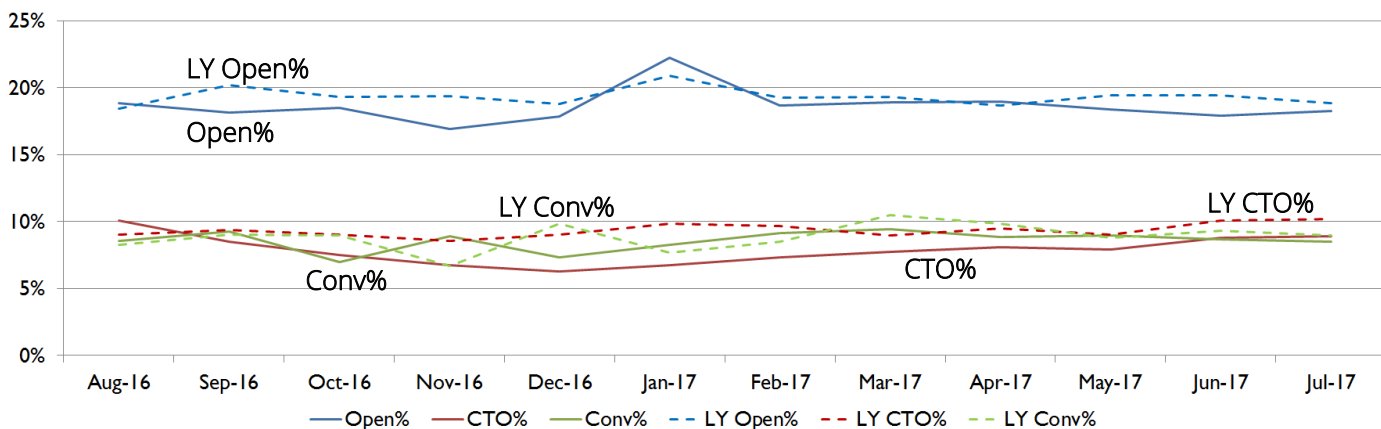


MEA audience engagement with eNews does not seem to be significantly impacted during months MEA eNews is deployed

- MEA audience avg Open% & CTO% was higher during months MEA eNews is sent

Click engagement is lower with the MEA version (which features more local offers)

JULY '17 HOTEL SPECIALS EMAIL KPI TRENDS



Open% was down 3% YoY and 2% below the 12-month avg, but increased 2% MoM

CTO% was the highest since Aug '16

- Featured MegaBonus
- High engagement with Field Offers & new Member Module

Conv% was down 5% YoY, 2% MoM, and 2% below the 12-month avg

JULY '17 HOTEL SPECIALS LINK ANALYSIS

July Hotel Specials generated the most clicks since Aug '16; 24.4K more than the 12-month avg

- Field Offers click volume was the highest since Feb '16
 - CTA generated 2.1X the clicks as the 12-month avg (+23K)
- Curated Offers generated 3.7K more clicks and accounted for a 33% higher % of clicks compared to the 12-month avg of content previously featured in a similar position
 - MegaBonus offers drove 39% of Curated Offers clicks; MoM MegaBonus generated a 3% higher % of total clicks and a 5.7% higher Conv%
 - June and July 2017 featured destination-based offers in a 3-across design in a similar position; July offers featured CTA's, as well as, 'save %' headlines and collectively generated a 29% higher % of clicks and generated a 42% higher Conv%
 - Florida and Vegas offers generated the 2nd and 3rd most curated offer clicks; 21% & 18% of section clicks respectively
- Member Module accounted for 11% of clicks and had the highest section Conv% (38% above overall mailing)

Opportunities for improvement:

- MoM, Moments section generated 15K fewer clicks; most likely due to lack of sweepstakes content
- eBreaks tested a new design that leveraged frequently used content and generated the lowest click volume & % of clicks since first being featured in Mar '16

Conv% was the lowest since Dec '16

- Field Offers accounted for the highest % of overall clicks since May '13 and continued a historical trend of generating a lower Conv% than the overall mailing
- Lack of a prominent search bar within the Header may have caused section to generate a lower click volume and Conv% than Account Box avgs

*Destination Navigation Bar Booking not included

HEADER
19% clks, 23% bks

FIELD OFFERS
57% clks, 50% bks

MEMBER MODULE
11% clks, 15% bks

MOMENTS
3% clks, 3% bks

See all experiences

DEST. NAV. BAR
1% clks, [*] bks

TODAY'S TOP OFFERS.

CURATED OFFERS
6% clks, 7% bks

MRCC
0% clks, 0% bks

SAVE 20% WITH eBREAKS®.

FIND YOUR NEXT WEEKEND ADVENTURE.

EBREAKS
1% clks, 1% bks

JULY '17 HOTEL SPECIALS LINK ANALYSIS

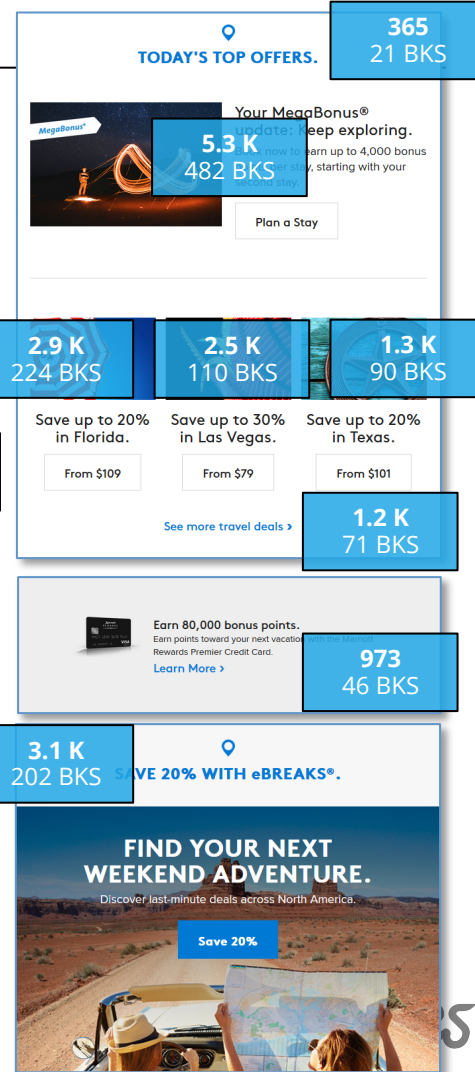
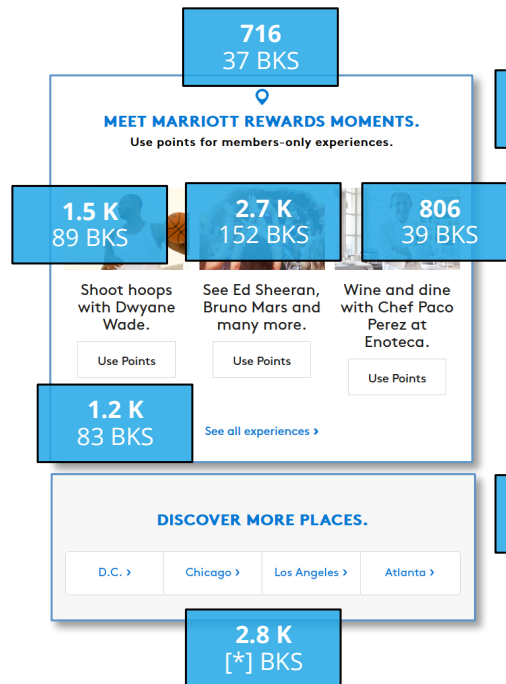
Observations

Most clicked content:

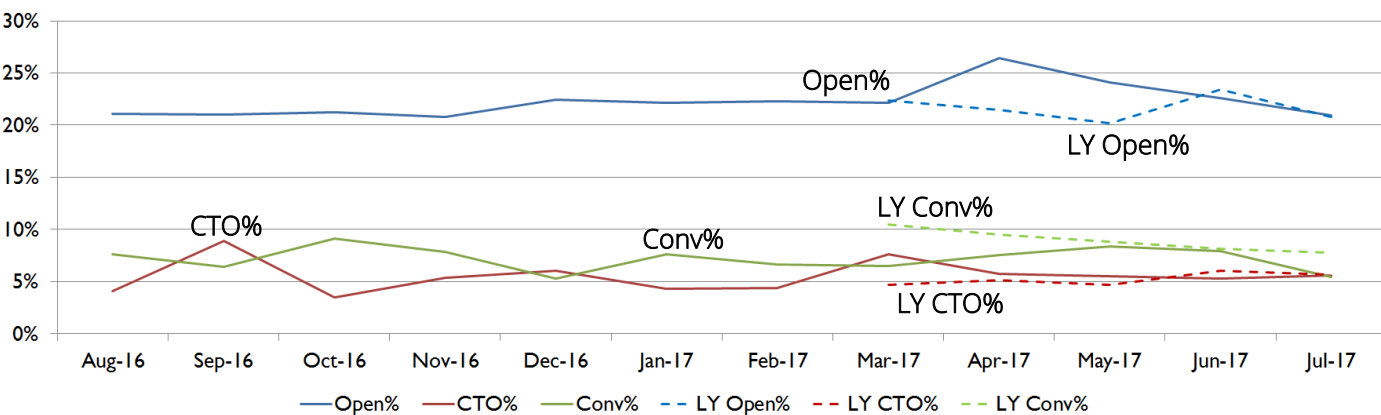
- MegaBonus (Curated Offers) 5.3 K
- eBreaks 3.1 K
- Florida (Curated Offers) 2.9 K
- Destinations Navigation Bar 2.8 K
- Ed Sheeran/Bruno Mars (Moments) 2.7 K
- Vegas (Curated Offers) 2.5 K

MoM, Curated offers click volume increased by 3K, while Moments & eBreaks click volume decreased by 15K & 2.4K respectively

*Destination Navigation Bar Bookings not included



JULY '17 DESTINATIONS EMAIL KPI TRENDS



July generated the lowest Open% in 2017 thus far

- SL: 4 Road Trips for Every Personality

CTO% was up 5% MoM and slightly above the 12-month avg

Conv% was the 2nd lowest since launch (Mar '16)

- New Header and Top Offer content generated 83% of clicks and lower than avg Conv%'s

JULY '17 DESTINATIONS LINK ANALYSIS

July was the 2nd month of the Road Trip theme and generated 25.1K more clicks MoM and 6.9K more clicks than the 12-month avg

- All sections generated more clicks than their respective 12-month avgs, except for the Header & Trip Planner
- Top Offer content featured 4 different road trips with varying focuses of interest and attracted a 47% higher % of overall clicks than the 12-month avg
 - 'More Road Trips' CTA was the most clicked link within the Top Offer section and accounted for 26% of section clicks
 - Top Offer section CTA's have generated an average of 4% of section clicks in 2017 thus far
- Middle Offer section attracted an 8% higher % of clicks than the 12-month avg
 - 'Road Trip Tips' generated 66% of section clicks
 - 'Car Games' generated 32% of section clicks
- Upcoming Trip module generated the 2nd highest % of clicks & Conv% since first being featured in Feb '17 (behind May '17)

July Conv% was the lowest since launch (Mar '16)

- New Header generated a lower Conv% & % of clicks than any month the Account Box was featured
- All Top Offer content, except the 'travel personality quiz' & the CTA generated a lower Conv% than the 12-month section avg
- Middle Offer section Conv% was 23% below the 12-month avg; both primary features had similar Conv%'s

HEADER
16% clks, 28% bks
Culinary route

TOP OFFER
67% clks, 55% bks
Start: Marbella End: Jiboga

Foodie > Budget Wise > Family > Adventurer >

More Road Trips

??? Which road trip fits your personality?
Take the quiz to find out >

Tweet your road trip quiz results using #MRpoints #FindYourRoute and earn 100 points!

HIT THE ROAD, MITCHELL.

YOUR UPCOMING TRIP TO LOS ANGELES

UPCOMING TRIP
1% clks, 2% bks

MIDDLE OFFER
10% clks, 7% bks
Get inspired with the latest from Marriott TRAVELER on Facebook Messenger through Marriott Rewards. >

WHERE TO BOOK NOW.

TRIP PLANNER
4% clks, 4% bks

Montreal Seattle Salt Lake City
Explore Canada See Washington Visit Utah

OVERALL SOLO DECLINES TIED TO MOMENTS REBRANDED DECLINES

		Program	Solos
Audience	Total	93.3 M	26.8 M
	Delivered	7.4%	11.0%
	Unsub Rate	0.15% 0.0 pts	0.12% -0.0 pts
	Delivery Rate	99% 0.2 pts	100% 0.7 pts
Engagement	Open Rate	23.4% 0.7 pts	23.7% 0.1 pts
	Opens	21.8 M 9.4%	6.4 M 11.5%
	Click Rate	2.2% -1.0 pts	1.9% -0.5 pts
	Unique Clicks	2.0 M 13.0%	520.3 K -10.0%
	Click to Open Rate	9.2% -4.7 pts	8.2% -2.0 pts
Financial	Bookings	160.7 K -3.9%	51.9 K -11.0%
	RoomNights	365.9 K -6.7%	115.5 K -15.3%
	Revenue	\$55.4 M -7.1%	\$17.4 M -16.0%
	Conversion Rate	8.0% -1.0 pts	10.0% -0.1 pts
	Bookings per Delivered(K)	1.7 -39.4%	1.9 -19.8%

July BPK was down 21% YoY & 20% below the 12-month avg

Open% was slightly above the 12-month avg, but slightly down YoY

Moments Rebranded solo conducted a subject line test:

- **Introducing Moments (20.8%)**
- New: Marriott Rewards® Moments (20.7%)
- Mind-Blowing Moments. All for You. (20.5%)

CTO% was down 9% YoY and was 19% below the 12-month avg

Conv% was down 12% YoY and was 1% below the 12-month avg

July '17 Launches of Note:

- MB Registration Reminder
- Moments Rebranded
- MB Booking Reminder

SUMMER '17 MEGABONUS TO-DATE

Promotion Results First 3 Months	Delivered	EIR Bookings	EIR Revenue	Bk/ Del (K)
Summer Promo '16	86.0 M	144.4 K	\$50.0 M	1.7
Fall '16	87.8 M	125.4 K	\$43.7 M	1.4
Spring '17	68.8 M	144.8 K	\$52.2 M	2.1
Summer '17	85.4 M	133.2 K	\$45.2 M	1.6

Promotion Results First 3 Months	Delivered	EIR Bookings	Revenue	Bk/ Del (K)
Announcement	9.8 M	45.6 K	\$16.1 M	4.7
Registration Confirmation	1.3 M	18.1 K	\$5.9 M	14.2
Registration Reminder	8.5 M	15.6 K	\$5.7 M	1.8
Hotel Specials May '16	9.0 M	815	\$261.9 K	0.1
PO-Offers May '16	1.1 M	424	\$157.7 K	0.4
Destinations Jun '16	10.1 M	611	\$203.8 K	0.1
PO-Destinations Jun '16	1.2 M	313	\$102.1 K	0.3
Hotel Specials Jun '16	9.3 M	1.7 K	\$580.5 K	0.2
PO-Offers Jun '16	1.1 M	678	\$219.0 K	0.6
eNews Jun '16	11.0 M	10.1 K	\$3.5 M	0.9
PO-Benefits Jun '16	1.2 M	5.1 K	\$1.8 M	4.4
eNews Jul '16	11.1 M	26.4 K	\$87 M	2.4
Hotel Specials Jul '16	9.3 M	1.5 K	\$491.9 K	0.2
PO-Benefits Jul '16	1.2 M	16.8 K	\$6.1 M	14.4
PO-Offers Jul '16	1.1 M	641	\$244.0 K	0.6
Summer Promo '16	86.0 M	144.4 K	\$50.0 M	1.7
Preview	7.7 M	19.4 K	\$6.6 M	2.5
Registration Confirmation	606.5 K	7.9 K	\$2.8 M	13.0
Registration Reminder	7.9 M	27.1 K	\$9.4 M	3.4
Achievement	102.9 K	14.0 K	\$4.3 M	136.5
eNews Sep '16	11.5 M	30.8 K	\$10.9 M	2.7
Hotel Specials Sep '16	9.3 M	882	\$354.3 K	0.1
PO-Benefits Sep '16	1.2 M	17.8 K	\$6.7 M	14.9
PO-Offers Sep '16	1.1 M	509	\$162.0 K	0.5
eNews Oct '16	12.0 M	1.8 K	\$655.7 K	0.2
Hotel Specials Oct '16	9.3 M	659	\$206.9 K	0.1
PO-Benefits Oct '16	1.2 M	844	\$318.2 K	0.7
PO-Offers Oct '16	1.1 M	289	\$108.7 K	0.3
eNews Nov '16	11.9 M	2.1 K	\$822.3 K	0.2
PO-Benefits Nov '16	1.3 M	1.1 K	\$397.0 K	0.9
PO-Destinations Nov '16	1.2 M	37	\$13.4 K	0.0
Destinations Nov '16	10.6 M	127	\$38.5 K	0.0
Fall '16	87.8 M	125.4 K	\$43.7 M	1.4
Announcement	8.5 M	55.0 K	\$20.4 M	6.4
Registration Confirmation	777.9 K	8.1 K	\$2.9 M	10.5
Achievement	162.9 K	4.2 K	\$1.5 M	25.7
Registration Reminder	8.0 M	19.9 K	\$7.1 M	2.5
Last Chance Registration	7.7 M	13.9 K	\$4.8 M	1.8
Last Chance Booking	645.5 K	5.5 K	\$1.8 M	8.5
eNews Jan '17	13.7 M	13.1 K	\$4.5 M	1.0
eNews Feb '17	15.0 M	23.8 K	\$8.6 M	1.6
eNews Mar '17	14.4 M	1.2 K	\$450.4 K	0.1
Spring '17	68.8 M	144.8 K	\$52.2 M	2.1
Announcement	12.1 M	52.6 K	\$18.0 M	4.4
Registration Confirmation	906.2 K	8.5 K	\$2.7 M	9.4
Registration Reminder	9.4 M	13.6 K	\$4.6 M	1.4
Booking Reminder	801.6 K	10.6 K	\$3.3 M	13.2
eNews Jun '17	14.5 M	19.7 K	\$6.9 M	1.4
Hotel Specials Jun '17	10.3 M	424	\$145.4 K	0.0
Destinations Jun '17	11.7 M	1.3 K	\$341.2 K	0.1
eNews Jul '17	15.4 M	26.0 K	\$9.1 M	1.7
Hotel Specials Jul '17	10.3 M	482	\$154.8 K	0.0
Summer '17	85.4 M	133.2 K	\$45.2 M	1.6

BPK FELL BY 1.7% AGAINST 12 MO AVG DUE TO LOW OPEN%

		Program	Lifecycle
Audience	Total Delivered	93.3 M 7.4%	6.5 M 21.2%
	Unsub Rate	0.15% 0.0 pts	0.30% 0.0 pts
	Delivery Rate	99% 0.2 pts	97% 0.5 pts
Engagement	Open Rate	23.4% 0.7 pts	31.5% -1.3 pts
	Opens	21.8 M 9.4%	2.1 M 16.4%
	Click Rate	2.2% -1.0 pts	6.1% 0.6 pts
	Unique Clicks	2.0 M 13.0%	400.0 K 34.4%
	Click to Open Rate	9.2% -4.7 pts	19.4% 2.6 pts
Financial	Bookings	160.7 K -3.9%	28.3 K 19.2%
	RoomNights	365.9 K -6.7%	68.6 K 16.2%
	Revenue	\$55.4 M -7.1%	\$10.3 M 15.2%
	Conversion Rate	8.0% -1.0 pts	7.1% -0.9 pts
	Bookings per Delivered(K)	1.7 -39.4%	4.3 -1.7%

2nd highest delivery volume since Jan '12

- Welcome Emails delivery volume was the 3rd highest since Jan '12
- Anniversary delivery volume was the highest since launch (Jun '15)
- Onboarding series delivery volume was the highest since launch (Mar '16)

Open% was the 3rd lowest since Jan '16

- Although Onboarding series Open% was 3% above 12-month avg; it generates a below lifecycle avg Open% and had a 39% higher volume than the 12-month avg.
- Anniversary Open% was the 2nd lowest since launch (Jun '15)

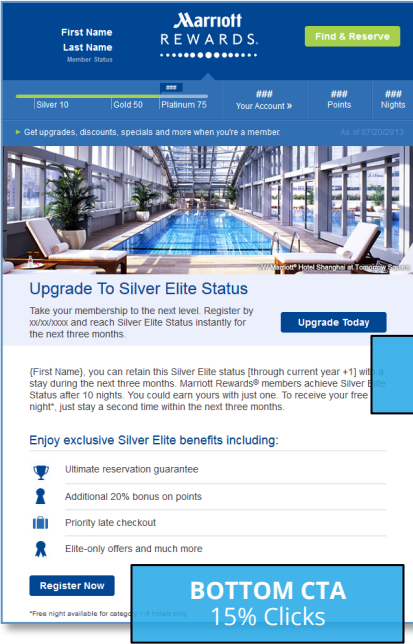
CTO% was the 3rd highest since Jan '16

- Welcome campaign (38% of lifecycle Del.) generated the 2nd highest CTO% since Jan '12
 - Welcome Points generated the highest CTO% since Dec '14

Conv% was the lowest since May '14

- Hello Again campaign (9% of lifecycle Del.) generated lowest Conv% since Dec '15
 - Initial Hello Again Email Conv% was 3rd lowest since Dec '15
- Welcome campaign generated the lowest Conv% since Jan '12
 - Welcome Points generated the lowest Conv% since Jan '12

NEW MEMBER ACTIVATION



SL: Get Silver Elite Status And A Free Night
PH: Take your membership to the next level.

July '17 Lifecycle Mailings	Delivered	EIR Bookings	EIR Revenue	Open%	CTO%	Conv%	Unsub%	Bk/Del (K)
New Member Activation	3.7 K	22	\$8.3 K	40.0%	26.8%	5.5%	0.11%	5.9
Hello Again	291.0 K	121	\$44.8 K	6.1%	12.5%	5.5%	0.21%	0.4
Winback	3.6 K	81	\$27.1 K	35.4%	22.0%	29.3%	0.00%	22.8

MoM, audience decreased by 7%;
 BPK increased 48%

- MoM, New Member Activation Open% and CTO% increased 21% and 30% respectively, while Conv% fell 46%
- In July, New Member Activation CTO% was higher than initial Hello Again and Winback Emails

CTA % of Clicks for similar mailings:

- Hello Again [Update Preferences] = 23% of Clicks
- Winback [Take Survey] = 86% of Clicks